

 HOME TO WIDOW






## Poor Gasoline is as

## Costly as a Leaky Tánk

THE best engines unavoidably waste some power. Amotor in which a low grade of gasoline is used may lose as much as $90 \%$ of the potential energy of the fuel.

Consistent use of a scientifi cally belanced gasoline, always uniform, will eliminate unnec essary waste. The fluctuating a motor to function unevenly, often discharging large quan tities of unging large quan ially bur or par lur gat

STANDARD OIL COMPANY

(NEW JERSEY)
The improved "Standard Motor Gasoline that discriminating drivers are "tipping off" to their friends, is clean-burning; it's light and volatile. It produces greater mileage by eliminating waste. It is quick firing and releases a smooth, steady flow of power, much different from that produced by ordinary gasolines in which the quality is irregular.

If you are not yet using the improved "Standárd" Motor Gasoline, by all means try it at once. There is some real motoring satisfaction in store for you. You might as well collect.

