

IMPERIAL

OLOPINC

MADE IN CANADA

Romember

Imperial Polarine Oil (Light Medium Body) is the lubricant recommended for your Ford.

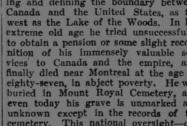
Heavier oil invites friction-drag,

loss of power, overheating, carbon formation and many other

IMPERIAL OIL LIMITED

Manufacturers and Marketers of Imperial Polarine Motor Oils and Marketers in Canada of Gargoyle Mobiloil.

costly evils



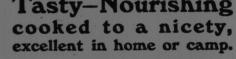
Purity

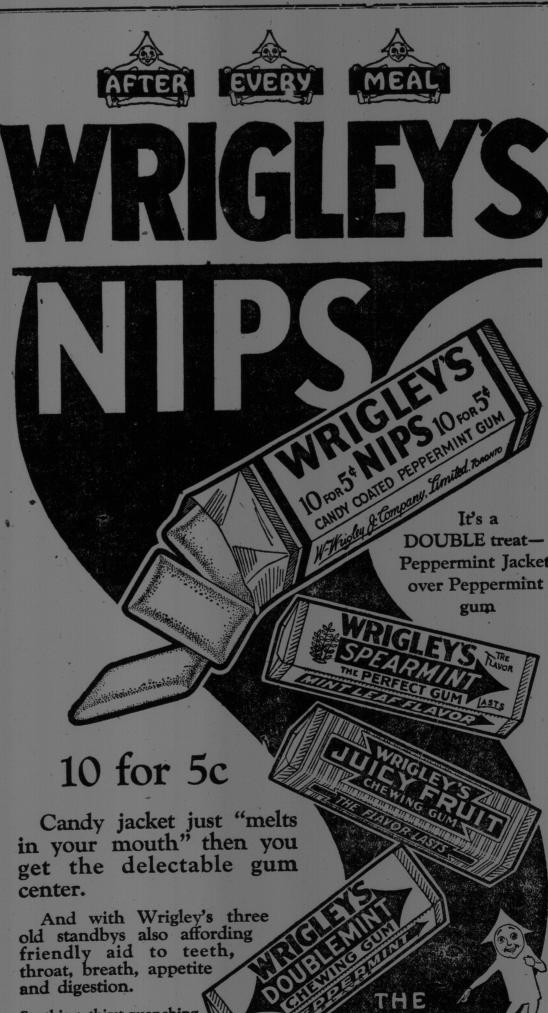
Made always as pure as we knew how to make it, Purity Ice Cream was always pasteurized, but crowning perfection has now been reached in

Heathization

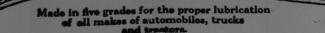
Heathization which, in addition to the pasteurizing process, makes Purity Ice Cream as Pure as science knows how. Add quality's highest goal and natural flavors—and what better Ice Cream can be pro-duced than PURITY?

Ask your Purity dealer.





Soothing, thirst-quenching. Making the next cigar



MOTOR OILS





FLAVOR