

## TEXACO COAL GASIFICATION

# THIS GENERATING PLANT HELPS GENERATE PLANTS.

Just because a power plant is built to generate electricity doesn't mean that has to be its only job. Instead of generating waste, plants that use the Texaco Coal Gasification Process produce clean energy *and* useful, saleable by-products.

Sulfur is a good case in point. In Texaco's innovative integrated gasification combined-cycle process, over 99% of the sulfur can be recovered in a pure form that's ideal for the manufacture of fertilizers and other important industrial and consumer products.

But, there's more to this unique technology's environmental relationship than producing sulfur to help plants grow. Texaco's advanced clean coal technology has one of the most environmentally superior track-records in the industry. Airborne emissions of sulfur dioxide, nitrogen oxides and

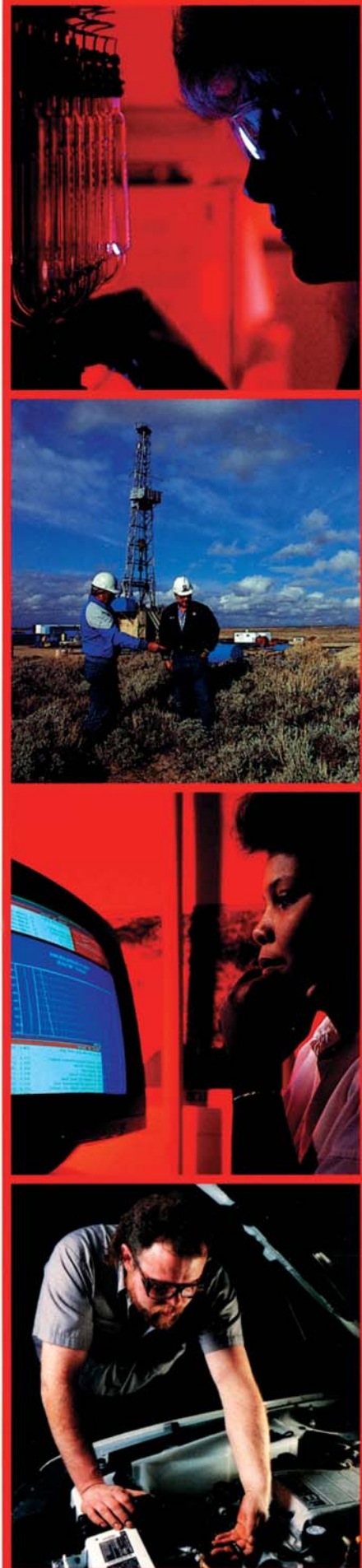
particulates are reduced to levels far below current *and* foreseeable United States standards.

With the Texaco Coal Gasification Process, a cleaner environment and more productive power plants go hand-in-hand. For more information, contact: Madeleine R. Marchese, General Manager, Marketing, Texaco Syngas Inc., 2000 Westchester Avenue, White Plains, New York 10650. Telephone: (914) 253-6019.

Or, Edward O. Gerstbrein, Texaco Petroleum Maatschappij (Nederland) BV, Weena 166, 3012 CR Rotterdam, The Netherlands. Telephone: (010) 403-3381.



We've Got The Energy.



## When you get down to it, everyone at Texaco works in R&D.

A good idea is a good idea. No matter where it comes from.

Of course you'd expect our research scientists and engineers to develop a long list of innovative ideas—and they do. But people often have lesser expectations for the other folks who work in a big corporation.

Take a close look at Texaco, however, and you'll change your expectations. We go out of our way to encourage creative thinking from our employees in every department.

Is it worth the effort?

You bet it is. Just study a roster of our patent holders and you'll find workers from every level in our company. Even the very top. While still serving as our President and CEO, James W. Kinnear received two patents for an innovative device that helps cars reduce air emissions by pre-heating the catalytic converter.

That's just one example of how Texaco people from a wide variety of departments contribute to our position as a world leader in technology. A complete list would easily take more space than we have here.

And that's something we're very proud of.



Contractions not permitted in headlines. Please change.

Headline can not exceed

24 pt. type!  
[Federal Headline Regulation #371-298-42163]

# We'd like to say a few words about regulations.

Do this. Do that.  
Don't do this. Don't do that.  
Regulations of every kind have taken hold of American industry. And they won't let go until the people demand it. We think that time is coming very quickly.  
Why?

Because the voting public realizes the economic devastation that has resulted from the overzealous regulatory practices of administration after administration. Entire industries are facing extinction. People are losing their jobs. Prices are rising. **And** your tax dollars are being used to pay the salaries of an army of federally-appointed regulators.

As election day draws near, we ask you to take a close look at the town where you live and the company where you work. Make a list of the ways in which irrational regulations have negatively impacted on you and your lifestyle. Then mail your list to all the candidates who will be on the ballot in your area. They'll get the idea.

Federal regulations require all indents to be at least 10 letter-spaces deep.

Beginning a sentence with "And" violates the following state regulations:  
NY - 241/379  
CA - 6341/21198  
CA - 3284/77  
MI - 44  
WA - 3  
FL - 3

This is the first in a series devoted to the consequences of over-regulating American industry. In the coming months, Texaco will publish additional articles about this vital issue. Unless, of course, there's a regulation against it.



**TEXACO**

Logo must be reduced 23% to conform to state regulations.

F.V.I. No such regulation currently exists.

Illegal use of italics. See Grammar Statute 14.7.931 rev. '93



One Saturday  
afternoon, you stop  
at a gasoline station  
to fill up.

Suddenly, over the soft hum of the fuel pump, you hear a beautiful soprano singing (could it be?) *Mi chiamano Mimi*, from *La Bohème*. You look to see where the sweet sound is coming from. As you gaze into the StarMart convenience store, you realize the music's source – a radio on a shelf by the cashier, who (you note with a smile) is “conducting” the music. At first the opera sounds misplaced at a gasoline station. But then you remember this is Texaco, your ticket to the Met for 55 years.

As you drive away, you turn on the radio just in time to hear Rodolfo sing *O soave fanciulla...*



Your Ticket to the Met For 55 Years.