

A SIMPLE RECORD OF FACT

OF INTEREST TO THE MOTORISTS OF CANADA

ON February 15th—just six months ago—we raised the curtain on a merchandising success that has no counterpart in the annals of modern business. It was then that we revealed the record of our four-year search for the ideal motor lubricant, and announced the culmination of that search in the development of a new and wonderful refining process. At once the attention of the motoring world was focussed upon Marvelube Motor Oil, by reason of the positive assurances we gave to trade and public that it would prove a revelation in lubricating efficiency.

On April 20th, Marvelube went on sale across Canada. On that very day it became apparent that our high claims had awakened the interest of car owners to an extent never achieved for any other oil product. That first day our Dealers and Service Stations set new records in crank-case fillings for customers anxious to get the lubrication benefits which we had told them Marvelube would ensure.

By May 1st, Marvelube sales had attained such proportions as to reveal a most gratifying readiness on the part of the Motoring Public to accept our claims at their full face value. From every one of our twelve Sales Divisions came reports of a demand so vastly in excess of our most optimistic anticipations as to constitute evidence of a public confidence seldom vouchsafed to any commercial institution.

By June 1st—to meet this unforeseen demand—we had doubled our plant capacity.

And yet today, in spite of intensive efforts to place adequate stocks at all our Sales Outlets, we still occasionally hear from Dealers and Service Stations that they have had to report themselves "temporarily sold out on certain grades"—and this in spite of the fact that we have been producing Marvelube at a rate sufficient to fill a demand far in excess of our total Motor Oil sales for 1925.

The proved effect of Marvelube—in smoothness and economy of car operation—has so amply justified all the claims we made at the time of its introduction, that today we find the great body of Canadian Motorists not only using Marvelube, but actively encouraging their friends to enjoy the advantages of this greater lubricant.

Accepted at first "on faith" by motorists who realized we would not jeopardize our reputation by the slightest exaggeration of the actual facts, Marvelube is to-day dominating the oil trade of Canada by reason of actual results achieved in daily use in at least three hundred thousand crank-cases. There is no longer need for claim making. Marvelube now has a record of claim proving whereby even the ultra-sceptical must be convinced.

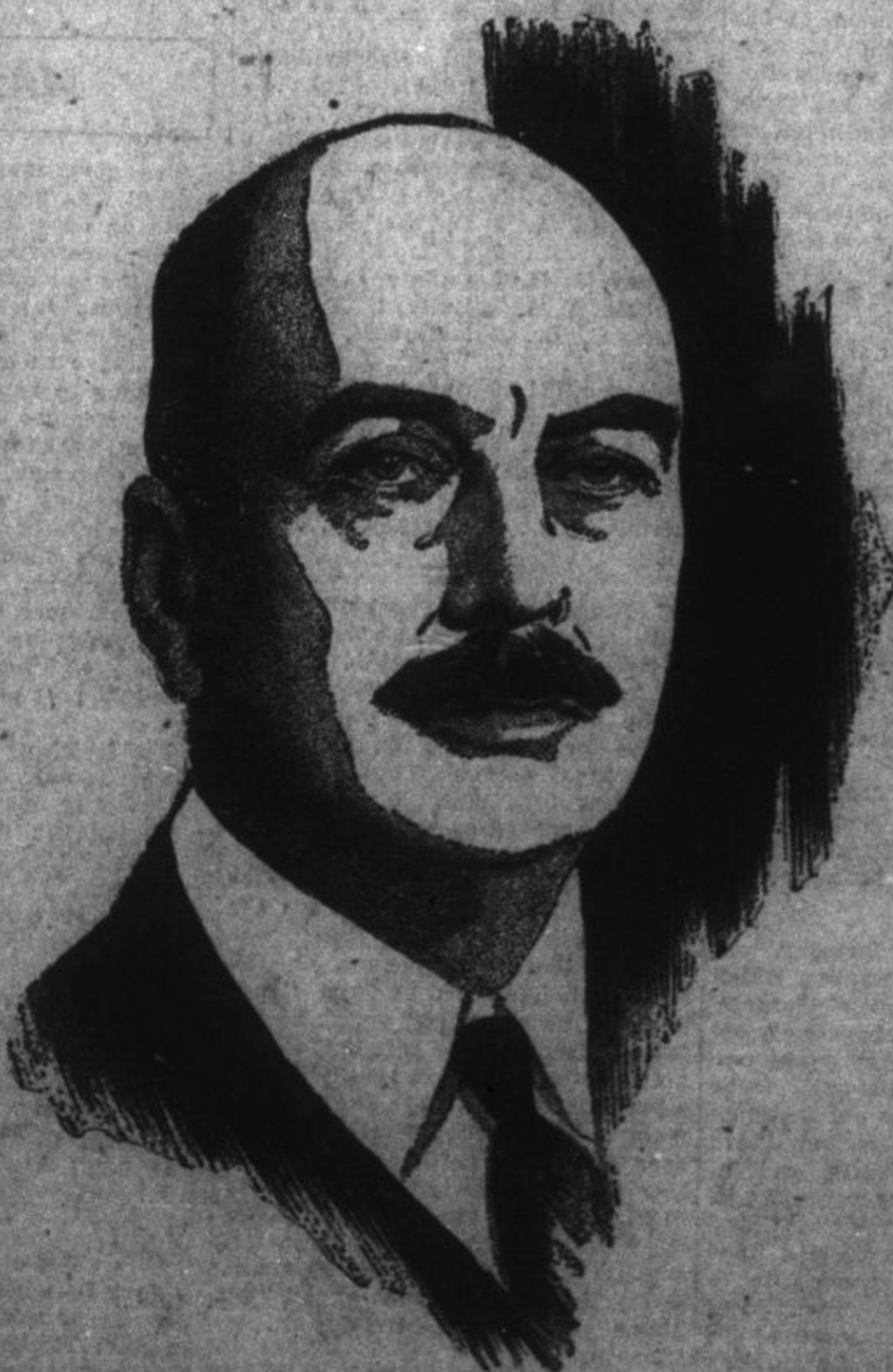
To complete the record of Marvelube's dramatic success, we now have on file official endorsements of this great oil discovery by the manufacturers of seventy-nine per cent. of the motor cars used in Canada. Marvelube, having been subjected by them to searching tests, has received unqualified endorsement as a Motor Oil of low carbon-content, low-cold test, infinitesimal sulphur content, unique resistance to emulsification and amazing ability to retain its "body" under the most severe operating conditions.

In thanking the manufacturers of motor cars who have so frankly endorsed Marvelube, and in expressing our appreciation to the public for their prompt acceptance of the new oil, we reiterate, for the benefit of those who have not yet tried it, the unqualified statement that Marvelube is different from and superior to any other lubricant that has heretofore been offered to the motoring public.

By securing the exclusive use of Peruvian Crude, we placed ourselves in possession of the most valuable raw material for the making of lubricating oil that has ever been wrested from the oil fields of the world.

By discovering and perfecting the Marvelube process of refining, we so enhanced the inherent properties of that great crude as to be able to offer an oil possessing new and distinct properties and revealing a superiority to any other lubricant hitherto produced.

There is only one Marvelube, and the benefit of its use can easily be proved to any motorist's satisfaction by filling his crank-case with the correct grade and observing the result.



L. D. Sullivan
PRESIDENT
IMPERIAL OIL LIMITED