

## *Character—*

You judge a person's character largely by his outward appearance. Just so is the character of your store largely judged by the appearance it presents to the buying public. Cleanliness—one of the greatest assets of any store.

Imperial Floor Dressing helps you enhance the character of your store. It keeps your store and its merchandise clean—dust *cannot rise* from the floors when treated with *Imperial Floor Dressing*. One gallon covers a floor surface of 500 to 700 square feet, and one application will last for months.

Imperial Floor Dressing preserves the surface of wood, linoleum or oil cloth. It is non-gumming and non-evaporating. The only sanitary and satisfactory way to dress your floors.

# IMPERIAL FLOOR DRESSING (Standard)

*(Formerly "Imperial Standard Floor Dressing.")*

sold in gallon and four-gallon lithographed cans, half-barrels and barrels. Ask the Imperial Oil Salesman for prices and demonstration.

*"Made in Canada"*

**IMPERIAL OIL LIMITED**  
Power · Heat · Light · Lubrication  
Branches in all Cities