dmbb04601.mov / Texaco Public Relations, 1970s / Duke Digital Repository

- There are a lot of cars on the road today. And even though we're all trying to conserve gasoline, we still need a lot of it. That's why Texaco is busy drilling a lot of wells. For example, last year, right here in this country, we drilled over 1,600 new wells. That's an average of more than three wells a day, every 24 hours. At Texaco we're working to keep your trust.