

photo-finish



SO ALERT AND AGGRESSIVE

is competition in the oil business that someone almost always is breathing down the neck . . . stepping on the heels . . . of the front runners.

IN AMERICA'S FREE MARKET ECONOMY,

no oil company can long enjoy the *exclusive* use of new processes or cost-reducing methods. No sooner than one develops a new product . . . increases the quality of others . . . reduces a price . . . its competitors quickly meet the challenge.

THAT IS THE REASON

that 2 gallons of today's gasoline do the work 3 did in 1925. Moreover, the price is the same, ex-

clusive of direct Federal and State taxes. Such results come only from competition in a land where men and women are free and encouraged to do their best.

SUN OIL COMPANY IS PROUD

of its contributions to petroleum's progress—and to your progress. Sun has pioneered better-made lubricating and motor oils . . . catalytically-cracked high quality gasolines . . . more economical production, transportation and distribution . . . improved customer services. Yet, good as their past performance has been, Sun's 17,000 men and women are striving to do a better job for you today than they did yesterday.

SUN OIL COMPANY

Pioneering Petroleum's Progress and Better Living For You