

FOR EASIER STARTING IN ZERO WEATHER

The New
WAXFREE
HAVOLINE

The first Paraffin-Base Motor Oil entirely free
 from Clogging Wax

WINTER driving is revolutionized by the New Waxfree Havoline, produced by the recently perfected *Govers Process*—acclaimed by impartial oil experts as the greatest improvement in refining since the invention of the automobile.

It is the oil refiners have vainly sought for years to produce—the first and only pure unblended paraffin-base oil with all the wax removed!

Wax, you know, causes oil to congeal in cold weather, stiffening your motor until the starter groans and dies. Wax turns water-thin with engine heat, reducing the protective and lubricating value of an oil. Hot or cold, wax has no lubricating value.

Because it contains no wax, the New Waxfree Havoline circulates and lubricates instantly at 5° below zero!

Because it is refined from paraffin-base crude, this great new oil withstands engine temperatures up to 500° F. (Your engine generates terrific internal heat even in winter driving.)

These are facts—based upon definite figures—the specifications by which every lubricating engineer judges oil. These specifications are shown on chart in opposite column.

A RICH FLUID LUBRICANT
 FROM 5° BELOW ZERO
 —TO 500° ABOVE!

Impartial oil experts can tell you that these specifications show that the New Waxfree Havoline has greater heat resistance than any other oil of the same viscosity at 210° F. and above.

SPECIFICATION CERTIFICATE

The New Waxfree Havoline

GRADE #20

VISCOSITY STANDARD ESTABLISHED BY
 the Society of Automotive Engineers

FLASH POINT 430° F

FIRE POINT 500° F

VISCOSITY at 130° F 150

at 210° F 53

POUR POINT 5 below zero F

CERTIFIED, INDIAN REFINING CO.
 BY *[Signature]*

Havoline dealers have the correct grade for every car and every season

—that it has better cold weather lubricating value than any other oil!

—that it is the only oil that meets all requirements of the ideal lubricant!

What does this mean to you and to your car?

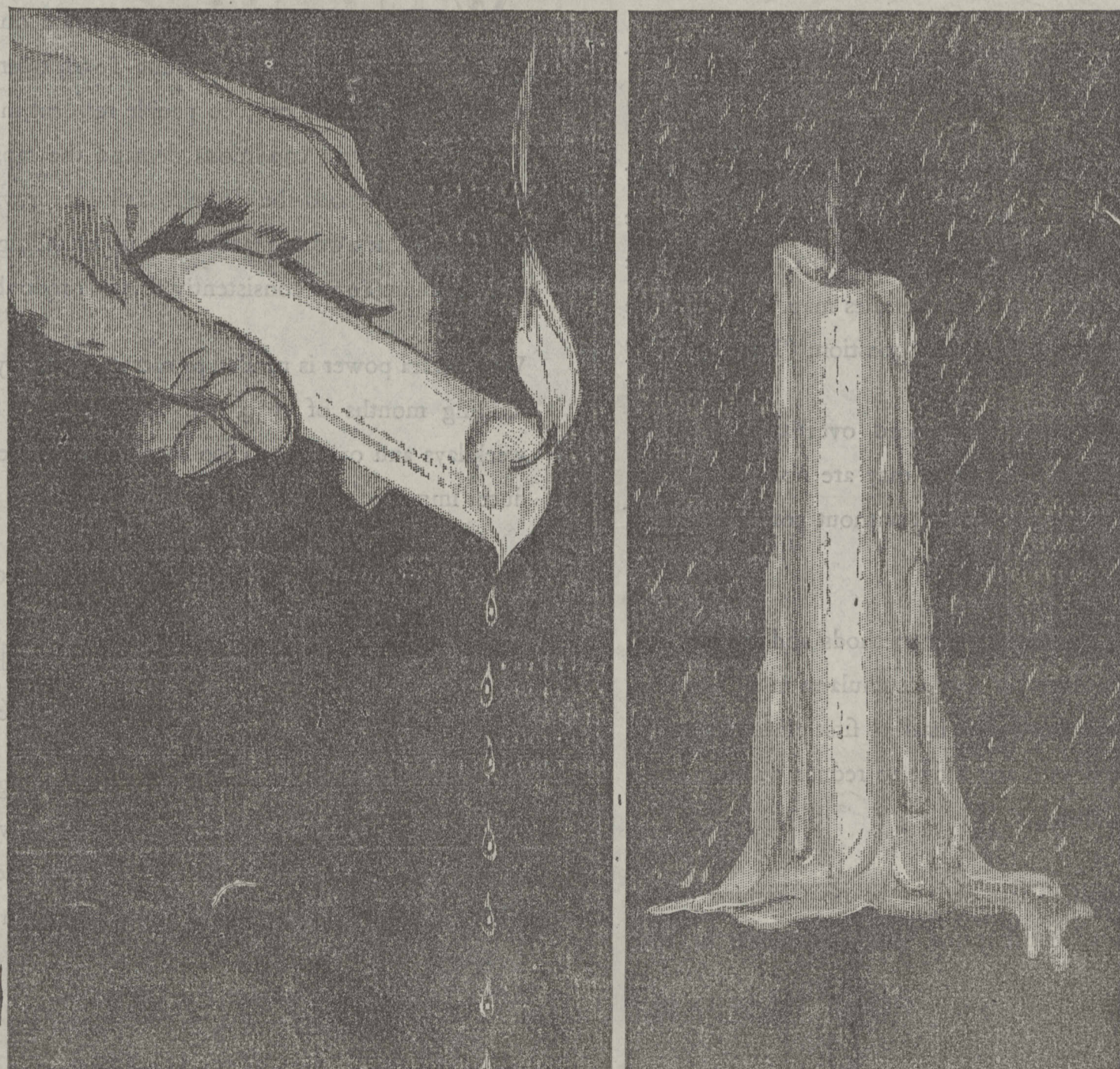
Now you can put a pure lubricant in your crankcase—the New Waxfree Havoline is not a blended oil.

It means that your engine will turn over at the first touch of the starter in sub-zero weather—that every bearing will be protected with a fluid lubricant at starting temperatures when ordinary oils refuse to circulate through the oiling system.

It means greater power—a smoother running motor—more miles per gallon of gas—because this oil defies consuming heat!

It means complete engine protection—and assurance that your car will be always ready to “go” in the coldest weather.

For your own peace of mind, fill your crankcase with the proper grade of New Waxfree Havoline today.



WAX TURNS WATER-THIN UNDER HEAT

WAX TURNS CANDLE-HARD UNDER COLD



LOOK FOR THIS SIGN

TUNE IN Ted Weems and His Havoline Dance Orchestra, Station WBBM, 9 p. m. Every Monday

WAXFREE

Wax turns candle-hard under cold. Wax turns water-thin under heat. Now, for the first time, you can get a waxfree paraffin-base oil for the best year-round lubrication

35c A QUART

SOLD BY HUNDREDS OF DEALERS THROUGHOUT CHICAGO AND SURROUNDING TERRITORY

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