

We claim STANDARD GASOLINE *unsurpassed* in ALL qualities—

STANDARD OIL COMPANY OF CALIFORNIA

STANDARD OIL BUILDING
SAN FRANCISCO, CAL.

H. B. FAIRCHILD
GENERAL SALES MANAGER

April 10, 1933,

Captain E. V. Rickenbacker,
Chairman, Contest Board,
American Automobile Association,
Pennsylvania Avenue at 17th Street,
Washington, D. C.

Dear Captain Rickenbacker:

Gasoline performance is not a matter of opinion.

It is a demonstrable fact; and it is also the American Automobile Association's purpose to represent the motoring public's interest in automotive matters.

Because of the eminent qualifications of your organization, may we ask for your findings on the relative merits of Standard Gasoline and other leading motor fuels in actual performance?

While there are numerous "not so good" gasolines, we believe there are also, besides Standard, several gasolines with at least one or more qualities of good performance.

We believe and claim Standard Gasoline is unsurpassed in all qualities - starting, acceleration, mileage and anti-knock performance. While this belief is supported by every laboratory and road test, we also believe that disinterested and independent judgment is in the public interest.

May we ask, therefore, that your Contest Board be authorized to conduct the necessary tests to verify or disprove our claims? It is understood that the report of your findings shall be made public.

Very truly yours,

STANDARD OIL COMPANY OF CALIFORNIA

H. B. Fairchild

THE AMERICAN AUTOMOBILE ASSOCIATION CONTEST BOARD *will decide—*

If Standard Gasoline is unsurpassed in all qualities—as we claim it is—it should be demonstrable in fact.

Recorded on this page is our invitation and its acceptance by the American Automobile Association Contest Board to make a complete investigation on the basis of actual performance.

Watch for the results. You may be sure that the independent road tests conducted by the AAA Contest Board will be thoroughly scientific and impartial.

STANDARD OIL COMPANY OF CALIFORNIA

THOS. P. HENRY
PRESIDENT, AAA

ESTABLISHED 1902

ERNEST N. SMITH
EXECUTIVE VICE-PRES., AAA

CONTEST BOARD OF THE AMERICAN AUTOMOBILE ASSOCIATION



PENNSYLVANIA AVENUE AT SEVENTEENTH STREET
WASHINGTON, D. C.

April 21, 1933.

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R. W. HALLMAN, Jr., Chicago

Standard Oil Company of California,
225 Bush Street,
San Francisco, California.

Gentlemen:

This is to acknowledge your request of April 10, in effect:

That Standard Gasoline shall be submitted to competitive road-performance tests under the scientific observation of Members of our Contest Board.

We welcome this opportunity to cooperate in such a test.

It is understood that any such test made in the public interest must be made in accordance with the rules and regulations governing such investigations. Also, that they shall be made from fuels in sealed and unlabeled containers, purchased in the open market to eliminate possible favoritism in any form.

Yours very truly,

E. V. Rickenbacker

Chairman, Contest Board
AMERICAN AUTOMOBILE ASSOCIATION



Prosperity En Route

Business is better, and there are indications of greater improvement. But the recovery will be slow, the return to prosperity greatly deferred, if there is a continuation of the insane competition, and particularly price-cutting, which during the last few years has contributed so much to the demoralizing of American business. For its contribution to spreading recovery, this Company has adopted a sales policy which includes not selling gasoline to price-cutters, building no new outlets and refraining from capturing outlets of competitors.

New!—Sundays, 8 to 9 p. m. — N. B. C. — "STANDARD ON PARADE"

A sparkling, one-hour radio show — jammed with comedy, melody, surprises, and thrills. It's new — different — exciting — don't miss it! And on Thursdays hear the Standard Oil Symphony Hour under the direction of Alfred Hertz. 8 to 9 p. m. N. B. C. Stations.