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THE CHEROKEE SCOUT, MURPHY, NORTH CAROLINA



Every ounce of JFG Special coffee is "PREMIUM FLAVOR" coffee !

G SPECIAL

The best part of the meal"

3. 325

From today's mighty gasoline competition, one fact emerges...

JEW "TOTAL POWER" ESSO EXTRA outsells every other premium gasoline... . because it gives you not just more power, but TOTAL POWER!

Esso RESEARCH has deliberately made this new power fuel to excel all others in getting the most possible working horsepower from any engine under today's all-round driving conditions ... "TOTAL POWER" MEANS:

1. Peak Octane Anti-Knock Power 5. Quick Pick-Up Power 6. Anti-Vapor-Lock Power 2. Anti-Carbon Power 7. Hill-Climbing Power 3. Quick-Starting Power 8. Long Mileage Power 4. Fast Warm-Up Power

The best gasoline you can buy ... why take less in your car?

Your Sign of "Happy Motoring"



First in sales of both premium and regular gasoline in the area where Esso products are sold

STANDARD OIL COMPANY