

# What Does Your Oil Do?

### Does it Lubricate Correctly—Save Power—Protect Your Motor? Or Does it Just Burn Up?

If you have checked up the mileage which different oils yield in your car, you have probably found that some oils are consumed far more rapidly than others.

If an oil too heavy in body is used, it will fail to reach all friction points. Often an oil is too light in body for the motor's mechanical conditions. Excess oil then gets by the piston rings. Reaching the combustion chamber it burns.

When oil consumes rapidly power-waste also occurs. The fuel charge escapes past the piston rings on the compression stroke. Gasoline consumption mounts up.

Even with oils of correct body a minute quantity of

the oil works past the piston rings and is burned up. But with oils of *incorrect* body this consumption becomes rapid. It results naturally in sheer oil waste—and in excess carbon deposit.

To first-time users the "wear" of Gargoyle Mobiloils is often astonishing. This is due in part to their unusual ability to "stand up" under the heat of service—and because they maintain a proper seal between pistons, piston rings and cylinder walls—i.e. have correct body.

In short, the oils stay where they belong. They are not burned up by working in excess quantities into the combustion chambers.



## Mobiloils

A grade for each type of motor

We shall be glad to send on request a copy of the booklet "Correct Lubrication" which contains complete Charts of Recommendations for Automobiles, Tractors, Motorcycles and Motorboat Engines and other valuable information.

### IMPERIAL OIL LIMITED

56 Church St., Toronto

Manufacturers and Marketers of Poiraine Motor Oils and Greases  
Marketers of Gargoyle Mobiloils in Canada  
Branches Throughout Canada

### CORRECT AUTOMOBILE LUBRICATION

In the chart below the letter opposite the car indicates the grade of Gargoyle Mobiloil that should be used. For example, A means Gargoyle Mobiloil "A". Arc means Gargoyle Mobiloil Arctic, etc. The recommendations cover all models of both pleasure and commercial vehicles unless otherwise noted.

AUTOMOBILES	WINTER		SUMMER		WINTER		SUMMER	
	W	A	W	A	W	A	W	A
Allen	A	Arc	A	Arc	A	Arc	A	Arc
Asbury (4 cyl.)	Arc	Arc	Arc	Arc	Arc	Arc	Arc	Arc
Asbury (6 cyl.)	Arc	Arc	Arc	Arc	Arc	Arc	Arc	Arc
Asbury (8 cyl.)	Arc	Arc	Arc	Arc	Arc	Arc	Arc	Arc
Autocar (4 cyl.)	A	Arc	A	Arc	A	Arc	A	Arc
Autocar (6 cyl.)	A	Arc	A	Arc	A	Arc	A	Arc
Autocar (8 cyl.)	A	Arc	A	Arc	A	Arc	A	Arc
Buck	Arc	Arc	Arc	Arc	Arc	Arc	Arc	Arc
Calfax (4 cyl.)	A	Arc	A	Arc	A	Arc	A	Arc
Case	Arc	Arc	Arc	Arc	Arc	Arc	Arc	Arc
Chalmers	A	Arc	A	Arc	A	Arc	A	Arc
Chrysler	A	Arc	A	Arc	A	Arc	A	Arc
Chrysler (8 cyl.)	A	Arc	A	Arc	A	Arc	A	Arc
Chrysler (7.5)	A	Arc	A	Arc	A	Arc	A	Arc
Cole	A	Arc	A	Arc	A	Arc	A	Arc
Cummins (8 cyl.)	A	Arc	A	Arc	A	Arc	A	Arc
Daimler	A	Arc	A	Arc	A	Arc	A	Arc
Dodge Brothers	A	Arc	A	Arc	A	Arc	A	Arc
Dodge	A	Arc	A	Arc	A	Arc	A	Arc
Dodge (Mod. 5-3)	A	Arc	A	Arc	A	Arc	A	Arc
Federal (special)	A	Arc	A	Arc	A	Arc	A	Arc
Ford	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Model C)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (5 and 3 1/2 ton)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 11)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 12)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 13)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 14)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 15)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 16)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 17)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 18)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 19)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 20)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 21)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 22)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 23)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 24)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 25)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 26)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 27)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 28)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 29)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 30)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 31)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 32)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 33)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 34)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 35)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 36)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 37)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 38)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 39)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 40)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 41)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 42)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 43)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 44)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 45)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 46)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 47)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 48)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 49)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 50)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 51)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 52)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 53)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 54)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 55)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 56)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 57)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 58)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 59)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 60)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 61)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 62)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 63)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 64)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 65)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 66)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 67)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 68)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 69)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 70)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 71)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 72)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 73)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 74)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 75)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 76)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 77)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 78)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 79)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 80)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 81)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 82)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 83)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 84)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 85)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 86)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 87)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 88)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 89)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 90)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 91)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 92)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 93)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 94)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 95)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 96)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 97)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 98)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 99)	A	Arc	A	Arc	A	Arc	A	Arc
Ford (Mod. 100)	A	Arc	A	Arc	A	Arc	A	Arc

*Facts about Ingersoll Watches*

*15000 people buy them every day*

*5 million a year*

*Sold for 25 years*

*15 different models including Radiolites that tell time in the dark*

*Canadian factory. Canadian workers.*



Radiolite—tells time in the dark. The hands and figures are coated with a substance containing real radium. 1/2 actual size.

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Your Ford Car fitted with McGill Autopower enables you to

### Take Your Mill to the Grist!

No more unnecessary trips to mill—no more waiting your turn—no more grinding bills—your Ford harness with Autopower belted to your grinder—in your own granary—one hour, 1 gallon of gasoline—15 or more bags of feed.

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