

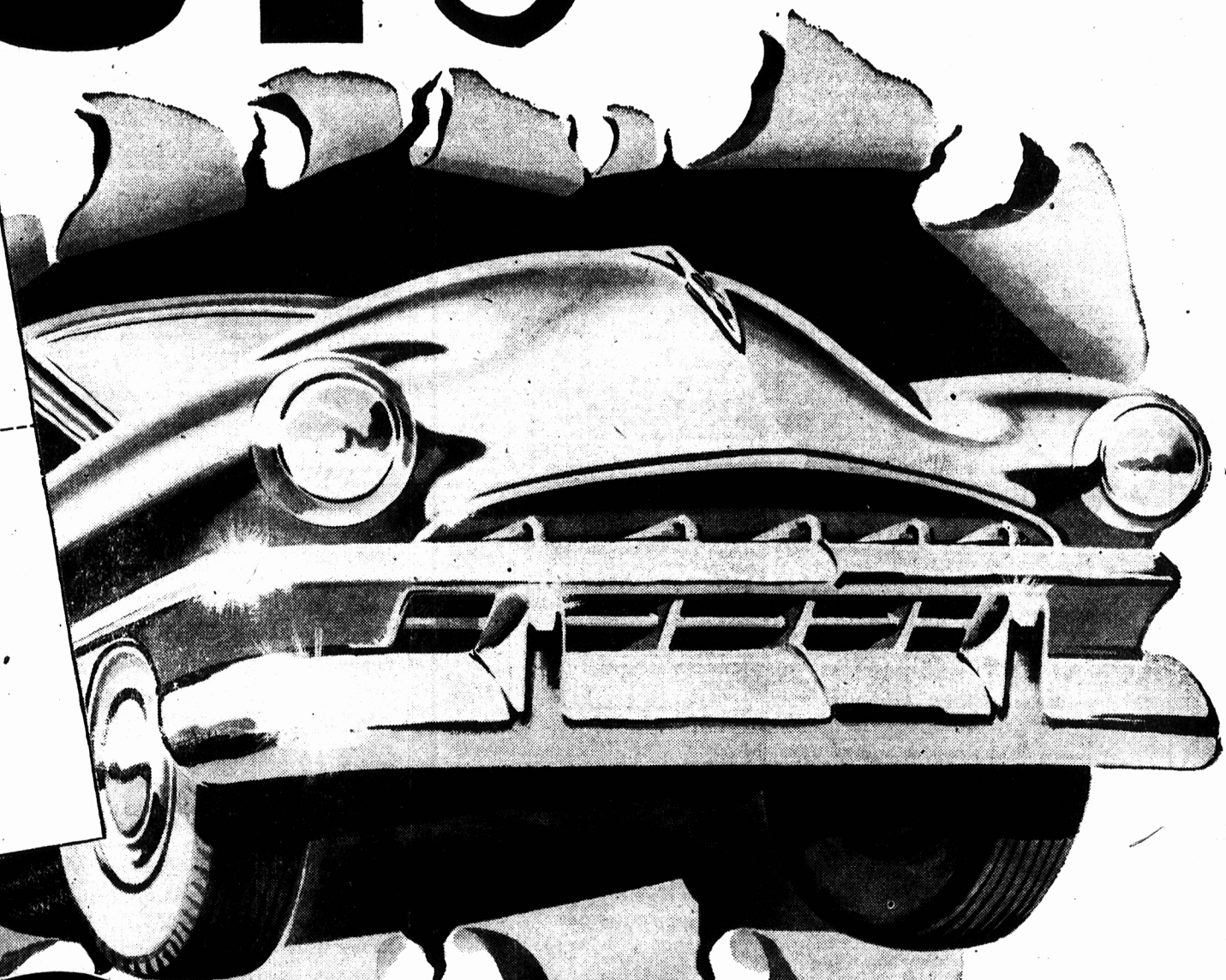
FIRST *again!*

**FIRST
in 1938**

In 1938 Velco was the first motor oil to introduce the valuable, engine-protecting additives now used in most premium oils.

**FIRST
in 1948.**

In 1948 Velco was first . . . way ahead of other motor oils . . . to add the detergent that cleans as it lubricates.



NOW

the

**HEART-CUT
PROCESS**

VELCO
leads again!

FOR

- TOP ENGINE PERFORMANCE
- LONGER ENGINE LIFE
- LOWER OIL CONSUMPTION
- CLEANER ENGINE

**Change now to
VELCO Motor Oil**

CANADA'S FINEST MOTOR OIL NOW MADE FINER THAN EVER

**with the Greatest Motor Oil
Development in Fifteen Years!**

VELCO is HEART-CUT—Refined from the Heart of the finest crude.

By the new, exclusive Heart-Cut Process all the undesirable, too-light and too heavy portions of the crude oil are removed and discarded at the very beginning of the refining process. Only the choicest and purest of lubricants—the "heart cuts"—are retained for further processing as VELCO Motor Oils. By no other process is this refinement possible. That's why Heart-Cut VELCO is the best oil you can buy—refined from the heart of the crude.



AT YOUR NEAREST IRVING OIL DEALER