The Southern Oil Company,

OFFICE—NO. 72 CAMP STREET,

New Orleans.

This Company are now prepared to furnish consumers with their SUPERIOR

MACHINERY OIL,

At 25 per cent Below the Cheapest Lubricating agent in use.

The Oil is CHEMICALLY PURE; is ENTIRELY FREE from GUM and ACID, and at

38 DEGREES BELOW FREEZING POINT

Retains Its Perfect Limpidity.

DIRECTIONS FOR USING THE LUBRICATING OIL.

This Oil being of a penetrating nature, the tendency is to collect any dust or dirt that may have secreted itself, or accumulated in the various defects or imperfections in the machinery. Therefore, where either Oil has been used, the machinery should be thoroughly cleansed; and it may be necessary again to clean it off, after applying our Oil.

Where machinery is kept clean, the Southern Oil Company's Lubricating Oil will be found superior to any now in use. In the use of any Oil, it is important to keep your machinery clean.

It is proper that it be distinctly understood that the Oil manufactured by this Company is the first ever made from Rosin that was suitable for Machinery—all previously used for that purpose has been mixed with other lubricating agents, and even then failed to compare favorably with good Lard Oil. The improvements introduced in the machinery of the Southern Oil Company works, and the improved method adapted of expelling entirely the acid and gluten (contained in all oil heretofore obtained from Rosin) enables them to submit their Oil pure, and rely solely on its merits. It is now offered to the public with a full knowledge on the part of the Company of its being what they represent! and in all cases, when procured of their agents, it is guaranteed to perform what is promised.

In addition to these assurances on the part of the Company, the Oil has been thoroughly tested for the past three months by some of the best practical engineers and machinists in the South—most of whom are well known in this city and throughout the State, and who fully endorse, over their own signatures, its superiority over rival other oils.

A portion of these testimonials are submitted, and we ask a careful perusal by all parties interested. On the score of economy, we appeal direct to the interest of consumers—while being of Southern product and manufacture, it cannot fail to attract the attention and secure the hearty encouragement of every one friendly to Southern enterprise.

N. O., Jackson and Great Northern Railroad, New Orleans, Jan. 7, 1859.

I have been using the Machinery Oil furnished me by the Southern Oil Company, on the boxes of the cars on this road for the past two months—running side by side with the best Lard Oil—and in every respect than far, it gives entire satisfaction, keeping the boxes cool and free from gum.

On two cars I put new brasses on the 12th of December—one car with the Rosin Oil, and the other with Lard Oil. On examination this day I find the Rosin Oil the cleanest, and in other respects fully equal.

After further test I will take pleasure in reporting further results.

[Signed] S. T. VAN LOON, Master Mechanist.

Depot N. O., O. and G. W. Railroad, Algiers, Nov. 11, 1858.

To Southern Oil Company—Gentlemen: I take pleasure in being able to state that I had the Machinery Oil which you sent me to be used on the axle boxes of our cars, to work well, so far as the limited time I have had it in use has permitted me to feel its effects.

Car boxes packed with it have run 240 miles at an average speed of 35 miles an hour without the use of any additional oil, and remaining perfectly cool.

I am at present engaged in making further tests relative to its comparative merits with other lubricators.

Yours respectfully, A. B. SEGER, Vice-President and Superintendent.

Depot N. O., O. and G. W. Railroad Co., January 10, 1859.

To the Southern Oil Company—Gentlemen: Our experiments during the six month in the use of your Machinery Oil for car boxes, show a saving of 25 per cent. on the expenses of Lard Oil, when used for the same purpose, while it answers equally as well.

We shall adopt it exclusive use for that particular purpose, at once. Yours respectfully,

[Signed] A. B. SEGER, Vice-President and Superintendent.

Pass Christian, October 6, 1858.

Dear Sir: I went to Mobile on Monday, and visited the works of the Southern Oil Company, and I had explained to me fully the process by which they refine the Oil, and "expeditiously the gluttonous acid and stamonia, and impart the alkaline property so essential to all lubricating oils."

This is precisely what all Rosin Oil makers heretofore have failed to do, and what has caused the well-founded prejudice against the Oil; as without the features which I have mentioned, (quoted above) the Oil would possess no value for lubricating purposes, while with the discoveries made, and system now in use at the Mobile Works, I believe the Oil will prove far superior to any other Oil for lubricating purposes, more especially in cold climates.

I can but congratulate the Company and the country upon the achievement, which will be a new source of wealth to both.

Your obedient servant, S. H. GILMAN.

[Signed]

New Orleans, January 15, 1859.

Southern Oil Company—Gentlemen: During a recent visit of about two months in the different sugar parishes of this State, I have met with several planters who informed me that the Oil on their sugar mills, and all of them spoke of it in the highest terms as a lubricating Oil.

My own observation, also, has convinced me that it is not affected by variations of temperature, and is free from all the gummy and dirty properties which are always found in the use of all other lubricating Oils.

The shafts of a sugar mill are, from the heavy and irregular strains on them, more difficult to keep oiled and cool than almost any other machinery, and no substance has proved so efficient for that purpose as your Oil. This season's experience goes to confirm the opinions expressed by me in a letter to you in October last, stating that your Oil would prove far superior to any other for the purpose above named.

Very respectfully, your obedient servant, S. H. GILMAN.

[Signed]

Chemical Laboratory, New Orleans School of Medicine, September 29, 1858.

I have carefully examined a specimen of Rosin Oil from the Southern Oil Company, and find that it retains its perfect limpidity as low as six degrees below the zero of Fahrenheit's scale—thirty-eight degrees below freezing point; at twelve degrees below zero it becomes turbid, but does not congeal, still being limpid. It is therefore highly valuable as a lubricating agent, in climates where the temperature is naturally low. It can scarcely be expected, under ordinary circumstances, the temperature as low as the artificial one it has been subjected to without freezing.

[Signed] J. L. CRAWCOUR, M. D., Professor of Chemistry and Medical Jurisprudence, New Orleans School of Medicine.

Smithfield Plantation, October 20, 1858.

To the Agents of the Southern Oil Company, New Orleans—Dear Sirs: I am in receipt of your favor of the 27th inst., and in reply beg to say—I have used a part of the barrel of lubricating Oil obtained from you; and, notwithstanding the prejudice of engineers, I am satisfied it comes as fully to your description. * * *