



Another ASSOCIATED Service

More and more the familiar phrase, "Another Associated Service," is coming to mean the complete array of Associated quality products and services. It is an invitation to safer, happier motoring that is

being accepted by new thousands every day. "Another Associated Service" is founded upon this outstanding "package" of automotive needs offered by Smiling Associated Dealers.

SMILING ASSOCIATED SERVICE

Uniform, friendly service offered everywhere in the West by *independently* operated Associated stations.

CERTIFIED CLEAN COMFORT STATIONS

A standard of cleanliness maintained by rigid regulation and frequent inspection.

FACTORY SPECIFIED LUBRICATION

Based upon recommendations of motor car manufacturers and offered by trained men with latest equipment.

ASSOCIATED MOTOR-CHECK SERVICE

Special analysis and adjustment to achieve highest mechanical efficiency of cars using Associated Aviation Ethyl gasoline.

CYCOL MOTOR OIL AND GREASES

Made to assure maximum lubrication protection of modern high-speed motor cars.

ASSOCIATED AVIATION ETHYL GASOLINE

The only true aviation-type fuel available to motorists on the Pacific Coast.

FLYING A AERO-TYPE GASOLINE

Changed more than 30 times each year to give best all around performance in the climate in which it is sold.

TIDE WATER ASSOCIATED OIL COMPANY

ASSOCIATED

DIVISION