



Spearfish Canyon
Black Hills
SOUTH DAKOTA

ISO=VIS

Adds Pleasure to Motoring

Motor trips this summer will be more pleasant than the trips of other years, because a new motor oil, Iso-Vis, has been put on the market by the Standard Oil Company (Indiana). This oil meets the new theory of scientific lubrication of automobiles. Motoring will be smoother and dilution troubles only memories, now that you can get Iso-Vis.

Iso-Vis is radically different from any oil you've ever used. Old type motor oil loses two-thirds of its viscosity before the car has gone 200 miles. Now Iso-Vis solves the dilution problem. The viscosity of Iso-Vis remains constant!

This remarkable new motor oil lubricates the engine of your car perfectly summer or winter and *keeps* it lubricated from start to finish. You can motor along with never a thought of oil—engine purring softly—motor running smoothly—all the power and the speed that were built into your car ready for your command.

Iso-Vis is revolutionary in everything but price. It is 30c per quart and it actually costs *less per mile* than old type oil. Because Iso-Vis is on the market, motor trips this summer will hold more pleasure than the trips of other years.

At Any Standard Oil Service Station and at Most Garages

Standard Oil Company

(Indiana)

910 So. Michigan Ave., Chicago, Ill.

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