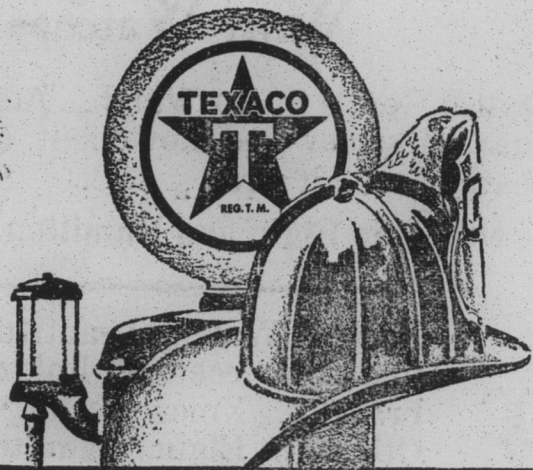


"It's more powerful than ever"



TEXACO
FIRE-CHIEF
GASOLINE



The U. S. Government specifies for its emergency use:—

"... a grade of motor fuel which is suitable for ambulances, fire engines, military and naval equipment, and other emergency vehicles under adverse conditions of starting and acceleration—"

(excerpt from U. S. Gov't. pamphlet FF-M-571)

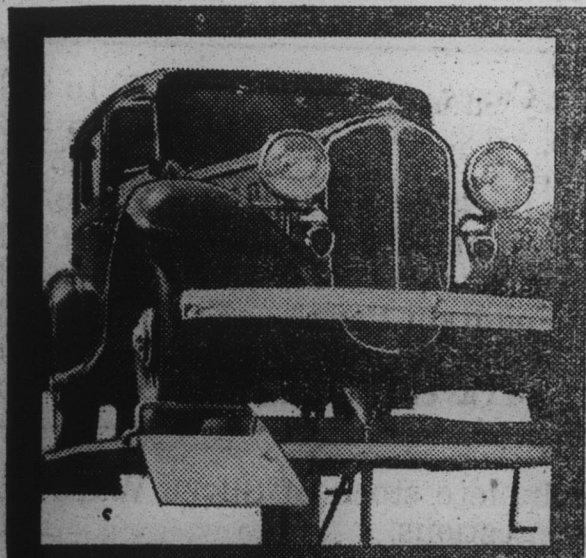
Fire-Chief Gasoline exceeds these specifications!

It takes plenty of power to shoot a ten-ton fire engine through traffic. And that's what *Fire-Chief* Gasoline was made to do!

Today more than ever, *Fire-Chief* is even *better* than the U. S. Government specifies for "emergency" service. It's faster—more powerful—higher in anti-knock value than ever before!

Put this "emergency" gasoline to work in *your* car. It gives you everything you want—does everything better—at the price of ordinary gasoline.

Try a tankful today at the red Texaco pump. A livelier, more powerful car will tell you why *Fire-Chief* is today bought by more tourists than any other brand of gasoline!



Let us
MARFAK
your car

At Zero or Below
Starts 47% Quicker

Than the U. S. Government requires for its emergency equipment.

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WITH TEXACO GAS
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