

Greatest Gasoline Development in 31 Years!

Up to 15% more power

Up to 150% more spark plug life

TCP, a Shell-discovered additive, now blended into Shell Premium Gasoline, puts an end to the greatest cause of power loss.*

Strange as it may seem, the majority of cars on the road today are not putting out their full horsepower.

Perhaps you may have noticed that your power "falls off" especially when accelerating, climbing a hill, or driving on the open highway.

The reason is that deposits are constantly accumulating on the spark plugs and in the combustion chambers. They actually "short-circuit" your spark plugs and cause pre-ignition of the fuel mixture, especially when you want extra power and "step on it" hard!

To overcome this condition, Shell Research discovered TCP—a remarkable fuel additive which has the property of counteracting the power-wasting of these deposits.

As a result, Shell Premium Gasoline with

TCP gives you up to 15% more power, up to 150% more spark plug life, plus an increase in gasoline mileage.

Shell Premium with TCP is the most significant development in gasoline since the introduction of tetraethyl lead in 1922.

New and old engines benefit

If you have a new car, particularly one with a high compression engine, Shell Premium with TCP is essential if you want it to keep on delivering its original power for the normal life of the spark plugs. But high compression, or not, Shell Premium with TCP keeps it working like new.

Owners of older cars also benefit. Even if your car has gone thirty thousand miles or even more, your engine can get

back much of its original power by the use of Shell Premium with TCP.

Shell Premium with TCP quick to act

So rapidly does Shell Premium with TCP counteract the deposit on spark plugs and in combustion chambers, that you'll feel your engine's had a tune-up before you've finished the second tankful. You enjoy that new car pep again.

Now in Canada—but only at your Shell Dealer's

TCP was originally developed by Shell Research for aviation fuels and until now has been largely restricted to military aircraft.

Today, Shell Premium with TCP is available in this area, but only at Shell Service Stations.



SHELL PREMIUM GASOLINE

The most powerful gasoline your car can use

*Patent applied for



CUDDY

THIS LITTLE FELLER must have been born with salt in his veins. Less than a month old, he's already sailed through Atlantic waters as a stowaway aboard the aircraft carrier USS Valley Forge, and flown, under bona fide Navy orders, in U.S. Navy planes. Dubbed "Cuddy" by his shipmates, the combat veteran was "enlisted" in the Navy. Outfitted in a military zipper jumper, he begs for his enlistment "mug" photo.

Memorial Service For Bomber Crew

COMOX—Memorial service was held here yesterday for the crew of the RCAF Lancaster which crashed on a mountain near North Bend, Oregon last Tuesday.

It was reported that the 10 men aboard the bomber apparently were killed outright.

The bodies were taken out by a bulldozer had cleared a way. An RCAF investigating party reached the wreckage Monday.

Col. Ldr. J. Drake from the RCAF base here who led the party, said that if the plane had been 100 feet higher it would have missed the peak of 10-foot Iron Mountain, 42 miles south of North Bend.

Bodies of the victims were found 600 yards away from the point of crash. Other bodies and wreckage was thrown over the edge by force of the impact.

Asia Might Buy R.C. Products If Requirements Met

TORONTO (CP)—Dr. Gordon M. Brown of University of British Columbia said that "meeting of minimum requirements of the growing millions of Asia might easily provide the primary market for British Columbia's products."

Reviewing industrial expansion of province in a speech to the annual convention of the Canadian Manufacturers' Association, he said:

"Already Japan is our third most important export market, and when peace comes to the Orient, we may find that our traditional markets are no longer the most important."

The 1953 Coronation is the first in history to be recorded by television.

Local Boards To Get Help

MUNICIPAL GOVERNMENTS ARE DIRECT TAXING BODIES AND INCREASES IN COSTS ARE PASSED ON TO THE TAXPAYERS.

YOUR SOCIAL CREDIT GOVERNMENT WILL ASSIST LOCAL BOARDS BY GUARANTEEING BONDS FOR CONSTRUCTION OF NEW SCHOOLS AND REPLY 50 PER CENT OF PRINCIPAL AND INTEREST AT DUE DATE.

DON'T BE MISLED. MARK YOUR BALLOT FIRST CHOICE.

SOCIAL CREDIT 1

This advertisement is issued by the British Columbia Social Credit Campaign Committee.