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!

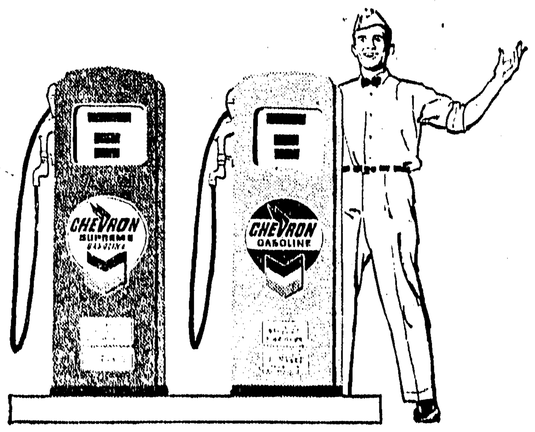
Feeling adventurous? Then take the big step ahead to a new experience in driving . . . new blue Chevron Supreme!

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 Standard Oil 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

STANDARD OIL COMPANY OF BRITISH COLUMBIA LIMITED