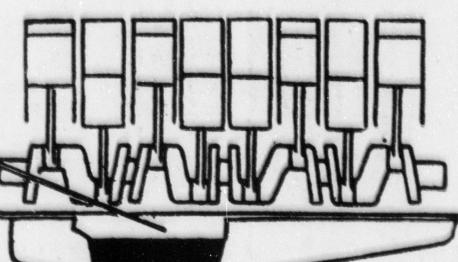


IT'S Oil change TIME

BUT BE SURE YOU GET
THE OIL FOR WINTER "STOP AND GO"



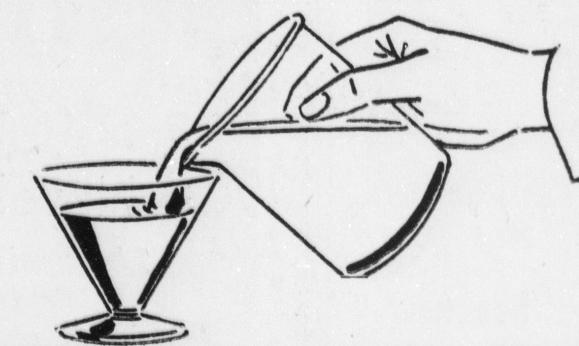
WHEN YOU STOP YOUR ENGINE,
YOUR OIL DRAINS DOWN
INTO YOUR CRANKCASE-



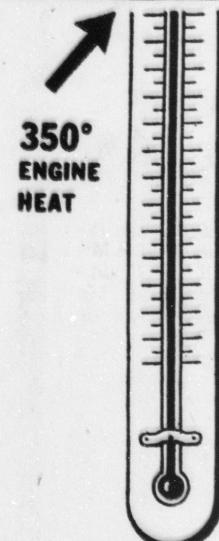
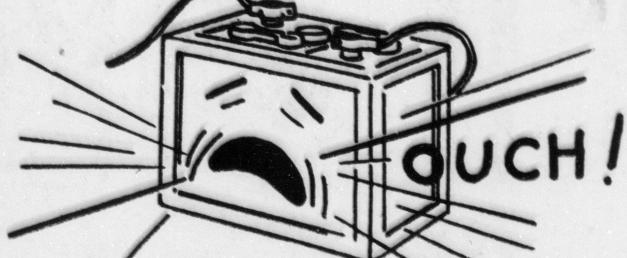
HENCE, WHEN YOU STEP ON
YOUR STARTER, OVER 100
ENGINE PARTS RUB
TOGETHER, "DRY" OF
LUBRICATION

ONLY ONE COLD
START CAN CAUSE
AS MUCH WEAR AS FIFTY
MILES OF STEADY RUNNING

UNLESS YOUR OIL IS
FAST-FLOWING
-STARTS WITH YOUR STARTER



-ALSO, COLD STARTING PUTS
A TERRIFIC STRAIN ON YOUR
BATTERY-UNLESS YOUR OIL
IS FAST-FLOWING



BUT YOUR OIL
MUST ALSO BE
TOUGH-BODIED
TO WITHSTAND
THE HEAT OF
STEADY DRIVING

IT TAKES ONLY FIFTEEN
MINUTES TO HAVE YOUR
CRANKCASE DRAINED AND
ILLED WITH THE CORRECT
WINTER GRADE OF
GOLDEN SHELL MOTOR OIL

\$3,000,000—3 years of research

to produce this new-type
motor oil for today's
STOP-and-GO driving...



AUTO ENGINEERS . . . oil technicians . . . university professors say that the process behind the new Golden Shell Motor Oil is the most important oil-refining advance in the last 25 years.

FAST-FLOWING—Golden Shell puts a wear-reducing oil film between all closely fitting surfaces in your engine the instant that you start.

TOUGH-BODIED—Golden Shell withstands the high temperatures of steady running—does not break down into sludge and carbon.

There's no finer oil at any price!

Don't delay! Protect your engine with the oil made especially for stop and go. There is a Shell dealer in your neighborhood.

IN CANS AND BULK

25¢ a quart PLUS TAX
AND NO FINE
OIL AT ANY PRICE

