THE TEXACO STAR

WINTER 1950

1950 Crossroad of the Twentieth Century

WE'RE STILL GAINING MOMENTUM

An imaginative artist paid the above wide-eyed tribute to progress in the January 26, 1901, issue of *Leslie's Weekly*. "Modern inventive genius," the caption said, "affords a startling variety of methods of conveyance. . . ." American inventive genius has never slackened its pace since the turn of the Twentieth Century. This issue of THE TEXACO STAR takes inventory of the most significant 50 years in the history of man's technological progress—a forward march immeasurably aided by petroleum

THE TEXACO STAR

Winter, 1950

VOLUME XXXVII NUMBER 1

CONTENTS

A PUBLICATION OF THE TEXAS COMPANY

For Stockholders and Employes

W. S. S. RODGERS, Chairman of the Board of Directors; HARRY T. KLEIN, President; R. F. BAKER, M. HALPERN, B. E. HULL, J. S. LEACH, L. H. LINDEMAN, A. C. LONG, R. OGARRIO, C. E. OLMSTED, R. L. SAUNDERS, JAMES TANHAM, and TORREY H. WEBB, Vice Presidents; OSCAR JOHN DORWIN, General Counsel; W. G. ELICKER, Secretary; ROBERT FISHER, Treasurer; ERNEST C. BREEDING, Comptroller, 135 East 42nd Street, New York 17, New York. . . . Published by the Public Relations Department, Philip C. Humphrey, Manager; Wilfred B. Talman, Editor, Company Publications Division; J. Lawrence Filson, Assistant Editor; Ellis Prudden, Joseph A. Callanan, Associate Editors.

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Brief

AND TO THE POINT

Welcoming the Twentieth Century

CITED—The Texas Company received a "Merit Award" citation for its *Annual Report for the Year 1948* in the Ninth Annual Survey of Annual Reports conducted by *Financial World* magazine. About 4,500 corporate annual reports were entered in the contest. Judging was from the standpoint of editorial and statistical content, format, and typography.

★

RESEARCH FOR PROGRESS—The petroleum industry is now spending almost four times as much on research as it did 10 years ago, according to Dr. Wayne E. Kuhn, chairman of the American Chemical Society's Petroleum Division and Manager of the Technical and Research Division of The Texas Company. The actual sum now being spent exceeds $100,000,000 a year, he states. . . . Thirty years ago, United States oil companies employed about 200 technologists. Today they employ more than 15,000 for research alone. . . . The petroleum industry has already produced more than 5,000 products and from crude oil itself more than 500,000 compounds have been made.

★

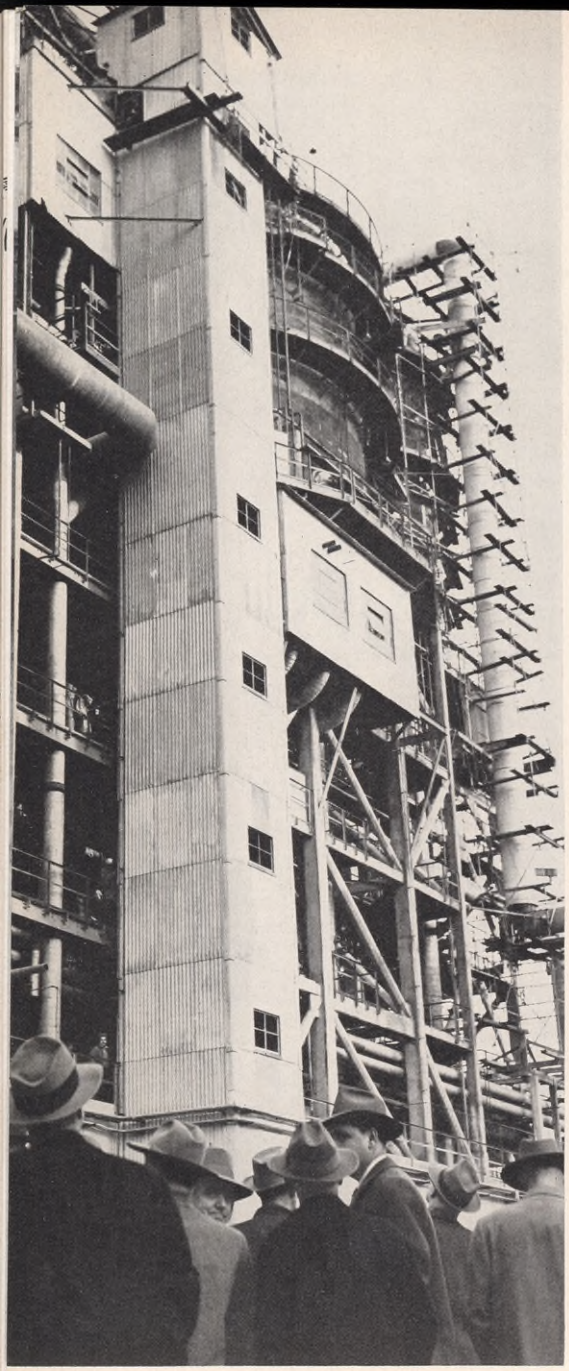
NEW MARKET—Texaco asphaltic products have been used to surface two drive-in movies in the Philadelphia area. Drive-in movies, which are growing in popularity, represent one of the most recent new markets for asphalt.

★

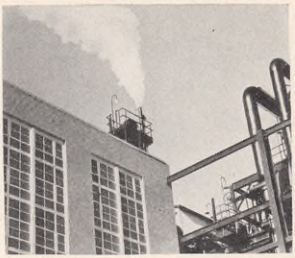
HONORED—James H. Pipkin, Assistant to the Chairman of the Board of Directors, has been selected by the 1949 official awards jury of Freedoms Foundation, Inc., to receive an honor medal for a speech given by him at Abilene, Texas, last March. An adaptation of Mr. Pipkin's speech appeared in the Summer, 1949, issue of THE TEXACO STAR under the title "Is Our Freedom in Danger?"

★ ★ ★ **THE COVER** ★ ★ ★

★SYMBOL of "a car-traveling people," the familiar stop-and-go light marks the million bustling crossroads of America. It reminds us of the unique accomplishment of native ingenuity in the Twentieth Century—the family car. Together, oil men and auto men have served the country well by contributing to our progress.



EAST COAST GIANT—Visitors who saw the big catalytic cracking unit learned that Eagle Point Works will turn out motor gasolines, Diesel and furnace fuels



2:21 P.M., NOV. 29—Historic whistle blast puts Eagle Point on stream

Dedication at Eagle Point

"THIS gives me a very real pleasure. . . ."

As several hundred members of The Texas Company and their guests looked on, Governor Alfred E. Driscoll of New Jersey reached for the whistle switch. A battery of photographers went into action.

At 2:21 p.m., November 29, 1949, Governor Driscoll threw the switch.

A deep-throated whistle bayed across the New Jersey flats in Westville, opposite Philadelphia. Eagle Point Works was *on stream.*

In the handsome new employes' restaurant the audience cheered the echoing whistle blast. Many persons milled around the speakers' table. Col. Harry T. Klein, Texaco's President; M. Halpern, Vice President in charge of the Refining Department, and Eagle Point Works Superintendent A. M. Martin accepted congratulations.

The warm praise of Governor Driscoll's dedication address was reflected in the pride on the faces of the many Texaco men in the room who had contributed to the building of the Company's great new East Coast refinery.

". . . We are particularly happy to have The Texas Company here in New Jersey," the governor had said, "not only because it brings to our state a new enterprise . . . but also because The Texas Company in its far-flung, world-wide operations is . . . one of our finest foreign ambassadors, carrying the American idea and the American standard of living across the seas. . . ."

NEW YORK ARRIVALS—Special train delivered reporters, Texaco personnel, and guests at Eagle Point's siding. Busses then took party to the office building

ON THE DOTTED LINE—Guests were greeted by these girls in the office who helped them register. Several hundred signatures went into dedication guest book

Outside, busy workmen were putting finishing touches to huge units which, gleaming in an appropriate burst of sunshine, stood as productive monuments to long-range Texaco planning. Towering from a tract of land that once was scarred by Revolutionary fighting, they were the end result of years of careful work. (Col. Klein had told the luncheon guests: "We are witnessing here today the culmination of a project which has been in the minds of the executives of The Texas Company for many years.")

An hour after the historic blast from the power plant whistle had lost its echo over the Delaware River, guests making a tour of the new refinery learned:

The units constructed so far represent the first "battery" of Eagle Point Works. They have a rated capacity of 40,000 barrels a day—the refinery is designed so that additional batteries can be added in years to come to increase the capacity five-fold.

Two ocean-going tankers and three barges can be simultaneously handled at Eagle Point Works. All crude will be brought in by tanker. Finished products—motor gasolines, Diesel and furnace fuels—will be shipped out by rail, truck, and water.

For the present about 600 workers will be employed at Eagle Point Works.

The new refinery is already an old neighbor to Westville, New Jersey, folks. For two years, they have watched the plant grow into being—rising from the ruins of a World War I munitions plant.

Sounding a note for the future, Col. Klein told guests: "We are proud to participate in and be a part of the industrial life of this community and share in the great future we believe lies before the state of New Jersey."

TEXACO MILESTONE—Governor Alfred E. Driscoll of New Jersey pulls switch inaugurating Texaco's first East Coast refinery. Looking on (l. to r.) are Texaco President Harry T. Klein, Vice President (Refining) M. Halpern, and Superintendent A. M. Martin

Dedication at Eagle Point

OFFICIAL WELCOME—Superintendent A. M. Martin reveals during after-lunch "welcome" that Texaco has settled comfortably among new neighbors in Westville

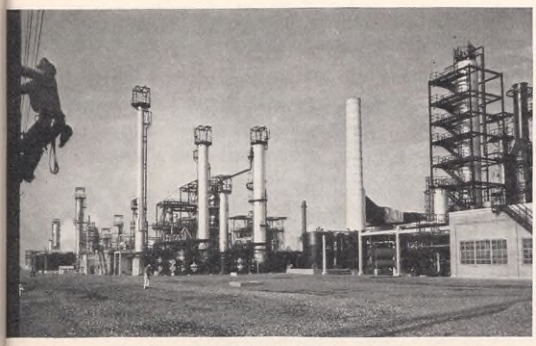
BEFORE THE TOUR—R. L. Saunders (third from right), Vice President in charge of Domestic Sales, awaits bus with other guests in front of main office building

DREAM COME TRUE—Harry T. Klein, Texaco's President, reviews Eagle Point progress from pre-war planning to post-war accomplishment, from blueprints to operation

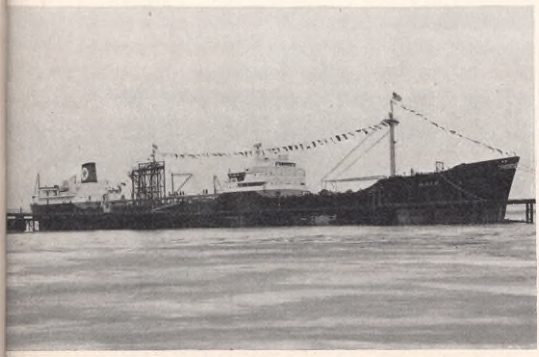
EXPERT OPINION—Manager (Operations) J. S. Worden (left) and General Manager G. R. Bryant of Texaco's Refining Dept. give Eagle Point professional once-over

COMPLIMENTS—W. G. Elicker (left), Secretary of The Texas Company, hears flattering comments about Eagle Point from Warren L. Smith (center) and H. Knepper

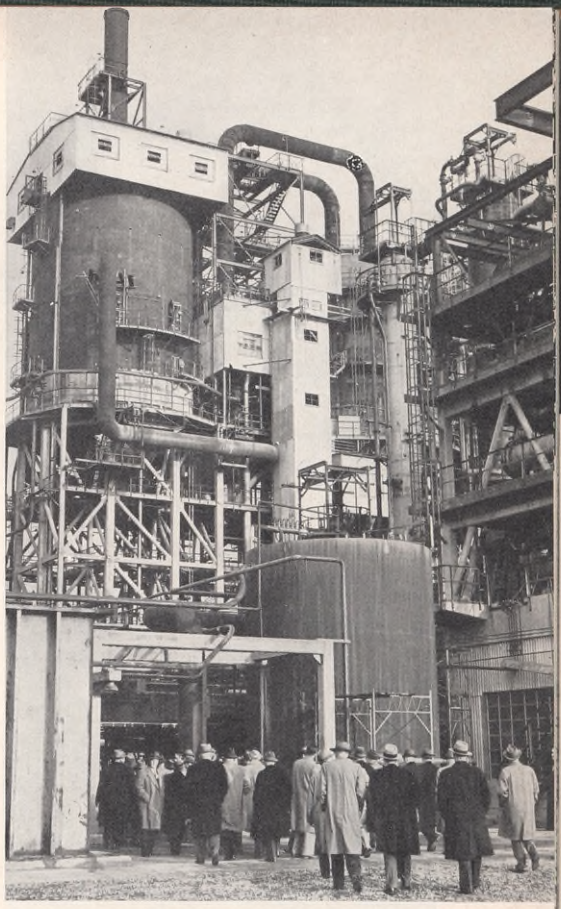
LUNCHEON SCENE—Camera catches James Tanham, Vice President in charge of Industrial and Public Relations, and guest J. W. Kitts (right) at the luncheon



EAGLE POINT WORKS—The new refinery is one of few ever built completely "from scratch." Plant initially will process 40,000 barrels of crude oil daily



GREETINGS FROM THE *OHIO*—One of four new Texaco supertankers completed during 1949, the *Ohio* flies all her flags at Eagle Point Works dock on November 29



"CAT CRACKER" DRAWS VISITORS—Newsmen and officials join Texaco folks in tour of refining units at Eagle Point following the dedication ceremonies

DEDICATION SMILES—President Harry T. Klein and Vice President M. Halpern chat with I. J. Harvey, Jr. (second from right) and Vice President C. E. Olmsted

TEXACO TALK—(Left to right) J. H. Pipkin, Assistant to Chairman; R. B. McLaughlin, President, The Texas Pipe Line Company; and R. F. Baker, Vice President

TURN OF THE

SOUR LAKE, TEXAS, 1902—Mud, derricks, and daring marked rapid growth of America's petroleum industry

THE EYES HAD IT—During the gaslit 90's reading was a real strain. Edison gave the parlor a cheerful glow

Great changes were under way as America completed an era of national growth

It wasn't the Dark Ages—but it *was* the day of deep shadows.

In 1900 the glow of the kerosine lamp couldn't penetrate the corners of the front parlor.

Gaslit street lamps dropped small pools of light on big-city streets.

Celluloid and crinoline were still the fashion—the one with a firm grip on the male gullet, the other hiding the female ankle in billowing hoops.

McKinley's reëlection slogan—"the full dinner pail"—led the day's political shoptalk.

A few homes already had incandescent lighting. Edison's genius was pushing back the shadows.

The electric trolley and the electric street light had made their appearance. But they were still novelties.

In 1900 more than 4,000 automobiles were built—mostly electrics and steamers. The gasoline engine had yet to become the leading source of automotive power.

Approximately 200,000 miles of railroad had been completed. America was full of a sense of growth.

The turn of the century was marked by prosperity and enthusiasm. "Sound money" triumphed with the passage of the Gold Standard Act.

Abundant harvests at the close of the Nineteenth

STATION WAGON SET—Horsepower was still delivered by horses. The auto was to link city and farm, but Dobbin still reigned

YOU DRIVE IT—Trial spin on board track was sales clincher at early-century auto shows at Madison Square Garden

CENTURY

Century had increased the farmer's purchasing power. The country, having recovered from the financial panic of 1893, found ready markets here and abroad for the products of its fields and factories.

At Madison Square Garden in New York the first motor car show in America was held. The 1900 granddaddy of the modern auto show had a board track around the exhibit area: demonstrations *de luxe*.

By 1900, two sources of energy were beginning to shape the life of Twentieth Century man. Electricity and the internal combustion engine were about to revolutionize man's relation to his physical environment.

Already the telegraph and the telephone had speeded communication. Within a year the ground would be cleared for the development of radio.

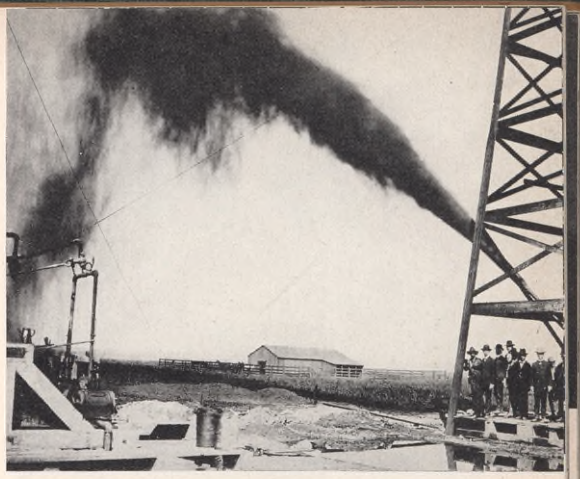
Huge turbines were being built and generators which would soon bring the blessing of brightly lighted rooms were in the planning stage.

The kerosine lamp and the gas lamp were about to bow out to the bright, steady glow of the electric light.

At the turn of the century the curtain was going up on the drama of tremendously rapid changes in American life.

Even more than electricity, perhaps, the internal combustion engine was destined to shape the future of America.

About the middle of the Nineteenth Century the French had developed a practical internal combustion engine. The internal combustion engine made possible two great inventions: the automobile and the airplane.



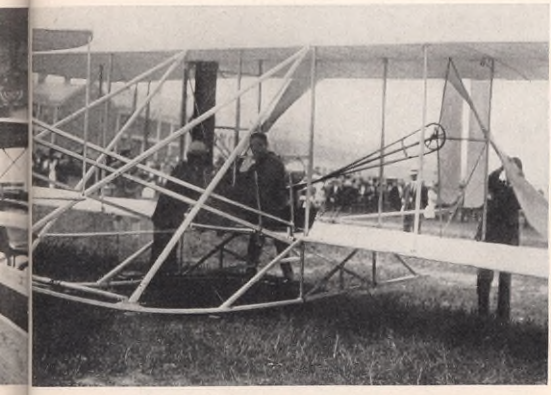
THAR SHE BLOWS—Familiar as Lincoln portrait is this once typical oil scene. Historic gusher is a memory

By 1900 the automobile was passing out of the category of a novelty. Charles B. Duryea and Elwood Haynes, along with other pioneers, had almost a decade of auto-making experience behind them.

For five years Samuel P. Langley had been working out the kinks of his airplane. By 1903 the Wright brothers would round the corner of successful heavier-than-air flight.

In Texas an eastern oil man took stock at the turn of the century and decided the time was ripe to organize a new company. J. S. Cullinan, who three years earlier had left Pennsylvania, was to found The Texas Company in 1902.

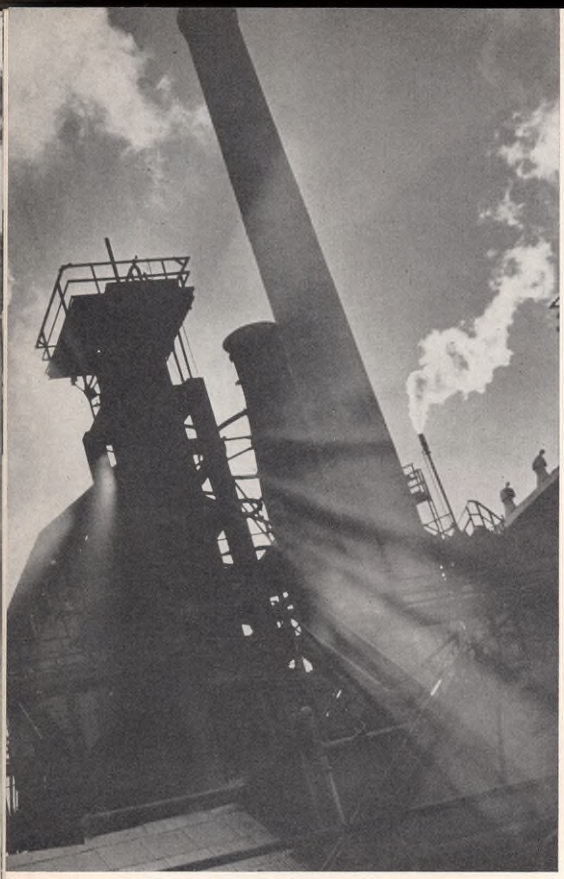
The development of both the car and the plane were to be hastened by the growth and progressive accomplishments of the petroleum industry.



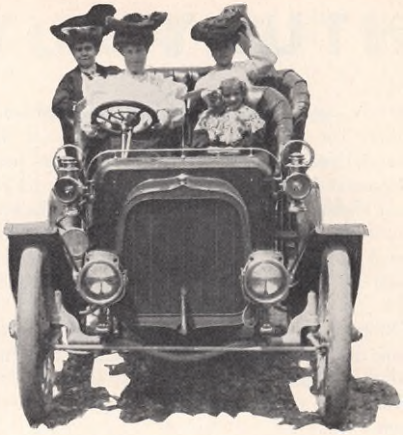
FLYING BIRD CAGE—Like pioneer cars, first planes were air-conditioned. Lacking wheels, pilots had to hit the skids when landing

THEN AND NOW—In 1900 the life expectancy of the average person was only 42 years . . . the population of the United States was 76,000,000 . . . there were no motor trucks or buses, few automobiles (it was the "hay" day of the horse and buggy) . . . the principal petroleum product was kerosine for lamps.

Today we live an average of 67 years . . . we are a nation of nearly 150,000,000 people . . . the automobile, bus, and truck have become basic necessities in the American way of life . . . and the principal product made by the petroleum industry is gasoline for motor vehicles.



LANDMARKS OF PROGRESS—Towering refinery structures are symbols of oil industry during this century. (Above) Milestone in art of "cracking" petroleum was development by Texaco of Holmes-Manley vertical stills



BLESS THEM!—When the ladies took over they changed the course of auto history

HISTORY IN THE MAKING

Large and small events trace our record from early autos to the first atomic explosion

THE BIG PARADE—Twice our troops have paraded in victory. Twice oil has served democratic triumphs

HISTORY is more than portraits in a gallery of famous men. It is more than wars and princes; more than dates cudgeled into the memory.

'Long about the beginning of this century a few courageous women decided to test their skill and forbearance against the willful whims of the automobile.

The result was history.

Look about you today and you can still see the impact of that automotive event. Short skirts; self-starters, beautiful colors on the inside and outside of cars, fine upholstery—these are all the result of the adventure of the first lady to get behind a steering wheel.

History in the making this past half-century has been a succession of large and small events—peb-

bles in a pond, each sending out separate ripples of influence.

The fierce eye of Carrie Nation impaled her enemies and the frenetic eye of Theda Bara turned male movie-goers into devotees of the movie vamp. Each made history—prohibition was the monument of one; the glamour girl is the living monument of the other.

History shuttles from the trivial to the serious, gathering and weaving.

At Lausanne, Switzerland, a young, pipe-smoking mathematics teacher made this speculation in 1905: $E=mc^2$. On the desert sands outside Alamogordo, New Mexico, in July, 1945, the equation was proven correct as the now familiar mushroom cloud grew above the first atom bomb explosion.

Albert Einstein's genius drew the frame around the first half of the Twentieth Century by predicting the conversion of matter into energy of seemingly impossible magnitude.

The aerial history that sounded a prophetic note at Kitty Hawk echoed in Lindbergh's flight and thundered as the mighty Allied air armadas drove fascism to its knees.

In the air, as well as on land and on sea, petroleum played a vital rôle—in war and peace—during the past 50 years.

Sometimes a trifle slips into the news and barely lasts through one edition. Its brief moment, however, illuminates a vast area of activity. Not long ago, for example, the "sea dog" was announced as a competitor to the hot dog.

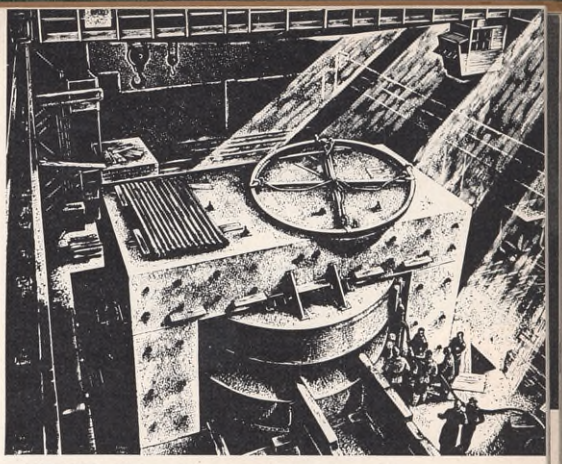
Behind the pleasant idea of a frankfurter filled with fish stands one of the phenomena of our era: the food processing industry. The small instance reveals the huge fact.

History in the making casts long shadows. Beyond the ornate social architecture of the turbulent Twenties lay the tense struggle of the Thirties. By 1940 the nation had again gathered its strength for the crises of the decade that lay ahead.

Point and counterpoint: In the history of the past 50 years two World Wars have wasted the nation's most precious substance—the lives of our people. Against this loss you can measure the nation's gain in our standard of living, our scientific achievements, our industry, our freedom.

History came to our time in ways it could not come to earlier centuries. It came in the tentative stutter of crystal sets, in the spasmodic motion of pioneer newsreels, and in the blurred but triumphant figures of the first telecasts. The radio, the motion picture, and television—each made history, each has become the agent of history.

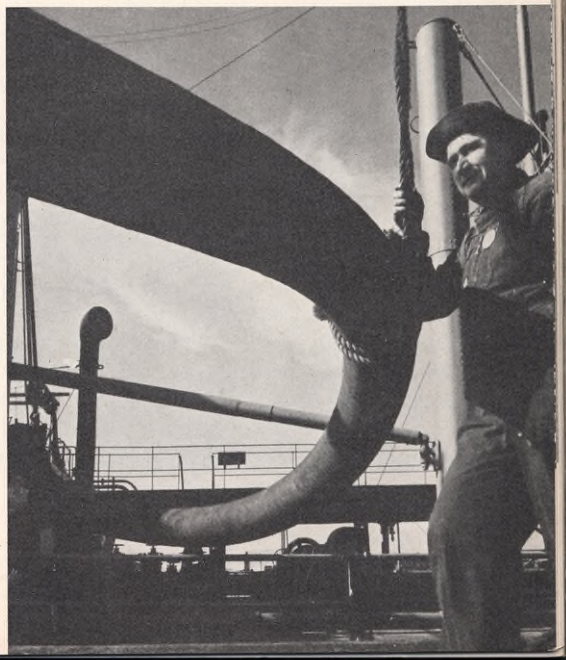
History in the making never ends.



LUBE JOB—Without lubricating oils to safeguard it, this cyclotron could not be used to smash atoms

BEST IS LEAST—"Each day it seems that we are getting more away from Thomas Jefferson's philosophy that the *best* governed people are those who are governed *least*. Already one out of every six adults in this country receives regular payments from the Federal Government!"—*Charles M. Brooks, Attorney, The Texas Company, in an address before the National Petroleum Association.*

SERVING THE WORLD—American oil's rôle in first half of 20th Century has been that of global supplier



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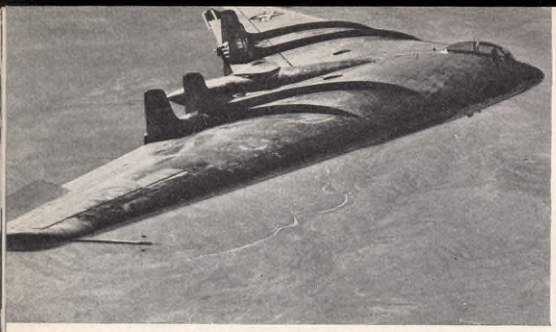
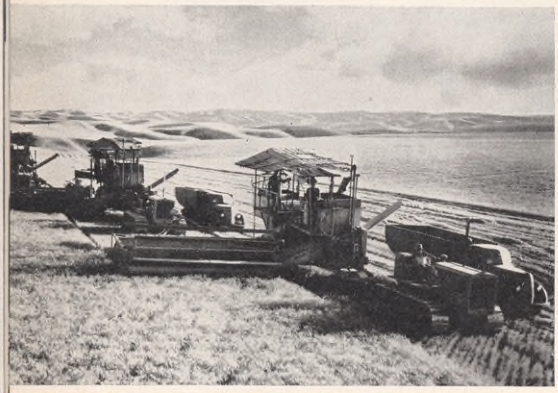


TARGET: TOMORROW—Aircraft designers look beyond today's needs, have outflown speed of sound



NEW FARM HAND—Oil's service today extends to farming. Mechanized farms are examples of oil progress

DIESEL STREAMLINER—Diesel locomotives are familiar sights hauling people, products from coast to coast

AROUND THE CLOCK—Repairs, expansion, new construction go on tirelessly to meet the demand for oil

Oil lies at the heart of progress as we head into an era of atomic science

MIDWAY in this century we face a paradox.

Milestones of achievement pass at so rapid a pace that they become a blur—our blessings have become the commonplaces of everyday life.

Further, our achievements are so many that we cannot count them; unless, of course, we set that child of science—the robot brain—to work.

The giants of the past are with us on every hand. Watt, Whitney, Otto, Edison, Diesel, Marconi . . . their pioneer work survives as the inspiration for greater adventures in ingenuity.

Surely, some of them—were they to return today—would reveal that they had expected such progress as they would find about them. But the odds are that they would be appalled that it had all happened so *fast*.

How could Duryea have dreamed that by 1950 one American in every four would own an automobile? And speaking of the family car, could Whitney have envisioned that his ingenious idea of using standard, interchangeable parts would give rise to the massive industries of modern America?

Someone has characterized the first half of the Twentieth Century as the era of the "flickers, flivvers,

MIDWAY POINT

and frequencies." The movie, the auto, the radio—these are the familiar symbols of our time. But there is another symbol, first erected in 1859, which still throws its long shadow across all of our technological progress: the oil derrick.

This is the age of the machine. No matter what form it may take, the machine needs fuel and it must be lubricated. Wherever two parts move against one another there must be a film of oil—or motion will cease and the machine will stop.

So, at the mid-point in this century no better perspective of our life and achievements can be had than the impact of oil on everything we do.

The commonest conveniences that we take for granted today—the automobile; automatic oil heat; bus and plane transportation; asphalt paving—stem from efforts of an obscure man who drilled the first commercial oil well. Were Edwin L. Drake here to take stock at mid-century he would find a life which would no doubt seem improbable to him.

A man with a sense of efficiency and a man of modest means, he would heartily approve the way machines have replaced muscles. Brain power has replaced brawn, and Drake's people have led the world in industrial know-how.

In 1950 men work 40 hours a week on an average. In Drake's day the figure was closer to 70 hours.

Today we have a slave at work for us, a slave created by the ingenuity of many men—the machine. Drake helped create it at a time when machines did only six per cent of a man's work. Today machines do 90 per cent of man's work.

Oil has increased man's total production and, having done so, has given American life new values. Halfway through the Twentieth Century, Americans have more leisure, more freedom, and more range of movement than fellow men anywhere in the world.

These benefits are not the rewards of a few; they are not the blessings of the rich. Oil has helped create benisons which cut across class lines and which have brought democracy to the market place.

That's the real significance of oil—its impact goes right down the line without reference to bank balances, family background, or political position. In 1950, oil in America is an industrial enterprise bringing the rich bounty of liquid mineral wealth to one and all.

In the air, on farms and in cities, along the roadbeds of our network of railroads, in the family car, and in the newest atom-smasher, close to 3,000 gallons of petroleum are being used every second.

KNOW THY NEIGHBOR—Twentieth Century science has given a new pertinence to the Biblical admonition: "love thy neighbor." Today all the world rubs elbows. Strange customs, strange dress, mixed hopes crowd the doorstep of our daily lives. We find it hard to understand the folkways of far places. Science has probed space and outsped sound. The last frontier we face is to *know thy neighbor.*

Recently the automobile industry proudly announced its 100,000,000th motor vehicle. The number of cars on the road at the opening of the Twentieth Century was minuscule. The number of airplanes in the American skies was, precisely, zero.

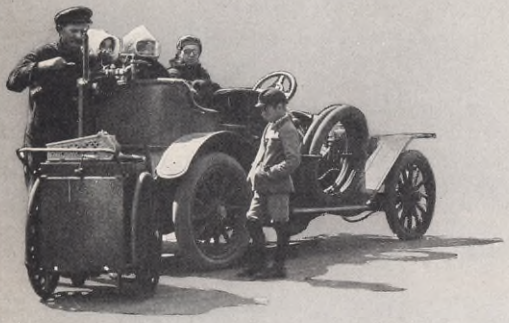
Working with the car and plane makers, oil men—through imaginative research—have paced the steady progress of American transportation on highway and skyway.

At this mid-point in the century the oil man still has his sleeves rolled up, rarin' to go.

CEASELESS SEARCH—Thousands of wells are drilled each year as part of the search for new oil reserves

STAR CLOSE-UPS

from filling station to service station



Half a century of progress is reflected in sparkling Texaco service stations and bright displays

THE village smithy stood firm and forthright in American poesy. Not so, however, the man who replaced him—the pioneer filling station man. He got lost along about World War I in a welter of rumpled work clothes, greasy rags, and chamois strainers without even a rhymed epitaph to mark his demise.

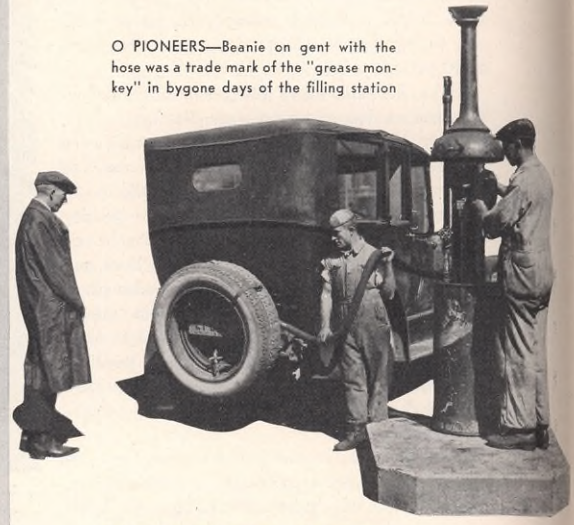
In turn, he has been replaced on the American scene by a smartly uniformed merchant whose merchandising know-how would startle his predecessors. Today's *service* station man is an independent businessman who has won prominence and respect in the business community.

The old-time filling station man came into American life about the turn of the century. Along with other odd jobs—smithy, mechanic, hardware dealer—he undertook to "gas up" the new horseless carriages which came his way. Sometimes he ran a grocery store and kerosine was his big petroleum side line with gasoline a poor second.

Progress overran him once the automobile became a permanent fixture of American life. After World War I the modern service station man came on the scene. He brought with him a major change in concept—the old-time "gas station" simply couldn't do the job that needed doing.

What was needed was a *service station* which would take care of the most important investment next to his house that the average man ever makes. Thus . . . today's fine Texaco stations, ready to offer complete service, high-quality petroleum products, automotive accessories, and skilled car care.

In less than half a century a casually operated side line has become a major business activity.



O PIONEERS—Beanie on gent with the hose was a trade mark of the "grease monkey" in bygone days of the filling station

CIRCLE SERVICE—Basis of modern Texaco service is a once-around-the-car check-up

PRODUCT QUALITY—High quality of Texaco products makes station a car-care center

"HERE'S THE TROUBLE"—Trained dealers explain exact nature of services customer needs

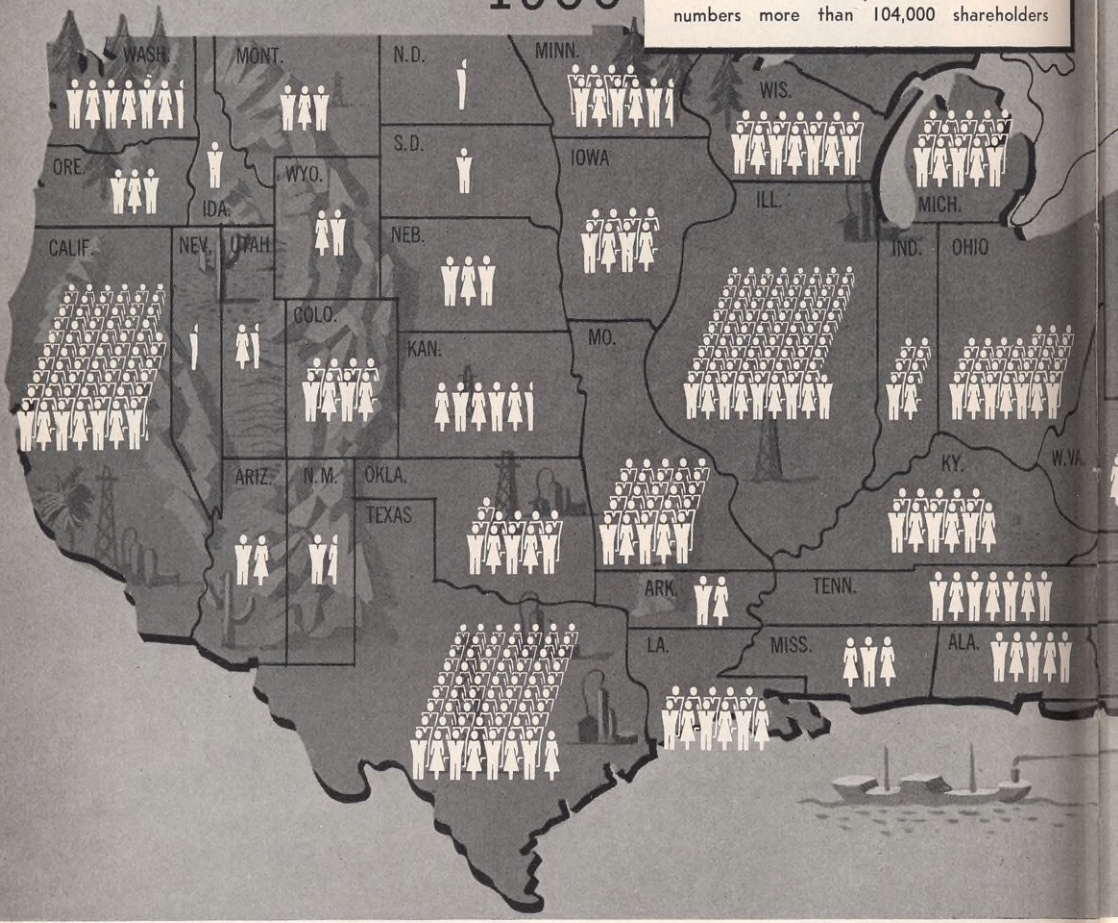
ADDED SALES—Texaco dealers boost business by selling tires, batteries, and accessories

BUSINESSMAN—Today's "village smithy" is an up-to-the-minute merchandiser who sells through service

...in all 48

1950

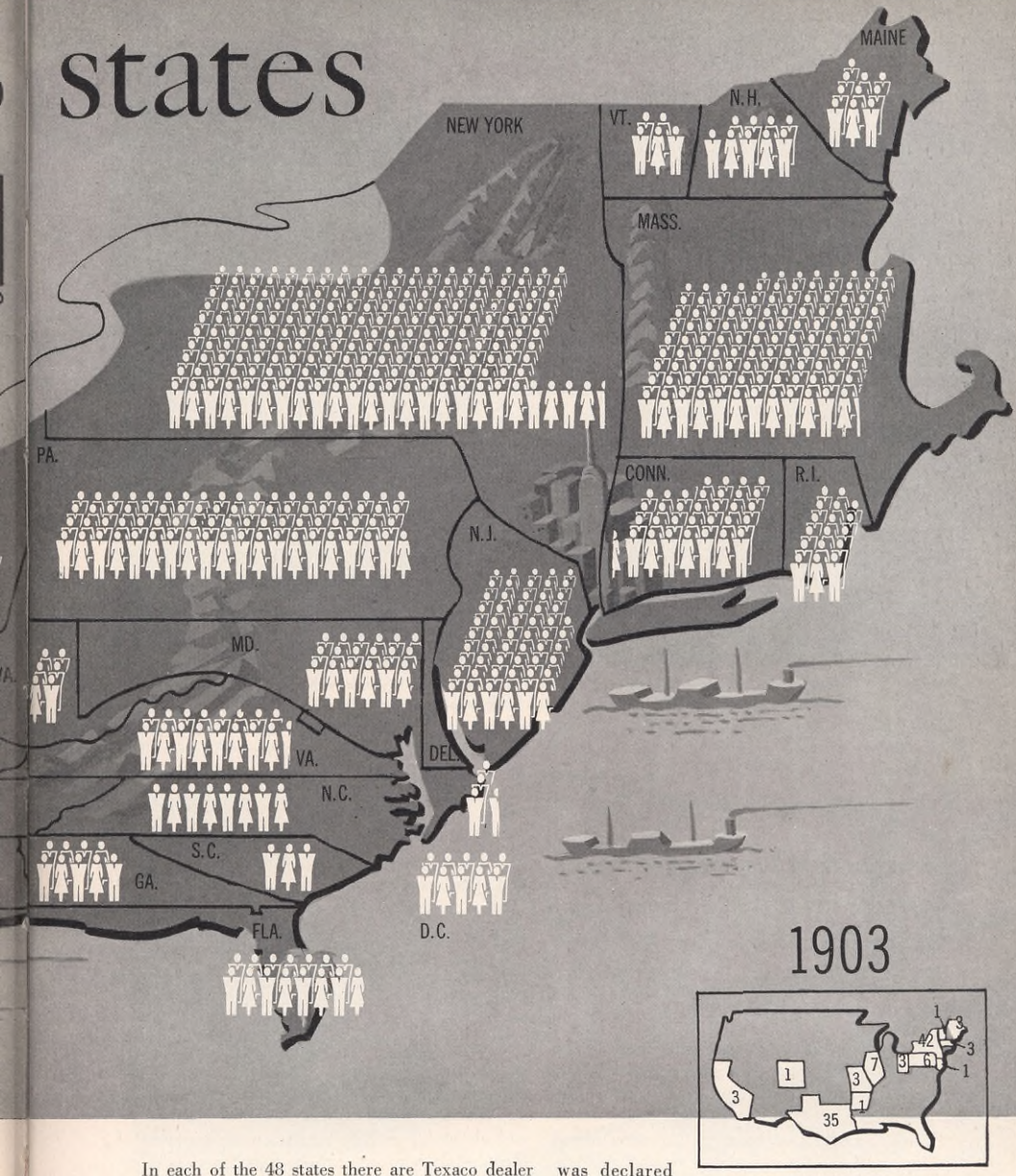
With the growth of The Texas Company, Texaco's stockholder family has increased. It now numbers more than 104,000 shareholders



TEXACO'S more than 100,000 stockholders in the United States are represented by the figure symbols in the above illustration. The picture shows the distribution, by states, of Texaco's family of shareholders in this country as of June, 1949.

Each whole symbol represents 100 stockholders who, for the most part, are individual men and women. Included, however, in the totals that these symbols represent are fiduciaries and estates, corporations, and banks that hold Texaco stock. Brokers and nominees (which number fewer than 1,000) are not included, nor are the Texaco stockholders that are located in 56 foreign countries.

Slightly more than half of the individuals holding Texaco shares are women. More than 74 per cent of all shares outstanding are in holdings of fewer than 100 shares. No individual stockholder owns as much as one per cent of The Texas Company's capital stock.



STOCKHOLDERS numbered 109 in 1903, when The Texas Company declared its first dividend. Shareholders were located in 13 states

In each of the 48 states there are Texaco dealer service stations and bulk distribution plants. Texaco petroleum products are available to consumers in every state of the nation. In view of this, The Texas Company is especially pleased that there also are Texaco shareholders in all 48 states.

Through January 1, 1950, The Texas Company and its predecessor have paid 189 consecutive dividends to shareholders. Since the first dividend was declared on April 30, 1903, close to three-quarters of a billion dollars in cash has been paid to owners of Texaco stock. Over the years, the continued support of The Texas Company by Texaco stockholders has made a progressive partnership.

TEXACO ON HIGH

AMPHIBIAN craft, such as the one above, are among the different types of airplanes Texaco uses in its various operations. This plane is flying over Caillou Island field, Louisiana

By CHAPIN N. STONE

For more than 20 years, The Texas Company has been air-minded. The Texaco trade mark signifies fine aviation products and fine flying

THE "prop wash" of American civil air traffic in the late 1920's was no more than a premonitory zephyr of the whirlwind now roaring in the wake of commercial aviation.

For all its moderation, however, this breeze stirred the imagination of the nation's groundlings and whisked the trend takers' straws to the skies in a directive fashion.

CHAPIN N. STONE is thoroughly familiar with the history of Texaco aviation. After devoting several months to accumulating material, he assisted in the compilation of a *History of Texaco Aircraft*. His article is based on the information gathered at that time.

Aviation's appeal to the national imagination at that time was especially potent because the experience of flying had been enjoyed by relatively few people.

Flying in the late 1920's was looked upon as a sort of super-sport by most people. And the fact that so many more of these people *looked* than *flew* made it largely a spectator sport.

There was plenty to look at—and that, very sporty. There were transcontinental dashes, oceanic hops, air races, and air tours. There were intercity upside-down flights, endurance tests, air shows, and air weddings. The admission fee for most of these events was uniform—a craned neck and uplifted eyes.

The racers, acrobats, and endurance fliers of the 1920's were often playing to the gallery. But they were also accomplishing a sober mission—that of selling aviation to the American traveler and the American businessman.

Fliers were demonstrating the advantages of a new world—a world in which the sky would truly

be the limit for all descriptions of progressive endeavor.

At the conference tables of The Texas Company during that period, aviation was receiving top-management consideration. The growing importance of the commercial aviation market for petroleum products was felt by Company executives to call for an aggressive policy which would secure Texaco its share of business from this field.

To implement such a policy, an Aviation Division was created in the Sales Department, and an outstanding aviation personality was sought to serve as Division Superintendent.

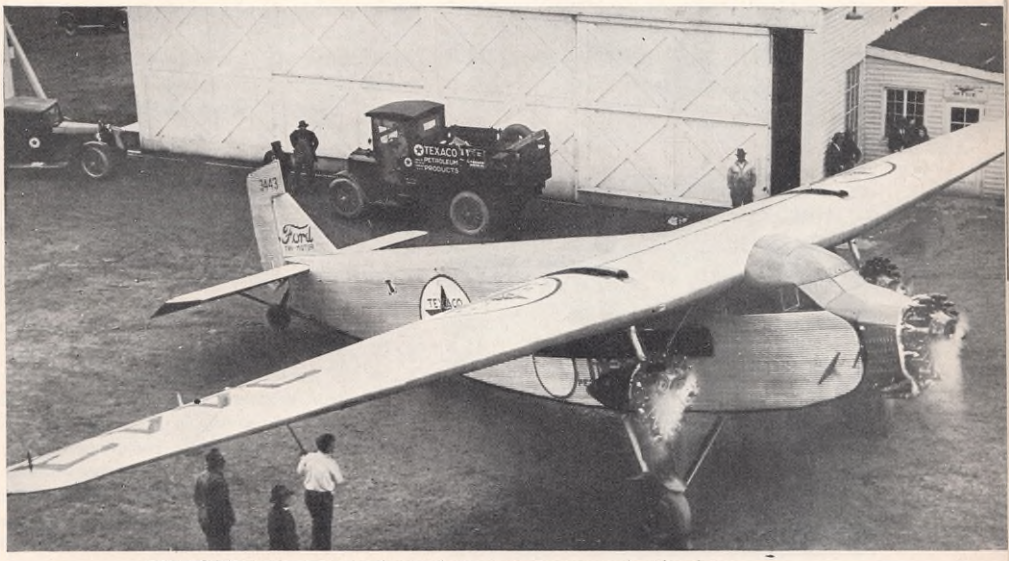
The man ready-made for the job was Captain Frank Hawks, an Army-trained pilot with more than 10 years' varied flying experience and a record of more than 7,300 hours in the air. He was very much in the public eye as a several-times prize winner. He had also owned and operated a payroll flying service and could bring to his Texaco job an understanding of the commercial aspects of aviation.

Frank Hawks joined the Company on December 5, 1927. Ten days later Texaco bought its first airplane, a tri-motored Ford monoplane that could carry 10 passengers and baggage.

Piloted by Hawks, the plane—designated Texaco No. 1—was assigned to the Northern and Southern Domestic Sales Territories. Its mission was three-fold: to advertise the Company and display its products; to promote good public relations and stimulate the progress of aviation; and to experiment with and test Texaco aviation gasolines and airplane engine oils under every conceivable weather and flying condition.

FRANK HAWKS—Texaco's famous pace-maker and pathfinder along the skyways

As a publicity and public relations instrument, the



TEXACO NO. 1—Its mission: to advertise the Company, promote good public relations, stimulate aviation progress, experiment with and test Texaco aviation fuels, lubricants

big all-metal, three-motored plane was well adapted and wisely used. Its assignments were always newsworthy, and its flying range assured its travels a more than regional attention.

In January, 1928, Captain Hawks and Texaco No. 1 were given wide coverage in American and Mexican newspapers when Hawks flew a Texan delegation from Houston to Mexico City and back on the first good-will trade extension air tour from the United States to Mexico.

Later in the same year Hawks made a nationwide good-will tour, visiting more than 150 cities and covering approximately 51,000 miles. It was then estimated that 500,000 people had welcomed the plane at the various landing points.

Early in the following year, Hawks was furnished with a new aircraft, a Lockheed Air Express. It was designated Texaco No. 5.

The Air Express was a new model single engine monoplane with a passenger cabin and an open cockpit for the pilot. The plane was equipped with one of the most complete and efficient instrument boards ever installed in a plane. It contained an earth inductor compass and numerous other navigational instruments.

In this plane, on February 4, 1929, Captain Hawks flew non-stop from Los Angeles to New York and established a transcontinental speed record of 18 hours, 22 minutes. He was accompanied by Lockheed mechanic Oscar Grubb, who rode in the cabin with 75 five-gallon cans of Texaco Aviation Gasoline carried as auxiliary fuel.

Disaster nearly befell the fliers when Grubb, overcome by gasoline fumes and fatigue, fell asleep among the fuel cans and allowed the Lockheed's tanks to run dry. The interrupted rhythm of the motor awakened him, however, and after the flow of fuel resumed, the plane continued safely on its record dash.

EXTRA FUEL was carried in cans in Texaco No. 5 when Hawks made flight that set West-East speed record

On June 27, 1929, Hawks flew alone in the Lockheed from New York to Los Angeles in a record 19 hours and 10 minutes. After refueling at the West Coast city, the ship was put in the air again and made a return flight to New York in 17 hours and 36 minutes. This flight bettered Hawks' previous time on the West-East run by 46 minutes and set a new one-stop, round-trip record of 36 hours, 46 minutes of flying time and 42 hours, 46 minutes elapsed time.

Travel time was being reckoned less and less by the calendar, more and more by the clock. Hawks and other aviators were giving the hour and the minute new value, and Americans were learning to save this valuable time by air travel. How fast they were learning may be judged from the number of passengers carried by American air transport in 1930—more than 385,000, or roughly 30 times as many passengers as in 1927.

Against this background of growing popular acceptance, Hawks continued his assault on time and distance. In April, 1930, he turned temporarily from powered flight to cross the continent between San Diego, California, and New York in the glider Eaglet.

The trip required eight days and was made partly in tow and partly in free flight. On take-offs the glider was towed by a Waco biplane, Texaco No. 7, but when the aerial train reached the vicinity of a scheduled stop, the glider was cut loose and proceeded alone, with Hawks as pilot, to a landing.

After the interval of glider flight, Hawks returned to speed flying. In August, 1930, he was assigned the Travel Air Mystery Ship, Texaco No. 13. With this new plane Texaco expected to recapture the coast-to-coast speed laurels won away from Hawks by the Lindberghs. Also, the Mystery Ship was to be used to demonstrate the feasibility of establishing a transcontinental "pony express" service for the transfer of valuable documents and other urgently needed mail and parcels.

Sometimes known as the "Flying Peppermint Stick" because of its red and white striped fuselage, Texaco 13 was a low-winged, streamlined monoplane. It had a single enclosed cockpit equipped with many testing instruments. The plane was capable of speeds better than 250 miles an hour.

With Hawks at the controls, Texaco 13 blazed new speed trails in the Americas and Europe. It swept from Los Angeles to New York in 12 hours, 25 minutes, and three seconds, beating the Lindberghs' time by more than two hours. It clipped hours from the usual transportation times between many

THE EAGLET—In 1930, Hawks made first transcontinental glider flight in Eaglet, shown above with tow plane. Texaco sponsorship was based on recognition of importance of gliding

important American cities. It flew non-stop on a 13-hour-44-minute round trip between Agua Caliente, Mexico, and Vancouver, Canada. Carrying pictures of the final World Series baseball game of 1930 at Philadelphia, Texaco 13 landed at North Beach, Queens, Long Island, exactly 20 minutes after taking off from William Penn Airport, inspiring the slogan "Don't telegraph, send it by Hawks."

Hawks took the Mystery Ship to Europe in 1931. He visited many principal cities and, in Paris, at the French Colonial Exposition, received the trophy of the Ligue Internationale des Aviateurs. The world-wide pilots' organization named him as the world's outstanding airman for 1930. Taking a 20,000 mile tour of the continent, Hawks gave Europeans their first look at a plane that could stand long flights, day after day, with the same engine, at speeds above 200 miles an hour.

From 1932 until 1934, Hawks continued speed flying in the United States and Canada in Texaco No. 11, a sleek, silver Northrop Gamma low-winged monoplane christened the "Sky Chief." Lovers of clean, handsome aeronautical design recall the Sky Chief fondly, and plans for its reproduction in small scale are still popular with airplane model builders.

In the Smithsonian Institution, Washington, D. C., models of Hawks' speed planes are prominent features of the aircraft display, and the Texaco glider, Eaglet, hangs commemoratively in the Arts and Industries Building of the Institution.

For a decade Captain Frank Hawks was the fastest flier the world knew. When he died after a flying accident in 1938, American aviation lost a courageous pacemaker and imaginative pathfinder.

While Texaco was sponsoring speed and experimentation during the years following the historic

SKY CHIEF—This low-winged monoplane was piloted by Hawks on flights in U. S. and Canada from 1932 until 1934

MYSTERY SHIP—Hawks took Texaco 13 to Europe in 1931. Picture shows plane being loaded on ocean liner

Lindbergh transatlantic flight, the Company was also giving increased attention to the airplane as an operational tool. The Texaco fleet of aircraft was steadily expanded to include planes designed to carry out many highly utilitarian chores.

Early acquisitions were generally allocated to the Sales Department. From the beginning, airplanes have been implements of Texaco's national aviation sales effort, and the Aviation Sales Division has continued to use a substantial number of the aircraft purchased by the Company.

One of the missions of Texaco's first airplane was the transport of executives traveling on business. Through the years the Company has continued to assign planes and pilots to this duty and has found the ready availability of private aircraft an immeasurable convenience.

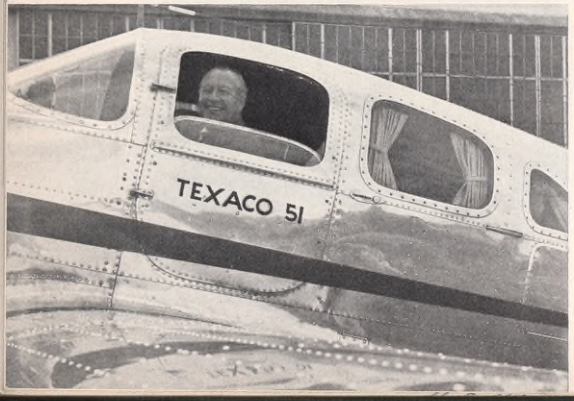
Texaco aircraft have done yeoman service in the exploration and production phases of the Company's operations. Carrying geologists and equipment, planes have been indispensable in the opening of many new areas for investigation. Flying over trackless jungle and broken wasteland, they maintain communications between supervisory headquarters and remote oil wells. To out-of-the-way drilling sites—in bayous, tropical forests, mountains, deserts—they fly personnel as well as supplies.

Passing over the ground of a day's march in a few minutes, planes patrol hundreds of miles of arterial pipe which carry Texaco crude oil from field to refinery. Small ships skimming the line at low air speed enable air-borne pipe line "walkers" to spot leaks in the pipe and report damage quickly.

In the past 20 years, The Texas Company has owned scores of aircraft and Texaco pilots have flown millions of miles on Company business. As a matter of routine, Texaco planes are now daily committed to travels that would have daunted all but the most intrepid of the early aviators.

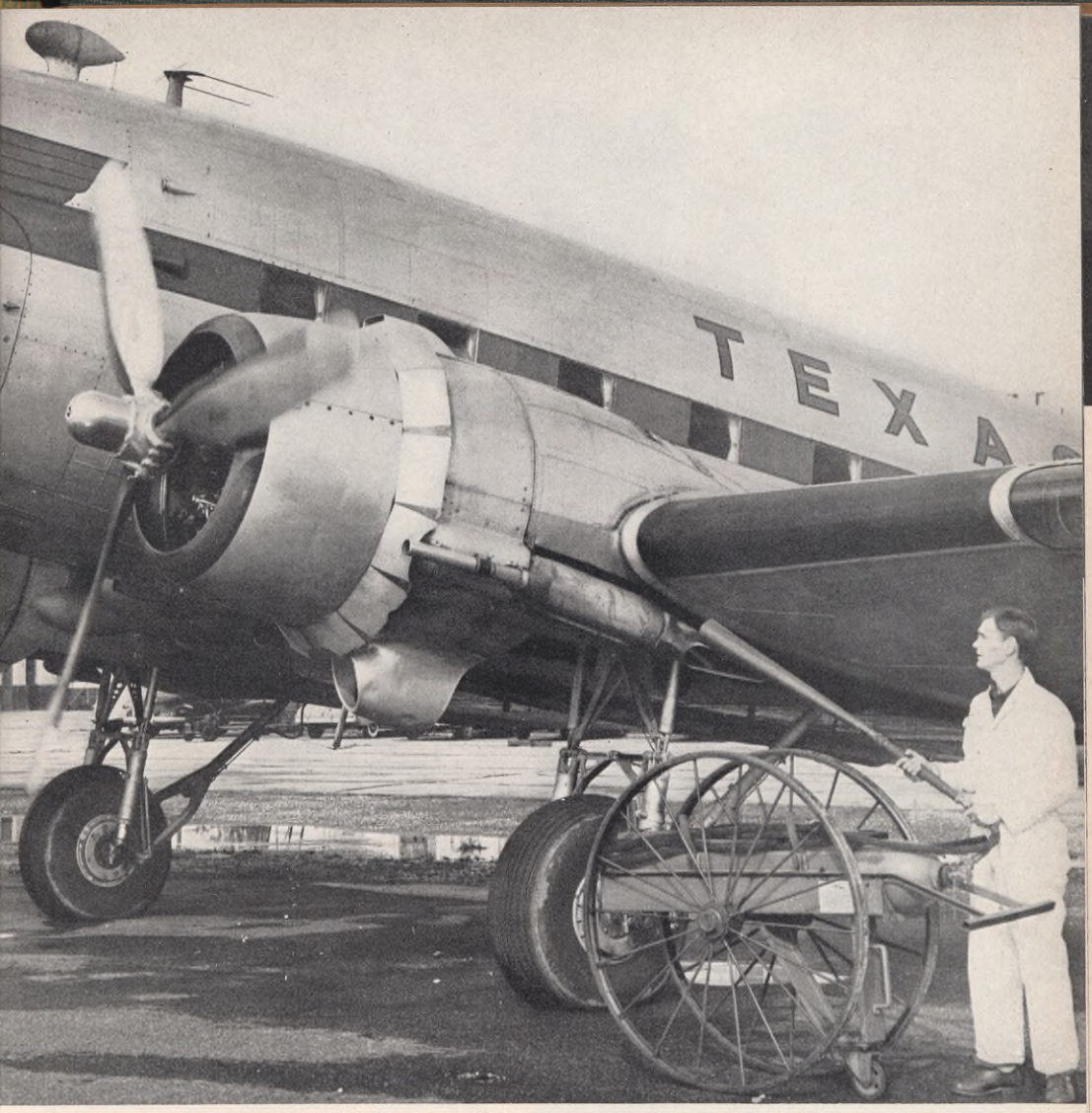
Texaco's extensive use of aircraft in the conduct of its business has given it a more than commercial interest in the development and improvement

MANAGER Aubrey Keif of Texaco's Aviation Sales Division is pictured at controls of plane he pilots



of aviation products. Every advance in the quality of its aviation fuels and lubricants means better performance from its own aircraft and greater security for its employe-pilots and employe-passengers.

The efforts of Texaco toward product improvement, and the development of new aircraft fuels and lubricants, have been continuous. During the recent war, the Company devoted a great part of its research and production facilities to the processing



CHIEF PILOT D. A. Baldwin of The Texas Company starts port engine of a plane used in executive service. The ship is equipped with all modern radio and navigational aids

of products necessary to sustain the highly diversified Allied aerial offensive.

Converting to civilian production after the war, Texaco continued exploratory work in the field of jet fuels and lubricants and products for use in standard aircraft engines.

The Company has prepared lubrication guides covering all popular aircraft, and booklets on the proper application of aircraft lubricants have been widely distributed to Texaco customers.

Coöperative engineering advice for airlines, aircraft engine manufacturers, operators, and airport dealers is also being given particular attention at present.

Texaco has been air-minded for more than two decades. During these years the Company trade mark has signified both fine aviation products and fine flying.

Texaco, continuing to serve aviation, serves the interest of progress—which is its own.

MILTON BERLE—his gags and clowning as star of Texaco's TV show add up to video's first smash hit

MILTON'S PARADISE FOUND

Texaco presents Milton Berle on television's outstanding comedy program

"BERLE is a riot—I've never laughed so hard in my life."

The video fan who said this was expressing the usual feeling of hilarious excitement that grips a televiewer when Milton Berle comes into focus with the hurtling routine which has won him first place on the see-and-hear circuit.

Whatever Berle means to television, television to Berle is Milton's Paradise Found. The new and intimate medium of entertainment is made for the rapid-fire comedy he's been serving up to theater and night club audiences for years.

Since Berle opened on the television version of the Texaco Star Theater in June, 1948, his popularity rating has topped all others in the television field. *New York Times* television expert Jack Gould, reviewing video production in 1948, called Berle its outstanding personality and said that his "rapid gags, broad clowning, versatility, and hard work added up to video's first smash show."

On Tuesday nights, video enthusiasts see their "Berle friend, Milton" with an hour-long parade of stars in a vaudeville-type variety program from 8 to 9 p.m.

The Texaco Star Theater on television presents Berle as a sort of roving master of ceremonies. In and out of every act like a zany human needle, he sews the show into a bundle of joy for an audience that is estimated at 6,500,000 persons (exclusive of those watching the show in public gatherings) on the present network.

On the Texaco television show, Berle shares the screen with top-flight talent every week. He frequently displays his versatility by doing a double with a guest star or by working himself into the acts of the vaudeville performers. "I used to be a toe dancer," he says. "I can juggle; I can ride a unicycle."

If he's playing host to a singer, he joins him in a duet. If the guest is a dancer, Berle dances with him—rumba, tap, or adagio. Should the bill include an acrobatic turn, Berle shows up as the hardest-falling tumbler of them all.

With great dignity, Berle one night told his television audience, "I don't have to do this for a liv-

KNOCKOUT—Berle scored a knockout with the audience in this Berle-esque of a boxing match with Jack Dempsey, who made a guest appearance in the Texaco Star Theater television show

ing," shrugged his shoulders and added, "I could starve." As a matter of fact, the comedian often will "do this" gladly when there's not even a question of making a living.

On top of his commercial work, Berle piles a large assortment of charity appearances, and it's an off-year when he gives fewer than 200 benefit performances. Recently he put in 16 non-stop hours of telecasting to raise money for the Damon Runyon Memorial Cancer Fund, and during this marathon took in pledges for more than $1,000,000.

The Texaco television program is telecast over the television network of the National Broadcasting System to 24 cities along the East Coast and in the Middle West—Baltimore, Boston, Buffalo, Chicago, Cleveland, Detroit, Erie, Lancaster, Milwaukee, New Haven, New York, Philadelphia, Pittsburgh, Providence, Richmond, Rochester, St. Louis, Schenectady, Toledo, Washington, Wilmington, Cincinnati, Columbus, and Dayton.

One week after each telecast, Berle's drolleries come to look-and-listen fans in the neighborhood of Houston, Indianapolis, Los Angeles, St. Paul-Minneapolis, and San Francisco; and two weeks after each telecast, in Atlanta, Fort Worth-Dallas, New Orleans, Seattle, and Omaha. The show is televised in those areas by means of motion picture film—the pictures are filmed directly from a kinescope tube while the Texaco Star Theater is on the air.

Texaco's connection with this brilliantly-successful program is not just fortunate accident. The Company's management had been closely following the development of television for some time before television blossomed forth as a large-scale entertainment medium. It had weighed carefully the merits of video as an effective advertising outlet and, being satisfied that television's future was promising, began to plan—early in 1948—for a Texaco program.

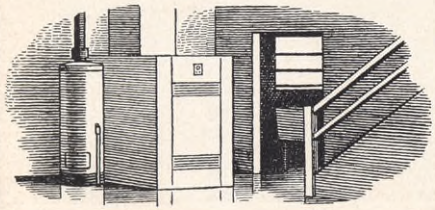
Berle was chosen as the permanent master of ceremonies because his experience in films and radio had prepared him for the technical aspects of television acting, and because his night club work had schooled him thoroughly in the intimate type of comedy demanded of performers in this medium.

The outcome of the Berle engagement is now television and show business history, comparable to Texaco's introduction of Ed Wynn, in the early Thirties, as the "Fire-Chief." With a complete understanding of mass audience appeal, and a progressive interest in this new means of entertainment, Berle has turned out shows that strike right to the marrow of America's funny bone.

Texaco's foresight in entering the television field is paying off handsomely. The Texaco Star Theater has won new customers for Texaco dealers and increased acceptance of Texaco products by motorists and other users of petroleum products.

With the introduction of the Texaco Star Theater on television, The Texas Company became the first major oil firm to sponsor an hour-long television show. Popular acclaim has confirmed the wisdom of that sponsorship.

Petroleum Promotes Progress



Each Oil Worker Creates Four Additional Jobs

THE petroleum industry in the United States employs directly 1,880,000 men and women, but for each oil worker there are additional jobs for 4.2 workers in other industries that exist because of their direct dependency upon petroleum and its products.

A total of 9,795,000 workers in the United States are employed by industries that are directly related to the petroleum industry, according to a survey recently completed by the American Petroleum Institute. These workers and their families account for 34,282,000 men, women, and children that are directly dependent upon these industries, and they comprise 23.3 per cent of the total population of this country. Of these directly dependent industries, automotive manufacturers, automotive services, and motor truck transportation employ the most workers.

Employment figures of the petroleum industry, combined with the number employed in directly related industries, account for more than 17 per cent of all persons gainfully employed in the United States.

The importance of petroleum to the economy of the nation cannot begin to be measured by statistics alone. Today, petroleum and its more than 1,200 products in everyday use reach into practically all phases of life on land, on the seas, and in the air. The fact that more than 23 per cent of the population of the United States is directly dependent upon petroleum for a living is highly significant of the direct influence of this vital national resource upon every man, woman, and child living in this country today.

The Texas Company Sponsors "Met" Telecast

FOR the second successive year, the opening night of the Metropolitan Opera in New York, on November 21, was televised under the sponsorship of The Texas Company. The opera season began with a performance of *Der Rosenkavalier,* which was telecast by stations of the American Broadcasting System in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia, and Washington.

Camera improvements, the previous year's experience as background, and the addition of several more cameras and other technical improvements made it possible for the telecast to give people at home a superb presentation of the opera.

Last Fall, in announcing Texaco sponsorship of Saturday matinée radio broadcasts of operas from the Metropolitan for the 10th consecutive year, George A. Sloan, chairman of the board of the Metropolitan Opera, said:

"The board of directors of the Metropolitan Opera Association is happy to announce the continuance of a relationship which has demonstrated that opera is a welcome visitor to millions of American homes each Saturday afternoon during the New York Metropolitan Opera season."

On behalf of The Texas Company, Chairman of the Board W. S. S. Rodgers expressed pleasure that Texaco would again present the opera to the vast listening audience as a cultural and public service.

"We are glad," said Mr. Rodgers, "that The Texas Company again has the opportunity to give the fine music of the opera to the radio audience, so that we can help spread the enjoyment and appreciation of good music to homes which are not within reach of the opera's stage otherwise."

Texaco Has Interest in Venezuelan Refinery

A COMPLETELY modern refinery at Puerto La Cruz, Venezuela, in which The Texas Company has a one-third interest, is now under construction and is scheduled to begin operations this year. The new plant, with a 30,000-barrel-a-day capacity, is being constructed by the Venezuelan Gulf Refining Company, in which the Gulf Oil Corporation has a two-thirds interest.

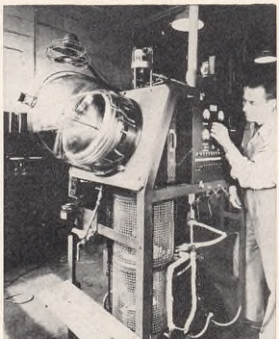
The new refinery is being built on the north coast of Venezuela in the state of Anzoategui. When in operation, the plant's approximate daily yield will be 11,000 barrels of gasoline, 7,600 barrels of No. 2 fuel oil and Diesel fuel, and 10,500 barrels of residual fuel. Plans call for the refinery's entire output to be sold in world markets.

New Technique Aids Research on Lubricants

A NEW petroleum research technique, promising to make possible the manufacture of better lubricants, has now been put into operation at Texaco's Beacon Research Laboratories. Known as molecular distillation, this new technique provides the petroleum engineer with hydrocarbons not previously available through ordinary distillation and enables the chemist to determine what hydrocarbons make good or bad motor oils.

The apparatus consists of a shallow steel cone, 14 inches in diameter, which is spun by an electric motor at 1,725 revolutions a minute. The oil is fed to the center of the cone through a tube and centrifugal force spreads the oil over the surface in a fraction of a second. The cone is radiantly heated and the more volatile (lighter) portions of the oil are distilled off and collected, while the less volatile portions are thrown off the edge and collected as the residue.

This technique has been used in the past to separate vitamins, hormones, and other biologicals in their pure form. It is hoped that the new application of an old research technique not only will make possible the design of more accurate and economical refinery equipment but also will provide information leading to improved lubricants.



MOLECULAR STILL—A new technique promises better oils

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TEXACO'S FLYING DIRECTOR

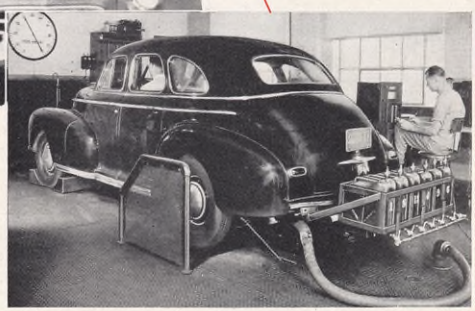
COLONEL and Mrs. John H. Lapham use their private aircraft to keep pace with busy schedules. Colonel Lapham, a Director of The Texas Company, pilots his plane to New York to attend monthly Texaco Board meetings. He has flown more than 900,000 miles and is a leading sportsman pilot. The Laphams live in San Antonio, Texas, and operate the Flying L Ranch at Bandera, Texas. The Ranch is a haven for fliers and non-fliers alike. On long flights Mrs. Lapham relieves the Colonel at the controls of their plane. However, she limits herself to a relief pilot rôle.

HOME AGAIN
The Laphams disembark at the Ranch

Cinderella's Pumpkin

Petroleum progress has helped turn it into America's family coach

THE "horseless carriage" founded a mighty industry. Forty million motor vehicles now travel America's more than half-a-million miles of highways. Out of Texaco research and enterprise have come ever better automotive gasolines and lubricants . . . plus many important ways to conserve petroleum resources through higher gasoline yields from the crude, and the discovery of new sources of supply.



This car is on a modern chassis dynamometer, originated by Texaco, which approximates road-driving conditions in the laboratory. To achieve finer products, better performance, Texaco research workers constantly make laboratory and field tests on fuels, lubricants, engines, automobiles, and other equipment

THE TEXAS COMPANY

PETROLEUM PROMOTES PROGRESS