

A NEW and BETTER GASOLINE

The New Low 400 End Point

A low end point, assured through the more accurate fractionating control of the gasoline runs, checked frequently by the volatility tests, leaving no heavy ends, promotes complete vaporization and burning of each cylinder charge.

Less Crankcase Dilution

—better cylinder lubrication, more perfect piston seal and greater mileage before the changing of crankcase oil becomes necessary.

The Low Initial Boiling Point

With the low boiling point, due to regulation of the still operations to retain the lighter fractions of the crude oil in the gasoline runs, the *new* Texaco provides a "high test" gasoline of greater volatility.

Easier Starting

—less load on the storage battery, and more power with below-normal engine temperature.

Anti-Knock Qualities

Successfully producing certain desirable aromatic and naphthene hydrocarbons in the final *new* Texaco, the Holmes-Manley Process produces an exceptional gasoline with combustion characteristics in the finished product which give it exceptional non-detonating qualities.

Smooth Engine Operation

—and more power, better hill work without retarded spark, and a quicker pick-up.

A Balanced Distillation Range

The distillation range, controlled by the Holmes-Manley proportioning of intermediate boiling fractions, provides a volatile fuel with a combustion rate balanced to engine requirements. The *new* Texaco works best on a lean mixture.

Maximum Acceleration

—quicker pick-up and more power on the hills. The *new* Texaco takes the acceleration load.

The New Volatile Range

By shortening the distillation range, the *new* Texaco Gasoline provides a higher volatility, which gives the maximum acceleration with a leaner mixture while the engine is warming up.

Greater Mileage

—no unburned heavy ends, greater gasoline economy (more air, less gas), and lower cost per mile.

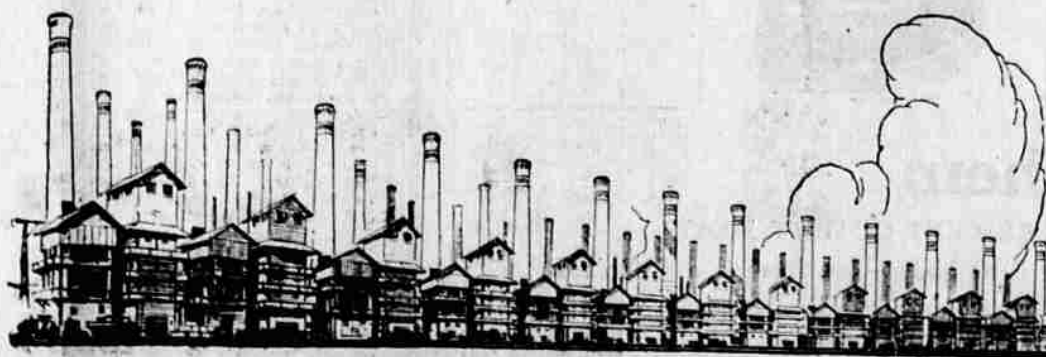
THE TEXAS COMPANY, always active and aggressive in the development of high grade petroleum products, now offers the American motoring public a new gasoline with a combination of qualities never before attained in a motor fuel.

It is a product of perfectly balanced distillation range, more volatile, and vaporizes to a dry gas.

The new gasoline is made possible through the Holmes-Manley Gasoline Process, owned and controlled by The Texas Company, representing an investment of millions of dollars and many years' efforts of refinery experts.

The *new* and *better* Texaco Gasoline has *all* the good qualities of any gasoline or motor fuel, *regardless of price*. It contains no chemicals. It needs none. Over two million barrels of this new product are now on hand.

Stop at the first Texaco pump you see. All tanks and pumps now supplied with the new product. Fill with Texaco Gasoline; and Texaco Motor Oil, the clean, clear, golden oil, known everywhere for its quality, full body and purity. You will note with pleasure the improved operation and condition of your engine.



One of the large installations of Holmes-Manley stills.



THE TEXAS COMPANY, U. S. A., TEXACO PETROLEUM PRODUCTS