



# What's happened to gasoline prices?

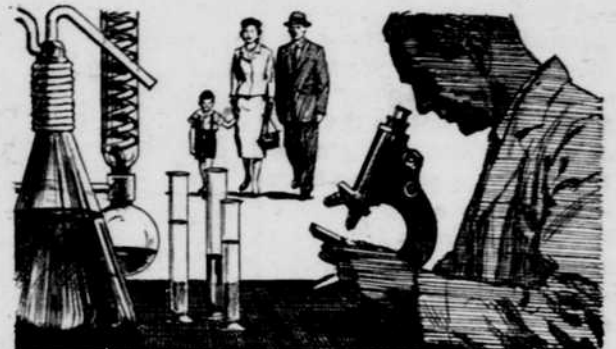
If you've wondered... here are some things you should know



**Gasoline prices have not risen as much as other products.** The only fair way to compare is with other things you buy. The U. S. Cost of Living Index shows the over-all cost of living is up 102.3% since 1939. During that time the price of gasoline rose only 62.8% not including taxes.



**Taxes add about 9¢ to the cost of every gallon.** Thus, nearly 30% of your gasoline dollar does not buy gasoline... it's for state and federal tax. These taxes go to help build and improve the roads we all enjoy. However, we must include them as part of the price you pay for a gallon of gasoline.



**Research also helps keep gasoline prices down.** Standard and the oil industry employ more than 15,000 full-time researchers... invest more than \$160 million each year to develop ways to find and produce oil more efficiently, and to make more and better products at a lower cost.



**Gasoline quality is much better.** There's a performance bonus for motorists in the big improvements that have been made in gasoline over the years. Quality has risen so fast that the regular gasoline you buy today is comparable to the premium gasoline of just ten years ago.



**Oil is getting harder to find and more expensive to develop.** In 1956 our average cost for a well was \$149,000... up 40% over the past five years. In 1956 we completed 101 wells in the Gulf of Mexico where drilling costs can be six times as much as on land.



**Competition helps keep gasoline prices low.** There are 300 oil refining companies in the U. S. Each tries to make better products and give better service than the others. At the same time the refiner must keep his prices competitive or face the loss of customers.

*Here's why gasoline is still one of your biggest bargains: Today the average worker can buy 85% more gasoline with an hour's pay than he could in 1939.*

**STANDARD OIL COMPANY OF CALIFORNIA**  
plans ahead to serve you better

