

Texas Products Show Gain In Sales

**DISTRIBUTION IN EDENTON TERRITORY
BY SAME FAMILY TWENTY-EIGHT YEARS**

**Firm Now Has More
Than 70 Retail Out-
lets, Including Most
Modern Stations**

From Edenton docks of the Texas Oil Company, under the management of Mr. J. H. Conger, agent, the Texaco products are being distributed to dealers operating in Gates, Perquimans and Chowan counties, in which at present there has been established approximately seventy retail outlets.

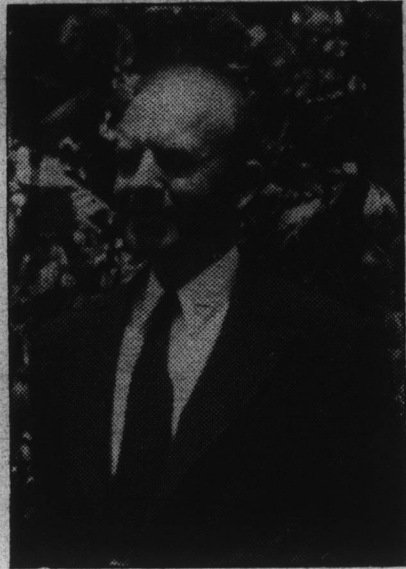
Since 1910 the Texaco product has been distributed through a member of the Conger family and throughout the 28 years nothing has been overlooked in building and locating stations by dealers who were favored with the Texaco franchise in order to maintain and give the automotive public a service, when they want it, equally as good as the product which they sell.

Not only does the Texaco Company exact service from its dealers, stations operating under a Texaco franchise, to users of the product but it itself lends all forms of cooperation and help in establishing this splendid service and continues to contribute aid from many angles to the dealer in order that it will be maintained, thus reflecting credit on the high type of dealers representing the Texas Company, as well as the quality product being delivered.

One of the most forceful gasoline, oil and service station series of national advertisements emphasizing the four principal features of service customers expect to receive when they drive into a strange station and in a strange town was recently published in magazines of national circulation. First, "When You Buy One—You Get All Four"; second, "You Get Circle Service"; third "You Get Registered Rest Rooms" and No. four, "You Get Courtesy From the Gentleman Who Serves You."

These titles taken from the Texaco advertisements will apply to practically any business catering to the re-

TEXACO AGENT



J. H. CONGER
Mr. Conger has been agent for Texaco products in Edenton territory since 1919.

tail trade, and most particularly when today we find so many women and children traveling our fine highways without male escorts.

In Edenton the company owns its own docks which are visited regularly by tankers bringing in cargo of gasoline and oil on regular schedule. According to records the sale of Texaco products has kept pace with the development and general use of the motor car, not only in volume of gas and oil sold, but in improved types of gasoline and refined motor oils most suitable for the improved motors being built each year, many automobile manufacturers changing the increasing power in their motors which requires better grade, more perfectly refined type of fuel. With this feature of the automotive industry Texaco engineering and refining experts have kept pace, and according to information was the first company in the gasoline industry to refine and

Three Texaco Service Stations



Left to right—Gatesville Service Station, W. L. Sawyer, Manager, Gatesville, N. C.; Burton's Service Station, L. C. Burton, proprietor, Edenton, N. C., and Hertford Service Station, H. S. Butler, Manager, Hertford, N. C.

put on the market gasoline to suit the improved motors operating in various sections of the country. Today this same gasoline is sold in all parts of the world and is known as "Fire Chief."

Another particular interesting feature about the Texaco organization is that it was the first or pioneers in establishing a perfect dependable lubrication system and is today being maintained wherever you see the Texaco sign, also to establish, build and equip modern registered rest rooms, install the perfect circle system of service, and is the only company operating, according to information, which sells its product in all 48 states of America, and in foreign countries under the same trade name, maintaining the same standard of service.

Another commendable feature in a Texaco dealer franchise is the cooperative help and dealer aid extended by the Texaco agent under which they work. The company spends thousands of dollars annually in this cooperative aid work with their dealers in addition to keeping in touch personally with them, making regular inspection of their stations and premises to see that they are kept

up to regulation standards.

In Edenton a master Texaco station, also at Gatesville and Hertford is serving the public with plans for others to be established by men entering the gasoline and oil business. These stations will be found as modern and with a service on par with any Texaco station anywhere.

Mr. Conger, agent in charge of the territory, has been operating the dock and wholesale distribution since 1919. He is president of the Edenton Chamber of Commerce, member of the board of trustees of the Edenton city school administrative unit, president of the Edenton Ice Company, secretary-treasurer of the Gates Ice Company, Gatesville, N. C., director of the North Carolina Ice exchange, chairman of the Chowan Petroleum Institute, and a former member of the Edenton Town Council.

Also True

"There is too much love in fiction," says a literary critic. Judging by the large number of breach of promise cases, the reverse is also true.—Passing Show.

Courage is sometimes tested by silence and character by forbearance.

Cotton Mills Use All But Scent Of Flower

Like the Chicago packing plants that use all of the hog except the squeal, the cotton industry uses all of the cotton plant except the fragrance of the blossom.

Cotton, of course, is raised primarily for the fibre from which cloth is made, but during recent years innumerable other purposes have been found for it.

From cotton seed is made a refined oil which is an excellent substitute for olive oil, and which is mixed with beef products in preparing compound lard for use in cooking.

Poorer grades of the oil are used in the manufacture of soap, candles and phonograph records. The oil used by miners in their lamps is a mixture of cotton seed oil and kerosene.

Some of the most destructive explosives used in industry and war are made from cotton. The terms "gun cotton" and "nitro-cellulose" are

familiar to all.

But probably few realize that some of the gears in their automobile engines are also made of cotton, that the cigarettes they smoke very likely were made of tobacco raised by farmers who used fertilizer derived from cotton. Cotton cake or meal (the residue after the oil is extracted from the seed) is one of the most valuable of feeds for fattening cattle.

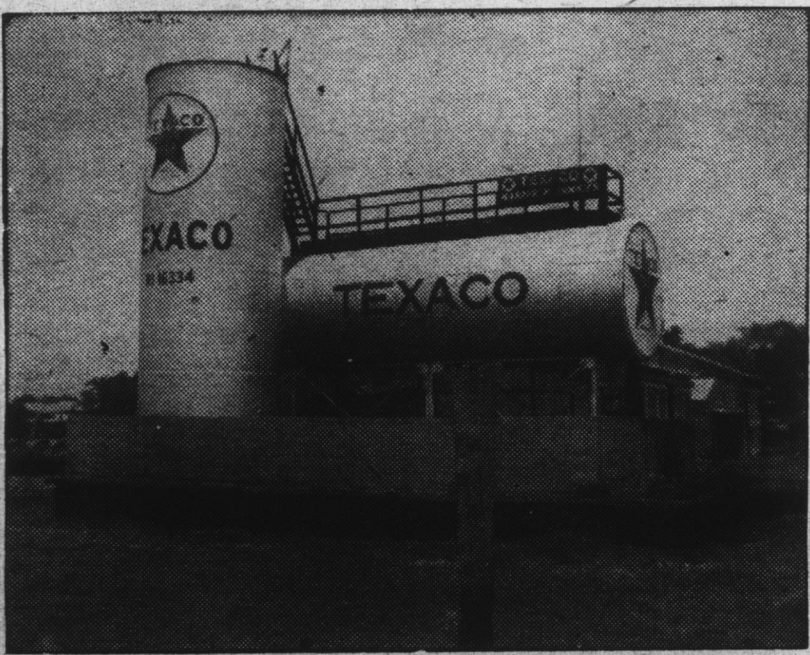
Cotton seed hulls constitute about half the weight of the ginned seed. For a long time the hulls of the seed were burned as fuel at cotton mills. Two and a half tons were about equal to one cord of wood.

The ash resulting from this burning contains nine per cent phosphoric acid and 24 per cent potash—a fertilizer of great value to farmers, and particularly to tobacco growers.

Later it was discovered that cotton seed hulls are an excellent substitute for hay in stock reeding. Many thousands of cattle are now fed in the cotton areas of the country at small cost with cotton seed hulls in the place of hay.

Not every man who tells his wife he has some work to do, has some work to do.

When You Buy One ... You Get All Four



Dock and storage plant of the Texaco Company, located on Edenton's waterfront where cargo of gasoline is pumped from Texaco tank steamers for distribution throughout the territory served from this point.

- 1 ... an exceptional Gasoline when you drive into any Texaco dealer's station, the same grade that is sold at every Texaco dealer's station in the United States, Canada and abroad—no difference. FIRE CHIEF Gasoline is UNEXCELLED, also—
- 2 Truly circle SERVICE, for hardly before your car has stopped your TEXACO DEALER has started to give Circle Service, takes your order, speedily circles your car, checks your oil, radiator, notes the condition of your tires, cleans your windshield, rear window and lights. Efficient service without delay ... that's Circle Service.
- 3 Registered Rest Rooms, fully equipped with running water, soap, towels, mirrors, and for your protection there hangs in each rest room a pledge signed by each dealer to keep it neat and clean. That's a service you get when using Fire Chief gasoline.
- 4 And courtesy, from the gentlemen who serve you—stop at a TEXACO dealer's station and see for yourself—not only does he offer you the finest product and the finest service, but that's not all—he knows cheerfulness and courtesy means a lot to you.

WHEN YOU VISIT THE ALBEMARLE SECTION DURING THE CELEBRATION AND DEDICATION OF THE OPENING OF THE GREAT ALBEMARLE SOUND BRIDGE—LET A TEXACO DEALER SERVE YOU.

We Invite You to Visit Edenton On This Occasion

DISTRIBUTORS FOR
FIRESTONE TIRES AND ACCESSORIES



J. H. CONGER

AGENT TEXAS CO.

EDENTON, N. C.

