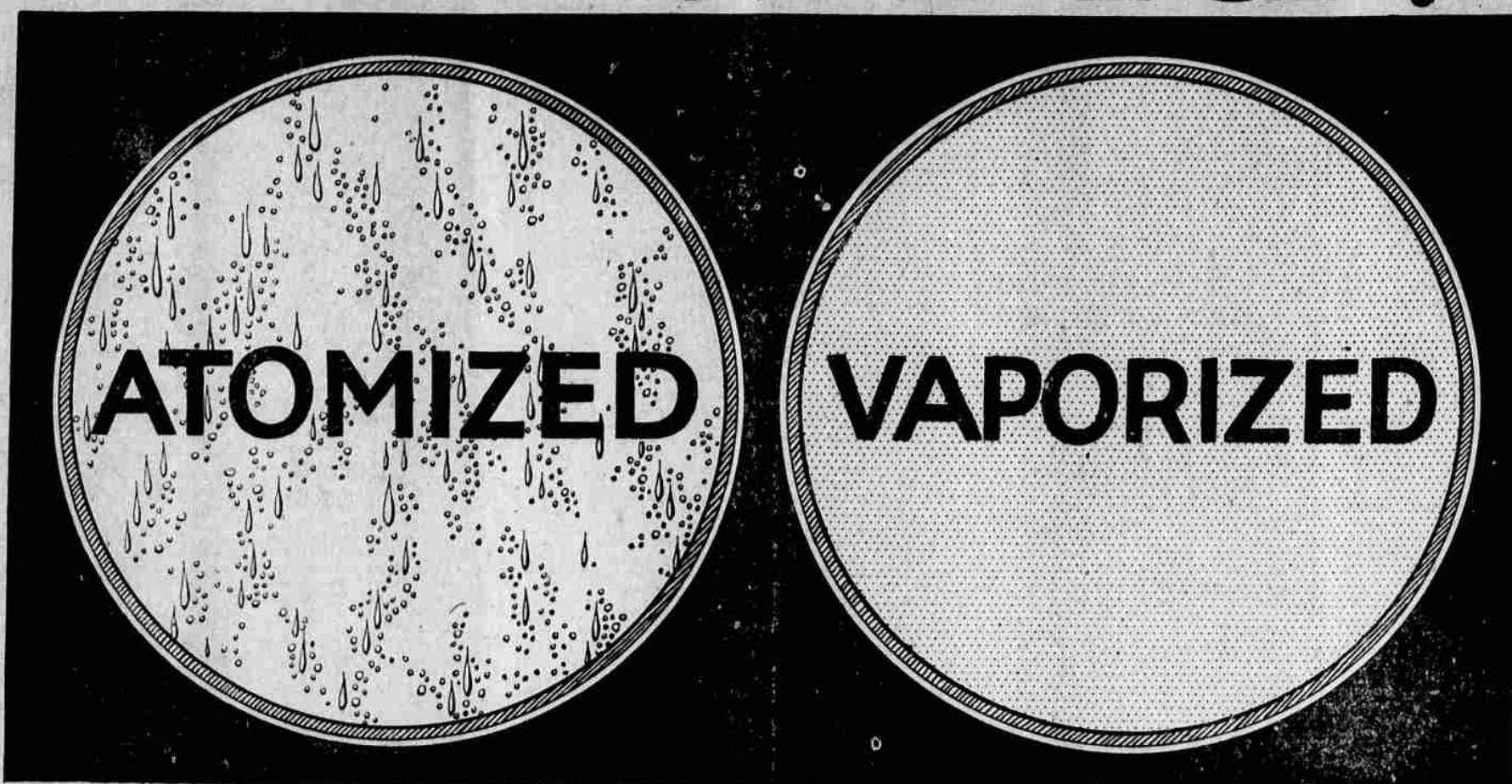


WET or DRY?



The new Texaco is a "dry gas." Petroleum engineers have been trying for years to perfect a motor gasoline which would vaporize to a dry gas under engine conditions and overcome the bad effects of a wet mixture. The new Texaco forms a dry gas at a temperature much lower than others on the market.

A wet gas, as it would appear in the engine manifold, is a mixture of gasoline vapor and fine drops of liquid gasoline. It is the cause of unequal cylinder distribution and excessive crankcase dilution, and the result of high "endpoint" and low volatility. A wet gas chokes power. Liquid drops separate from the mixture at every bend of the manifold, and following the straightest path, concentrate at the end cylinders. That is why the spark plugs of the end cylinders are fouled more frequently than the others.

A dry gas, no matter how greatly magnified, is absolutely invisible—a perfect mixture of vapor and air. Dry gas conserves power. It equalizes cylinder distribution and reduces crankcase dilution to a minimum, and is the result of low end point and high volatility.

The new and better Texaco, with its new low boiling point and low end point, its higher volatility and balanced distillation range, now provides an entirely new motor fuel—a dry gas of unequalled qualities.

The result is a far better manifold distribution, which permits a leaner carburetor setting, and means no flooded cylinders, less crankcase dilution, easier starting, maximum acceleration and more mileage.

Start today with a stop at the pump displaying the Texaco Red Star and Green T. You don't have to ask for the new Texaco—it's there at the regular place from the regular pump. And there, too, you can get the clean, clear, golden Texaco Motor Oil, famed for its lubricating value and freedom from carbon formation.

A New Low Boiling Point

which means

An Easier Start

A New Low End Point

which means

Less Crankcase Dilution

A New Volatile Range

which means

Quicker Pick-up

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



The Texaco Pump has a new meaning. Better motor results — unmistakably better.

A **NEW and BETTER**
TEXACO
GASOLINE