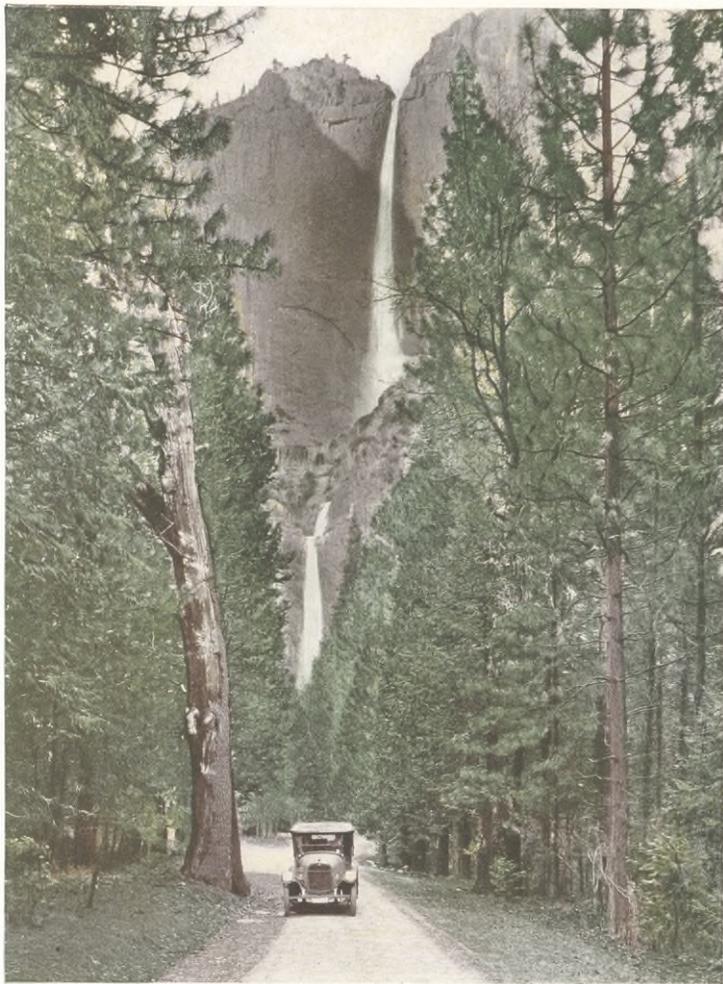


# *The* TEXACO STAR



YOSEMITE FALLS, CALIFORNIA



THE NEW LOS ANGELES CITY HALL

*This monument to modern American architecture was dedicated April 26, 1928.*

# The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION  
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XV

June 1928

No. 6

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*"All for Each—Each for All"*

Address: The Texaco Star, The Texas Company  
Houston, Texas

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## Consolidations

About thirty years ago there was an era of consolidations in American business, and some of our largest corporations had their origin at that time. Those consolidations resulted in part in the combination of competing units in the same industry, and frequently in watered stock and advances in the prices of commodities. A number of these consolidations resulted in attacks by the government under the Sherman Act, some of which were successful and some were not.

At present we are passing through another era of consolidations which in the main are not being accompanied either by the watering of stock or by advancement of prices. The consolidations of the present usually have for their object greater economy of operation, the accomplishment of more skillful management, and the achievement of greater efficiency in production. The acquisition of the California Petroleum Corporation by The Texas Corporation belongs to this class, and makes of the company a more efficient and a better rounded unit in the oil industry.

The effect of such a consolidation as this is not only beneficial to both companies, but, by reason of the combination of the skill and experience of both, is beneficial to the industry.

It, however, requires the utmost care in management, calls for still greater progress in the company, and furnishes a larger opportunity for advancement to every employe who, by reason of superior ability, unflagging industry, and thorough loyalty to the organization, deserves promotion. It should be, and doubtless is, an inspiration to every man in both organizations to do his best in his particular place to make the company more and more successful as the years go by.

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## Progress in the Petroleum Industry

During the past twenty-five years there has been a complete change in the demands upon the petroleum industry. Up to the first decade of this century the petroleum industry was called upon for kerosene, and in 1904, for example, the refiners obtained from the crude oil run to stills 48.23 percent of kerosene and only 10.33 percent of gasoline. Since that time the development of the gas engine has resulted in such an enormous increase of automobiles as to completely change the demands upon the petroleum industry, which is now called upon to supply an enormous demand for gasoline, while the demand for kerosene in points of percentages has been steadily decreasing. For example, in 1927 the percentage of kerosene obtained from the crude run to stills had dwindled to 6.77 percent, while the percentage of gasoline had increased to 36.03 percent, and since 1927 the figures have spread still further apart. In 1904 the automobile registrations were 55,000 and the crude oil production in barrels was 117,081,000, while in 1927 the

## The TEXACO STAR

automobile registrations had increased to 23,127,315, including 85,636 busses, and crude oil production to 894,435,000 barrels. In 1904 gasoline production was 290,556,000 gallons, while in 1927 the gasoline production was 1,403,984,000 gallons, and since 1927 the figures have constantly grown both for automobile registrations and gasoline production.

The petroleum industry in thus meeting the new and increased demand for gasoline has achieved a marvelous result, which has been rendered possible by the valuable inventions in refining, and particularly the progress made in the last eight years in cracking processes, by which the yield of gasoline from a given quantity of crude has been doubled. During the same time remarkable improvements have been made in drilling appliances and accomplishments, making possible deeper drilling than was ever thought probable. In addition, great progress has been made in the method of finding oil, and today in many places the use of the seismograph, magnetometer, and the torsion balance has demonstrated the existence of enormous supplies of crude oil, so that at present there are known reserves in the ground of greater extent than were ever known at any previous time.

This scientific progress has resulted in an increased production of crude and refined products in excess of the market requirements, and has depressed prices to a point where the industry is facing a new problem, namely, what to do in the presence of over-production and reserves known to be in the ground which can be reached at any time. With the exception of isolated pools which have been discovered from time to time, the problem of the industry in the past has been largely one of finding oil. Prices ran up high when there was a scarcity and ran down low when a large new pool was discovered; but now prices have been low a long time and there is an enormous quantity of oil in sight, not only in the United States but in other countries, notably Venezuela and Colombia.

The hopeful feature of the situation is the spirit of cooperation within the industry which is steadily growing, and the helpful attitude of state and federal authorities. The public is beginning to understand that petroleum is a wasting substance; that the best place to preserve it is in the ground; that bringing it to the surface in unlimited quantities far in excess of the consuming capacity is not only without profit to the industry, but is jeopardizing the future, and that it is far better for the con-

sumer, as well as for the producer, to keep consumption and production in a state of balance. No one has yet prescribed a formula by which to accomplish this result, but public authorities, both of the federal government and of the great oil producing states, have evinced a desire to achieve results, and many of those most vitally interested in the industry are giving the problem serious thought.

Unless the result is accomplished by some lawful means, the immediate future of the industry is not very roseate.

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### Employees' Benefits Plan

By order of the Board of Directors of The Texas Company, The Texas Company Plan for Employees will be applied to employees of the California Petroleum Corporation and its subsidiaries.

Within this action and under the terms of The Texas Company "Plan" all employees of the California Petroleum Corporation and subsidiaries who have been continuously in the employ of such corporation or its subsidiaries for two years prior to January 1, 1928, will be allotted stock of The Texas Corporation.

Allotments of stock totaling 678,429 shares have been made under this and previous Plans since 1915, at prices which have resulted in an advantage or benefit to employees as of the dates allotted of over \$11,000,000.

All employees who, at the date of death or commencement of disability, shall have been one year or longer actively and continuously in the employ of the California Petroleum Corporation or its subsidiaries are eligible to participate in Death and Disability Benefits.

The amount of Death and Disability Benefits due or paid to January 1, 1928, was \$1,167,271.86.

Printed copies of The Texas Company Plan are being mailed to all California Petroleum Corporation employees.

R. C. HOLMES,  
President.

New York, N. Y., June 1, 1928.

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### Changing to The Texas Company

The name of the California Petroleum Corporation of California has been changed to The Texas Company, a California corporation. The Texas Company signs and trade-marks will replace those of the California Petroleum Corporation.

*The* TEXACO STAR



**The new California Petroleum Building**

On Broadway between Ninth and Tenth Streets, Los Angeles. The company occupies this building under a thirty years lease.

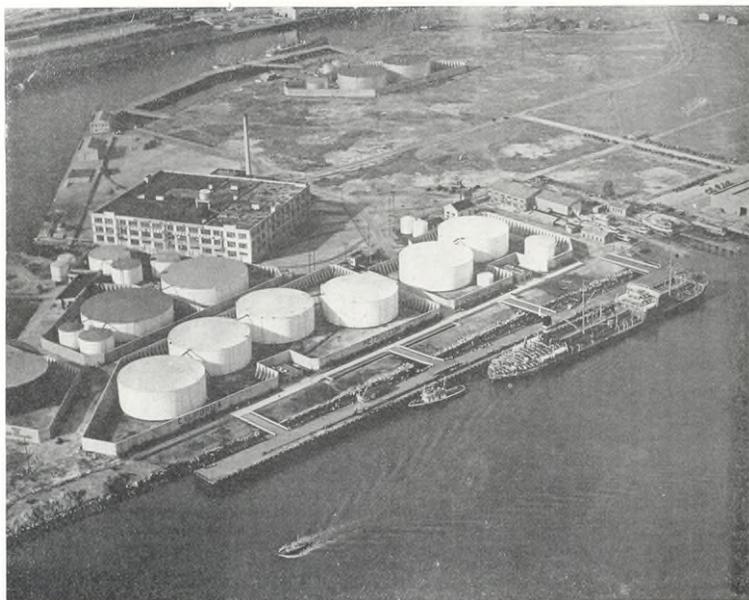
*The* TEXACO STAR



**Executive officers of the California Petroleum Corporation**

1. Jacques Vinmont, President. 2. C. E. Olmsted, Vice President. 3. L. B. O'Neil, Vice President. 4. C. L. Coppage, Vice President. 5. D. E. O'Brien, Secretary. 6. W. D. Stewart, Treasurer. 7. C. C. Stanley General Counsel.

## The TEXACO STAR



*Spence Airplane Photos.*

Marine terminal of the California Petroleum Corporation on Mormon Island, Wilmington (Los Angeles Harbor), California, out of which operate the company's six tankers having a combined capacity of 515,000 barrels.

# The California Petroleum Corporation

JACQUES VINMONT, President

It may be of interest to stockholders and employes to learn something of the history of the California Petroleum Corporation, which became a part of The Texas Corporation on March 3, 1928, through exchange of stock, over 97 percent of the outstanding stock of the California Petroleum Corporation having now been exchanged for stock of The Texas Corporation.

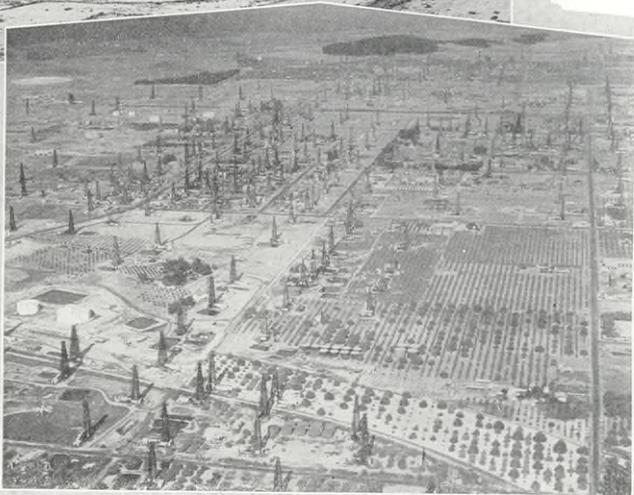
While dating back to September 1912, the California Petroleum Corporation was really an outgrowth of several companies whose histories begin as far back as 1908. The companies making up the backbone of the California Petroleum Corporation were: first, the American Petroleum Company, incorporated in February 1908 and operating at Coalinga,

California, which company also owned the stock of the Niles Lease Company at Sherman, California, on the western boundary of Los Angeles; second, The American Oilfields Company, incorporated January 1910 and operating at Fellows, California. This company owned the stock of Midland Oilfields Company, Ltd., operating in the Midway, California, field.

An interesting sidelight on the history of the California Petroleum Corporation is the fact that Thomas A. O'Donnell, newly elected director of The Texas Corporation, was one of the organizers of the American Petroleum Company, and to him goes much credit for building up the California Petroleum Corporation to its present enviable position. He was

*(Continued on page 8)*

## The TEXACO STAR

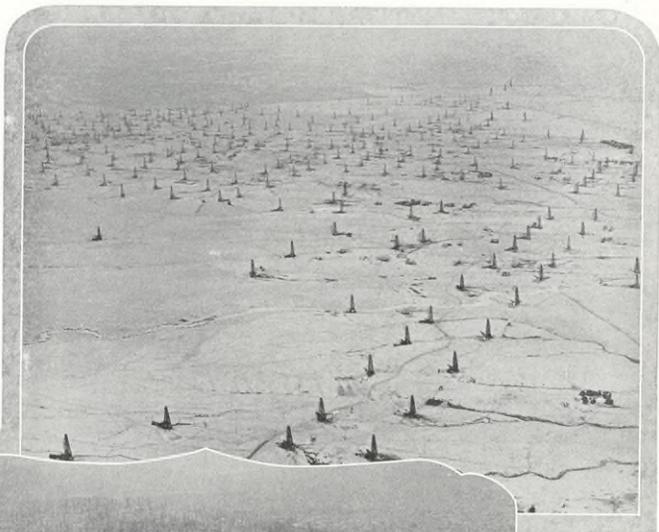


*Spence Airplane Photos.*

1. South Mountain oil field near Santa Paula, California, one of the most picturesque oil fields in the world. The company controls this entire rugged area from which it obtains daily about 3,500 barrels of paraffin base crude oil.

2. Santa Fe Springs oil field, California, which produced 168,991,916 barrels of oil up to the end of 1927. The company has produced 14,772,773 barrels of that amount. Santa Fe Springs was at one time one of the most spectacular gusher fields in the history of the oil industry. The company production from this area is about 7,000 barrels daily.

## The TEXACO STAR



*Spence Airplane Photos.*

1. A section of the famous Midway-Sunset oil field, Kern County, California, which has produced 614,547,413 barrels of crude oil up to the end of 1927. Of this amount the company produced 41,917,759 barrels. The famous Lake View gusher which came in for 60,000 barrels a day in 1910 played no small part in the huge production of this area. The company production here is about 2,900 barrels daily.

2. Bird's-eye view of world famous Signal Hill oil field in California. Up to the end of 1927 Signal Hill has produced a total of 260,215,552 barrels of oil, the company producing 25,057,080 barrels of that amount. With the recent deep production activity it is quite evident that the history of this district is still in the making. The company production here is about 20,000 barrels daily.

## The TEXACO STAR



*Spence Airplane Photos.*

Watson refinery and tank farm of the California Petroleum Corporation, Los Angeles Harbor, as seen from the air. In the upper left-hand corner appear the Associated Oil Company's tank farm and the Pan American Petroleum Company's refinery.

*(Continued from page 5)*

elected president of the company in 1916 and after the war became chairman of the board of directors.

The Petroleum Midway Company, Ltd. was incorporated in the State of California on February 15, 1915, all of its stock being owned by the California Petroleum Corporation, a Virginia corporation. The name of the Petroleum Midway Company, Ltd. was subsequently changed to California Petroleum Corporation. Fifty-nine percent of the stock of the Red Star Petroleum Company, a producing company organized June 8, 1917, and operating in the Montebello field, just east of Los Angeles, is owned by the California Petroleum Corporation (Virginia).

Late in 1925, plans having been laid for the marketing of its own production and the first unit of the Los Angeles (Watson) refinery having been completed, the company acquired control of the Ventura Consolidated Oil Fields and subsidiary companies, and the Mohawk Oil Company, thereby forming a nucleus for its marketing activities. The company's gain in gasoline sales over the period from the first quarter of 1926 to the last quarter of 1927 was 77 percent; actual gallonages for the two periods being 7,843,726 and 13,887,129 respectively.

*Page eight*

Through aggressive advertising and sales methods the company has risen to a place among the six major marketers of California.

On February 1, 1926, the company purchased the California Gasoline Corporation, the second largest natural gas gasoline manufacturer in the State. This concern has since been reincorporated as a subsidiary under the name of California Gasoline Company.

Control of the Northern Star Oil and Refining Company and the International Refining Company of Montana was obtained in September 1926, resulting in the acquisition by the company of a refining plant at Sunburst, Montana, and acreage in the Kevin-Sunburst and Cat Creek fields in the same State. These properties have been reorganized into the California Petroleum Corporation of Montana. The refinery at Sunburst markets its refined products in Montana and the provinces of Alberta and Saskatchewan, Canada. Fuel oil from this plant supplies energy to drive huge locomotives of the Great Northern Railway over its lines in the northern part of the United States. Through its acquirement of certain government leases in the LaBarge field, the company has also developed a good source of production in Wyoming.

During the year 1927 the California Petro-

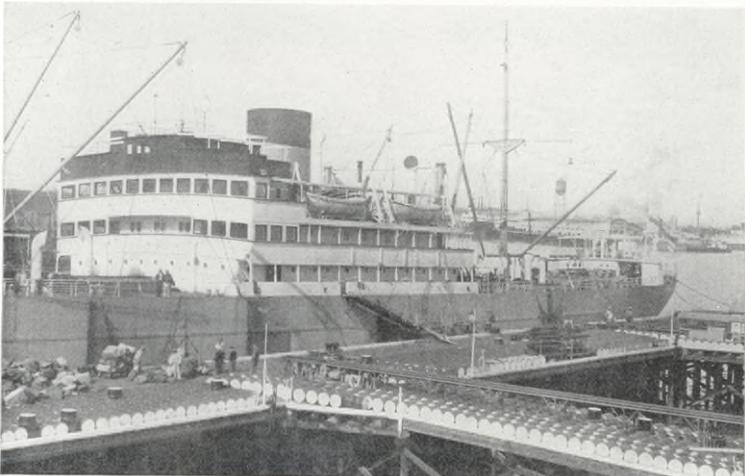
## The TEXACO STAR



General view of the California Petroleum Corporation's Seattle Terminal

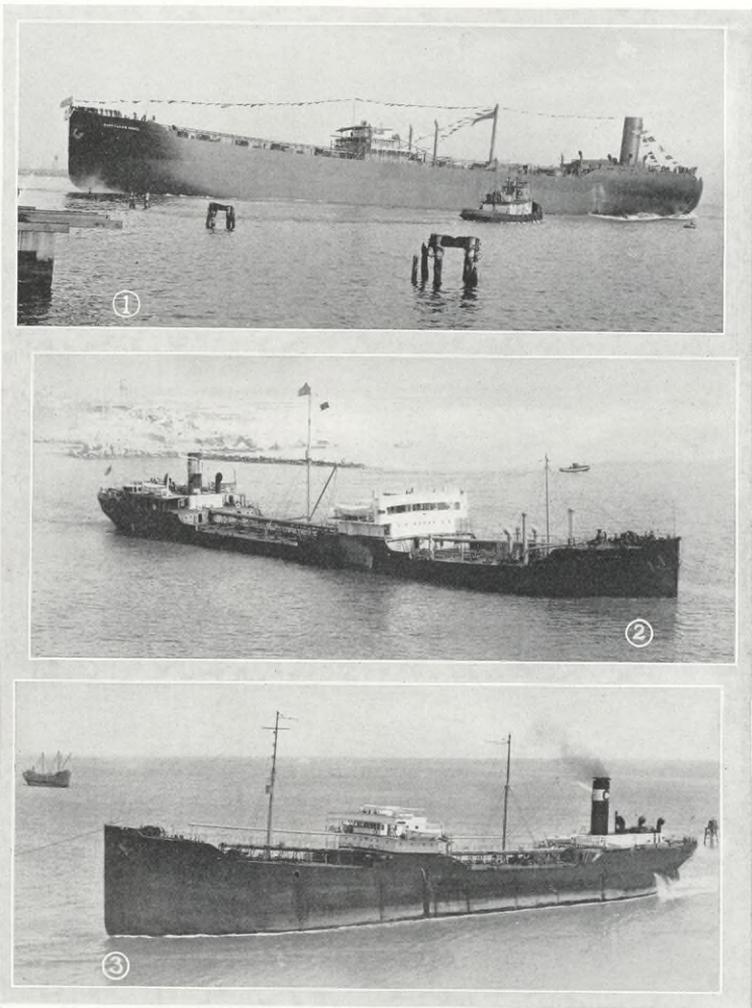
leum Corporation's subsidiary and affiliated units produced a total of 16,674,828 barrels of crude oil and 38,598,442 gallons (919,010 barrels) of casinghead gasoline. At the close of the year 914 wells were held under control, of which 797 were actively producing; the remaining wells being temporarily shut down. Production for the month of March 1928 was 1,341,926 barrels.

At the close of the year 1927 the company owned or controlled approximately 886,450 acres. Of this total, 46,205 acres were in California; 64,266 acres in Montana; 4,015 acres in Wyoming; 10,920 acres in Colorado; 5,120 acres in New Mexico; 30 acres of miscellaneous industrial holdings in the State of Washington; and 755,894 acres in Venezuela. It is of interest to note that the company is the



The company's export terminal, Los Angeles Harbor—looking across the wharf during the loading of a ship with products destined for consumption in Australia and New Zealand.

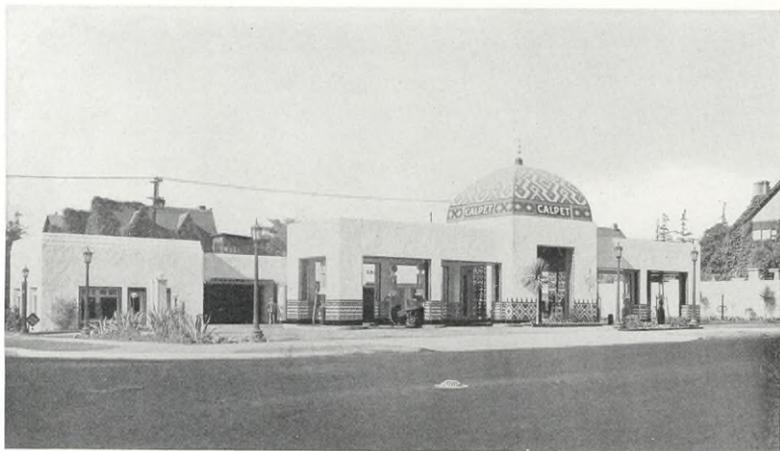
## *The* TEXACO STAR



### Three tankers of the California Petroleum Corporation

1. M. S. "Mary Ellen O'Neil," recently launched at Chester, Pa. This tanker, one of the finest in America today, has a length over all of 530 feet, deadweight tonnage of 16,350, and a capacity of 140,000 barrels of gasoline.  
2. S. S. "Winifred O'Donnell."    3. S. S. "Emma H. Coppage."

## The TEXACO STAR



Southern California's most beautiful super service station, located at Wilshire Boulevard and New Hampshire Avenue, Los Angeles.

second largest leaseholder in the famous Signal Hill field, California. Present company production from this field is about 20,000 barrels gross daily.

The California trunk and gathering lines for handling oil and gas comprise a total of 362 miles. Field storage and other storage capacity in all divisions aggregate 12,111,000 barrels, of

which 1,063,000 barrels consists of earthen reservoirs. Available tankage at Watson tank farm and refinery, the company's largest storage center, totals 3,588,600 barrels.

The major refining plant at Watson, within 4½ miles of Los Angeles Harbor, is equipped with three combination tube and shell stills of modern design with a crude capacity of 35,000



Artistic service station built by the California Petroleum Corporation—located at Hollywood Boulevard and Gower Street, Hollywood, California.

## The TEXACO STAR



Pacific Photo & Art Co.

Night view of the company's beautiful super service station at Post and Franklin Streets, San Francisco

barrels daily. The plant is also equipped with two 2,000 barrels Holmes-Manley cracking units.

The company has a refinery at Fillmore, California, having a daily crude charge capacity of 5,000 barrels. A refinery at Coalinga, Fresno County, California, has a crude capacity of 1,500 barrels daily, and one at Sunburst, Montana, a capacity of 6,000 barrels.

The company maintains a bulk marine terminal on Mormon Island, Wilmington, Los Angeles Harbor. Because of its proximity to Watson, products can be pumped direct to tankers from storage tanks if necessity demands this. A point of interest regarding this terminal is the fact that it holds a world's record, having loaded the S. S. *John D. Archbold* with 143,290 barrels of oil in 5 hours and 41 minutes.

The company owns six tankers; the largest of them, bearing the name *Mary Ellen O'Neil*, has just been placed in service. This modern motor ship has been referred to as one of the finest and fastest afloat. With its launching the total capacity of the company's tanker fleet was increased to 515,000 barrels.

In September 1926 the California Petroleum Corporation acquired a case and can terminal on Terminal Island, directly opposite its marine terminal in Los Angeles Harbor. At the present time case shipments are being made to

China, Japan, India, Australia, New Zealand, Tahiti, Society Islands, and Central America. In addition to the terminals in Los Angeles Harbor, the company has marine terminals at San Francisco and Oakland, California, and Aberdeen and Seattle, Washington.

The acquisition of additional marketing and distributing facilities has been vigorously pressed during the last year, and in the Pacific Coast territory the company owns 53 bulk plants and 184 public service stations. The combined company and dealer outlets for gasoline and lubricating oils total over 2,500 at the present time.

After June 1, 1928, the name of the California operating company will be The Texas Company, a California corporation. In order to benefit by the national advertising and marketing policies of The Texas Company, brand names of Calpet gasoline and Calpet and Ventura motor oils will where possible be discontinued and Texaco brands will be substituted. By the time this announcement appears Texaco lubricating oils, shipped from Port Arthur Works by tanker, will be available to Pacific Coast motorists through company and dealer service stations. It is the desire and purpose of the organization of the California Petroleum Corporation to make the western subsidiary help bring to fruition that goal of accomplishment which is now set for The Texas Company.

# The TEXACO STAR

## CALIFORNIA PETROLEUM CORPORATION

AND

SUBSIDIARY COMPANIES

CONSOLIDATED INCOME ACCOUNT FOR THE YEAR ENDING DECEMBER 31, 1927

INCOME:

Profit from Operations . . . . . \$13,064,749.10

DEDUCT:

Interest and Discount on Bonds . . . . . \$1,265,284.84

Reserve for Federal Taxes . . . . . 38,092.74

Proportion of Profits Reserved for Minority

Stockholders . . . . . 17,929.69

1,285,447.89

\$11,779,301.21

DEDUCT:

Provision for Depreciation, Depletion,

Drilling Expenditures, etc. . . . . \$10,463,850.00

NET PROFIT FOR THE YEAR, CARRIED TO SURPLUS . . . . . \$ 1,315,451.21

---

## SURPLUS

BALANCE—December 31, 1926 . . . . . \$22,269,264.18

DEDUCT:

Premium and Unamortized Discount on Bonds

Called for Redemption . . . . . \$ 563,033.84

Miscellaneous Adjustments (Net) . . . . . 198,789.55

761,823.39

\$21,507,440.79

ADD:

Profit for the Year, as above . . . . . 1,315,451.21

\$22,822,892.00

DEDUCT:

Dividends Paid . . . . . \$ 3,055,414.04

BALANCE—December 31, 1927 . . . . . \$19,767,477.96

# The TEXACO STAR

## CALIFORNIA PETROLEUM CORPORATION CONSOLIDATED BALANCE

### ASSETS:

#### LANDS, LEASES, PIPE LINES, STEAMSHIPS, REFINERIES, MARKETING EQUIPMENT, ETC.:

Balance—December 31, 1926 . . . . .	\$100,544,518.80	
Additions During Year—Net . . . . .	9,851,879.11	
	<u>\$110,396,397.91</u>	
Less: Depletion and Depreciation Reserves . . . . .	31,763,213.02	
		\$ 78,633,184.89

#### INVESTMENTS:

California Petroleum Corporation of Venezuela, Class "A" Stock . . . . .	\$ 3,500,000.00	
Pantepec Oil Company, Venezuela—Advances . . . . .	500,000.00	
Miscellaneous . . . . .	428,488.79	
	<u>\$ 4,428,488.79</u>	

#### BOND SINKING FUND:

California Petroleum Corporation, 5½% Gold Debentures—par value . . . . .	\$ 113,000.00	
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#### CURRENT ASSETS:

Cash in Banks and on Hand . . . . .	\$ 2,832,943.44	
Accounts Receivable (Less Reserves) . . . . .	3,500,014.80	
Notes Receivable (Less Reserves) . . . . .	129,546.82	
Crude and Refined Oils . . . . .	7,893,018.52	
Materials and Supplies . . . . .	1,773,482.09	
	<u>\$ 16,162,005.67</u>	

#### DEFERRED CHARGES:

Unamortized Bond Discount and Expense . . . . .	\$ 1,195,257.36	
Miscellaneous . . . . .	1,758,837.02	
	<u>\$ 2,954,094.38</u>	
		<u>\$102,290,773.73</u>

# The TEXACO STAR

## TION AND SUBSIDIARY COMPANIES

SHEET—DECEMBER 31, 1927

### LIABILITIES:

#### CAPITAL STOCK (\$25.00 PAR):

Authorized . . . . .	\$125,000,000.00	
Unissued and in Treasury . . . . .	73,475,850.00	
		\$ 51,524,150.00

#### CAPITAL STOCK OF SUBSIDIARY COMPANIES:

In Hands of Public at Par . . . . .	\$ 302,235.00	
Minority Portion of Surplus to Date . . . . .	200,578.87	
		\$ 502,813.87

#### FUNDED DEBT:

California Petroleum Corporation 5½% Convertible Sinking Fund Gold Debentures—1938 . . . . .	\$ 11,400,000.00	
California Petroleum Corporation 5% Convertible Sinking Fund Gold Debentures—1939 . . . . .	7,600,000.00	
		\$ 19,000,000.00

#### PURCHASE MONEY OBLIGATIONS:

California Petroleum Corporation of Venezuela . . . . .	\$ 3,125,000.00	
Land Purchases, etc. . . . .	1,667,291.01	
Steamship Under Construction . . . . .	923,380.00	
		\$ 5,715,671.01

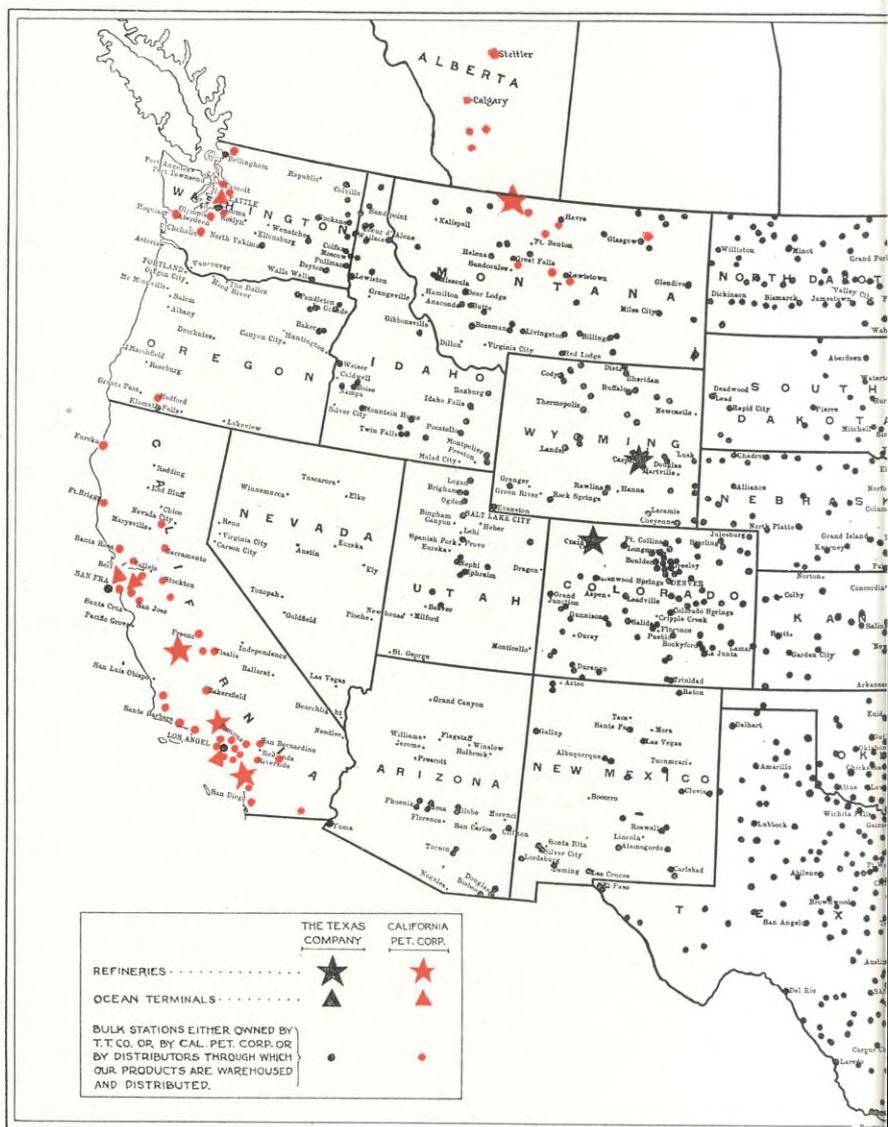
#### CURRENT LIABILITIES:

Accounts Payable . . . . .	\$ 4,093,644.70	
Notes Payable . . . . .	500,000.00	
Reserve for Federal Taxes . . . . .	1,063,213.47	
Preferred Stock—Called for Redemption . . . . .	\$ 47,160.00	
		\$ 5,704,018.17

RESERVE FOR WORKMEN'S COMPENSATION INSURANCE		76,642.72
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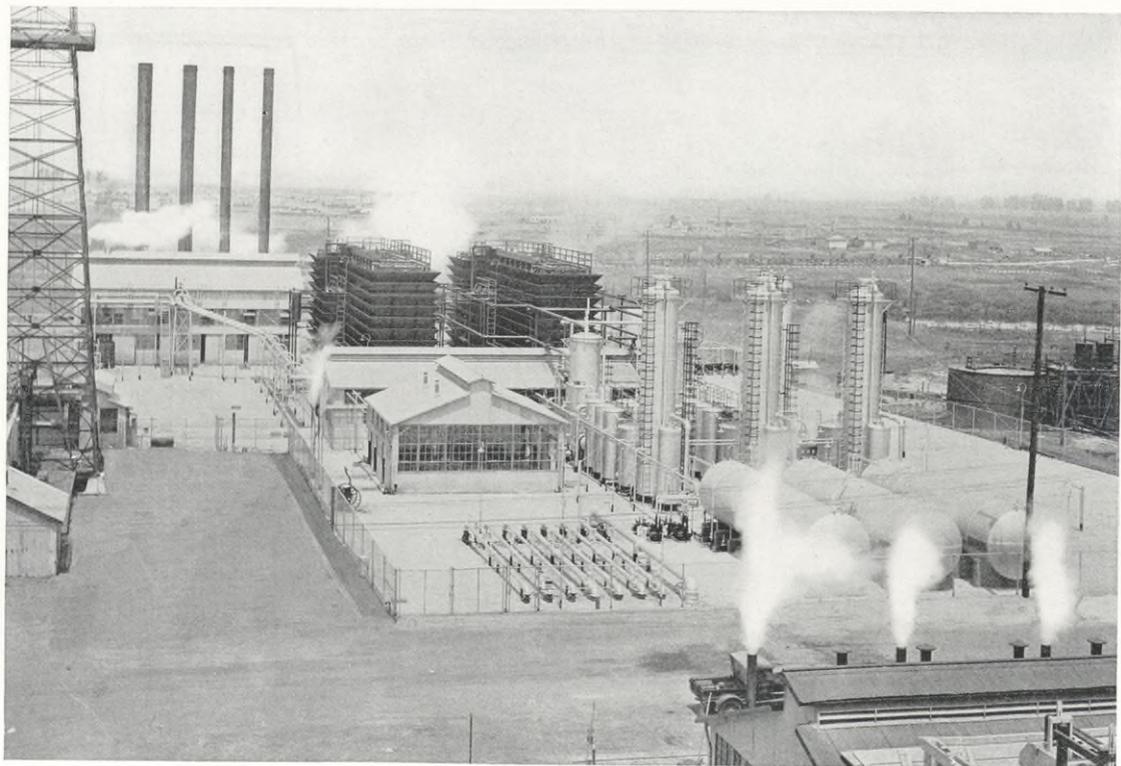
SURPLUS		19,767,477.96
		\$102,290,773.73

# The TEXACO STAR



The TEXACO STAR





The TEXACO STAR

California Gasoline Company's Plant No. 5

Located at Peck and Orange Avenues, Signal Hill, California. This plant has only recently been placed in operation and is of the latest design.

## The TEXACO STAR

# Petroleum

### A Glance at the Future of the Oil Business

T. J. DONOGHUE, Vice President

As we look back over the phenomenal growth of the oil business since the discovery of the Drake well, two distinct periods form its history. The first may well be called the Kerosene Age; the second, the Gasoline Age. Around these foci the main interests and activities of the industry naturally group themselves during the respective eras.

What differences in social conditions are represented in the 'coal-oil' lamp and the candle, the internal combustion engine of the automobile using gasoline as its prime mover, and the horse drawn vehicle? The one gave more light than ever before experienced to millions of homes and the other literally put a whole nation on wheels.

The ever increasing and seemingly limitless output of automobiles and trucks presents to the oil business the problem of finding new sources of crude and developing the technic of refining so that the volume of gasoline and lubricating oils will keep within hailing distance of the demand.

There are divergent views as to the amount of crude subject to present drilling methods. But there is small doubt that the supply is greater than the amount given in many estimates. Some day very expensive processes may have to be resorted to in bringing to the surface larger proportions of the oil in oil-bearing sands. For the present, however, this question of the ultimate available supply of crude oil or petroleum lies too much in the lap of the unknown to yield to even approximate determination.

As far as is determinable from present factors, the problems of supply in the oil business for some years to come will largely have to be solved by the chemist and by improvement or invention in refining processes.

The practical and intricate difficulties present in determining the refining procedure best adapted to a particular crude are questions needing great experience and sound judgment in their correct answers. Elaborate laboratories and scores of trained chemists are ever at work to throw more light on the subject, and trained experts in many lines are ever on the lookout to improve method or instrument. It is known to those familiar with the troubles

of the trade that the successful and economical conduct of the business and its ability to meet the increasing demands put upon it by the automotive industries and now airplane manufacturers depend in no small degree upon the efficiency of the refining operations.

Someone humorously depicted the present times by saying, "They will ride." Very few of those who ride in automobiles realize the long line of activities back of the 'gallon of gas' or the 'quart of lube' which they purchase. The geologists' reports, the leasemen's activity, the drilling crews' work, the laying of pipe lines and building of tanks, refinery processes, transportation and sales efforts—are a few of the steps in getting the gas to the auto tank or the lubricating oil to the crank case. Few people ever consider the great skill and care constantly taken to see that the steady flow of gas and lubricating oil to the small wayside filling station is always maintained, or the necessity of the refining operations being so adjusted that none of the valuable lubricating oils are broken down in 'running' the gasoline.

The development of rather intricate and expensive distillation and cracking processes seems required whereby there may be a greater ability to furnish in ever larger volume the products demanded, and in the proper proportions. This immediate necessity puts a strain on the industry and adds to the expense of manufacture, but the past record and high efficiency of the business in its competitive condition can be depended upon to keep this cost at reasonable levels. Some realization of the problem can be gathered from a glance at the increase in the number of passenger automobiles from 8,225,859 in 1920 to 20,156,115 in 1927; motor trucks from 1,006,082 in 1920 to 2,885,564 in 1927; or the total of these motor vehicle registrations in the United States alone from 9,231,941 in 1920 to 23,041,679 in 1927. As was said of the oil business during the World War—wherever petroleum products were needed, there they were. So we can rest assured that the demands of peace times will be met. We are living in the Age of Petroleum and this great industry will measure up to the highest genius of our commercial

*(Concluded on page 26)*

## The TEXACO STAR



Remarkable view of Coast Highway as it winds along the Pacific Ocean near Del Monte, California. *Pictorial California.*

### National Parks in the Pacific Coast Region

CHARLES H. BIRD, Advertising Division, California Petroleum Corporation

Within the boundaries of the territory known as the Pacific Coast region, covered by the three states that form the western border of the United States—California, Oregon, and Washington—there are six national parks. Named in the order of their geographical location, forming a chain from south to north, they are: Sequoia, General Grant, Yosemite, Lassen Volcanic, Crater Lake, and Mount Rainier.

The four parks first named are in California. Crater Lake is in Oregon and Mount Rainier in Washington. Each has been established by reason of some distinctive claim to superior scenic charm, strange geological formation, or unique development of nature. All of them offer limitless opportunity for recreation and study. Good roads lead to each from the main paved highways extending from the Mexican to the Canadian border, designated by the government as Highways Nos. 99 and 101.

Stephen Mather, director of national parks for the U. S. Department of the Interior, says travel to these national playgrounds is in-

creasing at a tremendous rate. Millions of automobiles pass in and out of their gates each year, and each succeeding year records a greater number of visitors than the one preceding.

Yosemite National Park is the largest and probably the best known of the six. Since the completion of the new El Portal Highway, which connects at Merced with Highway 99—the “Inland Route” through California—Yosemite has become an extremely popular all-year rendezvous for outdoor sports enthusiasts. Its accommodations, even with the magnificent new hotel completed this last winter, are taxed to the limit during Christmas and New Year holidays by winter sports devotees, while during the late spring, summer, and early fall there is an endless procession of vacationists passing in and out of the towering granite portals.

Yosemite is located in the central-eastern part of California and covers an area of 1,125 square miles. Its lofty peaks, spilling iridescent waters down sheer cliffs into turbulent mountain streams bordered by intriguing trails

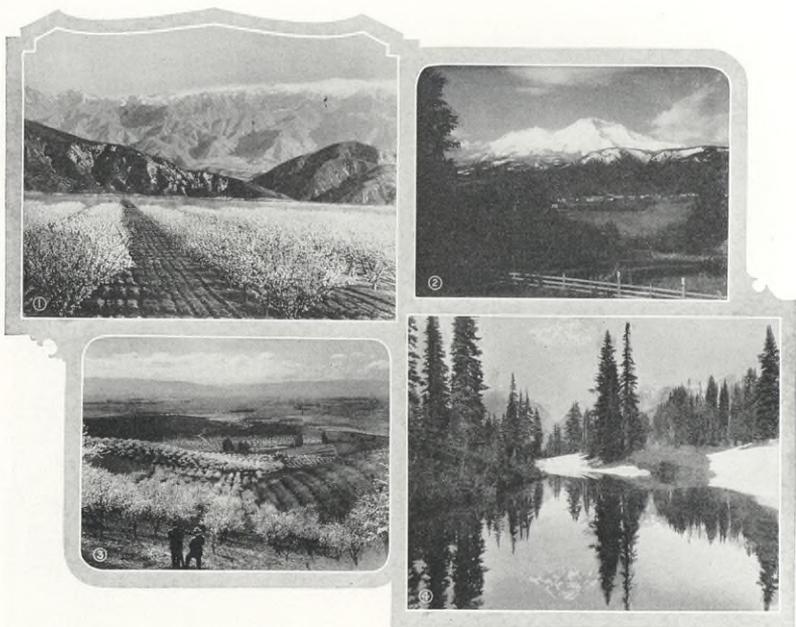
*The* TEXACO STAR



1. Patriotic services being held at the foot of General Sherman Tree, Sequoia National Park, California. This tree is said to be the oldest and largest living thing.—*Pictorial California Photo.*

2. Twin Peaks and lakes, Sequoia National Park, California.—*Lindley Eddy Photo.*

## The TEXACO STAR



1. A mass of almond blossoms against a background of snow-capped mountains near Banning, California. 2. Snow-capped Mt. Shasta in California. 3. Santa Clara Valley, California.—*Southern Pacific Photos.*  
4. Scene in Mt. Rainier National Park, Washington.—*Pictorial California Photo.*

through forests of pine, spruce, and fir, have made it world famous.

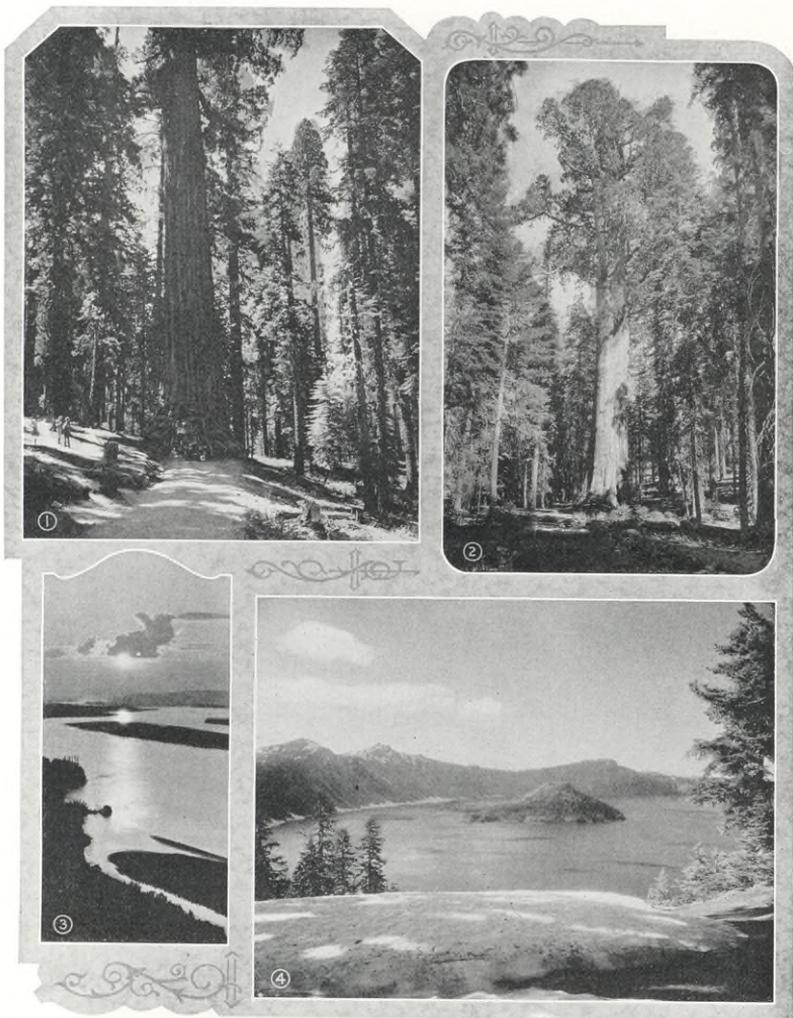
There are several roads leading into this park from the west, all of which connect with the main highways and converge within the park boundaries. The Tioga Road connects Yosemite Park with Mono Lake and the highway system in the territory east of the Sierra Nevada range. It is one of the finest mountain highways in California and opens the Yosemite to direct approach from the east. Each automobile entering the park is issued a season permit for two dollars.

Sequoia and General Grant National Parks, known as the Big Tree Parks, are about 200 miles north of Los Angeles, and only a short drive over good roads from Tulare or Fresno on Highway 99. Sequoia Park covers 604 square miles, within which are twelve groves of big trees (Sequoias). The largest and most famous of these groves is the Giant Forest covering 3,200 acres and containing 500,000

trees of which 5,000 are more than ten feet in diameter. Here stands the famous General Sherman Tree and many of equal interest and nearly as imposing. Excellent camp grounds are provided for motorists who carry their own equipment, and there are good hotel accommodations at the resort in Giant Forest Grove. The entrance fee for each car is one dollar.

General Grant Park is only a short distance north of Sequoia. It covers four square miles and was established to preserve the General Grant Tree and the surrounding grove for the benefit of the public. In this great grove, which is almost as luxuriant in growth as the Giant Forest, are 10,000 Sequoia trees, 100 of which exceed ten feet in diameter. The General Grant Tree, which is second only to the General Sherman Tree in age and size, is 264 feet tall and more than 35 feet in diameter. Both of these trees are nearly 4,000 years old. Entrance fee for a car to General Grant Park is fifty cents.

The TEXACO STAR



1. View in General Grant Park, California.—*Pictorial California Photo.*
2. General Sherman Tree in Sequoia National Park, California.—*Lindley Eddy Photo.*
3. Sunset on the Columbia River as seen from Crown Point on the Columbia River Highway in Oregon.
4. Crater Lake, Oregon.—*Putnam Studios Photo.*

## The TEXACO STAR



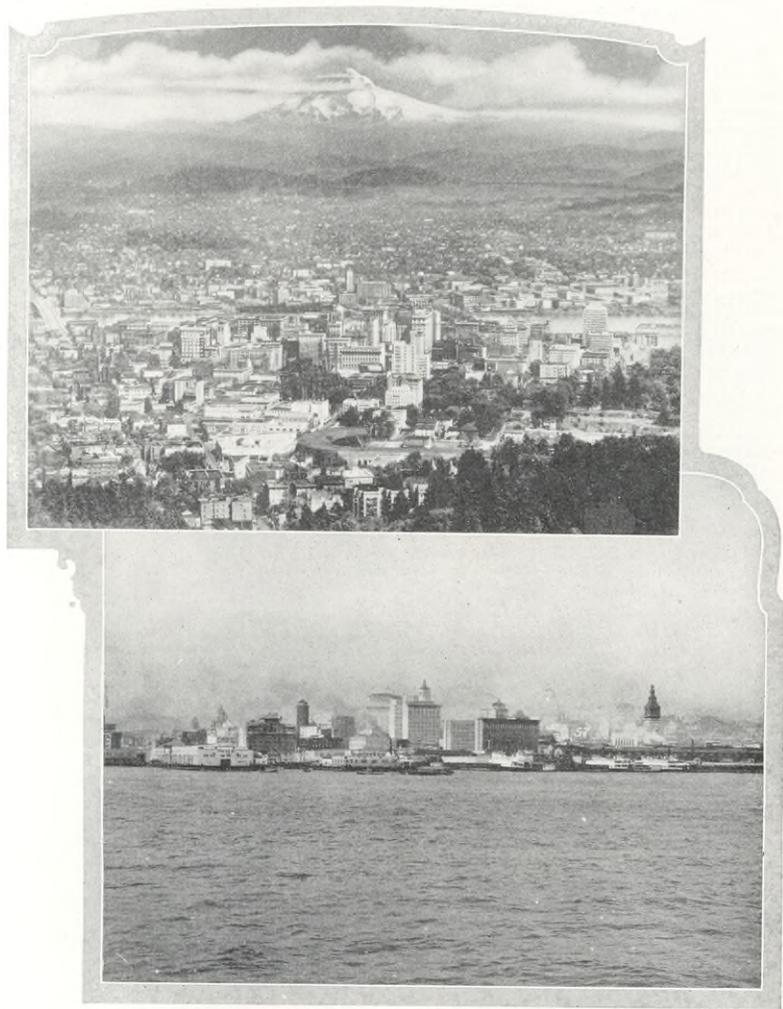
1. Mt. Lassen (California) in eruption.—*Putnam Studios Photo.*
2. Multnomah Falls on Columbia River highway, east of Portland, Oregon.—*Copyright Photo by A. M. Prentiss.*
3. The famous Hollywood (California) Bowl where music, drama, and song are heard under the stars. It has a seating capacity of more than 25,000.—*Ries Bros. Photo.*

Northeast of these two parks, dominated by Mt. Whitney—the highest peak in the United States, elevation 14,501 feet—lies an area of mountain-top country, easily reached by trails, which is rightfully named the “Top of the World.” It is at the crest of the Sierra Nevada Mountains. In this same wild region are found the picturesque Tihipite Valley, Kings River Canyon, and Kern Canyon. When better known, these less frequented spots, resplendent in wild beauty and scenic grandeur, are destined to a reputation second only to that of Yosemite.

Mt. Lassen, in northern California, just east

of Highway 99 at Red Bluff and Redding, is one of a celebrated series of peaks including Mt. Baker, Mt. Rainier, Mt. Shasta, and others. The surrounding park covers 124 square miles. The region is one of extraordinary interest, as Mt. Lassen is the only volcano in the United States which is still active. There are seven lakes in the park, numerous trout streams, and many majestic canyons luring visitors to exploration and adventure. Still other features are the Devil’s Half Acre where hot springs boil and mud geysers spout, Bumpass and Morgan Hot Springs, lakes of volcanic glass, and ice caves. There is no en-

*The* TEXACO STAR



1. Airplane view of Portland, Oregon, (situated on the Willamette River about twelve miles from its entrance into the Columbia River) with Mt. Hood looming in the distance.—Copyright Photo by A. M. Prentiss, Portland, Oregon.

2. San Francisco, California, skyline as seen from the bay. San Francisco has one of the largest and finest harbors in the world.—Pictorial California Photo.

## The TEXACO STAR

trance fee or permit charged for automobiles in Mt. Lassen Volcanic Park.

Between Highways 97 and 99 in southern Oregon, reached either by way of Medford or the Klamath Falls road, is Crater Lake National Park. It covers 249 square miles. Crater Lake is the main attraction and it is well worth a special trip according to everyone who has gazed into its shimmering blue depths. Crater Lake is the deepest and bluest fresh water lake in the world. It measures 2,000 feet of clear cold water and the intensity of its color is startling. Its banks are sheer cliffs averaging over 2,000 feet in height from the skyline to the surface of the water. There is no visible inlet or outlet. The lake occupies a hole left many centuries ago when a volcano collapsed within itself and sunk out of existence. Crater Lake is the one lake of its kind in the United States and the most strikingly beautiful of its kind in the world. Because of its unique character and extraordinary beauty this national park was established in 1902 to preserve it. Entrance fee here for a car is one dollar.

The sixth and last in this scenic chain of national parks in the Pacific Coast region is Mount Rainier National Park in west-central Washington. It is not only midway between Highways 97 and 99 but is just south of Tacoma, from which city the main traveled road leads through Elbe into the park which covers 324 square miles. Mount Rainier Park is famous for its many glaciers which cover an area of 48 square miles. The biggest one is Nisqually, five miles long and half a mile wide. The glacier system spreading out over Mt. Rainier and stretching its dripping fingers down the precipitous slopes, far exceeds any other in the United States in size and impressive beauty. From a snowy-crested ice-bound summit, 28 rivers of ice writhe down through the canyons and crevices. An air view of this mountain reminds one of an enormous frozen octopus stretching its icy tentacles in every direction, the tapering points melting into racing streams that feed the rich gardens of wild flowers and splendid forests of firs and cedars in the meadows and on the warmer slopes below. Another dollar per car, and the tour of six of the most magnificent recreation spots in America is completed, with innumerable points of interest still waiting to be visited all along Highway 101 which borders the coast line from Bandon, Oregon, to San Diego, California. Besides the six national parks there are eight national monuments scattered throughout this vast

stretch of scenic territory and an almost endless network of highways and byways leading to a great variety of historic spots and secluded nooks and corners of impressive natural beauty.

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*(Continued from page 19)*

talents. Few manufacturing enterprises have attained the efficiency of operation of the oil business in all its parts, and in no small degree do the relatively low price levels to the consumer result from this skillful management.

Through standardization work of various groups many economies have been given to the business as a whole. And the large companies, through license arrangements, put at the disposal of the small refiner their valuable patents. These patents are often the crowning achievement resulting from years of expensive experimentation before the suitable process was evolved.

In the distribution of petroleum products to the ultimate consumer, the motor truck plays no inconspicuous role. All day long tens of thousands of tank-trucks or stake-trucks are delivering gasoline and lubricating oils and greases into every nook and corner of this great land. The salesman in his automobile covers an extensive territory in comparison to the calls he could make by the horse and buggy route. In the oil fields great motor trucks and tractors do their work—one truck doing the work which would require many horses and men. Although the immense growth of the automotive industry in recent years has added greatly to the consumption of petroleum products, it does its part to help solve the problems of petroleum distribution.

Looking ahead, therefore, for many years to come, the user of automotive power need have no fears about his supplies of gasoline and lubricating oils reaching him in adequate volume and at reasonable prices. In many localities when the consumer buys gasoline and thinks the price high, he fails to consider that perhaps 20% to 25% of the retail price is a direct sales-tax on that commodity besides all the other taxes borne. These are price factors over which the oil man has no control and he can in nowise be accounted responsible for such costs.

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The holding of old customers is the acme of business service.

## The TEXACO STAR

### DEPARTMENTAL NEWS

The managers of the respective Departments have assigned to the persons whose names are here given the duty of sending to *The Texaco Star*, so as to be received by it before the 25th day of each month, departmental news, photographs, and other items of general interest. Material for this purpose should be sent to them before the 20th of the month. All are invited to cooperate.

Refining Dept.	P. C. Scullin, Houston
Ry. Traffic & Sales Dept.	J. A. Brownell, New York
Marine Dept.	H. Hassell, Port Arthur
	H. Norris, New York
Legal Dept.	H. Tomfohrde, Houston
Treasury Dept.	H. G. Symms, Houston
	R. Fisher, New York
Comptroller's Dept.	B. E. Emerson, Houston
	P. A. Masterson, New York
Insurance Dept.	C. M. Hayward, New York
Governmental Reports Dept.	L. C. Oakley, New York
Employment & Service Office	Carl A. Foss, New York
Sales Dept. S. Territory	D. L. Lindsay, Houston
Sales Dept. N. Territory	H. J. Rodriguez, New York
Asphalt Sales Dept.	J. J. Smith, New York
Purchasing Dept.	E. B. Middlekauf, New York
	J. E. McHale, Houston
Export Dept.	J. T. Rankin, Denver
Producing Dept.	J. B. Nielsen, New York
Pipe Lines	Otto Hartung, Houston
	Fred Carroll, Houston

### REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXACO COMPANY FROM  
PORT ARTHUR, TEXAS, MONTH OF MAY 1928

Refined—Coastwise.....	1,343,834 bbls.
Refined—Foreign.....	319,775 bbls.
	1,663,609 bbls.

**Bayonne Terminal.**—An employe of a neighboring concern came to us the other day and desired in some way to convey his thanks and appreciation to one of our truck drivers for an act of kindness to a member of his family. He explained that his father, due to a certain malady, at times becomes mentally irresponsible, and that recently while on the street he was taken with one of these mental lapses and wandered helplessly about. One of our truck drivers, noticing the man's condition, took the trouble to ascertain his identity and residence and took him safely home. The son does not know the name of the truck driver to whom he feels indebted, but hopes through this medium to apprise him of his personal appreciation of such "Texaco Service."

Superintendent W. M. Dowling attended the recent Jacksonville Efficiency Committee meeting. He also visited Port Arthur, Port Neches, Houston, Dallas, and Tulsa. His stay at each point was short but, from all accounts, enjoyable and replete with interest. He states very emphatically that the "Texaco Service" received at each point was of the best and left nothing to be desired.

Some of the recent welcome visitors to our plant included Messrs. A. S. Alston, E. M.

Crone, A. B. Cox, W. H. Elliott, F. T. Manley and N. W. Hunter.

**Port Neches Works.**—The library of The Texaco Club of Port Neches Works is like many of the institutional activities carried on within our organization, in that it carries on an active existence, doing a service which is not duplicated in the community, and is practically unknown and unheard of out of its own little circle.

During 1921, by mutual effort, the membership of the Club started a library and several hundred volumes were contributed, forming



Reading room of the Texaco Club at Port Neches Works.

the nucleus of the present library. In 1922 the Club received a shipment of 760 volumes from the Texaco Circulating Library, which consisted of a balanced number of fiction, general literature, history, reference, and children's books. This, together with a second smaller shipment, forms the greater part of the present library, which is more active than at any other time since its establishment. Some of the original volumes were returned to the Circulating Library and no new numbers were added until 1926, when the library was rejuvenated during the reorganization of the Club itself. More interest was manifested, and as a result about one hundred volumes of new fiction have been added. At present the library has about eleven hundred volumes on its shelves and is enjoying an increasing circulation.

Another popular feature is the reading room with its comfortable arm chairs, where twelve leading magazines and three daily newspapers are available. These, together with a Stromberg-Carlson radio receiver, make the reading room a pleasant place to spend an evening. The Club is self-supporting and monthly dues of 25 cents a member make it possible for new features to be added periodically, thereby continuously sustaining the interest of the members.

## The TEXACO STAR



28th Efficiency Committee Meeting at Port Arthur Works, April 15-24, 1928

Front row, left to right: W. K. Holmes, 1st Ass't Gen'l Sup't Port Arthur Works; T. G. Dellinger, 2nd Ass't Gen'l Sup't Port Arthur Works; W. R. Nichols, Stenographer, Port Arthur Works; O. D. Hancock, Stenographer, Houston; R. Van Deerlin, Engineering Dep't, Houston; F. M. Leverett, Mechanical Engineer, Houston; J. L. Tete, Chief Clerk Employment and Service, Houston; R. Amundsen, Ass't to L. R. Holmes, Houston; M. Halpern, Auditor of Operations, Houston; J. B. Trussell, Paint Foreman Port Neches Works; R. C. Powell, Ass't Chief Engineer, Houston; D. H. Garrett, Employment Supervisor Port Neches Works; R. S. Mutch, Chief Clerk Employment and Service, New York; R. G. Collins, Ass't Sup't West Dallas Works; H. O. Preston, 1st Ass't Sup't Case and Package, Port Arthur.

Middle row: A. E. Manley, Ass't Sup't Northern Terminals, New York; J. T. Yardley, Employment Supervisor Case and Package, Port Arthur; V. B. Pevoto, Sup't Port Arthur Terminal; C. E. Lauer, Ass't Chief Chemist Port Arthur Works; C. N. Davis, Sec'y to M. Halpern, Houston; J. R. Reed, Ass't Sup't Lockport Works.

Back row: W. B. Williams, Ass't Sup't Southern Terminals, New York; J. B. Pendergrass, Ass't Sup't Pryse Works; A. S. Patrick, 3rd Ass't Gen'l Sup't Port Arthur Works; G. R. Moon, Sup't Morgan City Shook Mills; E. L. McLaren, Sup't Shreveport Works; J. S. Worden, 1st Ass't Sup't West Tulsa Works; F. S. Dengler, Ass't Sup't Port Neches Works; G. S. Howard, 2nd Ass't Sup't West Tulsa Works; R. J. Weinaug, Auditing Department, Houston; R. E. Mossman, Ass't Sup't Casper Works; F. P. Dodge, Gen'l Sup't Port Arthur Works; G. T. Halton, Electrical Engineer, Houston; J. L. Rickenbrode, Sup't Shipping and Receiving, Port Arthur Works; E. W. Ephlin, Foreman Tests and Records, Port Arthur Works; F. L. Wallace, Foreman Power Dep't, Port Arthur Works; V. R. Currie, Manager Employment and Service, Houston; P. H. LaGrone, Supervisor Costs and Budget, Port Arthur Works; S. R. Bumann, Employment Supervisor, Port Arthur Works.

### SALES DEPT. S. TERRITORY

#### Houston District.—

The Chisos Mines at Terlingua, Texas, are reputed to be the largest quicksilver mines in the world. Thanks to Agent Jimmie Keefer, Jr., at Alpine, Texas, and Lubricating Engineer Harry Gohlman, these mines are lubricated 100% Texaco. Another quicksilver mine is shortly to be opened in that locality by F. Warren Oakes which will also be lubricated 100% Texaco. Located as these mines are, in the mountains, the correct and efficient lubrication of their machinery is of great importance in eliminating mechanical troubles which might arise from improper lubrication.

#### Oklahoma District.—

In the early days of the oil business, when mules and horses were commonly in use, it was a frequent occurrence in transferring the animals from one station to another to receive letters from employes displaying their fondness for the animals and requesting the new possessors of the animals to care for them as they had been cared for in the past. We did not think such an affection could be displayed for an automobile—but it has been. After "Polly" Prewitt's Buick coupe was transferred to Representative Warden, we received a letter from "Polly" telling of the smooth running motor and the care it had received since being assigned to him and that he

## The TEXACO STAR

hoped that Warden would care for it as he had. We want to say that the car has been driven 30,000 miles, has never been in the shop for repairs, and looks and runs as good as a new model. This is a splendid record for "Polly."

Creditman R. T. Shirley has just returned from Beaumont, Texas, where he attended a meeting of the National Creditmen's Association. Rube went through the Port Arthur Refinery and says "there ain't nothing like it anywhere," and also, "big education for me." And from the way he is working since he got back, the ideas he gained in the Houston Office were very helpful. We feel somehow that Oklahoma is bound to get someone's goat when these new suggestions get to working properly. Texas goat feeders, beware!

**New Orleans District.**—The Pontchartrain Bridge across Lake Pontchartrain in Louisiana was completed early this year and opened to traffic on February 18, 1928. It is 4.74 miles long and has a 30-foot roadway paved with asphalt. It has seven hundred 35-foot spans, of four precast concrete piles to the bent, a total of 2,706 twenty-four by twenty-four inch bearing piles, from 55 to 85 feet in length (averaging 74.45 feet), or 208,-

162.20 lineal feet of precast piles, supporting 47,124 cubic yards of concrete decking and railing. The bridge cost, including ten miles of approaches, \$5,500,000.

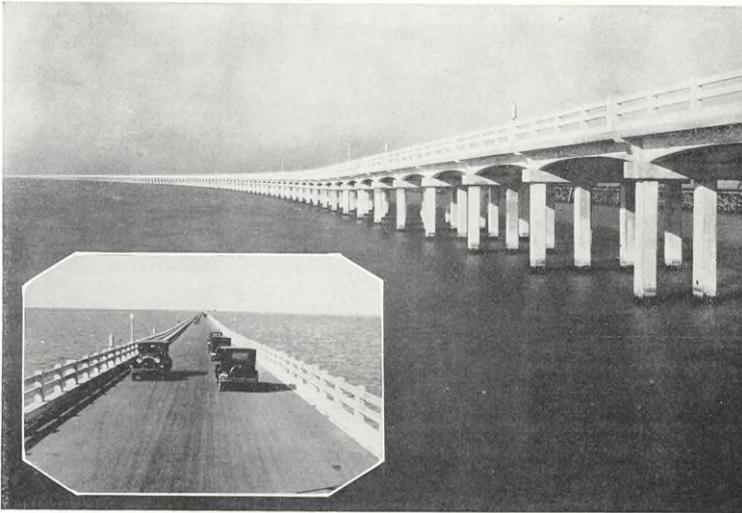
The construction of this bridge required 139,980 barrels of cement, 66,610 cubic yards of gravel, 37,760 cubic yards of sand, and 8,400 tons of reinforcing steel.

The bridge shortens the distance to the east by eight miles, and with its completion gives New Orleans access from the east without the use of ferries. The bridge is open for traffic twenty-four hours a day. It is electrically lighted and has telephones, gas, and repair service.

The Raymond Concrete Pile Co., contractors, set a new standard of speed in bridge construction, constructing more than 1,000 feet of completed bridge each week—a mile a month—and completing the bridge within the contract period.

Texaco Ursa Oil was used exclusively for lubrication and Texaco Bunker Fuel Oil "C" for fuel in the construction of this bridge.

Manager J. P. Gruet, Houston, and District Manager Dyer were recently out "on the firing line," inspecting station facilities and the general competitive situation in our District.



Recently completed bridge across Lake Pontchartrain, Louisiana—the longest concrete highway bridge in the world.

## The TEXACO STAR

### SALES DEPT. N. TERRITORY

**New York District.**—The New York District has been honored by having E. J. McCormick, Representative Zone 18, Philadelphia, Pa., promoted to the position of Special Representative in charge of the new office of The Texas Company of Canada, Ltd., at Toronto, Ontario. We wish him the best of luck in his new undertaking and we welcome his successor, Representative J. M. Lynch.

**Boston District.**—On May 7-8 we held our second Representatives' Meeting of the year, District Manager R. T. Herndon presiding. Manager H. W. Dodge delivered a very interesting and instructive talk and we hope he will be present at future meetings. Prior to the meeting each representative was assigned a subject on which he was to address the gathering. All of the talks were very interesting and we know that everyone learned a great deal from them and from the discussions that followed. The meeting adjourned with a determination by all to be the first to reach the goal of 100% increase in Golden Oil sales for the year 1928.

For the first time, to our knowledge, the superintendents of the terminals serving this District sat in at the meeting to acquire first-hand information about the Sales Department's operations and to make recommendations and suggestions for better coordination between both Departments. We believe that Superintendent Thomas Wall of the Providence Terminal and Superintendent J. J. Folan of the Portland Terminal enjoyed being with us, and we look forward to their attendance at subsequent meetings.

The following letter, dated March 30, 1928, was received from President Frank Feather of the Manchester, New Hampshire, Chamber of Commerce:

At the last meeting of our Board of Directors our attention was called to the March number of *The Texaco Star* containing such a splendid illustrated article on Manchester, and it gives me much pleasure to write this little note to you expressing the appreciation of our Board for the splendid publicity which you have furnished the city.

We feel pleased that we were able to contribute to this happy result and want to thank you most cordially for affording the Chamber of Commerce this opportunity to cooperate with you.

**Minneapolis District.**—Agent H. W. Brant, Harvey, North Dakota, has promoted all his truck drivers to lube salesmen. A monthly quota is assigned and daily call cards

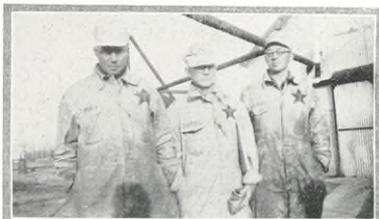
are made out by the men. Prospect files are kept and daily repeat calls made on all competitive customers. Since beginning this plan oil sales at this point have practically doubled and both Agent Brant and his men are quite enthusiastic over the idea.

Assistant District Manager (Sales) C. D. Meltabarger and Assistant District Manager (Operations) P. H. Savage made an inspection trip by airplane throughout the District in May.

**Denver District.**—We wish to take this opportunity to express our sincere appreciation for the splendid cooperation of all other Departments of The Texas Company with the Sales Department, Denver District. Many good accounts have been obtained through such efforts. In this connection we quote below a letter received from D. B. Hays, Superintendent of the Gasoline Division of the Producing Department, Kansas District:

You will find enclosed two photographs which should not need any further explanation, but I mention the following point:

All men employed by The Texas Company, Gasoline Division of the Producing Department, in the State of Kansas, are supplied with these patriotic uniforms and are wearing them and will always wear them as long as I am in charge of the department. But, understand, these men are all loyal enough to their Company and its products



Employees of the Gasoline Division, Producing Department, Kansas, cooperating with the Sales Department by advertising Texaco on their uniforms.

## The TEXACO STAR

that they have never been forced and will not be forced to wear them. It is a pleasure to all.

I will further state that the uniform move will aid the Sales Department and assist Frank Snow of Winfield, Kansas, from whom I have received excellent service and cooperation.

Yours truly,  
D. B. Hays,  
*Superintendent.*

It is indeed pleasing to know that "Out Where the West Begins" the word "Coöperation" has a genuine meaning.



Texaco customers from the Pine Ridge Indian Reservation in South Dakota.

Robert W. Shideler, D. O. Voucher Clerk, was married to Miss Edna Winslow, Castle Rock, Colorado, on April 14. B. J. Archer, Representative Zone 21, was recently married to Miss Nettie Marocki of Kemmerer, Wyoming. Congratulations to both couples.



Mrs. H. J. Rittenhouse, wife of Representative Rittenhouse, Zone 22, Rapid City, S. D., and Mascot "Texaco Tough," who is a 100% Texaco enthusiast and has never traveled in any but a Texaco operated car. He knows his gas and oil.

**Spokane District.**—P. H. Savage, formerly Assistant Manager of Spokane District, was appointed Assistant Manager of Operations, Minneapolis District, effective May 1. Watch out, you Minneapolis golfers!

G. R. Haun, formerly Chief Clerk of Sales, Spokane District, has been transferred to The

Texas Company of Canada, Limited, Calgary, Alberta, Canada. We all wish Glen success.

### ASPHALT SALES DEPT.

On April 27 Representative J. E. Williams of our Southwestern Division read a paper on asphalt before the American Association of Engineers of Muskogee, Oklahoma. We may judge the excellent quality of the paper by the request of the president of the Association for a copy, that it might be distributed in booklet form to the membership. Mr. Williams supplemented his paper by showing the two motion pictures of the Asphalt Sales Department on Sheet Asphalt and Asphalt Macadam pavement construction. On May 5 our representative presented the same paper and films before the Engineers' Club of Little Rock, Arkansas.

The city of St. Louis, world famous as a result of Lindbergh's great flight, stands out among cities which have repeatedly paved streets with Texaco asphalt. With the exception of the years 1915 and 1922, this city has constructed Texaco streets every year since 1914, including 1928.

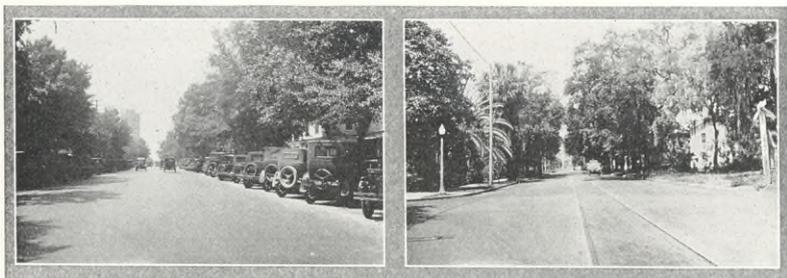
While on the subject of leading cities which have repeatedly paved streets with Texaco asphalt, we must not overlook Dallas, Texas, if we would continue in the good graces of Manager A. D. Stivers of our Southwestern Division. We are informed by Colonel Stivers that the city of Dallas has constructed Texaco asphalt streets during each of the last ten consecutive years.

When Marion, Indiana, recently used Texaco asphalt for paving, it became the fourteenth and last Indiana city with over 25,000 population to provide itself with Texaco streets. Other states in the country in which all cities of over 25,000 population have Texaco streets are North Carolina, Virginia, Missouri, Kansas, Oklahoma, Tennessee, Minnesota, Arkansas, Nebraska, and South Dakota.

The Texaco Sheet Asphalt motion picture was exhibited during the week of May 14 before the highway engineering students of the North Carolina State College at Raleigh.

Frank Bisso of our New York office was homeward bound on the Staten Island ferry one evening last month. The water was rough and the going difficult, when suddenly a huge wave leaped up and swept through the boat. Several people were washed overboard, but all were rescued—suffering nothing worse than a wetting. Fortunately for him, Frank was at the rear of the boat and, except for the discomfort caused by standing ankle deep in water,

## The TEXACO STAR



These two views of attractive streets in St. Petersburg, Florida (left), and Palatka, Florida, were contributed by Superintendent T. H. Reed of Jacksonville. Both thoroughfares are paved with brick, in the joints of which Texaco Paving Filler was used.

escaped this exciting experience without mishap. What's a pair of wet feet when you can later hold the family spellbound with the story of your perilous trip and narrow escape!

**EXPORT DEPT.** T. R. Waterbury, formerly Manager of the Holland Branch of the Continental Petroleum Company, sailed for London on May 12 to take up his new duties as Managing Director of The Texas Oil Company, Ltd. Mr. Waterbury spent the last few months in the New York Office.

A. H. Hampton, after making a short visit to the New York office, has returned to the West Coast of Africa to resume his duties as special representative working in connection with our agents in that territory.

G. S. Mayo, formerly Assistant Manager of the Sales Department, Minneapolis District, left New York on April 25 *en route* to Capetown, South Africa, where he will take up his new duties as General Manager of The Texas Company (South Africa) Ltd.

H. MacRobert, formerly of the New York District, Sales Department, left New York on May 3 for San Juan, Porto Rico, to take up his new duties as Assistant Manager of The Texas Company (Porto Rico) Inc.

### The Texaco Association of New York

The Texaco Association of New York is nearer a one hundred percent membership now than it has ever been before. Interest in the Association and the benefits to be derived from membership is increasing constantly.

On April 18 the sumptuous Astor Gallery of

the Waldorf Astoria Hotel in New York City was the setting for a spring dance under the auspices of The Texaco Association of New York. More than three hundred members and their friends danced to the excellent harmony produced by Tom Cooper's Country Club Orchestra, which, by the way, frequently entertains over the air. Several times during the evening the floor was cleared and the gathering entertained by professional talent. Our principal entertainer was Mme. Maria Fokina, whose dancing drew generous applause. Among those noticed on the floor during the evening were Colonel H. T. Klein, C. R. McCarthy, E. B. Joyner, R. J. Dearborn, J. A. Merlis, and C. E. Emmons. At Mr. Dearborn's request, Oscar Lasse, Chairman of the Entertainment Committee, had the orchestra play a waltz, throughout which Mr. and Mrs. Dearborn demonstrated conclusively the superior grace of the waltz over the newer dances. The repeated query of those who attended this dance has been, "When are we going to have another?"

One of the important benefits afforded its members by The Texaco Association of New York is the opportunity to make substantial savings on purchases. The company "store" inaugurated December 1, 1927, has already been a means of considerable savings to employees on purchases of all kinds.

The next important event is to be the annual outing of the Association which will take place on July 28. One of the boats of the Hudson River Day Line has already been reserved and will transport the Texaco family up the Hudson River to Indian Point, the scene of a number of successful Texaco outings in the past.



## About this time of the year...

—the romance of the open road calls to everyone! But remember that most cars today require a heavier grade of motor oil for warm weather driving; certainly the majority of 1928 engines do.

For today's finer, faster engines run hotter. Upon higher heat . . . faster "turn over" . . . depends their increased efficiency. Such engines demand *exact* lubrication; the right grade of motor oil is not only important, it is *imperative*.

Texaco Motor Oil, clean, clear, golden . . . is scientifically refined and of full viscous body. Each grade is designed to provide *exact* lubrication for a definite type of engine.

Change your motor oil now. And while you are changing *make sure of both brand and grade*. This is the invariable practice of those motorists who know that flawless motoring and Texaco lubrication seem to be inseparable partners.

A dealer near you sells golden Texaco Motor Oil. The Texaco Red Star and Green T identifies him.

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*With the first sign of warmer weather* have your crankcase drained, flushed and re-filled with fresh oil. Most cars require a change in *grade* also. Consult the Condensed Texaco Lubrication Chart to the left.

# TEXACO

GOLDEN  
MOTOR OIL

### FULL BODY



IN ALL GRADES



### Condensed

#### TEXACO LUBRICATION CHART

The makes of cars listed represent more than 94% of all cars in service. Check carefully to see if your car requires a change to summer grade.

NOTE: Cold Weather recommendations apply at temperatures below 50° F. Where two grades are indicated, the heavier oil should be used during extremely hot weather.

Make of Car	Cold Weather	Warm Weather	Make of Car	Cold Weather	Warm Weather
Buick	M	H	La Salle	H	EH or S
Cadillac	H	EH or S	Lincoln	H	EH
Chandler	M	H or EH	Marmon	M	H or EH
Chevrolet	H	H or EH	Nash	M	H or EH
Chrysler	H	H or EH	Oakland	M	H
Dodge	M	H or EH	Oldsmobile	M	H
Essex	M	H or EH	Overland	M	H
Ford A	M	H	Packard	H	EH or S
Ford T	FF	F	Peerless	M	H
Franklin	H	EH	Pontiac	M	H
Hudson	M	H	Reo	M	H
Hupmobile	M	H	Star	M	H
Jewett	M	H	Studebaker	M	H or EH
Jordan	M	H	Willlys-Knight	M	EH

NOTE: The letter M on the Texaco Chart indicates Texaco Medium; H indicates Texaco Heavy; EH indicates Texaco Extra Heavy; S indicates Texaco Super Heavy. Texaco Golden Motor Oils, grade for grade, comply with the viscosity grades of the Society of Automotive Engineers (S.A.E.).

THE TEXAS COMPANY, 17 Battery Place, New York City, Texaco Petroleum Products

ONE OF THE REWARDS  
FOR WORK WELL DONE  
IS A CAPACITY TO DO  
GREATER THINGS