



IMPERIAL SERVICE

If you are in doubt about the proper lubricant, ask the Imperial Oil man. He will give you courteous attention and sound advice on your lubrication problems. That is part of Imperial Service.

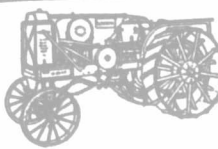


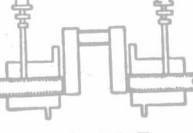
NOT ONLY GOOD OILS — CORRECT LUBRICATION

YOUR automobile, tractor or stationary engine can do its best work only when it is correctly lubricated. Your horses can do their work more easily when your wagons and farm machinery are correctly lubricated. All your machinery will wear longer, give you more satisfactory service and less repair expense if you use the correct lubricant in each case.

There is a just-right oil for every mechanical purpose—an oil manufactured by Imperial Oil Limited for each lubricating requirement. You can get it in any part of Canada—at any Imperial Oil station. There is one near you.

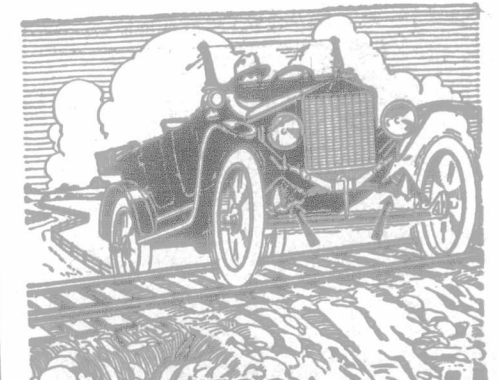
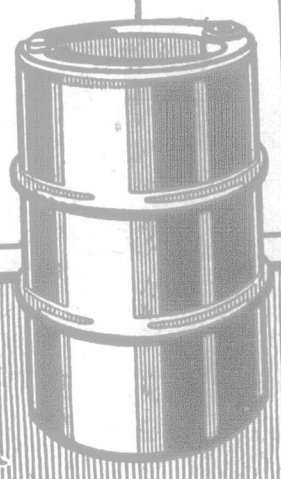
Imperial oils are supplied in steel barrels and half-barrels—convenient, economical. No waste. You use every drop you pay for and know that every drop is uniform and clean.

A Correct Lubricant for every Farm Machine

 <p>For Gasoline Engines, Tractor, Auto or Stationary POLARINE OIL STANDARD GAS ENGINE OIL For Kerosene Engines, Tractor or Stationary POLARINE OIL HEAVY IMPERIAL KEROSENE TRACTOR OIL (Recommended by International Harvester Co.)</p>	 <p>For Open Bearings of Farm Machinery PRAIRIE HARVESTER OIL —very heavy body, resists cold, won't thin out with moisture ELDORADO CASTOR OIL —a thick oil for worn and loose bearings</p>	 <p>For Steam Cylinder Lubrication, whether Tractor or Stationary Type CAPITOL CYLINDER OIL —the standard product for steam cylinder lubrication</p>	 <p>THRESHER HARD OIL For Grease Cup Lubrication of Bearings a clean solidified oil high melting point</p>
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IMPERIAL OIL

BRANCHES THROUGHOUT CANADA



Tires \$500 Apiece!

TIRES are selling at fabulous figures in Europe. War conditions may make them go almost as high here. You owe it to the country and to yourself to make your present set give the greatest possible mileage.



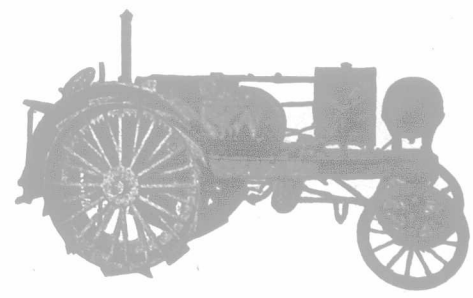
Hassler Shock Absorbers save tires because they support the weight of the car. When the car strikes a rut, they gently compress and absorb the jolt instead of forcing the tires to lift the car. The increased mileage from one set of casings pays for them. Hassler Shock Absorbers make your Ford ride as easily as a \$2,000 limousine. They save gasoline, reduce up-keep cost one-third, and increase the resale value of your car. 300,000 Ford Owners recognize their economic necessity.

10-Day Free Trial Offer

Phone, write or call for FREE TRIAL BLANK and we will have a set of Hasslers put on your Ford without a cent of expense to you. Try them 10 days. Then, if you are willing to do without them, they will be taken off without charge. Don't ride without Hasslers simply because someone discourages you from trying them. Accept this offer and see for yourself. Over 300,000 sets in use. Do it now.

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The Waterloo Boy



The Three-Plow Tractor for Ontario. The Tractor that makes good. The Tractor that has stood the test. The Tractor that is guaranteed under all conditions. Write for free catalogue, prices and any information wanted.

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Selling agents for Ontario. Seaforth, Ont.

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