

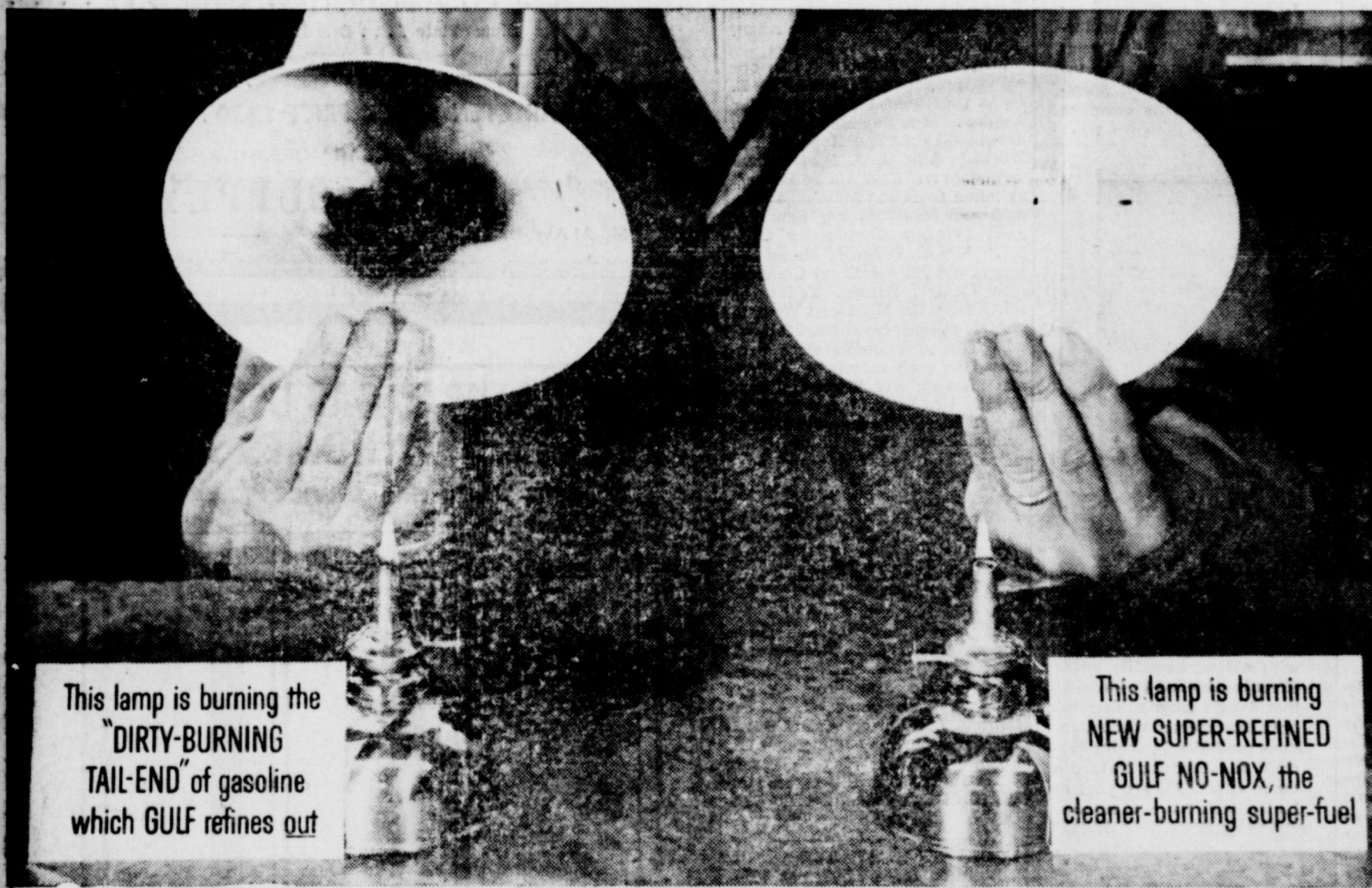




# Gulf announces a completely new and different gasoline!

► Now—Gulf refines out the “dirty-burning tail-end” of gasoline—the No. 1 trouble-maker in high-compression engines. Result:

a cleaner-burning super-fuel that gives you thousands of extra miles of full engine power...free from knock or pre-ignition.



This lamp is burning the “DIRTY-BURNING TAIL-END” of gasoline which GULF refines out

This lamp is burning NEW SUPER-REFINED GULF NO-NOX, the cleaner-burning super-fuel

## Proof:

Instead of trying to fight troublemaking deposits with so-called “miracle-additives”—inside your engine—Gulf believes in preventing them from forming in the first place.

That's why Gulf, in making new Super-Refined

NO-NOX, refines out the carbon-forming, “dirty-burning tail-end”—more than a cupful in every gallon. Just look at the plates the Gulf scientist is holding in the unretouched photo above and see what a difference Gulf super refining makes!

Starting with your first tankful, this new, super-refined, super-powered fuel will give you these immediate and lasting benefits:

- **More complete engine protection** than so-called “miracle-additive” gasolines. Why? Because Gulf refines out the “dirty-burning tail-end” of gasoline, the No. 1 troublemaker in high-compression engines—and then treats this new Super-Refined NO-NOX to give it a complete range of protective properties. It protects every part it touches against harmful deposits—carbon, rust, gum.
- **Extra gas mileage.** Why? Because new NO-NOX is specially blended for the short-trip, stop-and-go driving motorists do most.
- **No knock, no pre-ignition**—even in today's super-compression engines. Why? Because the anti-knock power of new Gulf NO-NOX has been stepped up to an all-time high.
- **Stall-proof smoothness**—no more worries about carburetor icing in chilly weather, or vapor lock on warm days. Instant starts, too—and fast, fuel-saving warm-up.



Road tests show: New Gulf No-Nox actually makes cars perform better than new...even after 15,000 miles!

TRUE! Under all conditions—Gulf test cars showed: Higher-than-new horsepower! Better-than-new on gasoline mileage! And not a single trace of carbon knock or pre-ignition at any time, even on the steepest mountain grades!

COMPLETELY NEW! SUPER-REFINED

# New Gulf No-Nox

THE HIGH-EFFICIENCY GASOLINE



