

NEW POWER-ADVANCED

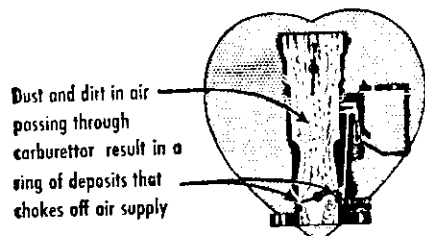
CALTEx IC-PLUS

- ★ Releases as much as 25% more engine power
- ★ Cuts pre-ignition power-loss as much as 70%
- ★ Lengthens spark plug life as much as 300%
- ★ Cleans the carburettor - and keeps it clean -

with gentle **“DETERGENT-ACTION”**

Caltex IC-PLUS, your revolutionary new petrol, ends the biggest single cause of engine trouble — carburettor deposits. The fast-working, but gentle ‘detergent-action’ of Caltex IC-PLUS quickly begins to remove accumulations of dirt and dust in the carburettor, then acts to keep carburettors permanently clean. You’ll find that petrol consumption is decreased : repairs are less : engine costs are reduced. Try this new Power-Advanced Caltex IC-PLUS — feel the difference in power, enjoy the difference in performance.

Why Caltex IC-PLUS protects the “heart” of your engine.



Soot, gum and dust — drawn with the air into your carburettor — result in a ring of deposits that choke off air supply and hurt the ‘heart’ of your engine. That’s why your engine idles roughly, stalls easily. Thanks to the gentle, Detergent-Action of Caltex IC-PLUS, these carburettor deposits can be eliminated quickly and finally. Get Caltex IC-PLUS today!

The new Power-Advanced Caltex gives you these advantages and MORE —

- Added power you can feel
- Higher anti-knock
- Swifter acceleration
- Easier starting
- A permanently clean carburettor
- A healthier, cleaner engine
- Longer plug life
- More miles per gallon
- A sweeter-running motor

I.C.C.

Ignition Control plus Top Octane

Ignition Control Compound (I.C.C.) - perfected by Ethyl Corporation, producers of Anti-Knock Tetra-Ethyl Lead, is incorporated in the new Caltex IC-PLUS to prevent pre-ignition and spark plug fouling. Combined with TOP-OCTANE, the two give you extra power and extra miles.

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CALTEx IC-PLUS

PACKS MORE POWER — GET A TANKFUL TODAY !



**Available at all
Caltex Pumps**

CP3