

THE BEST TEST OF ANY GASOLINE IS HOW IT PERFORMS IN YOUR CAR

That's right! The best way for you to test any gasoline is **IN YOUR OWN CAR—ON THE ROAD—WITH YOU AT THE WHEEL.** *Performance on the road is the final test of a gasoline, and on that basis you cannot buy a finer gasoline than New RICHFIELD ETHYL.*

Nearly a million drivers like yourself test New RICHFIELD ETHYL every day. The verdict is overwhelming: In grueling stop-and-go traffic and at steady highway speeds: *No other gasoline excels the road performance of New RICHFIELD ETHYL.*

Laboratory engine tests, an important step in the proper blending of top-quality gasolines, must be balanced by

equally high performance on the road. *In the vitally important field of road-rating and road-testing of gasolines, Richfield has been the West's pioneer. Performance on the road has been refined into every drop of Richfield gasoline you buy.*

That's why we can say: For quick starts on cold mornings—for sharp acceleration when you need it—for long mileage and smooth anti-knock performance, plus protection against rust and corrosion—for all-around road performance—you just can't buy a finer gasoline than New RICHFIELD ETHYL. If you want the best that money can buy, you want New RICHFIELD ETHYL.

You Can't Buy A Finer Gasoline than

RICHFIELD  **ETHYL**