



Inside the crankcase— that's where the trouble generally starts

How black sediment in ordinary oil damages your automobile engine

MORE and more motorists are discovering that most of their engine troubles start inside the crankcase. And there's a reason for it.

In the average engine there are about 600 square inches of friction surfaces. Without proper lubrication these surfaces of metal grind together until only costly replacements will repair the damage.

Under the intense heat of the engine—200° to 1000° F.—ordinary oil forms great quantities of black sediment. Sediment has no lubricating value. It not only destroys the film of oil between the fast-moving parts, but falls back into the crankcase and contaminates the entire oil supply. Friction and wear increase. Bearings become loose and pound. Cylinders and pistons score, carbon forms rapidly.

Troubles caused by sediment can now be prevented

Veedol, the lubricant that resists heat, has

been perfected, which keeps a thin, unbroken film of oil on every surface.

Sediment is reduced 86% when you use Veedol. (See the bottles at the left). Veedol maintains the oil film that keeps apart the 600 square inches of metal. Excess carbon is prevented, valves need grinding less often, overheating is stopped.

Go to your garage man and have your engine flushed out to cleanse it completely of grit, sediment and thickened oil. Fill up with Veedol. Leading dealers have Veedol in stock. Ask for it to-day.

Veedol lubricants for every part of the car

Use Veedol lubricants for all parts of the car: VEEDOL for the engine (light zero, medium, heavy, special heavy, extra heavy); for the differential and transmission, VEEDOL TRANS-GEAR OIL or GEAR COMPOUND; for the tractor and truck, WORM DRIVE OIL; GRAPHITE GREASE; CUP GREASE.

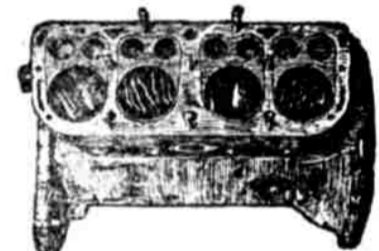
TIDE WATER OIL
Sales Corporation

11 Broadway New York City

Distributed to dealers from
1519 South 55th Street, Philadelphia, Pa.
(Phone, Woodland 1004)



A dull, grinding noise in the transmission box is often due to faulty lubrication. If the grease coating here does not separate the meshing gears at all times, worn gear teeth are the result.



Scored cylinders result inevitably from poor oil which fails to maintain the oil film and permits metal-to-metal contact. Then your engine "pumps" oil, spark plugs foul, carbon forms rapidly, knocking and overheating are the result.



Scored pistons also result from the use of inferior oil—another illustration of the damage done when the oil film fails to keep the metal surfaces apart.



Ordinary oil after use
Showing sediment formed after 300 miles of running



Veedol after use



VEEDOL ACCOUNTS

CENTRAL PHILADELPHIA

- Auto Garage, 1225 Race street
- Auto Service Station, 1728 Cherry street
- Automobile Club of Phila., 25 S. 23rd street
- Automotive Service Company, 1840 DeLancey street
- Baume & Mercier, 224 N. Clarion street
- L. S. Daws Company, 245 N. Broad street
- Branswain Garage, 20th & Brandywine streets
- Cahall Motor Supply Co., Broad & Parrish streets
- Commercial Garage Co., Inc., Fairmount ave. & Percy street
- Complan-Buller, Inc., 222 N. Broad street
- Wm. E. Driver, 510 N. Broad street
- Wm. Y. Dunckel & Son, 22nd & Pine streets
- Samuel Esley Motor Co., 577 N. Broad street
- Fits Auto Supply Co., Broad & Parrish streets
- Gaul, Derr & Shearer Co., 217 N. Broad street
- General Auto Repair & Towing Co., 1507 Appletree street
- James Hifferly, 2516 Market street
- Insurance Motor Service, 1620 Brandywine street
- Kaynes Motor Service, 1242 Brown street
- Levitt Motor Co. of Penna., 451 N. Broad street
- Lytic Garage, 212-24 N. Juniper street
- Manfred Motor Service Co., 223 N. Broad street
- Mathis Motor Company, 814 N. Broad street
- Metropolitan Auto Supply Co., 710 N. Broad street
- Motor Car General Repairs Station, 1718 Wood street
- D. J. McDermott, 1228 Huttenwood street
- Phila. Mch. & Elec. Co., 614 Brown street
- Phila. Wash Motor Co., 201 N. Broad street
- Pierce Auto Supply Co., 1421 Fairmount avenue
- Fallock's Garage, 1412 Fairmount avenue
- Peter & Regal, 1812 Cherry street
- Progressive Tire & Rubber Co., Girard ave. & Taney street
- Quilley's Garage, 1524 DeLancey street
- Reed's Repair Shop, 820 N. Carlisle street
- Revere & Deussenberg Motor Co., 835 N. Broad street
- Rittenhouse Garage, 2020 Rittenhouse street
- H. C. Roberts Electric Co., 1101 Race street
- Schacht Motor Service, 1221 Wood street
- Scheller & McClellan, 1933 Brandywine street
- Scott Motor Company, 1410 Melon street
- Shaffer & Marvel, 2220 Brandywine street
- Snowberger & White, 1024 Brandywine street
- Terrillinger Equipment Co., 2013 Market street
- Unique Garage, 104 N. 18th street
- Vulcan Supplies Company, 1418 Race street
- Guy A. Wiley Motor Co., K. F. Cor. Broad & Vine streets
- Winton Motor Car Company, 24th & Fairmount avenue

NORTH PHILADELPHIA

- Armstrong Tire & Supply Co., Inc., 2727 N. Broad street
- Auto Repair Shop, 1823 N. Carlisle street
- Buback's West End Garage, 1820 N. 21st street
- Clearfield Welding & Auto Rep. Co., 1408 W. Clearfield street
- Clean Fire Company, 253 1/2 N. Broad street
- Harry Cooper, 2216 N. 27th street
- Dean Auto Service Co., 1820 N. Carlisle street
- Frederick Diehl, 1544 N. Wellington street
- Ebert Motor Truck Co., 2420 N. Broad street

SOUTH PHILADELPHIA

- Edwards Garage, 1522 N. Marston street
- Erie Avenue Garage, 521 Erie avenue
- Foehl's Garage, 2225 N. 10th street
- Gibbs Garage, 4809 N. Broad street
- Glenwood Garage, 2828 W. Fletcher street
- Grand Auto Supply Co., 1814 N. Broad street
- Guarantee Garage, 1123 Melon street
- Halsfield Motor Service Corp., Broad st. & Hunting Park avenue
- Herman's Garage, 2727 Cabot street
- Huntingdon Garage, 26th & Huntingdon streets
- Imperial Garage Co., 2812 N. Broad street
- La Roche Brothers, Inc., 1214 N. Broad street
- Mercia Auto Lathes School, 3130 N. 15th street
- Motor Sales & Service Corp., 1714 N. Broad street
- Nation Electric L. & P. Co., 1208 Diamond street
- Nelson & Schuler, 2218 N. 11th street
- New Diamond Garage, 2022 N. 30th street
- New Era Garage, 2223 N. Broad street
- Jos. Oechle & Bros., 1485 N. 31st street
- Park Avenue Auto Station, 2212 N. Park avenue
- Park Garage, 2220 Wallace street
- Peerless Garage, 1406 W. Oxford street
- Poland Tire Company, 3111 N. Broad street
- Ramon Sales & Service Co., 2427 N. Broad street
- Reo Repair Company, 2241 N. 27th street
- Rees & Faber Company, 2008 N. Front street
- Siegfried & Wanger, 2014 Diamond street
- Wm. F. Simington & Co., 2400 N. Broad street
- J. C. F. Snyder & Sons, 2804 N. 28th street
- Somerset Garage, 12th & Somerset streets
- Wm. H. Strinfield, 2248 N. 29th street
- Triangle Garage, 3345 York Road
- Truley-Sano Motor Cycle Co., 225 N. Broad street
- William Walters, Jr., 2611 Huntingdon street
- Woody's Motor Hospital, 1510 Cambridge street

SOUTH PHILADELPHIA

- Bancroft Garage, 1917 S. Bancroft street
- Samuel Cohen, Broad & Christian streets
- Russell Garage, 1225 Catharine street
- South Juniper Street, 1949 S. Juniper street
- Gary's Garage, 6241 Race street
- Girard Service Company, 6328 Girard avenue

WEST PHILADELPHIA

- Arnold-Campbell Motor Co., 3801 Walnut street
- Aspen Garage, 48th & Aspen streets
- Auto Sales & Service Co., 218-22 N. 43rd street
- Hartram Garage, 1519 S. 55th street
- Battery Service Station, 541 S. 25th street
- Belmont Garage, 1510 Belmont avenue
- Benton Garage, 48rd & Chestnut streets
- Blenheim Garage, 2628 Walnut street
- Consolidated Transportation Co., 49th & Mt. Vernon streets
- A. J. Cornfield, 3428 Ludlow street
- E. F. Fannus, 28th & Beaumont avenue
- Feltz Garage, 2829 Baltimore avenue
- John L. Fenimore, 212 N. 36th street
- Firth & Son, 4136 Ludlow street
- Gary's Garage, 6241 Race street
- Girard Service Company, 6328 Girard avenue

HIGHWAY AUTO REPAIR COMPANY, 120 N. 63rd street

- Samuel Kaplan, 276 N. 62nd street
- Kingswing Garage, 528th & Woodland streets
- John Lundgren, 33rd & Whittier avenue
- Charles A. Maloney, 5407 Thompson street
- V. S. Martin, 32nd & Arch streets
- George C. Martin, 3226 Broomall street
- Glen O. Martin, 65th & Media streets
- Milton Garage, 4048 Lorain street
- J. V. Monaghan, 4643 Lancaster avenue
- Monte Vista Garage, 8233 Haverford avenue
- St. Marial Garage, 6228 Paschall avenue
- McCarthy, Joseph J., 63rd & Catharine streets
- New Powelton Garage, 4000 Powelton avenue
- Overland-Harper Company, 42nd & Chestnut streets
- Place Garage, 3811 Ludlow street
- Pneumatic Tire Company, 407 N. 40th street
- Service Garage, 48th & Westmountain avenue
- K. & S. Garage, 1228 Belmont avenue
- South Side Garage, 40th & Ludlow streets
- Warner Auto Supply Co., 32nd & Lancaster avenue
- C. W. Wellver, 3157 Walnut street
- West Phila. Garage, 3123 Sansom street
- Whitby Garage, 1130 S. 58th street
- Wilson's Garage, 38th and Greenway Ave.
- Woodland Garage, 1428 S. 51st street

FRANKFORD, KENSINGTON, OLNEY

- Avenue Garage, 3612 Frankford avenue
- T. J. & E. L. Gravel, 5228 N. Wood street
- France Brothers, 4244 Frankford avenue
- L. Goldstein's Sons, Allegheny ave. & Richmond street
- Norman H. Hannah, 2120 Kensington avenue
- Hawthorne Garage, 2022 Hawthorne street
- Northeast Garage, Mulberry & Wakening streets
- Eugene E. Salmer, 425 Westmountain avenue
- Albert G. Stahl, 200 N. E. Boulevard
- Ontario Garage & Repair Shop, Ontario & Bath streets
- Palmer Square Garage, 1706 Frankford avenue

GERMANTOWN, CHESTNUT HILL, MANAYUNK, ROXFOROUGH

- Allen Lane Garage, 20 Allen Lane
- Chelton Motors Co., Chelton & Pulaski avenues
- City Line Garage, Ridge ave. & City Line
- Colonial Garage, 28 F. Mt. Airy avenue
- Horace A. Cooper, 618 Ridge avenue
- Dural Garage, Dural & Greene streets
- Fleming Brothers, 5134 Ridge avenue
- Ray H. Hill, 1202 E. Chelton avenue
- David McGarvey, 427 Green Lane
- Metairie Garage & Supply Co., 3528 Germantown avenue
- Roxborough Motor Accessories, Ridge & Lyceum avenues

DELAWARE COUNTY, PENNA.

- Broad Street Garage, 8th & Morton streets, Chester, Pa.
- J. Francis Taylor, 8th & Crosby streets, Chester, Pa.
- John L. Wetherill, 5th & Crosby streets, Chester, Pa.

DARBY VULCANIZING COMPANY, 9 Main street, Darby, Pa.

- Delaware Cycle Company, 210 Fourth street
- Prospect Garage, Morris, Penna.
- New Strafford Garage, Lancaster avenue, Strafford, Pa.
- Suburban Motor Sales Corp., Wayne, Penna.

RAYMOND W. WRIGHT, Bath & Utter streets, Bristol, Pa.

WILMINGTON, DELAWARE

- Branswick Service Station, 1907 Market street
- Delaware Cycle Company, 210 Fourth street
- Delmarva Rubber Company, 11th & West streets
- Economy Motor Sales, 200 W. 9th street
- Reiff Motor Car Company, 11th & 14th streets
- Thomas G. Lynch, 215 New Castle avenue
- McCarthy's Garage, 1215 King street
- T. E. Metcalf, 1019 Union street
- Wilson-Springer Motor Co., 1131 Pittman street
- Walbar Brothers, 1718 Pennsylvania avenue

ATLANTIC CITY, NEW JERSEY

- Auto Accessories Exchange, 2112 Atlantic avenue
- Cashade's Auto Supply Co., 2000 Atlantic avenue
- Patt & Gravette, 2700 Atlantic avenue
- Service Station Company, 3400 Atlantic avenue

TRENTON, NEW JERSEY

- Automobile Sales Corp., Front street
- Weibel Supply House, 150 E. Front street



Made by the makers of Tydol