



"It's the *fastest starting* gasoline we've ever made!"



"It's the *fastest starting* gasoline we've ever sold!"

"It's the *fastest starting* gasoline we've ever used!"



Perhaps you're one of those drivers who look forward with dread to cold snappy days ahead . . . who feel that lagging starts . . . the coaxing of cold engines . . . and uncertainty are just things that nobody can help.

Then . . . try out that car of yours some cold morning with *Fire-Chief* in the tank! Actually *Texaco Fire-Chief* starts 47% faster than the U. S. Government* requires for its emergency vehicles.

Fire-Chief always was a fast-starting gasoline. Now even its own quick-starting records have been broken. It's more volatile . . . packed with new quick-action gasoline fractions . . . primed at the refinery for extra speed and driving comfort.

You, too, will say . . . "it's the fastest-starting gasoline I've ever used." Stop at the Texaco pump for a fill of *Fire-Chief* whenever your tank is low.



*Excerpt from U. S. Government Folder V V-M-571 for Emergency Motor Fuel
 "This specification covers a grade of motor fuel which is suitable for ambulances, fire-engines, emergency vehicles, military and naval equipment, and for other equipment under adverse conditions of starting and acceleration."
Fire-Chief surpasses these requirements

These Cold Mornings You NEED the Best Oil That Money Can Buy



And the New Texaco Motor Oil and Havoline Motor Oil are the best money can buy. They start flowing with the first turn of your engine - which is when needed most. Save expensive repair bills by seeing your nearest Texaco Dealer NOW!



Harrison Oil Co.

"Geo. and Gus Know Oil"

Williamston, N. C.