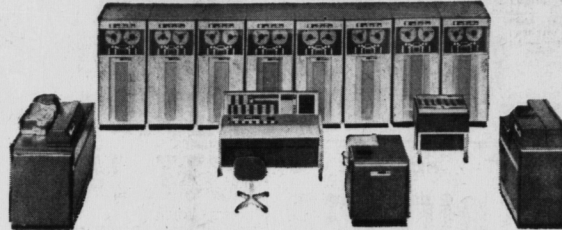


**A  
MILLION  
MILES OF  
DRIVING PROBLEMS  
WERE FED INTO  
COMPUTERS**



**OUT CAME THE  
NEAREST THING YET  
TO A PERFECT GASOLINE  
NEW SKY CHIEF**

**Your Texaco dealer has a  
new gasoline**

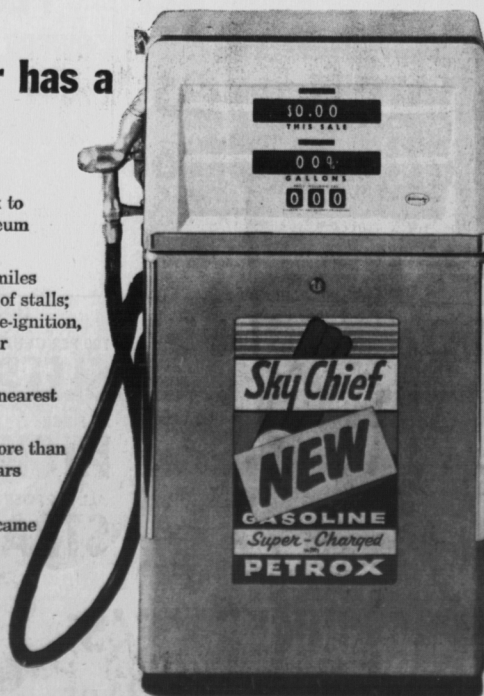
It is available now, only because Texaco scientists recently put computers to work to analyze a 60-year accumulation of petroleum research and facts on driving.

They fed them figures on over a million miles of test-driving; thousands and thousands of stalls; more thousands of cold starts; data on pre-ignition, detonation, vapour lock... and every other driving complaint you can think of.

**The purpose:** "Find the formula for the nearest thing yet to a perfect gasoline."

**The result:** The computers eliminated more than a decade of searching and made many years of research pay off almost at once

In days (instead of years) the computers came up with a formula for a great, new, near-perfect gasoline, one that saves on starts, saves on warmups, saves engines. (Just look at that boxscore of benefits.) It's the New Texaco Sky Chief. Try It.



**Get the biggest box score of  
benefits in gasoline history**

611238 Better Mileage	No Rust or Corrosion
More Usable Power	Longer Engine Life
Faster Starts	Less Stalling
Quicker Warm-Ups	Longer Ring Life
Faster Acceleration	Longer Spark-Plug Life

**Wherever you go...**

**TRUST  
TEXACO**