



ANNOUNCE THE INTRODUCTION OF

# the new 100-Octane Petrol SUPER SHELL

Now—a range of petrols to satisfy every engine

**S**HELL announce an entirely new petrol—100-octane Super Shell plus I.C.A. This will be on sale shortly. Shell will continue to provide their existing petrols—Shell plus I.C.A. as well as Shellmex.

This new range of three Shell petrols will satisfy today's most advanced engines; open the door to future engine development, and also still provide petrols to satisfy the needs of all engines, old and new, in the most economical way.

Here are details of the new Shell range of petrols:—

#### **SUPER SHELL plus I.C.A.**

100-octane petrol for engines of really high compression ratio.

#### **SHELL plus I.C.A.**

the high grade premium petrol which fully meets the needs of the average motorist without his having to pay for surplus octane numbers he cannot use effectively.

#### **SHELLMEX**

the economy petrol for the motorist for whom cost is a primary consideration.

ON SALE SOON



#### THE REASON WHY

Since the earliest days of motoring, manufacturers have been progressively raising the compression ratio of their engines. Taking models shown at the British Motor Show, the average compression ratio of those shown in 1938 was 6.24:1. At the 1955 Show it was 7.1:1, with a maximum of 9.0:1. Tomorrow's models will have even higher ratios.

As compression ratios advance it becomes necessary to produce a petrol with a higher octane rating. But it costs a great deal to increase octane rating, which means a higher price per gallon.

Many cars, however, will not be able to use such latent power. Therefore, if the policy of increasing octane ratings to meet the needs of advanced cars were continued, most motorists would have to pay for petrol from which they could get no extra benefit. Shell's answer, therefore, is to produce petrols which satisfy each category of engine.

#### THE OUTLOOK FOR THE FUTURE

As this new Shell plan develops, motorists with all types of engine will find precisely the petrol they require at every Shell Service Station, and what is more they will only have to pay for the quality they need.

#### WILL CONTAIN I.C.A.

Because SUPER SHELL has been developed for engines with very high compression ratios it will of course contain I.C.A. The higher the compression ratio, the greater the need for high octane and so in turn for I.C.A. (Shell's patented Ignition Control Additive). For I.C.A. fireproofs cylinder-head deposits, thus eliminating pre-ignition, one of the chief causes of power-waste.

#### SUPER SHELL IS THE PETROL OF TOMORROW

The introduction of SUPER SHELL opens the door wide to the future. For SUPER SHELL not only brilliantly meets the needs of today's most advanced types of high-compression engines—it is also the perfect petrol for the higher compression ratios of tomorrow.

Many manufacturers have been working on engines of really high compression ratio; Shell's policy now leaves them free to put these into production.

# YOU CAN BE SURE OF SHELL