

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

