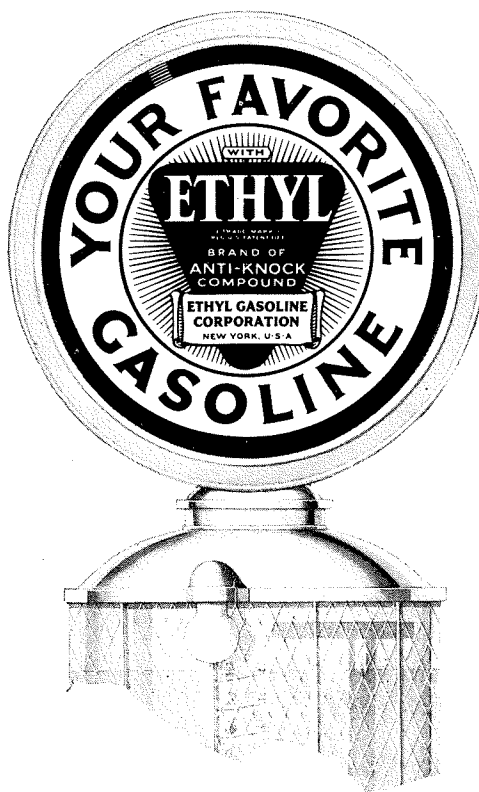




Less than a
teaspoonful
to the gallon
but what a difference ETHYL makes!



Ethyl Gasoline is colored red for identification but not all red gasolines contain ETHYL, whose active ingredient is tetra-ethyl lead. It takes more than dye to make an "anti-knock" (high compression) fuel.

ETHYL is the name of the "anti-knock" compound developed by General Motors Research Laboratories to make motor gasoline more efficient.

Leading oil companies mix it with their gasoline at their refineries to form *Ethyl Gasoline* — the standard high compression fuel.

There is less than a teaspoonful of ETHYL fluid in a gallon of Ethyl Gasoline — but what a difference it makes!

In cars of ordinary compression, ETHYL eliminates that "knock" and power loss as carbon forms — and turns the higher compression created by the carbon deposits into extra power. As for the new high compression cars, ETHYL made them possible!

Ethyl Gasoline is now available throughout the United States and Canada at pumps bearing the ETHYL emblem. Ride with ETHYL today.

ETHYL GASOLINE CORPORATION

25 Broadway, New York City
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**ETHYL
GASOLINE**

Knocks out that "knock"