



THE CANDID
CAMERA MEETS
MAYOR LA
GUARDIA AT
LUNCH—As a result of this picture,
New York's chief
executive has forbidden photographers to take pictures
of him at table.
(Tribune photo.)

STEEPLECHASE
COMPLICATIONS
—One horse clears
the rolling form of
a rival at the Aqueduct track, Long
Island.
(Associated Press photo.)



## "I made my husband do the driving... UNTIL I CHANGED TO ETHYL!"

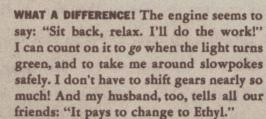


I SAID TO MY HUSBAND: "You know I like to drive. But I lose my confidence in traffic; I can't be sure what the engine will do." "Well, Madge," he said, "since you can't avoid traffic these days to get anywhere, let's try a new idea . . . let's stop at the next pump marked Ethyl" . . .



and HE SAID TO ME: "Automobile engineers say that Ethyl fluid makes driving easier. It's used only in the premium gasoline that filling stations are selling to bring out all the performance and power of the modern high compression engines... Let's try a tankful and you drive..."





## 3 FACTS you should know about gasoline

1. Pumps marked Ethyl contain the coolest fuel for summer use. That's because, by the action of thyl fluid, more of the potential energy of each allon is transformed into engine power and ss sent as waste heat into the cooling system, ready battling high outside temperatures.

Ethyl fluid is needed to develop full performce by modern high compression cars every ison of the year. It makes older cars, too, run better as carbon and mileage accumulate. That is why approximately 95% of all premium gasoline sold in the United States and Canada now contains Ethyl fluid.

3. Sufficient Ethyl fluid (containing tetraethyl lead) is used to produce the highest anti-knock rating by the official test methods of the oil and automotive industries. The all-round quality of premium fuel so treated is protected by double inspection at the refinery and at the pump.

engine under perfect control; ready to glide away quickly, safely and without a knock on the signal to "Go"? Stop at an Ethyl pump today and fully enjoy your Sunday trip. To get all the power and pleasure from your car investment—NEXT TIME GET ETHYL!