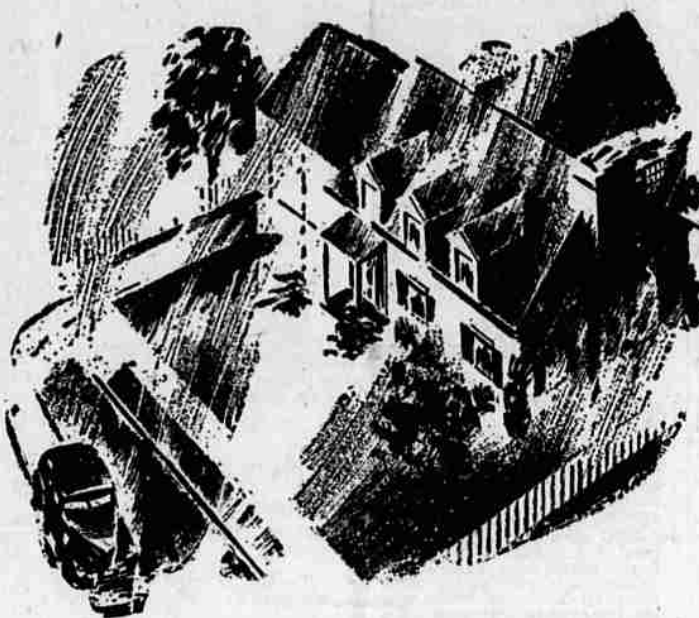


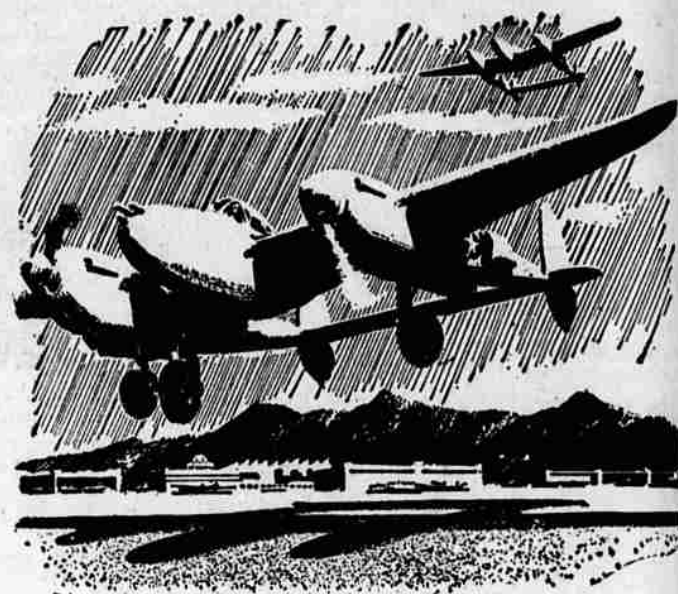
The gasoline you're getting now is different: *here's what has happened:*



1 In normal times, automobile gasolines are made by blending *light* and *heavy* gasoline fractions. The *heavy* fractions make up the biggest part of the blend because they deliver more power and mileage. But some *light* fractions are included because they vaporize quicker and ignite more readily. Like the tip of a kitchen match, they catch fire first and set off the rest of the gasoline.



2 Consequently, these *light* fractions are of considerable help in starting your car on cold mornings and in giving it the proper amount of snap during the period when the motor is warming up. After that, they are not so important. For when the motor is warm, the *heavy* "power" fractions don't need much help in igniting.



3 Aviation gasolines, on the other hand, demand far more *light* fractions than automotive fuels. So ever since Pearl Harbor more and more of them have been diverted into these channels. The proportion has increased steadily until today practically all of the *light* fractions produced in Pacific Coast refineries are going into military gasolines. We know you wouldn't have it otherwise, but it *has* made a problem.



4 So the gasoline you're getting now is different. Composed largely of *heavy* fractions, it will give you as much power and mileage as peacetime gasoline. And mileage, after all, is the important thing today. But this present gasoline won't start as easily on cold mornings; it won't perform as well until your motor gets warmed up and it will probably "ping." **HOWEVER...**



5 ... All of these problems can be alleviated if you know how to tackle them. And that's the main purpose of this advertisement. The Pacific Coast oil companies have prepared a FREE PAMPHLET which is available at almost any neighborhood service station. It tells you how to start your car on a cold morning; how to drive until the motor is warmed up; how

to reduce "ping"; and also gives you a number of other practical driving tips.

The pamphlet has been prepared for you as a public service, because we feel it is our responsibility to see that you get the most out of the petroleum products you buy in war or peace. So may we urge you to get one at your neighborhood service station TODAY.

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