



**\$10,000.00**

*in Cash Prizes*

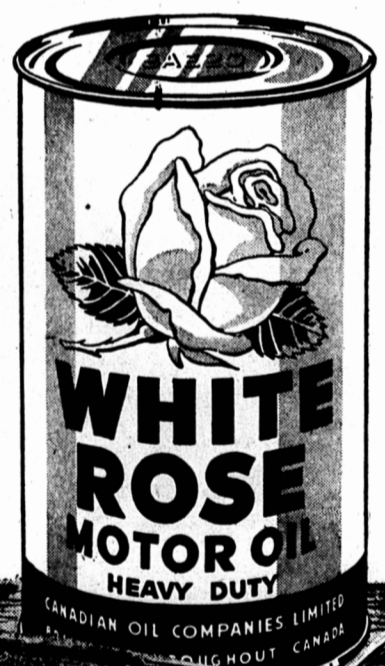
for a slogan describing  
(in 15 words or less) the amazing new **WHITE ROSE Motor Oil**  
No purchase necessary! Read the easy contest rules printed below.  
Enter as often as you wish.

- FIRST PRIZE  
**\$5,000.00 CASH**
- SECOND PRIZE  
**\$1,500.00 CASH**
- THIRD PRIZE  
**\$750.00 CASH**
- FOURTH PRIZE  
**\$250.00 CASH**
- FIFTH PRIZE  
**\$100.00 CASH**
- PLUS  
8 Prizes of \$50.00 each  
and  
80 Prizes of \$25.00 each  
93 Prizes in all!

**GET FREE ENTRY FORMS FROM ANY WHITE ROSE DEALER!**

**Any of these outstanding features may help you win!**

Amazing new Heavy Duty White Rose Motor Oil is produced in the most modern lubricating oil and grease manufacturing plant in North America. Here . . . in this great new plant of Canadian Oil Companies, Limited . . . the best base stocks are blended with the best additives by the best formula known to modern automotive science.

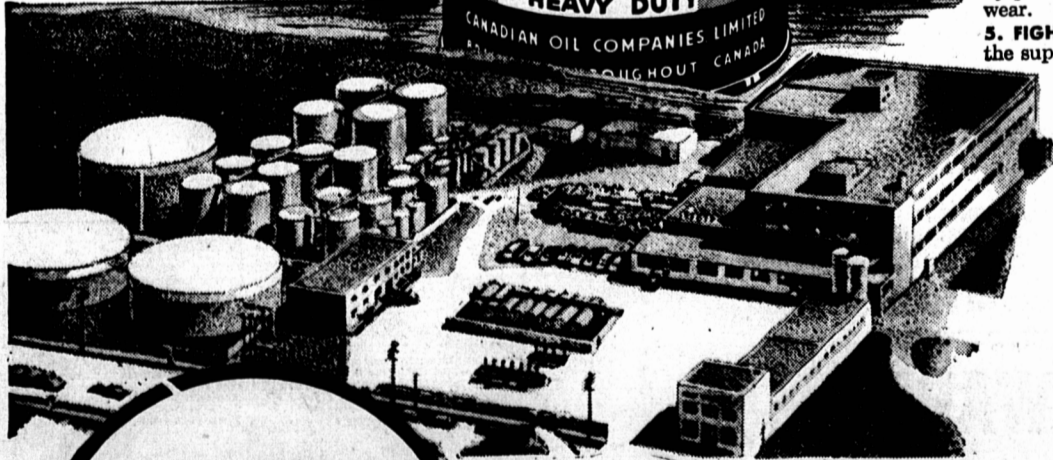


1. **IT'S HOMOGENIZED**—Now being used exclusively in Canada by Canadian Oil Companies, Limited, *homogenization* is the latest advancement in the processing of Motor Oil. This technique disperses all ingredients so thoroughly that they remain permanently in solution. Thus, they perform their various functions rapidly and efficiently.
2. **LOWERS OIL CONSUMPTION**—The lower oil consumption of the new White Rose Motor Oil is due to its high Viscosity Index and the heat resistant properties of the mineral oils it contains.
3. **KEEPS MOTORS CLEAN**—Detergent and dispersant additives hold dirt in suspension so that it drains away at regular oil change intervals.
4. **PREVENTS ACID ACTION**—The new White Rose Motor Oil neutralizes the harmful acids which form in every engine as by-products of combustion—one of the major causes of engine wear.
5. **FIGHTS WEAR**—Grueling road-tests across Canada under the supervision of an independent testing laboratory—(Donald

- Inspection Limited) proved that, with the use of the new White Rose Motor Oil, there was no appreciable wear on engine parts.
6. **INCREASES GASOLINE MILEAGE**—The cleansing action plus the high film strength of new White Rose Motor Oil enables piston rings to operate freely, thus sealing the combustion chamber. This assures more efficient use of fuel.
7. **PREVENTS ENGINE RUST**—New White Rose Motor Oil penetrates and clings to engine parts . . . counteracting one of the greatest causes of engine deterioration.
8. **FLOWS FREELY**—Low cold-test properties enable the new White Rose Motor Oil to flow freely at low temperatures. This aids cold weather starting and gives instant protection to all vital parts.
9. **RESISTS THINNING**—Even under operating conditions of extreme heat, the new White Rose Motor Oil resists thinning, and keeps a protective film of oil between vital engine parts.
10. **SUPPRESSES FOAM**—The new White Rose Motor Oil provides a bubble-free oil film—offsets oxidation—reduces oil consumption—gives complete protection to all lubricated surfaces.

**OFFICIAL CONTEST RULES**

- 1- Official entry blanks are available at all White Rose Dealers and Service Stations.
- 2- Just write a slogan for, or give a description of, the new, improved WHITE ROSE MOTOR OIL in 15 words or less. Your slogan can describe one or more of the new properties of this outstanding and totally different motor oil, such as: "It cleans as it lubricates"; "Prolongs the life of your engine"; Or, it can be general, as for instance: "For goodness' sake, use White Rose"; "Proven best by every test". Entries will be judged for sincerity, originality and appropriateness.
- 3- Write or print your name and address clearly on the official entry form, or on any sheet of paper of similar size (about 5 1/2" by 8"). Make as many entries as you wish, using a separate form for each entry. Mail your entry to: WHITE ROSE MOTOR OIL CONTEST BOARD, P.O. Box 100, Station "D", Montreal 22, Que.
- 4- Contest period is from April 15, 1952 to June 14, 1952. Entries must be postmarked not later than midnight, June 14th and in the hands of the Contest Board by June 21st.
- 5- Winners will be announced in the leading newspapers as soon as possible after the close of the Contest.
- 6- Contest is open to any person, of any age, who lives in Canada, except White Rose dealers and their employees (and their families), and employees (and their families) of Canadian Oil Companies, Limited, and of organizations cooperating with Canadian Oil during the contest.
- 7- Entries must be made in the contestant's own name. No entries will be returned. Entries, contents and ideas therein, become the property of Canadian Oil Companies, Limited.
- 8- Final selection of entries will be made by a board comprising the following outstanding citizens: Rodney S. Kennedy, Past President of the Canadian Authors' Association, J. P. Hogue, Director, Canadian Daily Newspapers Association, Miss Madeleine Levason, Feature Writer and Editor. Decisions of the judges will be final.



**NEWEST  
AND  
BEST**

**— HOMOGENIZED —  
WHITE ROSE MOTOR OIL**

**CANADIAN OIL COMPANIES, LIMITED**