



Music
Number



Canadian Oil News

Oil Trade Journal

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Canadian Oil Companies Limited
Toronto, Ont.

EN-AR-CO AUTO GAME
FREE. See Page 5

AUGUST 1920						
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WHITE ROSE GASOLINE

CLEAN, UNIFORM, POWERFUL

White Rose is a gasoline famous for its volatile, homogeneous and uniform high quality, quick starting, smooth acceleration, full power and long mileage!

If your dealer cannot supply you,
write us direct.

R-242-2

CANADIAN OIL NEWS
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Chas. L. Archbold

Music
Number



There are miles that make you happy;
There are miles that make you sad;
But WHITE ROSE miles are miles of smiles,
And always make you glad.

—Scientific Refining—

“My next song,” announced the Vaudeville singer is entitled
—“His Mother feeds him garlic so she can find him in the dark!”

—Scientific Refining—

“Hum, Sweet Hum”—the soft purr of the White
Rose Gasoline powered car.

—Scientific Refining—

Love is a song—music by father and words by
mother.

—Scientific Refining—

“See that fellow going there?” quizzed the bystander. “Well,
two months ago he couldn’t even carry a tune and now he’s a
piano mover.”

—Scientific Refining—

KEEP YOUR MOTOR IN
TIME

A fiddler can't fiddle
Without a bow,
Nor a motorist motor
Without EN-AR-CO.



For Automobile Filling Station Locations.....see page 16

*Let us sing of the day that is gone, Maggie;
Of the chap with the oily tongue,
Who induced us to buy cheap gas, Maggie,
When you and I were stung.*

—Scientific Refining—

A FRANK AD

"Special pains given to beginners," reads an ad. of a music teacher.

—Scientific Refining—

The most beautiful note in the music of business is the ringing of the cash register.

—Scientific Refining—

*"I guess I'll join the Navy
And try a sailor to be,
I think it'll make me a singer
It's so easy to reach High Sea."* —Judge

—Scientific Refining—

"There's a long, long trail," but **White Rose Gasoline** will make it seem a short, short one.

—Scientific Refining—

He—(dreamily) "How some of these old songs do haunt me."

She—"Well, no wonder, many of them have been murdered."

—Scientific Refining—

Motor discord is generally the result of improper lubrication. Perfect harmony is assured when **En-ar-co Motor Oil** is used.

—Scientific Refining—

He—(gayly) "I'm continually breaking into song."

She (sarcastically) "Get the key and you won't have to break in."

—Scientific Refining—

*Just soft pedal that funeral dirge,
The old car still has lots of class,
EN-AR-CO MOTOR OIL will put it in
tune,
Then jazz 'er up with WHITE ROSE
GAS.*



*My gasoline 'tis of thee,
 WHITE ROSE of purity
 That takes the lead.
 It makes the miles whiz by;
 It takes the hills on high;
 It's best when you or I
 Want power and speed.*

—Scientific Refining—

Clerk—"This phonograph will run for a week without winding it!"

Prospective Buyer—"How long will it run if you do wind it.?"

—Scientific Refining—

Everything has two sides, except the most expensive phonograph records and the argument in favor of **White Rose Gasoline.**

—Scientific Refining—

MUSIC TO HER EARS

Landlord—(Gently but firmly)—"Well, I've decided to raise your rent."

Mrs. Flanagan—(Enthusiastically)—"It's the darlint ye are, sir, I wor wonderin' how I c'u'd raise it mesilf."

—Scientific Refining—

*Any little car that's a nice little car
 Is the right little car for me.
 All I have to buy, have to buy to make it
 fly,
 Is WHITE ROSE GAS, you see.*

—Scientific Refining—

C SHARP and buy **White Rose Gasoline** if you want your car to B NATURAL and not run as though it had A FLAT tire.

—Scientific Refining—

Settlement Worker—"My poor woman! What can I do to relieve your distress?"

Poor Woman—"Can you sing, ma'am?"

Settlement Worker—"Why-er-a-little."

Poor Woman—"Sing some of dat Jazz den. Me and my husband ain't been to a Cabaret since de country went dry."

—Scientific Refining—

*I had these two pals with me,
 To speed me on my way,
 So why shouldn't I call it
 "The end of a perfect day!"*



*Hail! Hail! the gang's all here,
Except one chap, alas!
He's miles behind the gang, because
He bought no WHITE ROSE GAS.*

—Scientific Refining—

"Oh, What a Pal was Mary," sung by Douglas Fairbanks,"—Froth.

—Scientific Refining—

Music Teacher—You should pause there.
Don't you see that it's marked rest?

Little One—Yes, teacher, but I aren't tired
—Boston Transcript

—Scientific Refining—

No one ever hesitates to sing their own praise.

—Scientific Refining—

"When the natives of Hawaii took to wearing fuzzy shirts,

They acquired a wriggly rhythm from their shoulders to their skirts.

They had dubbed so many dances, they were rather short on names;

So they called the new one Shimmy, which was local slang for Shames."

—Sun Dial.

—Scientific Refining—

NO ENCORE TO THIS SONG

"One drink of wood alcohol and the earth is mine."

—Scientific Refining—

ALMOST KEYED UP

Aunt Dinah—(To her son and heir)—"Heah, yo Cotton C. Doyle Johnsing, yo' take dat key outen yo' mouf! Yo' want to git de lockjaw?"

—Scientific Refining—

An Unmusical Comedy—the clatter of the motor that is calling for **En-ar-co Motor Oil.**

—Scientific Refining—

*"Music hath charms!" some poet cried,
But this poor poet makes me groan,
This poet never lived beside
A man who played a slide Trombone.*



"I Hear You Calling Me"

For Automobile Filling Station Locations.....see page 16

En-ar-co Auto Game FREE

A fascinating game in which autos compete in a cross-country race. The fun you will have in playing this game will be music to your ears. Two, three or four can play. Only one game to a family.

Get This Game For The Children

Grown folks, too, will like it. Sent free only to auto or tractor owners, to acquaint you with **En-ar-co Motor Oil**.

Date.....1920.

Canadian Oil Companies Ltd.
Toronto, Ont.
Dept. D-8.

Enclosed find 3 cent stamp to partially cover postage and packing. Send **En-ar-co Auto Game** free. I have never received an **En-ar-co Game**.

My name is.....

Street or R.F.D. No.....

Post Office.....

County.....

Range.....Section.....

Prov.....

I own.....

(Make of Automobile or Tractor)

Automobile and am at present using.....

Motor Oil. I will be in the market for more oil

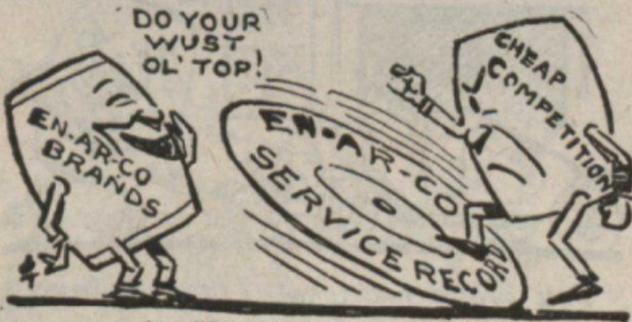
again about.....

and you may quote me on.....

gallons **En-ar-co Motor Oil**.

Business Address.....

—Scientific Refining—



An Unbreakable Record



For Automobile Filling Station Locations.....see page 16



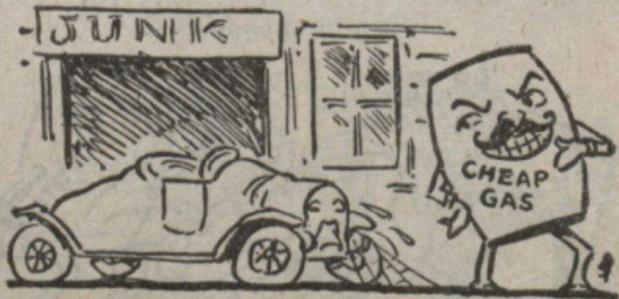
NOTES FROM THE CIRCUS CALLIOPE

At first she was a Lady
 And she wasn't satisfied,
 So she put on knickerbockers
 And rode a motorcycle astride.
 And then she was a Birdie
 And then a Pussy Cat,
 And after that a Pug Dog
 And for a while a Rat.
 One day she was a Race Horse
 And next a Brindle Cow,
 And then again a Pelican,
 And then a big Bow-Bow.
 Once she was a Kangaroo,
 And then a fat Baboon,
 And afterward an Aeronaut
 Sailing in a Balloon.
 She was a Hippopotamus,
 And floundered in the Nile.
 And then a Hooded Cobra,
 And then a sea-green Crocodile.
 A Monkey in the forest,
 A Squirrel among the trees,
 A Black Ant on the hillside,
 A Queen among the bees.
 And after she had tried them all,
 And found they did not fit,
 She put on her old blue apron
 And was satisfied with it.

—Scientific Refining—

"There's music in the heir," said father as he heard his child singing with joy because they were going for a White Rose spin.

—Scientific Refining—



"You made me what I am to-day,
 I hope you're satisfied."

BETTER LUBRICATION FOR FACTORY ENGINES

Here is Scientific Refining combined
with Scientific Distribution—

EN-AR-CO VALVE OIL

mixed with the steam and spread in an
even, thin, efficient film—in valve and
cylinder, by the **En-ar-co** Atomizer.

This device reduces the amount of
oil used, but gets the full value from
what it does use.

That's economical as well as better
lubrication.

And the Atomizer is loaned **FREE** to
purchasers of **En-ar-co Valve Oil**.—
Write to us.

En-ar-co Valve Oil is the highest
type of cylinder lubricant manufactured.
Let our mechanical and lubrication
experts help you lessen your oil expense
and also give you better service.

—Scientific Refining—

*"There's a rhythmic hum to my engines
now*

That's music to my ear.

Thanks to EN-AR-CO VALVE OIL,"
Sang the happy Engineer.



*What music do I like the best?
Why, gracious me, have you not guessed?
I do not care for big bass drum,
But sweeter far my motor's hum.
When it is fed on WHITE ROSE GAS,
My motto is, "They shall not pass."*

—Scientific Refining—

Gump—"I had a nightmare last night."

Gimp—"I'll say! I saw you with her at the musical show last night."

—Scientific Refining—

Hark! the herald angels sing, "**White Rose Gas** is just the thing."

—Scientific Refining—

Cigar Clerk—"For three hundred bands off that brand they give you a graphophone."

Customer—(Puffing hard)—"If I smoked three hundred of these I wouldn't want a graphophone, I'd want a harp."

—Scientific Refining—

*Though jazz effects my mind disturb,
There's one I love to hear,
The coal that rattles on the curb
Makes music to mine ear.*

—Washington Star.

—Scientific Refining—

Minister (To Mose playing banjo on Sunday), "Mose, do you know the Ten Commandments?"

Mose (Thinking hard) "Parson, you all don't think you kin beat me, do yo'? Jest yo' whistle the first three or fo' bars, an' I'll show you."

—Scientific Refining—

Joshua was the last mortal who brought the house down with the aid of his own brass band.

—Scientific Refining—

Many a car is bought for a song—only a "note" given for it.

—Scientific Refining—

*When motor discords come thick and fast
And you are all at C,
Sooner or later you're bound to decide
To put your trust in me.*



“— and the best oil is more economical than machinery.”

This is the best part of the recipe for the successful operation of a motor to prolong its life.

Oil is less costly than repair bills. In fact, motor oil represents only 2% of the total upkeep cost of a motor, so why not buy the best?

EN-AR-CO MOTOR OIL
Scientifically Refined

A clear, clean motor oil containing no free carbon.

Best Way to Lubricate Your Motor

Old oil should be drained from the motor every 1,000 miles and Kerosene oil put in and engine run one minute, then Kerosene should be drained and tank re-filled with fresh **En-ar-co Motor Oil**, which will give the motor more “pep” and “new life.”

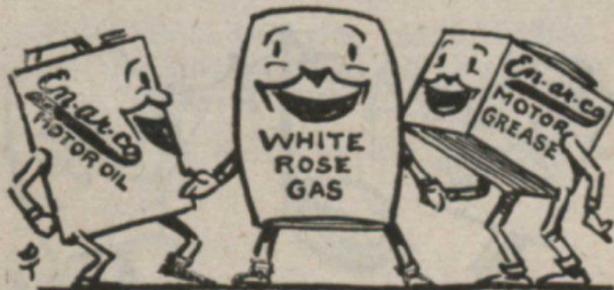
EN-AR-CO MOTOR OIL
Medium, Extra Medium, Heavy, Extra Heavy

- Put up in:
- Wood Barrels
 - Wood Half-Barrels
 - Steel Drums
 - Steel Half-Drums
 - 10-Gallon Cans
 - 5-Gallon Cans
 - 1-Gallon Cans

Extra heavy is made especially for Tractors and heavy trucks.

Order a Barrel or Half Barrel of EN-AR-CO MOTOR OIL

Mail us your order direct if your dealer cannot supply you.



“It’s Always Fair Weather When Good Fellows Get Together.”



*Her voice is like a WHITE ROSE car;
Perhaps you wonder why.
The reason is because she can
Run up the scale on high.*

—Scientific Refining—

Inquisitive Lady—(To Bass Drummer)—“Why do you have that horrid old noisy bass drum in the band?”

Bass Drummer—“If it wasn't for the bass drum you would hear the clarinets.”

—Scientific Refining—

Many who used to play the piano now spend all their time playing the Ouija Board.

—Scientific Refining—

SWEET MUSIC TO THE GROCER'S EAR

Scene—Grocery Store. Time—1920. Fair and unfair shoppers, taking turns at grocer's ear and murmuring sweetly—“Have you any sugar?”

—Scientific Refining—

White Rose Gasoline music is instrumental in giving the car wondrous power and speed.

—Scientific Refining—

*Said a musical fellow named Willie,
“I'll beat all the autoists silly.”*

*But the rest used WHITE ROSE
Which positively shows*

That Willie won't do it—now will he?

—Scientific Refining—

Young Lady (To clerk in music store)—“Just a Little Kiss, please.”

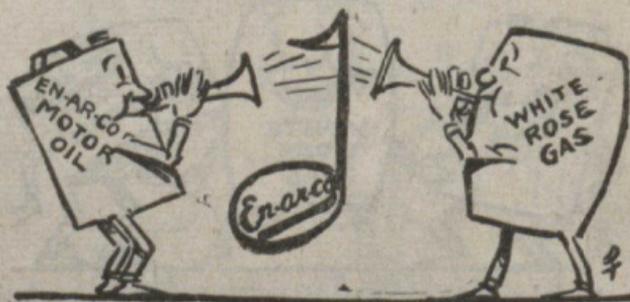
Clerk—“Sh-sh-sh! The boss is in the back. Come around at 5 to-night.”

—Scientific Refining—

Storekeeper (Examining returned music stool)—“What's wrong with it.”

Backwoodsman—“I took it home and give 'er a turn. All the children give 'er a turn and never a tune could we screw out of it. It's no music stool, and I wants me money back.”

—Scientific Refining—



The Keynote to True Motoring Satisfaction.

For Automobile Filling Station Locations.....see page 16

Buy Paint that Lasts

"Save the Surface and you Save All"



Economy Ready Mixed House Paint

is scientifically made of the purest ingredients properly mixed.

It not only *looks* good, but it *wears* well—protects your house from the destructive effects of weather and keeps it in good condition without repairs.

Use it for both outside and inside protection and decoration.

Sterling Shingle Stain

Is the best weather-proofing coating you could give your roof. It comes in attractive colors that do not fade.

Longwear Barn Paint

Best for barns, bridges, farm machines, etc. Brushes up and protects rough wood and metal surfaces.

If your dealer hasn't got these paints and stains, mail us this coupon and we will send FREE our Color Card and Price List.

Canadian Oil Companies Limited
Excelsior Life Bldg., Toronto, Ont.

Please send me FREE of charge your Color Card and Price List for Economy Ready Mixed House Paint, Sterling Shingle Stain, and Longwear Barn Paint.

Canadian Oil Companies, Limited
Branch Offices in 35 cities
General Offices: Toronto, Ont.
London, Montreal,
St. John, Halifax,
Winnipeg, Regina,
Calgary

Name

P.O. Address

County

Province



—Scientific Refining—

Lady of house (hearing crash of glass-ware)—"Norah, what on earth are you doing?"

Maid—"I'm doin' nothin', mum, it's done."

—Scientific Refining—

*Just a song at twilight,
When the lights' are low;
For NATIONAL LIGHT OIL Lamps
Will soon be shining, you know.*

—Scientific Refining—

The only difference between some people and a phonograph is that a phonograph runs down.

—Scientific Refining—

Mother—"Run along now dearie, and tell the music teacher that Tommy can't take his lesson to-day as he has the ear-ache.

Little Sister—"Gee! I'll bet the teacher will be mad. She has told Tommy many times not to play by ear."

—Scientific Refining—

*I dreamt that my truck has marble hauls
And thousands of pounds of granite;
And it hauled these big loads because WHITE ROSE
GAS
Furnished the power that ran it.*

—Scientific Refining—

Mistress—"Now Ada, I want you to show us what you can do to-night. We have a few very special friends coming for a musical evening.

Cook—"Well, mum, I 'aven't done any singin' to speak of for years, but as you insists upon it, you can put me down for 'The 'Oly City!'"

—Passing Show (London).

—Scientific Refining—

Tune up your motor with **En-ar-co**
Motor Oil.

—Scientific Refining—



Way up in "G."

For Automobile Filling Station Locations.....see page 16

NATIONAL LIGHT OIL

Better Than Ordinary Coal Oil

Tractors that burn oil for fuel, develop more power when **National Light Oil** is used.

Incubators burning **National Light Oil** maintain a uniform heat, insuring a chick from every fertile egg, without any poisonous fumes to clog egg shell pores.

Brooders burning **National Light Oil** emit no poisonous fumes to kill little chicks. The uniform heat is Mother Hen's nearest substitute.

Lamps burning **National Light Oil** give forth a clear, bright light without charred wick or chimneys.

Oil Stoves burning **National Light Oil** omit no odor. Every drop burns without clogging burner or charring wick.

Buy **National Light Oil** by the Barrel. If your dealer cannot supply you, mail us your order direct.

—Scientific Refining—

*There's lots o' music round our house,
Ma sings both day and night;
The reason is not hard to find:
We're using NATIONAL LIGHT.*



*That motor is like a Grand Opera
Which has EN-AR-CO MOTOR OIL;
While others are like a Grand Uproar
With the noise they make as they toil.*

—Scientific Refining—

Love your neighbor's phonograph as you would
your own.

—Scientific Refining—

JAZZ

*I wonder if there ever was
Another racket such as jazz,
As jazz, which simply seems to be
An orchestrated shivaree,
A shivaree most ill-advised
And painfully deharmonized,
Which sets drums, flutes and trombones wild
As colic does a teething child,
Which makes the peaceful cowbell clang
Alarms for which someone should hang,
Which so aggrieves the slide trombone
It casts a slur on every tone,
And makes us yearn for lonely plains
Where coyotes howl their sweet refrains.
Music hath charms—you bet she has—
But hasn't lent one yet to jazz.—Judge.*

—Scientific Refining—

Jazzing the truth is a popular melody with some.

—Scientific Refining—

THE SOFT PEDAL!

He—"What did your father say when you told
him that my love for you is like a gushing brook?"
She—"He said, 'Dam it!'"

—Scientific Refining—

A Stringed Quartet—any four people
who have been told that they can get
the maximum of pep and power without
using *White Rose Gasoline*.

—Scientific Refining—

A man blows his own horn most when on a
toot.

—Scientific Refining—

*Your engine still will hum in tune,
Although your tires B Flat,
While WHITE ROSE can't stop punc-
tures,*

It always sees to that.





No matter how the roads may be,
 Though your journey may be far,
 The famed EN-AR-CO trio
 Will put pep
 In the step
 Of your trusty motor car.

EN-AR-CO MOTOR GREASE

For Differentials, Gears, Transmissions on
 Automobiles, Trucks, Tractors.

En-ar-co Motor Grease coats moving parts
 with a strong resistant cushion or film of grease
 that prevents metal to metal contact. Friction
 and wear are reduced, thereby greatly speeding
 up power.

Put up in Barrels, Half-Barrels, 25-lb. Pails.
 Order direct if your dealer cannot supply you.

BLACK BEAUTY AXLE GREASE
 Best Substitute For Good Roads

New life to the old wagon, longer life
 to the new wagon. A grease that
 insures a friction-free, wear-resisting
 axle.

Buy a 25-lb. Pail

Shipped direct if your dealer cannot supply you.

"Music hath chorus," the poet sings,
 "The savage breast to soothe;"
 Like BLACK BEAUTY GREASE on
 the axle,
 It helps make life's road smooth.



CANADIAN OIL COMPANIES, LTD.

General Offices - - TORONTO, ONT.

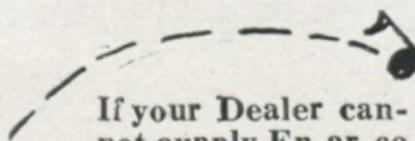
35 SALES AND DISTRIBUTING BRANCHES.

Toronto, Ont.	Edmonton, Alta.
Ottawa, Ont.	MacLeod, Alta.
London, Ont.	Gleichen, Alta.
Hamilton, Ont.	Regina, Sask.
Peterboro, Ont.	Saskatoon, Sask.
Petrolia, Ont.	Weyburn, Sask.
St. Thomas, Ont.	Nelson, B.C.
Owen Sound, Ont.	Grand Forks, B.C.
Midland, Ont.	St. John, N.B.
Sault Ste. Marie, Ont.	Campbellton, N.B.
Kitchener, Ont.	Chatham, N.B.
Sudbury, Ont.	Summerside, P.E.I.
Kingston, Ont.	Sydney, C.B.
Winnipeg, Man.	Halifax, N.S.
Portage la Prairie, Man.	Montreal, Que.
Brandon, Man.	Quebec, Que.
Carberry, Man.	Sherbrooke, Que.
Calgary, Alta.	

—Scientific Refining—

Canadian Oil Companies, Ltd. Service Stations

OTTAWA, ONT.: Cor. Breeze Hill and Somerset St.	WEYBURN, SASK.: 2nd St. between Rly. and Souris Sts.
TORONTO, ONT.: 2-12 Strachan Ave., (South of King) 170-176 Victoria St. (North of Queen) Yonge St. (Cor. of McPherson Ave.) Bloor St. (Cor. of Delaware Ave.)	SASKATOON, SASK.: Cor. 2nd Ave. and 19th St.
UNDER CONSTRUCTION Cor. St. Clair and Ossington Aves. Dundas Crescent, Cor. of George St. Watch for Opening Announcements	MONTREAL, QUE.: Cor. Rachel and St. Hubert Sts. Cor. Park and Pine Aves. 123 Bridge St. Cor. Western and Green Aves. Westmount.
OWEN SOUND, ONT.: Cor. 12th Ave. and 1st St.	QUEBEC, QUE.: Rue Trudel, St. Malo and 123 Cote d'Abraham.
KITCHENER, ONT.: Cor. Walnut and Wilmot Sts.	SHERBROOKE, QUE.: 275 Wellington St.
LONDON, ONT.: Cor. Dundas and Waterloo Sts., and Dundas St. near Pottersburg.	WINNIPEG, MAN.: Cor. Portage and Maryland. Elmwood, Main and Flora.
HAMILTON, ONT.: Cor. Main and Catherine Sts.	BRANDON, MAN.: Cor. First and Vanhorn Sts. 165 Eighth St. cor. of Princess.
ST. THOMAS, ONT.: Cor. Railway and Talbot Sts.	CALGARY, ALTA.: 311-7th Ave. West 1111-8th St. West.
KINGSTON, ONT.: Cor. Ontario and Brock Sts.	EDMONTON, ALTA.: Cor. Jasper Ave. and 105th St. Cor. Columbia and 3rd Sts.
PETERBORO, ONT.: 182 Charlotte St.	ST. JOHN, N.B.: Foot of Sydney St.
SAULT STE. MARIE, ONT.: Bruce St.	HALIFAX, N.S.: 45 Upper Water St. and Fairview.
REGINA, SASK.: Cor. McIntyre and 6th Ave. 11th Ave. and McIntyre St.	



If your Dealer cannot supply En-ar-co Brands — Mail Us Your Order.



TWO
CENT
STAMP
HERE

POST CARD

Canadian Oil Companies,
LIMITED

TORONTO,
ONTARIO

Dept. D8.

Mail Your Order NOW!

.....1920

My Dealer.....

Located.....

Cannot supply me. Please ship the following from your nearest branch.

- Gallons White Pounds En-ar-co
- Rose Gasoline Motor Grease.
- Gallons En-ar-co
- Motor Oil. Gallons En-ar-co
- Gallons National Valve Oil.
- Light Oil.
- Pounds Black Gallons Economy
- Beauty Axle Grease Ready Mixed Paints

My Name is.....

..... Street or R.F.D. No.....

Town..... Province.....

Shipping Point.....

August, 1920.



HIS MASTER'S CHOICE.

(Apoligies to Victor)

A much talked about motor oil.

*Canadian Money—Canadian Made
Should Stay in Canada
For Canadian Trade.*

CANADIAN OIL COMPANIES LTD.
TORONTO, ONT.

Compiled and Printed in Canada

MR. ROBERT W. WATCHBORN,
MERRICKVILLE, ONT.

**POSTMASTER—If unable to deliver, advise promptly,
return postage guaranteed. CANADIAN OIL COMPANIES,
LTD., TORONTO, ONT.**