THE TEXACO
# STAR
SUMMER 1950

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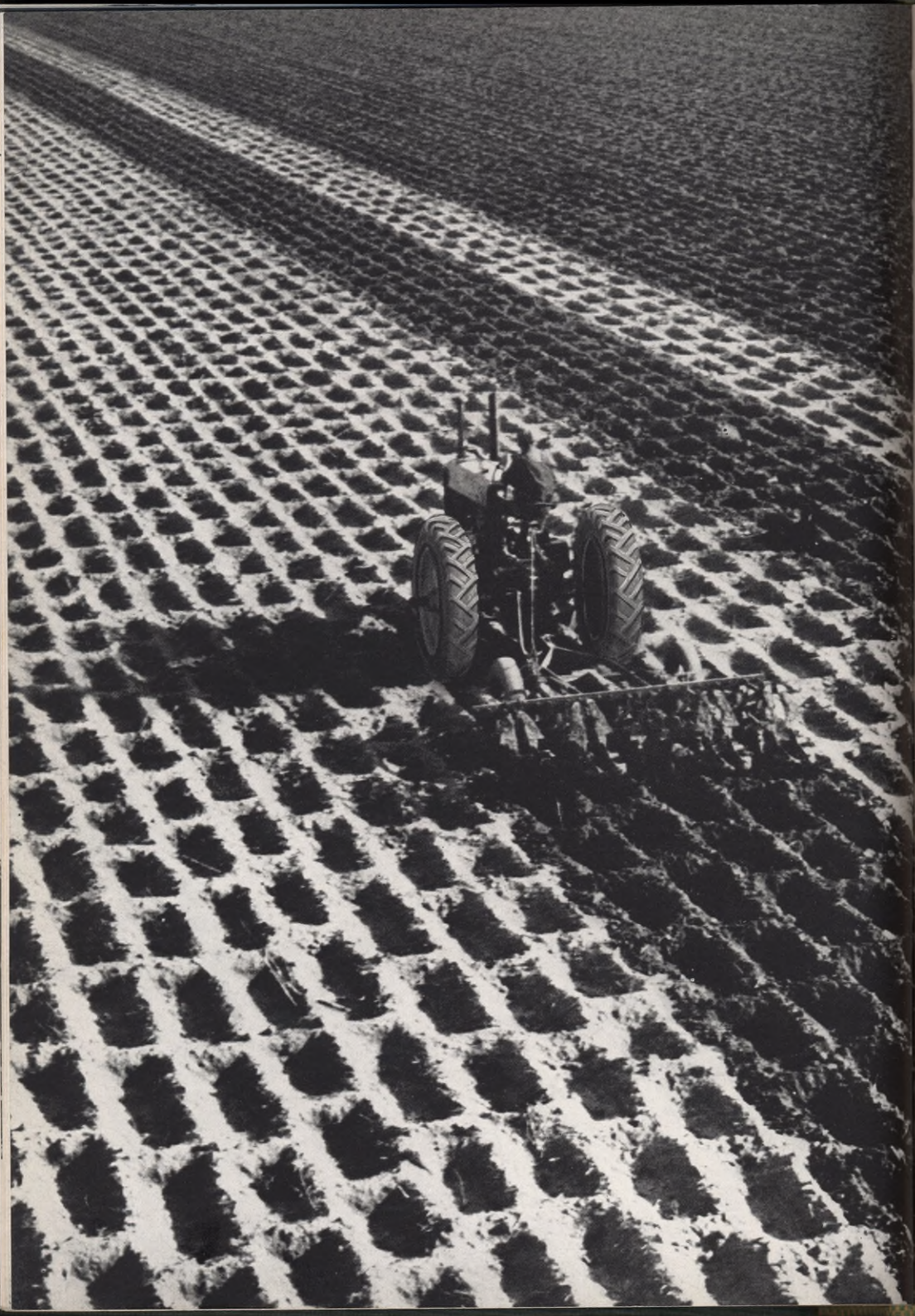
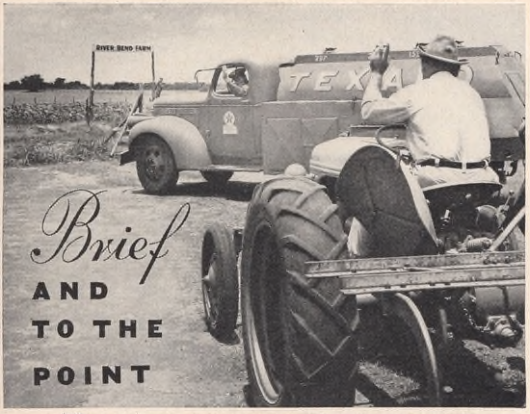
## CONSERVING NATURE'S BOUNTY






Efforts of farmers to conserve natural resources are aided by machinery that depends—for efficient operation—upon fuels and lubricants furnished by the oil industry

**20TH CENTURY QUESTION**—One of the big problems of the next 50 years, according to Henry Steele Commager, professor of history at Columbia University, writing in *The New York Times Magazine*, is "the effective and beneficent management of our physical environment. . . . We have the skills and the knowledge; it remains to be seen whether we have the moral qualities requisite to saving the resources of the earth for posterity."

**EXCHANGE RATE**—Thanks to the oil-powered mechanization of industry and agriculture, an American can exchange an hour of his labor for many more goods and services than can a worker in any other part of the world.

**TEAM EFFORT**—"The time is about past when the forester thinks only of forestry, the soil conservationist only of the land, the engineer only of his structures, and the biologist only of birds, fish, game and other forms of life," declares Kent Leavitt, president of the National Association of Soil-Conservation Districts, in an *Industrial News Review* article on watershed management. "We are all coming to understand the interdependence of land, water, forests, and wildlife. They all fail or prosper together."

**THE REAL GIB**—Contrary to popular opinion, there *was* such a man as Gib Morgan (*see Page 22*), petroleum's counterpart to the fabled Paul Bunyan. Born Gilbert Morgan at Callensburg, Pennsylvania (40 miles from Titusville), in 1842, this husky son of a barge-builder became well known as a driller and story-teller in the oil fields of Ohio, Indiana, Illinois, and the Southwest. His oil wells were reputed to be every bit as deep as his tales were tall. It is possible that at the age of 17, Gib assisted in the drilling of the Drake well at Titusville.

## THE COVER

★KEY figures in America's never-ending struggle with nature are the farmers and the machinery they put to work. Petroleum progress has helped farmers to meet the challenge of conserving natural resources.

← This tractor-drawn implement aids in conserving farm land by helping to save surface water and control wind erosion of soil


# THE TEXACO STAR

*Summer, 1950*

VOLUME XXXVII NUMBER 3


## 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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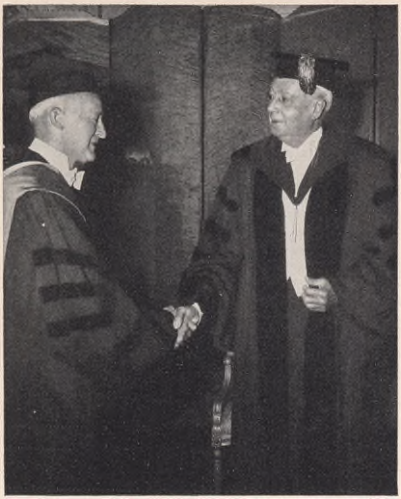


*Harry T. Klein* (l.), *Texaco's President, receives congratulations of Chancellor Harry Woodburn Chase on donning robes of a Doctor of Commercial Science*

# Col. Klein Receives Honorary Doctorate at N.Y.U. Ceremony

COL. Harry T. Klein, President of The Texas Company, gained further recognition as an outstanding contributor to the underlying strength of America's economy on April 11 in auspicious ceremonies at New York's Waldorf-Astoria Hotel, as New York University conferred upon him the honorary degree of Doctor of Commercial Science.

Presentation of the honorary doctorate to Col. Klein and 49 other outstanding industrial, business, and financial leaders climaxed ceremonies marking the 50th anniversary of New York University's School of Commerce, Accounts, and Finance.

Special tribute was paid Texaco's President by the University Council in the citation which accompanied the degree award. It read, in part, "... for talented negotiation on the battlefield and oil field, for interest and support of basic research in nuclear science and engineering technology, and more than all else for his character and integrity, we offer this distinguished industrialist, whose administrative grasp of petroleum production and market distribution squares with the scope of the vast empire he directs, the hallmark of our approval."

Col. Klein's vigorous leadership has always marked his career as an executive of The Texas Company, and his advocacy of just and non-discriminatory laws in the field of petroleum taxation and regulation has reflected a penetrating understanding of the complex problems of the industry in which he serves.

Texaco's President was born in Bellevue, Kentucky, where he attended public school. Resolving early in his teens to become a lawyer, he attended evening sessions at McDonald Institute following his daytime duties as financial clerk for an insurance firm. From the time of his admission to the bar in 1909 to the year 1917, he practiced and taught law in Cincinnati.

During World War I, the young attorney enlisted in the Army as a private and in May, 1917, entered officers' training camp at Indianapolis. In August, 1917, he was sent to France as a first lieutenant of infantry in the A.E.F., and rose to the rank of lieutenant colonel judge advocate. At the close of the war, Col. Klein served as special counsel to the United States Liquidation Commission, assisting in negotiation of settlement agreements with France and Italy. From France he received the coveted awards of Chevalier and Officer of the French Legion of Honor, and from our own Government the Distinguished Service Medal.

Upon his return to the United States, Col. Klein went back to Cincinnati and resumed the practice of law. In the meantime, Judge Edwin B. Parker, who as chairman of the United States Liquidation Commission in Europe had recognized the young officer's rare capacity for work, became General Counsel for The Texas Company. Judge Parker offered Col. Klein a job, but it was not until May, 1921, that Col. Klein joined the corporation's legal staff.

By 1925, Col. Klein had become General Counsel, which position he held continuously with successive advancements to posts as Vice President, Director, and Executive Vice President. He was elected to the Presidency of The Texas Company on April 25, 1944. One of the founding members of the American Petroleum Industries Committee, Col. Klein served as chairman from the Committee's inception in 1932 to 1944.

Through the years, Col. Klein's perseverance and seemingly inexhaustible store of energy have contributed beyond measure to Texaco's horizons of achievement. ★★★

# CONSERVING NATURE'S BOUNTY

**As a nation, we've learned that it is as important to conserve our natural resources as it is to have them**

IN all the annals of recorded history, no nation has been as richly blessed with the wealth of natural resources as America.

When the Pilgrims landed on these shores in 1620, they came to a nature's paradise of fertile valleys, tremendous forests, vast stores of yet-to-be-discovered minerals, and abundant wildlife. Flocks of birds literally blotted out the sun and huge herds of bison roamed

*(Please turn to the following page)*

the plains. Virgin forests, whose trees stretched almost branch-to-branch from the Atlantic to the Mississippi, covered an estimated 822,000,000 acres. In short, we had the most productive land in the universe, the richest in human history.

It was natural that the earthly treasures which abounded in the New World should become an all-important factor in the growth of the United States. At the 1950 level, this country's citizens are enjoying the highest standard of living anywhere—anytime.

Since the beginning of our nation, people have become increasingly mindful that to "waste not" is to "want not." We know that by striving to use nature's bounty wisely, we can overcome threats of floods, forest fires, dust storms, droughts, polluted streams, worn-out lands, poor hunting and fishing, and ghost towns.

In our technological progress, we have developed the know-how to save our natural resources. "We shall not want in the United States," says Max W. Ball, past president of the American Association of Petroleum Geologists, "if we do not waste, and if we keep our ingenuity bright and our spirit free. . . . Our greatest natural resource is man's resourcefulness."

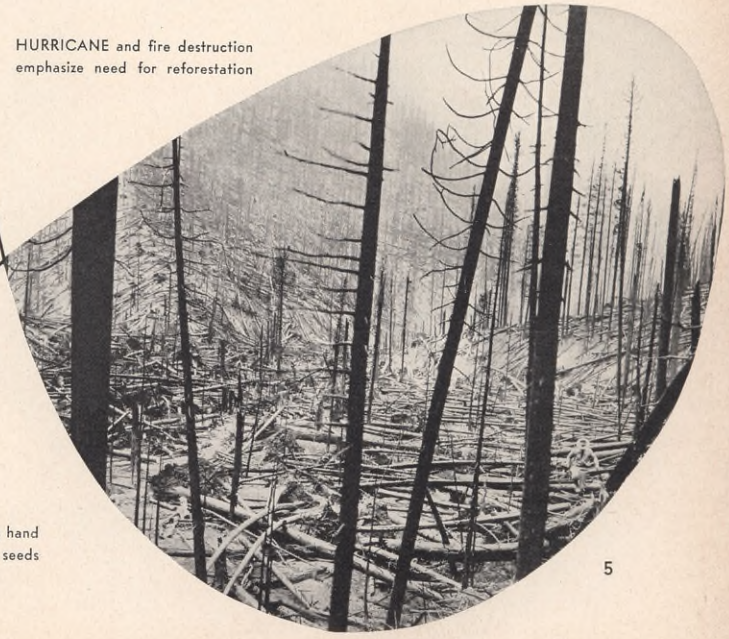
*(Please turn to Page 7)*

WHAT HAPPENS when nature runs rampant and soil is carried off by relentless winds. The soil in this bleak picture of wind erosion can be reclaimed by planned cultivation

CONTOUR cultivation and strip cropping, both illustrated above, slow running water to a walk. Terraced crop divisions stop soil washing and hold water close to the land

HURRICANE and fire destruction emphasize need for reforestation

RECLAMATION program gets a big helping hand through distribution and planting of forest seeds



HUNTING and conservation laws do much to further the preservation of American wildlife. Sensible regulations benefit man and nature in many ways

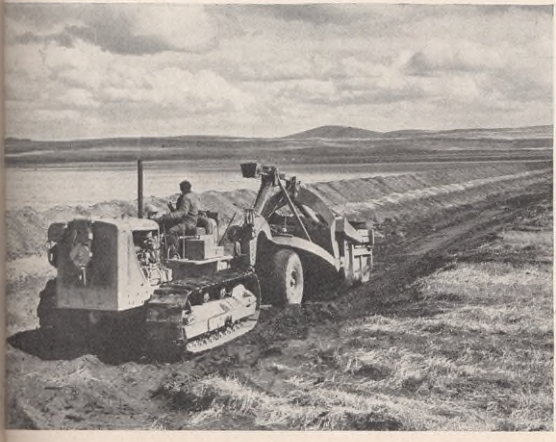
## CONSERVING NATURE'S BOUNTY (cont'd)

Ever since the turn of the century, increasingly persistent efforts have been made along every conservation frontier. On America's farms—where erosion pays no heed to property lines—contour plowing, strip and cover cropping, diversion ditching, and development of stronger vegetation have done much good. Programs for better-balanced agriculture, producing the right kinds and quantities of food, have likewise helped.

Thanks to improved public coöpera-

WATER brought to surface by deep well pump irrigates arid acres near Casa Grande, Arizona

PASTURE areas not only mean food for livestock but also aid farmers in control of soil erosion



MACHINERY plays major rôle in opening of reclaimed land for homesteading by war veterans

tion in the out-of-doors, the Federal Fish and Wildlife Service reports that the upward trend in the country's animal population is continuing. Reforestation has also played a big part in America's conservation effort.

Nevertheless, because of our ever-expanding population, adoption of more and more conservation measures is necessary if we are to survive as a people and as a nation.

*(Please turn to page 8)*

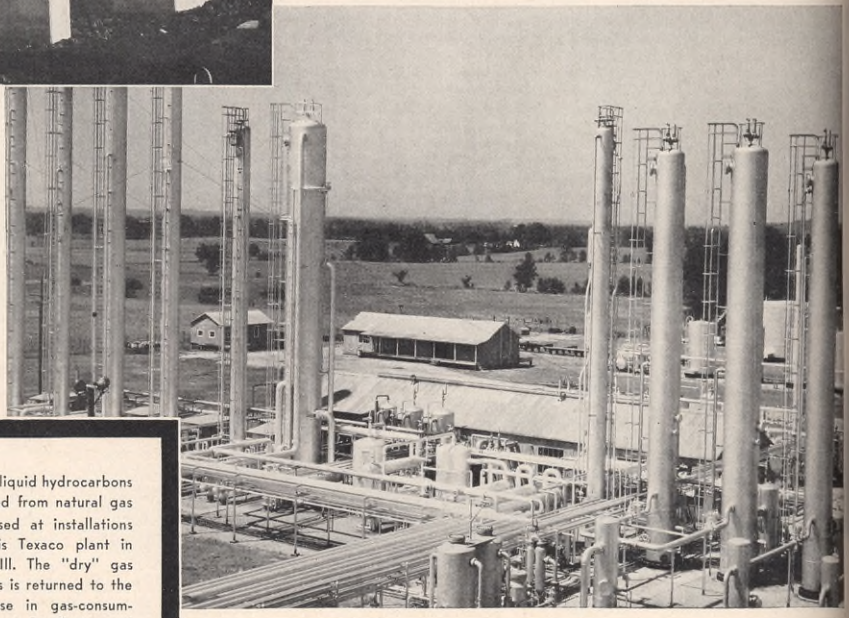
Oil is one of our most valuable natural resources, and directly or indirectly it plays a vital rôle throughout our everyday lives. Conserving it is not only a prudent policy for 1950 but for the future, when the nation's safety may well depend upon its reserves of petroleum and other resources.

Realizing the necessity for conservation in their operations, progressive petroleum organizations such as The Texas Company long ago adopted comprehensive programs in this direction.

The elimination of waste above and below the ground; the maximum ultimate recovery from a pool that is economically feasible; continual improvement of refining techniques to get the most from each barrel of crude oil; and more economical use of petroleum products by the consumer through new and improved products are conservation measures which the petroleum industry has adopted.

Public awareness of the importance of conserving nature's bounty is growing steadily. The United States has found, and will retain, its rightful place in nature's sun. ★★★

SPACING of wells, scientifically planned, assures maximum recovery of oil from reservoir



VALUABLE liquid hydrocarbons are extracted from natural gas and processed at installations such as this Texaco plant in Hoodville, Ill. The "dry" gas that remains is returned to the field for use in gas-consuming equipment. Distillation and process area, shown here, is the heart of a natural-gasoline plant

INJECTION WELL at Texaco-operated cycling plant in Erath, La., symbolizes one phase of petroleum conservation. Through this well, "dry" gas is returned to the producing sands to conserve reservoir pressure and increase the ultimate recovery of petroleum. The stored gas will also be conserved for future use


**STOREKEEPER** Bill Neus checks supplies ready for trip along 43rd Street to Chrysler Building, block and a half away

**STAR *Close-Ups***

# *Keeping Texaco Offices Supplied*

**Texaco offices throughout the country depend upon the Stationery and Supplies Division**

A WELL-KNOWN fable tells us a certain battle was lost for want of a horseshoe nail. In the competitive struggle to win sales, as well as in the general conduct of its affairs, The Texas Company cannot afford to "want" any item of equipment necessary to do the job at hand.

The Company depends upon its Stationery and Supplies Division, for instance, for many "tools of the trade" that Texaco people in offices all over the United States, and in many places abroad, need to keep the business running smoothly and efficiently.

The material being "checked out" in the picture above, which was taken in the New York supply room of the Stationery and Supplies Division, is typical of what just one division in Texaco's New York Offices needs periodically to replenish its stationery stocks.

Adding machine paper, carbon paper, ink, letterheads,

*(Please turn to Page 12)*

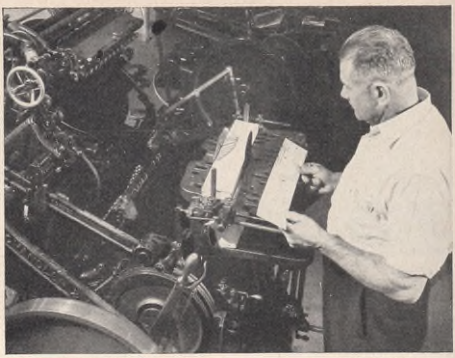
**MESSENGER** Ray Lomp (*r.*) brings material for reproduction to Gene Lendemer

**STATIONER** C. G. Tacke (*r.*) reviews the envelope situation with Jack Acker

**CARDS** bear records of approximately 2,000 different items stocked in New York

**ITEMS** called for on a quarterly requisition are being assembled in the New York supply room of the Stationery and Supplies Division

**MACHINE** enables Florence Burrows to collate, in one operation, four sets of two-sheet offset bulletin



**PAY CHECKS** are being imprinted with the pay period on a press that is watched over by M. Amster

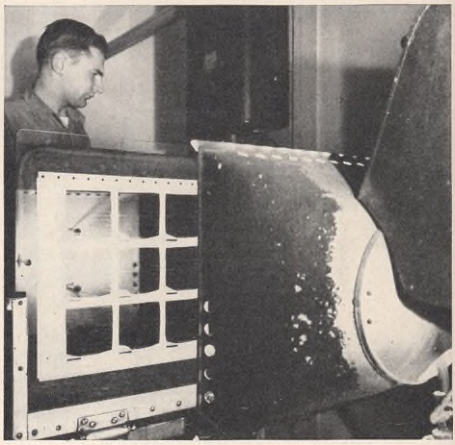
**NEARLY** 15,000,000 printing impressions were made with Company facilities in New York during 1949

envelopes, pencils, twine—even several cans of Texaco Home Lubricant (useful for lubricating office equipment)—are among the stationery supplies being readied for delivery.

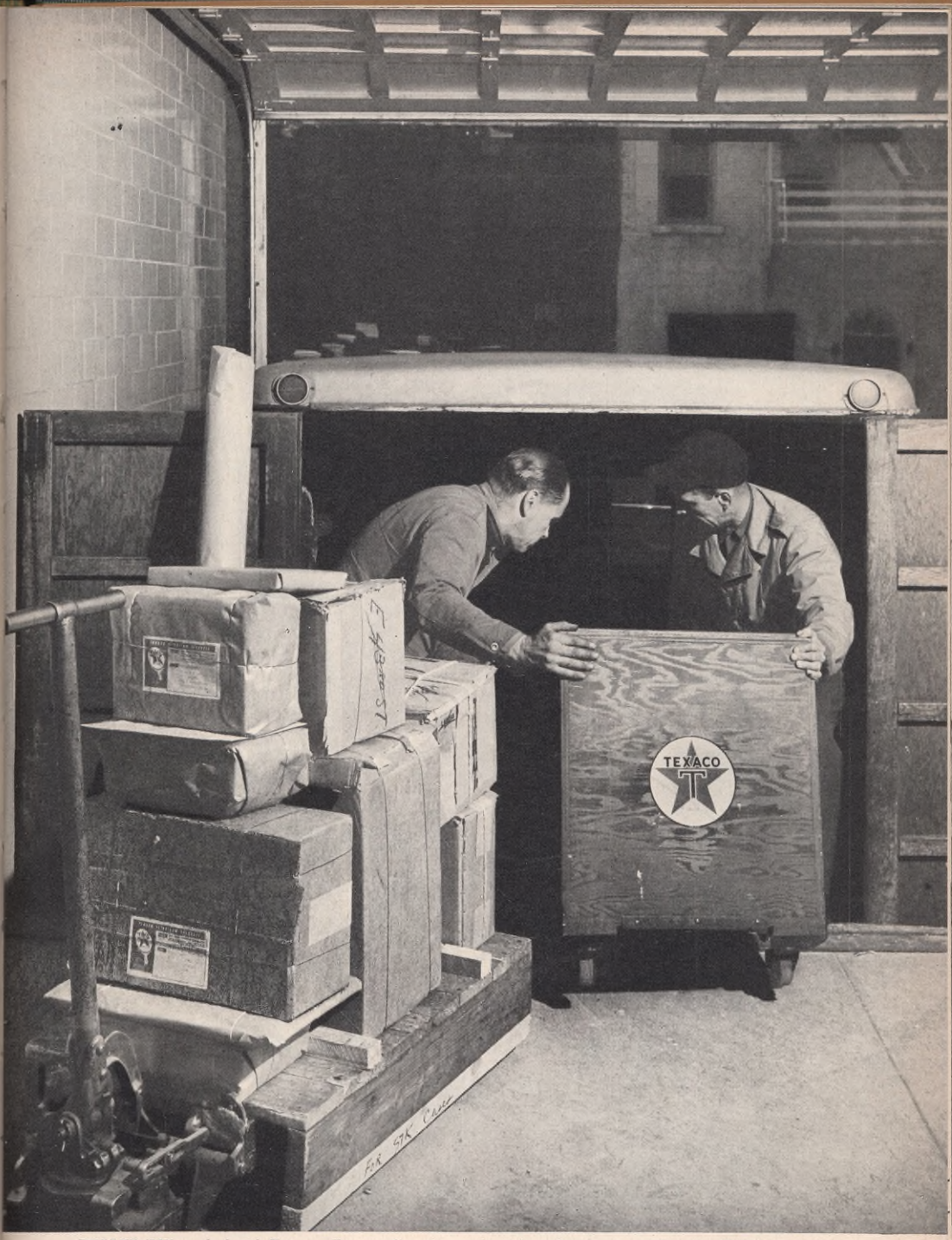
Engaging in all phases of the oil business, The Texas Company requires a great variety and quantity of office supplies. "Paper work" is of basic importance in operations as wide-ranging as Texaco's. Ordering, billing, bookkeeping—office work in the Company calls for scores of different printed forms. More than 50 per cent of these forms are produced by the Stationery and Supplies Division, which also has facilities for making photostats and blueprints.

Texaco folk who work in the Stationery and Supplies Division (which is a division of the Comptroller's Department) in New York, Houston, and Pasadena, know that their job of keeping Texaco offices supplied is a constant indicator that Texaco provides jobs throughout the country and in many places abroad. ★★★


**READY** for shipment abroad, stationery for office in Morocco is packed in a strong, wooden case



**PLATES** for offset printing are made by Dick Krendel, at switch of arc light used in process




**ROLLER BIN,** packed with Texaco office supplies pictured on Page 10, being loaded on truck that will take it from Stationery and Supplies Division quarters to Chrysler Building. Packages will go to post office


**NO. 1 FIGURE** in business of stock certificate production is engraver-craftsman who wields his tools with the sureness and cleverness born of many years of preparation

**UNIQUE** 2-section wooden tallies (*above*) were once widely used as security in England. Buyer and debtor each took section of tally

# Your Stock Certificate

**——Its ancestor was a willow stick. Now, a stock certificate is a masterpiece of papermaking, engraving, and printing skills that defies imitation**

THROUGH the centuries—stemming from the crude cocoa beans of the Aztecs, the squares of painted deerskin once used in Italy, and the early shells of the Chinese, to the modern stock certificate—man has greatly progressed in guarding his symbols of value.

According to Blackstone, the fascinating stock certificate business all began in Italy in the Middle Ages (1344 A.D., to be exact) when the government of the state of Florence—owing a large sum of money and being unable to pay it—formed the principal into an aggregate sum called, metaphorically, a "mount" or bank. The shares of these banks were transferable, with interest at 5 per cent, the price varying according to the needs of the state.

In 1407, the republic of Genoa, being embarrassed by an overwhelming number of loans, consolidated them into a "mountain" (monte) and made this heap of debt the capital of a bank, which was placed under the watchful eyes of eight directors selected by holders of the debt or "stock."

It is not generally known that the English word *stock* comes from the Anglo-Saxon *stocc* (in Dutch, *stok;* in German, *stock*) and that the original meaning was "a stock, or piece of wood." Because wood had to be collected and stored for Winter use, it gradually became accepted that anything accumulated and reserved for speculative purposes was called "stock."

For nearly 800 years, pieces of wood called tallies were used by the Bank of England in the same way that we employ stock certificates today. These tallies were sticks of squared hazelwood, or willow, four or five feet in length and an inch wide, and notched to indicate the amount due. The name of the debtor and the date were written on opposite sides of the stick, which was split down the middle in such a way that the notches were cut in half, yet the name appeared on both halves. The split was stopped by a cross-cut about an inch from the base, so that one piece was shorter than the other. The buyer kept one piece, the seller the other, and the debtor was thus protected from fraud by reason of the fact that he retained his "stock." The longer section of the tally was called the "counterstock" or, as we tag it today—now that paper is used instead of wood—the "counterfoil."

The British Exchequer also used these tallies, and it is interesting to note that the Exchequer gained its name from the checkered cloth which covered the table and on which the accounts were reckoned.

The use of tallies was not abolished until 1783, and it was not until many years later, during the reign of William IV, that the accumulated tallies in the possession of the British government were ordered destroyed. They were burned in a stove in the House of Lords, but history tells us that the stove became overheated, set fire to the paneling of the room, and as a result both Houses of Parliament were razed by the flames.

Perhaps the equivalent of the first bond or stock issue in America took place in 1789, when Alexander Hamilton, first Secretary of the Treasury in the young Government, engineered a loan of $200,000 from the Bank of New York, then located on Hanover Square. On behalf of the Federal Government, Hamilton gave in exchange a series of "warrants" in denominations of $10,000 and $20,000, each of which was personally signed by him and had the United States seal individually applied with wax.

In 1790, to pay the cost of the Revolutionary War,

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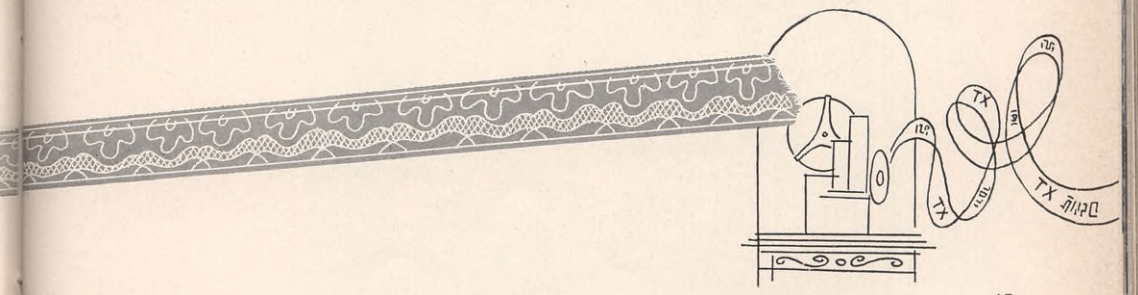


**IN 1834,** Houses of Parliament were destroyed by fire caused by stove which overheated during official burning of tallies

the First Congress of the United States authorized the issue of $80,000,000 in "stock." The people, however, were reticent about investing in securities unless the securities could be easily resold. As the need for a buying and selling market became more and more apparent, a group of New York business men who dealt in securities of the times decided, in 1792, to designate a definite place for their sessions.

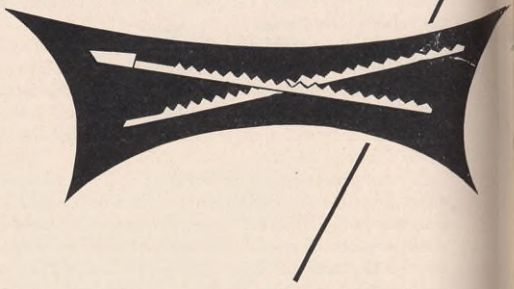
As their daily meeting place, the pioneer brokers chose a spot under the branches of an old buttonwood tree, not far from the site of the present New York Stock Exchange. The War of 1812 tremendously increased the scope of the outdoor market, as did the booming industrial development which followed. By 1817, the Exchange had moved indoors to stay, and was well on its way to becoming the financial nerve center of the richest country in the world.

To make stock certificates so cleverly that imitation is improbable if not impossible, and to guard such certificates against theft and duplication during the manufacturing process, is a tremendous task, an awesome responsibility. When a group of New York City's outstanding engravers banded together and formed the American Bank Note Company in 1857, they accepted that responsibility. The ABNCo happens to be the company that has been producing certificates for Texaco stockholders since 1906.

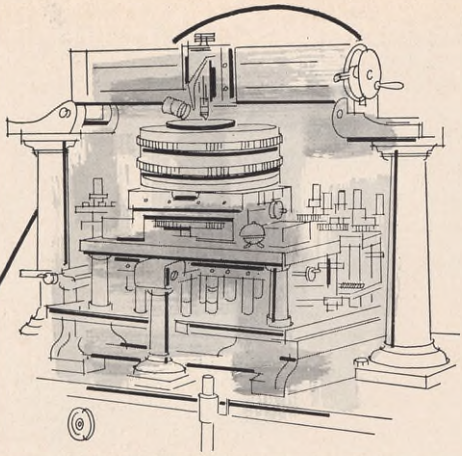
The first Texaco certificates, produced by the ABNCo in January, 1906, were lithographed specimens featuring a symbolic American eagle and shield. They represented $100 par value capital stock and showed Texaco's original authorized capital as $6,000,000.

A year later, steel-engraved certificates took over, with a vignette depicting various phases of the American petroleum industry replacing the eagle. Since that time (except for the period from April, 1939, to October, 1941, when the firm's name appeared officially as The Texas Corporation) The Texas Company's stock certificates have remained basically the same. The present forms are only slightly larger than the originals and measure 7½ by 11½ inches.

Through the years, the American Bank Note people have perfected many techniques in the art of making counterfeit-proof securities. They devise their own paper formulas and make their own inks. Their main laboratories, which occupy nearly two city blocks at Hunt's



**BUTTONWOOD TREE,** depicted *(left)* in 1792, was scene of early American "stock" transactions; was located close to spot where N. Y. Stock Exchange now stands



**GEOMETRIC LATHE** *(above)* provides border designs and markings for certificates developed in a highly-specialized industry

Point in upper New York City, are as painstakingly correct and as zealously guarded as those of the United States Treasury.

The force of the times has made preparation of stock certificates an involved undertaking, but the American Bank Note Company, through intricate and minutely-planned safeguards, has made life discouraging for would-be counterfeiters. ABNCo experts have been tossing rough kinks into plans of forgers, spies, and copyists for many years, and have perfected secret processes and formulas that make it just about impossible to duplicate successfully ABNCo stock certificates.

In the face of crime increases, as well as dramatic advances in the fields of modern photography and color separation, the New York Stock Exchange has established regulatory measures designed to give special protection to owners of securities. These measures affect the quality of certificates, border design, and subject material for the central illustration (vignette). For example, vignettes must be steel-engraved from black-and-white paintings of subjects which are allegorical and purely artistic. Portraits, particularly those bearing the strong facial characteristics of early Americans, are preferable, although industrial scenes are permissible. Obviously, portraits when skillfully engraved afford a maximum of security protection because of tone and shadow effects. The work of the geometric lathe in the development of unique border designs is likewise important.

The key figure in the ABNCo's operation is, of course, the engraver who, peering through his magnifying glass, must translate the original hand-painted design to a small piece of steel—by hand! He must be forever mindful of the proportions involved, since one or two wrong cuts can completely distort a portrait and render it useless. The primary object of his delicate carvings is to produce, in one certificate, a composite of so many types of engraving that duplication will be well-nigh impossible. Modern stock certificates, masterpieces of papermaking, engraving, and printing skills, are a tribute to the wizardry and creative talents of such men.

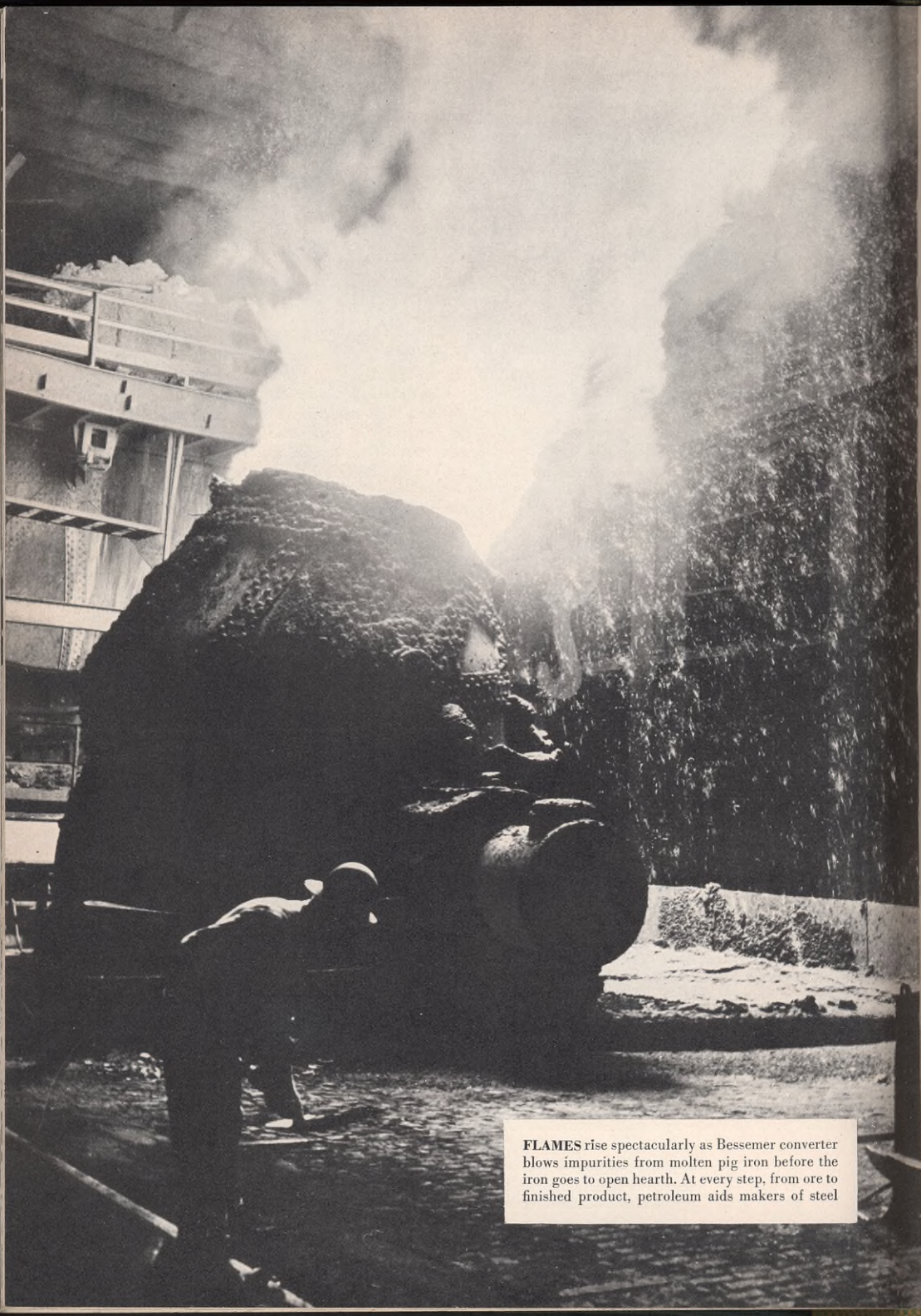
According to an officer of the ABNCo, good portrait engravers are mighty hard to find, since it requires 15 years of patient instruction to develop a first-grade portrait man. The apprentice period alone is 10 years.

"In fact," says this official, "there are probably not more than a half-dozen top-notch portrait engravers in the world today."

Also noteworthy is the fact that the ABNCo, through its veterans of many years' service, continually develops its own corps of engravers. Its work is fool-proof in other ways. For example, more than 300 of its 1,700 employes at Hunt's Point are concerned completely with control—examining and tallying at various points in the production line. This does not include guards or other security patrols.

As one of The Texas Company's 106,000 stockholders, you may be interested in knowing that, besides being fraud-proof and handsomely engraved, your Texaco stock certificate represents one of the many forms of real growth born in the American tradition of free enterprise. ★★★


**TEXACO** certificates have changed just four times since first lithographed specimen appeared in 1906. Current version is in foreground



**FLAMES** rise spectacularly as Bessemer converter blows impurities from molten pig iron before the iron goes to open hearth. At every step, from ore to finished product, petroleum aids makers of steel

# Working With Steel

**Petroleum's experts in lubrication help maintain production pace of the country's great steel industry**

IT is not difficult to understand why few commercial enterprises have lubrication requirements as rugged as those of the American steel industry.

Because its versatility of use has placed it high among man's most valuable materials, steel has come to be known as the universal metal, the backbone of modern civilization. It is difficult to think of what our lives would be like without steel, because steel serves us constantly in the home, at our work, while we travel, wherever we may be.

As an industry, steel can turn out long, flat strips of metal at operating speeds as high as 6,000 feet a minute, and has developed an annual ingot output of close to 100,000,000 tons. Steel men can take a slab of steel five inches thick and pass it through rolling operations that will bring the slab down to tin-can thickness.

In the sprawling steel mills of our country, gigantic machines work night and day, performing tremendous tasks against the varying effects of water, acid, pressure, speed, intense heat, and extreme cold. Corrosive fumes, destructive abrasives, and heavy friction also throw a challenge into the path of petroleum engineers and researchers seeking the best possible answer to each lubrication problem.

Before the development of petroleum oils, the advance of machinery was actually retarded by the fact that the only lubricants available were those from animal and vegetable oils. The discovery of petroleum for commercial use, however, opened new vistas for industrial engineering.

Although it has faced greater technological problems than most industries, steel has marched steadily forward. Aiding its advancement through the years have been the scientists, engineers, and manufacturing experts of the petroleum industry.

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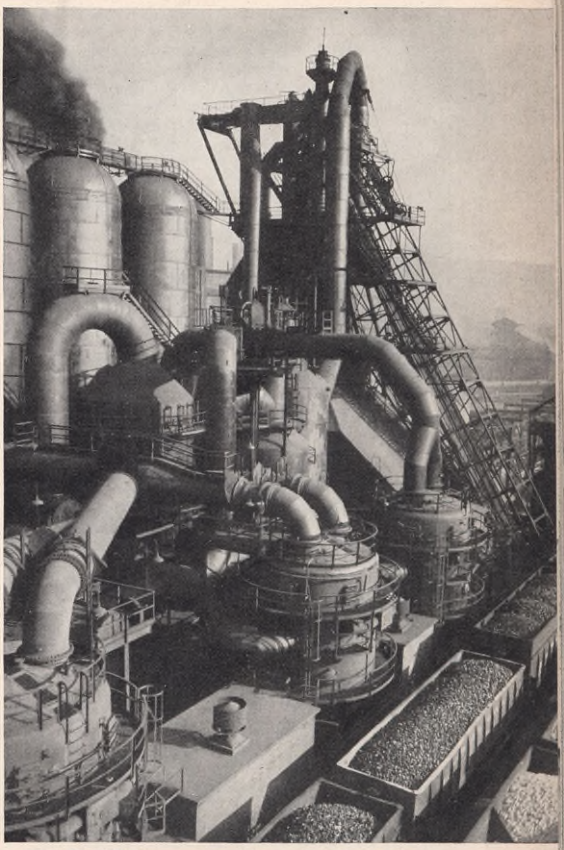
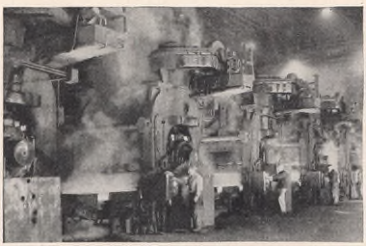
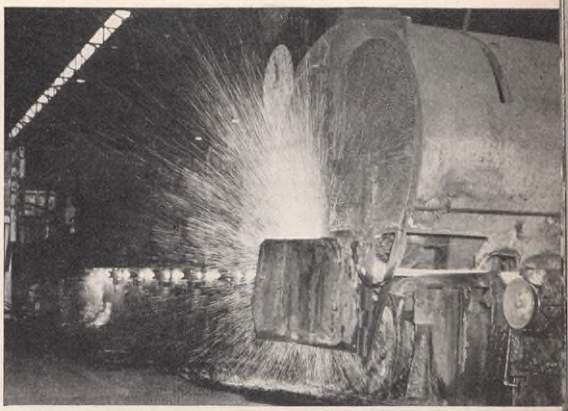


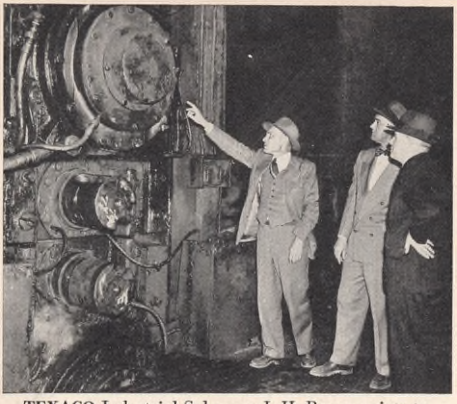
**BIG BLAST** furnaces must operate without letup. Oil helps keep steel production statistics soaring



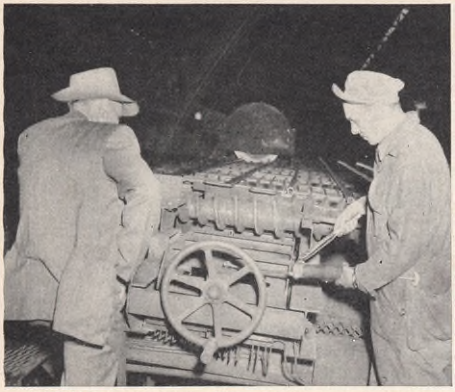
**VITAL** sectors of steel rolling mills are kept in top trim by Texaco lubricants



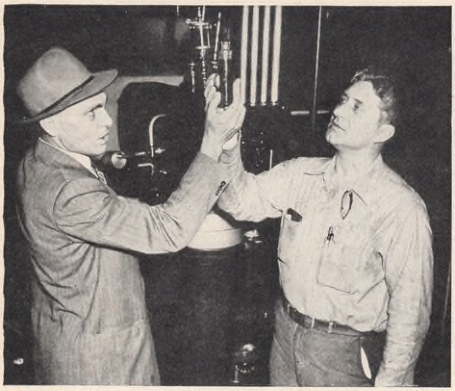
**LUBRICANTS** have to be good to withstand terrific beating from rotary-type flying hot saw shown above



**TEXACO** Industrial Salesman J. H. Raney points to bearing during talk with plant lubrication engineer



**MARFAK** is gun-injected into fitting on pipe cooling rack as Raney pauses to chat with maintenance man



**SAMPLE** of Texaco Regal Oil taken from circulating system of hot strip mill receives a close inspection

# Working With Steel

(*Continued from preceding page*)

The rise of the automobile and airplane, and introduction of more powerful and efficient industrial machinery, have necessitated development of lubricants of the highest possible quality.

When World War II came along, the petroleum industry was ready to aid the steel industry. The need for ships, planes, and tanks forced steel companies to set new production goals far beyond anything previously believed possible—and oilmen made a huge contribution to the over-all success of the undertaking.

When steel called for oils to protect mirror-finished bearings each worth several thousand dollars, petroleum experts produced them; when greases for heavy-duty bearings or rust preventives to protect sheet metal were sought, the response was again quick and overwhelming.

Specialists in Texaco's Sales Department and in the Technical and Research Division of its Refining Department have always coöperated with lubrication men in the steel-making and steel-fabricating business. Confronted with a specific problem, Texaco experts carefully study and examine machinery and conditions before making lubricant recommendations.

No two situations are ever exactly the same. Grease may be needed for conveyor rollers at the point where the red-hot ingots come out of the furnace, or for use on a roughing mill where bearings are subjected to heavy vibrating shocks. Spraying of water on ingots under high pressure makes it necessary for grease to survive water-washing. On run-out tables where the ribbons of elongated steel ride, bearings are also exposed to water spray and reflected heat of hot steel. Coiler bearings, in addition to water-washing, must withstand the terrific speeds at which they are made to spin.

On the other hand, oil might be desired for lubricating sets of roll-neck bearings. In such a case, it would have to be a very high-quality lubricant, with excellent water-separating characteristics and the ability to resist oxidation. Since the oil in such a situation will be used over and over again, it will also have to be designed to stand moderately-high temperatures for long intervals. Proper lubrication reduces friction, thus saving time and money.

To insure completely satisfactory service over a wide range of operating conditions, Texaco lubricating oils and greases are manufactured with great care. Frequently, new products are specially developed to meet certain requirements.

Texaco's code of coöperation is further reflected in *Lubrication*, a magazine which discusses lubricants and related subjects. Since its inception in 1914, this monthly Texaco publication has become a much-sought handbook for engineers and research men.

Thus—by surveying lubrication needs, improving its products, assisting equipment makers, and keeping the public informed—Texaco serves the steel industry on all fronts. ★★★

**TOGETHER** with Texaco Representative W. J. Finlay (*center*) Salesman Raney contacts man who purchases lubricants for steel company in Pittsburgh area

**RECOMMENDATIONS** covering a steel firm's complete operation. here reviewed by lubrication chief and Raney, feature Texaco's "working with steel" theme

**WITH HUGE QUANTITIES** of lubricants required to keep steel mills running at top speed, Texaco men keep close check on Texaco products on hand at plants they serve

# FOLKS, MEET GIB MORGAN

**Legendary hero of petroleum's lustiest days, he's the central figure of many a dramatic adventure of the oil fields**

AMERICAN hearts have always warmed to the colorful exploits of heroic figures, legendary or otherwise. There was Davey Crockett, who "killed panthers with his bare hands," and mighty Jim Henry, who is reputed to have lifted many a steamboat off a Mississippi sand bar. Paul Bunyan fans point to the time Paul chopped down a whole forest in a single morning, then sawed the trees into lumber while working up an appetite for supper. And then there was Pecos Bill, who with a single rifle shot made a trio of cattle rustlers bite the dust—for keeps.

In the fields where oil abounds, Gib Morgan is the fabled figure of many accomplishments, the industry's counterpart of all legendary heroes. Just ask any old-timer.

"Gib Morgan!" he'll enthuse, his eyes lighting up. "Why, he's the fellow who helped Colonel Drake and Uncle Billy Smith drill that first well at Titusville back in '59. He also set up the first pipe line for oil. Know how he did it?"

"Why, no," you answer—invitingly, unsuspectingly.

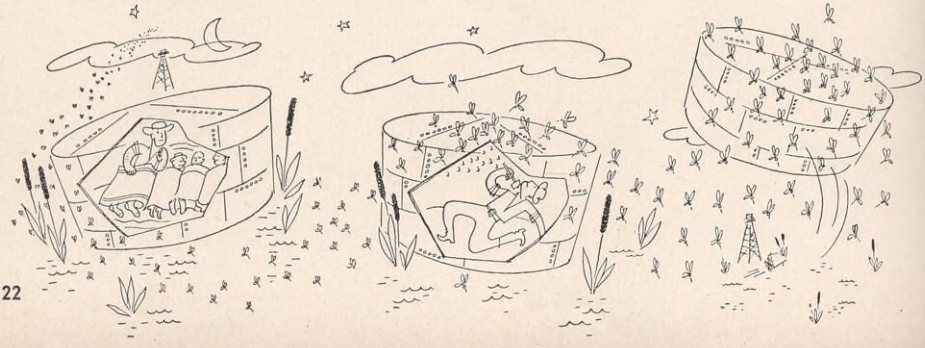
"Well," the old-timer rushes on, "Gib knew mule teams couldn't haul much oil, so he hit on the idea of piping the crude direct to the refinery. First he chopped down a forest of huge trees. With steel scarce, he smelted down three of his locomotives and cast a gigantic bit. His next step was to use the bit to ream out all the trees, after which he wedged the top of one tree into the base of the next, and so on, until the pipe line reached the refinery!"

Gib's also the man who fixed things so Texas cattlemen could fence their ranges. He merely pulled up unproductive "wildcat" wells, sawed them into sections, and sold the sections to the ranchers as postholes.

There was a time when Morgan, about to strike oil, ran out of drill cable but ingeniously brought the well in by splicing his cable with a friendly, half-mile-long boa constrictor. When the snake shed its skin, Gib used it for a pipe line!

On another occasion, while drilling in a swamp, Gib found the mosquitoes so formidable that he and his men had to bunk in a large steel storage tank. One night they heard a tremendous racket on the tank's outer side, and upon investigation found the insects drilling into the tank. When the mosquito beaks began coming through the steel walls, the undaunted Gib grabbed a hammer and clinched the beaks as quickly as they appeared. The story goes that before long he had clinched so many beaks that the army of mosquitoes actually lifted the tank right off the ground, and bounced it around all night!

Today, the myth of mighty Gib Morgan gains new glamour in the retelling wherever men gather to drill for oil. ★★★




DANIEL
BARRICK

# REPORTER

JAMES TANHAM (*right*), Vice President in charge of Industrial and Public Relations, receives the accolade of the New York Personnel Management Association, as John H. Holzbog, chairman of the organization, presents him with the plaque symbolic of the group's 1950 Achievement Award. The honor was bestowed on Mr. Tanham for outstanding contributions to the field of personnel administration over a period of years

JAMES H. PIPKIN (*left*), Assistant to the Chairman of the Board of Directors, is presented with a 1949 honor medal by Dr. Millard C. Faught, consultant to Freedoms Foundation Inc., Valley Forge, Pa., for "outstanding achievement in bringing about a better understanding of the American way of life." Mr. Pipkin was selected to receive the medal in recognition of a speech delivered by him at Abilene, Texas, in March, 1949

DR. WAYNE E. KUHN (*above*), Manager of the Technical and Research Division of The Texas Company, was signally honored on May 24, with the presentation of the second Honor Scroll of the New York chapter of The American Institute of Chemists. The recognition was for Dr. Kuhn's "tireless efforts in advancing the chemical profession. by writing and lecturing, by discussion, and by effective organization," and for contributions "to technical advances in the field of petroleum chemistry." Dr. Kuhn started with The Texas Company in 1929 as a Chemist, has been T. & R. Division Manager since 1938. In 1949, he was petroleum division chairman, American Chemical Society

## *"Volatane Control" Featured in Ads*

VOLATANE CONTROL. That's the term originated by Texaco's Advertising Division to describe the balance of volatility and octane number that has been achieved in Texaco's new Sky Chief Gasoline.

Current Texaco advertising points out the importance of volatility and octane characteristics and describes how "controlled volatility" provides quick, easy starts, fast warm-up and acceleration; and how "controlled octane" insures extra pulling power and ping-free climb.

The research program that gave birth to the new term was conducted at Texaco's Beacon (New York) Laboratories. It was carried on over a period of years and included exhaustive road and laboratory tests on fleets of autos. This program insures that American motorists obtain uniform performance from Sky Chief Gasoline from coast to coast.

By correlating laboratory and road test data with the requirements of Texaco gasoline weather areas (see *There's a "Premium" in Premium Gasoline*, THE TEXACO STAR, Fall, 1949), The Texas Company is able to market premium fuels for each of the four seasons of the year at Texaco stations. "Volatane Control" is the basis for the establishment of governing specifications for manufacturing Sky Chief Gasoline for all areas.

## *New Caltex Refinery Opened in Netherlands*

A LARGE, modern refinery was officially opened May 12 by California Texas Oil Company Limited at Pernis, near Rotterdam, Netherlands. The Caltex-Bahrein group of companies (jointly owned by The Texas Company and Standard Oil Company of California) designed and built the plant, at a cost of approximately $27,000,000, entirely on its own without the aid of ECA funds.

One of the most modern oil refineries in Europe, it will manufacture gasoline, kerosine, Diesel and fuel oils for distribution in Holland, Belgium, Luxembourg, and possibly areas in the Rhine region. Hailed by Netherlands government officials as one of the greatest steps yet taken toward achievement of economic goals in their country, the new installation will initially employ 500 workers, about 90 per cent of whom are Netherlanders.

The refinery will process American-produced crude oil from the Persian Gulf region.

There is little to compare with the relaxing enjoyment of a boat ride at dusk. Texaco products and service are available for owners of motorboats in many localities →

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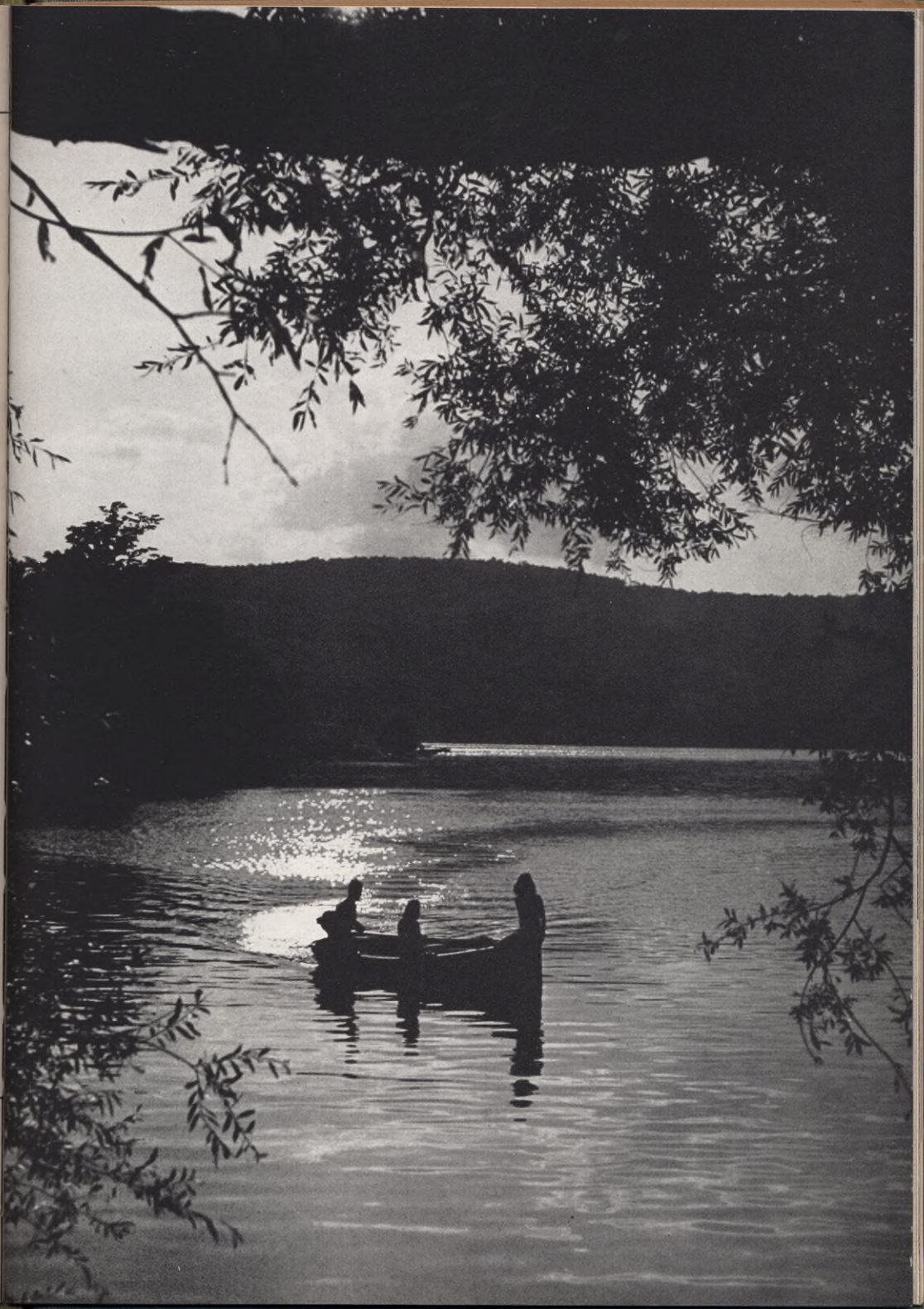

Perfect Balance
*does the trick...*

*Perfect Balance*
in a gasoline means

# Volatane Control

*the secret of* **Sky Chief** *superiority!*

A zip in the starts, a "whip" in the pickup and power to spare . . . that's what you get with Sky Chief gasoline because volatility is controlled *exactly right*. You slide over the hills smoo-oothly, without ping, because of Sky Chief's controlled octane.

That's Volatane Control—controlled octane plus controlled volatility—in perfect balance. It makes Sky Chief the gasoline for those who want the best. Fill 'er up at your Texaco Dealer . . . *the best friend your car ever had.*


**THE TEXAS COMPANY**
**TEXACO DEALERS IN ALL 48 STATES**
*Texaco Products are also distributed in Canada and in Latin America*