



The TEXACO STAR

Kenneth



THE TEXACO STAR

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NUMBER 2

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★ Featured in our cover illustration are several National Parks, annually the goal of thousands of motorists. In most cases the location of each park is expressed by a symbol adapted from its official seal. The seals are reproduced below in order that the parks may be more easily identified:



★ Also shown on the map, but not represented by symbols, are: Carlsbad Caverns, New Mexico; Great Smoky Mountains, North Carolina and Tennessee; Shenandoah, Virginia; Abraham Lincoln, Kentucky; and Everglades (proposed National Park), Florida.



B. I. NESMITH & ASSOC.

Blind intersections, cause of half the automobile accidents, have been eliminated on the Henry Hudson Parkway, New York

WANTED: 1938-MODEL HIGHWAYS

By CHARLES M. UPHAM

Engineer-Director, American Road Builders' Association

A FEW months ago the automobile industry staged its annual shows throughout the country. Gleaming 1938 models, with the newest improvements and added safety devices, were on display. Streamlined, high-powered cars, trucks and trailers were shown.

For contrast there were also exhibited cars of ancient vintage to demonstrate the progress of the industry during the past 25 years. These cars were the object of much amusement. Modern drivers pitied the early motorists who used such slow, clumsy, vehicles. But the man who scorns the idea of driving a 1925 car in 1938 thinks nothing of driving his fast, powerful 1938 model over a highway built in 1913.

Many highways in use today were constructed a quarter of a century ago. They were built to accommodate a small number of far less powerful cars,

limited to a 10- or 12-mile speed limit. The modern motor car is a triumph of engineering skill, but the safety which has been built into it is not, unfortunately, a feature of the majority of our roads. The result has been a steadily rising death toll in highway accidents.

Thirty-seven thousand, eight hundred people were killed in automobile accidents in 1936. The death list in 1937 was even greater, although the present year shows a slight improvement.

The poor condition of the nation's roads is not the fault of our highway engineers. They have prepared a program which will make our highways adequate for the more than 28 million cars in the United States and comparatively safe, even for the most reckless driver. (NOTE: State gasoline taxes were

enacted and are—
theoretically—
levied to construct
and maintain high-
ways. Yet each year
sees increasing mil-
lions of dollars in
gasoline tax reven-
ues being devoted
to purposes entirely
unrelated to high-
ways. Known diver-
sions of state auto-
motive taxes to
purposes other than
highway financing
now total about
\$175,000,000 annu-
ally. Direction of
this flow of your
gasoline tax money
into the proper chan-
nels would be more
than adequate to take
care of a modern
highway program.
—EDITOR)

Approximately
50 per cent of all



PHILIP D. GENDREAU

At night, with 80 per cent less traffic, driving is at
least four times as dangerous as in the day-time

automobile acci-
dents occur at high-
way intersections.
Recent traffic studies
show an enormous
death rate at rail-
road grade crossings
and blind intersec-
tions. Where it is
impractical, because
of expense, to elim-
inate them at once,
protective devices
should be installed.

More than half
the highway fatali-
ties occur at night
when only 20 per
cent of the total
volume of traffic is
on the road. This
means that night
driving is at least
*four times as dan-
gerous as day-time
driving*—many ex-
perts declare that it
is probably six to
ten times as danger-



EDWARD HELS, FROM NESMITH

For complete safety, roads should have at least four 10-foot lanes
with parkways between to separate opposing streams of traffic



EWING GALLOWAY

Where it is impracticable to eliminate railway crossings, adequate protective devices should be installed

ous on the more heavily travelled highways.

Head-on collisions cause many highway deaths. Too narrow roads are largely responsible. For complete safety highways should have four 10-foot lanes with central parkways between the lanes to separate opposing streams of traffic.

Serious roadside hazards are unstable shoulders and "drops" between pavement and shoulder. Deep ditches too close to the travelled way are dangerous and, in most cases, unnecessary. Accidents would be reduced by constructing broad, firm shoulders with a gradual slope to the water course.

There is little need to emphasize the dangers of steep grades and sharp curves located without regard for adequate sight distances. Despite the use of warning signs and other protective measures, accidents on curves and hills continue at an appalling rate. Safety demands that a driver have an unobstructed view of approximately 1,300 feet of the road ahead. Curves must be straightened and hills levelled. Where it is too expensive to reduce hills to the six- or seven-per-cent grade recommended, the road should be split to go around the hill on both

sides and provide for traffic in one direction only.

No road is safe without a surface that provides the greatest degree of traction at all times. Skidding causes a large percentage of all accidents. Reckless driving is, of course, responsible in many cases, but many miles of roads still in use are dangerously "slippery when wet."

Next in importance is the construction of an adequate system of secondary roads. Of the 30 million farm people in this country, 60 per cent are completely isolated in bad weather, as their only connections with main highways are unimproved dirt roads. The building of all-weather, year-round, farm-to-market roads would be of great economic benefit to the farmer.

The benefits that will result from putting into effect an up-to-date highway program are many. Most important is the saving in human lives. Coincident with this is the decrease in personal injuries and property losses. In view of these advantages, every highway user should work toward the realization of this program. How? Let your state legislators know your views.

So You're Planning A Motor Trip?



"Are you taking your vacation soon, Mr. Steel?" asks Texaco Dealer F. S. Riedinger. "If you tell me where you're going and when you expect to leave, I'll ask the Texaco Touring Service folks to plan a nice motor trip for you"



(Right) Mr. Steel is glad to take advantage of this offer—and a Routing Request Card is soon on its way to the nearest Texaco Touring Service Bureau



PHOTOGRAPHS BY
ROBERT F. NESMITH



Dealer Riedinger's request will be acted upon the same day it is received. In emergencies, air mail and the telegraph are used



(Above) "This route shows five miles under construction . . . The best road starts at . . ." Experienced men map Mr. Steel's tour



(Left) "Here are your maps, Mr. Steel, with a routing and all information to make your trip safe, comfortable and pleasant"





Miles from home, the Steels encounter the familiar trade mark of Texaco and the "Registered Rest Room" sign. (See page 22)



(Right) "Yes, sir! Your Texaco Credit card is good here, and at all stations selling Texaco exclusively. I'm glad you like Fire-Chief Gasoline, Mr. Steel"



"We had a wonderful trip, thanks to you and The Texas Company. We found other Texaco dealers just as eager as you were to help make our vacation tour pleasant in every way"



From Maine to Main Street



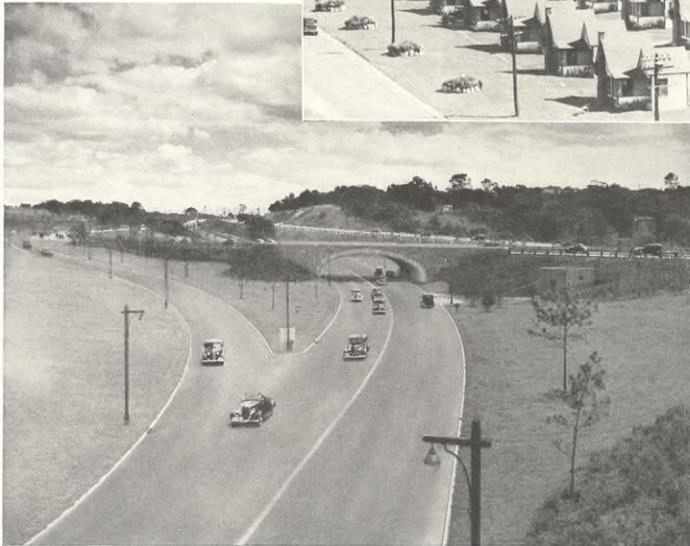
R. I. NESMITH & ASSOC.

(Above) Looking northward on Park Avenue, New York



GENDREAU

© DOUGLAS FROM GENDREAU



Tourist camps such as the one shown above dot this section of the country



(Left) Magnificent super-highway systems traverse picturesque Westchester County, New York



(Left) One of the many lovely old towns along the New England Coast

R. F. HILDEBRAND

GENDREAU

(Below) Scenery such as this is to be found in abundance in the hills of Pennsylvania



FECHNER FROM NESMITH



(Above) This motorist finds good roads inviting him to tour the "nearer Middle West"

R. I. NESMITH



(Right) Boating, swimming and sea breezes await vacationists on Long Island Sound and along the coast



Duluth to the Rio Grande



CHARLES PHELPS CUSHING

A farm on the prairie near Bismarck, North Dakota



EWING GALLOWAY

(Above, left) This road leads to Taos, New Mexico.



©MCNANICAL FROM GENDREAU

(Right) A farm home located in Brown County, Kansas



©MCNANICAL FROM GENDREAU

Along a mountain road in the Missouri Ozarks





JOHN KABEL

An inviting stretch of road leading to a Wisconsin lake



R. I. NESRITH & ASSOC.

(Above) A few blocks from the Loop is one of Chicago's noted lake front beaches



(Above, right) Attractive road near Sedalia, Indiana

PHOTO BY J. C. ALLEN

(Right) This road passes through an oil field not far from Houston, Texas



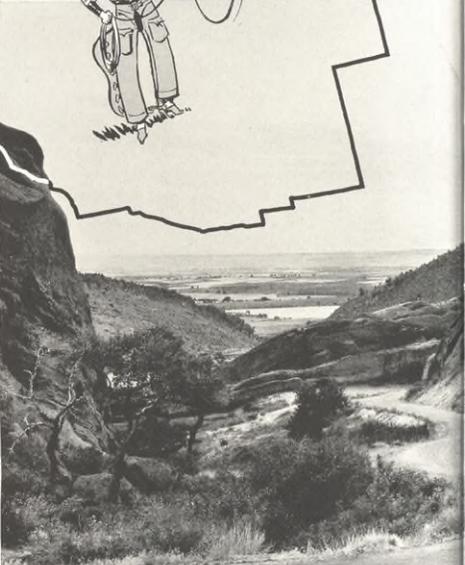


Death Valley
EWING GALLOWAY



Cedars near Del Monte, California

EWING GALLOWAY



Colorado landscape



California Redwoods

WM. SCHOB



On an Arizona road

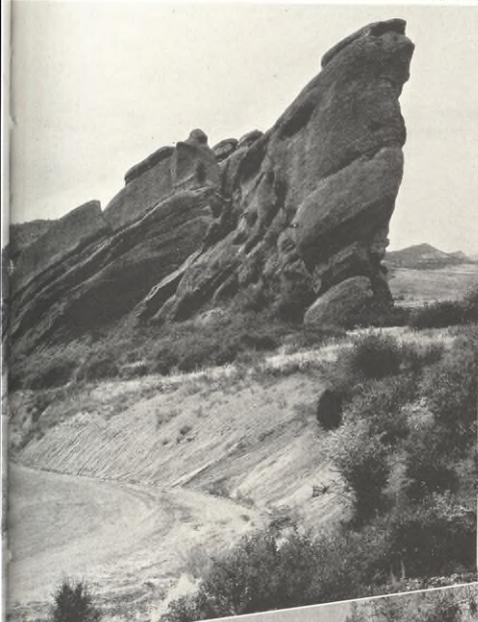


Pacific Grove, Cal.

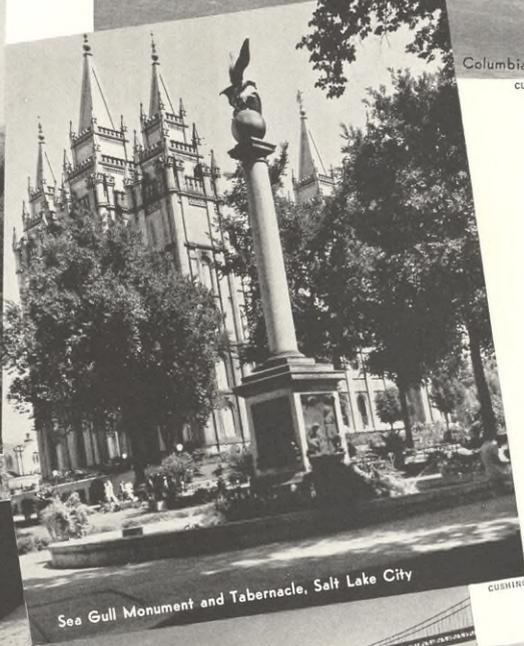
FROM NESMITH

4
SAMPLES FROM OUR
ERN PICTURE BOOK

JOHN KABEL



Columbia River Highway
CUSHING



Sea Gull Monument and Tabernacle, Salt Lake City
CUSHING



St. Mary's Falls, Glacier National Park
JOHN KABEL



San Francisco Golden Gate Bay Bridge
CUSHING



Near Helena, Montana

Southern Exposures



JOHN KABEL

(Above) Florida is a haven for trailerites—this camp is located near the city of Miami

R. I. NESMITH & ASSOC.



THE TEXACO STAR



J. RENNIE

(Above) A Mississippi River steamer at her New Orleans dock



(Left) Surf casting on a beach along the North Carolina coast



(Above) The palace of the Colonial governors, Williamsburg, Virginia

ING GALLOWAY

MANIGAL FROM GENDREAU



R. I. NESMITH & ASSOC.

(Above) One of the South's many fine motor highways, draped with Spanish moss



(Left) A picturesque back-country road through the Ouichita Forest, Arkansas

MOTORING DOWN MEMORY LANE



(Left) A 1908 Franklin and its proud owners. (Right) "Every girl her own windshield" in this creation

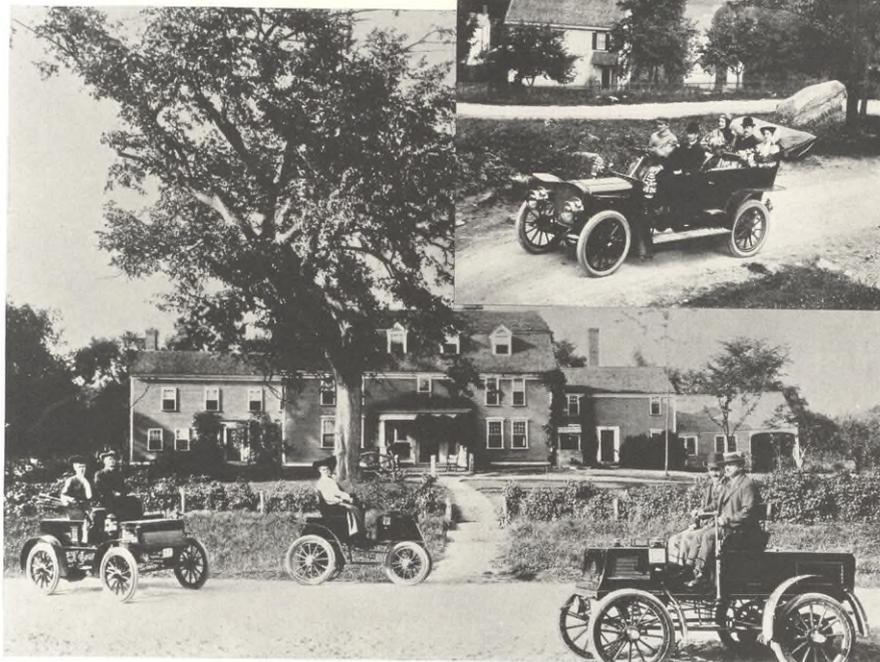
PHOTOS FROM BROWN BROS.



A group of hardy pioneers at the famous Kittatinny Hotel, Delaware Water Gap, Pennsylvania, in 1913



(Above) Well, anyhow, the mule is enjoying it.
(Right) On a motor tour of the White Mountains



Heavy traffic at the Wayside Inn, Sudbury, Mass., on a Sunday afternoon in 1900



A fast car, plenty of lunch, and "Buffalo Bill"—what more could a girl ask?



"Shucks, maw, you got to expect a little trouble with these here pneumatic tires once in a while"



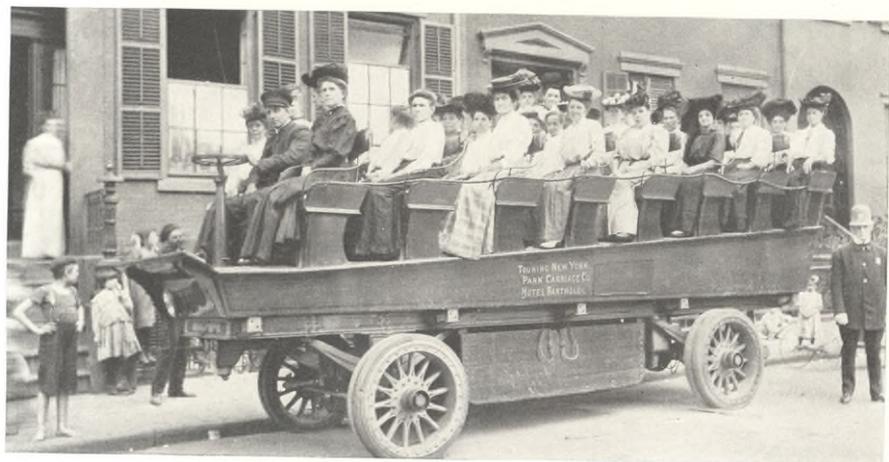
You can't kid grandpap that such a contraption will ever take the place of good old Dobbin. He'll stick to his horseshoeing



These daredevils are tearing along through New Jersey. The forward car is one of the famous Pope Toledo make



Finish of a (believe it or not) 100-mile, non-stop race. "Gosh, we sure were travelin'!"



Hold your hats, girls! We're off on a tour of New York— and remember, you're not supposed to talk to the driver



"CIRCLE SERVICE"—A SQUARE

The next time you drive into a Texaco Service Station, watch how the attendant services your car. He has been instructed to give "Circle Service"—a quick, easy, efficient method of servicing your car in a way that saves time for you and himself without overlooking a single item that may need attention.



Texaco Dealer Kenneth Stahl of Mt. Vernon, N. Y., demonstrates Circle Service: 1. He greets the customer and wipes the left half of the windshield

2. (Below) He fills the tank. Note that he retains the cap of the tank in his left hand



3. The next step (below) is to wipe the rear window of the car



4. (Right) Circling the car counter-clockwise, he wipes the tail light, and notes the condition of the tires



DEAL FOR YOUR CAR



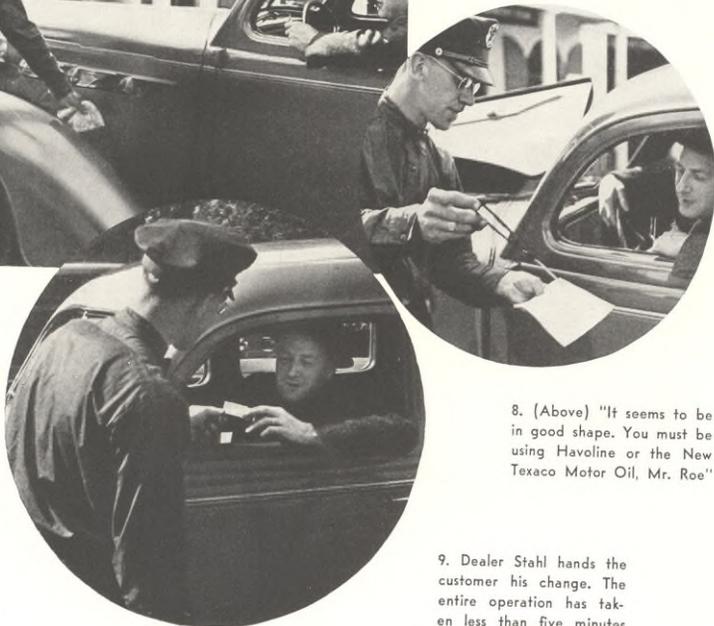
5. (Above) He wipes the right half of the windshield and inspects the windshield wiper blades



6. He cleans the lenses of the headlights, asks the driver to turn them on, and checks whether they are operating properly



7. (Above) He fills the radiator, then asks if he may check the crankcase oil



8. (Above) "It seems to be in good shape. You must be using Havoline or the New Texaco Motor Oil, Mr. Roe"

9. Dealer Stahl hands the customer his change. The entire operation has taken less than five minutes



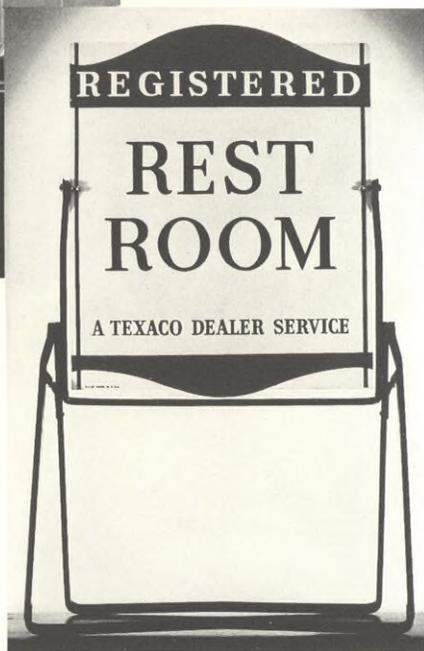
PHOTOGRAPHS BY STANLEY W. STERN



Women in particular have a right to expect clean, well-equipped rest rooms



Look for this sign—it is your assurance of uniform standards of cleanliness



Clean ACROSS THE COUNTRY

A FEW weeks ago The Texas Company brought into the open a subject which, although seldom publicly discussed, is important to every person who drives an automobile—clean rest rooms at service stations. Henceforth, motorists may be certain that all Texaco service stations which display the sign shown on this page possess rest room facilities which are of a

uniform standard of equipment and cleanliness.

Thousands of Texaco Dealers throughout the United States have already joined the voluntary Texaco Registered Rest Room plan, and have signed pledges promising their customers clean, sanitary rest rooms. Any station displaying the sign must have rest rooms which meet these requirements: A



Officials look on as the Inspection Cars of the Texaco White Patrol leave the production line at the factory



The White Patrol cars call periodically on all Texaco Dealers who are authorized to display the Registered Rest Room sign



EWING GALLOWAY

(Above) Texaco Dealer H. G. Clouser of San José, California, believes in keeping the exterior of his rest rooms as neat and attractive as they are on the inside



(Left) Parents appreciate the comfort and convenience of Texaco Registered Rest Rooms

toilet in good working order, a washbowl, mirror, wastebasket, and an adequate supply of soap, towels, and tissue.

Any motorist has a right to expect these things. To assure Texaco customers of getting them, Registered Rest Room inspectors, driving White Patrol cars, will call periodically at all stations displaying the Registered Rest Room sign. This service costs the individual dealer nothing.

Unclean, ill-kept rest rooms have long been a source of justifiable irritation to motorists, if not an actual menace to public health. Some service

station operators have felt that rest rooms were a necessary evil, incidental to the sale of gasoline and oil. A growing demand on the part of the motoring public has followed announcement of the Texaco Registered Rest Room plan. Articles in leading magazines have actually advocated a boycott of stations with dirty, poorly equipped rest rooms.

The Texaco Dealer's pledge reads as follows: "I pledge to my customers that my Registered Rest Room shall be fully equipped and clean at all times. If you ever find it otherwise, you will confer a favor by giving me the benefit of your criticism."

