

Give us . . . "a grade of motor fuel which is suitable for ambulances, fire-engines, emergency vehicles—" said the U. S. Government

(Excerpt from Federal pamphlet VV-M-571, July 21, 1931)



Here it is

TEXACO FIRE-CHIEF GASOLINE

Police sirens clear the way! An official car dashes out on emergency business—action and more action in every stroke of its flying pistons! The Government uses a new motor fuel for emergency service. This same sparkling extra power the Government demanded is now yours at no extra cost:

The new Texaco Fire-Chief Gasoline more than meets the highest Government specifications for "emergency" fuel. It puts snap, dash, action, into any car, old or new. Texaco Fire-Chief Gasoline is anti-knock, with an Octane Rating that is outstanding. Today drive up for a tankful. Texaco

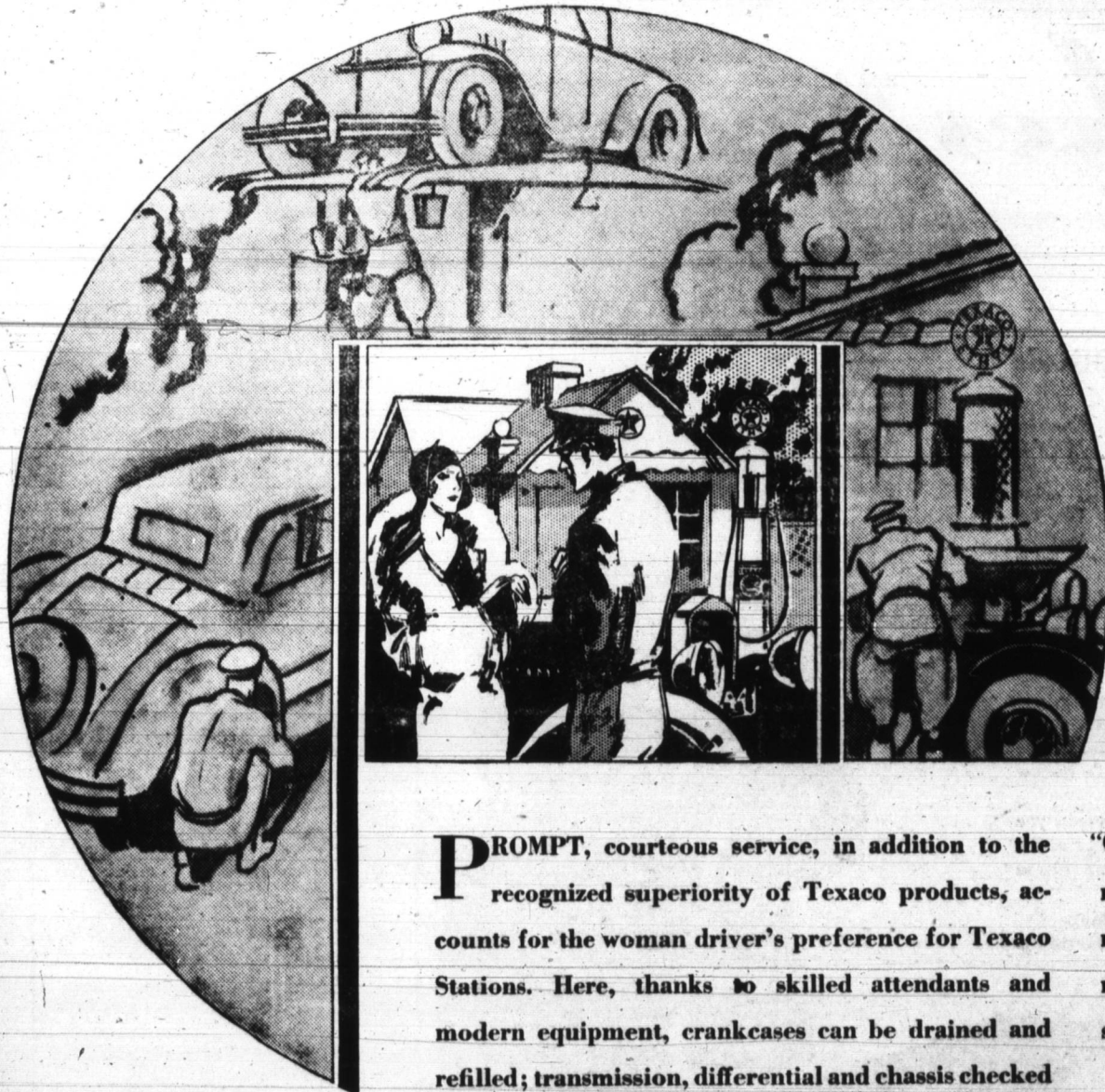
Fire-Chief Gasoline is now available at 60,000 dealers—in all our 48 States. If you prefer driving with a premium fuel, remember that Texaco Fire-Chief, plus Ethyl, equals Texaco-Ethyl, now more than ever, the leading premium gasoline. THE TEXAS COMPANY • Texaco Petroleum Products



[Tune in on ED WYNN ("The Perfect Fool") and the FIRE-CHIEF BAND Tuesday nights, Coast-to-Coast, N.B.C.]



Developed for fire engines—Yours at no extra price



Do it today! DRAIN WINTER-WORN OIL FILL WITH FRESH TEXACO then LISTEN TO A SWEETER-RUNNING ENGINE

"I'll be back in half an hour"

PROMPT, courteous service, in addition to the recognized superiority of Texaco products, accounts for the woman driver's preference for Texaco Stations. Here, thanks to skilled attendants and modern equipment, cranks can be drained and refilled; transmission, differential and chassis checked for lubrication in less than 30 minutes.

Today, have that gritty and worn motor oil drained from your crankcase. Have it refilled with

"Crack-Proof" Texaco. This full-bodied, longer-lasting motor oil will give you better daily performance and make your car last longer. Let the Texaco Service man grease the chassis and remove the annoying squeaks and rattles.

Have him go over the differential and transmission. It can all be done while you are shopping and what a difference it will make in the feel, the comfort, the life of your car.



TEXACO MOTOR OIL "CRACK-PROOF" LONGER-LASTING, HARRISON OIL COMPANY