



## COMPREHENSIVE   SERVICE

To "carry on" during the difficult period of transition, to help reconstruct business as a prelude to future growth and prosperity—this is the task to which Imperial Oil Limited is bending its efforts.

Because of the diversity of its products, its service extends to most Canadian industries, great and small, and to each in a wide variety of ways.

Imperial products are well and favourably known to: farmers, motorists, fishermen, manufacturers, road builders, and miners — to all classes and in all Canadian homes.

It is our purpose to give real service with, as well as in, every Imperial product. It is our purpose to make the name "Imperial" stand for good goods and good will.

### REFINERIES

*Sarnia, Ontario*

*Halifax, Nova Scotia*

*Ioco, British Columbia*

*Regina, Saskatchewan*

*Montreal, Quebec*



# IMPERIAL OIL LIMITED

Power · Heat · Light · Lubrication

BRANCHES IN ALL CITIES