

# There Is Only One Marvelube

The Lubricating Oil Discovery of the Age  
—On Sale April 20th, Everywhere in Canada

ON the morning of April 20, the new motor oil will be no longer an interesting laboratory experiment but will become a commodity of commerce. Therefore, its story may be told.

Marvelube is the achievement of four years of patient scientific research, and back of that more years of preparation. The source of Marvelube—the crude oil fields of Peru, South America—came under the control of *Imperial Oil Limited* thirteen years ago as the first step towards the marketing of Marvelube in Canada in the year 1926.

Every crude oil field possesses distinctive characteristics. Some have a high naphtha content, some are ideal fuel oils, some are valuable in a greater or lesser degree for the manufacture of lubricants. Peruvian crude is at the very top of the latter class. In the world of oil it is recognized as being as different from other crudes as No. 1 Canadian hard wheat is different from the American and European soft wheats.

Other crudes may look like Peruvian just as other wheats may look like No. 1 hard, but the sturdy qualities which make No. 1 hard wheat pre-eminent give to the Peruvian product a similar distinction in the domain of crudes.

*Imperial Oil Limited* in 1913 commissioned one of its vice-presidents—now its president—to investigate these qualities of the Peruvian fields and largely as a result of his favourable report, the fields were acquired by the International Petroleum Company, a subsidiary of *Imperial Oil Limited*. Thus *Imperial Oil Limited* was placed in exclusive possession of the most valuable raw material for the manufacture of lubricating oil that the petroleum world has ever seen.

For four years the staff of the research laboratories of *Imperial Oil Limited* at Sarnia, have devoted themselves to the perfection of a lubricant from this crude—a lubricant that would be different from any other lubricant that had gone before. In these years young Canadians have gained distinction in the petroleum industry, not only at home but abroad, and have won advancement in the *Imperial Oil* service by their notable contributions to this work. New refining processes have been evolved,

new refining equipment invented and new formulae created until, step by step, Marvelube was made ready for commercial use.

The secret of this process is locked away in the vaults of *Imperial Oil Limited*; and without this secret and without the raw material, the duplication of the merits of Marvelube is impossible. *Imperial Oil Limited* has not divulged the secret of the formula to any other company nor has any other company access to the Imperial's raw material—Peruvian Crude.

Marvelube is sold only by stations of *Imperial Oil Limited* and authorized dealers in Imperial products. If the public knew as much about the lubrication of cars as experts on lubrication know, the demand for Marvelube could not be supplied. If the public knew as much about the lubrication of cars as the experts on lubrication know, the various "golden" oils which masquerade as Marvelube would be in the same class as last year's almanac.

Marvelube represents in short the most significant event in the history of motor lubrication in the past decade. It has arrested the attention of eminent automotive engineers, scientists and petroleum refiners everywhere. After months of secret tests by designers and builders of motor engines, it has been pronounced by the most competent and impartial court that could be assembled in the motor industry, as marking an epoch in motor lubrication. Its merits are not a subject of controversy in any group of unprejudiced and informed oil men. Its new and distinct properties and its superiority to any other lubricant hitherto achieved in modern petroleum refining, is an admitted and impeccable fact.

The real test is in the motor. The Canadian motorist will realize what this all-Canadian, all-Imperial product will mean to him when he has 500 miles of driving behind him and finds his crank-case still filled with the low-carbon-content, minimum sulphur-content, non-emulsifying oil. Marvelube will be placed on sale at all *Imperial Oil* stations and at good dealers everywhere on April 20.

Be ready to make a test on April 20.

## IMPERIAL OIL LIMITED

REFINERIES AT

HALIFAX — MONTREAL — SARNIA — REGINA  
CALGARY — IOCO, B.C.