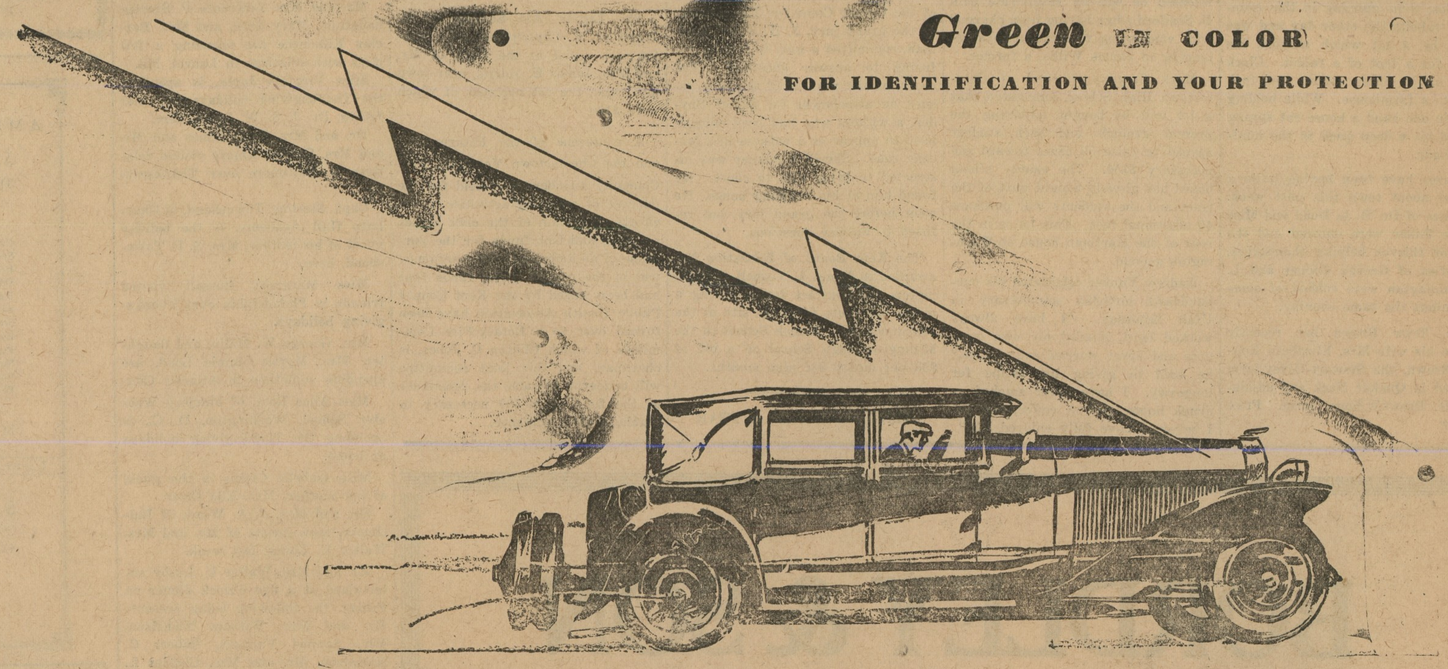
IN CELEBRATION OF TIDE WATER'S FIFTIETH ANNIVERSARY

# Announcing

# THE NEW Hi-test TYDOL

*Green* IN COLOR

FOR IDENTIFICATION AND YOUR PROTECTION



## a high-test, anti-knock, super-power gasoline

GOLDEN ANNIVERSARY TYDOL TIDE WATER

### Fifty years of Pioneering and Achievement

The original Tide Water Company was organized in 1878. It is among the oldest in the industry. It laid the first pipe line across the Allegheny Mountains. It carried the first pipe line to Atlantic tide water. It began to build its refinery at Bayonne, N. J., when only an old farmhouse and a marsh occupied the town site. Always it has pioneered . . . in producing, in refining, in selling. And so prudent, so far-seeing has been its direction that Tide Water today stands as one of the most powerful and successful oil companies in the entire world.

Today Tide Water owns, or controls, its own sources of supply. It operates a great fleet of tank steamers to every corner of the world. The equipment at the Tide Water Refinery at Bayonne is of the finest and most advanced type. Leading technical colleges send their students and teachers to study Tide Water methods, machines, and craftsmanship.

Tide Water distribution is world wide. Its thousands of outlets wholesale and retail, are rapidly growing in number. And its continued increase in volume of retail sales indicates the growing preference of the motoring public for Tide Water's featured products . . . VEEDOL MOTOR OIL and TYDOL GASOLINE.

Today Tide Water is particularly proud to be able to commemorate the Fiftieth Anniversary of the company . . . with the finest motor fuel in its history . . . *Hi-test* TYDOL a true premium gasoline . . . at no premium in price!

## AT NO EXTRA COST

*At the price you pay for ordinary gasoline . . . Hi-test* TYDOL *gives you the liveliness . . . the anti-knock quality . . . the extra power which usually cost 3¢ to 5¢ more a gallon.*

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You pay 3¢ to 5¢ *extra* per gallon for high-test fuels that give instant starting and roaring acceleration . . . *But not for Hi-test* TYDOL.

You pay 3¢ to 5¢ extra for most anti-knock fuels . . . *But not for Hi-test* TYDOL.

You pay 3¢ to 5¢ extra for super-power fuels . . . *But not for Hi-test* TYDOL.

For now comes *Hi-test* TYDOL rolling together *all* the premium qualities into a single unit . . . at no premium in price. Liveliness. Anti-knock. Extra power . . . A climax to 50 years of experience. A product that tops the field by combining every desirable quality at no extra cost to you. A fitting triumph for Tide Water's Fiftieth Anniversary.

Stop at the nearest TYDOL pump and sample the quality of the *New Hi-test* TYDOL . . . a pure, distilled gasoline, refined to new, high levels of all-around performance to make this the snappiest year your motor ever knew.

MADE BY THE MANUFACTURERS OF VEEDOL MOTOR OIL . . . THE OIL USED IN THE GRAF ZEPPELIN

## COLEMAN BROS. OIL CO., Chestertown, Md.

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