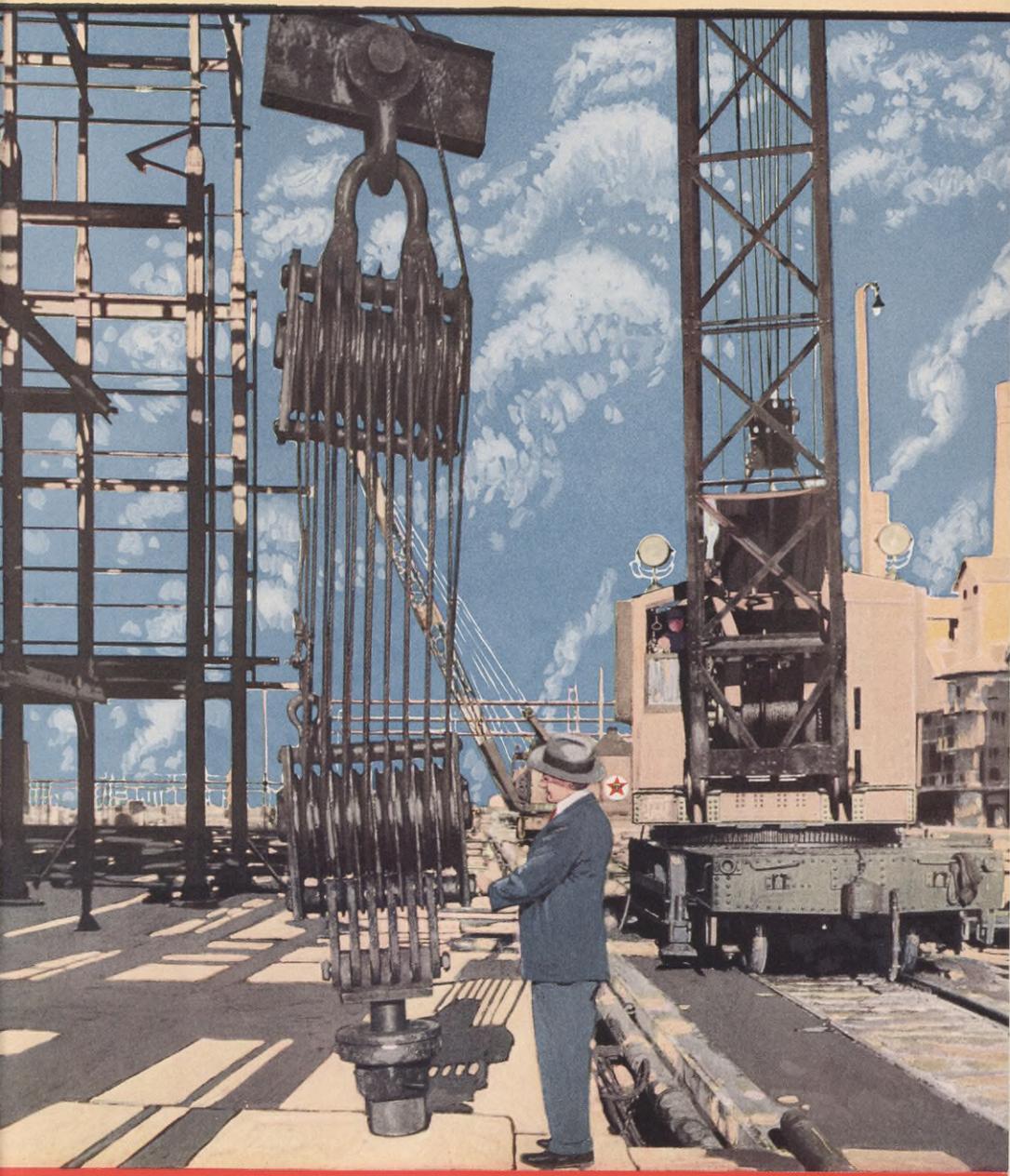
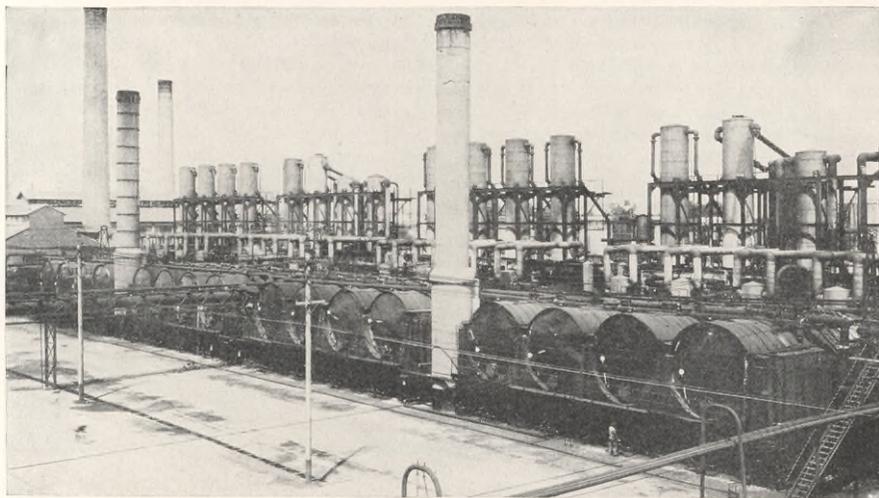


The **TEXACO STAR**

MAY 7 1929





Batteries 1 and 2, South Side Crude Stills

A Task Well Done

Faithful Batteries Yield to Progress

W. K. HOLMES

THE dismantling of those loyal units, Batteries One and Two, South Side Crude Stills at Port Arthur, inscribes a finis to an enchanting and colorful history.

Refinery equipment can rarely be paid such a tribute, but these efficient batteries, working ceaselessly for the past 25 years, have had a justifiably romantic fabric woven about them. They have been the training ground for many men who have risen to high positions in our Company and in other organizations. They have given a friendly welcome to raw, inexperienced youths, and have seen them depart later as well-tutored, capable men. They have seen The Texas Company grow from a small, distinctly local unit into a vast enterprise of international proportions.

The men who played a part in the construction of the batteries, and those who aided in their operation during the quarter-century of their productive career, will always retain a deep-abiding affection for them, and many will experience a pang of regret as these mechanical pioneers yield to more modern, more efficient brothers.

The batteries were built under the direction of R. C. Holmes, Superintendent; Alexander Hamilton, Assistant Superintendent; F. T. Manley, Engineer and Electrician; C. M. Sleezer, Brickmason, and S. C. Fox, Pipefitter Foreman.

Tim Halloran, who has supervised the operation of the batteries since their completion, earned the title of Grand Old Master, and his interest in and affection for the equipment grew throughout the years. It has often been said that the batteries knew the Halloran touch, and responded to it with apparently a greater spirit of cooperation than was evidenced when others directed their activities. It will be Tim who unquestionably will miss them most, for he has attended them constantly during their existence. Murray Titus supervised various changes to improve them, and "Daddy" Deady directed with infinite care such alterations in the masonry as were planned by B. E. Hull. The equipment experienced several additions during the past quarter century.

The first run was begun on November 13, 1903. Since that time the batteries have charged 82,000,000 barrels of crude oil and distillates; They have produced approximately 12,000,000 barrels of gasoline; 26,500,000 barrels of kerosene; 27,500,000 barrels of gas oils, lubricating oils and miscellaneous distillates, as well as 14,500,000 barrels of fuel oil. This productivity is a reasonably accurate guide to the efficiency and consistency of their operation.

To help the batteries digest this large quantity of oil, 2,000,000 barrels of fuel oil have been burned in their furnaces, and 381,000,000 barrels of water have been run through the condenser boxes for cool-

The TEXACO STAR

ing purposes. Four stills totalled the equipment in 1903; it was soon apparent, however, that the batteries could not meet the heavy demands placed upon them, though they were operated every day, including Sundays. A year later, eight stills were added to lessen the burden. The equipment functioned without further change for nearly ten years, when four additional stills were installed to complete the batteries.

Dismantling these historic old batteries, however, cannot affect the traditions, or rob of their savor some of the yarns for which the equipment provided a background.

Many of the old-timers will recall with a chuckle how tank No. 18 came to be labeled the "Spook Tank": E. O. Smith was once detailed to gauge the tank at midnight. He returned shortly afterward, not altogether unexcited, with the report that he couldn't gauge it. The boys pressed him to tell the reason: Smith declared that, just at the moment he was letting his gauge line down, something struck him in the back. It being midnight and Smith being normally constituted, he dropped the gauge line in the tank and proceeded to join friends as hastily as possible. Smith, reinforced by Frank Betzel, returned to the tank, and the two undertook to honeycomb the surroundings for evidences of ghosts, none of which accommodated them by appearing.

Some time later, Jack Collins heard that Smith was again to gauge Tank No. 18, and at the same hour; he accordingly slipped away and secreted himself. As Smith stooped over with the gauge line, Collins showered him with a handful of shell. Smith immediately established an unofficial record for speed.

Fred Baker recites an interesting one about none other than L. R. Holmes. L. R., according to Baker, had just come to Texas to learn the oil business. Fresh from the east, he was not too taken with Texas living conditions in that hardy but happy period.

He was assigned as a gauger, and one afternoon he rode his bicycle along the crest of the levee on his way to take the gauges. His front tire suddenly and startlingly compressed itself against a large water moccasin, which had crawled up to sun himself. Baker recalls how L. R. came back, minus bicycle and tank gauge; the first, he announced, was down along the levee somewhere, where it could stay for all he cared. He didn't remember where the tank gauge was, and cared infinitely less. Furthermore, he didn't like the country—it was too doggoned hot, there were too doggoned many mosquitoes, and snakes were the doggoned limit! He was going home, he said. But he didn't.

"Daddy" Blackman, when he was Superintendent of the Port Arthur Works, one day passed by the South Side Crude Stills, and seeing Paul Wagner on top, shouted: "How many of you are up there?" "Three," responded Wagner.

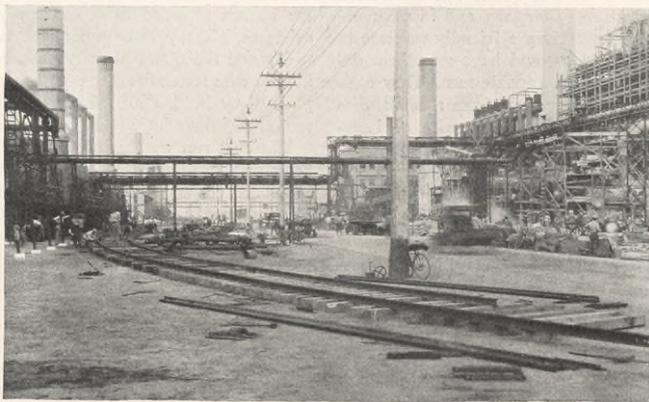
"That is too many," halloed Blackman. "Half of you come down!"

The only major lull the batteries experienced was in August, 1915, when the heavy floods of that season drove the water up to the grate-bars. Tim Halloran, after assuring himself that that equipment was being over-taxed, cut the fires and permitted the batteries to rest for ten days.

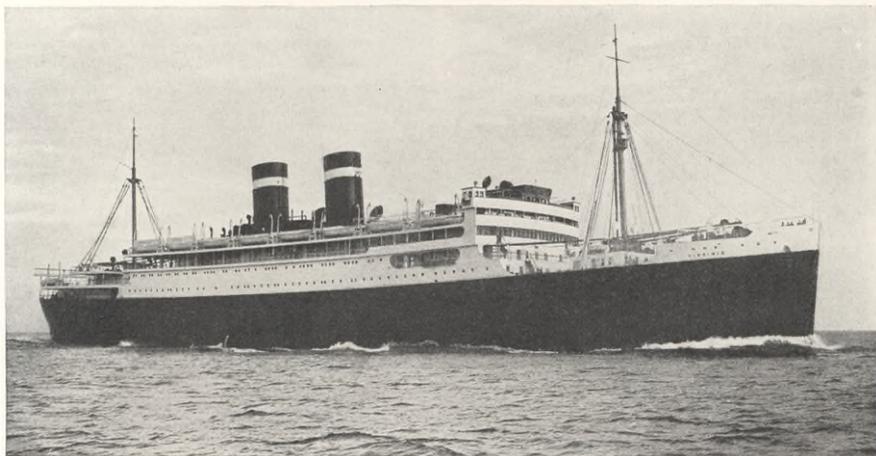
Many apprenticeships have been served on Batteries One and Two, and those sturdy units sustained more than a fair share of rough treatment at the hands of green, over-zealous youths. But an almost religious supervision was kept over the equipment, and it is significant that, in spite of the hardships it was constantly called upon to suffer, all of the original stills remained to the finish.

In 1925 fractionating towers were added; later, batteries of pressure stills were erected to convert

(Continued on page 32)



Laying Track for Dismantling Batteries



Texaco-Fueled Liner Virginia of the Panama Pacific Line

Texaco Powers New Fleet

Attracting Holidayers to Pleasures of Panama

TWO huge turbo-electric liners, churning up the sea regularly between New York and San Francisco, are soon to be augmented by a third, giving the Panama Pacific Line a fleet of three marine giantesses, all of them TEXACO-fueled.

The fleet is a direct outgrowth of the Panama Canal; the completion in 1915 of the liquid girdle that links two coasts of the continent established the Panama Canal not only as an important commercial artery, but also as something new and interesting to be viewed by the traveler. Each year has made it increasingly important in his eyes.

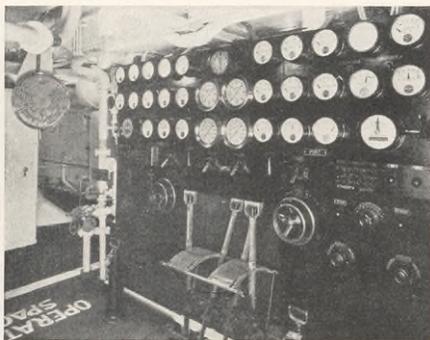
The International Mercantile Marine instituted its Panama Pacific Line the year the Canal was finished, employing two of its transatlantic liners for the service. The war interrupted its operation, but the service was resumed at the end of the war, with the addition of two other transatlantic liners.

The Panama Canal route, however accurate may have been the prophesy of its spon-

sors, was nevertheless an experiment. There was no way to determine the extent of its potential traveler interest; no gauge by which to measure its possibilities. While much of the passenger patronage the Line now enjoys is provided by persons traveling for business reasons, the percentage of holidayers is truly remarkable. The Panama Canal may truthfully be said to have lent itself admirably to the vacation scheme.

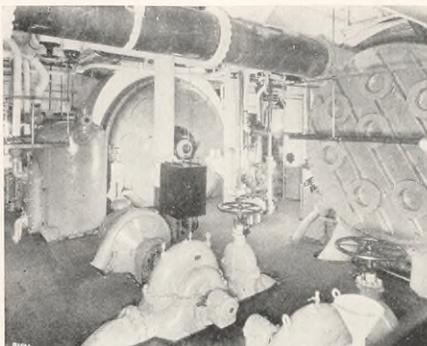
Both the California, launched late in 1927, and the Virginia, which followed about a year later, are of the newest type; sister ships, they are patterned after the largest transatlantic liners, modified only in minor particulars to meet the demands of tropical waters.

In their mechanical departments the boats are novel, for they have no engines in the ordinary sense. Electric energy to drive them through the water is created by small twin turbines that turn two generators at the rate of 2880 revolutions a minute. The energy

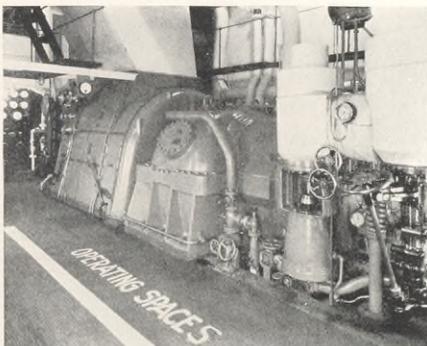


Main Operating Control

The TEXACO STAR



Port Turbo-Generator



View of Engine Room

thus created, rated at 17,000 horsepower, is transmitted by cables to two great motors, each directly attached to a shaft, on the outer side of which is a propeller eighteen feet in diameter and weighing 39,000 pounds.

The motor room in each boat is as unlike the conventional engine room as may be imagined. The motors look like exaggerated radio microphones, being great round steel shells standing sixteen feet high. Steam to actuate this power plant is generated in oil-fired boilers; TEXACO fuel oil for a round voyage of 11,000 miles is carried in and near the vessel's double bottom. This novel mechanical installation has two striking features—the smallness of the fast-turning generators, and the quietness of the motors that do the actual driving of the vessel through the water. Smoothness of operation is assured by such equipment, which, though never before used in a great liner, has been amply tested in several of the largest vessels in the United States Navy.

The use of electricity on the ships is widespread: It operates the deck winches for handling cargo; supplies the cold air used on both the boats for immense refrigerators, used for both stores and cargo; mixes dough and bakes bread in the bakeries; cooks meats in the kitchens; slices potatoes, polishes knives, and runs the clocks and the printing presses. It is used largely in navigating the ship, through the radio direction-finder, the electric steering device or mechanical man, known as the "metal mike", the

bridge telegraphs, the loud-speaking telephone, the radio set by which addresses and music originating on board are transmitted to various parts of the ship, and also the standard radio set by which the ship keeps in touch with the world when at sea.

It is evident that special thought has been given to providing the liners with unusual space for outdoor recreation. Decks are exceptionally broad, and there are great spaces for deck sports and promenading, ample room for rows of deck chairs, and a verandah cafe which resembles a summer garden.

Cruises in tropical and sub-tropical waters are generally arranged with an eye to recreation and entertainment; the balminess of the weather and the attendant popularity of the decks conspire to make the problem of entertainment something to conjure with. It is no gift of publicity to declare that sponsors of cruises in Southern waters appear to have answered that social challenge handsomely.

While the method on each line varies slightly, the basic system is substantially the same. The entire method is predicated upon the conviction that passengers, to enjoy themselves, must know one another, due to the impending contact, and the formalities of introduction are dispensed with in gratifyingly short order.

Guests are usually divided, at the outset, according to the states from which they come, which results frequently in a renewal of old friendships as well as the establishment of several new ones.

The passengers' names are subsequently deposited in a hat (or in several hats) and withdrawn, without



Main Circulating Pumps



Recreation Hall



Dining Salon

reference to states, the seating arrangement in the dining salon being arranged in this way. The first meal on board the liner generally serves to level such social standards as might exist ashore, and a fraternity among the passengers is thus suddenly and efficiently created. Various members of the party are selected at random for after-dinner speeches, and such embarrassments as might ordinarily be experienced are quickly and genially dissipated by the pleasant informality of the proceedings. Officials of various lines are unanimous in the belief that the sooner people get to know each other, the better.

The twin Panama Pacific liners were constructed with generous regard for the recreational desires of their passengers. Two swimming pools of a new type have been built on deck; they are of the built-in type, with the water slightly below the level of the deck. The ships have indoor and outdoor ballrooms.

Each ship measures



Lounge of the California



One of the Luxurious and Well-Appointed Staterooms of the Virginia

in length 601 feet, breadth eighty feet, depth of hull 52 feet and total depth from upper deck to keel, 100 feet. Each has capacity for 750 passengers and 8000 tons of freight. The maximum speed is nearly 22 statute miles an hour.

In the matter of accommodations, both ships are thoroughly modern; staterooms are large and comfortable, and the public rooms tastefully decorated and comfortably furnished.

There has been a steadily-increasing interest on the part of American vacationists in Latin America, and these TEXACO-powered giantesses naturally have benefited.

This interest in holiday spots of the southern Americas is happily keeping pace with the increased scope and friendliness of our trade relations; as our commerce grows, highways and waterways experience greater travel.

It is significant that TEXACO products are playing a large part in blazing the trail.

The TEXACO STAR

Printed monthly for distribution to employees and stockholders.

"All for Each—Each for All"

Address: The Texaco Star, The Texaco Company

17 Battery Place New York City

A NEW OFFICE

THE creation of the position of General Sales Manager is well advised. It will effect a still closer coordination between the Northern and Southern Sales Territories, and will enable the Sales Department to carry to completion a number of progressive ideas.

Mr. H. W. Dodge, first to receive this new designation, is supremely qualified both by ability and experience to direct an intelligent, extensive sales program. His associates, Mr. J. P. Gruet and Mr. J. S. Leach, who have charge of the Sales Departments in the Northern and Southern Territories respectively, have consistently demonstrated their ability for the obligations of their important offices.

Members of the Company may confidently look forward to steady progress in the Sales Department under their capable direction.



TAXES IN THE ASCENT

ONE of the chief curses of government, and one which has an appreciable effect on the tax bill, is overlapping in the administration of public business. Our local units of government groan under a dead weight of red-tape and inefficiency caused by too much injudicious activity of a political sort, and altogether too little responsibility.

We cannot have thorough efficiency and economy in government until public officials and public employes regard themselves not as independent agents with vast sums of money at their command, but as public servants responsible to every taxpayer. There is a great deal of talk about over-taxation, but little intelligent action. We all see the need of placing government on a sound business basis, but fail to encourage cures. Antiquated systems, a super-abundance of employes—many of them useless—and political slothfulness cost money.

It is the concern of every taxpayer to see that all units of government are efficiently and honestly administered. Until that is done, taxes will continue to climb.



THIS MECHANICAL AGE

IT HAS become the fashion in certain circles to deprecate our modern industrial age, on the grounds that it exalts the machine above the individual, and mechanical above human values. Yet the results seem to differ from the theory. The machine has, for the first time in history, given a vast amount of leisure to the great majority of people. It has increased production and shortened hours of work. It has made possible the wide dissemination of luxuries at average prices.

Motor cars and telephone and heating systems and elevators and endless other mechanical devices have lessened the time necessary to perform the duties of life, that more time may be had for the luxuries. There can be no question that there are many who use their leisure poorly. But it is not the machine that must defend itself against this criticism. It is human intelligence.

And it is not illogical to believe that the machine will be the means to an end—a time when education and knowledge will be really general and this new-found leisure will create a greater and better-balanced civilization.



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FOREIGN TRADE

THE vast extent of the Company's foreign trade will be more readily appreciated by readers if the series of articles currently appearing in The STAR are followed.

While the respective units of the Company are, of course, the initial considerations in the articles, each contains interesting data concerning the particular country represented. One may readily marvel at the growth of the Company's export trade; it is one of the most fascinating chapters in the history of the organization.

How these various units were organized and how they operate should be of interest to us all.

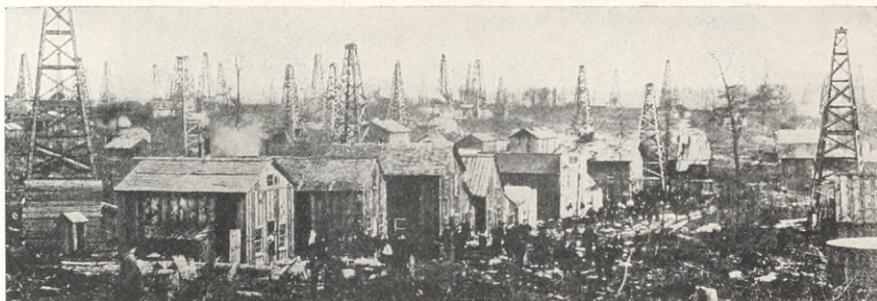


SAFETY AND TRAFFIC

PUBLIC opinion is focusing more intently than ever before upon the reckless driver. Legislation throughout the country is increasingly rigid, and our courts are showing an admirable disposition to prescribe jail sentences for offenders instead of light fines. There is a definite sectional movement toward making the taking out of accident insurance by automobile drivers compulsory. Placing the blame for reckless driving upon our traffic systems has been a common error; it indicates, however, only a superficial appreciation of the evils of the situation. Two crimes actually have been committed: First, that of mild, ineffectual enforcement; second, that of lack of public understanding and cooperation with the law.

It was perhaps merely a question of time before the public would be aroused by the appalling traffic tolls resulting from carelessness on the part of drivers. Whatever the cause, sentiment has palpably been inflamed. The courts are making progress, and the public is cooperating. With all efforts toward the extermination of the reckless driver peril united, there must inevitably be a good result.

Safety of our highways should be an important consideration in every conscientious and enlightened community.



Red Hot, An Early Oil Center, About 1860

Pioneering in Petroleum

The Fourth of a Series of Articles on the History of Petroleum from the Earliest Times to the Present Day

JAMES TERRY DUCE

EFFORTS to perpetuate the memory of Colonel Drake, initial patron of petroleum, for the most part amounted to nothing. Following the death of the founder of the justifiably famous Drake well at Titusville and the failure of that unit to continue its gratifying productivity, the machinery became scattered and stolen.

Two Drake admirers managed to assemble the derrick and engine-house, and transport them to the Centennial at Philadelphia, under the unfortunate delusion that the public would be interested in seeing them. The exhibit, however, created no anticipated stampede, and the machinery was abandoned as rubbish; the drilling pieces alone were saved by one of the men.

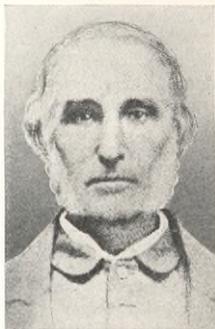
One particularly enthusiastic Drake follower conceived the idea of bottling oil from the Drake well in small vials for public sale, the proceeds to go toward the erection of a Drake monument. The well, its supply by this time almost exhausted, co-operated to the extent of a half-barrel a week; even this paltry contribution exceeded the demand. The sponsor of this altruistic movement died, however, before proceeding very far in the matter, and the proposal for a

monument to the pioneering Colonel was placed under the head of Unfinished Business.

In the interim dark clouds were hanging over the heads of three men who had established a well only a short distance from the site of the Drake well. These three—William Barnsdall, Boone Meade and Henry Rouse—found their well yielding only five barrels of oil over a three-day period; they accordingly postponed operations and in December, 1859, resumed at twice the depth—160 feet. In February of the next year, tubing was put in, and the well graciously provided fifty barrels a day.

Adjoining wells accommodatingly delivered themselves of encouraging quantities of petroleum, and the total yield became too great for local dealers to handle; a New York house arranged to market it there and by June, 1860, fifty-six thousand gallons had been disposed of from the Barnsdall well alone.

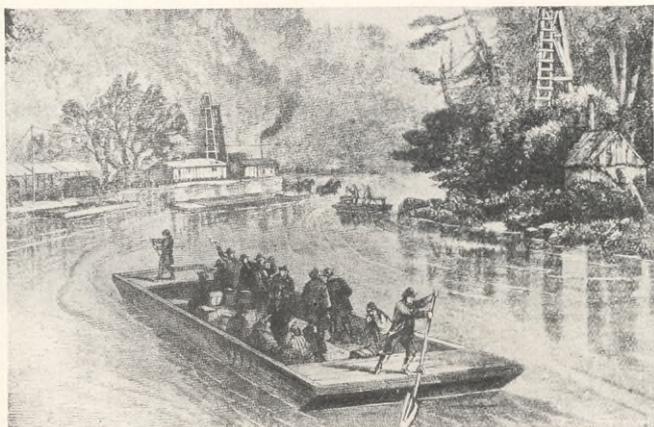
About this time, potential oil magnates operating on the basis of no capital but a superabundance of faith, developed the system of "kicking down" a well. A biographer of these hardy days explains the process thus: "An elastic pole of ash or hickory, twelve to twenty feet long, was fastened at



JAMES EVANS



WILLIAM BARNSDALL



Pomeroy's Express, Between Shaffer and Oil City

one end to work over a fulcrum. To the other end stirrups were attached, or a tilting platform was secured by which two or three men produced a jerking motion that drew down the pole, its elasticity pulling it back with sufficient force, when the men slackened their hold, to raise the tools a few inches.

"The principle resembled that of the treadle-board of a sewing-machine, the operation of which moves the needle up and down. The tools were swung in the driving-pipe or the 'conductor'—a wooden tube eight to ten inches square, placed endwise in a hole dug to the rock—and fixed by a rope to the spring-pole two or three feet from the workmen. The strokes were rapid, and a sand-pump—a spout three inches in diameter, with a hinged bottom opening inward and a valve working on a sliding rod, somewhat in the manner of a syringe—removed the borings mainly by sucking them into the spout as it was drawn out quickly.

"This system afforded an inexpensive mode of development, although it was totally inadequate for deep drilling. Hundreds of wells were 'kicked down' in the vicinity, in shallow territory."

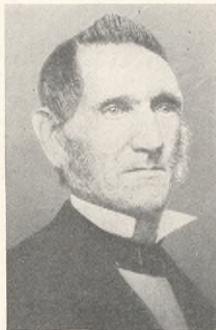
Heartening reports of the productivity of the Drake well and the facility with which astounding sums of money were obtained in an incommensurate space of time, inoculated a Franklin blacksmith about this time with the serum of desire.

James Evans, who had grown somewhat weary of twenty years' intimate association with a forge and anvil, arranged credit with a local hardware dealer for iron to be shaped into drilling tools. Following the example of the enlightened Colonel

Drake, he and his son began drilling near a water well on the Evans property. At seventy feet the tools suddenly dropped. They set at the hand-pump, which shortly delivered itself of a heavy, dark-green oil, about thirty degrees gravity and entirely free from grit. The unsuspecting Messrs. Evans had discovered the world's greatest lubricant.

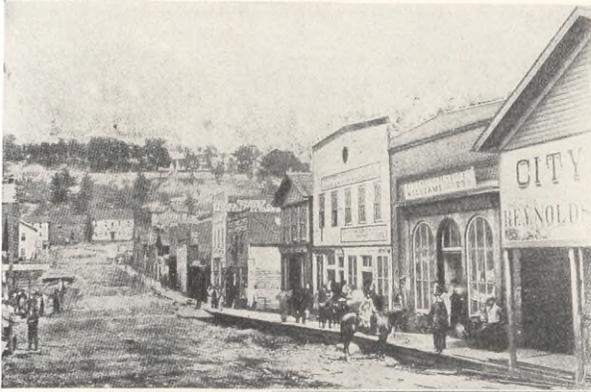
The jubilation of the quiet municipality of Franklin knew no bounds. The word ran through the village with the rapidity of a spring breeze; school recessed and courts adjourned. Merchants locked up their stores, and housewives, elbow-deep in flour-dough in keeping with domestic tradition, abandoned the morning ritual and raced breathlessly to the scene of lubricant's genesis. Franklin citizenry milled about the hole in the ground, while the elder Evans, proprietor of the local smithy, closed his eyes and ruminated blissfully upon his inevitable affluence. The inaugural of the Evans well was marked by an average yield of twenty-five barrels a day of thirty-dollar oil, a financial sidelight on the day's proceedings which went not entirely unnoticed.

The Evans well pumped enough oil in a short time to enable its delighted owner to purchase machinery; its output was greatly increased, and offers from potential buyers were graciously but firmly refused. The yield, once Evans had reaped his harvest, began to decline. He finally disposed of the well, which continued in operation for a short time, in company with several others in the vicinity. All of them, due to various reasons, were ultimately discarded and scarcely a trace is left to indicate that a blacksmith once found a fortune



COL. JAMES HOOVER

The TEXACO STAR



Main Street, Oil City, in 1861



Pioneer Oil Town Bordering Oil Creek

there and that a town went oil-crazy in a few hours.

The well-favored Mr. Evans had his imitators; the Franklin citizenry devoted itself zealously to finding oil, and in many cases the search was successful. Franklin, as a result, began to assume the outward evidences of civic maturity. The Drake-Evans hypothesis to the effect that oil could not be found in hilly points had been exploded; worthless parcels of highland became valuable over-night.

While the strike on the Hoover farm near Franklin represented no significant contribution to the advancement of the industry, it did, for a few hours, institute a panic among the people which put the Drake and Evans excitement far in the shade.

On an otherwise uninteresting afternoon, drillers working on a hillside felt the tools drop: The descent measured only eight feet, and since the first sand had not even been reached, there immediately arose breathless conjectures as to the amount of oil beneath. One of the workers drew up his tools; they were dripping an amber fluid which was no evident kin of petroleum. The fluid had the appearance, smell and taste of beer.

Pandemonium, brief but frenzied, swept the group, and the refreshing intelligence that a beer well had been discovered brought a swarm of conveniently thirsty citizens to the site, while the monitors thereof indulged in statistical reverie which included the number of breweries inevitably to be forced out of business.

Samples of the lager were being distributed to appreciative bystanders when a rotund German, puffing and perspiring, rushed up. He announced that the potential beer magnates had unwittingly tapped the storage tun of a local brewer, who some time before had cut a tunnel in the hillside and in-



stalled his beer therein for purposes of free refrigeration. Workmen coming to the tun to obtain a load had been somewhat startled at seeing tubing dangling in the vat, and no less impressed at the speed with which the beer in the vat seemed to be disappearing.

The disgruntled operators withdrew their tubing and the crowd, its thirst but partially slaked, stamped angrily off. The drilling was later resumed in a virgin hillside, and two weeks afterward the well was yielding thirty barrels a day of oil, thoroughly unsuited to beverage purposes but valuable for far nobler ones.

A few years later the available hearts of Franklin were set a-flutter by the arrival of a dark-eyed young man, erect and strikingly handsome. The stranger was well attired and he was patently well-to-do. He established himself at a local boarding house, and in a few days purchased a slice of promising oil land in the vicinity, entering into partnership with the property's original owner. The first well contributed twenty barrels a day to the further prosperity of the two men, and the stranger, fortified with sufficient of the world's goods, emerged into Franklin society. He was known as John Wilkes Booth, brother of Edwin Booth, the famous actor.

Booth, it was subsequently noted, was a thoroughly charming young man, but one of intense emotional extremes. In periods of petulance, he obligingly retired to the privacy of his own rooms, however, and on the more frequent occasions when he was

The TEXACO STAR

genially disposed, people found him superlatively pleasant, so that Booth was well liked by male acquaintances and thoroughly lionized by the feminine contingent of the municipality.

One morning in April, 1865, Booth advised his partner that he was departing for the east for a short time. He did not indicate the length of his stay, but took only a satchel with him. The dark-eyed stranger was not heard from again until the world was electrified by the report of the assassination of Abraham Lincoln.

The news fell cruelly upon the people of Franklin and Oil City; the unexpectedness, coupled with the horror of the deed, left Booth's friends stunned.

It was more or less conclusively established at the time that Booth did not contemplate the crime before he left Franklin. He made no disposition of business matters as it seems he certainly would have done had he determined his ultimate course of action prior to going east. It was believed by many of his acquaintances that Booth, always slightly erratic, had fallen prey to someone with whom the idea of Lincoln's assassination originated.

The forty-three farms of varying size and shape that studded Oil Creek from Titusville to the stream's mouth, sixteen miles southward, gradually enabled their owners to indulge their respective ambitions for the heretofore unattainable luxuries of life. For years the plots of ground had been tilled and plowed and worked over in the interest of rudimentary agricul-

ture, and for as many years reluctantly provided scant returns for their owners' time and trouble. The fortunate discovery of Colonel Drake that petroleum is likewise one of earth's blessings was followed by immediate and enthusiastic activity along both banks of Oil Creek.

Shaffer, named after George Shaffer, a potentate of the period, became a junction point, the Oil Creek Railroad connecting there with Pomeroy's Express. The latter somewhat ambitious title was applied to a small fleet of river scows, which operated between Shaffer and Oil City. Shaffer grew in sixty days from a community of one house and a barn to a thriving village of three thousand energetic souls. Boarding houses were literally erected over-night, the method of construction being to assemble boards without the preliminary of a frame, the net result representing a colossal sacrifice of comfort to speed. Towns sprang up similarly throughout the section; under the terrific impetus afforded by the discovery of petroleum at the head of the creek, bustling communities were born.

Each new discovery seemed a chapter in itself of a fascinating volume; record after record fell, and the people worked ceaselessly, accumulating vast fortunes or losing investments, only to start all over again. Each day brought its fresh surprises, its hopes and fears, its blessings and its disappointments. Men of vision called it the evolution of a great industry and many lived to see it become one.



BROWN BROS.

JOHN WILKES BOOTH



OUT WHERE THE ZEST BEGINS

On the recent inspection trip by officials of The Texas Company, headed by President R. C. Holmes, train schedules permitted a stop-over at Lincoln, Nebraska, affording an opportunity to visit sales facilities of The Texas Company. With a gale blowing and the thermometer below zero, the ladies had to be coaxed from the automobile to pose for this snapshot, which was taken in front of our new

filling station and bulk plant, Holdridge Avenue and 17th Street, Lincoln, Nebraska. Agent J. C. House acting as photographer.

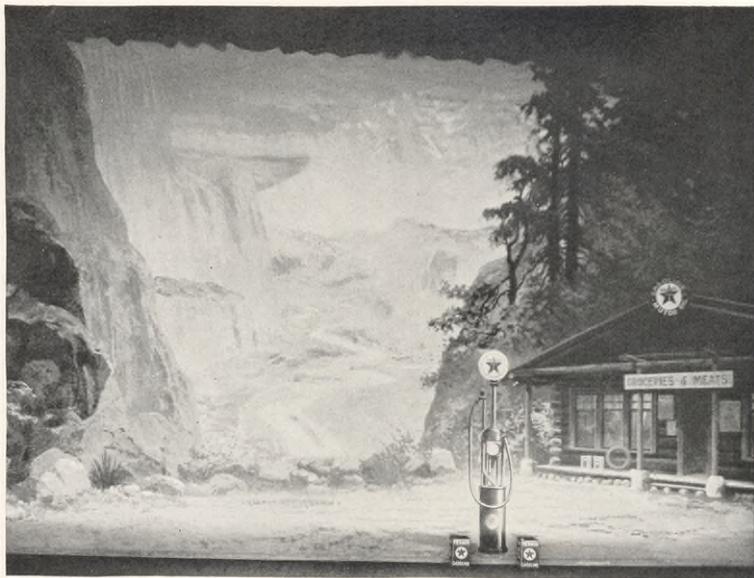
The party, reading from left to right, includes: District Manager W. E. Bradford, Denver; Vice Presidents R. Ogarrio and W. S. S. Rodgers; President and Mrs. R. C. Holmes; Mrs. T. J. Donoghue, and E. E. Schreck.



Assistant District Manager T. E. Nichols, Jr., Seattle District, with headquarters at Portland, Oregon, was host to President R. C. Holmes and other visiting Company officials on the recent inspection trip of Pacific Coast facilities. This photo-

graph was taken at Portland, Oregon, with the thermometer hovering around the zero mark.

Left to right: General Counsel Harry T. Klein, President R. C. Holmes, Vice Presidents R. Ogarrio and W. S. S. Rodgers and Mr. Nichols.



WHITE

The Texaco Curtain in "Whoopee"

Texaco Invades the Drama

THE newest filling station of The Texas Company does not sell gasoline. It does no business at all, but it is almost certain to attract it.

First-nighters at "Whoopee", the Ziegfeld musical extravaganza current at the New Amsterdam theater in New York City, were somewhat startled to note, as a part of the evening's hilarity, a curtain upon which was pictured a service station. But the astounding feature of the proceedings was that the service station bore the unmistakable TEXACO crest, revealing that the virgin borders of Ziegfeldiana had been finally trespassed upon for advertising purposes. And that is a story in itself. What no one did realize, however, is that the TEXACO curtain is an almost exact reproduction.

The station is known as Harshbarger's Filling Station, and is one of the most picturesque in America. It is located only a few miles from the top of the Continental Divide, in the heart of Estes Park. The Big Thompson River, one of the finest trout streams in the West, flows within sixty feet of the gasoline pump, thereby enabling an adroit and imaginative fly-caster to catch his breakfast while lolling in a rumble-seat.

During the summer, hundreds of automobiles halt at this mountain outpost, fuel up, and then spread fan-like out upon the trails that lead to the glaciers and canyons. Hikers frequently pause there, chat a

while with the proprietor, and possibly entice a trout or two from the river. In the winter, the snow renders it inaccessible save for the brawny and fearless, who tramp periodically up to the cabin and gratefully discover a cup of steaming coffee waiting to be disposed of.

Deer, mountain sheep and elk are to be found in the section, while bear and mountain lion are numerous enough to provide incidental excitement for the wayfarer. From the front of the cabin, one may view mile after mile of rugged mountain country; towering, jagged cliffs that seem to cleave the sky, and sprawling rivers that stretch as far as the eye can reach.

As Harshbarger's filling station is a landmark, so is its hospitable proprietor; Chester A. Harshbarger has been with The Texas Company since it entered Estes Park and reports of the excellence of his gasoline and oil are no less widespread than tributes to the quality of his food and his attendant cordiality. All roads, one might be excused for remarking, lead to Harshbarger's, not only because they lead there as a matter of geographical fact, but also because it has come to be known as one of the places one should visit.

The station and surroundings have been reproduced for "Whoopee" by Joseph Urban, the well-known scenic designer.



PHOTOS BY WIDE WORLD

“Well, Let’s Be Moving!”

The Saga of a Certain Restless Major Segrave

THERE is one young man in the world to whom gasoline represents the avenue to all earthly joys; without the fuel that was designed to make things move, he would be an unhappy person indeed, if not the unhappiest.

Major H. O. D. Segrave—Sir Henry Segrave since his recent elevation to knighthood by King George—is the willing slave of motion. And the speedier the motion, the happier the Major. At this writing Segrave holds two enviable records; one for the greatest speed on land, and the other for the greatest average speed over a twelve-mile course on water.

While the recent astounding achievements of Segrave were actuated initially by a spirit of patriotism and a feeling that Americans were winning their laurels in altogether too many branches of sport, the competitive instinct in his own field of mechanical endeavor originated in a deep-seated curiosity regarding the full possibilities of gasoline-powered machinery.

Segrave had seen records established, of course, before it occurred to him that he might happily devote himself to breaking a few: Henry O’Neal Dehane Segrave was born in Baltimore 32 years ago, but has spent the greater part of his life abroad and considers himself an Englishman. In his youth he revealed a tendency to be an engineer, and his education followed those lines. Nobody paid much attention to him until the war broke out; he became an aviator, and distinguished himself in that department of the service. Laurels he received were accepted modestly, as all his laurels have been from that day to this, and after the termination of hostilities, Segrave calmly turned to the cement business.

In his spare time the Major dabbled with motors.

Tommy Milton had established a world’s record of 156.4 miles an hour for racing cars in 1920, a record which stood for a number of years. Segrave meanwhile had been experimenting with a new type of car, a low-slung, stream-lined affair built to offset the resistance of the wind, and powered to shatter the Milton record, by then almost a tradition.

At a dinner in London in 1926 which Segrave attended, he revealed to a number of English and American business men his plan for placing this machine on an English racetrack, in an effort to establish a new mark. He prefaced his talk concerning the car with what might be termed, in the light of his recent activities in this country, a significant commentary.

“Our boxers,” Segrave pointed out at the time, “meet with little success against Americans. Our Davis Cup teams do little better. Our racing boats somehow come in last. Bobby Jones comes over here to teach us golf. It is time someone did some-

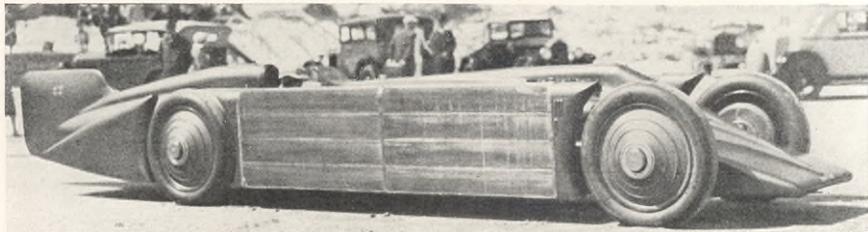
thing very definite about it.”

Segrave then proceeded to explain that he hoped to enter his new car in competition for the title in the fall of the following year. The machine was being patterned after designs of the famous Louis Coatalen; engineers had made 7200 drawings for the car between March and November. The racer, revolutionary in design, was to be powered with two twelve-cylinder motors, capable of 1000 horsepower at 2200 revolutions a minute. One motor was to be placed in front of the driving seat; the other behind. Segrave said that the plans called for a car four feet high, six feet wide at the widest point, weighing



H. O. D. SEGRAVE
Willing Slave of Motion

The TEXACO STAR



They Called It a Futuristic Conception of Speed

three and one-half tons—something that, when it was finished, would look like “a flattened whale on wheels.” The driving seat was to be only fifteen inches from the ground, and the arrangement prevented the driver from seeing more than 200 yards ahead, which was described by its unexcitable owner as being “far enough.” The machine had been labelled the “Mystery S,” and was to cost in the neighborhood of \$100,000.

It developed over the post-dinner cigars that no English track existed suitable to the staging of such a race as Segrave had in mind. Americans present at the dinner suggested that the contest be held in the United States, where tracks were more numerous and physical conditions better. Before the evening was over, Segrave had promised to bring his “Mystery S” to America.

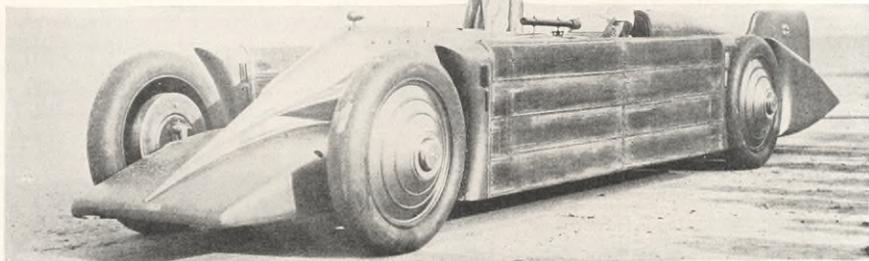
Newspapers in this country devoted considerable space to the arrival of the Segrave car and its amiable though uncommunicative owner. It was shipped to Daytona Beach, Florida, where Segrave piloted it over the hard-packed sands day after day in time trials. He ultimately startled the entire sporting world when, early in 1927, he sky-rocketed the record to the unheard-of speed of 203 miles an hour.

The modest Major received the laudations of many civic groups throughout the country, and he was showered with attention everywhere he went, which was never very far from his “Mystery S,” a phantom the revelation of whose origin was highly disconcerting to American automobile manufacturers: The S, it developed, stood for Sunbeam, and the Sunbeam is distinctly a British product.

When the tumult and the shouting had momentarily subsided, Segrave calmly announced that he was done with racing forever. He cabled his wife in London that he was bringing the car back to put on exhibition. He might, he admitted, participate in a race or two after his return, but that was all. His wife and father, in the meantime, had seen moving pictures of their kin's achievement, and his wife feelingly expressed the wish that, instead of driving the car after coming back to England, he would “lead it around on a chain.” Segrave, however, did nothing of the sort. He raced his mystery car several times, and the day before its permanent incarceration in a British museum, he skidded in it and was nearly killed.

In the interim American impatience was being kindled. A significant honor had been wrested from an American, and new racing cars began to appear on tracks in this country. One of them was the property of a Philadelphia manufacturer, J. M. White, who installed his 1500 horsepower “Triplex” on the Daytona Beach sands. The car was powered with three twelve-cylinder Liberty aviation engines. Frank Lockhart, a driver of many years' experience, whipped his American machine up and down the long beach in anticipation of bringing the title back to this country.

In February, 1928, a good-natured British driver by the name of Campbell deposited his “Bluebird” on the Florida shores. Captain Malcolm Campbell, war aviator and friend of Segrave, immediately set to work to put the racing record a notch or two higher than it had been before.



Segrave's Wife Looks On as He Tests the Sights

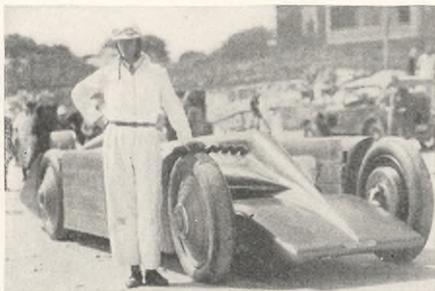
The TEXACO STAR

Shortly after his arrival the Captain propelled his Bluebird over the beach at 180 miles an hour; he hit three bumps as he emerged bullet-like from the timing pit, and the car catapulted thirty feet through space. The Captain emerged from the driver's seat, smiling and unruffled. A few days later he clung tenaciously to the steering apparatus, as the Bluebird, probably stung by its poor performance of a few days previous, carried its delighted owner through the timing pit at 207 miles an hour. Captain Campbell became the man of the hour. Major Segrave, in London, expressed his joy at losing the title to so worthy a driver, and said he would not attempt to regain it unless Lockhart shattered the Campbell record. Segrave added that he was busily engaged in planning a motorboat to capture the speed record on water.

Competition continued at Daytona Beach; Lockhart failed to affect the Campbell record, while Ray Keech, operating the White machine, encountered several difficulties. The car had no reverse gear; it had to be installed. Soon afterward Keech, in a time trial, was burned by steam when the water-line broke.

The battle continued, with nobody winning, until April, when Keech finally tore down the sands in the Triplex at 207.55, thereby bringing the record back to the United States, by a slight but adequate margin. Three days later Lockhart's car hurtled like a meteor from the track and carried it and its owner to destruction. The sporting world was paralyzed by the tragedy, and the Keech record stood.

Plans of the Segrave boat meanwhile began to leak out. It was to be somewhat similar in general design to a Zeppelin, with an outer hull of duraluminum sheets; she was to be a hydroplane type, with two steps. A few weeks later rumors of the new Segrave racing car became increasingly widespread. Segrave himself caused a slightly cynical chuckle throughout sportdom with the ambitious prophesy, about the end of September, that his new car would attain a speed of 240 miles an hour.



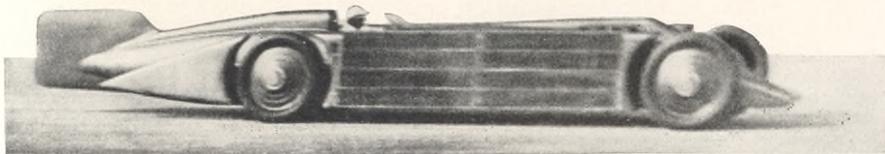
Segrave Poses with His Golden Arrow Between Time Trials

Details developed; it was to use a Napier aviation engine. The machine would weigh 5000 pounds, achieve a speed of eighty miles an hour in first gear, and twice that in second. Someone who had seen it in its London workshop branded the car "a futuristic conception of speed." Segrave called it the Golden Arrow.

What details, if any, of the arrival of the "Mystery S" that the newspapers failed to carry in their columns were adequately compensated for upon the unloading of the Golden Arrow. The slim, sleek-looking affair captivated sporting fancy. Segrave let the car speak for itself, merely remarking that it would cover the ground at 240 miles an hour. His boat occasioned only slightly less comment: Miss England, as she was known, was 27 feet long with a seven and one-half foot beam. The hull, fashioned of mahogany, weighed only 640 pounds empty. There was a cockpit for pilot and mechanic about the middle; rudders fore and aft were operated by a single control. The motors in the Golden Arrow and Miss England were of the same manufacture.

Daytona Beach, early in March of this year, took a new lease on life. Society gathered there to watch the Golden Arrow nose itself leisurely along the sands, and the White Triplex vault through space under the guidance of Lee Bible, new to the racing world. Bible, who had conditioned the Triplex, had been rewarded by its owner at the last minute by being permitted to race her.

The stands were a myriad of color on March 11 as Major Segrave, calm and unruffled, stepped into the driving seat of the Golden Arrow and nursed her slowly down the beach. Far south of the timing pit the contrivance seemed to hug the earth, a staccato hammering beat itself out on the wind, and the Golden Arrow cut a blinding swath through the air, clipped through the timing pit and out of it. A monotonous voice issued from the amplifiers, announcing that the imperturbable Major had recaptured the world's record with an average of 231.36 miles an hour. The crowd went uncontrollably wild.



It Was Built to Blend With the Wind

The TEXACO STAR



Segrave Wrests Another Title from America

Segrave arose early the next morning and began to tinker with his motor boat.

The same crowd assembled on March 13, hoping to see Lee Bible, mechanic and garage-owner, justify his employer's confidence and win his spurs in a reckless sport. Segrave joined in time trials, announcing that he would follow Bible in the event the Triplex broke the record.

Bible, too, nursed his machine slowly down the track. He too urged it more and more, and the crowd had the same sensation when the giant American car whipped through the timing pit at a speed later said to be 202 miles an hour. Just beyond the pit, the Triplex appeared to careen slightly; in the wink of an eye, it lurched drunkenly toward the sea, then swung back to the course. Time seemed to have no means of measuring the speed with which it hurtled clear of the track, and buried itself in the sand. Bible took to death with him a cameraman who, panicked as the car descended upon him, abandoned his tripod and rushed into destruction. The tripod remained upright on the sand. A dead calm blanketed the crowd, then pandemonium broke loose, with the police fighting back sudden victims of nerves. Order was finally restored, and another

tragic chapter in the history of racing was rudely and abruptly closed.

The boat *Miss England* on March 20, under the guidance of the versatile Segrave, skimmed through the water for a twelve-mile heat at an average speed of nearly sixty miles an hour. Gar Wood, America's able representative in that nautical enterprise, was left far behind, his steering mechanism having become fouled. Wood a short time later opened up his *Miss America VII* to the astounding speed of 93.12 miles an hour, but it was the first heat that counted, and Segrave had already won that.

The tall, slender, blue-eyed Englishman unconcernedly picked up his trophies, bade President Hoover a gracious farewell at the White House, and returned to his own country.

Segrave has said time and time again that he will race no more, but the fuel that drives things rapidly brings him back. He may resume his affiliation with the cement business, but evenings will always find him in his workshop, puttering with fuels and motors, conceiving combinations that will drive motors faster. He sincerely believes that there is no limit to speed, and he seems to be a reasonably sound proof of his own unusual theory.



The Major at the Wheel of his Super-Hydroplane

The movement to conserve the nation's petroleum supply, as a safeguard for the future, has commanded wide public interest ever since its beginning. The following article, prepared by C. B. Ames, Vice President of The Texas Company, traces the movement through successive stages to the present day.

The Conservation Movement To Date

Meeting a Problem and Discussing a Cure

C. B. AMES

THE present conservation movement had its origin, or, at all events, received its greatest impetus, in President Coolidge's letter of December 18, 1924, creating the Federal Oil Conservation Board, in which he said:

"It is evident that the present method of capturing our oil deposits is wasteful to an alarming degree, in that it becomes impossible to conserve oil in the ground under our present leasing and royalty practices if a neighboring owner or lessee desires to gain possession of his deposits.

"Developing aircraft indicates that our national defense must be supplemented, if not dominated, by aviation. It is even probable that the supremacy of nations may be determined by the possession of available petroleum and its products.

"I am advised that our current oil supply is kept up only by drilling many thousands of new wells each year, and that the failure to bring in producing wells for a two-year period would slow down the wheels of industry and bring about serious industrial depression. The problem of a future shortage in fuel and lubricating oil, not to mention gasoline, must be avoided, or our manufacturing productivity will be curtailed to an extent not easily calculated.

"We are not today, however, facing an undersupply of oil. The production of our 300,000 wells is in excess of our immediate requirements. That over-production in itself encourages cheapness, which, in turn, leads to wastefulness and disregard of essential values. Oil, of which our resources are limited, is largely taking the place of coal, the supply of which seems to be unlimited, but coal cannot take the place of oil in most of its higher uses on land or sea or in the air.

"For the purpose of giving this responsibility of Government in all of its aspects the consideration it demands, I have constituted a Federal Oil Conservation Board, consisting of the Secretaries of War, Navy, Interior and Commerce, to study the Government's responsibilities and to enlist the full cooperation of representatives of the oil industry in the investigation.

"The Government itself is at present one of the largest lessors of oil lands, and the public domain still

includes large undeveloped reserves of oil, so that the administration of oil resources is a practical question with the Department of the Interior.

"I would express the desire that these conferences may be open and exhaustive. The oil industry itself might be permitted to determine its own future. That future might be left to the simple working of the law of supply and demand but for the patent fact that the oil industry welfare is so intimately linked with the industrial prosperity and safety of the whole people that Government and business can well join forces to work out their problem of practical conservation."

Since that time, the following steps have been taken:

- (1) The first report of the Federal Oil Conservation Board dated September 6, 1926.
- (2) The second report of that Board dated January 16, 1928.
- (3) The Report of the Committee of Nine dated January 28, 1928.
- (4) The third report of the Federal Oil Conservation Board dated February 25, 1929.
- (5) The efforts of the producers of Oklahoma during the past three years, acting under the jurisdiction and orders of the Corporation Commission, to conserve the resources of that state.
- (6) The efforts of the producers of Texas during the past two years, acting under the orders of the Railroad Commission, to prevent physical waste.
- (7) The efforts of the producers of California in conjunction with the state authorities to conserve the petroleum resources of that state.
- (8) The recent effort of the American Petroleum Institute to correlate and unify these various activities and to bring into the picture the producers of the countries to the south of us.
- (9) The response of the Federal Oil Conservation Board to the program of the Institute.
- (10) The suggestion of that Board of an interstate compact to be approved by Congress.

The TEXACO STAR

As a result of these various activities, the necessity for conservation has been universally admitted and material progress made towards accomplishing it. Much, however, remains to be done, and as I view the present situation, the real question is whether further progress is to be accomplished by the interstate compact, or by individual state action coupled with a comprehensive study of the problem by federal and state agencies and by the industry.

In order to get a clearer view of the next step, it is well to analyze somewhat more carefully the steps which have been taken by the industry in response to governmental recommendations and the economic situation.

The Committee of Nine recommended a legislative program, the effect of which (probably unintentional) would have been, at least to a large extent, to deprive the states of their control over production and vest this control in a bureau at Washington. This program was not acceptable to the industry, and now finds little or no support in any quarter.

Voluntary cooperation, however, as recommended by the Federal Oil Conservation Board, has met with an ever-increasing response by the industry, and it was believed that the program adopted by the Board of Directors of the American Petroleum Institute on March 27, 1929, was in rather complete compliance with this recommendation. In this connection, the following analysis of the Board's recommendations and the Institute's program is interesting. In its first report to the President of September 6, 1926, the Board said:

"Cooperation within the industry can effect economies

all along the line: In development and production, a better balancing of supply to demand, when and where the oil is needed; in transportation, better planning, thus avoiding cross-hauls of crude and cross-hauls of products; in distribution, less duplication of marketing facilities, which at times even involve an expense equal to the cost of production and refining. Large savings in both production and refining are possible through the general adoption of the best technique already used by the more progressive units.

"Cooperation within the industry is recommended in both research and action, in discovering the best practice and in adopting it. Field cooperation between neighboring operators in preserving back pressure and reducing the gas factor is an example of practical conservation, or if it is too late to do this, field cooperation can take the form of building up pressure by artificial means. United and coordinated effort is the method recommended.

"The complete organization of cooperative effort is recommended, with simple but effective working units that will insure full contact of the industry with both State and Federal Governments and continuous contact between all operators in an oil field. Cooperation of the industry with the Government in planning and carrying out research is necessary to make full use of all the facilities, resources, and personnel available.

"Signed: HUBERT WORK,
—Chairman.
DWIGHT F. DAVIS
CURTIS D. WILBUR
HERBERT HOOVER."

In order to show to what extent the program of the Institute complies with these recommendations, the following analysis arranged in parallel columns is illuminating:

RECOMMENDATIONS OF THE FEDERAL OIL CONSERVATION BOARD	PROGRAM OF THE AMERICAN PETROLEUM INSTITUTE
(a) Cooperation within the industry can afford a better balancing of supply to demand.	The production of 1928 provides a supply equal to the 1929 demand, and therefore, 1929 production should not exceed that of 1928.
(b) Avoid cross-hauls of crude oil and its products and unnecessary duplication of marketing facilities.	
(c) Savings in production are possible by the adoption of the best technique.	(1) Study by committees of the regulation of gas flow. (2) More uniform leasing contracts and provisions for zoning. (3) A study of methods of securing more orderly and economical production. (4) More careful study of the use of geophysical instruments.
(d) Large savings are possible through the general adoption of the best technique in refining now used by the more progressive units.	Encourage the extension of cracking processes, which, if used generally, would permit the production of the country's gasoline requirements out of 75% of the crude oil now used, and thus result in a saving of 25% of the crude.
(e) Cooperation within the industry is recommended in both research and action.	A permanent organization within the industry to study the situation here and abroad in connection with the Department of Commerce and the Federal Oil Conservation Board.

The TEXACO STAR

- (f) Field cooperation between neighboring operators in preserving the back pressure and reducing the gas factor.
- (g) Complete organization of cooperative effort insuring full contact with both state and federal agencies.
- (h) On another page of this report, the Board recommended better utilization of the crude, such as the conversion of fuel oil into gasoline.
- (i) On page 17 of this report the Board says there is uncertainty whether cooperation runs counter to federal or state law, and that this uncertainty should be removed by legislation.

A study by the committees of the control of the gas flow and the extent to which this will aid the conservation program.

The whole program of the Institute to be submitted to the Federal Oil Conservation Board and to the state governments.

A special study of the economic waste involved in the use of fuel oil to displace coal where coal can be as conveniently used.

A study of the whole subject of legislation to determine whether additional legislation, either state or federal, is necessary in carrying on the program.

The foregoing analysis of the recommendations of the Federal Oil Conservation Board and of the program prepared by the Institute discloses that the program was in complete harmony with the recommendations. When this program was presented to the Board on April 4th, the Board read a letter from the Attorney General in which he said:

"The proceedings of the American Petroleum Institute indicate that the purpose of submitting the proposed agreement to the Federal Oil Conservation Board for approval is to obtain a sanction from the Federal Government which might operate to make the parties to the agreement immune from the operation of the Anti-Trust laws," and:

"The proceedings of the American Petroleum Institute make it clear that its members already realize that under existing laws, such an agreement could not be safely made without the sanction of some officials of the United States authorized to give it, and, as I have already pointed out, no such authority exists."

It is putting it very mildly to say that the industry was surprised to find that a program developed by it in harmony with the recommendations of the Federal Oil Conservation Board was regarded by the Attorney General as an effort on its part to secure immunity from a prosecution under the Anti-Trust laws, but as the Federal Oil Conservation Board felt, naturally, that it was bound by the opinion of the Attorney General, it was prevented from approving the program of the Institute. The Board, in responding to the program presented, however, said:

"As you are aware, the investigations of the Board over the past few years have demonstrated large wastes in the production and utilization of our oil, and an alarming prospect as to our future supplies."

In conclusion, the Board said:

"The problem appears to the Board, therefore, due to the legal inhibitions, to be one in the real solution of which action must be secured from the different states. The Board recognizes that individual state action without coordination would not cover the question, but with a view to bringing about such a program and its coordination, the Board believes it would be worth while

to renew discussion with the state authorities of the three or four principal oil-producing states, particularly to learn if it is not possible for them to enter upon an interstate compact under the provisions of the Constitution authorizing such compacts to which the Federal Government through congressional action would be a party. The character of such a compact would need much consideration but it could well comprise creating a joint board for the purposes of constructive conservation and thus secure the nation from the very real peril that will lie in the reckless exhaustion of our oil resources. With this in view the Board is planning to have Dr. George Otis Smith, on its behalf, visit and interview the governors of three or four dominating oil-producing states and learn their views upon such a proposal.

"It believes that the above suggestion, if it can be consummated on constructive lines, should extend the life of our oil resources and give greater stability to the industry; should vastly increase the returns to those states, and at the same time should protect the consumer.

"Respectfully yours,

Signed: RAY LYMAN WILBUR
Secretary of the Interior.
JAMES W. GOOD,
Secretary of War.
CHARLES F. ADAMS,
Secretary of the Navy.
ROBERT P. LAMONT,
Secretary of Commerce."

It thus appears that after four years of effort, during which time the industry, after much study, many conferences, many individual sacrifices, and considerable expense, has agreed upon a program, that the Federal Oil Conservation Board has found itself unable to approve this program, and has formulated a new one involving a compact between the principal oil-producing states to be approved by Congress, the details of which are not stated further than that "it could well comprise creating a joint board for the purposes of constructive conservation." It will be noted that the industry is not invited to participate in the formulation of this pro-

The TEXACO STAR

gram, but notwithstanding this fact, which may have been unintentional, the Institute has advised the Board that it stands ready to consider the plan carefully and will appoint committees for that purpose, if the Board desires it to do so.

Congress has approved approximately 25 interstate compacts, and I believe that without exception, these compacts all relate to some subject which no state, acting alone, could control. In the main, these compacts compose boundary disputes or deal with navigable waters on the boundary line between two or more states, or the control of waters in a stream traversing a number of states, or deal with land titles in a state which has been created out of the boundaries of another. The production of oil in any given state is one over which that state alone has control, subject to Constitutional provisions. I do not see how a compact between states can give to any one state any greater control within its own boundaries than it now has. In other words, each state can now do without a compact all that it could do with a compact, and as far as interstate relations are concerned, Congress can now do without a compact all that it could do with a compact. I fear, therefore, that the suggestion of a compact will involve considerable delay and will in the end accomplish no useful result, but if I am mistaken in this I shall be greatly gratified.

A look at the statistics on this page will disclose that this problem is confined to the limits of two states, or possibly three, and that the remedy is quickly available by the independent action of the producers and authorities of these two or three states.

It will be remembered that the committees of the American Petroleum Institute, after a careful study of the figures, reached a unanimous estimate that

the production of 1928 is sufficient to meet the consuming demands of 1929, and that with improved methods of refining, this same figure will be sufficient for several years to come. By comparison of the daily average production of 1928 with the production as of April 27, 1929, it will be seen that the increase is confined to Texas and California, with the exception of Kansas where the increase is only 5,118 barrels. In Oklahoma the average daily production for 1928 was 681,852 barrels, while on April 27 it was 663,300 barrels, and if Oklahoma and Kansas are treated as a unit, the production of these two states on April 27 was less than their average daily production for 1928. Accepting the 1928 basis, therefore, the only states which are now exceeding it are Texas and California. The problem, therefore, is one to be solved in those two states, and those two states only; provided, of course, that the production in other states is not increased beyond the 1928 level. There is no doubt that the facts are well known to the producers of those two states; there is no doubt about the sympathetic cooperation of the public officials of those two states, and there is no doubt about the ability of those two states, acting independently and without any interstate compact, to accomplish the necessary reduction in order to bring about a state of balance between production and consumption. It is equally clear that such action as the state governments of those two states may take in the matter is for their sole determination. They have a perfect right within their own boundaries to conserve their own resources, and there can be no question of a violation of the federal Anti-Trust laws involved. In fact, for about three years Oklahoma, Texas, and California, each acting independently

(Continued on page 32)

	TOTAL PRODUCTION YEAR 1928 Barrels	DAILY AVERAGE PRODUCTION		
		YEAR 1928 Barrels	4-20-29 Barrels	4-27-29 Barrels
ATLANTIC REGION				
Eastern	40,662,000	111,098	110,750	111,250
INTERIOR REGION				
Oklahoma	249,558,000	681,852	673,600	663,300
Kansas	38,332,000	104,732	109,100	109,850
Rocky Mtn-Ex N. Mex.	28,062,000	76,673	69,600	63,400
TOTAL	315,952,000	863,257	852,300	836,550
COASTAL REGION				
Texas	256,888,000	701,881	780,450	783,150
Louisiana	21,626,000	59,088	54,900	57,300
Arkansas	32,295,000	88,237	73,500	72,300
New Mexico	959,000	2,620	3,350	2,400
TOTAL	311,768,000	851,826	912,200	915,150
CALIFORNIA REGION				
California	231,982,000	633,830	796,600	787,700
GRAND TOTAL	900,364,000	2,460,011	2,671,850	2,650,650

Statistics Showing the Total Petroleum Production of the United States by Various Areas for 1928, the Average Daily Production of These Areas for 1928, the Daily Average Production of These Areas as of April 20, 1929, and the Daily Average Production of These Areas as of April 27, 1929.

Gasoline Saves an Industry

*Lobster Fishing Rejuvenated
by Fuel*

A. C. McLOON

Mr. McLoon has been the agent for The Texas Company at Rockland, Maine, since 1911 and, in addition, is the owner of one of the largest lobster-distributing companies in the country. His boats make regular rounds of the different islands, picking up the lobsters and unloading TEXACO products for the fishermen. Mr. McLoon's article arrived at the STAR offices on one of those hot spring days: in his letter Mr. McLoon said that ten inches of snow had fallen the day before in Rockland.—EDITOR.

IT IS a long jump back to forty years ago when large boiled lobsters weighing from two to three pounds could be bought in Rockland, Maine, for five cents each, with a schooner of beer thrown in for another nickel. That was before forty-seven other states found how delicious Maine lobsters are. Since that time prices have gradually increased until the average price is fifty cents a pound.

In spite of this increase fishermen did not prosper until the gasoline engine came into use about twenty years ago. Before that time a lobster fisherman's outfit consisted of a leaky dory or a "peapod" with which he fished forty or fifty traps around the rocks on days when it did not blow too hard. His home then was a weather-beaten camp around which his children ran barefooted while he hustled to provide the necessities of life, for the supply of lobsters near the shores had become depleted.

Then came the gasoline engine, and now with his staunch motor boat equipped with an auxiliary hauling engine he is able to fish almost every day, hauling as high as 250 traps. Often he fishes ten or fifteen miles off shore. Now a fisherman's boat and traps are worth from a thousand to twenty-five hundred dollars. He lives in a neat, painted house provided with a piano or radio, and he most likely has an automobile. His children are well dressed and he can afford to give them an education.

A brief outline of how the lobster industry is conducted



The Tank Boat "Texoil"

may be of interest to those whose only knowledge of the lobster is an appreciation of its excellence as food.

Lobsters are caught in lath traps about four feet long with knitted funnel-shaped ends through which the lobster crawls after the bait, and then is unable to find his way out. In fact, the traps are constructed on the same principle as the old-fashioned round top wire rat traps. These traps are baited with herring and weighted with flat rocks to sink them and keep them right side up; they are placed around shoals. A cedar buoy marked with the owner's name denotes the location and is attached to the trap by a six thread tarred manilla "warp" twenty to forty fathoms long with a bottle tied at the middle. The fisherman ranges alongside, gaffs the warp at the buoy (or at the bottle if it is slack tide to avoid hauling half the line) throws the warp over the winch-head of his hoister, and soon has the trap on the boat where he removes the catch and baits up anew. Traps are hauled once a day, weather per-

mitting, and the lobsters taken to the fisherman's floating car where the lobster dealer's smacks come around about once a week to buy his catch.

These smacks have two tight bulkheads and a well deck which separate the middle part of the boat from the living quarters forward and the engine room aft. In the bottom of the smack between the bulkheads are bored about 500 inch-and-a-half holes six inches apart which allow the water to circulate and thus keep the lobsters alive. The larger smacks carry about 20,000 pounds alive in their wells. Lobsters are perishable and often the old-time sailing smacks were so long getting



A. C. McLoon

The TEXACO STAR



McLoon's Wharf and Smacks



Modern Lobster Boat

to market that a large number of their lobsters died. Now, however, with their powerful gasoline engines, the smacks are able to cruise from Maine to Nova Scotia and Cape Breton and get their catch to market in good condition. During severe winters when the coast was ice-

bound, the old-time sailing smacks were helpless in the drift ice and could not get into the frozen harbors, but the modern high-powered smack can break through ice five or six inches thick.

The smacks bring the lobsters to the dealers where they are kept in floating storage cars and from which they are shipped to every state in the Union. Refrigerator shipping packages are used in which the ice is not allowed to touch the lobsters as fresh water is poison to them.

The female lobster hatches from five to one hundred thousand eggs, according to her size. It would seem as though lobsters should increase in number, but nature provides this astounding number of eggs to offset the great mortality, as lobsters are food for gulls and fish until they are about five years old, and they are even cannibals, destroying each other.

Lobsters grow by moulting, or shedding their shells, and when young do this very often, but as they grow larger they shed only once a year at which



time they are called shedders. This is the only time they grow and it takes about seven years for a lobster to attain legal shipping size.

A peculiar thing about the color of lobsters is that although they are a dark green when alive, they turn a bright red when boiled.

Lobsters are caught along the Atlantic coast from New Jersey to Newfoundland, but they are most plentiful in Maine and Nova Scotia. They are not caught on the Pacific coast. An attempt was made to establish a fishery near Seattle by transplanting lobsters to those waters by use of railway tank cars, but it proved a failure.

Without gasoline the lobster business could not be conducted except at a loss, and a closed term would have to be declared for a dozen years to enable lobsters to increase.

Tank boats are required to distribute gasoline along Maine's 2300 miles of winding coast and the outlying islands for the lobster fishery, and to that end the staunch tank boat "Texoil" delivers Texaco gasoline along the Maine coast.



Old-Time Lobsterman and Dory

Poem *Enjoyed by* Mr. Rockefeller

WORDS of encouragement for a kitchen maid, woven beautifully into poetry eight years ago by Cecily Hallack, the English poetess, have lately gained wide circulation. One of the poem's most ardent champions is John D. Rockefeller, Sr.

"The Divine Office of the Kitchen," has had a curious existence. It is believed by many persons familiar with it to have originated with an English servant girl, but the contention that the poem is actually the work of Miss Hallack seems better substantiated. Miss Hallack avers that she composed the seven-stanza verse in an effort to raise the spirits of an acquaintance who, weary with housework, had complained that her hands were being ruined for the violin playing which was her sincerest avocation. The lines themselves show a whimsical and touchingly philosophical undercurrent. It is left to the imagination of the reader, of course, to determine the extent to which the spirits of the servant girl were buoyed up, but one is safe in assuming that she appreciated the sensible sentiments quite as much as the author's thoughtfulness in penning them.

We are assured that at least one servant girl, reading the verses at the time, was profoundly impressed by them. It is said that a maid in the Midlands of England was so deeply touched by them that she ultimately imagined herself their author. Out of this delusion evidently sprang the fiction that the poem was written by a "servant girl only nineteen years of age."

Mr. Rockefeller was deeply moved by the verse, according to reports. Recently he distributed printed copies of the poem to parishioners at the church he attends when in Lakewood, New Jersey, and in discussing it at the time characterized it as a beautiful and significant piece of work.

It is probable that the poem's authorship will always be a debated question. Published versions have differed somewhat, and the poem has frequently appeared in British periodicals in recent years with several of the Hallack stanzas omitted.

Readers will be inclined to agree with Mr. Rockefeller, however, regarding its fullness of sentiment and its appealing simplicity.



The Divine Office of the Kitchen

I

Lord of the pots and pipkins, since I have no time to be
A saint by doing lovely things and vigilling with Thee,
By watching in the twilight dawn, and storming Heaven's
gates,
Make me a saint by getting meals and washing up the plates!

II

Lord of the pots and pipkins, please, offer Thee for souls,
The tiresomeness of tea leaves, and the sticky porridge bowls!
Remind me of the things I need, not just to save the stairs,
But so that I may perfectly lay tables into prayers.

III

Accept my roughened hands because I made them so for Thee!
Pretend my dishmop is a bow, which, heavenly harmony
Makes on a fiddle frying pan; it is so hard to clean,
And oh, so horrid! Hear, dear Lord, the music that I mean!

IV

Although I must have Martha hands, I have a Mary mind.
And when I black the boots, I try Thy sandals, Lord, to find.
I think of how they trod our earth, what time I scrub the
floor,
Accept this meditation when I haven't time for more!

V

Vespers and Compline come to pass by washing supper things
And, mostly, I am very tired; and all the heart that sings
About the morning's work, is gone, before me, into bed.
Lend me, dear Lord, Thy Tireless Heart, to work in me instead!

VI

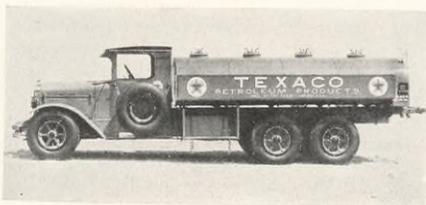
My Mats are said overnight to praise and bless Thy Name
Beforehand for tomorrow's work, which will be just the same;
So that it seems I go to bed still in my working dress,
Lord, make Thy Cinderella soon a heavenly Princess!

VII

Warm all the kitchen with Thy Love, and light it with Thy
Peace!
Forgive the worrying, and make the grumbling words to cease,
Lord who laid breakfast on the shore, forgive the world which
saith
"Can any good thing come to God out of poor Nazareth?"

Developing New Sales Territory

S. B. WRIGHT



Texaco Tank Truck in Service

SUCCESSFUL sales, with satisfactory unit cost, in a new territory, depend

upon the seller providing proper facilities for serving the retailer and establishing merchandising outlets located to serve conveniently all the public, yet without duplication of facilities in any one community.

Early last fall, approval was granted to erect a bulk plant at Lima, Ohio, a city of 58,000 population. This city is located in the prosperous northwest section of the state, and four state or national concrete highways intersect within the corporate limits, including U. S. Route No. 25 (Dixie Highway) and the well-known U. S. Route No. 30, commonly known as the Lincoln Highway, from coast to coast, but called the Harding Highway in Ohio.

The site for the wholesale or bulk plant was necessarily restricted by the City Zoning Law and Fire Ordinances. In the selection, after eliminating locations remote from the center of the city and away from sewers, city water mains, and paved streets, final approval was given to the site affording the best advertising value and farthest from the smoke and soot of passing trains and chimneys of adjacent manufacturers. The property finally approved is six blocks from the business section and is surrounded on three sides by residences. Although the yard is level, the side fronting on the well-travelled paved street is terraced eight feet above the pavement, which not only will allow the Agent, in the spring, to beautify the terrace with flowers, but will aid, on windy days, in keeping the dust

and dirt from the street from blowing into the plant. Owing to the fortunate choice of the

location, the completed bulk plant should be maintained with little effort, and the Agent should be envied by fellow-associates as long as the word "housekeeping" is mentioned in the Operating Manuals.

Immediately after the purchase of the bulk station site and before any solicitation was allowed, a survey of the city was made for the establishing of retail outlets. Too often lack of sales planning will lead to duplication of facilities; then follows high operating expense per unit. It was necessary to locate sufficient sites for service stations to serve properly the best communities within the city and the tourists travelling the highways. Sites, as in the case of the bulk station, were restricted to certain areas by zoning laws and the necessity of securing signatures of adjoining property owners.

The potential business available for a service station must be measured by the purchasing power in a given area. Too often service stations are erected on locations because the property is cheap or permits are easily obtainable. A station erected in a scattered manufacturing district has little chance of success; a station erected in a thinly-populated section of a city, or in a section where only a few cars are owned in each block, seldom succeeds. When stations are erected in such districts, they must be spaced a greater distance apart, for always sufficient purchasing power must be available for the support



Lima Stations Were Designed to Serve a Thriving Community and an Ever-Increasing Tourist Group

The TEXACO STAR

of the station. In the larger cities, sections where the better class of apartment houses are located are usually excellent locations for a service station.

In deciding to locate a station in a given community, it is, of course, desirable to have the station on a state highway if possible and yet serve the neighborhood. Experience teaches that customers prefer not to cross business sections or congested streets to patronize a certain station; also, they make their purchases either in the neighborhood or in driving to or from the business section, and seldom will they drive to the outskirts of the city to make their purchases.

After making a survey of Lima, it was decided that seven service stations would be necessary to serve the city, and that any additional investments in such outlets was unwarranted. Six of the stations are located on state or national highways, and, in addition, all are located in areas containing the highest purchasing power. Another reason to support the final selection of the seven sites is that out of fifty-two service stations now operating in the town, only seventeen are located in the area classified as the better residential section and main business district.

The seven service stations will be equipped with air lifts to enable the operators to drain properly crankcases and grease cars. In addition, in order to give the public the highest type of service, it was thought desirable to provide double-enclosed greasing and washing facilities at three of the stations so that, regardless of weather conditions, customers could be served, have their crankcases drained, and their cars greased and washed at their convenience. Larger plots of ground were secured for the three super-stations so the customer could park and leave his car for service if he so desired.

Of the seven stations, the first site was selected for the super-type station because of its being located in a high-class residential section and the fact that the stations now operating in the good section west of this location do not provide enclosed service. A second location was chosen because of its situation in the business section, thereby enabling the businessman to leave his car to be greased and washed during business hours. This site is not more than two blocks from the Court House and

the same distance from the city's largest hotel and largest theater. A third station was designed to accommodate the people living east of the river who thereby could secure complete service without having to enter the congested area; this appeals particularly to women drivers. All three super-service stations are equipped with modern devices for giving service, including high pressure grease guns and high pressure washing systems.

After determining the sites for service stations, the next step in sales planning is to decide upon the areas in which to solicit established retail out-

lets; in this class is included storage garages and parking spaces in the main business section that service a certain clientele not reached through the service stations. Then comes the curb pump, accessories store, and the small drive-in station operated in connection with some other established business. These latter classes of outlets should be solicited only in sections that are outside of the area assigned to the service stations.

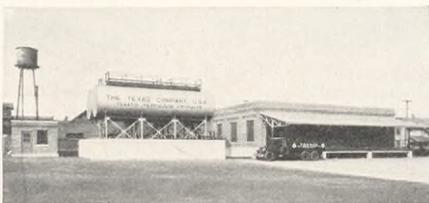
After the areas are selected for the solicitation of retailers, success in securing the desired

outlets then depends upon the popularity and quality of the products, plus the selling ability of the organization. In entering a new sales territory, the public acceptance of branded grades of petroleum products will be much more rapid in a large city if retail outlets to serve all sections of the city are established at once.

The planning of sales distribution is an interesting study in developing a new territory. It is necessary to avoid overlapping outlets that cannot be other than costly. Only by a close study of the purchasing power in a given area can the investment for service stations be justified, and, lastly, the confidence gained by the personnel in doing a job well is worth much to an organization. Sales planning in a new territory will enable the organization to make a sales forecast for the immediate future, and only by an accurate forecast can the management supply the proper equipment, authorize the correct number of employees, and otherwise limit the expense so that the marketing cost will be held to a satisfactory figure. The problem, summarily, is a complex one, but modern methods solve it readily.



New Bulk Plant at Lima, Ohio



Bulk Plant Viewed from Yard

Dodge Elevated to New Post

Sales Staff Changes Include Gruet and Leach

THE month of April was significant for three major changes in the Sales Department, one involving the establishment of a new office, that of General Sales Manager. H. W. Dodge, Manager of the Sales Department, Northern Territory, was appointed to that position. J. P. Gruet, Manager of the Sales Department, Southern Territory, was named to fill the vacancy created by Mr. Dodge's promotion, while J. S. Leach was elevated to the Managership of the Southern Territory.

The functions of the General Sales Manager will be to coordinate all sales activities of the Northern and Southern Territories. It will be the province of Mr. Dodge to organize and build up an Educational Division and a Sales Research Division. He will also have charge of National Sales and the Aviation Division.

The creation of this position will facilitate the working out of a number of progressive ideas, especially with regard to modern tendencies in service stations and sales promotion plans, which are propitious and which can be undertaken now that our planned and actual distribution have reached their present status.

Mr. Dodge was educated in the public schools at Houston, Texas, and was graduated from the Houston High School in 1908. In 1910 he enrolled in the Rice Institute at Houston, being one of the members of the first class at that academy. A year later he entered the law school at the University of Texas, completing the course in two years. He was admitted to the bar at Austin in 1913.

His affiliation with the Company dates back to 1905 when, during his vacation from school, he began as a messenger boy in the General Offices at Beaumont, Texas, at a salary of \$10.00 a month.

Mr. Dodge advanced through the mail and clerical units, filling all positions except that of



H. W. DODGE
General Sales Manager

Chief Accountant. Later he was made Station Auditor and thereafter transferred to the Houston station as helper in the warehouse. He was promoted in succession to traveling salesman, Agent, General Assistant Superintendent of the Houston District, and then Superintendent of the Oklahoma District. When the former Western Territory of the Sales Department was created in 1922, he was made Manager of that territory and came from there to New York. He has served as Manager of the Sales Department, Northern Territory,

since 1925 in the New York offices.

Mr. Gruet joined The Texas Company in December, 1911, and his affiliation with the Company has been marked by a series of important promotions. Beginning in the Lubrication Division of the Sales Department, he was elevated a year later to Lubricating Assistant of the New York District, and in November of the same year was made Superintendent of the New York District.

Early in 1923 he assumed the duties of Superintendent of Light Oil Sales for the Northern Territory; in 1925 he became General Superintendent of Sales for that section. Fourteen months later he took over the Assistant Manager's position in the Northern Territory. He became Manager of the Southern Territory on February 1, 1928.

Mr. Leach, who was Assistant Manager of the Sales Department, Southern Territory under Mr. Gruet, and succeeded to the managership upon Mr. Gruet's transfer, is

a native Texan. He was born in Allen, Texas, in 1891. He joined The Texas Company in 1916 at the Dallas District office, and moved by successive steps to the post of Superintendent of Sales in that district; he went to Houston as Assistant Manager of the Sales Department, Southern Territory early in 1927, and now has taken up his managerial duties.

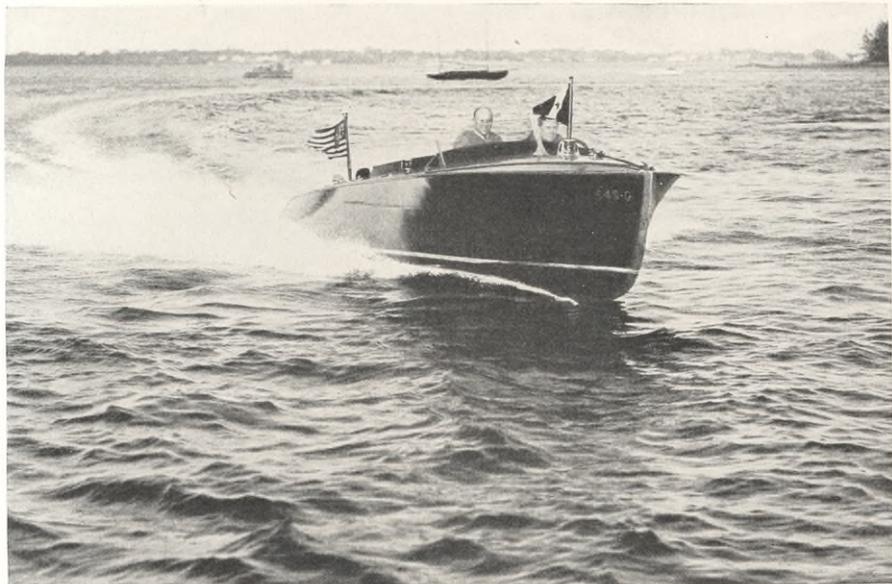


J. S. LEACH
Southern Territory



J. P. GRUET
Northern Territory

The TEXACO STAR



PHOTOS BY GALLOWAY

No Traffic Signals to Worry These Motorists

We're Taking to the Water!

Solving the Traffic Problem in a New Way

MMOTOR BOATING, moving with no uncertain strides, is reaching the borders of major industry. Once the hobby of the wealthy few, it is coming to be the recreation of the modestly-endowed many. Once the complement of automobile pleasure touring, it is now coming to be in some respects its substitute.

The astounding growth of the motor boat industry may be chiefly ascribed to the outboard motor, that ingenious mechanism which, when clamped to a hull, enables the operator to navigate almost all unturbulent waters with a maximum of pleasure and a minimum of cost. A second reason is the increasing traffic paralysis, an economic factor which, in the eyes of the motorist who demands freedom on the highways, makes driving a car today a wearying operation.

No one for a moment assumes that the motor boat will completely transplant the automobile as a medium of pleasure. In spite of the startling advance in motor boat sales in the past few years, there are still less than a million and a half documented and numbered craft and outboard motor boats plying our native waters. It will be years before the saturation

point in motor boat sales can be achieved, and it probably never will be completely achieved. Perhaps that is one reason why motor boating will always be popular.

There is, however, a definite trend of the American mind toward motor boating. Oil companies have been quick to note that there is a special fuel demand to be fulfilled, that this business of taking to water will result in a public need for a new type of service station—the marine service station, erected at strategic points along navigable waterways and designed to meet the fuel requirements of the waterway traveler.

One important sidelight of this water-mindedness on the part of the American people has already begun to make itself manifest: The boat-owner, if his home and his place of business are at all accessible by water, is beginning to use his boat to carry him to and fro. He is the newest type of commuter and he promises to be numerous; the waterway commuter of New York, for example, is no rarity. In a city where the housing problem has driven hundreds of thousands to surrounding semi-rural communities, transportation to and from the city naturally be-

The TEXACO STAR

comes a problem in itself. Railroad companies operating lines in such areas have met the situation satisfactorily, providing generally efficient and economical transportation for commuters. Those who care to do so motor to the city. An impressively increasing percentage are turning their attention to the relatively uncongested waterways, and it is partially for these people that the marine service stations are becoming important and necessary.

But the marine service station primarily will answer the demand of the motorist-sportsman, that tireless enthusiast for the outdoors who, frequently anchored in the turmoil of the city, consistently yearns to get away. If he lives on the water, or miles away from it, his boat provides access to secluded camping spots, to seductive trout pools. And he can bundle his family into his boat on a balmy Sunday afternoon, and, for the price of one seat at a moving picture show, can give them a thoroughly pleasant and inexpensive half-holiday.

His initial investment is slight, if he confines himself to the adequate latitudes of the outboard class. He may purchase a motor and hull for a fraction of what a medium-priced automobile would cost, and the expense of operation, particularly with reference to fuel, is a great deal less.

The outboard motor is an institution in itself. It is a long jump in development and a short one in time since the first of its type (appropriately styled a 'one-lunger') propelled the hull to which it was affixed in halting, unconfident fashion. You could count its speed on the fingers of one hand, but you could hear it sputter twice as many miles away. It was mechanically imperfect—many of the

early owners, after battling over a stubborn motor, would swear that it was mechanically impossible. Yet within the past month, an outboard motor boat hummed down the Hudson River from Albany to New York at an average speed of nearly forty miles an hour, running smoothly all the way.

This infant outgrowth of the marine industry has had its revolutionizing influence: Companies hitherto zealously devoted to the manufacture of elaborate boats for absorption by the discriminating and affluent few have been converted, in many instances, to quantity production of hulls suited to outboard motors. In the manufacture of motors, the general situation has remained the same, outboard motor manufacturers merely increasing their output in an effort to keep abreast of the demand, and noting, from time to time, the appearance of new competitors on the commercial horizon. There seems to be, however, enough for everybody. The outboard motor has popularized the motor boat industry, for it has put a new, desirable recreation within the grasp of John Public. With traditional zeal, John Public has taken to it. He sees promise in it of surcease from woes associated with living in the crowded city; he senses in it a medium of pleasure that is in keeping with his means.

Out of it all has sprung this demand for marine service stations. The more visionary of our readers may be able to anticipate the day when the country's waterways will be polka-dotted with colorful filling stations. It will be but a step to the water-side garage-keeper, equipped not with inner-tubes, tire-irons and pressure gauges, but with extra buffers, life preservers and a supply of fishing tackle.



Just One of a Half Million Outboards



First Seaplanes to Land at Port Arthur Airport

Seaplanes At Company's Airport

Government Aviators Pay Visit to Landing Field

SIX aviators in two silver-hued amphibian naval planes dropped out of the sky recently and glided gracefully to the Company's landing field at Port Arthur, Texas. These were the first amphibian planes to land at the Port Arthur airport.

The aviators, under the command of Lieut. C. H. Schildhauer, devoted a day to a study of the city and its environs, as part of a nation-wide survey they are making for the government. As guests of F. P. Dodge, General Superintendent at Port Arthur, they enjoyed a visit through interesting sections of the Refinery, and made an extensive survey of the airport.

Lake Sabine, in the opinion of Lieut. Schildhauer, offers excellent possibilities as a composite land and seaplane airport for Port Arthur, and he urged consideration of its development in view of the increasing seaplane transportation on the gulf coast. The lake, the Lieutenant pointed out, is close in to the city, with few obstructions, such as trees and stumps that would represent a hazard to planes. He emphasized the fact that gasoline and supplies would be readily accessible once the planes had landed.



*Taking Aboard a Supply of
Texaco Gasoline*

The present survey of the two planes was not designed to gather data on future development of landing fields, but to accumulate information for the making of maps to guide aviators. The fliers, of course, are on the lookout for sites which, in their opinion, lend themselves to adapta-

tion for landing fields, and a full detailed report will be submitted to government officials when the survey is completed.

The fliers were impressed with the Company's facilities. While the planes were being fueled, one of the mechanics remarked upon the beautiful color of our airplane oil in comparison with that they had been using, and further mentioned that in filtering gasoline previously through chamois it had been necessary to clean the chamois several times when taking on approximately 140 gallons, which each ship carries. No cleaning of the chamois was necessary with TEXACO gasoline.

Port Arthur's early morning air disturbed the fliers a little; they had only recently visited Cuba, and found the change not altogether a pleasant one to experience.



Ready to Wing Their Way into the North

Globe-Trotting With Texaco

I. SWEDEN

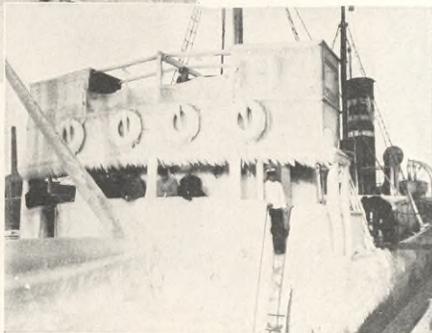
S. HALLAGER
Manager
The Texas Company, A. B.



*Digging Out a
Locomotive*



*Clearing the Snow
Blockade*



Our Ships Also Suffered

THE average person has a vague idea of Sweden. The geographical and economic data concerning this large, enterprising country can scarcely be said to be at his finger tips.

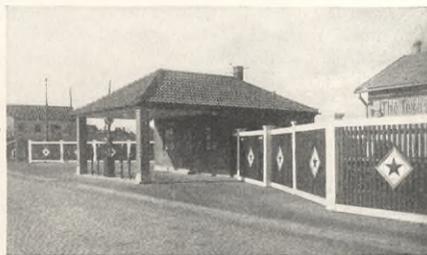
Yet Sweden is one of the largest countries in Europe, with a total area of more than 170 square miles. Its area is greater, for example, than that of England, Scotland and Ireland combined, although the total population of these three countries is nearly ten times as great as that of Sweden.

Sweden enjoys a fair balance of agricultural and forest land; if you were to start on an automobile trip from the southern part of the country toward the northern, you would first travel through a broad, fertile farming section. Well-cultivated fields stretch out for miles on all sides; the Swedish farmer is an efficient, painstaking proprietor, interested in his business and proud of his colorful countryside.

The farming area blends into a hilly district dotted with lakes which, in turn, are studded with deep stands of pine. This section, reasonably well populated, continues through the years to re-

tain a natural, virginal beauty; it provides an ideal vacation spot for the Swedish city-dweller who, quite like his brother American, longs for the lunge of a fish at the end of a line or an invigorating tramp through the woods at certain balmy periods of the year.

North of this section lies still another rich farming area, like a fertile band between the forest to the south and the woodland to the north, for above it is still another lake and woods region. It is



Texaco Filling Stations in Sweden Are Attractive, Convenient for the Motorist, and Up-to-Date

The TEXACO STAR

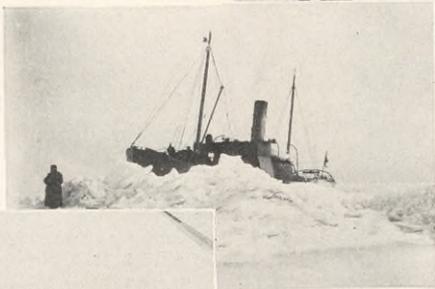
larger than the other, and stretches itself northward for 500 miles, with its polka-dot of lakes and trees, merging finally with the mountains that indicate one's arrival at that enchanting place known as "the land of the midnight sun."

Generously distributed through these areas, of course, are the cities; thriving, wide-awake municipalities with broad, well-shaded streets and throbbing, active factories. Each has its own modern and efficient system of transportation.

The Texas Company had its genesis in Sweden in 1921, and today its organization is virtually complete. Its progress has been steady, and the name



Malmö Harbor Was a Blanket of Ice



Ice-Locked in Sub-Zero Weather

the business of the Company in Sweden is more thoroughly appreciated when one is confronted with the figures. In 1923, for example, there were 23,198 passenger cars and 6,280 trucks in the entire country. Five years later there were

81,455 passenger cars, 26,230 trucks, 1,827 buses and 35,341 motorcycles. This phenomenal expansion is entirely in keeping with the progress of the country over the same period of time. And the increase in gasoline importation is no less impressive: In 1923, Sweden imported 86,159 tons, while in 1928 that figure was raised to 227,800 tons.

Sweden, as most people are aware, is thinly populated. This naturally makes the distribution of our products both difficult and expensive, although it simultaneously accounts for the phenomenal increase in the use of vehicles. The long, severe winters common in Sweden constitute another considerable factor; it is not extraordinary, in many parts of Sweden, for heavy snowfalls to remain for the duration of the winter, due to lack of facilities for clearing them. This past winter, one of the worst in years throughout Europe, affected Sweden sorely.

Swedish engineers have devoted themselves tire-

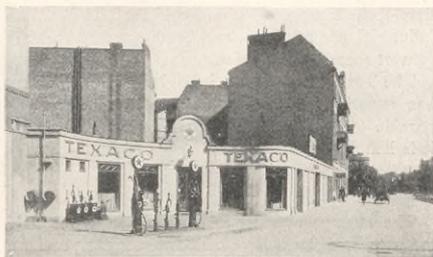
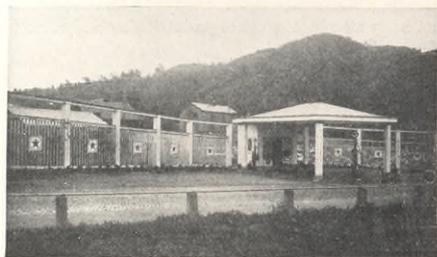
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Last Winter Played Havoc With Navigation

TEXACO has taken on a significance of quality recognized throughout the country. In nearly all of the cities in Sweden TEXACO service stations are now established, equipped in up-to-date fashion and designed to meet the ever-increasing demand for our products. In addition to two strategically-located ocean terminals, the company also has in Sweden a number of bulk stations, together with several warehouses.

The increase in vehicular traffic throughout Sweden is astonishing, and the steady growth in



Service Stations in Sweden Occupy Large Areas: The Fences Surrounding Them Are Frequently Seen

Globe-Trotting With Texaco

(Continued from preceding page)

lessly to the problem, however, and while New Yorkers may marvel at the speed and efficiency with which that hub's streets are cleared after heavy snows, the feat is duplicated in this progressive Scandinavian country despite even greater obstacles. Curiously, the northern portion of Sweden is often more open to traffic during the winter than the southern; it is not at all uncommon to find the highways in *Norrland* almost entirely free of snow a few days after a storm, while the roads in the south may remain blocked for weeks upon end. The entire country, however, during the past winter suffered a paralysis that successfully numbed traffic for months. It is generally conceded to have been the most violent winter in more than two hundred years.

Our own distribution in Sweden is naturally handicapped by this hampering of traffic, and we are required to evolve our own solution to our own peculiar problems. We always make allowance, when winter is about upon us, for tie-ups occasioned by the snow and the severity of the weather.

Sweden, by virtue of its hardy winters as well as its relatively thin population, is an expensive country in which to live and do business. Taxes are naturally high, since the burden must be borne by a few. Nevertheless Sweden is unusually rich in natural resources; it boasts large quantities of iron ore of exceptional quality, much of which is exported. The steel industry in Sweden has already reached an advanced stage. The country's vast forests have supplied its people with another potent source of revenue, and lumber and pulp constitute an impressive percentage of Sweden's exports. The great number of waterfalls, providing natural power, are of great value to the country as a whole. Sweden has been almost completely electrified within the past decade.

We of The Texas Company in Sweden are proud that our development has kept pace with that of the country. The turn of the last century saw Sweden a young, struggling nation; rich in history and in natural beauty, but industrially unripe. In the brief span of years that has brought it to 1929, it has developed astoundingly, probing deep to find its industrial potentialities, and bending every effort to convert them to actualities.

The Texas Company, in its eighth year in Sweden, has experienced a development gratifyingly comparable to that of the vigorous, progressive nation it is honored to represent.

* * *

The average automobile can be bought for half the number of bushels of corn necessary to purchase the average car in 1913.

The Conservation Movement

(Continued from page 20)

of the other, by cooperation between producers and the state authorities, have been taking similar action, and no question under federal law has ever been raised, nor has there been a suggestion from any source that these state governments, in making orders through their Commissions, have been violating federal law. The trouble heretofore has been that there was no comprehensive study of the world-wide problem, and therefore, neither the industry as a whole nor the authorities of those states have had a definite mark at which to aim. Now, however, it is universally understood that the 1928 production is ample to provide the 1929 requirements, and that with improved refinery processing, even that figure can be reduced—and it will have to be reduced in the course of time when production begins to decline.

In conclusion, I repeat two statements contained in the letter of the Federal Oil Conservation Board of April 8, 1929, as follows:

“* * * The investigations of the Board over the past few years have demonstrated large wastes in the production and utilization of our oil, and an alarming prospect as to our future supplies.”

And again:

“The problem appears to the Board, therefore, due to the legal inhibitions, to be one in the real solution of which action must be secured from the different states.”

The solution rests with Texas and California, and should not be delayed while we are waiting for a possible agreement between several state legislatures and Congress upon an interstate compact.

A Task Well Done

(Continued from page 2)

the gas into gasoline. The steam stills were also rebuilt, and towers added to increase their production and efficiency. To another of the old faithful, Ed. Davis, falls the task of reworking such equipment as will be desired for future use.

Thus another pioneer unit yields to progress; it carries with it equipment constantly to be linked with pleasant memories. The dismantling may be effected, but traditions cannot die and history cannot fade. The batteries will always be associated with an early step in a great organization's steady march forward and upward.

The Front Cover

The dismantling and replacement of those faithful units, Batteries 1 and 2, South Side Crude Stills at Port Arthur, calls for the use of both skill and machinery. Our front cover portrays the hoisting equipment employed to set in place steel containers for stilling apparatus required for use in connection with Holmes-Manley Stills.

That new car of yours



The first time you need a quart of oil—drain the crankcase. Fill with Texaco Golden Motor Oil and never use any other kind in the engine. See that the oil gauge is always at the proper level. Keep plenty of water in the radiator at all times.

With these few precautions your engine will deliver the full mileage and years of service its manufacturer intended.

Any automobile dealer will tell you that Texaco is the safe "year round" oil. It has the body to stand the strain of summer driving and the ability to flow instantly on winter's coldest day.

Clean as it looks, full-bodied as it feels, Texaco Golden Motor Oil is the finest of lubricants—and a year's supply averages less than the cost of a car license.

THE TEXAS COMPANY
TEXACO PETROLEUM PRODUCTS

Texaco Golden Motor Oil and the new and better Texaco Gasoline—high test at no extra price—are sold in every State.

FULL BODY



CLEAN-CLEAR-PURE



TEXACO
GOLDEN
MOTOR OIL

