

SHELL'S NEW GASOLINE

{ Capable of more power than your car has ever known }

NOW RELEASED!

New Shell Premium Gasoline became possible the moment the Armed Forces released our stocks of aviation fuel. **New Shell Premium Gasoline** is the best gasoline we have ever made. Today it is in thousands of Shell pumps . . . thousands more are receiving it daily.

New Shell Premium grew out of Shell research -- the same research that first delivered the "makings" of 100 Octane gasoline. **New Shell Premium** comes to you as a practical benefit of that research. And at no increase in cost.

You are invited to fill your tank with New Shell Premium today and from now on. Shell makes this invitation knowing that you have never before had so much power at your command.

If you are, however, a user of "regular" grade . . . Shell Gasoline is also a new gasoline today -- definitely improved even over the Shell Gasoline of "before the war." Come in and try it.



SHELL OIL COMPANY
Incorporated

