



Here's Why—
All the most careful drivers are using golden Texaco Motor oil.
It stands up and fights off wear; thousands of miles of silent and efficient performance will prove this.

Ophus Bailey
Bear Grass, N. C.



What has gasoline to do with lubrication?

Everything. The new and better Texaco Gasoline forms a Dry Gas. It burns completely. No "heavy ends" are left in the cylinders to dilute the oil film, break the seal, enter the crankcase and destroy the lubricating value of the oil.

The **NEW and BETTER TEXACO GASOLINE**

Champion Auto Co.
Everetts, N. C.



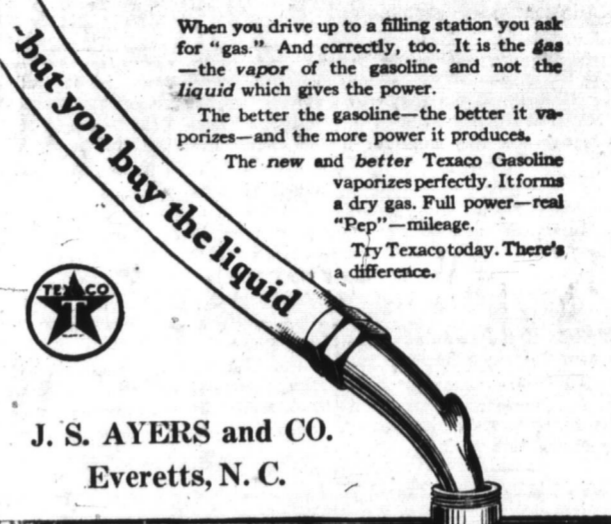
You use the vapor—

When you drive up to a filling station you ask for "gas." And correctly, too. It is the gas—the vapor of the gasoline and not the liquid which gives the power.

The better the gasoline—the better it vaporizes—and the more power it produces.

The new and better Texaco Gasoline vaporizes perfectly. It forms a dry gas. Full power—real "Pep"—mileage.

Try Texaco today. There's a difference.




J. S. AYERS and CO.
Everetts, N. C.

The **NEW and BETTER TEXACO FORMS A DRY GAS**



Drive right up to this pump for the new and better Texaco Gasoline. That pump tells you where to come for the most mileage per gallon. And where to come for good service.

C. T. Roberson
Hardisons Mill Section



The new and better Texaco Gasoline gives you more miles per gallon. You will stop here less often for gas, but more regularly. That's why we sell Texaco—we want to serve you right along!

The **NEW and BETTER TEXACO GASOLINE FORMS A DRY GAS**

I. T. Coltrain
Jamesville, N. C.



A Better Gasoline has swept the country!

The American motoring public has given an unprecedented country-wide endorsement of The Texas Company's latest motor product.

Daily, more and more of the new and better Texaco is flowing into the tanks of motorists. Car owners and drivers are enthusiastic. Reports of increased mileage are universal. Texaco dealers everywhere report increased sales.

Such a marked public expression of approval could only come from the appreciation of noticeably better results attained in the motor.

The new and better Texaco forms a dry gas!

The difference in gasolines is largely one of wetness and dryness. Texaco forms a dry gas—a perfect mixture of vapor and air at ordinary engine temperatures. It is a difference in volatility, in the boiling point, end point and distillation.

Results are just as remarkable as its qualities. The new Texaco insures far better manifold distribution and a livelier, more responsive engine, an easier start, quicker pick-up and smoother operation.

You will notice the better hill work and freedom from knocking. The new Texaco has exceptional anti-knock qualities—attained without the addition of dopes or chemicals.

Carburetor adjustment is not imperative—you will get better results in any event, but still better if adjusted to the lean mixture that the new and better Texaco makes possible.

THE TEXAS COMPANY, U. S. A., Texaco Petroleum Products

The **NEW and BETTER TEXACO FORMS A DRY GAS**

WET or DRY?

A wet gas, as it would appear in the manifold, is a mixture of gasoline vapor with minute liquid gasoline globules which form a wet film at the manifold beads and enrich certain cylinders at the expense of others.



A dry gas, the new Texaco, vaporizes at a lower temperature than others on the market and forms a perfect dry motor fuel which distributes evenly and gives a smooth flow of power to every cylinder.



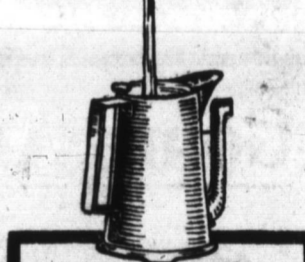

SERVICE for Every Part

There are at least 10 places on your car which ordinary servicing neglects—10 places which have a great deal to do with its quiet running. Drive in for a Texaco Complete Lubrication Service. You will notice the difference at once.

Martin Bros.
Jamesville, N. C.

J. L. CROOM
Gold Point, N. C.

Know the Color of Texaco Motor Oil



TEXACO MOTOR OIL
Clean, Clear, Golden

THE color is not a guide to body—all grades of Texaco—from light to super heavy—are the same clean, clear, golden color. But that color does prove purity. You know that all tars and gummy residues have been removed. And that means a "clean" engine, free from knocks and unnecessary wear.



A New Motor Fuel

The **NEW TEXACO—**
New Power
New Mileage
New Pick-up
and a cleaner better engine than you ever knew before

J. B. Barnhill
Everetts, N. C.

Give her the gas!



SALSURY-JOHNSON CO.
Hamilton, N. C.

The **NEW and BETTER TEXACO GASOLINE**

HARRISON OIL COMPANY

WILLIAMSTON, N. C.

Geo. and Gus Harrison Know Oil



HIGH TEST

If you aren't using the new and better Texaco Gasoline now, it's high time you started. In every particular it is a "high test" gasoline. Starts easily, responds like a flash, and is there with plenty of power.

Best of all, it is easy on the valves and forms a very minimum of carbon.

The **NEW and BETTER TEXACO GASOLINE FORMS A DRY GAS**

SLADE, RHODES and CO.
Hamilton, N. C.

