ONLY GASOLINE WITH A MONEY-BACK* GUARANTEE

4 BIG REASONS WHY NEW RICHFIELD ETHYL IS GUARANTEED BEST

Final test of a great gasoline is *on the road!* And that's where millions of Western motorists have already proved New Richfield Ethyl to be the finest top octane motor fuel you can buy today.

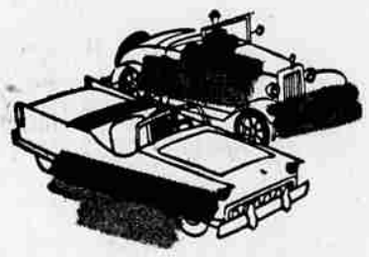
Yes, for anti-knock smoothness... for maximum power and mileage... for the perfect blending of chemical additives that mean trouble-free performance—New Richfield Ethyl is *still* the *only gasoline guaranteed best!*

Produced in the West's most advanced refinery, New Richfield Ethyl is best in *any* car—spanking new '55, or in older models. *Whatever kind* of car you drive, try a tankful of this superb gasoline today.

Let *your* car be judge and jury—fill up today with New Richfield Ethyl—the *only* gasoline *guaranteed best!*

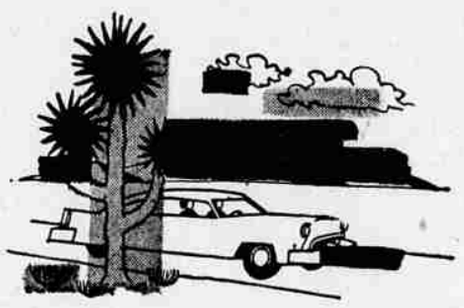
* **Fill up with New Richfield Ethyl. If you don't agree it's best in your car, we'll give you double your money back on a tankful.**

1 TOP OCTANE POWER



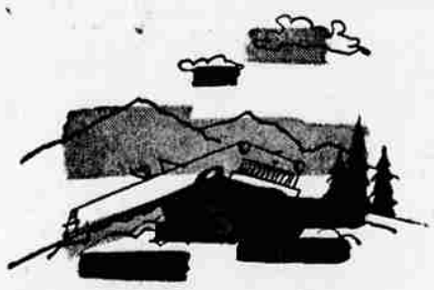
First gasoline tailored to meet the severe anti-knock demands of today's high-compression engines, and *yet* get the best out of *all* cars.

2 MONEY-SAVING MILEAGE



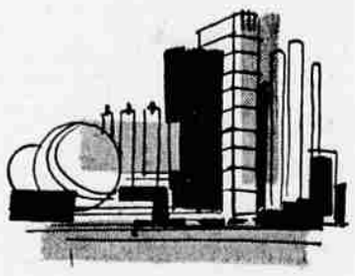
On mountain grades, scorching desert, in seacoast fog, your car makes *maximum* mileage... gets you there for less, dependably.

3 BALANCED PERFORMANCE



Every important scientific additive is contained in New Richfield Ethyl to give you finest anti-knock driving... longer spark plug life... rust-proof protection.

4 ALL-AROUND EFFICIENCY



New Richfield Ethyl is produced in the West's most modern refinery. You can pay more, but you can't buy a finer, more powerful premium gasoline at *any* price.

FREE

Disneyland

COMIC BOOK

At all RICHFIELD stations

Official Gasoline of Disneyland

WALT DISNEY'S MAGIC KINGDOM IN ANAHEIM, CALIFORNIA

NEW RICHFIELD® ETHYL

YEARS AHEAD... FROM THE WEST'S MOST MODERN REFINERY