



Get the **BEST** out of your car this summer

DRIVE IN FOR TOP-OCTANE  
**New**  
**RICHFIELD ETHYL**  
**ONLY GASOLINE GUARANTEED BEST**



First in the West with  
**"MOTOR PLUS"**

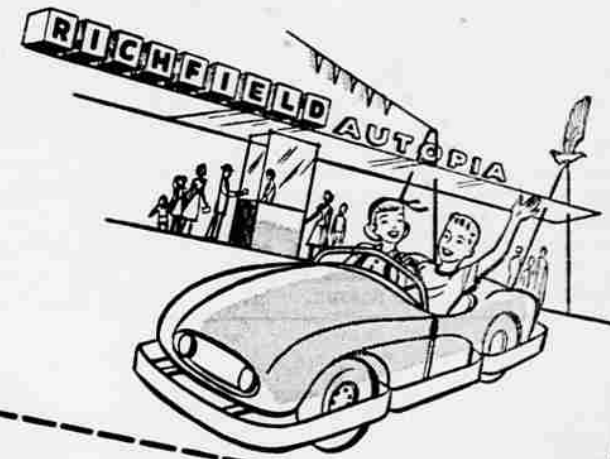
Summer is tough on your car. Heat, dust, grueling weekend and vacation trips—all demand that your car function at its very best.

Insure your car's engine against a let-down this summer—change to New Richfield Ethyl. This finest of motor fuels is first with Motor Plus—new *anti-knock* additive developed by the Ethyl Corporation. Tops in octane, New Richfield Ethyl with Motor Plus keeps your car's engine cleaner and smoother running... delivers *maximum* performance under all conditions.

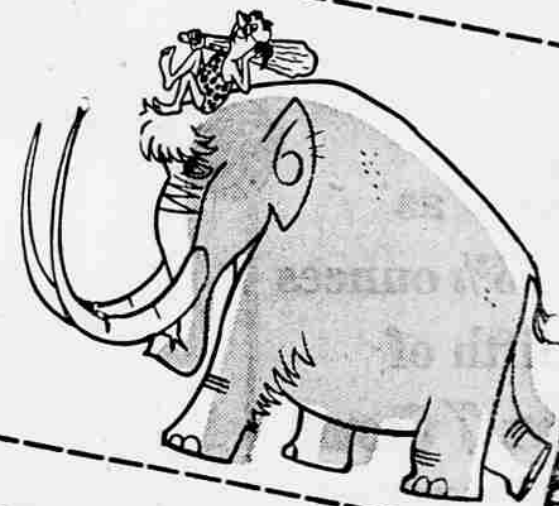
This summer give your car the *extra* power of New Richfield Ethyl. You can't buy a finer motor fuel at any price! Remember: it's the *only* gasoline guaranteed best.

WHEN YOU VISIT TOMORROWLAND IN  
**Disneyland**

TAKE A RIDE ON THE FABULOUS  
**RICHFIELD AUTOPIA**  
 The Richfield Autopia in Tomorrowland is a model freeway. Here children and adults, too, drive small automobiles powered with New Richfield Ethyl. It's a real thrill.



SEE THE RICHFIELD SHOW  
**"THE WORLD BENEATH US"**  
 It's all free! You'll see the earth's hidden wonders... upheaval of continents... rule of giant dinosaurs... the coming of man. Told in Technicolor by an exciting Walt Disney Studios film. Plus the world's most unusual diorama.



**RICHFIELD SERVICE AT BEAUTIFUL DISNEYLAND HOTEL**  
 Stop at Richfield's brand new service station on the grounds of the distinctive, modern Disneyland Hotel, just west of Disneyland.

**FREE!**  
**OFFICIAL DISNEYLAND ROAD MAP**  
 Gives up-to-date information on how to reach Disneyland.  
**NOW AT ALL RICHFIELD STATIONS!**



**Official Gasoline of Disneyland—NEW RICHFIELD ETHYL**