



THE TEXACO STAR

W O R L D ' S F A I R N U M B E R



THE TEXACO STAR

World's Fair Number

VOLUME XXVI

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The front cover was photographed in color by Wendell MacRae (Theme Center illustration copyright, New York World's Fair Corporation). Inside front cover photographed in Glacier National Park by John Kabel. Back cover photograph courtesy of Golden Gate International Exposition

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★ Motoring comfort comes high in Europe. Taxes on any vehicle approximating normal size are beyond the capacity of the average pocketbook. Even in England, where taxes are below the European average, a motorist pays a gasoline tax of 13 cents an American gallon and \$3.75 for each unit of horsepower.

Brief

AND TO THE POINT

★ About \$300,000 worth of buggy whips are still produced annually in the United States.

★ New motor cars, to be driven from factories near Detroit and Chicago direct to their individual owners on the Pacific Coast, are being placed at the disposal of responsible persons who wish to drive them to California to visit the Golden Gate International Exposition. With four in the car, the transportation cost is about ten dollars per person. The cars are fully insured, and side trips to national parks may be made if the driver wishes. No set route need be followed.

★ Roads carrying as few as 700 cars a day now earn for the tax collector a yearly income from gasoline taxes of \$850 a mile.

★ Traveling by motor coach, you may start from any city in the country, attend both World's Fairs and return home—all for \$69.95. The railroads recently announced a similar round trip arrangement by day coach for only \$90.

★ The City of New York is rushing to completion the \$38,000,000 North Beach Airport, located about two miles from the World's Fair grounds. The runway system of the airport, 1,250,000 square yards in area, will have a surface of Texaco Asphalt Macadam. About 2,500,000 gallons of asphalt will be required.



THESE are but a few random glimpses of the incredible "World of Tomorrow," the New York World's Fair. Without doubt it is the greatest show ever staged by man. Unstinted praise is due the brains and the hands that united to bring it into being.

THE TEXACO STAR



BY J. V. D. BUCHER, CHARLES PHELPS CUSHING, R. I. NESMITH, UNDERWOOD & UNDERWOOD

MOTORING TO THE FAIR



Texaco Touring Service Prepared to Handle Requests for Routings

ONE OF the world's finest express highway systems centers about the New York World's Fair. Although many of these highways pass through congested areas, a system of tunnels and over-passes eliminates cross-roads, avoids congestion, and affords direct, speedy, and almost non-stop passage from the Fair to almost any point in the surrounding cities and country.

From the north, a splendid system of parkways brings the motorist smoothly down through picturesque Westchester County and, by-passing most of the city of New York, leads across the newly opened Bronx-Whitestone Bridge and direct to the Fair. From the west, the motorist may use the George Washington Bridge or the Lincoln or Holland Vehicular Tunnels to gain access to Manhattan Island, thence by way of the Queensborough or Triborough Bridges to the boulevards which lead to the Fair grounds.

The parking of cars on the broad acres of the Fair parking fields has been carefully planned. The visitor can put up his car quickly and comfortably, without delay or congestion. Rates are 50 cents for 12 hours. Fifty-two thousand cars can be accommodated in the Fair parking fields, and 25,000 more in adjacent areas. Conveniently located bus lines will carry you from the parking fields to the Fair itself.

From all indications, millions of Fair visitors will take advantage of the opportunity to visit the Fair in their own cars, taking side trips to the many attractions which lie within easy driving distance of New York.

Just a few hours to the north from New York City lies New England and upstate New York, with a wealth of historic atmosphere and lovely scenery. To the south, along the Atlantic seaboard and a few miles inland are hundreds of attractions—among them Atlantic City and other noted seaside resorts, Washington, D. C., one of the loveliest cities in America, historic Virginia and the charming Eastern Shore.

With the two great expositions this year, one on each coast, Texaco Touring Service is already experiencing a tremendous increase in requests for



One of the splendid express highways which passes through the New York World's Fair

routing advice from Texaco customers, dealers, and cooperating newspapers.

The demand will not tax the resources of Texaco Touring Service, however. The experience gained in handling routings to the recent Century of Progress Exposition in Chicago as well as emergency requests for routings to conventions all over the United States has made the office routine sufficiently flexible so that each inquiry is answered the day it is received.

Fully equipped and staffed bureaus of Texaco Touring Service are now operating in Atlanta, Chicago, Denver, Houston, Los Angeles, and New York. Seasonal branches are maintained in Atlantic City, Miami, and Yellowstone.

To acquaint the Texaco Touring Service personnel with road and highway conditions throughout the country, regular bulletins are sent to each bureau. These show work in progress on main highways, and are supplemented by blueprints of each state's map, indicating all work on secondary and less heavily traveled roads. In the event of floods, hurricanes, or kindred obstacles to comfortable touring (word of which reaches New York headquarters immediately from the highway departments of the affected states and the news agencies), telegraphic information concerning the tie-up, with information on alternate routes, is sent to each bureau.

The growing popularity of Texaco Touring Service is due not only to the individual attention each request receives, but to the special effort made to have every reply reach the motorist in time to be of use to him on his trip.

Petroleum at "The World of Tomorrow"



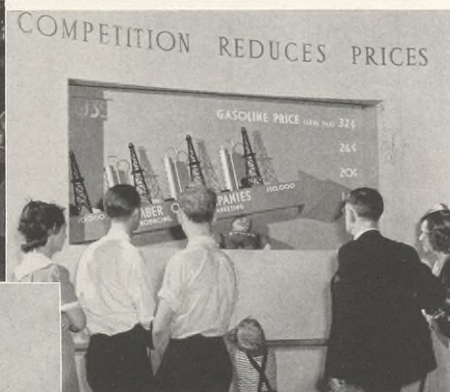
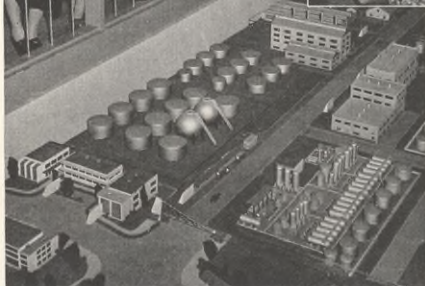
The Petroleum Industry Exhibition Building is located in the so-called Blue Section of the Fair. Triangular in form, it rests on four huge tanks, resembling field tanks (see front cover). It represents a good will gesture on the part of the oil industry—there are no individual company exhibits at either World's Fair

(Right) Adjacent to the Building is a 200-foot oil derrick in full operation—one of the most popular attractions in the Exhibit Area



(Left) Also outside the Building itself is a geological exhibit portraying in simple, non-technical style how petroleum is discovered and produced

(Right) Each of the tanks on which the Building rests contains a small exhibit showing some phase of the oil industry as it affects modern life. The photo shows part of the exhibit showing progress of transportation



(Above, left) Part of the miniature refinery exhibit, which describes how petroleum products are manufactured. (Directly above) One tank houses an exhibit which portrays the facts about oil industry prices in interesting fashion. The photograph shows only a small portion of this exhibit

(Above) Outstanding attraction is the technicolor puppet movie, "Pete Roleum and His Cousins." Photo shows production staff at work on the movie and (right) part of the audience enjoying the show





(Left) Another feature of the "Transportation" tank is an animated replica of an old ox cart complete with wheezing oxen, creaking wheels and an antiquated drover—a familiar sight in the days before oil began to smooth the wheels of transportation progress



(Above) What happens to your gasoline dollar is clearly and dramatically shown in this exhibit, which tells part of the story of "Petroleum and Your Pocketbook"

(Above) One of the four striking murals—the work of William Tefft Schwarz—which hang in the Great Hall of the Petroleum Building

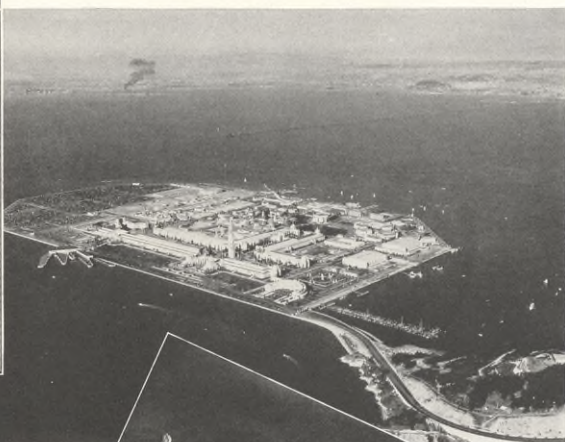


Your hosts (above) and hostesses (left) at the Building are those young men and women, who have been trained to answer your questions regarding the industry and to make your visit a pleasant one

TREASURE ISLAND



(Above) Chart of Treasure Island, as it appears on the Texaco Touring Map of San Francisco Bay Cities



(Above, right) Air view of the Island, showing the causeway leading from the San Francisco Bay Bridge



(Above) Fountain of Western Waters; the figure in the foreground is "India"



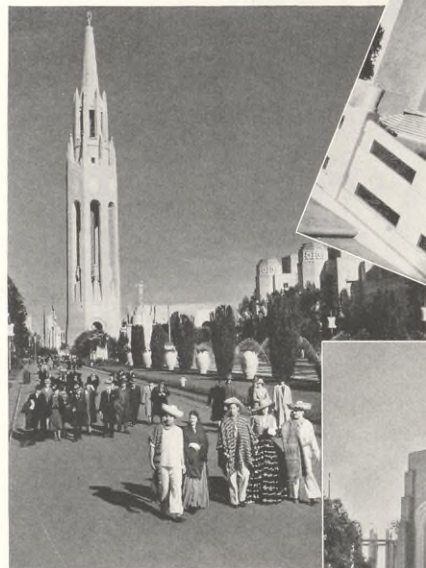
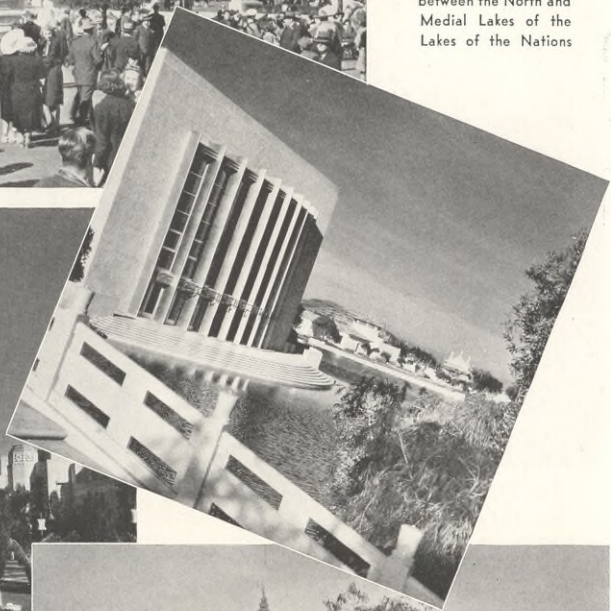
(Left) Night view of the lovely Tower of the Sun and the massive Elephant Towers



(Left) The 80-foot statue of "Pacifica" with her prayer curtain of chromium stars dominates this scene



(Below) Pacific House seen from the bridge between the North and Medial Lakes of the Lakes of the Nations



(Above) Celebrants, garbed as Spanish dons, promenade through the exotic Court of the Moon



(Right) In the Court of Flowers visitors rest and relax amid fountains and lovely blossoms



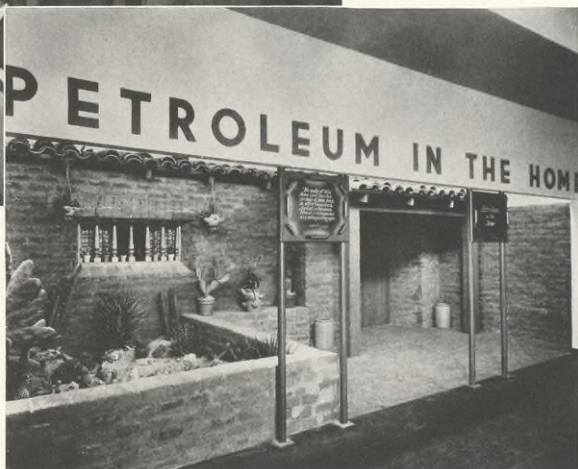


(Left) At the "Treasure Well" visitors try to estimate the gasoline tax collections for a month



(Below) Of particular interest is the Petroleum Home Exhibit, housed in an adobe structure

PETROLEUM AT THE GOLDEN GATE EXPOSITION



THE STORY of oil, from its discovery to the countless uses of petroleum and its by-products today, is emphasized in the presentation of the Petroleum Exhibitors at the Golden Gate International Exposition.

Occupying 36,000 square feet of space, the exhibit is located in the Vacationland Building, adjoining the central court of the fair grounds, which is dominated by the Tower of the Sun.

Much to attract the technician and the layman alike is to be seen at the petroleum exhibit. The central point of interest is a brightly lighted chromium oil derrick in replica, surrounded by a score of displays. "Transoramas," "Dioramas" and other trappings of the modern, well-regulated exhibition set forth the geophysical and geological aspects of petroleum, early and modern commercial production, storage, transportation, manufacturing, distri-



(Above) A general view of the exhibition and (right) crowd watching the cleverly staged puppet show

bution and sales. The contrast between the one or two early petroleum products and the more than 300 in use today is graphically demonstrated.

An outstanding feature of the exhibit is a working model of an oil refinery. Constructed of glass, "lucite" (a glass-like substance), and metal, the entire process of refining is clearly demonstrated. The model, built to a scale of one-half inch to the foot, covers 540 square feet.

In addition to color and sound motion pictures, an hourly puppet show is staged. It deals with the gallonage, cost, and taxation of gasoline to the consumer.

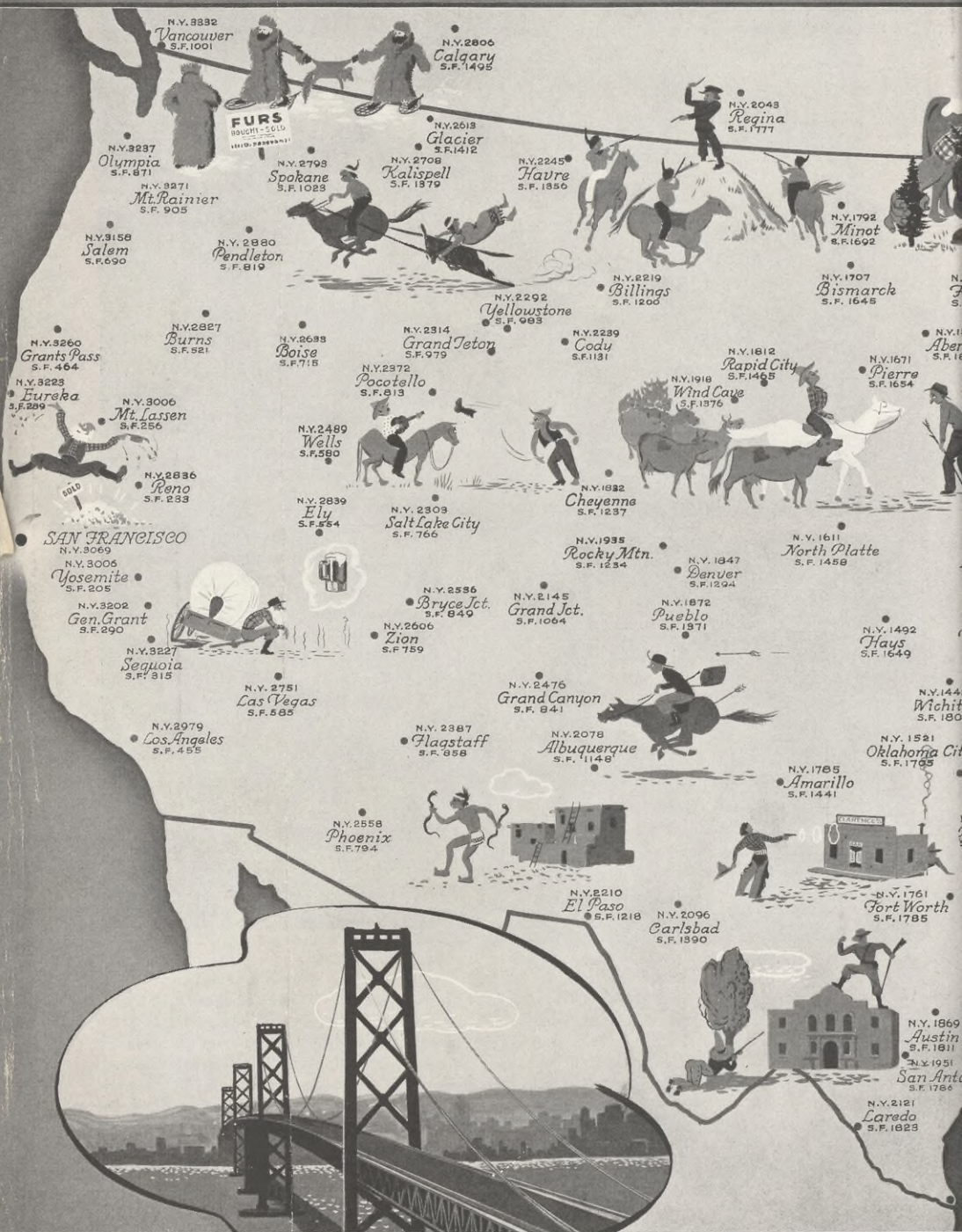
Of particular interest is the Petroleum Home Exhibit, an adobe house in which the many uses of petroleum products are artistically combined and demonstrated. For the technically minded and the mechanically inclined there are detailed displays of apparatus used in oil industry laboratories for developing, testing and improving products.

There is no reference in the exhibit to individual products or trade names, or to any activities of the



participating companies.

Companies coöperating in the exhibit include the Ethyl Corporation, General Petroleum Corporation of California, Gilmore Oil Company, Hancock Oil Company, Honolulu Oil Corporation, Richfield Oil Corporation, Rio Grande Oil, Inc., Seaside Oil Company, Shell Oil Company, Signal Oil Company, Standard Oil Company of California, Sunset Oil Company, The Texas Company (California), Tide Water Associated Oil Company (Associated Division), and Union Oil Company of California.



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Vancouver
S.F. 1001

N.Y. 2806
Calgary
S.F. 1495

FURS
BOUGHT - SOLD
(1110-2289911)

N.Y. 3237
Olympia
S.F. 871

N.Y. 3271
Mt. Rainier
S.F. 905

N.Y. 3158
Salem
S.F. 690

N.Y. 2880
Pendleton
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Spokane
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Kalispell
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Havre
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Regina
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Minot
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Bismarck
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Yellowstone
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Billings
S.F. 1200

N.Y. 2239
Cody
S.F. 1131

N.Y. 2314
Grand Teton
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N.Y. 2372
Pocatello
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N.Y. 2489
Wells
S.F. 580

N.Y. 2839
Ely
S.F. 554

N.Y. 2303
Salt Lake City
S.F. 766

N.Y. 1935
Rocky Mtn.
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N.Y. 1847
Denver
S.F. 1294

N.Y. 1611
North Platte
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Hayes
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N.Y. 1444
Wichita
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N.Y. 1521
Oklahoma City
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N.Y. 1785
Amarillo
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N.Y. 1761
Fort Worth
S.F. 1785

N.Y. 1869
Austin
S.F. 1811

N.Y. 1951
San Antonio
S.F. 1786

N.Y. 2121
Laredo
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N.Y. 2096
Carlsbad
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N.Y. 2210
El Paso
S.F. 1218

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Flagstaff
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Phoenix
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Las Vegas
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Los Angeles
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Sequoia
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Gen. Grant
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Yosemite
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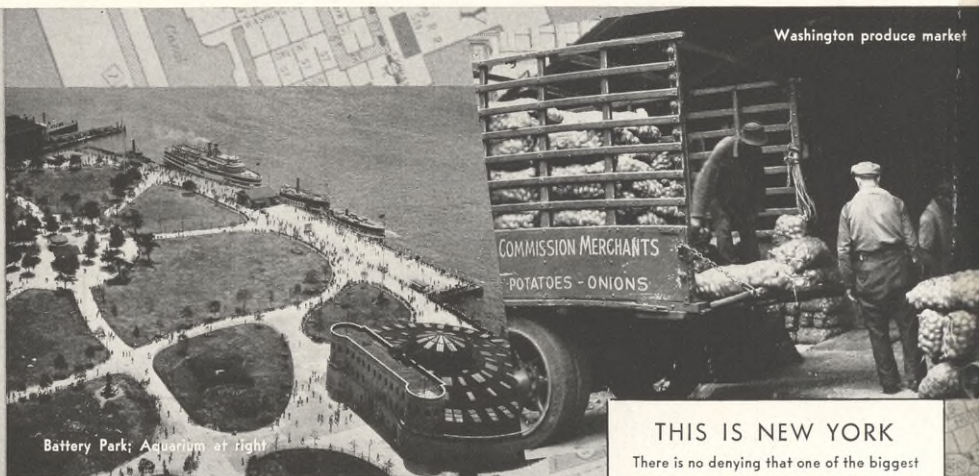
N.Y. 3260
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Boise
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N.Y. 3006
Mt. Lassen
S.F. 256

N.Y. 2836
Reno
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Battery Park; Aquarium at right

THIS IS NEW YORK

There is no denying that one of the biggest attractions of the New York World's Fair 1939 is the City of New York itself, and particularly the island known as Manhattan. On these two pages are shown a few of the "sights" from the Battery to Times Square which the conscientious tourist cannot afford to miss. For more detailed information we suggest you consult one of the many excellent guide books or, on your arrival in the city, one of the travel agencies. The map background is part of the Texaco Touring Map of New York, which your neighborhood Texaco Dealer can secure for you.

PHOTOS FROM HELEN F. CUMMINGS, GENDREAU, KEYSTONE, AND R. I. NESMITH & ASSOCIATES



The sky line, from the Staten Island ferry

To Hamilton Ave.



New York Stock Exchange

Lincoln Vehicular Tunnel



Chinatown



Henry Hudson Parkway



Rainbow Room



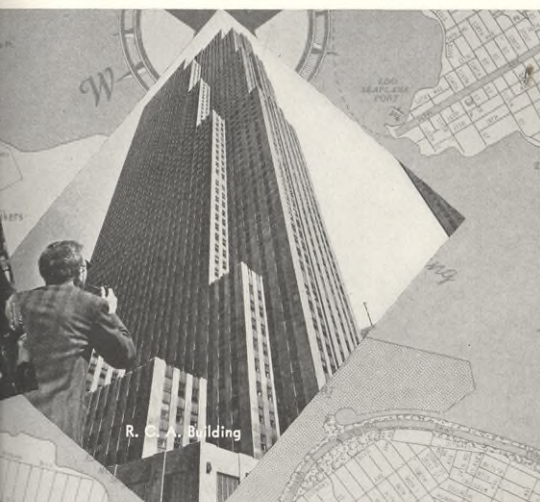
Observation Roof, Rockefeller Center



Mid-town skyline



Window shopping Fifth Avenue



R. C. A. Building



Yankee Stadium



Prometheus fountain, Rockefeller Center



New York
World's Fair
1939

MORE OF NEW YORK

Not so many years ago, the territory shown on this section of our map was suburban—the Bronx was farm land, Queens a dreary waste of salt flats. Today a goodly portion of the city's millions work, sleep, and play in this area, which embraces the World's Fair. Note particularly the location of the Triborough and Queensborough Bridges, which are bearing the brunt of motor traffic to and from the Fair. Notice also the photograph of the Henry Hudson Parkway (upper left), a boon to motorists in a city where through traffic once was so congested as to be practically at a standstill

PHOTOS FROM ACME, JOHN C. HATLEM, JOHN KABEL, WENDELL MACRAE, AND R. J. NESMITH



Looking north on Park Avenue

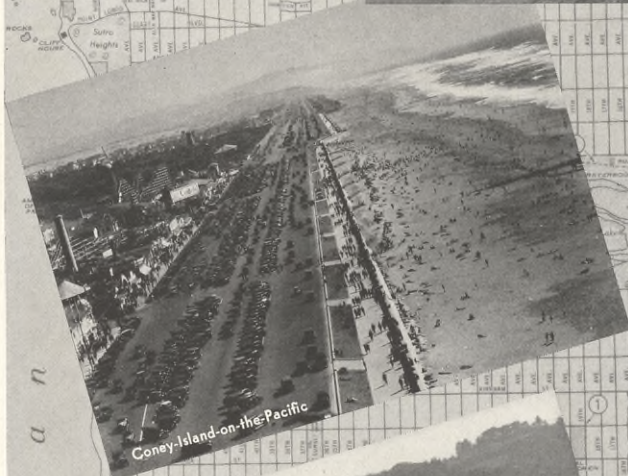
SCALE OF MILES FOR SAN FRANCISCO
AND SAN MATEO COUNTY

Scale: 1 inch = Approximately 0.57 miles

INCH
0 1/2 1



Cable car on California Street



Coney Island on the Pacific



Fishing for striped bass, Baker's Beach

SAN FRANCISCO

San Franciscans have every right to feel proud of their town, and visitors to the Golden Gate International Exposition will find in the city itself plenty of attractions. Famous for her breezy hospitality, her food and her temperate climate, San Francisco combines the sophistication of a big city with the easy-going, open-hearted liberality of the Golden West. The map background is part of Texaco's San Francisco Bay Cities map, published especially for those driving to the Golden Gate.

PHOTOS FROM CALIFORNIANS, INC., AND
BY WILLIAM SCHÖER FROM R. I. NESMITH



THERE WERE OTHER WORLD'S FAIRS



BROWN BROS.

America's first world's fair was the Crystal Palace in New York (left), which stood on the site now occupied by Bryant Park, on Sixth Avenue, between Forty-first and Forty-second Streets

T. F. HEALY COLLECTION

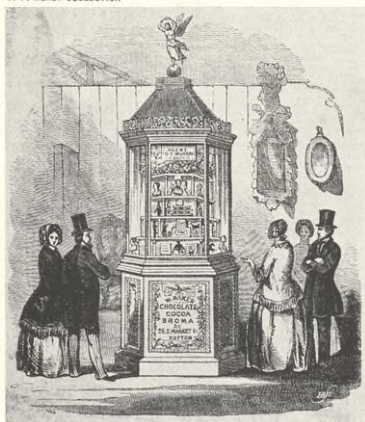


(Right) The Crystal Palace was opened by President Franklin Pierce on July 14, 1853. After the fair closed, the building was used for various purposes until destroyed by fire in 1857



(Below) The Walter Baker Chocolate exhibit at the Crystal Palace. Compare this with the exhibits at the current world's fairs

T. F. HEALY COLLECTION



T. F. HEALY COLLECTION

(Above) A big drawing card at the Crystal Palace was the exhibit of baby exercisers, toys and novelties sponsored by G. W. Tuttle. Note the fashions of the period

(Right) Streams of water fascinated the crowds at the Philadelphia Centennial in 1876 just as they do in 1939 at "The World of Tomorrow"



BROWN BROS.

(Above) The naughty can can was introduced at the Columbian Exposition in Chicago in 1893



BROWN BROS.

San Francisco's last world's fair was the Panama Pacific Exposition of 1915. (Above) The Palace of Varied Industries, on the Avenue of Progress, with San Francisco's exclusive Nob Hill in the background



(Left) An afternoon crowd in the midway, known as "The Zone," at the Panama Pacific Exposition. The big attraction was the scenic railway

BROWN BROS.





ROBERT YARNALL RICHIE

SKY CHIEF—CHAMPAGNE OF GASOLINES

By DON HEROLD

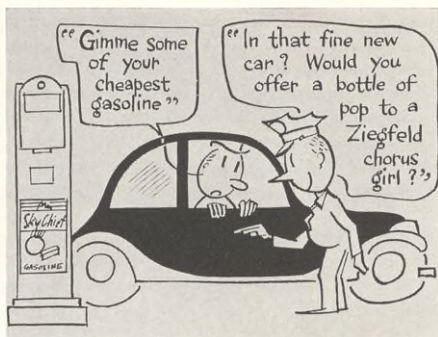
NOTE: A new, premium-grade Texaco gasoline, now available nationally under the trade name of "Sky Chief," was designed specifically for motorists who demand the finest in motor fuels, regardless of price. In the few short months that Texaco Dealers have been selling it, Sky Chief has enjoyed sensational popularity.

We persuaded Don Herold, well-known humorous

writer and cartoonist, to try Sky Chief and tell us what he thinks of it.—EDITOR.

It's too bad that there can't be annual Gasoline Shows.

There are, from time to time, new models in gaso-



DRAWINGS BY THE AUTHOR

lines which are just as exciting and just as important as new models in motor cars.

We motorists are sometimes slow to catch on to these new fuels because we can't pat 'em or photograph 'em with our Brownies. They have no new "lines" and no new paint jobs. A gallon of this year's best gasoline looks a lot like a gallon of 1929's best (or worst) gasoline.

I "spec" the most remarkable new gasoline this year is Texaco Sky Chief.

Sky Chief is in a way more important than any new model car you can name because it makes a better engine out of almost any engine in which it is used.

Auto manufacturers have achieved great improvements in 1938 and 1939 engines, but these improvements won't mean what they should to the car owner unless he uses a gasoline which is "engineered" up to meet the requirements of his modernized car.

A motor car is no better than its weakest gallon of gas.

Texaco Sky Chief gives me the sweetest, smoothest, slickest flow of power and the most thrilling ease of acceleration I've ever had from any gasoline. I get absolutely no knock, wham or ping from my engine, and I like this because when I hear too much clatter under my hood, I say, "There goes another four bits' worth of motor."

And I've observed that practically no Sky Chief gets into my crankcase to cut down the usefulness of my motor oil. The reason for this is Sky Chief's high volatility—which is highbrow for *complete explosability*; in short, all of my Sky Chief goes to work on my piston heads.

My friend, Charlie, at my Texaco station, has explained Sky Chief's miraculous whiz to me.

It's a refining proposition and it has something to do with a laboratory monkeyshine called a "distillation curve."

When anything is distilled, it is boiled, vaporized and condensed into a liquid again.

Well, the fact that 10 per cent of a gasoline can be distilled at a certain temperature may not mean much to you or me, but to the refining engineer it means that that gasoline will give either quick or slow starts to an automobile.

And the fact that 50 per cent of a gasoline can be distilled off at another certain temperature means to the bright engineer that the gasoline can warm up to tip-top working efficiency more quickly or more slowly.

This is a little Greek to me, but it seems that a gasoline with a low "10 per cent point" starts the engine like a bat out of hades. And a driver using gasoline which distills more quickly between its 10 per cent point and its 50 per cent point can push the choke in sooner and thus save fuel.

However, no gasoline manufacturer wants to get his 10 per cent point too low because his gasoline will then vaporize too quickly and cause "vapor lock" (a slug of gasoline vapor gets in the way and stops the flow of liquid gasoline).

Texaco researchers have been experimenting for years to make a gasoline which would have a 10 per cent point just right for instant starting (without giving vapor lock) and a *lower than normal* 50 per cent point for a quick warm-up, peak pep, and purse-pleasing economy.

Sky Chief is IT.

And they even change the blend for different sections of the country at different seasons of the year. Sky Chief is thus actually tailored for your car, your climate and your pocketbook.



AMOS L. BEATY

AMOS L. BEATY, founder and President of the Amos L. Beaty Oil Company of New York, President of The Texas Company from 1920 to 1926, and later Chairman of its Board of Directors, died April 29 at his home in New York City after a brief illness. He was 69 years old.

Mr. Beaty, known more familiarly to his former associates in this Company as "Judge Beaty," was a native of Red River County, Texas. He studied law while employed in the office of Chambers & Doak, lawyers, of Clarksville, Texas, and was admitted to the bar in 1891. He opened his own law office the following year in Sherman, Texas, and remained there until 1906, when he was called to Dallas to serve as an attorney for The Texas Company.

Three years later, Judge Beaty was appointed Associate General Counsel for The Texas Company at Houston. In 1913, he came to New York as General Counsel, and subsequently became a Director and a member of the Executive Committee. In 1920, he was



made President, and in 1926, was elected Chairman of the Board of Directors, but resigned a short time later because of ill health.

He reentered the oil industry two years later as Chairman of the Board of the Transcontinental Oil Company, since absorbed by the Ohio Oil Company. In 1931, he became a Director and member of the Executive Committee of the Phillips Petroleum Company, but resigned that post to accept the chairmanship of the Planning and Coördination Committee for the petroleum industry under the National Recovery Administration. He resigned as chairman eight months later, but remained on the committee until the dissolution of the N. R. A.

Judge Beaty became the sixth President of the American Petroleum Institute in 1931, and served until 1932. He also had been President of the Texas Bar Association and of the New York Southern Society.

Judge Beaty was survived by his second wife, Mrs. Martha McNamara Beaty, two sisters, Mrs. R. P. Kelly of Anona, Texas, and Mrs. Robert Drake of Mills, Texas, and a brother, Robert W. Beaty of Seminole, Texas.

EDITORIAL COMMENT ON DEBENTURE OFFERING

IN CONNECTION with the recent offering of The Texas Corporation's \$40,000,000 three-per-cent debentures, the following press comments are of interest:

Says Leslie Gould, Financial Editor of the *New York Journal and American*: "The successful offering of The Texas Corp.'s \$40,000,000 three-per-cent debentures is a tribute to a well-managed company and a well-managed banking syndicate.

"No more chaotic time probably could have been found for new money financing than this week, as evidenced by the postponement by other syndicates of three scheduled offerings. But the Texas bonds were quickly sold and went to a small premium. The offering price was 101, which for a three-per-cent bond shows the calibre of the issuing company. . . .

"To the general public the most important thing

is that this is a new money job—that is, the funds so raised will go for expansion, additional working capital, etc. That is bullish, for it is that kind of money that makes jobs.

"The other kind, of which there has been so much in recent times, is refunding—the swapping of one piece of paper for another one bearing a lower coupon. That does not create jobs or make work. If anything, it reduces purchasing power for investors, although it does mean a saving for the company."

The *New York Times* commented as follows:

"Not only the underwriting syndicate but the entire financial community was particularly well pleased with the manner in which the \$40,000,000 of Texas Corporation three-per-cent 20-year debentures were absorbed by investors yesterday. Representing strictly new money borrowing and priced to yield less than three per cent, the debentures were definitely in the high-grade investment class. Nevertheless, the demand came from all sorts of institutional buyers, including insurance companies, commercial banks, trust and fiduciary accounts."

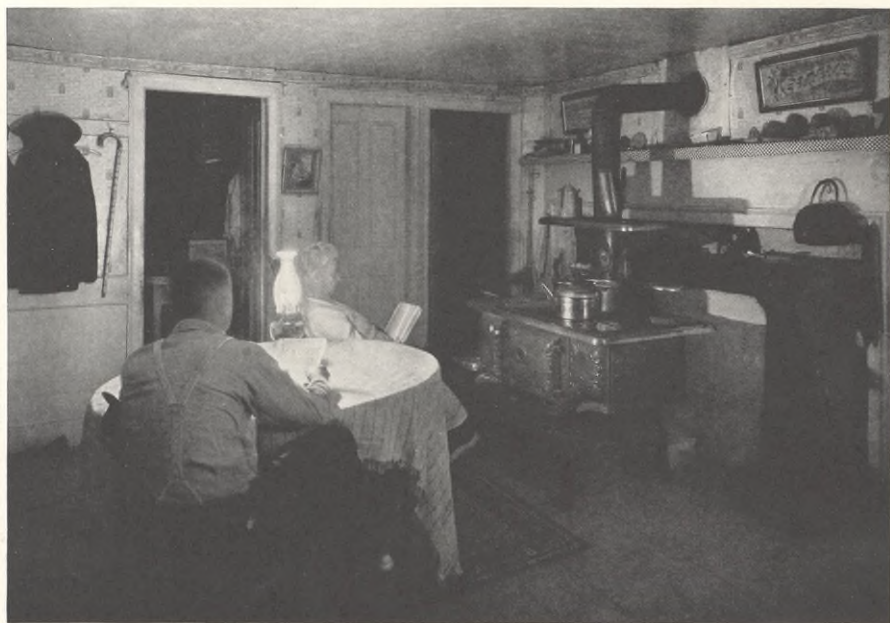


PHOTO BY GEORGE FRENCH

YESTERDAY THE WORLD OF ~~TOMORROW~~

TO THESE FOLK who lived in the world of yesterday, we of today were "The World of Tomorrow." Conveniences that are commonplace to us were undreamed of by them—the automobile, the telephone, radio, automatic refrigeration, electric light, oil heat and power. But they enjoyed one comfort that in its day was a miracle indeed—the kerosine lamp.

The night which lay outside the circle of Medieval firelight and of American Colonial candles and "betty lamps" was the birthplace of some of our most terrible superstitions. For centuries the coming of night meant the end of all labor. The humble kerosine lamp enabled man to banish darkness at will. It lengthened his day—stretched the hours between dawn and dusk—permitted him to use his leisure time to read, to study, to improve his lot.

In the world of today, kerosine, a product of petroleum, still serves mankind. Electric light and power lines have yet to reach many vast and lonely areas of the world. Millions of lamps and kerosine burners are still being made every year. And kerosine, which cost a dollar and a half a gallon when it was introduced, is still sold, for a few pennies a gallon, over the counters of country and even city stores.

