

A tip for summer



INSULATED

of first importance to every car owner

This summer you'll get the most enjoyable motoring you have ever known — if you switch to insulated motor oil.

Modern engines give you smoothness and power beyond anything you probably thought was possible. But because the motor oil is now subjected to higher heat, Texaco engineers insulated Havoline and Texaco Motor Oil to make sure you would lose none of that smoothness and power.

With old-style oils, harmful varnish is very apt to form in the modern engine — rings begin to stick, and piston drag occurs. Varnish can sometimes actually "freeze" an engine. Even gasoline mileage is reduced.

Insulated Havoline and insulated Texaco Motor Oil will give you a safety factor which eliminates harm from heat. It provides your engine with the protection you cannot depend upon from old-style oils.

Add to this summer's motoring enjoyment. Change to insulated Havoline (there's no better oil at any price) or insulated Texaco Motor Oil (you cannot get a better oil at 25 cents).



Get

INSULATED LUBRICATION

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STEPPED-UP FIRE CHIEF

Havoline Motor Oil  
Texaco Motor Oil  
Fire-Chief Gasoline  
Just Can't Be Beat

You'll want it, too...

the brilliant performance of this great new gasoline...

A surprising gasoline... one that gives you more of what you want... immediate starting... the eager acceleration... the swift assured surge up hills that marks thoroughbred performance. And, of course, an almost total absence of knocking. Enjoy Sky Chief for no more than the cost of other premium gasolines.



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