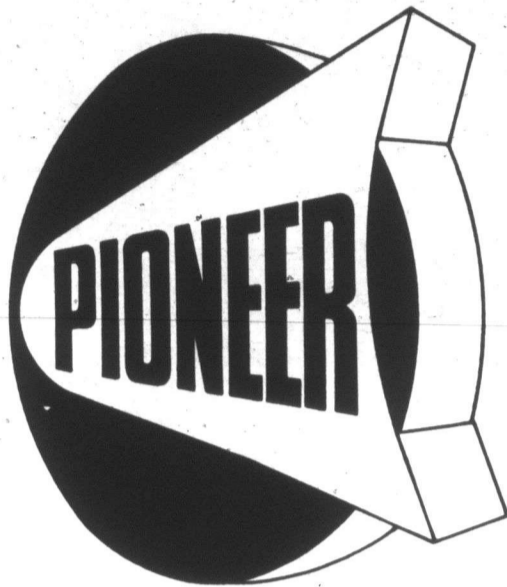


FREE WASH



WITH ANY GAS FILL-UP

Quality, service and value . . . yours at Pioneer! Choose the gasoline blend that's right for your car. Pioneer gasolines are refined by one of Canada's major oil companies, and sold throughout Southern Ontario under our own trademark. For extra convenience, apply today for your Pioneer Credit Card, at any Pioneer location.

FREE CAR WASH

When you buy as little as \$4.50 in top-quality Pioneer Gasoline, you get your car washed free! If you paid a penny for your last car wash, you paid too much. And remember — your free car wash is good *anytime* — at any Pioneer location!



WE'RE FAST

No waiting at Pioneer! We don't need a bell cord at our stations, because Pioneer People are ready and waiting at the pumps the instant you drive in. You get a warm welcome and immediate, courteous attention, every time at Pioneer.



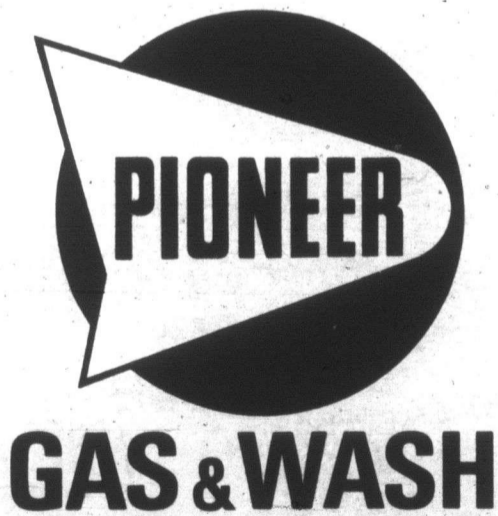
SAVE PIONEER MONEY

When you buy gasoline at Pioneer, choose between a free car wash or Pioneer Money. If you select Pioneer Money, you get 3 cents on every gallon you buy at this station. Spend it like cash — for anything, anytime, at any Pioneer location.



INSTANT CIRCLE SERVICE

We'll clean your windshield, clean right round your car — fast, while you're filling up at Pioneer. And if we don't offer you your choice of free car wash or Pioneer Money, and clean your windshield, your gas purchase is free!



**LAKESHORE ROAD
AT HIGHWAY 10
(FORMERLY ART BABCOCK'S ESSO)
PORT CREDIT**