

(siren blaring)

- Wanna be top dog in the mileage department?

- Then you picked the right spot. It's Texaco!

- Texaco, where you get Sky Chief, the gasoline that blends over backwards for better mileage. (whimsical music)

- Does Sky Chief blend just one set of mileage ingredients for the whole USA? (dog barks)

- You're barking up the wrong tree.

- Sky Chief looks at the altitude and climate in every area of the country. This is area 23. Then works backwards to blend its combinations of basic ingredients for the area where you drive.

- In other words, it's localized. And tests prove that localizing makes mileage jump.

- So give your car a new leash on life with Sky Chief, the localized gasoline that says...

- I blend over backwards for better mileage. (whimsical music) Remember... ♪ Trust your car ♪ ♪ To the man with the star ♪ ♪ For products you can trust ♪ (bell dings) ♪ The Texaco star ♪