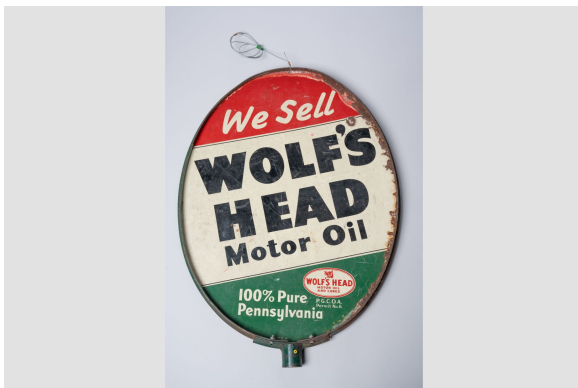
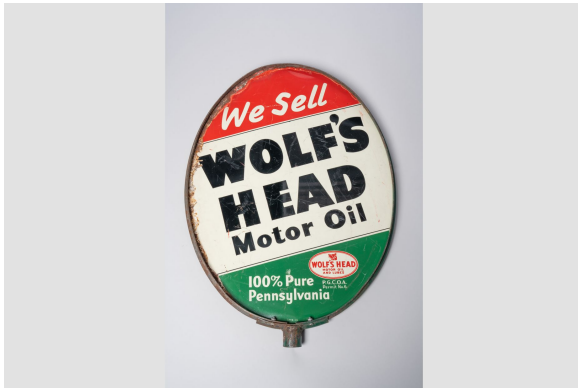


Advertising poster

<https://collections.pacmusee.qc.ca/en/objects/advertising-poster-2018-019-012/>

Collections / advertising poster



Red, white and green oval advertising poster with black and white text.
Poster identical on both sides.

Accession Number 2018.19.12

Date 1946

Materials metal

Measurements 82 x 61 x 5 cm

Historical context

This billboard promotes “Wolf’s Head” motor oils. It is used by Radio-Canada as a backdrop for some television shoots.

Founded in Reno, Pennsylvania in 1879 by A.L. Confer, Wolf’s Head was then known as The Empire Oil Works. The company was built around a new method created by Confer to produce high-quality kerosene for lighting. Gradually, the company shifted its focus to the production of motor oil and lubricants.

In 1928, the company merged with the Wolverine Lubricants Company of New York to become the Wolverine-Empire Refining Company. It then specialized in the production of aviation oil. The company was the official supplier of motor oil to Pan American Airways.

In the 1940s, during the Second World War, the company finally

changed its name to Wolf's Head. This was a very active period for aviation, with Wolf's Head supplying oil to U.S. Army bomber planes. Pennzoil bought the company in 1963, before being acquired by Shell Oil in 2002 and then sold to Amalie Oil Company in 2006.

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Photo by Victor Diaz Lamich

On display