



ADDING A
NEW CHAPTER
TO THE BOOK
OF
ACHIEVEMENT

The Associated Oil Company presents a revolutionary achievement in scientific lubrication—Cycol

Cycol is a creation—a new and different motor oil with greater lubricating value. Its chemical characteristics make it different from both "Eastern" and "Western" oils.

Cycol is made possible by the new Hexeon Process developed and used exclusively by the Associated Oil Company.

The Hexeon Process removes destructive "sulpho" compounds found in lubricating oils. Oils containing "sulpho" compounds are broken down rapidly by engine heat.

Breaking down lubricating oil impairs the effectiveness of the lubricating film between all moving parts, causing piston ring leakage, poor compression and loss of power.

The oil in the crank case thus becomes contaminated and its lubricating value is greatly reduced.

The first gallon of perfected Cycol—the new-day motor oil—represents an investment of three million dollars.

The initial step in creating Cycol was to find a crude petroleum, suitable for its manufacture. More than 400 different crude oils were analyzed in making the selection.

The new Hexeon Process was developed in our Research Laboratories which were established at a cost of a quarter of a million dollars. We also installed a motor testing laboratory, the first one of its kind on the Pacific Coast. Here Cycol was

scientifically tested under actual service conditions, in comparison with other motor oils.

Here, too, was prepared the Cycol Recommendation Chart which indicates the correct grade of Cycol for every type of internal combustion engine.

Try this Simple Test

Have your crank case thoroughly flushed—not with kerosene, but with a high grade flushing oil. Fill it with Cycol. Use a clean, uniform, high quality gasoline for fuel. Then notice the difference in the operation of your engine. Keep a check on mileage. Compare maintenance cost. Note how Cycol makes driving a new pleasure.

Consult the Cycol Recommendation Chart. There is a correct grade of Cycol to meet the service demands of every type of internal combustion engine.

ASSOCIATED OIL COMPANY, *San Francisco*

CYC COL



MOTOR OIL

FREE FROM DESTRUCTIVE "SULPHO" COMPOUNDS