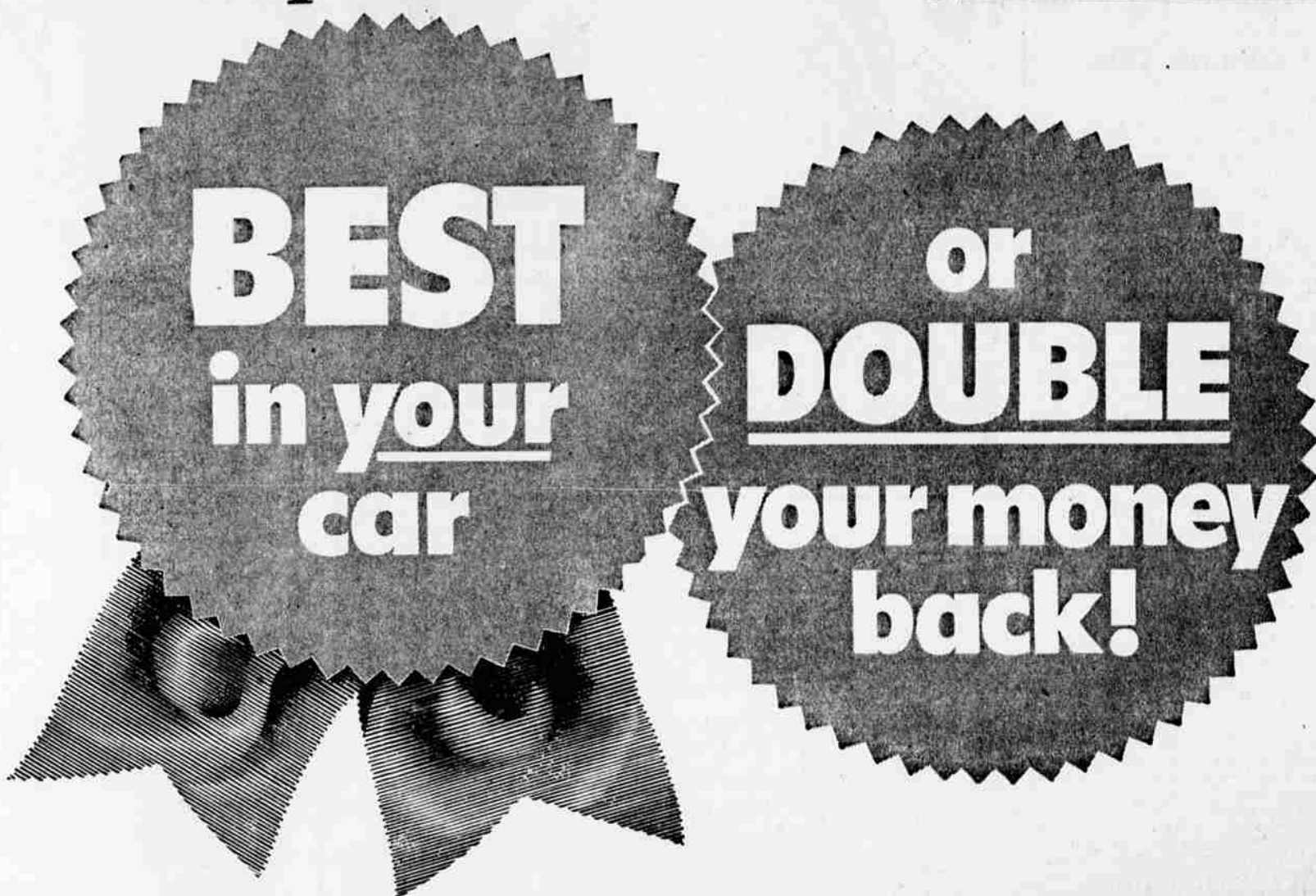




Announcing a new gasoline so superior that we guarantee...



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Your Car or
DOUBLE**

Your Money
Back!

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FILL-UPS**

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Now, from the west's most modern refinery comes America's most advanced automotive gasoline—New Richfield Ethyl. You'll say "It's Best," after two fill-ups, or we'll pay **DOUBLE YOUR MONEY BACK** on a tankful of gasoline.

No other petroleum company has dared make this offer!

Today's new-car trend to higher compressions, overhead valves, automatic transmissions and more automatic controls demanded this completely new gasoline—the first motor fuel that meets ALL the requirements of today's advance-design cars, yet gives top performance in every car.

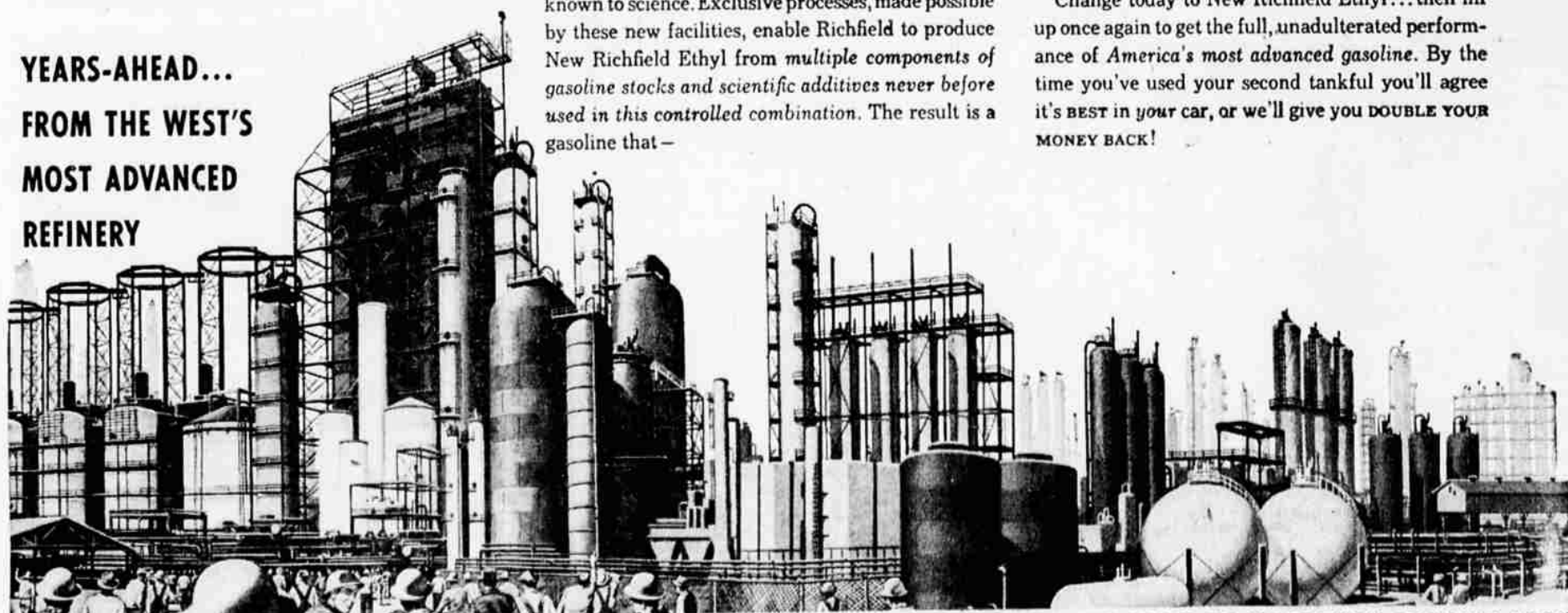
Thousands of miles of road testing have proved, beyond the shadow of a doubt, that New Richfield Ethyl is America's most advanced gasoline. But you are the judge. Test two tankfuls in your own car, in every way. If you do not agree that New Richfield Ethyl gives you the finest performance of any gasoline you have ever used, just follow the conditions of the Guarantee Certificate your Richfield dealer gives you . . . and get **DOUBLE YOUR MONEY BACK** on a full tank of gasoline.

Why can Richfield make this sensational guarantee? Because Richfield has just completed the installation, at its 540-acre main refinery, of \$40,000,000 worth of the most advanced refining equipment known to science. Exclusive processes, made possible by these new facilities, enable Richfield to produce New Richfield Ethyl from multiple components of gasoline stocks and scientific additives never before used in this controlled combination. The result is a gasoline that—

- Increases spark-plug life . . . reduces misting and pre-ignition knock . . . gives increased power and mileage.
- Minimizes high-compression knock . . . reduces vapor lock stalling even on hottest days.
- Assures instant starting . . . ends most cold-engine stalling even in cold, wet, foggy weather.
- Protects and lubricates valves, valve stems and guides, upper cylinder walls and pistons . . . reduces combustion chamber deposits
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Change today to New Richfield Ethyl . . . then fill up once again to get the full, unadulterated performance of America's most advanced gasoline. By the time you've used your second tankful you'll agree it's **BEST in your car**, or we'll give you **DOUBLE YOUR MONEY BACK!**

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