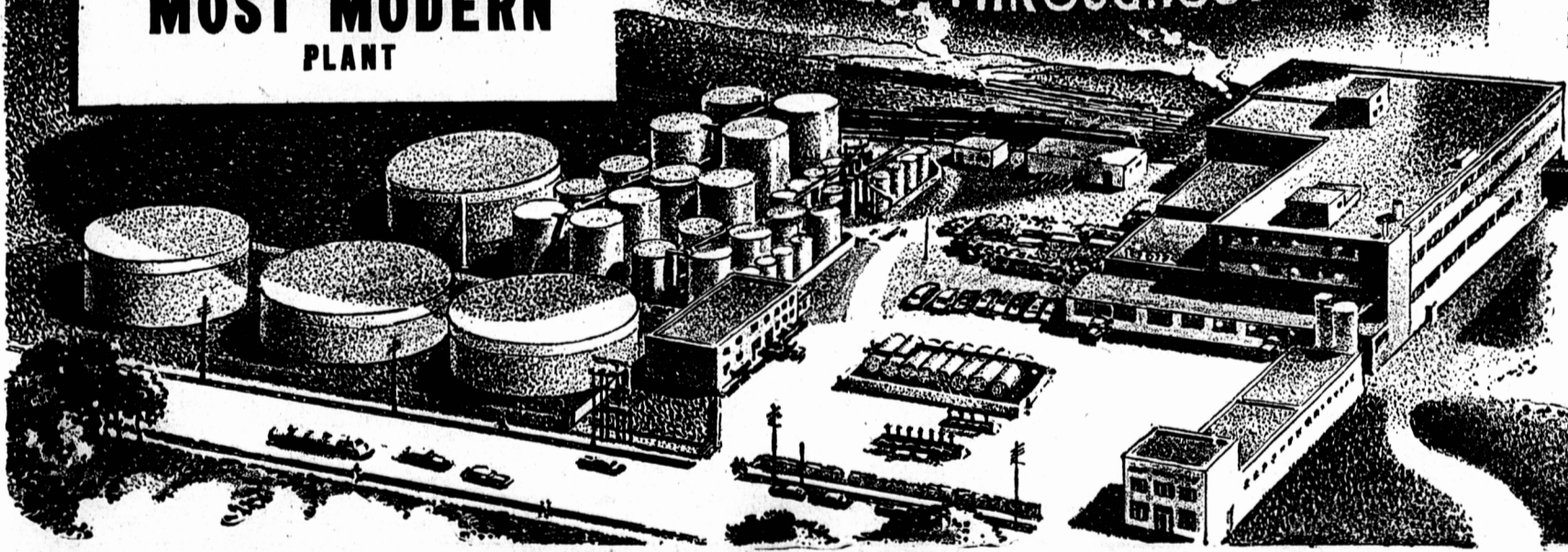


# HOMOGENIZED

...Canada's  
**NEWEST,  
MOST  
MODERN  
MOTOR  
OIL**



Manufactured in Canada's  
**NEWEST,  
MOST MODERN  
PLANT**



## **WHITE ROSE TODAY'S BEST MOTOR OIL**

*brings you these 10  
outstanding advantages*

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.

**\$10,000.00** *in  
Cash  
Prizes*

...for a slogan in 15 words or less describing the new White Rose Motor Oil. No purchase necessary! Anyone living in Canada can enter this contest! Get full particulars, entry blank and descriptive folder from any White Rose dealer.

**CANADIAN OIL COMPANIES, LIMITED**