

WHY DO MORE PEOPLE IN THE CAROLINAS BUY ESSO GASOLINE THAN ANY OTHER?


1. Because it gives surging power, long mileage and instant starts at "regular" price.
2. Because you get famous Esso Dealer Service, too.

You can discover a new world of driving
pleasure when you join the host of regular gasoline users who prefer Esso Gasoline. For this superb gasoline is another achievement by the Esso Research Laboratories - famous the world over for
bringing you the finest petroleum products

Dealer stations ready to serve you at
home and away . . . with the finest and So dorl service on the road. So don't put it off.
travel "first-class
"Happy Motoring" awaits you ....at every

The Sign of "Happy Motoring"
Sign of "Happy Motoring"

