

Now at the price of "Regular" Gas!

It never was extravagant to use Super-Shell. The extra price per gallon represented value received in extra performance. But naturally the big expensive cars got most of the benefit.

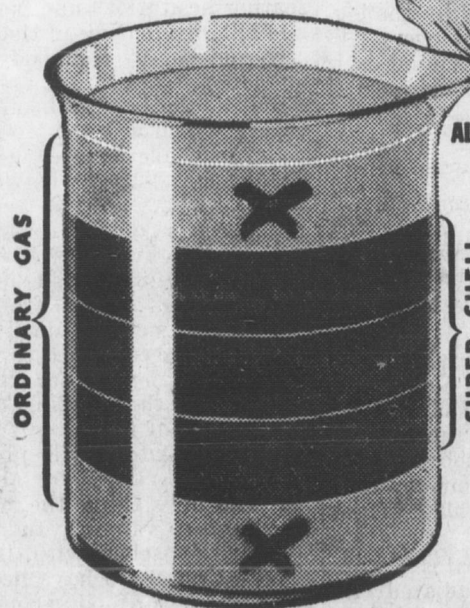
It's different now. Today Super-Shell sells at the price of regular gasoline. Chevrolets, Fords and Plymouths are getting the cream along with

the Cadillacs, Lincolns and Packards.

The same hair-trigger starting. The same flashing pick-up. The same surplus power for emergencies. Anti-knock, too. Super-Shell's anti-knock rating actually is higher today than when it sold at a premium—higher than any regular-price gas.

You can start saving today. Super-Shell—colored golden for easy identification—is on sale at all Shell stations. And remember: NO EXTRA COST.

● If you prefer an ethylized gasoline, buy Super-Shell Ethyl, an improved gasoline with ethyl added. This is a double premium gasoline at a single premium price.



ALL WASTE PARTS REMOVED

Gassy Parts—That evaporate before they burn. Removed by SHELL'S method of refining.

Quick-starting Parts—That explode instantly and start your engine without wasteful "choking." Kept by SHELL.

Power Parts—That give your engine, when under way, instant pick-up and driving power. Kept by SHELL.

Anti-knock Parts—That prevent your engine from knocking in traffic and on hills. Kept by SHELL.

Sluggish Parts—That dilute your oil or blow unused from your exhaust. Removed by SHELL.



"There's a big difference in my Buick since I changed to Super-Shell, especially on hills. I'm certainly glad you reduced the price. I had never tried Super-Shell until your ad called my attention to it."

George H. Kell
Scarsdale, New York



"Super-Shell does something to my Packard that reminds me of when it was new. Getting gasoline like this at the price of ordinary gas is something to shout about."

Harold W. Vassat
New York City

Super-SHELL

SUPER-SHELL IS AVAILABLE AT THE FOLLOWING STATIONS:

DOUBLE EAGLE SERVICE COMPANY..... ELKIN
E. M. FINNEY..... JONESVILLE
G. L. WHITE..... RUSK
J. W. GARNER..... BROOKS CROSS ROADS
MOCK'S PLACE..... BOONVILLE, N. C.
W. A. MOXLEY..... BOONVILLE, N. C., R. F. D.
H. A. SPEAR..... BOONVILLE, N. C., R. F. D.
R. L. MCGINTY..... YADKINVILLE, N. C.
GEO. HINSHAW..... YADKINVILLE, N. C.
E. G. DIXON..... HIGHWAY 60, YADKINVILLE

MOUNTAIN SERVICE CO..... DOUGHTON, N. C.
B. G. MACKIE..... CRUTCHFIELD, N. C.
NORMAN BROS..... EAST BEND, N. C.
R. A. HUTCHINS..... ENON
EDWIN BOWLES..... DOBSON, N. C.
CHRYSLER SERVICE COMPANY..... MOUNT AIRY
SELDON DAVIS..... HIGHWAY No. 66
E. C. WOOD..... HIGHWAY No. 89
R. E. HUNTER..... HIGHWAY No. 89, WESTFIELD
MITCHELL FOWLER..... PILOT MOUNTAIN, N. C.
F. O. TAYLOR..... PILOT MOUNTAIN, No. 66

J. L. TUCKER..... PINNACLE, No. 66
PETE BIANCO..... HIGHWAY No. 80
W. M. BOWMAN..... HIGHWAY No. 66
FANCY GAP B. Q.,..... HIGHWAY No. 66
I. W. JONES..... HIGHWAY No. 66
J. S. SURRETT..... HIGHWAY No. 80
H. R. STANLEY..... FAIRVIEW, HIGHWAY No. 80
S. A. WHITAKER..... SILOAM, N. C.
T. D. GOLDING..... ROUND PEAK, N. C.
J. B. JACKSON..... LOWGAP, N. C.