

Standard of British Columbia's finest gasoline achievement

At no increase in price... a new kind of motor fuel that ends forever the biggest single cause of engine trouble

# THE World's first detergent-action gasoline

Cleans carburetors in old cars, keeps them clean in new cars to step up power, cut down gas waste, give you a smoother-running, quieter engine that doesn't die at stop signs.

Yours in both



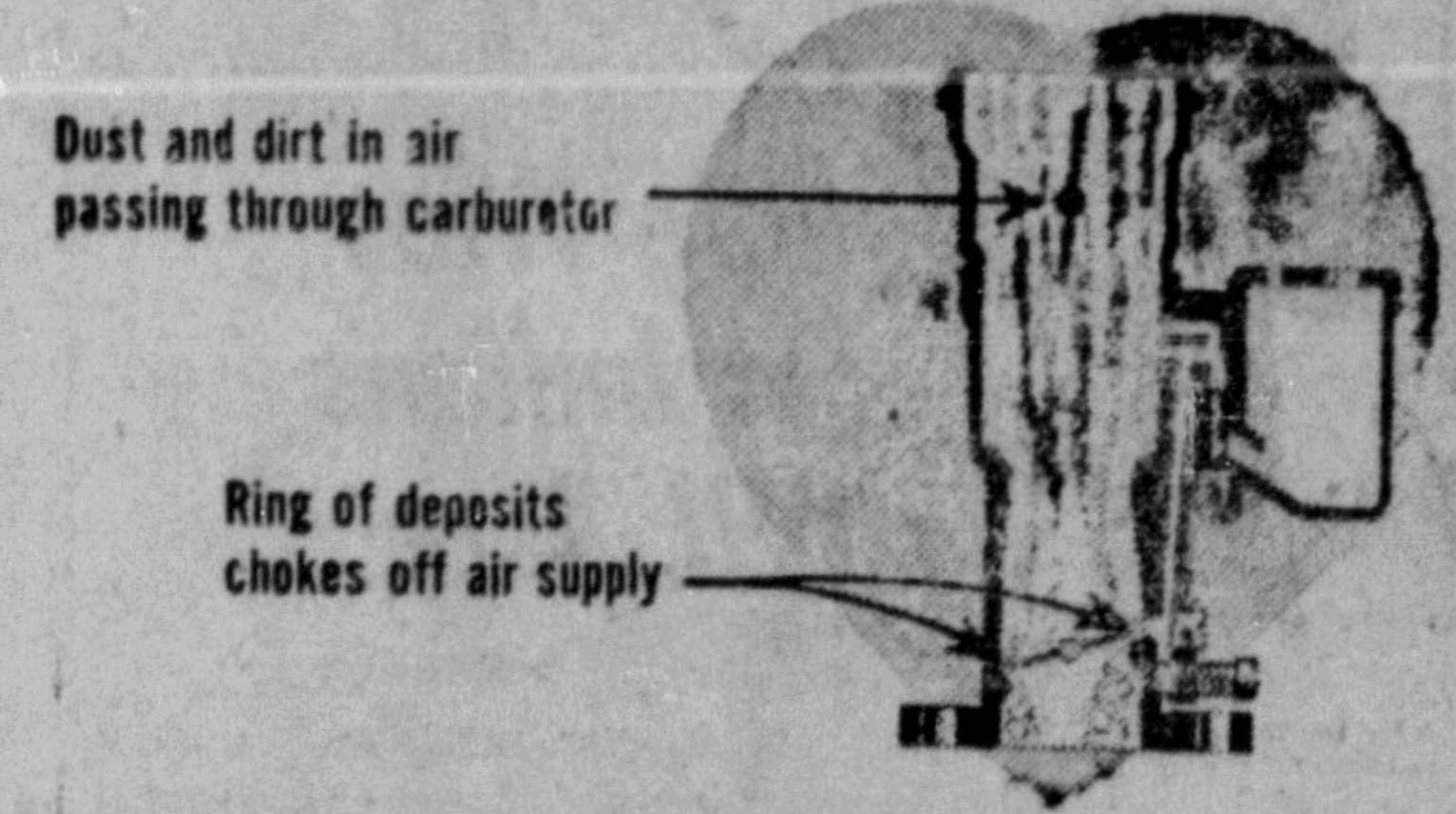
and



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.

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 idle roughly and die at stop lights.

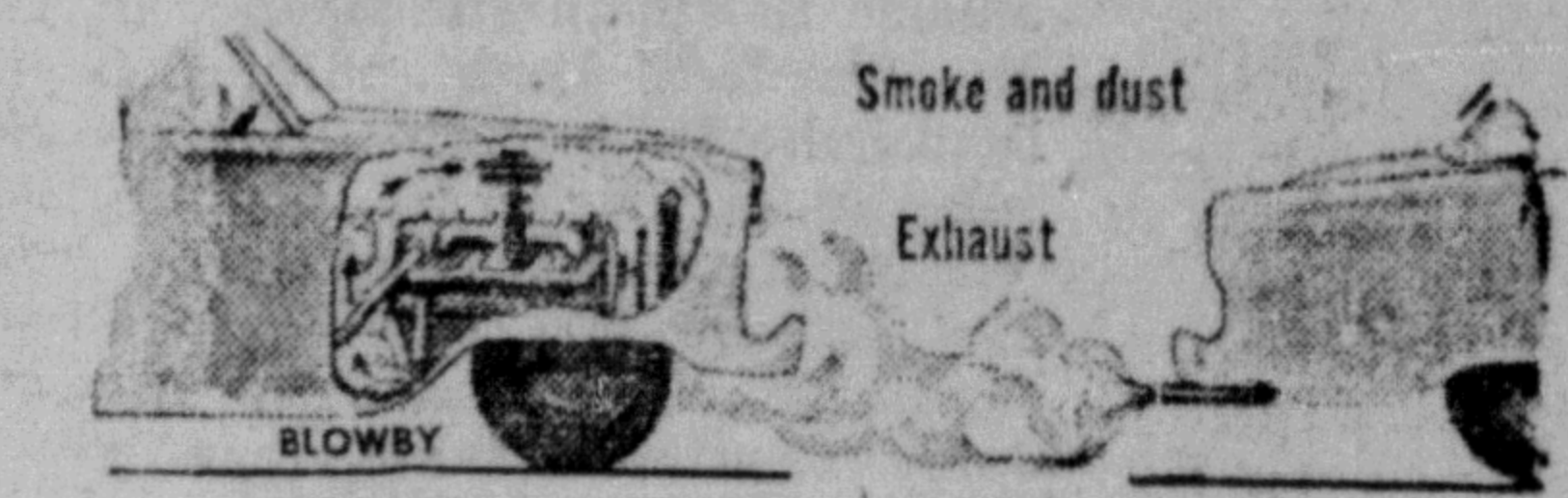


Dust and dirt in air passing through carburetor  
Ring of deposits chokes off air supply

### 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 trouble is the greatest single reason for engine repairs.

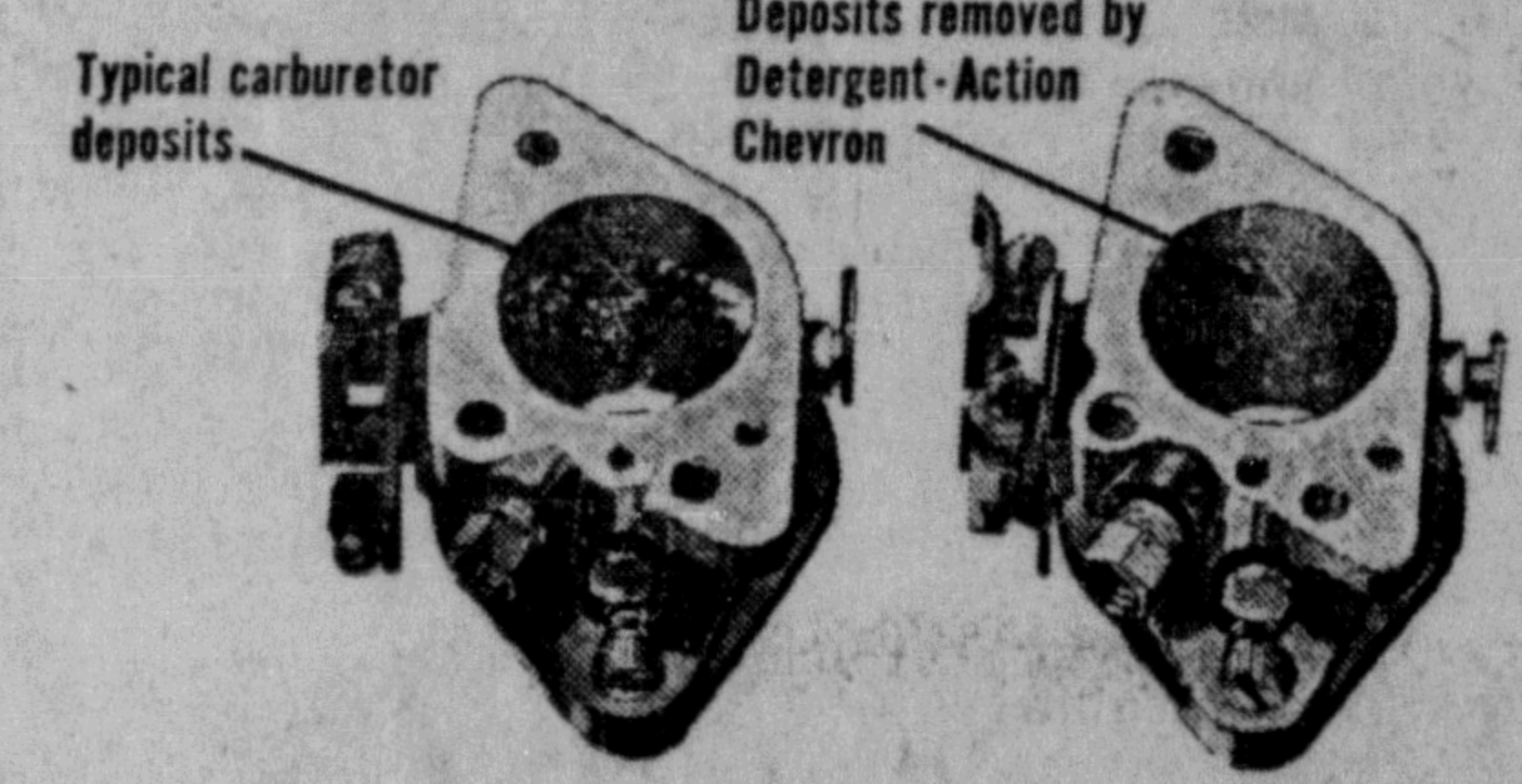
Then Standard scientists discovered the real cause: Exhaust vapors and crankcase fumes contain tiny bits of soot, gum and dust. They're drawn in with the air your engine needs and stick in the carburetor.



Smoke and dust  
Exhaust  
BLOWBY

### 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.



Typical carburetor deposits  
Deposits removed by Detergent-Action Chevron

### 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

... Report Daily News  
... Tuesday, June 1, 1954  
... Terrorism  
... Morocco  
... Morocco's big  
... Streets are virtually  
... Move houses and  
... are bare of custom-  
... Fresh and those Mor-  
... by extreme na-  
... are staying home at  
... the central prison doz-  
... Moslem women  
... the bars of the iron  
... and wait for their men.  
... police stations crowds  
... daily to have iden-  
... verified as a strict  
... measure.  
... -armed Moroccan gov-  
... troops roam the streets  
... watching for trouble  
... Medina, the native towns,  
... that extreme nation-  
... out terror against  
... suspected of being  
... the ex-rdinary mil-  
... terrorism, terror-  
... almost every night there  
... Casablanca, scene of  
... persistent attacks.  
... WIDENING  
... is frightening away  
... and foreign capital.  
... are already begin-  
... out of Casablanca.  
... has been rising steadily  
... nine months since the  
... Sultan Sidi Mo-  
... Ben Youssef and placed  
... Sultan Moulay Mo-  
... Ben Arafat on the  
... the Sufi empire.  
... is nobody on the  
... a group of Moroccans  
... during an interview  
... Sultan is nobody."  
... added:  
... what's happening? The  
... French and Mor-  
... widening. There's dan-  
... will become so wide  
... and the rest of  
... Africa will be thrown  
... the Asian-Mideast bloc  
... and become Asia's ra-  
... Western in outlook.  
... Lacoste, incoming  
... president general, faces a  
... dilemma. One thing o-  
... Moroccans I saw  
... the issue of the sul-  
... Sidi Mohammed was  
... they were not particu-  
... lary about his lead-  
... ing. It is a question of  
... and they are insistent  
... must return.  
... RELATIVE SIZE  
... has an area of 50,000  
... miles, compared to 30,000  
... and 7,500 for Wal-  
... each, hundreds of child  
... during widespread d.p.h.  
... epidemics. Today's prac-  
... tice has dra-  
... reduced the number of  
... cases and has made  
... the disease an in-  
... and inexcusable trag-

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