

Personality

Every store reflects the personality of the owner. And store personality is a vital factor in drawing and holding trade. Has your store a pleasing personality?

The first requisite of a pleasing personality is cleanliness. Clean show cases, clean windows, clean shelves, clean floors and clean goods — make an appeal to customers. Banish dust from your store and it will be easily kept clean.

IMPERIAL FLOOR DRESSING (Standard)

is specially made for dust prevention and at the same time preserves and polishes wood work, linoleum and oil cloth.

Dust cannot rise from floors treated with Imperial Standard Floor Dressing. One gallon is sufficient to treat upwards of 700 square feet of floor surface—one application will keep the floors bright and clean for months.

Imperial Standard Floor Dressing is sold in gallon and four-gallon lithographed sealed cans; half-barrels and barrels. Stock up and make your own store such a shiny example that you can get the business of neighboring stores, public and private buildings.

IMPERIAL OIL LIMITED

Power ~ Heat ~ Light ~ Lubrication
Branches in all Cities