



Harney Peak Lookout Station
NATIONAL FOREST RESERVE, SO. DAKOTA
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Iso-Vis Cushions all Frictional Surfaces

Sound lubricating practice calls for an oil that maintains a cushioning film of oil between all moving parts. This oil must be neither too thick nor too thin, but must maintain its body within a relatively narrow range.

Iso-Vis, the new constant viscosity motor oil manufactured by this Company, meets every one of these requirements. To allow the lubrication system to function properly it is necessary with this oil, as with all others, that the oil gauge be checked every one hundred miles, and the crankcase kept at least three-quarters full at all times.

If this is done, draining once each thousand miles is all that is necessary. If your car is new and equipped with effective oil filtering devices, draining once in each two thousand miles is sufficient.

Let your mind go back to the days of old type oil and contrast motoring from Chicago to Harney Peak and return without changing motor oil, with the old practice of draining and flushing your crankcase three or four times on such a trip.

Then you will have a clear perception of the benefits of using Iso-Vis, a new oil manufactured by the Standard Oil Company [Indiana] to meet the newest theory of scientific lubrication.

Iso-Vis maintains its viscosity. The body is the same at the finish as it was in the beginning. Constant viscosity means constant lubricating efficiency and constant smooth motoring—dilution troubles at an end—engine running quietly on cushion of oil—protected, contented, well cared for.

Try it and you will be convinced. Buy the grade of Iso-Vis recommended for your car. 30c per quart.
At any Standard Oil station and at licensed garages. ISO-VIS "F" FOR FORDS.

STANDARD OIL COMPANY (Indiana) 910 S. Michigan Ave., Chicago, Ill.