

*"Here's your gas Doc  
... I hope it's a boy!"*

*Even the stork, these days, depends a lot on gasoline—*

"There I was in the dead of night, straining every cylinder to get to Blake's house before the baby did—and my car just laid down and died. Hoofed it into a farmhouse—but no gas. So I phoned to my Standard Service Man who was about to close up. Would he rush me some gas anyway? Sure! And how he tore. We beat Mr. Stork all right. But, believe me, you can't beat Standard Service!"

Standard Service Men are always "coming through" for people everywhere. They just seem to do the right thing at the right time. And how often they gladly give extra attention to your car—your safety—and your comfort. Start enjoying complete Standard Service now.



**ACTUAL STORIES  
OF STANDARD SERVICE**

The desire of every Standard Service Man is to render Service as Unsurpassed as the gasoline he sells. This dramatic incident illustrates some of the exceptional efforts that are the direct outgrowth of the "Standard Service Habit."



**STANDARD OIL  
Dealers**

**HE KNOWS THE WAY**—Accurate road maps and travel directions are just the beginnings of the motor services that thousands of independent Standard Oil Dealers offer you. They "know the way" to enjoyable, economical motoring. Their red, white and blue pump is a good sign when you're looking for a service station or a garage.

**LET STANDARD SERVICE MEN  
DO ALL THESE THINGS FOR YOU**

- COMPLETE LUBRICATION SERVICE.
- TIRES CHECKED, INSPECTED AND INFLATED.
- BATTERIES TESTED AND REFILLED.
- RADIATOR AND CLEAN WINDSHIELD SERVICE
- LIGHTS CHECKED—HEADLAMPS CLEANED.
- SPARK PLUGS TESTED at many stations.
- VALUABLE MOTORING ACCESSORIES.
- CLEAN REST ROOMS.
- TELEPHONE SERVICE at many stations.
- ROAD MAPS, INFORMATION ON WHERE TO GO AND HOW TO GET THERE.



**BETTER VISION—FEWER ACCIDENTS**—Your headlights as well as your windshield and rear-window get a swift cleaning when you drive in at any Standard Station. And—at a word from you—your headlights and tail-lights are checked in an instant. This is all part of the Standard Stations man's way of serving you.



*Unsurpassed* STANDARD GASOLINE  
*Unsurpassed* STANDARD SERVICE

**Standard Service**

