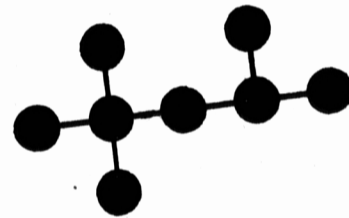


# NEW IRVING 100

SETS THE PACE IN THE OCTANE RACE



The gasoline needs of your car have been changing. Each year, more powerful motors have needed more powerful gasolines—gasolines, with higher octane numbers. Irving 100 has an octane rating in excess of that required by today's high-compression engines.

It sets the pace in the octane race.

Irving 100 brings you everything that's new in gasoline research—from highest octane and balanced combustion to weather balance and full power flow.

Irving 100 has it all. You just can't buy a better gasoline. Get a full tankful of Irving 100. You'll agree Irving 100 is the gasoline that has everything, and gives it all to you.

**New IRVING and IRVING 100-**