The Fayetteville Observer ${ }^{\text {THE OLD HOME TOWN }}$





OBSERVATIONS

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## Why do they Stop at this Pump?

BECAUSE it is dispensing the improved "Standard" Motor Gasoline. Both demand gasoline which will fire hard hills Th goes on. Ther want power for speed and motor and the lubricating oil with carbon. They want gasoline that meets all these specifications and at the same time gives big mileage per gallon-even in cold weather.
So they naturally stop where they get balanced gasoline"Standard" Motor Gasoline. By "balanced" we mean gasoline that tests higher on all important gasoline properties; that insures maximum motor efficiency with fuel economy.
"Standard"-Motor Gasoline leads the procession in volatility rate and completeness of combustion, pressure developed and work done, as meassured by the speed, power and mileage of any type of automobile.
Put your motor on a diet of balanced "Standard" Motor Gas oline and you will have Fess trouble and expense. Your motor will start more rrickly. Your car will climb hills more easily You will get further on a gallon.
Lubricate with Polarine, the enemy of friction. It is not only the best oil, but the cheapest per mile of service

STANDARD OIL COMPANY (NEW JERSEY)

