

A new principle in motor lubrication

Engineers solve an old problem with a new and different "STANDARD" MOTOR OIL

THE Standard Oil Company (New Jersey) has developed an oil which embodies an entirely new principle in motor lubrication.

"Standard" Motor Oil eliminates the possibility of dry spots on the cylinder walls—a failing which has always been present in even the best of the old type oils.

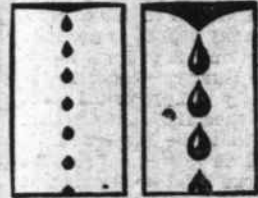
This irregular or spotty lubrication has baffled engineers ever since the perfection of the internal combustion engine. With many other motor oils, if the motor stands idle for a day or a week, there occurs the possibility of dry spots or a film too thin for complete protection. Even when the motor is running there are often areas where there is no fluid film of oil whatever. Then there occurs that grinding of metal on metal which results in scoring of the cylinder walls.

Because there is little or no seal between the piston and cylinder walls, gasoline is forced through into the crank case oil. Dilution results, with a consequent lessening of the lubricating value of the oil.

When this absence of a complete piston seal persists, there is resultant lack of power—the car doesn't climb hills well; it misbehaves at low speeds in high gear; the motor heats up; heavy deposits of carbon are formed; gasoline and oil consumption increases. The best of the old type oils could not correct this condition.

An oilier oil that will "stay put" The problem was to find an oil that would cling to metal surfaces so thoroughly so as to abolish the areas of partial lubrication: It must

not be an oil of too heavy a grade. It must be, in fact, an oil of greater oiliness. And that is exactly what "Standard" Motor Oil is.



Ordinary oil tends to drop away from metal surfaces if long left standing, causing period of friction at each new start of motor. New "Standard" Motor Oil of same weight and consistency possesses greater "factor of oiliness." It "stays put." Note larger, oilier drops.

For more than three years the Standard Oil chemists and engineers experimented with this new "Standard" Motor Oil which, if successful, would mean more to the motorist than any recent advance in the automotive industry.

The first tests proved that "Standard" Motor Oil would withstand a far heavier load before breaking down than any of the leading oils of the old type. This showed its lubricating superiority.

Power tests came next. It was found that the lower friction losses and the better piston seal caused a gain of 3% to 5% in power when motors were lubricated with "Standard" Motor Oil. In cases where motors were in poor condition, the increase in power often ran up to 10%.

Road tests on scores of cars showed startling improvements in hill-climbing ability when cars were lubricated with "Standard" Motor Oil. They showed gains in gasoline miles-per-gallon from 5% to 20%, depending upon the make and condition of the car.

Amazing results can be verified, with your own car

It was found that motors ran cooler, there was less crank-case dilution, and carburetors could be adjusted for leaner mixtures.

These tests have covered more than three years' time and some of the results have run quite beyond the original expectations.

It may seem almost incredible that a lubricating oil can produce such improvements in car operation. But trying is believing, and many motorists report that they can actually "feel the difference" while driving. "Standard" Motor Oil is on sale now at "Standard" Service Stations and at dealers, in Medium, Heavy and Heavy X grades.

A Quarter a Quart

7 Advantages found only in "Standard" Motor Oil

- 1 Constant lubrication-film on metal surfaces.
- 2 Frictionless operation, in a practical sense, even upon starting after idleness.
- 3 Less "breaking down" under load or at high speeds.
- 4 More miles per quart of oil and less crank case dilution.
- 5 Better hill climbing and smoother operation in high gear at low speeds.
- 6 Negligible carbon, clean motor and clean spark plugs.
- 7 Actual saving in gasoline, with or without carburetor adjustment.

CARBON

Remarkable demonstration when you drain out your oil. In addition to its other virtues, this new "Standard" Motor Oil is extremely effective in cleaning cylinder walls, piston heads and even spark plugs. Its black color after the first filling has been drawn off shows that it removes existing carbon. Drive 300 miles with the new oil—then drain your crank case. Having dislodged this objectionable material you will want to get rid of it.

Second filling procedure. Having filled up the second time with "Standard" Motor Oil it is unnecessary to refill oftener than every 500 miles or at your usual draining intervals. Needless to say, after the second filling, little or no carbon will form. If any deposit is made it can be easily removed.



ROAD TESTS



In a 609-mile road test on a Ford run from Sept. 24 to Oct. 22, 1925, the new "Standard" Motor Oil showed a substantial decrease in both oil and gas consumption.

12.8% increase in oil mileage
12.5% increase in gas mileage

And the driver could actually feel a difference in the operation of his car—improved pulling, snappier pickup, elimination of the drag which the motor had previously shown on hills and the removal of the carbon which had been in the motor when the new oil was put in.

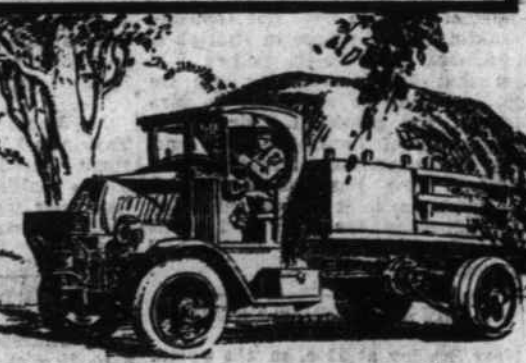


Tested on the road from Sept. 24 to Oct. 22, 1925, for 3,779 miles in a big AC Mack Truck, the new "Standard" Motor Oil showed splendid results:

19.5% increase in oil mileage
20.9% increase in gas mileage
Less friction
Cooler motor
Increased power
Less motor drag

Other Mack motors tested for carbon deposit demonstrated that the new "Standard" Motor Oil removed existing carbon and deposited none itself.

See future advertisements for data on tests with other makes of cars and trucks



STANDARD OIL COMPANY (New Jersey)

You can actually feel the difference

"STANDARD" MOTOR OIL

PROTECT NEW PASTURE BY MOWING WEEDS

Raleigh, July 12.—Cows do not like weeds, and newly planted pastures, particularly where the stand of grass and clover is poor, should be mowed to destroy these pasture pests. "Weeds do considerable harm to pastures," says E. J. Kirby, extension agronomist at State College and student of pastures in North Carolina. "As a rule, we find more weeds in those pastures where there is a poor stand of grass and clover but even where there is a good stand in one and two year old pastures, it is not uncommon for weeds to give much trouble. Where the weeds are mowed once or twice after seeding the pas-

tures, the sod gets ahead and the weeds give little or no trouble thereafter." Mr. Kirby points out that probably the greatest injury to pastures from weeds comes from the choking and shading done to the grasses. However, the pests also use up the moisture and plant food and if all these influences are not checked by mowing, the weeds take the pasture and little grazing is obtained. Midsummer is the time to get rid of the weeds. Those grasses and clovers which were retarded by the late spring and subsequent drought will quickly come into their own if the weeds are clipped. Mowing either with a machine or by hand will permit the pasture sod to get a perman-

ent lead, states Mr. Kirby. Sometimes, he states, on newly cleared land, the pastures are frequently injured by bushes. Shade trees are good in the pasture and most grasses and clovers make good growth in the shade of trees but not grass or clover can stand the dense shade of low bushes. Mr. Kirby states that the bushes should be cut out as soon as they appear. Where the pastures are properly protected from these two enemies, weeds and bushes, they will give heavy production of pasturage for many years. Halifax farmers have found that it costs about six cents per pound to raise peanuts.

DRENCH THE LAMBS BREED THE EWES

Raleigh, July 12.—Stomach worms get in their deadly work with lambs during hot weather. During July, August and September, these young animals should be drenched with the blue stone treatment every few weeks. The treatment, according to Prof. H. S. Curtis of State College, consists of a one percent solution of copper sulphate thoroughly dissolved in water and given at the rate of 2 ounces per dose. This is approximately one-third the amount in a common bottle of soda water and this can be used as a safe guide in drenching. The older sheep should receive a somewhat larger dose but there is not the same

danger of worms in the old sheep as in lambs, states Prof. Curtis. All the lambs for market should be sold early in July leaving only the ewe lambs which will be saved for future breeding. "Sheep growers should keep in mind that if they are to have an early lamb crop, the mature ewes must be bred in July," says Prof. Curtis. Late lambs are never profitable. They fail to develop properly in hot weather and finish at a time when the market is low. Ewes should be bred now to lamb in January and February, especially in eastern Carolina. Prof. Curtis states that any breed of sheep will breed early if properly handled. The lamb should be removed in early July and the ewe turn-

ed on fresh pasture with little grain fed to her. She will soon gain flesh and will breed easily. A ewe losing in weight will not breed, according to experimental tests. Our whole marketing structure now rests upon graded commodities, say experts in agricultural economics. Farm products pass through many hands in moving from centers of production to the world's markets. It is essential to have a common language between buyers and sellers. It's not too early to be preparing the livestock for the fairs this fall. Some fellows would take up golf if they weren't so bow-legged.