

In the City of TOMORROW

*No Stops because
of Children playing
in the Streets—*

"Over half the space in the city of 1960 will be used for parks and playgrounds," predicts Norman Bel Geddes, authority on future trends.

"Pedestrians will move safely on elevated sidewalks above the traffic level. Streets will be made wider by eliminating present-day sidewalks... parking and truck unloading will be done inside the buildings.

"Traffic going 10 blocks or more will use high-speed Express Streets. No stop lights... no intersections... no stop and go!"

...but TODAY, 4 miles in 5 are Stop and Go

STOP-AND-GO DRIVING not only wastes time... it wastes fuel. One stop can use up as much gasoline as five blocks of steady running.

And wherever you live, you average thirty stops every day!

While traffic authorities are planning "the City of Tomorrow," Shell engineers have developed a fuel, Super-Shell, to meet today's driving problem *today*.

They have developed a way to rearrange the entire chemical structure of gasoline... actually they have "balanced" it.

Automotive engineers refer to Super-Shell as "motor-digestible," so quickly and completely is its energy changed into power... at all motor speeds.

Save on your stop-and-go driving by the regular use of Super-Shell. There is a Shell dealer in your neighborhood.

SUPER-SHELL

