An Improved Gasoline

Every motorist should profit by this announcement

FOR many years the Standard Oil Company (New Jersey) has maintained a special division of its staff whose activities are devoted entirely to the development of new products and the constant improvement of those already being manufactured. A large share of the work of this Development Department centers around the production and quality of "Standard" Motor Gasoline.

As a result of continuous research work and exhaustive, practical road tests conducted by this Department, we are able to announce the production of a decidedly improved quality of gasoline.

The "Standard" Motor Gasoline which is now obtainable at every "Standard" filling pump is improved not only in one particular respect but in every way that has a bearing on the actual performance of motors.

The average gasoline user is not aware of the large number of factors that govern the quality of gasoline he buys. In fact, he usually doesn't care about the *factors*. He is interested, first, last and always, in the *quality* as it is delivered to him. So, without a wealth of technical information, the motorist measures gasoline quality by one, and what is after all the final, deciding test, namely—its behavior in his motor.

Gasoline must be good not in one respect but in all respects. To make it seem better, even to an expert, without really being better, is not an improvement. Our present product is really better from every standpoint—so much so that you will quickly notice the difference.

It has never been the practice of this company to claim economies and technical merits for its products which the average motorist could not prove for himself. Give "Standard" Motor Gasoline a trial. This is all we ask you to do. We are confident that, purely on the basis of its performance and economy, you will use it regularly. Try it today.

STANDARD OIL COMPANY (New Jersey)

This is the first of a series of informative advertisements concerning the relation of gasoline quality to the operation and performance of motors.

STANDARD MOTOR GASOLINE