

NEW

IRVING

PLUS

**CANADA'S MOST
POWERFUL
GASOLINE**

gives you

- 1. HIGHEST OCTANE RATING**
- 2. NEW BALANCED FORMULA**

for

**ADDED POWER
ADDED ACCELERATION
ADDED QUICK STARTS
ADDED LONG ENGINE LIFE**



- 1. HIGHEST OCTANE RATING** — gives your engine all the smooth power it was built for — under all conditions. New IRVING PLUS delivers up to 17% more climb-power even on the steepest hills, up to 17% more "drive" on the level road.
- 2. NEW BALANCED FORMULA** — gives you even firing at every rate of speed. In city or country, uphill or on the straightaway, you can't help but feel the increased zip that this new gasoline gives your car.

Try a tank of new IRVING or new IRVING PLUS today. Your engine will tell you, "There IS a difference in gasolines."

FILL UP WITH NEW IRVING PLUS... YOU'LL FEEL THE DIFFERENCE!