



READY MADE CUSTOMERS

Practically every woman who enters your store is a ready-made customer for Ioco Liquid Gloss and Household Lubricant. In every home there's a daily use for one or both of these evident necessities.

Ioco Liquid Gloss cleans and polishes finished surfaces of all kinds—restores the original lustre to furniture, pianos, hardwood floors, automobile and carriage bodies.

Household Lubricant—non-gumming and non-corrosive—is used for sewing machines, phonographs, typewriters, electric fans, bicycles, etc., wherever a light lubricating oil is needed. Used on bright metal surfaces, Household Lubricant prevents rust and tarnishing.

Stock these staples that bring repeat orders. Their quality is well-known—their uses are many and varied—they are backed by the well-known guarantee of our name.

Write us to-day for our attractive dealer proposition.

IMPERIAL OIL LIMITED

Manufacturers & Marketers of POLARINE MOTOR OILS & GREASES

Marketers of *Gargoyle Mobiloils* in Canada

BRANCHES IN ALL CITIES