

SAVE ON OIL, FUEL AND REPAIR BILLS

An all-weather motor oil with outstanding heavy duty performance—that's New Super PERMALUBE! It gives you important savings in *all* your equipment . . . cars, trucks and tractors including diesels!

You save operating time and expense with

- Faster, easier starting
- Greater fuel economy
- More oil "mileage"

You save repair bills, too, with outstanding reductions in

- Wear
- Deposits
- Rusting and corrosion

It's the best motor oil you can buy, and it costs you less in the long run. Try it, and see!

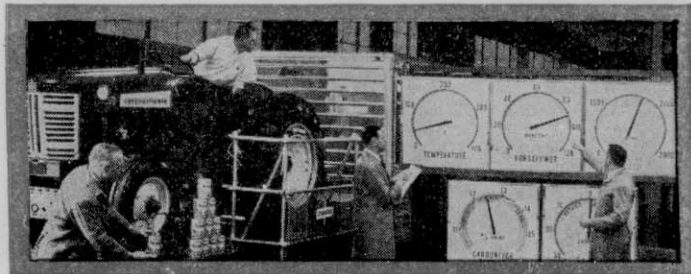


HEAVY DUTY

NEW SUPER PERMALUBE



It's a light oil when cold—you start fast and cut down wear in cold engines. When warm, *New Super PERMALUBE* is like a heavy-bodied oil . . . protects fully warmed-up engines—resists thinning and oil loss past piston rings and oil seals. You get *more miles and more acres* per quart. You save on fuel, too, because friction drag is greatly reduced.



Outperforms all other oils tested! Laboratory and field tests prove—*New Super PERMALUBE* cuts carbon up to 50% . . . gives up to twice the ring life . . . gives longer valve life, too. Outstanding performance features of *New Super PERMALUBE* Motor Oil can be proved on testing equipment like the portable dynamometer pictured above.



Buy Now and Save on Purchase Price, Too—15% or More!

Get the *motor oil* that saves you money, on the *deal* that saves you even more! You save **15% or more** on *New Super PERMALUBE* ordered now. Save, too, on

other famous **STANDARD** Motor Oils, Greases and Anti-Freeze. Call your *Standard Oil Man* right away! You'll be glad you did.

You expect more from **STANDARD** and get it!

NATIONAL FARM SAFETY WEEK
July 21 to July 27
"Safety Makes Sense"



Quality Products • Friendly Service • Dependable Delivery