speedier cars . . .
speedier engines
speedier drivers . . .
speedier roads . . .

Call for the modern
MADE-FOR-SPEED
Lubricant

MODERN MOTORS
and The New TAGOLENE are made
for each other.

The car you are driving today goes
faster—abuses oil more—than the one
you owned a few years ago. Without
better oil, it will fail to give you the
service you expect.

Skelly Oil Company meets this de-
mand with a new, made-for-speed lub-
ricant, The New TAGOLENE Motor
Oil. With experience based on mak-
ing an oil which year after year has
increased in sales 30 to 40 per cent,
Skelly chemists have developed a
formula which raises the safe oil speed
limit to seventy or eighty miles an hour.

Surely not many will want to speed at
such a clip, but certainly all car owners
want an oil made to stand the stiffest
possible abuse. The New TAGOLENE
has the fighting qualities to stand off
high engine heat hour after hour . . .
to endure long days and nights of
truck, tractor or airplane wear.

Skelly chemists have perfected this
new lubricant to add to your peace of
mind. Put in The New TAGOLENE
and worry no more about what hap-
pens in the crank-case. Thirty cents
a quart is little enough to pay for
such security.