

TEXACO ANNOUNCES

a greater

FIRE-CHIEF



The
100%
ANTI-KNOCK
"regular"



Today, now, at every *Fire-Chief* pump, The Texas Company again makes gasoline history! With a new *Fire-Chief*—a Greater *Fire-Chief*! A 100% anti-knock *Fire-Chief* at no extra price!

You all know the original *Fire-Chief*... how, a year ago, this great gasoline literally took the country by storm!

Well, *Fire-Chief* is still *Fire-Chief*! Still surpasses even the most rigid U. S. Government specifications for an "emergency" motor fuel! But now it's *Fire-Chief* plus Anti-knock action that will amaze and thrill even the most jaded

driver! Imagine it! Fire-engine power *plus* top anti-knock at no extra price. Something you've hoped for but never before been able to buy in a regular priced gasoline.

Try the Greater *Fire-Chief*. That's all we ask. Remember, it's on sale at all Texaco *Fire-Chief* pumps — at regular gasoline prices. *Flame-Tinted* ... for your identification and protection.

THE TEXAS COMPANY, a California Corporation

AT REGULAR GASOLINE PRICES!