

# Getting More Gasoline 

DEMAND FOR OII Growing faster THAN PRODUCED<br>

$T$ HI spitomizs the simato accurately. It also indicates how great
is the task of the Standard Oil Company is the task
(Indiana).
But fuel for automotive power must be supplied. Especially is this true in the territory served by the Standard Oil Company (Indiana), because in this area - the percentage of the gasoline is consumed in producing food.
Take away - even cripple - the automotive power on the Middle West farms creased production.
The power-driven tractor is the only means by which the farmer can cope successfully with the shortage of man-power. By extensive research and intensive appli-
cation the Standard Oil Company (Indication the Standard Oil Company (Indiana) has increased the yield of gasoline from crude to the greatest degree yet
known. But it is not satisfied. known. But it is not satisfied
The Company is striving to further increase the yield so that the use of the tractor, truck, the automobile, and the stationary gas engine may be used freely and without restriction
It is apparent that the Standard Oil Company (Indiana) by increasing the yield has exerted, also, a downward influence on the price of gasoline.
Standard Oil Company 910 So. Michigan Ave., Chicago


This section certainly owes a lot to the automobile


JOOK at it just from the business standpoint, compared with, say, ten years ago-or even five.
Everything speeded up-made easier. Nearly every business man depending on the automobile to transport himself and his products.

## II

That is one reason, perhaps, why more attention is being paid to tires-why tire costs are being figured closer and people are beginning to look for better tires.
We believe that people are entitled to better tires-the best they can get.
Not only the man with the
big car, but the man vich small car, and the $=0 \leq=\mathrm{m}$ sized car.

## II

We represent U.S. Tires for that reason-bccauss their policy is the same as ours-every tire as good as you can get it, regardless of the size of the car it is to go on.

It was that policy which led to the introduction of the straightssideautomobile tire, the pneumatic truck tire.
And you can't beat it.

## IV

U. S. Tires are guaranteed for life, with no limitation of mileage.
It will pay you to talk to us about tires, if you are looking at them from business standpoint.

# United States Tires 

Sibbert \& Reimers $\mathrm{C}_{\mathrm{o}}$, Denison, la. West Side Auto $\mathrm{Co}_{0}$, West Side, la. Lincoln Highway Garage, Vail, la.

