

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

PERFORMANCE on the road is the real test of any gasoline. That's where performance counts. Not just in the laboratory. Not with a professional driver at the wheel. **BUT IN YOUR CAR—WITH YOU DRIVING—ON THE ROAD!**

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 the 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 the New RICHFIELD ETHYL.

You Can't Buy A Finer Gasoline than

RICHFIELD  **ETHYL**