



Tomorrow
Shell Oil Company

will present

a totally new gasoline

**The most powerful gasoline
 ever introduced
 in the West**

This gasoline is Super Shell—the successor to Shell Premium. Super Shell contains an aviation “power pack” of aromatics which packs more energy into gasoline than anything else you can use.

Tomorrow, West Coast motorists can buy a totally new gasoline.

It is Super Shell with TCP*—created because existing premium grade gasolines can no longer satisfy the power needs of many of today’s engines. Super Shell is the most powerful gasoline ever introduced here. It has higher octane to prevent knock in these more powerful engines.

Super Shell has an aviation “power pack”

Shell is the U. S. A.’s largest supplier of airline aviation fuels, and has packed Super Shell with aromatics as used in aviation gasoline—the most powerful ingredients that can be used in making gasoline.

This aviation “power pack” will give your car better performance—more power and smoother power under every driving condition. And the extra power of these aviation aromatics converts automatically to extra miles at cruising speeds. That’s how Super Shell saves you money!

And TCP adds Anti-Miss to anti-knock

But with modern engines, it takes more than anti-knock to give you full power. That’s why Super Shell has TCP additive which adds anti-miss to anti-knock—actually stops spark plug mis-firing, today’s greatest cause of power loss. Stop at your Shell Dealer’s new white pump tomorrow for the most powerful gasoline ever introduced on the West Coast, Super Shell with TCP.

*Shell’s trademark for the unique gasoline additive developed by Shell Research.

