

Introducing



*The
champagne
of
premium
gasolines*

This is the West's most powerful premium. It gives any car a margin of extra power never before possible. It meets the highest octane demands of the newest high-compression cars.

Quite frankly, we created Royal 76 as much for a quality of driver as a quality of car. The champagne of premium gasolines is refined especially for people who have the habit of always enjoying the finest.

And any way you gauge gasoline performance, this is the finest. Royal 76—one of two powerful new gasolines now at your Minute Man Station. It costs a penny more a gallon. And well worth it!

UNION OIL COMPANY OF CALIFORNIA
The West's Oldest and Largest Independent Oil Company