



CONTROL

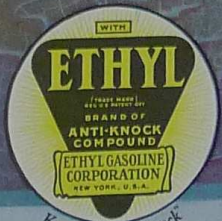
THE graceful crane depends on its perfect control. And motoring, to be safe, easy and pleasant, depends on the same thing.

Better control is just what Ethyl Gasoline means in any car. That's because the Ethyl anti-knock compound it contains, speeds pick-up, sharpens engine response, develops an extra reserve of alert, always dependable power.

Ethyl is needed by the new high-compression cars. Their engines were designed for fuel of Ethyl's anti-knock quality.

But Ethyl will improve the performance of *any* car. Try a tankful in heavy traffic where *control* means everything.

Ethyl Gasoline Corporation,
New York City.



Knocks out that knock

Wherever you see the Ethyl emblem, you are sure you are getting gasoline of high anti-knock quality.



ETHYL GASOLINE