



Shell Oil Company
Announces a Totally New Gasoline

Super Shell

with TCP

*The most powerful gasoline
ever introduced in the West*

Super Shell Gasoline, the successor to Shell Premium, contains an aviation "power pack" of aromatics which pack more energy into gasoline than anything else you can use.

Now West Coast motorists can get a totally new gasoline—the most powerful gasoline ever introduced for sale here. It is Super Shell with TCP*. It will give you better performance than you've ever gotten from any gasoline you've used before.

*Shell is the U.S.A.'s largest
supplier of airline aviation gasoline*

Shell has long been the leader in the field of aviation gasoline. And now in new Super Shell, you'll find a "power pack" of high octane aromatics as used in aviation fuels. These aromatics provide more combustion energy to carry you farther with every tankful of Super Shell. This extra mileage means you save money!

And, Super Shell has higher octane to prevent knock in today's more powerful engines. But with modern-design engines, anti-knock is not enough.

TCP adds Anti-Miss to anti-knock

Shell first developed TCP additive to overcome the problem of power loss due to spark plug "miss" in military aircraft. Today in high-compression automobile engines, too, spark plug "miss" is the major cause of power loss. And spark plug "miss" is a problem which is particularly acute when you need power most—on hills, for pick-up, for passing.

TCP additive stops spark plug "miss". It quickly neutralizes the harmful deposits that cause misfiring. It can actually restore 20 to 30 lost horsepower.

So drive up to your Shell Dealer's new white pump today for Super Shell with TCP. Better all-around performance will tell you why it pays to buy the most powerful gasoline any car can use.

*Shell's Trademark for this unique gasoline additive developed by Shell Research.



Get Super Shell at the New White Pump