

Sweetwater Serves You Better

And So Does THE TEXAS COMPANY

Size Is Not Our Measure of Success

The notable success of consistent excellence is the pride of The Texas Company, rather than the impressive statistics of its pipe-line mileage, its refinery equipment, its tank ships and storage plants, its thousands of tank cars and tank trucks, or its ample financial resources.

Texaco products have always been better when "very good" might serve, always superior when patient research, technical skill and thorough execution could lend improvement.

Texaco Motor Oil—clean, clear, golden; and Texaco Gasoline—clean, pure, volatile, have won their inevitable recognition because motorists everywhere judge quality on the basis of motor performance.



When the famous Around the World Flyers landed in SWEETWATER last year there was a reason, and this reason can be explained in two words, "Facilities Offered." These two words can be explained in turn, shortly by saying that besides having an excellent landing field, Sweetwater had TEXACO which supplied Navy Gasoline in refueling the planes, and excellent lubricating oils. This is no new item for the local Texas Company branch for during the late war they supplied practically all of the planes and trucks in government service with fuel and lubricants, and this is one of the reasons that they are still chosen by aviators who make stops in Sweetwater.

With a combined investment in equipment by the company and its agent of approximately \$45,000.00, and carrying stock approximating \$10,000.00, the Texas Company is handling a large business in SWEETWATER and surrounding territory. Through four filling stations in town (Buck & Henry, H. B. Allen, Service Corner and Sweetwater Transfer Company), and one filling station each in Roscoe and Eskota, 35,000 gallons of gasoline and kerosene, and over a car of lubrication oil and grease are sold each month. This does not include other products of the company such as paraffin wax, roofing cement, roofing paper and asphalt. Sales facilities are being extended with the construction of a filling station at the railroad crossing on the Roscoe road which will be opened shortly.

The office of Guy E. Morris, Agent, is located at 207 Elm St. The plant shown in the accompanying photograph is at 300 W. N. 1st St. where are stored 18,000 gallons of gasoline, 9,000 gallons of kerosene, and facilities for the storage of two cars of lubricating oils and greases and other products.

Guy E. Morris has been operating the local company for the past five years with the assistance of M. C. Manroe who is office manager, and Floyd Harris, truck driver. Three trucks are kept in service supplying stations and the flying field, and, according to Mr. Morris, business gets better all the time. His admonition to all drivers of motor vehicles is "Buy TEXACO gasolines and lubricants for better service."

This is one of a series of pages devoted to the upbuilding of SWEETWATER and made possible through the co-operation of the following Progressive Business Men. Watch for the next one.

WRIGHT FURNITURE & UNDERTAKING CO.

WEST TEXAS ELECTRIC CO.
Do it Electrically.

WADE BROTHERS

MANROE & MORRIS
Texaco

WHITAKER BAKERY
The Home of Best Yet Bread

SWEETWATER COTTON OIL CO.
Sweetco Feed

S. EDWARDS GRAIN CO.
Purina Feeds

DABNEY MOTOR CO.
Fords—Lincolns—Fordsons

SWEETWATER SANITARIUM

MILLER & MIZZELL
One Day Auto Painters

SWEETWATER MARBLE & GRANITE WORKS

GALBRAITHS
East Side Square Since 1913

ROBERTSON CAFE
A Fine Place to Eat

SWEETWATER VULCANIZING CO.
Service Corner

SIMPSON FUEL CO.
Domino Coal for Heat

OTTO CARTER
Your Plumber

SWEETWATER FLORAL CO.
Flowers for Every Occasion

BULLOCK IMPLEMENT CO.
The Farmer's Friend

BRYANT LUMBER CO.
Home Builders

SWEETWATER HATCHERY

CARTER HARDWARE
A Complete Line

SWEETWATER DRYGOODS CO.
The Store Ahead

SWEETWATER CANDY KITCHEN
Best Home Made Candies

M. D. WILLIS
Your Photographer

FIRST NATIONAL BANK
The Standard of Comparison

J. P. MAJORS
Jeweler and Optometrist

