

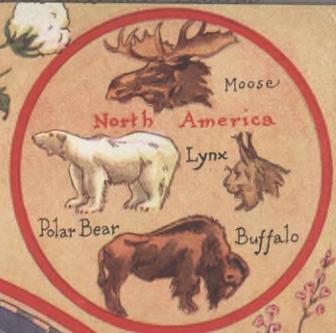
**The
TEXACO STAR**



Corn



Cotton



North America

Moose

Lynx

Polar Bear

Buffalo



Cactus



White Pine



Tobacco



oia



North America

Atlantic Ocean

Pacific Ocean

South America

Antarctica



Breadfruit



Rubber



South America

Toucan

Condor



Cinchona



Mc Quinn

Coffee



Cacao



Tapir

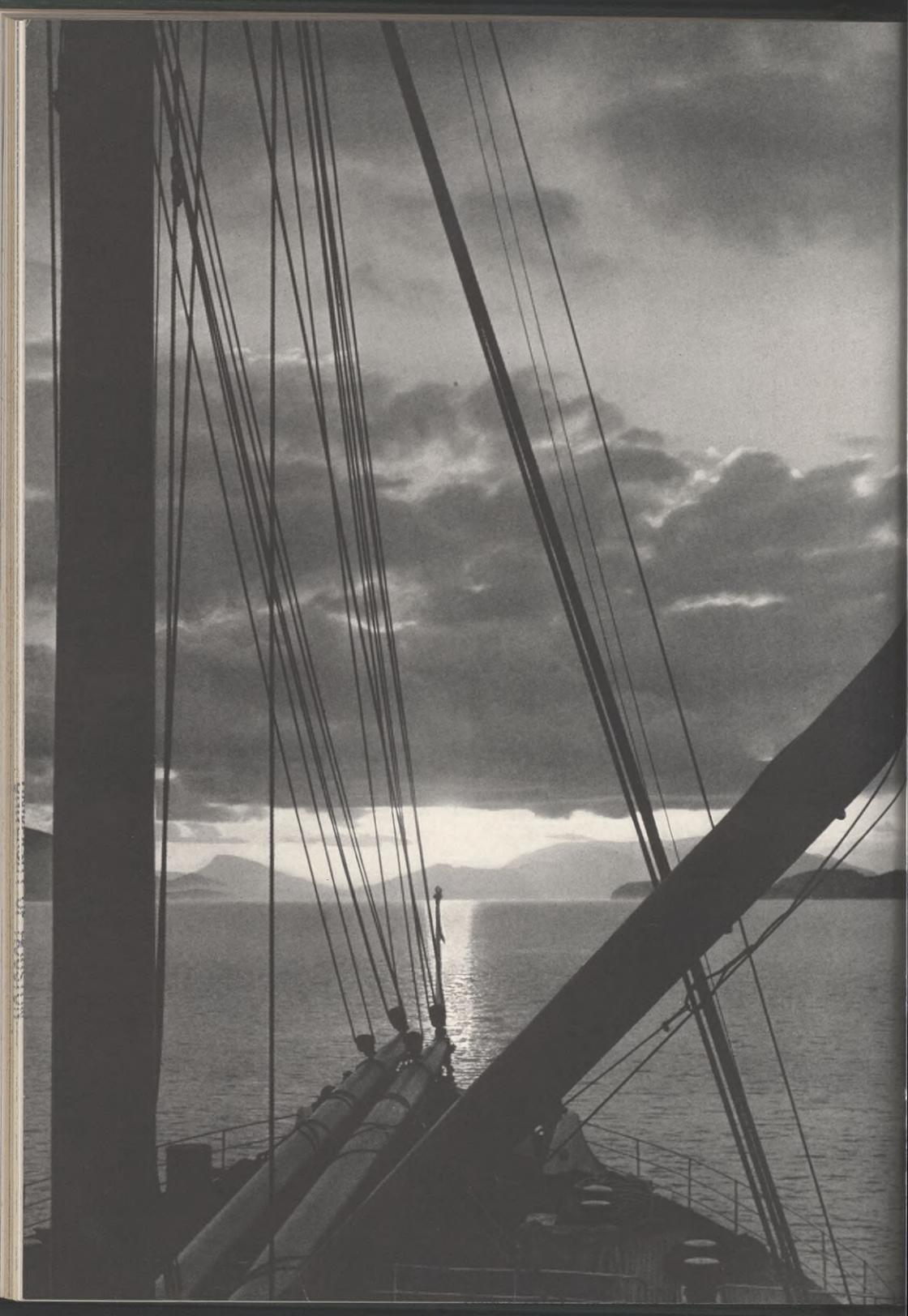
Armadillo

Llama

South America

Ant Eater

NO. 1011



THE TEXACO STAR

World Trade Number

VOLUME XXIII

NUMBER 2

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FROM R. I. NESMITH & ASSOCIATES

A PUBLICATION OF THE TEXAS COMPANY

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COMPANIES ENGAGED

IN MARKETING

TEXACO PRODUCTS

THROUGHOUT THE WORLD

- The Texas Company (Puerto Rico) Inc.
- The Texas Company (West Indies) Ltd.
- The Texas Company (Caribbean) Ltd.
- The Texas Company (South America) Ltd.
- Sociedade Anonyma de Oleo Galena-Signal: (Brazil)
- The Texas Company (China) Ltd.
- The Texas Company (Philippine Islands) Inc.
- The Texas Company S. A. B.: (Belgium)
- Société des Raffineries de Pétrole de la Gironde: (France)
- N. V. The Texas Company: (Holland)
- The Texas Oil Company, Ltd.: (England)
- The Texas Company (Of Ireland) Ltd.
- The Texas Company S. A. I.: (Italy)
- The Texas Company A/B: (Sweden)
- The Texas Company A/S: (Denmark)
- The Texas Company (Norway) A/S
- The Texas Company (South Africa) Ltd.
- The Texas Company (India) Ltd.
- The Texas Company (Australasia) Ltd.
- The Texas Company (Uruguay) S. A. Texaco S. A. (Mexico)
- The Texas Company S. A. Española: Canary Islands
- The Texas Company (Overseas) Ltd.

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**FOREWORD**

OUR neighbors in foreign lands are much the same sort of people as we. They face the same problems that we do; of providing for themselves and their families, trying to achieve some measure of happiness in life, and perhaps helping to make the other fellow's lot a little more pleasant.

This World Trade Number of THE TEXACO STAR is more than a picture of a great Company's activities in the world's markets. It will show, we hope, that people are much alike, whatever spot on the globe they happen to call home. Customs and costumes may differ widely; human nature remains the same.

We are very proud of those of our Texaco family who live and work beyond the seas. Their loyalty has helped to make literally true the statement that the sun never sets on Texaco.

It is to them that we dedicate this issue.

T. RIEBER
Chairman of the Board
The Texas Corporation



(Left) One of the first Texaco service stations in Europe, in the Place de l'Yser, Brussels, Belgium



(Above) Texaco station on Taft Avenue, Manila, Philippine Islands

(Below) In modern dress, the Paulo Frontin station in Rio de Janeiro



A Trade-Mark Goes on Tour

NOT LONG after the organization of The Texas Company in 1902, its directing heads realized the desirability of entering world markets. Today, three decades later, the Red Star with the Green T is recognized throughout the world as a symbol of quality petroleum products.

As foreign trade in petroleum products was first

carried on, foreign buyers purchased their requirements in the United States, arranging for their transportation to overseas ports. Later, American exporters found agents who would represent them in foreign markets, or entered these markets themselves by establishing branch offices. Others organized or participated in the organization of foreign



(Above) A corner location in the city of Malmö, Sweden



(Left) A load of Texaco motor fuel at a Japanese port



(Above) Station on the South Race Course in Kingston, Jamaica



(Left) Chinese laborers applying Texaco Asphalt to a road

companies with the objective of dealing in American petroleum products.

The year 1905 saw the incorporation under Belgian law of a company whose corporate purposes were the handling and distribution of TEXACO products in Europe. This was the Continental Petroleum Company, now The Texas Company Société Anonyme Belge. Shortly after its organization, Continental Petroleum Company erected a terminal at Antwerp for the storage and distribution of these products.

Gradually The Texas Company's foreign business assumed proportions which, on July 1, 1910, resulted in the organization of an Export Department, through which the Company immediately made its entry as a contender in the world's markets. For

purposes of supervision, the foreign field was divided into territories and districts, distribution being effected through the establishment of agencies. Markets were developed rapidly, not only for kerosine, but for gasoline and lubricants.

The terminal at Antwerp was the focal center of European activities in TEXACO products until the outbreak of the World War. By 1914, petroleum and its products were recognized as essential to the prosecution of warfare, and one of the last acts of the Belgian military authorities before they surrendered Antwerp to the attacking Germans was to destroy as completely as possible all stores of gasoline and other petroleum products in the city.

The management of The Texas Company had fully anticipated the ultimate effect of the gasoline

where gasoline as yet has not displaced it in popular demand.

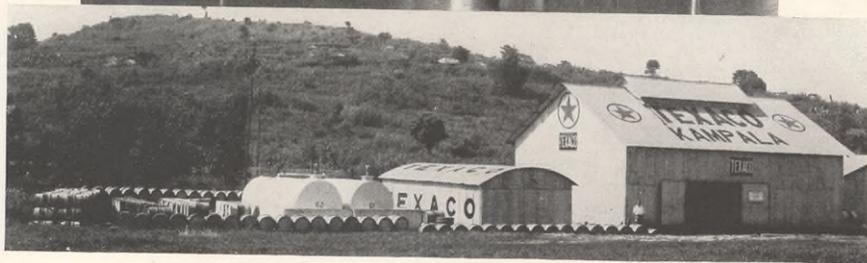
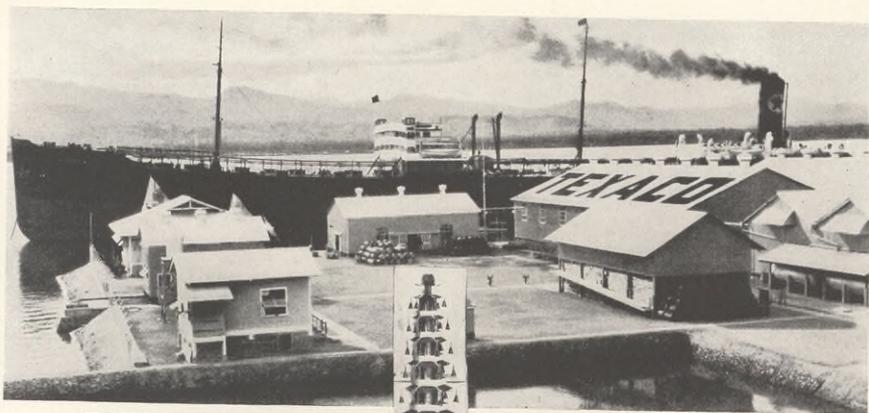
The quality of the products and the sturdy and attractive packages in which they were sold made the TEXACO trademark a popular one wherever it was introduced. Such brands as *Crystalite*, *Family-lite*, *Light of the Age*, *Hercules*, *Torre*, *Estrella*, *Carabao*, and *Yin Foo* became household names in the various territories served.

Kerosine is usually marketed in tin containers of five-gallon capacity. Two of these tins are packed for shipment in a single wooden box. In certain parts of the world it would be difficult to substitute any other method of packaging, for the diverse uses to which the buyer may put the tins after he has emptied them of their contents give them a

value apart from that of the merchandise itself.

Gasoline was at first distributed in tins similar to those containing kerosine, or in refillable containers of various sizes. Later, curbside pumps were employed in Europe, and here and there service stations of the familiar American type were built. It is interesting to note that many foreign motorists still carry on the running boards of their cars the regulation two-gallon tin of gasoline for emergency use. As a matter of fact, a number of foreign cars are still equipped with a rack to hold these tins.

The complexion of many foreign markets has greatly changed with the passage of the years. Increasingly keen competition and changing public demand have made it no longer practicable to ship packaged products from the United States to certain



(Top) The Motor Vessel *Australia*, unloading at the Cebu Terminal in Cebu, the Philippines Islands

(Center) Enterprising Oriental artisans fashion many useful and beautiful articles from Texaco oil tins

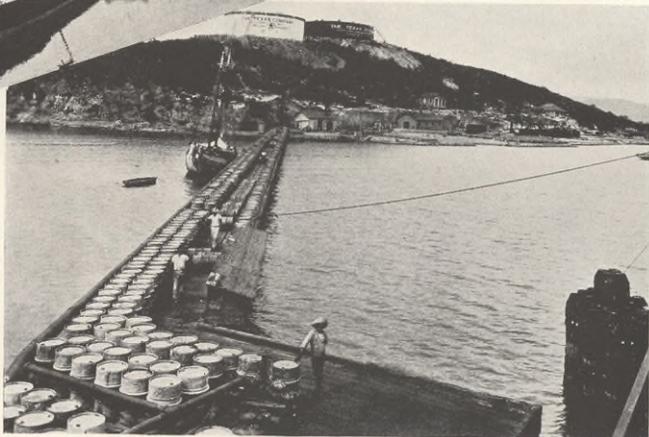
(Bottom) A typical foreign Texaco bulk plant. This one is located in Kampala, East Africa

Plant of Société des Raffineries de Pétrole de la Gironde, in Bec d'Ambès, France

(Below) An important Texaco bulk terminal is the one situated in Hong Kong, China



(Below) Terminal at Guayanilla, Puerto Rico: In the foreground, drums of gasoline ready for shipment by schooner to the Leeward Islands



territories. The cost of so doing is too great to permit successful competition with products shipped in bulk.

On the other hand, to import bulk products, the importer must establish ocean terminals and bulk stations. This, unfortunately, calls for a heavy investment in fixed assets.

Following these changing market conditions, many of the companies engaged in marketing TEXACO products in foreign lands installed bulk facilities in their respective territories. Completely equipped can factories are operating in the Philippine Islands, China, and East Africa, while in France and the Argentine refineries have been installed by our associate companies, Société des

Raffineries de Pétrole de la Gironde, and Ultramar S. A. P. A.

At the center of this world-wide traffic in TEXACO products is the Export Department of The Texas Company, a Delaware corporation. This Department takes pride in the knowledge that The Texas Company's foreign sales of refined products in 1935 were moved through Company facilities exclusively, and that in quantity they nearly equalled the Company's entire refined output of 15 years ago.

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Harbor of Santa
Cruz de Tenerife
in the Canaries

•
Puerto de Santa
Cruz de Tenerife,
Islas Canarias



(Left) The Texaco
Motor Vessel *New
Zealand* passing
under Sydney Harbour
Bridge, Australia

Aerial view of the
Ballast Point Terminal
at Balmain, Sydney,
New South Wales,
Australia



Colombian oil fields lie deep in mountainous jungles

Jungle Oil

NINE months of the year the northeast trade winds blow across the Gulf of Venezuela into Colombia, where the Andes taper off in three great wrinkles in the earth's crust. As the warm, moist trades are deflected upward by the first mountain range the air is cooled, releasing part of its burden of rain. In the tropical night an almost continuous electrical display can be seen along the mountain peaks, resembling successive flashes of sheet lightning.

This phenomenon is called the "Catatumbo Lights" after the Catatumbo River, which rises in Colombia and empties into Venezuela's Lake Maracaibo. Early explorers thought the Catatumbo Lights might be similar to the "Perpetual Fires" at Baku, where burning natural gas seepage illuminated the discovery of that fabulous Russian oil field. Their guess was a scientific error. But the Catatumbo Lights did illuminate the discovery of another major source of the world's oil.

In the 29 years since oil was first found oozing from the ground around masses of asphalt in the Maracaibo Basin, more than a billion barrels of crude petroleum have crossed the shallow bar that joins Lake Maracaibo to the Gulf of Venezuela.

Excerpt from *Time*, the Weekly Newsmagazine.

For a few years Venezuela ranked second to the United States in oil production. In neighboring Colombia only one oil company has so far made the tremendous investment necessary to get South American oil to market. Colombian oil fields are deep in mountainous jungles, far from water transport. Even more important in delaying Colombian developments were the involvements of Colombian concession laws. Most famed of Colombia's undeveloped concessions is the Barco, covering an area larger than that of Rhode Island.

Originally granted to the late General Virgilio Barco, the Barco concession has had a colorful history. After sinking more than \$100,000 of his personal fortune in development work, General Barco put his concession on the market. Most of the Barco went to Cities Service Company. A minority interest was taken by Carib Syndicate. In 1926, Cities Service sold its interest to the Gulf Oil Corporation.

Almost immediately the concession was cancelled by the Colombian Government. Finally the Colombian Congress granted the concession to Gulf a second time in a contract authorized by a special law of that country. A few weeks ago it was announced that the stock of the company controlling the Barco Concession was about to change hands once more,



Our neighbors on the Barco Concession are the savage Motilone Indians whose quaint custom it is to shoot strangers on sight

spur of the Andes where there are neither roads nor railroads. To get into the Barco at present oil men either fly to Bogota, motor to Cucuta and take the Cucuta Railroad to the property or take a boat up the Cataumbo River.

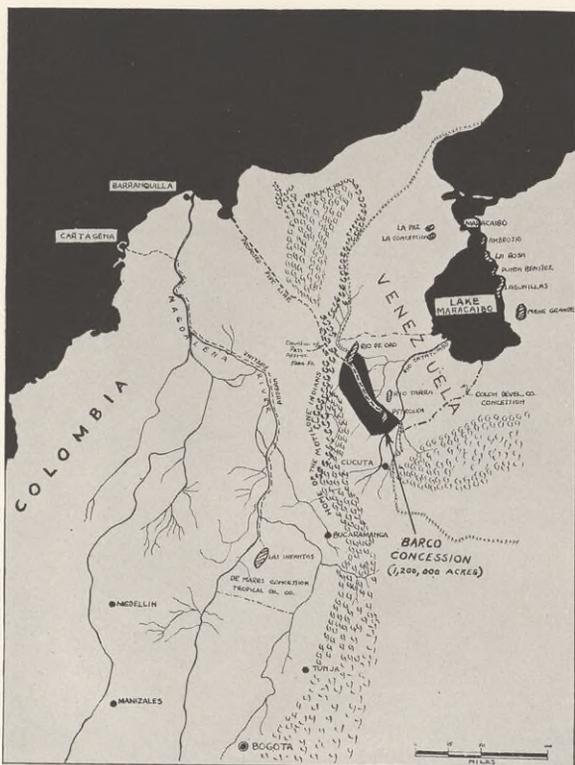
Oil from the Barco by the terms of the concession must leave through a Colombian port, probably near Barranquilla. Ten producing wells in the Barco have been brought in but are now shut in, and drilling continues. At the southern end of the concession, commercial production has been found at less than 600 feet.

(Below) Outline map showing the location of the Barco Concession and the route of the proposed pipe line to the seaboard

this time passing to The Texas Corporation and Socony-Vacuum Corporation. The two organizations will be partners on a 50-50 basis in all expenses and in any profits.

Texaco and Socony-Vacuum have not purchased the Barco Concession itself. What has been bought is all the stock in a Gulf subsidiary, the South American Gulf Oil Company, which in turn owns 79 per cent of the stock in a company called Colombian Petroleum. The other 21 per cent of Colombian Petroleum is still held by Carib Syndicate. Both Colombian Petroleum and South American Gulf are signatories to the concession contract, each being responsible for the other's obligations, which include a prescribed amount of drilling and, after potential production has reached about 20,000 barrels a day, the building of a pipe line more than 200 miles long to the Colombian Coast.

This pipe line will have to be laid through thick jungle for the first 50 miles. It will rise to nearly 5,000 feet through a pass in the





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• THE WORLD LA



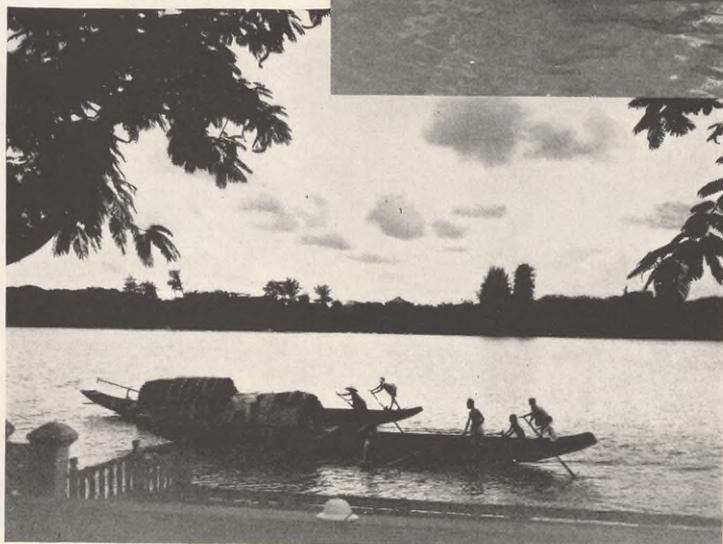
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GHS WITH YOU .

COURTESY THE FRENCH LINE



Cannes: The lovely gardens
of "La Croisette"
Cannes: les charmants jar-
dins de "La Croisette"



H. C. OSTRANDER

Gondolas and the Bridge
of Sighs, Venice, Italy

Gondole e Ponte dei
Sospiri a Venezia

Sunset on the river, in
French Indo-China

Coucher du soleil sur une
rivière de l'Indochine
Française

R. I. NESMITH & ASSOC.

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BLACK STAR



Reenacting a ceremony held many centuries ago at the Pyramid, Mexico City

Repitiendo una ceremonia que fué celebrado en tiempo remoto cerca del Pirámide, Ciudad de Méjico



H. C. OSTRANDER

Unchanged through the centuries is age-old Jerusalem

Often called the most beautiful city in the world, Rio de Janeiro

Rio de Janeiro: cidade que muitos chamam a mais bella do mundo

AMERICAN BRAZILIAN ASSN., INC.

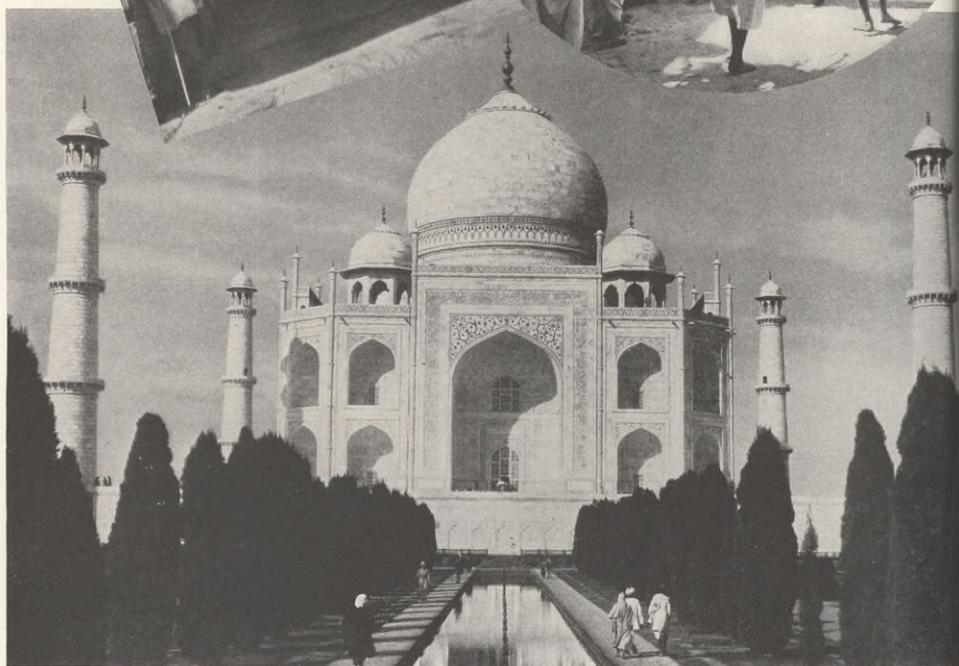


ALL PHOTOS FROM R. I.
NEWMITH & ASSOCIATES

(Left) The glory that
was Egypt

(Below) Poetry in
stone—Taj Mahal

(Circle) Market in
Menzel-Gabès, a vil-
lage in Tunisia
•
Marché à Menzel-
Gabès, village de
Tunisie



K. KOSTICH, COURTESY SWEDISH
TRAVEL INFORMATION BUREAU, INC.



(Above) A Balinese dancer
poses for a closeup

(boven) Een Balineesche
danseres poseert voor een
close-up

(Above, right) A little
Swedish roadside merchant

En liten Handelsman vid
vägen

Doorway in the famous Temple
of the Tooth, Ceylon



BOTTRELL-WOOD



(Left) A Winter scene near St. Moritz, Switzerland

•
Paysage d'hiver près de St.-Moritz (Suisse)

•
Winter sports in Chamonix, Savoie, in the French Alps

•
Sports d'hiver à Chamonix (Haute-Savoie), dans les Alpes



P. L. M. RAILWAYS



NESMITH

Eemdyk near Spakenburg, Holland, on the border of the Zuyder Zee

•
Eemdyk bij Spakenburg

© VAN ACTMAAL FROM NETHERLANDS RAILWAYS

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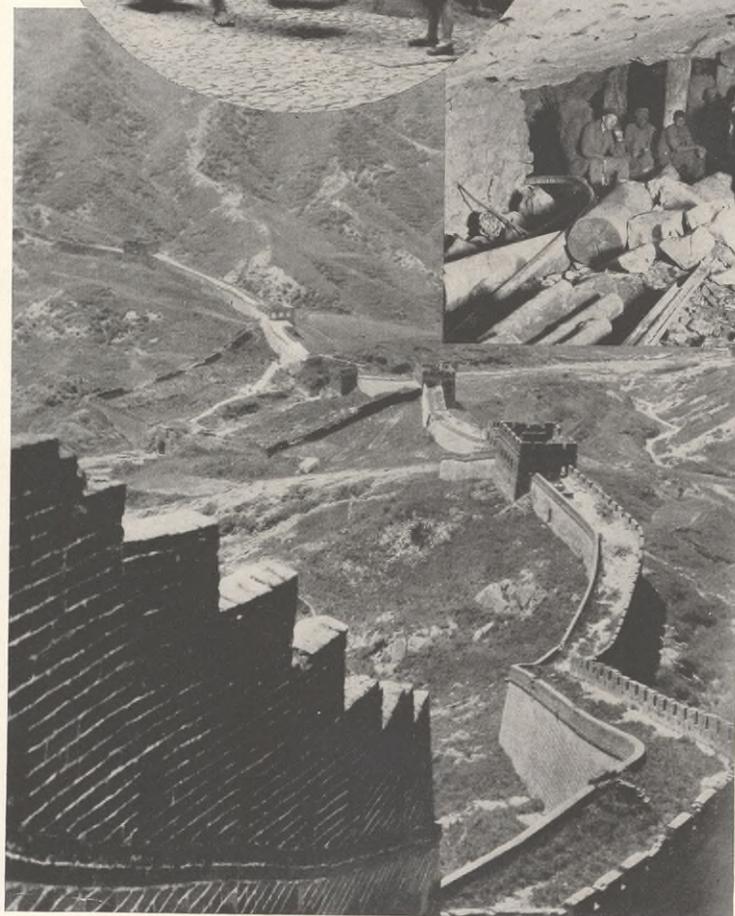
NEGITH

Characteristic street scene in the oldest Chinese part of the city of Shanghai called Nantao



AMERICAN SOUTH
AFRICAN LINE

Two thousand feet underground in a Johannesburg gold mine, South Africa



An unusually comprehensive view of the Great Wall of China

HARRY DRUCKER

(Below) A canal scene in the city of Ghent, Belgium

Sur le bord d'un canal, à Gand (Belgique)

W. S. LAITY



(Below) "Buy one for me, daddy" Taxco, Mexico

"Yo quiero uno de éstos, Papá" (Taxco, Méjico)



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STRANDER

(Above) Dutch girls
knitting on their
way to school

•
Briende meisjes op
weg naar school



K. KOSTICH, COURTESY SWEDISH
TRAVEL INFORMATION BUREAU, INC.

A view of Stockholm,
"Queen of the Baltic"

•
Vy av Stockholm, "Ös-
tersjön's Drottning"



House of Parliament
and Stork Fountain,
Copenhagen, Denmark

•
Rigsdagen og Stork
Springvandet, Køben-
havn, Danmark

LIGNEL GREEN



AMERICAN SOUTH AFRICAN LINE

South African metropolis—view of Ad-
derley Street, Capetown



TRAVEL & INDUSTRIAL DEVELOPMENT
ASSN. OF GREAT BRITAIN & IRELAND



ALTON HALL BLACKINGTON

(Top, right) The Riv-
er Thames, with the
famous Tower Bridge
in the background

(Above, center) Dub-
lin, Ireland, at the
corner of the noted
Bachelor's Walk

(Left) The Paris Op-
era and Grand Hotel
•
Grand Opéra et
Grand Hôtel

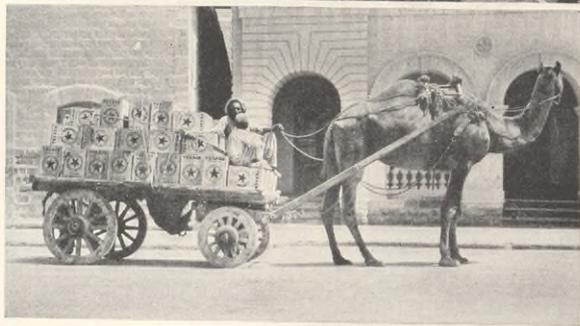
W. R. LATTY
FROM NESMITH

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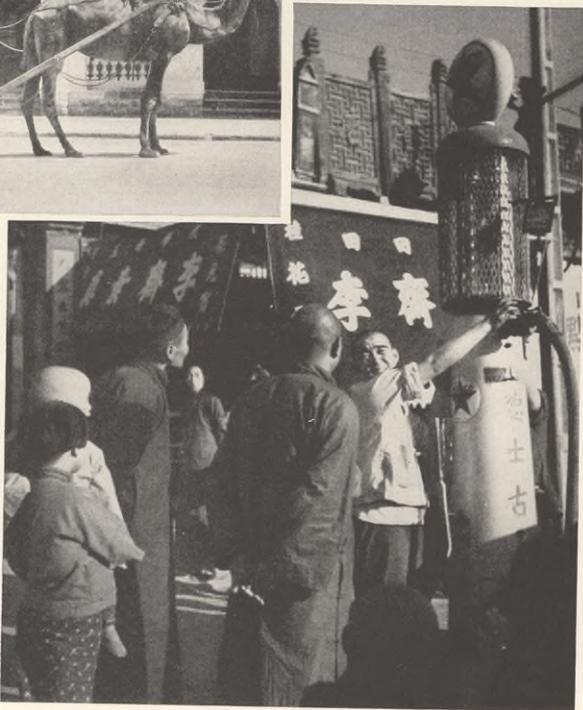
COURTESY VICTORIAN GOVERNMENT RAILWAYS

The River Yarra and the boat sheds from Princes Bridge in Melbourne, Australia



(Above) Camel cart at the port of Karachi, India, with a load of Texaco Gasoline

A newly installed Texaco gasoline pump meets with approval in Peiping, China



HENLE FROM BLACK STAR



Three-thousand-liter tank truck delivering Texaco Gasoline in the Netherlands

Een drie duizend liter tankwagen welke in Holland de Texaco benzine aflevert



GLØFT AV NORGE

(Above) Norwegian fishermen at work
Igjen en sølvflom fra dypet

(Right) Sunday morning in a Norwegian village

Helgedagsfreden med tempel



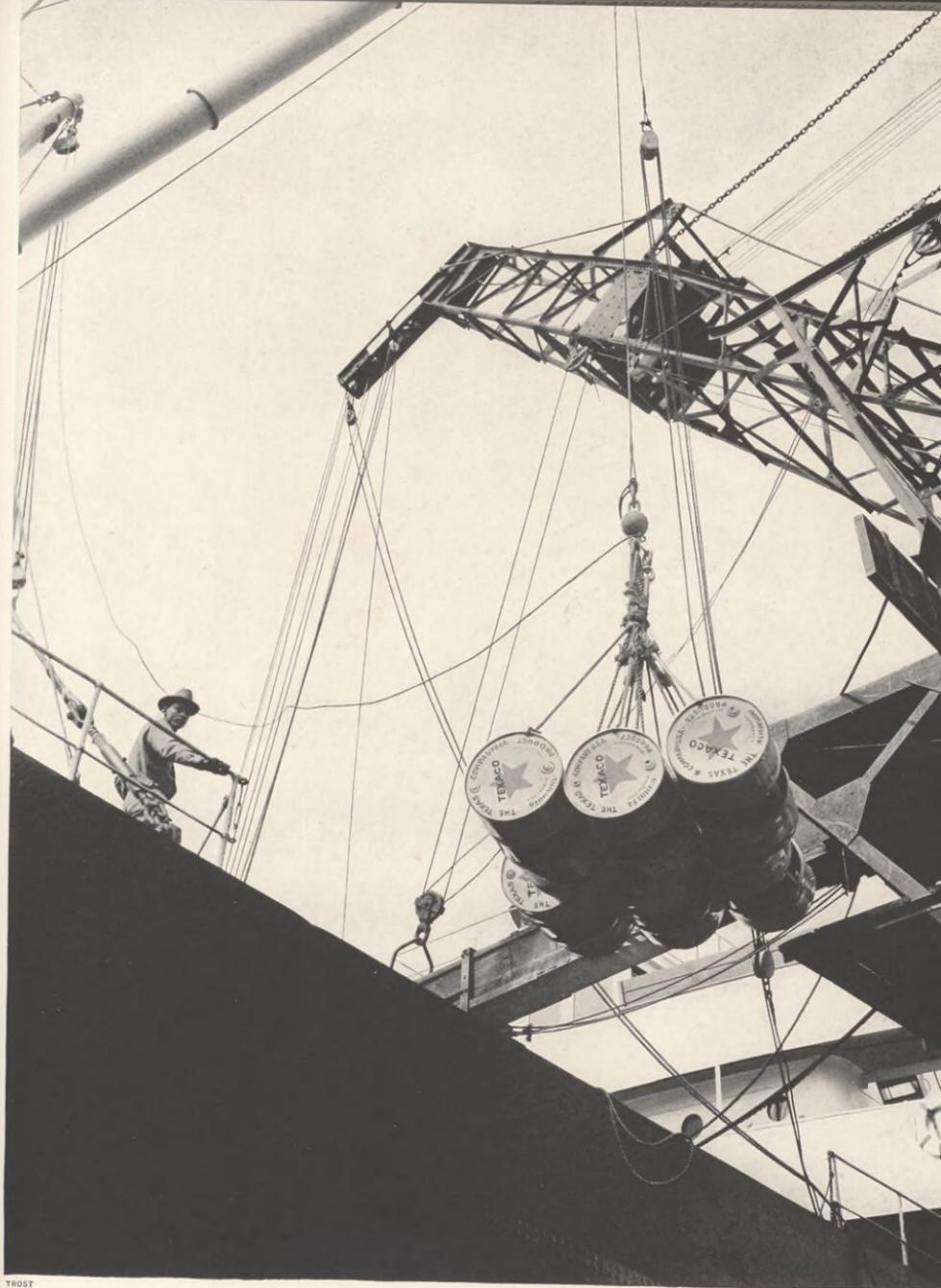
GLØFT AV NORGE



A Dutch Texaco peddler with his "Ketel" Wagon, selling kerosine

Een Hollandsche olieman met zijn ketel-wagen die Texaco petroleum vent

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TROST

OIL FOR THE ENGINES OF THE WORLD: DRUMS OF TEXACO MOTOR OIL ARE LOWERED INTO THE HOLD OF A TEXACO TANK SHIP AT THE TEXAS COMPANY'S TERMINAL, PORT ARTHUR, TEXAS



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