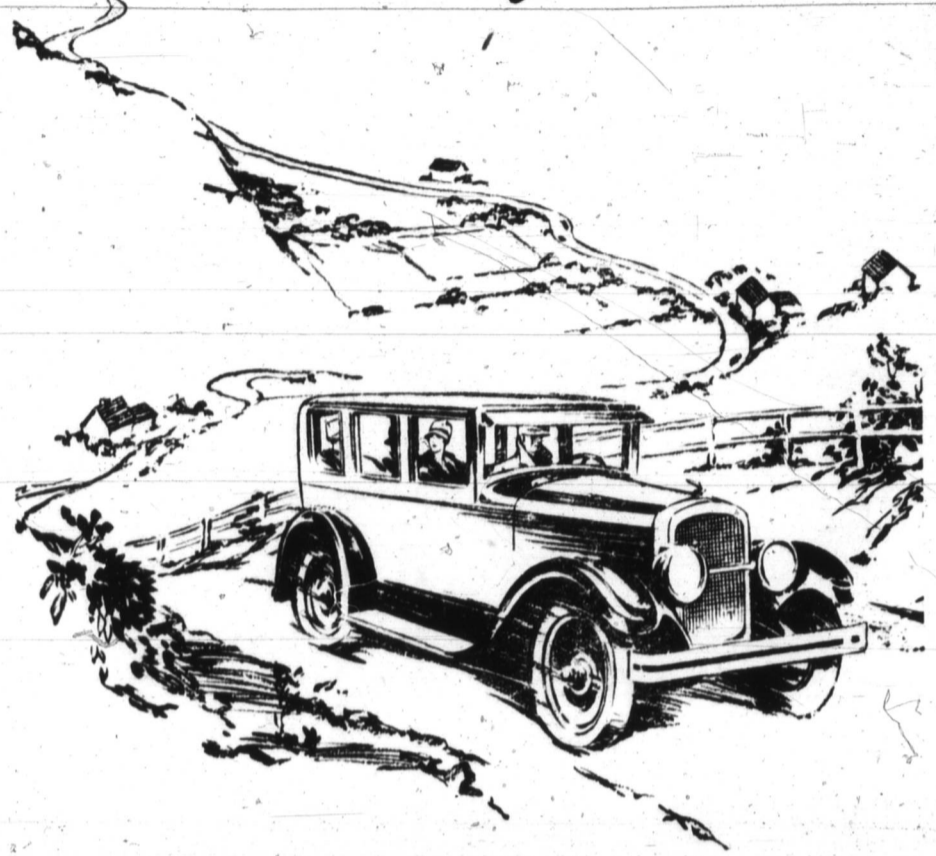


A new gasoline experience— actually—NEW MILES per gallon



It is a fact that the *new* Texaco does give better results—measurably better. It has at once overcome the limitations of the older type of engine and enhanced the performance of the new.

You can't be mistaken. You see the record of actual miles rolling up on your speedometer. You notice the ample gasoline reserve and the fewer filling stops. Your car is the same, but the *new* and *better* Texaco is a different gasoline—more miles to the tankful.

That's the difference between dry gas and wet! The *new* and *better* Texaco, vaporizing to a dry gas, enters the cylinders and ignites instantly. It burns freely and delivers *all* its power in that split fraction of a second of the power-stroke.

Wherever you stop for gasoline, see to it that your car draws up beside the Texaco pump. Look for the Texaco Red Star and Green T.

Not WET But DRY



A wet gas is an atomized mixture of gasoline vapor with liquid drops of raw gasoline. These drops, separating at every manifold bend, result in uneven distribution and loss of power.

A dry gas, the *new* and *better* Texaco, vaporizes completely. It is a perfect mixture of dry gasoline vapor and air which provides an even flow of fuel and power to every engine cylinder.



THE TEXAS COMPANY, 17 Battery Place, New York City
Texaco Petroleum Products



The NEW and BETTER TEXACO GASOLINE



Buy TEXACO Gasoline and Motor Oil from your Neighborhood Dealer



The 1928 sales, up to date, have smashed all previous records. 1927 and 1926 were also huge record-breaking years. There must be a reason.

TEXAS SERVICE STATION
Robersonville, N. C.



EVERY DAY IS TEXACO DAY
We'll Tell The World It's Selling

ROGERSON BROTHERS FILLING STATION
Robersonville, N. C.



TEXACO IS BREAKING ALL RECORDS

The call for *TEXACO* has exceeded all expectations. The wonderful demand from the consumer has made *Texaco* the world's greatest summer motoring necessity.

GRAY AND ROEBUCK
Parmele, N. C.



The full, viscous body of *Texaco Motor Oil*, no less than its clear, golden purity, accounts for its acceptance among motorists who know and care.

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



ONCE AGAIN

We Invite You To Have Your Car Drained and Refilled With

TEXACO—THE GOLDEN MOTOR OIL
D. A. BROWN SERVICE STATION
Robersonville, N. C.



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.

MIDWAY SERVICE STATION
Parmele, N. C.

The Above Are Served By Both



ROBERSONVILLE OIL COMPANY

Robersonville, N. C.

and

HARRISON OIL COMPANY

Williamston, N. C.

