

Is there any real difference in Gasoline?

Yes

ABSOLUTELY! All gasolines are different, and the difference is one largely of *wetness* and *dryness*. A wet gas in the manifold floods some cylinders to feed the rest. A dry gas gives each cylinder a better, more even mixture.

The difference between the *new* Texaco and all other gasolines is that the *new* Texaco Gasoline vaporizes to a *dry* gas in the manifold at a much lower temperature than others. The *new* Texaco is a dry gas.

It is this ease of vaporization, this ability to form a dry gas, that makes the *new* Texaco results so immediate and apparent. Engineers have tried for years to produce such a gas on a commercial scale. The Texas Company's engineers have at last succeeded.

You'll notice the better acceleration—to the maximum without flooding—the easier start, quicker pickup, increased mileage and smoothness, and an entirely new freedom from carbon troubles and fouled spark plugs. Gasolines *are* different, and Texaco is *far* different. You will notice with pleasure the improved operation and condition of your engine.

The Distillation Test proves it

—by indicating the volatility, the low initial boiling point, 42° better than government specifications, the higher percentage of volatile fractions, balanced range and low end point.



The Detonation Indicator proves it

—by verifying the smooth flow of power and anti-knock qualities of the new Texaco Gasoline under actual engine conditions.



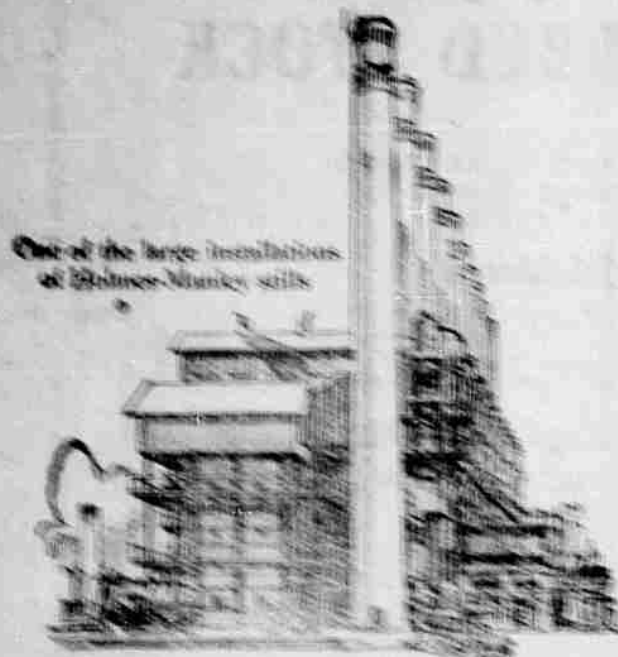
The Dynamometer proves it

—by accurately measuring the gain in engine efficiency under normal working conditions, and the actual power and work output delivered.



Your Engine proves it

—by its responsiveness, flexibility in traffic, better hill work, quietness, gas economy, reduced upkeep and better all-around performance. In laboratory test or road test, the new Texaco is unmistakably better.



One of the large distillations of Holmes-Murphy stills

Stop at the first Texaco pump you see. You don't have to ask for the *new* and *better* Texaco—it's there. Fill with Texaco Gasoline; and Texaco Motor Oil, the clean, clean, golden oil, known everywhere for its quality, full body and purity.

THE TEXAS COMPANY U. S. A., Texaco Petroleum Products



The Texaco Pump bearing the distinctive star—unmistakable better.

A **NEW and BETTER**
TEXACO
GASOLINE