

STANDARD of BRITISH COLUMBIA
presents its finest gasoline achievement

THE World's first detergent-action gasoline

An entirely new kind of motor fuel that ends forever
the biggest single cause of engine troubles

*Cleans your carburetor and keeps it clean to step up
power, cut down gas waste, and give you a smoother-
running, quieter engine that doesn't die at stop signs*

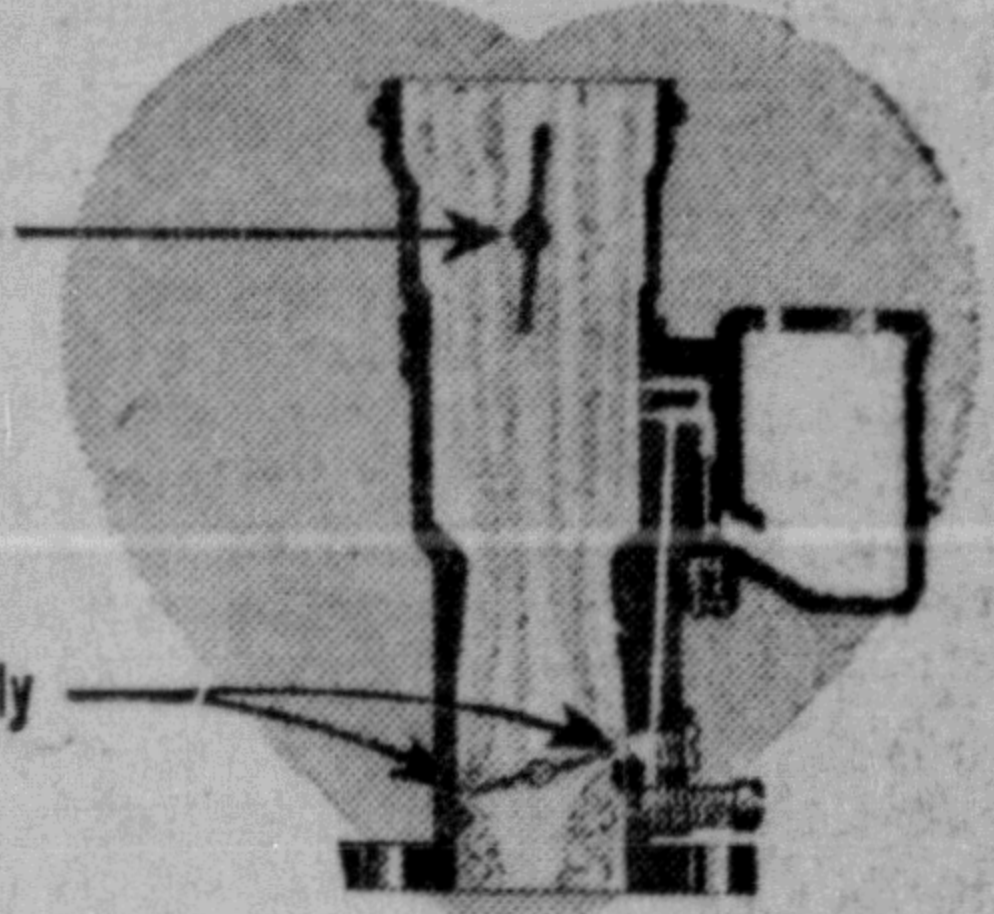


How detergent-action does a repair job on your car ... starting with the first tankful

Your car's carburetor, the "heart" of the engine, mixes air with gasoline to make the engine run. Until now it has had one annoying "heart trouble" no matter what car you drove, or what gasoline you used.

Dust and dirt in air passing through carburetor

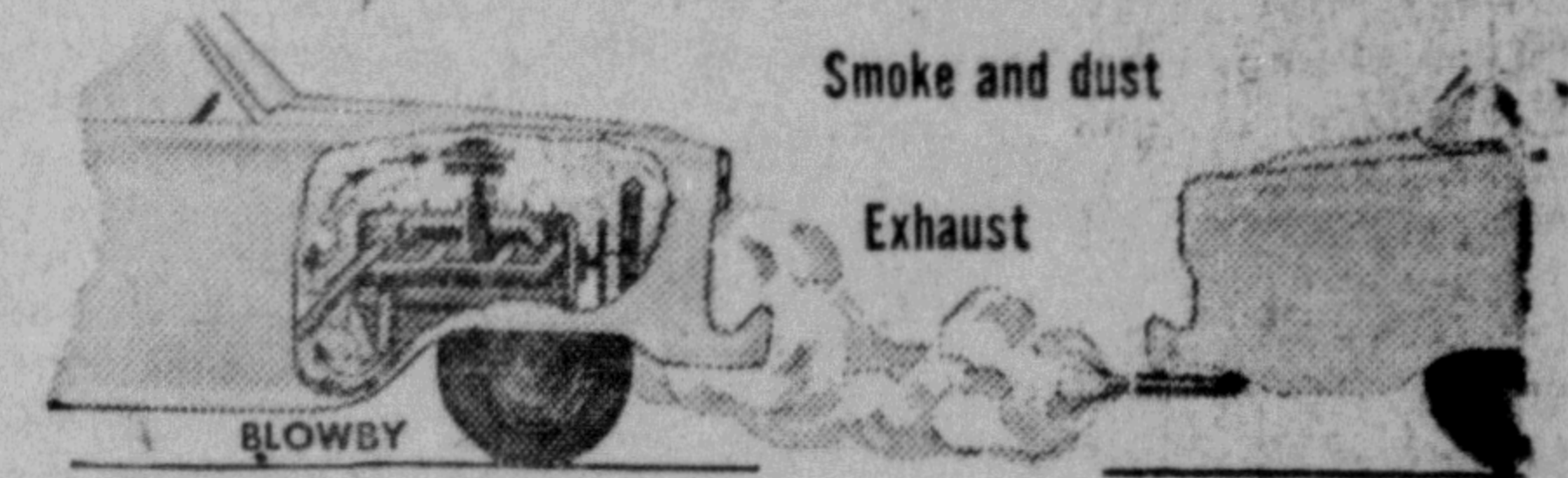
Ring of deposits chokes off air supply



While your motor ran, a ring of deposits built up in the opening through which the air and gasoline flowed. After a few thousand miles, this ring gradually choked off the air supply during idling. Your engine began to die at stop lights and idled roughly.

1 out of 3 repair jobs caused by carburetor troubles

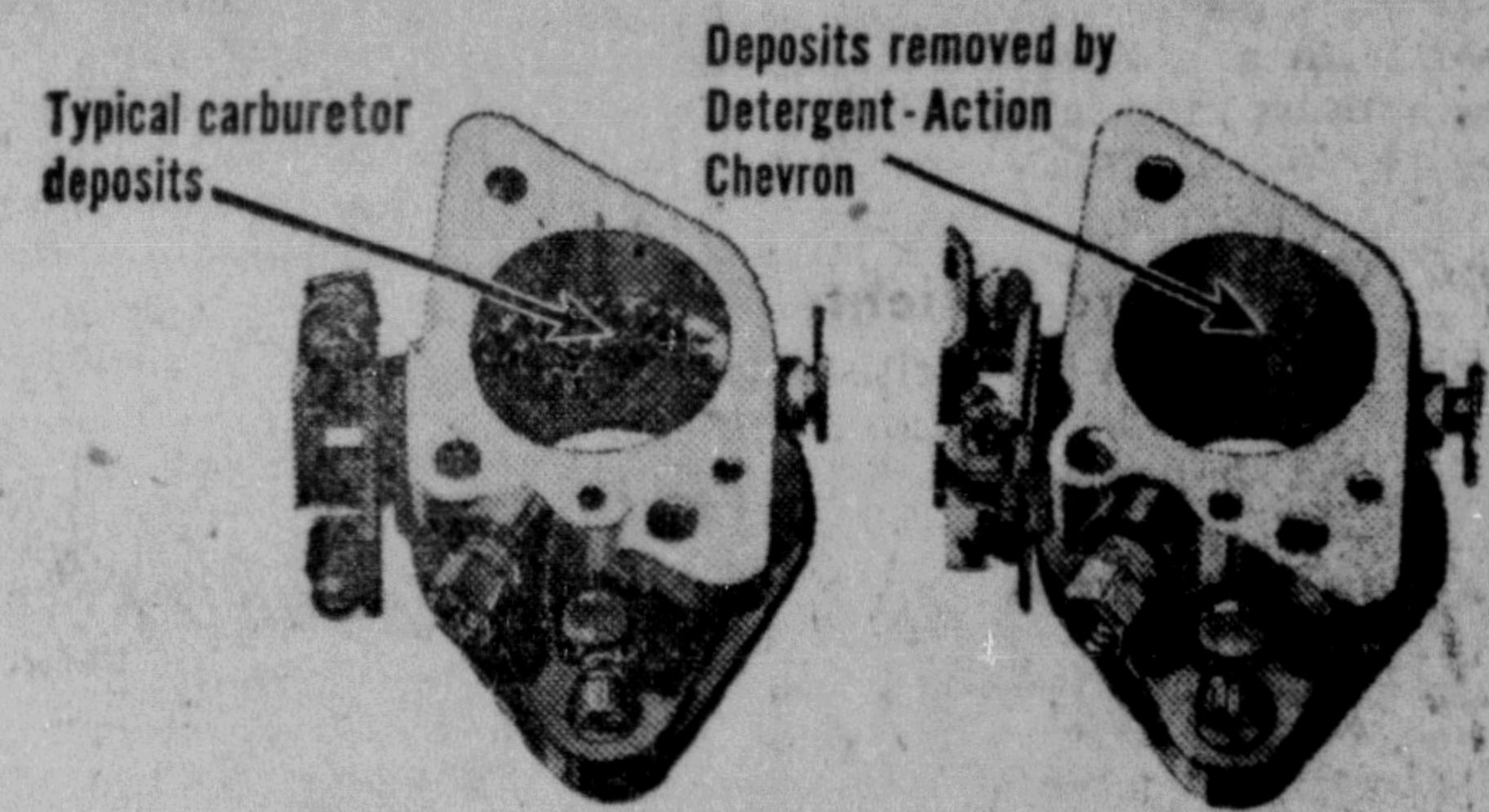
The only solution was to take your car to a repair shop and have the carburetor fixed. That's why carburetor troubles are the greatest single reason for engine repairs.



Then Standard scientists discovered the real cause: Exhaust vapors and crankcase fumes contain tiny bits of soot, gum and dust. They're drawn in with the air your engine needs and stick in the carburetor.

Removes old carburetor deposits... stops new formations with the first tankful

To cure this, we perfected a new kind of motor fuel to guard the heart of your engine—"detergent-action" gasoline—that not only cleans out the carburetor while you drive, but stops formation of new deposits. As long as you use detergent-action Chevron Gasolines you'll be safe from carburetor troubles except those due to mechanical causes.



Proved through millions of test miles

Since last November, detergent-action Chevron Gasolines have been in gas pumps in a number of Western cities. Through millions of test miles, under the toughest driving conditions, they eliminated stalling of warmed-up engines at stop signs, ended jerking and bucking in traffic, gave cars new pep and power, chalked up money-saving gas mileage (one taxi fleet reported savings up to \$1200 monthly). Best of all, you get the gas-saving, trouble-ending, performance-boosting extra advantages of detergent-action without paying a penny more. Get a tankful today.

Detergent-Action Chevron Gasolines available only at



We take better care of your car

At no increase in prices.

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Terrace, B.C.

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Prince Rupert, B.C.

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