



Why and How *Nevr-nox* was Created

"British-American" have long appreciated the crying need for a first grade gasoline that would eliminate "knocking" from high-compression engines . . . with no price penalty. ¶ In keeping with the same "British American" policy of thoughtful service which has endured for a quarter of a century, we set out to produce such a gasoline. ¶ Because anti-knock qualities are largely basic, we had to start with a search for the right crude. We searched until we found a field producing the proper quality of Crude Oil. ¶ We purchased properties, drilled wells and produced a Crude Oil with the highest Anti-Knock quality of any crude east of the Rockies. ¶ With improved refinery equipment we manufactured NEVR-NOX, the highest-quality, low-priced, anti-knock gasoline. ¶ The Crude Oil is our own production, it is transported in our own cars and ships, refined in our own Canadian plants . . . colored green to make identification easy . . . distributed through our own service stations and dealers and guaranteed by ourselves. ¶ Wherever "British-American" products are sold NEVR-NOX will be on sale Monday, June 1st . . . and thereafter.



Announcing

Nevr-nox GASOLINE

"All that the name implies"

Produced for the hundreds of thousands of car owners who have long sought a quick-starting, clean, powerful, true anti-knock gasoline . . .

AT NO EXTRA COST

You will never know how good a non-premium priced anti-knock gasoline can be until you have tried this New "British-American" Product.

The BRITISH AMERICAN OIL CO. LIMITED

Nevr-nox, Peerless, and British American ETHYL Gasolines - Quinolene Oils