

now... take **the** **big** **step** **ahead**

new blue Chevron Supreme

*Standard announces a new grade of gasoline...
specially compounded to deliver more
performance from today's super cars*

... more value from your gasoline dollar!

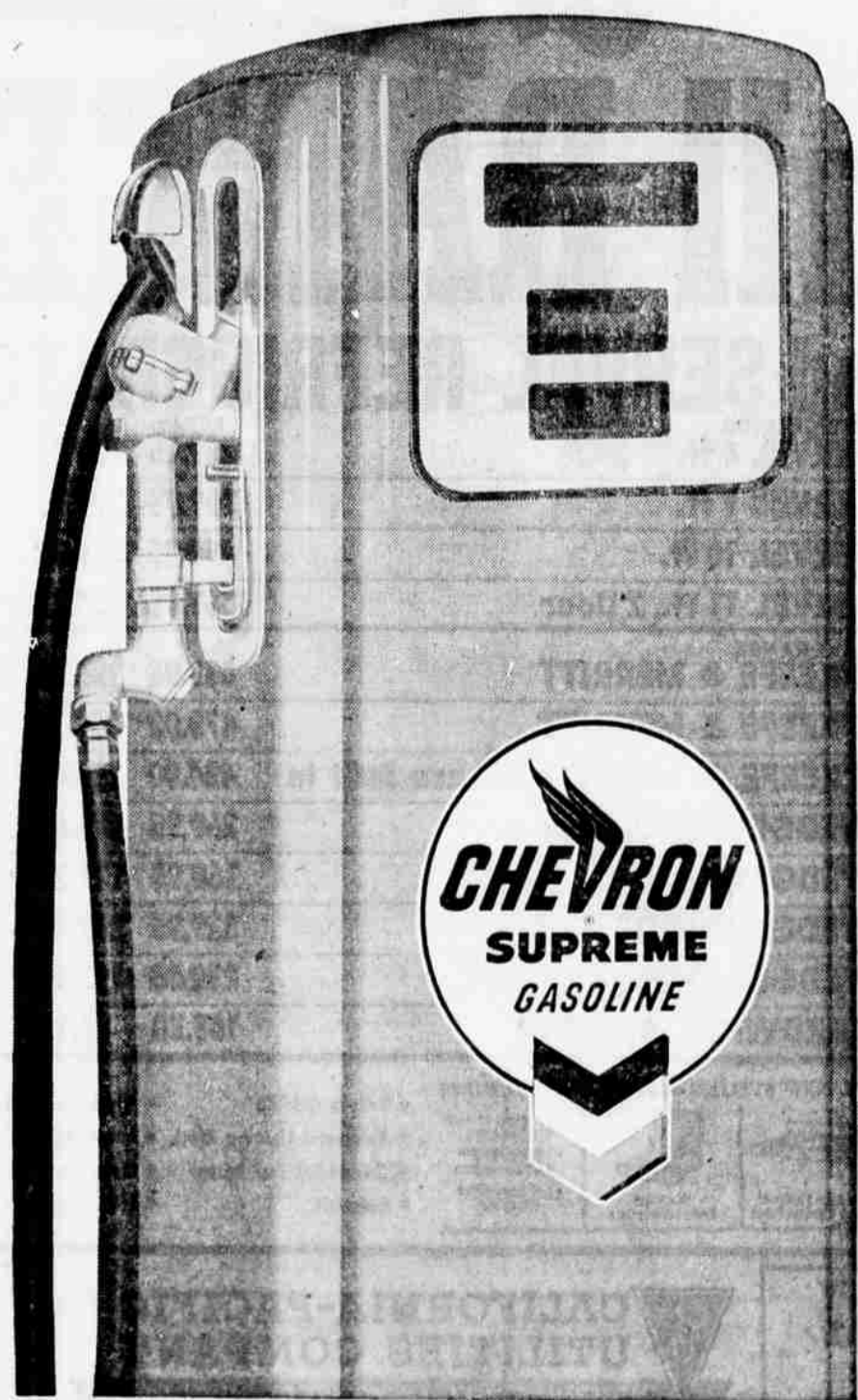
Feeling adventurous? Then take the big step ahead to a new experience in driving... new blue Chevron Supreme!

Here is a different gasoline... designed to put your car on a new level of power and performance.

New blue Chevron Supreme is made possible by new developments in refining techniques... a special compounding of selected gasoline stocks with advanced components of aircraft fuel.

The result is a super gasoline... road-tested for thousands of hours on powerful new '58's... on late model cars... even on older models with high compression engines.

The big step ahead is here. Take it today. New blue Chevron Supreme... another fine S. O. product... at the new blue pump.



Top performance from Chevron, too. Chevron Gasoline is for all but the highest-compression cars.

The West's most popular economy gasoline, it's the only "regular" with the same compound you get in new blue Chevron Supreme—carburetor-cleaning Detergent-Action, for greater gas mileage.

Stop for Chevron at the red pump.

AT THE SIGN OF THE CHEVRON
we take better care of your car

STANDARD STATIONS • CHEVRON DEALERS

