



NEW RICHFIELD RESEARCH CENTER

Designed and staffed to keep Richfield in the forefront of scientific petroleum progress... to bring you ever finer products and services

Continuing its tradition of pioneering "years-ahead" advances in the petroleum field, Richfield proudly announces the opening of a new multi-million dollar Research Center near Anaheim, California.

Here, in gleaming laboratories, test cells and pilot plants, Richfield scientists and technicians are working with the very latest in scientific equipment and facilities. Out of their creative thinking and experimentation you can expect discovery and development that will bring you ever finer Richfield products.

For at Richfield there is no compromise with *quality*. We are proud of our position in the forefront of the swiftly advancing petroleum industry. And each of the 300 products

we make and sell is the finest of its kind.

Whether it is gasoline, oil or lubricants for your car, heating oil for your home, fuels for jet aircraft, diesel fuels for trucks and locomotives, marine fuels, industrial lubricants, petrochemicals for agriculture and industry, or asphalt for the building trades—you can be sure that any product bearing the name RICHFIELD is scientifically created and tested for "years-ahead" quality performance.

New products...new processes...refinements on those already existing—these are the things Richfield scientists are seeking at the new Research Center. Their endeavors are calculated to bring easier living and greater enjoyment to millions in the West.



RICHFIELD

A Leader in Western Petroleum Progress