



IT'S HERE

The New

TEXACO 'FIRE CHIEF' GASOLINE

Developed for Fire Engines —Yours at no Extra Price

The U. S. Government Specifies for Its Emergency Use:

—a grade of motor fuel which is suitable for ambulances, fire-engines, emergency vehicles—

(Excerpt from Federal pamphlet VV-M-571, July 27, 1931.)

The Texas Company produced it for your every-day use

—a vastly superior motor fuel with every quality which makes for finer carburetion and instant power. Price was not a factor. Authorities said that the gasoline specified by the Government could not be produced for general consumption at any reasonable price until—

An advanced process, developed and perfected by The Texas Company, made possible the production of this "ideal" gasoline on a commercial scale and made it practi-

cal to offer it to you at NO EXTRA PRICE

That gasoline is the new Texaco Fire Chief. It surpasses the highest U. S. Government specifications for "emergency" fuel. It's alive with snap, dash, action—brimming over with eager power.

Confirm this good news for yourself—today! One tankful of this sensational new gasoline will demonstrate power that IS power. At 60,000 dealers in all our 48 States.

ON SALE TODAY!

Distributed by

HARRISON OIL COMPANY

WILLIAMSTON, N. C.

"Geo. and Gus Know Oil"

Do it today!

DRAIN
WINTER-WORN OIL

FILL
WITH FRESH TEXACO

then **LISTEN**
TO A SWEETER-RUNNING ENGINE

Don't delay! Winter-worn oil in your crankcase may no longer be safe. It may mean unexpected repair costs. Today—drain and fill with the proper summer grade of crack-proof Texaco Motor Oil. Then listen to a smoother, quieter engine.

Crack-proof Texaco has the full body to withstand all engine temperatures. It meets every driving condition—squarely! Fill with crack-proof Texaco today—then listen!

TEXACO

"CRACK-PROOF"
TEXACO MOTOR OIL

TEXACO

DRAIN *today!*
WINTER-WORN OIL

FILL
WITH FRESH TEXACO

then **LISTEN**
TO A SWEETER-RUNNING ENGINE

Why expect the winter-worn oil in your crankcase to give your car the protection it needs now? It can't! Drain today and fill with the proper summer grade of crack-proof—longer-lasting Texaco Motor Oil. Then listen to a quieter, smoother-running engine.

"CRACK-PROOF" TEXACO MOTOR OIL

AVOID
unnecessary repair bills

DRAIN
WINTER-WORN OIL

FILL
WITH FRESH TEXACO

then **LISTEN**
TO A SWEETER-RUNNING ENGINE

From now on—winter-worn oil in your crankcase may be a constant danger. It may result in costly repairs. Don't take that chance. Drain today and fill with the proper summer grade of crack-proof Texaco Motor Oil—the golden oil that will not break down. Then listen to a smoother, quieter engine.

"CRACK-PROOF" **TEXACO**

TEXACO MOTOR OIL