

SMOKE MEANS TROUBLE!



YOU NEEDN'T tell Johnny that smoke means trouble. He knows; he's learned the hard way.

And smoke from the exhaust of your car can mean plenty of trouble, too. For smoke usually comes from excessive engine wear—wear that wastes gas and oil—wear that only costly repairs can correct.

So every time you see smoke from the exhaust of a car, let it remind you of this:

Don't wait till it's too late! Change to Insulated Havoline Motor Oil NOW—and prevent needless wear that can make your car a "smoker."

Insulated Havoline is *insulated* to stand up to high engine heats that break down ordinary oils.

Free-flowing when it is cold,

Insulated Havoline prevents those dry starts which are so wearing on cylinders and pistons.

And Insulated Havoline is also distilled to remove harmful, carbon-forming impurities. Change now to Insulated Havoline. At Texaco and other good dealers everywhere.

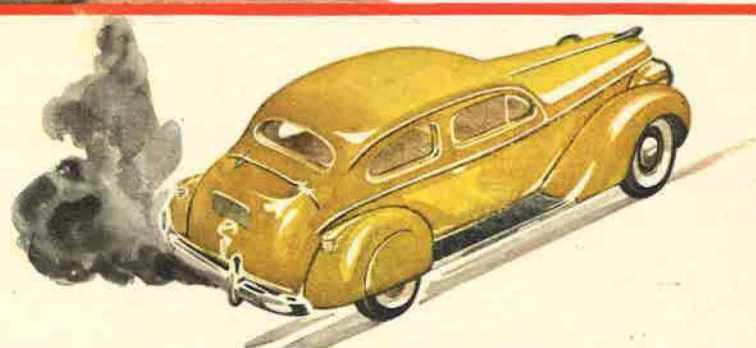


TUNE IN FRED ALLEN—Texaco Dealers invite you to enjoy Fred Allen in the full-hour program of the TEXACO STAR THEATRE... with Kenny Baker, Al Goodman's Orchestra and a great cast. Every Wednesday Night, Columbia Network. 9:00 E.S.T., 8:00 C.S.T., 10:00 M.S.T., 9:00 P.S.T.



DISTILLED AND
INSULATED

... AGAINST HEAT ... AGAINST COLD



DON'T WAIT UNTIL IT'S TOO LATE!

Your car was never designed to "smoke." Help reduce excessive wear in *your* motor before you join America's caravan of more than 3,000,000 "smokers." Prevent smoke that results from wear by using Insulated Havoline Motor Oil.