
THE TEXACO STAR
IDAHO
US 30
WATCH TRAFFIC SIGNALS
TEXAS
US 80
TOURING
NUMBER

Uniform Highway Markers

The OCTAGON always means "*Full Stop*"

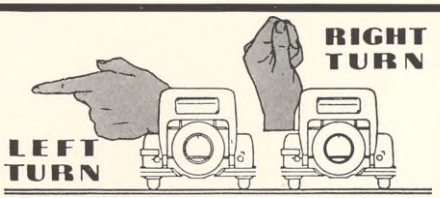
The DIAMOND indicates a condition that means *danger to you.* Drive *slowly*

The CIRCLE, probably the most important of all, is used as a warning at *railroad grade crossings* only

The SQUARE indicates any condition requiring extreme caution because of *danger to others*

The RECTANGLE is used to give *general information*

THESE SIGNS are used on all United States highways throughout the country. Make your vacation trip a pleasant and *safe* one by paying attention to them. Form the habit of using the hand signals illustrated at the right to indicate a change in direction. Use these signals *well ahead* of your turn



THE UNIVERSAL ROAD SIGNAL
USE IT FOR COURTESY *and* SAFETY

THE TEXACO STAR

Touring Number

VOLUME XXIII NUMBER 3

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FROM R. I. NESMITH & ASSOCIATES

A PUBLICATION OF THE TEXAS COMPANY

For distribution to employes and stockholders. To others interested, the subscription price is one dollar per year

DIRECT ALL COMMUNICATIONS TO THE EDITOR OF THE TEXACO STAR
135 EAST 42ND STREET, NEW YORK CITY

★ Reports of the National Safety Council show New York City to have taken the lead in reducing traffic mishaps in the first quarter of 1936.

★ Highway funds diverted to other uses last year would have built a four-lane highway from New York to San Francisco.

Brief
AND TO THE POINT

★ The petroleum industry and its customers pay 201 different kinds of taxes. Thirty-nine of these are Federal; 121 are state taxes, and 41 are local.

★ When you drive:

If you cut out of line, your chances of an accident are multiplied by 50.

If you exceed 40 miles an hour, your chances of an accident are multiplied by 25.

If you pass another car on a curve, your chances of an accident are multiplied by 21.

If you pass another car going up a hill, your chances of an accident are multiplied by 10.

If you fail to signal a turn or stop, your chances of an accident are multiplied by five.

★ Approximately 25,000 tons of TEXACO Asphalt annually become an important part of Congoleum rugs. The felt base of every Congoleum floor covering is impregnated with this TEXACO product.

★ Earnings of representative companies in the petroleum industry average $1.02 per share; taxes amount to $5.32 a share.

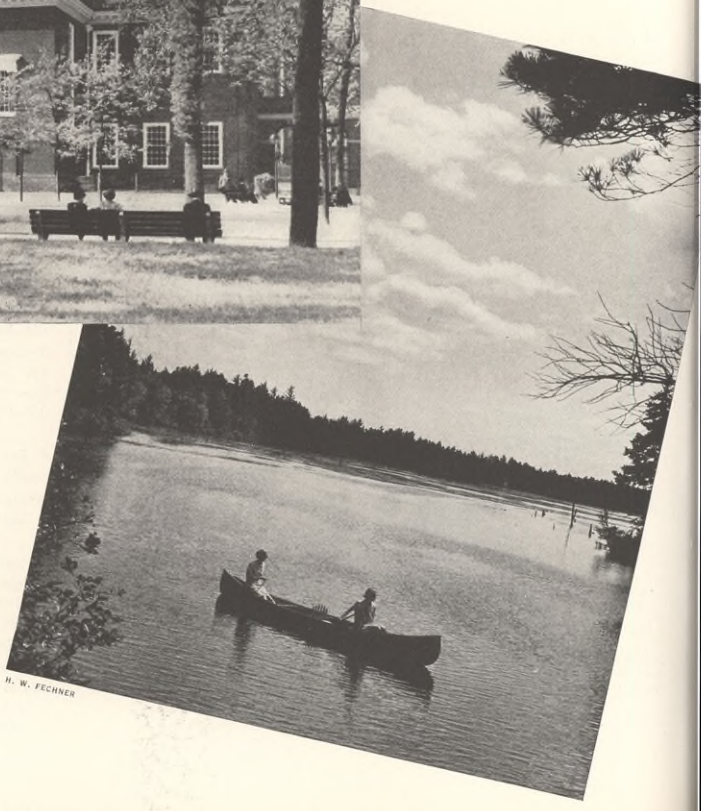
★ Results of a nationwide campaign against traffic-ticket "fixing," inaugurated recently by the American Automobile Association, are being noted in widespread sections. Safety authorities unanimously regard elimination of ticket fixing as a primary step in accident reduction.

NESMITH

A recent photograph of Independence Hall—"Cradle of American Liberty"

RALPH F

Maine's broken, irregular coastline is unrivalled for scenic beauty



H. W. FECHNER

★

New York State is dotted with charming lakes such as this (right)

How To Spend A Week-End

IN THE wide-open spaces of the West the long motor trek originated, but the East is the home of the week-end trip.

Many easterners who cannot take extended vacation tours have discovered that there are thousands of worth-while places to visit east of the Mississippi, and many westerners to whom towering mountains, desert stretches and canyons are an old story are driving in increasing numbers to the many points of interest along and near the Atlantic seaboard.

New England has been attracting more and more motorists from other states during the past few years, in addition to the thousands of New York and Pennsylvania residents who "week-end" in New England. Seasoned world travelers have declared that nothing in Europe can rival the grandeur of our own Maine woods. Along New England's broken, irregular coastline are hundreds of picturesque villages and towns, many of them visited only occasionally by motorists. Inland are lovely forests, lakes, and out-of-the-way trails through a country rich in historic background.

New York, the Empire State, abounds in worth-while places to see, from the towering buildings of Manhattan to the roaring cataract of Niagara. In Pennsylvania, New Jersey, Delaware, Maryland, Virginia, and the Carolinas, out-of-state motorists will find a warm welcome, good roads, and plenty to see. Of course no trip East is complete without a visit to the nation's capital and Mount Vernon.

Nor are all the national parks confined to the west. There is Acadia National Park in Maine, Fort McHenry National Park in Maryland, the Great Smoky Mountains in Tennessee and North Carolina, and Hot Springs National Park in Arkansas which this year is celebrating its centennial as a state.

So don't feel disappointed because you can't take in the Grand Canyon or the Texas Centennial this year. There is a very good chance that scores of attractions lie within a few hours of your own door.

CHARLES PHELPS CUSHING

The green, in the historic village of Concord, Massachusetts

★

NESMITH

(Right) Off the main highway a Connecticut side road beckons the driver

PHOTOS FROM R. I. NESMITH & ASSOCIATES

The 14,000-foot peaks of the Sangre de Cristo range of the Rockies

Westward Lies The Trail

BY EDWIN G. COMPTON

Manager, Denver Bureau, Texaco Touring Service

MAPS are more than just red and blue lines on paper. Maps are highways of romance, broad roads of friendship, beauty and adventure.

Touching their fingers to star-dotted horizons, the Rockies beckoned. Beyond lay the Golden West.

Unable to resist the call, we set out from Denver one sunny morning. Guiding our car northward on Usway 85, we had for company the towering Rockies. Marching alongside, they bid us farewell and safe journey.

Westward from Cheyenne, Wyoming, over the rolling plains on Usway 30, we drove for miles without seeing a single tree. Desolate, shadeless country is the first thought of the stranger; an impression that quickly changes. Nature relented after divesting this area of trees, and made clouds scud back and forth to hide the sun momentarily. A steady glare is turned into soft shadows that race swiftly over a brown ocean in ever-changing patterns.

A long, easy grade brought us to the plateau of the Continental Divide. Still following Usway 30, we arrived in Salt Lake City and from there went north on Usway 91 to Brigham, Utah.

Usway 30 South intersects Usway 91 in Brigham and we decided to use this short-cut to Burley, Twin Falls, and Boise, Idaho. It took us through sagebrush country abounding in wild game; rabbit, deer, and antelope.

West of Fruitland, Idaho, Usway 30 spans the Snake River and within a few miles we arrived at the entrance to the Snake River Gorge. The very unexpectedness of finding this yawning chasm added greatly to its awe-inspiring dimensions. Upon the dark, sandpaper walls a thin black road has been traced with a giant's lead pencil in uneven curves.

Continuing on Usway 30 through Baker and La Grande, Oregon, we came to Deadman's Pass. Shimmering below at our feet was a giant's patchwork in oblongs and squares of jet black earth and golden wheat stubble. We stopped at Pendleton, Oregon, where the first rodeos were held, then continued westward to the Columbia River.

Highway near Manitou, Colorado, 75 miles south of Denver

The Columbia and its adjacent highway are known the world over for extraordinary mountain scenery. From The Dalles, Oregon, the river slices its way through the Cascade Mountains. Paralleling its course, a highway, fashioned in loops and horseshoe curves, clings to a granite mountain wall. Here and there a tunnel has been bored through solid rock. With constant twisting and turning, we attained the summit of Crown Point.

Westward, we followed moss-covered walls to a bridge directly in front of Multnomah Falls. These falls are poured from a tilted cup whose stony rim has been chipped. Through this fissure a milk-white band of water leaps, almost without a sound, into the boulder-strewn causeway 600 feet below.

Portland, the City of Roses, is the western terminus of the Columbia River Highway. We enjoyed its warm hospitality before driving north to Seattle.

The Northwest offers scenery unusual in contrast; raging surf pounding against stubborn, jagged cliffs; quiet, green-carpeted meadows dotted with grazing cattle. Endless, somber forests contain timber sufficient to supply the needs of the world. Proudly overlooking these surroundings are snow-capped mountains with peaks rearing to heights well over ten thousand feet.

We returned to Portland and proceeded south to McMinnville, Oregon, then left Usway 99 to follow State Highway 18 westward. Within a few hours we were on the shores of the Pacific.

Mile after mile, Usway 101 follows the uneven shoreline; oftentimes along the edge of an overhanging cliff. Ahead, the road weaves over tree-covered slopes then dips down skirting the sweeping surf and crosses a white, sandy beach to disappear around a rocky crag.

In northern California, Usway 101 leaves the coastline and curves inland to enter the Redwood forests. Redwood trees—the oldest living things on the face of the earth! During early morning we drove down the center aisle of a redwood grove. Each stately tree was a thick, straight, reddish-black column rising upward to support the sky-blue dome.

Still on Usway 101, we rolled south to Sausalito, California, and boarded a ferry to cross the Golden Gate. From the channel of the bay, teeming with marine traffic, we viewed San Francisco's skyline.

San Francisco has many attractions to delight the eye. We browsed along narrow streets in Chinatown. One afternoon was given over to enjoying Golden Gate Park with its aquarium, museums, and well-kept gardens. From the observation tower atop Telegraph Hill we studied the topography of the land-locked harbor and its chain of surrounding cities.

Leaving San Francisco by the south, we drove over the Skyline Boulevard, and after a splendid drive

Giant cactus in the desert country near Phoenix, Arizona

on the ridge of hills forming the backbone of the San Francisco Peninsula, we entered a valley of immense flower gardens. Here, acres and acres of blossoms of every conceivable coloring were being raised for shipment to the world's markets.

In Salinas, California, we again joined Usway 101 or, to use its Spanish name, El Camino Real. This road was originally built by the Franciscan padres to link their chain of missions.

Continuing southward, we arrived in Santa Barbara, the most typically Spanish city in California. Business houses, residences and municipal buildings are all built in Spanish style.

Usway 101 follows the beaches south from Santa Barbara; clean, white sand sloping from the highway to the water's edge.

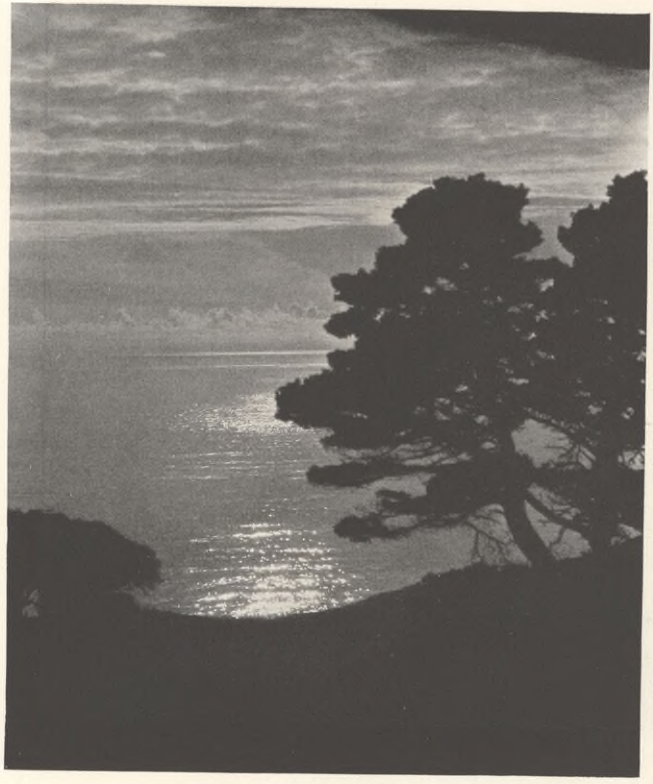
Los Angeles was our host for several days. Many and outstanding are the attractions; boulevards and streets lined with palms and eucalyptus, parks dotted with still pools of water. One evening we drove to the top of Lookout Mountain to watch the lights turned on in the cluster of cities in and adjoining Los Angeles County. As far as the eye could see, a million lights were flickering in orderly criss-crossed lines, like countless fireflies on parade.

Journeying south through California's "Orange Empire," passing irrigated orchards and farms, we arrived in San Diego, oldest city in California.

Early in the evening we left San Diego on Usway 80 and crossed the southern portion of the Imperial Valley. Our reason for crossing this strip of land at night was to avoid the heat of the day, but the real thrill was the opportunity to drive under a natural planetarium.

Above us the night sky was a royal purple robe spangled with glittering diamonds. The stars were much larger and more brilliant than we had ever seen them. The heavens appeared so low over our heads that we wanted to reach up and tear a star loose from the velvety sky.

On both sides of the highway, sand dunes, bathed in moonlight, rolled in unbroken waves, making



Sunset on the Pacific Ocean, along the coast of Oregon

room only for the indomitable cactus plant—the only vegetation able to eke an existence from the arid wastelands.

Passing the western border of Arizona, we entered valleys that have been miraculously transformed by irrigation from deserts to great farms. Irrigation is the blessing of the Southwest. On one strip of land the watered soil is dark and rich, giving life to rows of plants and vegetables. Three feet away, the waterless soil is gray, listless sand.

Terminating a short visit in Phoenix, we traveled north on Usway 89. Again we drove over mountains, this time the Date Creek, Weaver, and Santa Maria groups. Threading our way through passes and along shelf roads, we arrived in Ash Fork and turned right into Usway 66, the Santa Fé Trail.

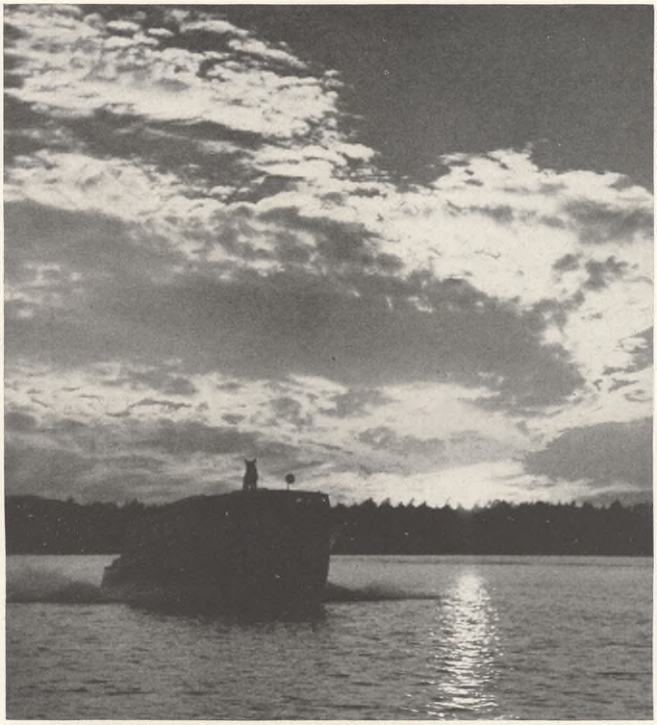
Eastward on the Santa Fé Trail brought us to the Painted Desert. More than one hundred colors stain the ridges, walls and rippling mounds of earth and stone. Here, evidently, is the spot Nature used for a palette in mixing her paints.

East of the Painted Desert is the Navajo Indian reservation. Between Gallup and Albuquerque, New Mexico, we went through the Zuni, LaGuna, and Isleta Indian reservations. Indian men rode about on fine-looking horses. Women, garbed in bright-hued raiment, attended to domestic chores. We watched basket weavers and silversmiths practicing arts handed down to them through generations.

We stopped overnight in Santa Fé and early next morning drove north on Usway 64 to visit the pueblos. Leaving Taos, we climbed the Apache Pass in the Sangre de Cristo Mountains and drove to Raton, New Mexico. Then over the pass overlooking the town of Raton, we soon crossed the Colorado line.

In every way the trip was a pleasant one. We had traveled five thousand miles with little or no discomfort due to by-roads or construction, thanks to TEXACO Touring Service.

We had no difficulty in locating TEXACO Service Stations. The Red Star with the Green T was a welcome symbol in cities, towns, and on the road.



ROBERT DUDLEY SMITH

The yachtsman doesn't worry about hotels, tourist camps, or restaurants—He carries his living accommodations with him

Every Man a Commodore

By GEOFF G. SMITH

Texaco Waterways Service

MOST landlubbers think of motor boating as an activity which takes place on a single body of water —chugging around a lake or up and down a river —with perhaps a short cruise along inlets and coves leading to the sea. But nowadays actual cruising by water—going from one place to another many miles away—is becoming increasingly popular.

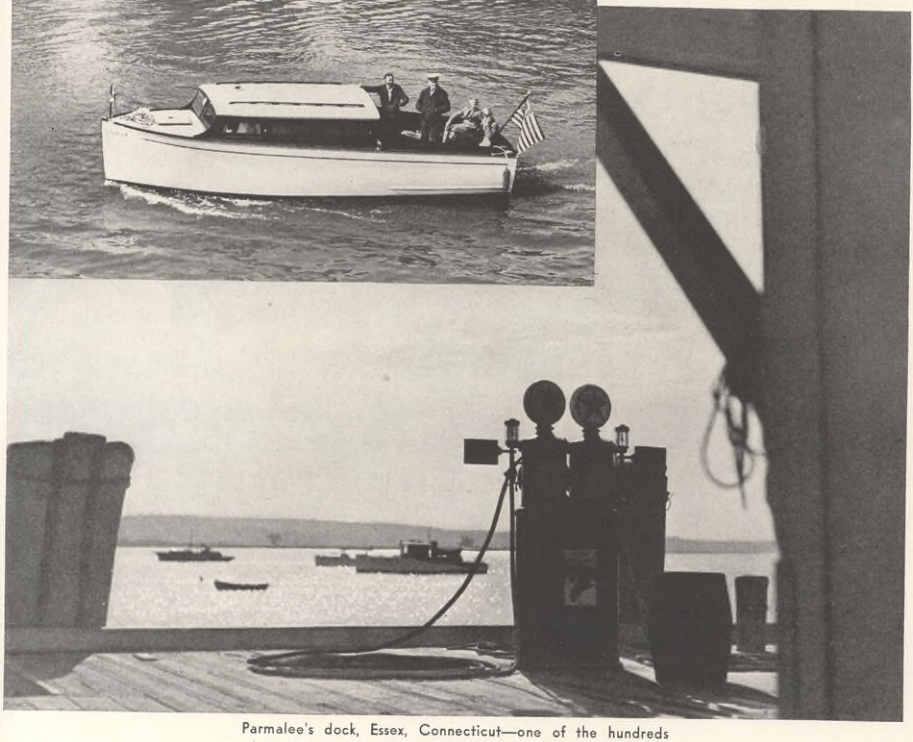
North America possesses, without doubt, the finest navigable waterways to be found anywhere in the world. Thousands of miles of rivers, canals, lakes, and intra-coastal waterways connect to form a network of broad, deep, and safe water routes literally covering the entire eastern half of the continent, with tributaries extending, in some cases, almost as far west as the Continental Divide.

During recent years a large amount of improvement work has been carried on by United States Army engineers to increase navigation facilities on inland waterways of the United States. Much of this, particularly in the Mississippi River area, has been primarily a flood-control measure, but flood control and navigation improvement are closely allied and the construction of control dams and the straightening of channels have served to provide deeper and, consequently, safer waterways.

These improvements have been duly noted by the boat-minded public (a rapidly growing class, by the way) with the result that each year more and more pleasure-boat owners are taking to the waterways for their annual vacations.

Of the many types of pleasure boats in use, the "cruiser" is by far the most popular, not necessarily because of the actual number of boats of this class now in existence, but from the fact that a great-

Boat builders are working 12 months of the year to fill the public's demand for more and more boats



Parmalee's dock, Essex, Connecticut—one of the hundreds of Texaco waterfront outlets available to the yachtsman

er proportion of cruisers, as compared to open boats, is being built by the manufacturers. A "cruiser" may be roughly defined as any boat which is equipped with sleeping accommodations.

Most large boat-building companies have standardized their production, with the result that the cost of the smaller "family" boat has been reduced to a point where it compares favorably with that of a good automobile. Operating costs have likewise been reduced, and cruisers 25 to 30 feet long use only three to four gallons of gasoline per hour at a speed of about 12 miles an hour.

Mile for mile, the cost of operating a boat on a cruise is, of course, considerably higher than that of running an automobile on a tour. But the yachtsman does not reckon his days in terms of miles covered. Where an automobile tourist will drive 200 to 300 miles between breakfast and dinner, the cruiser makes 50 miles, takes his time about it, and sees the sights on the way. As a result, the amount of gasoline he consumes is about the same as that used by his shore-going brother.

Another economy factor in favor of the yachtsman is that he does not need to worry about hotels or tourist camps, and the cooking facilities on his boat make him independent of restaurants and hot-dog stands.

Motor boating is fast becoming a major sport, and boat-builders all over the country are working 12 months of the year to fill the public's demand.

ODIE MONAHAN

Bumper-to-bumper driving will produce frayed nerves and battered fenders

Driving in City Traffic

WHEN we look down from a tall building at the traffic in the streets below, we wonder how so many cars can keep moving along—crossing intersections, passing one another, turning in and out of parking positions—without getting hopelessly tangled.

As a matter of fact, we do see traffic jams, and many times the reasons for the trouble are as plain as day. Someone tries to turn from a wrong position, and in a few seconds the whole line of cars is halted. A pedestrian darts in front of a car making the driver apply his brakes suddenly, and one after another the drivers behind him must do the same thing. Then there is a great blowing of horns that only adds to the confusion.

But when we ourselves become part of that traffic our whole viewpoint changes. We can't see those things going on up ahead that make us stop and start and stop again. We can't see around corners or up alleys. And the worst of it is we can't look into other people's minds . . . into the mind of the driver who makes a sudden turn, or that of the pedestrian who decides to do something we can't foresee. Interestingly enough, what pedestrians do may seem strange and illogical to us while we're driving; but we all lead double lives . . . sometimes as drivers, sometimes as pedestrians . . . and our whole psychology changes when we change from one to the other.

Things can happen in a split second in our crowded cities, and we must be ready for them. As one driver has said, we must drive along with every intersection, every alley, every car, under suspicion. We like to think it was the other fellow's fault when we get into trouble. But if we are sufficiently alert, we won't let the other fellow's mistake get us into trouble.

Expert drivers say there is only one thing to do . . . give ourselves a margin of safety—a reserve of space and a reserve of time.

It is an easy matter to take a reserve of space. We don't have to drive almost bumper-to-bumper with the car ahead. If we do, we shall not be able to stop as quickly as we may need to if it suddenly stops, slows up or makes a turn. But if we drop back a little and take a little extra room, we won't have to

From *We Drivers*, Published by General Motors Corp.

worry about "stopping on a dime" or turning out at right angles to avoid bumping. And we won't pick up a collection of nicked fenders and bent bumpers.

But a reasonable interval of space, or even clear sailing, won't do us much good if we don't keep a time margin of safety too. In other words, we don't want to go so fast that we won't have time to do what we may be forced to do. A car may dash out of a side street, and we want to be sure we can keep our car and that car from being in the same place at the same time. We don't want to have to stop so fast that cars behind us pile into each other.

Just as we need a safety margin ahead, we also need to protect ourselves from behind. When we want to turn or stop, merely making the proper signal isn't enough. Many drivers make it a rule to start getting into position for a stop or turn at least two blocks beforehand. If someone behind sees us gradually working over to the right, for example, he naturally figures that we are either going to turn or stop. So he gives us a wide berth to keep out of trouble. And when he does, he keeps us out of trouble too.

We may all know these things, but we know them so well we are likely to become careless about them. Because we can drive almost automatically, we are sometimes inclined to roll along thinking of something else. Then, all at once our eyes have an important message for our brain, and when they try to get the message through, the line is busy!

It doesn't pay to let our thoughts go wool-gathering. This makes city driving just one emergency after another, which takes all the pleasure from it. And there is pleasure in city driving when we know we are doing a skillful job, keeping the proper margins of time and space.

The Un-Blamed Pedestrian

BY STUART C. HAWLEY

Director, Texaco Touring Service

MANY of today's "automobile accidents" should be called "pedestrian accidents." Drivers of automobiles are a hundred times more careful of pedestrians' lives and limbs than the pedestrians are themselves.

Very few of us take the time to determine whether or not we are crossing the street against the lights. We dodge out from between automobiles parked in the middle of the block, and we run behind a street car without any chance in the world to see whether there is an automobile or a street car coming from the opposite direction. On a stormy day we walk across the street almost anywhere with an umbrella pulled down over our face, giving no thought to the hazards we are creating for the drivers of automobiles.

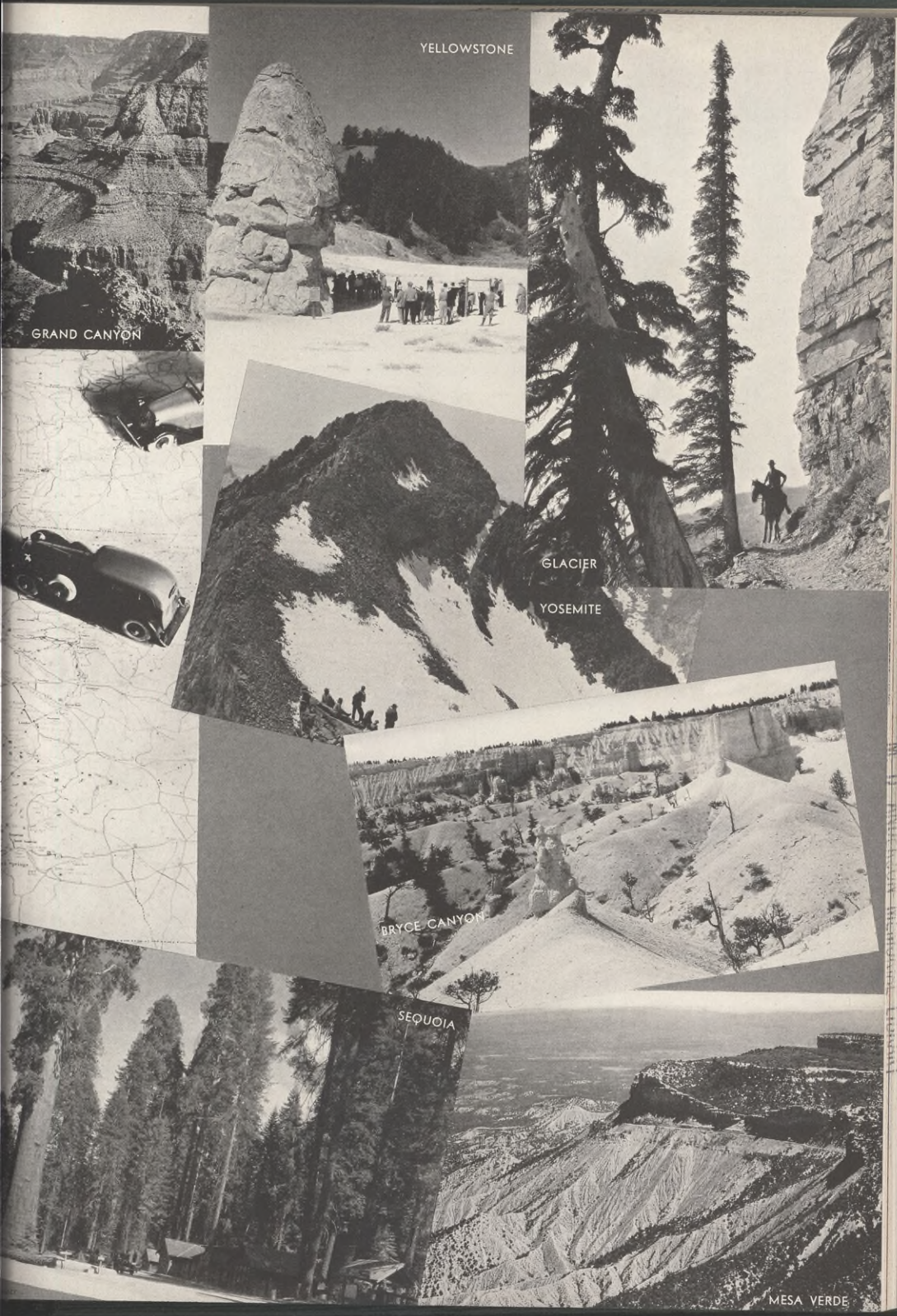
If we start to walk from our home at the edge of town to visit a neighbor it never occurs to us to travel on the left-hand side of the road, so as to be able to see a car coming toward us, but we meander along the right-hand side, and usually not too close to the edge.

The average motorist, after parking his car, becomes a pedestrian, and follows the same lines of carelessness as non-car owners. He may mumble unprintable words while sitting behind the wheel and watching the masses risk life and limb thoughtlessly, but when he leaves the garage he does a right-about-face and becomes a careless pedestrian.

NESMITH

Umbrellas keep the rain off, but they aren't much of a shield against a taxi

PHOTOS FROM


YELLOWSTONE
GRAND CANYON
GLACIER
YOSEMITE
BRYCE CANYON
SEQUOIA
MESA VERDE

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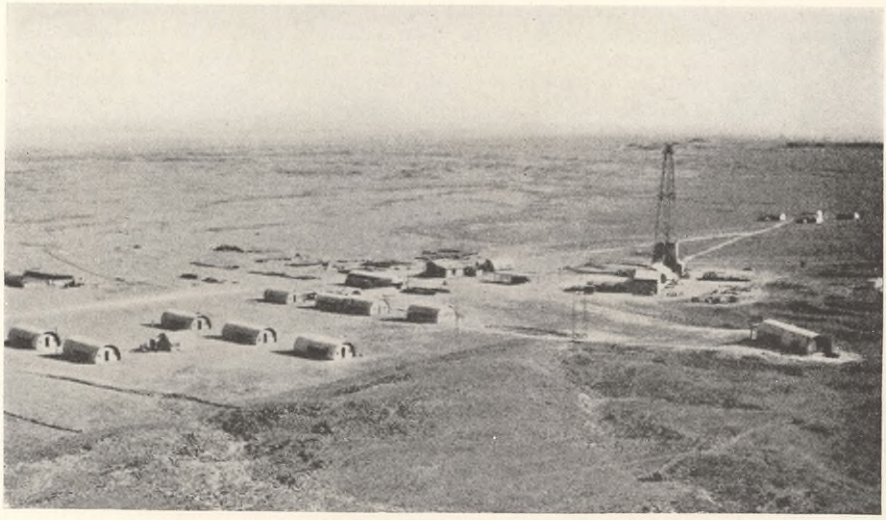
Relief map of Bahrein Island, site of producing and refining operations of The Bahrein Petroleum Company, Ltd.



Camp on Bahrein Island showing Jebel Dukhan No. 1 well

East of Suez

A FEW MILES off the coast of Arabia in the Persian Gulf is a group of small islands known collectively as Bahrein.

From 1507 to 1602, the Portuguese were in possession of Bahrein. In 1602 they were dispossessed by Arab subjects of Persia who held possession, with minor interruptions, until 1783, when they were ejected by the Utubis, a tribe from the Arabian mainland, who have remained in possession ever since. The ruling family today is a branch of the al Khalifa section of that tribe, and the present *Sheikh* traces his ancestry to the leader of the 1783 invasion. Bahrein is classed as an independent country, but enjoys close treaty relationships with Great Britain.

H. M. Herron, President of the California Texas Oil Company, Ltd.

Oil has been produced commercially from Bahrein during the past few years, and recently, after several months of negotiation, an agreement was reached between The Texas Corporation and the Standard Oil Company of California whereby crude oil production of the Standard Company east of Suez and petroleum products from the refinery now under construction at Bahrein will be marketed through foreign distributing facilities of associated companies of The Texas Corporation.

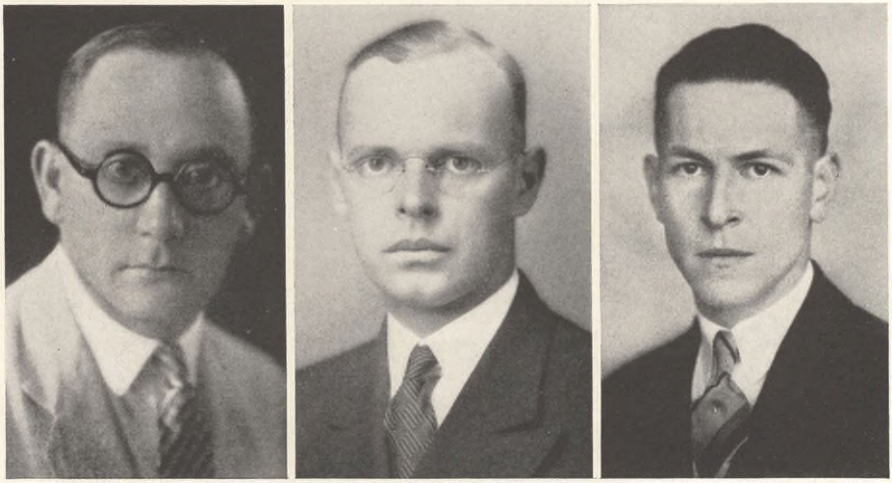
To accomplish this, a new corporation, the California Texas Oil Company, Limited, has been organized, each of the parent companies having equal representation on the Board of Directors.

The agreement is a favorable one from The Texas Corporation's standpoint, since it gives to TEXACO foreign production in an area favorably located to the markets this production is destined to serve. From the standpoint of the Standard Oil Company of California, the agreement is favorable in that it provides Standard with marketing outlets in an area where hitherto it lacked them.

The present oil lease at Bahrein is the outgrowth of a concession agreement dated December 2, 1925, in favor of the Eastern & General Syndicate, Limited, a British organization. On November 30, 1927, the original licensee granted to Eastern Gulf Oil Company, a Delaware corporation, an option until January 1, 1929, to acquire the concession. On December 21, 1928, the Gulf Company assigned the option to the Standard Oil Company of California.

Following its acquisition of the concession, the Standard Oil Company of California, through its subsidiary the Bahrein Petroleum Company Ltd., drilled for oil and in 1931 brought in its first producing well. Since then, more than thirty wells have been drilled and an oil field of considerable size has been developed. A refinery, with a capacity of 10,000 barrels per day, has been completed and will be enlarged. The water in the vicinity of Bahrein is too shallow for navigation by large vessels. Hence, a submarine loading line has been built and tankers take delivery about two miles off shore.

The new company will be completely independent in every phase of the industry: geological prospection, production, manufacturing, transportation, and marketing.



Left to right: J. V. Murray and A. E. Thayer, Directors of the new company, and William Kunstadter, Secretary and Treasurer

On the Board of Directors of the California Texas Oil Company, Limited, the Standard Oil Company of California is represented by James A. Moffett as Chairman of the Board; and by R. H. Morrison and Max Thornburg, who are also Vice Presidents. The Texas Corporation is represented by H. M. Herron as President; J. V. Murray and A. E. Thayer as Directors. William Kunstadter is Secretary and Treasurer.

★

"No. 1200" of the Norfolk and Western Railway—One million pounds of speed and power—lubricated by Texaco products throughout

"VIA FAST FREIGHT"

FREIGHT service as fast as that of passenger and express trains will be provided by the Norfolk and Western Railway's new locomotives, Nos. 1200 and 1201. Modern from stem to stern, these new giants of the rails, the largest fast freight locomotives ever operated on the Norfolk and Western, are among the speediest in the country.

Equipped with roller bearings and "floating axles," the engines' 12 huge, 70-inch driving wheels can flash over the rails at from 65 to 70 miles an hour.

These locomotives were designed and built by the railway's employes at its Roanoke, Virginia, shops, at a cost of about $140,000 each. They are 120 feet, seven and one-half inches long, and in working order weigh nearly one million pounds each. No weight is carried on the driving axles.

The mammoth boilers, constructed to carry 300 pounds pressure to the square inch, are nearly 61 feet long, weigh 148,500 pounds, and hold nearly ten thousand gallons of water. The tenders carry 26 tons of coal and 22,000 gallons of water.

The Norfolk and Western Railway has used TEXACO lubricants exclusively for many years and, of course, the two locomotives are TEXACO-lubricated throughout.

Officials estimate that railway employes have worked approximately 92,000 man hours, or 11,500 man days in constructing the two engines and tenders.

This is the first of a series concerning outstanding American locomotives which are TEXACO-lubricated—EDITOR

PHOTOS FROM R. I. NESMITH & ASSOCIATES

Under the contract, Government trucks, tractors, power shovels, Naval and Coast Guard vessels, engines and shore equipment will be lubricated by Texaco

Texaco Awarded U. S. Navy Lubricating Oil Contract

By FRANK J. SHIPMAN
Manager, Bulk, Fuel and Government Sales

UNDER an award of contract, The Texas Company will furnish during the fiscal year 1937 (beginning July 1, 1936) lubricating oils required in the operation of all United States naval vessels, and in addition will lubricate shore equipment at Navy yards and other naval establishments.

This contract will also cover the requirements of industrial and motor oils of the following Federal activities within the 48 states, including the Panama Canal and the Hawaiian Islands: Department of Agriculture, Department of Commerce, Department of the Interior, Department of Justice, Department of Labor, Post Office Department, Tennessee Valley Authority, War Department, Treasury Department, United States Marine Corps, Interstate Commerce Commission, United States National Museum, and the Veterans Administration.

The United States Navy is a discriminating buyer. After several years of purchasing strictly under specifications, the Navy discarded this procedure for the more safe method of securing proper lubricants by establishing an "approved" list of oils.

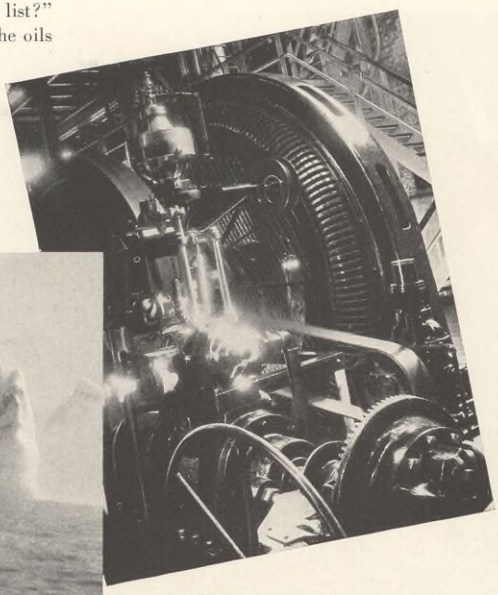
All TEXACO lubricating oils furnished under the contract have been tested both in the laboratory and in service, and are on the Navy's "approved" list.

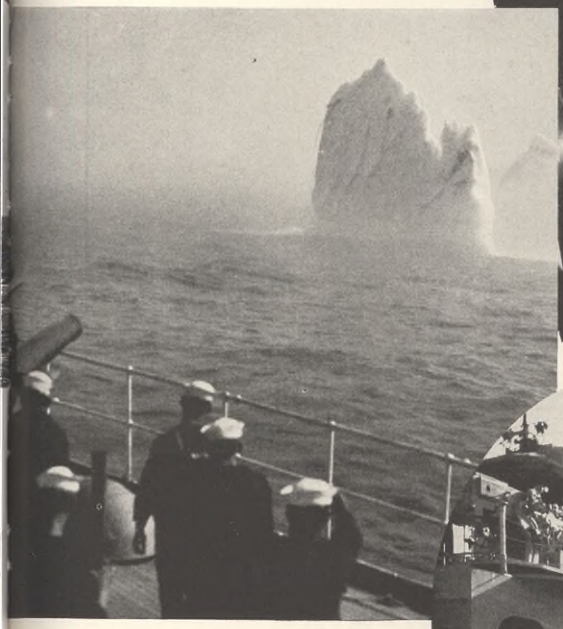
One may ask, "How can the Navy decide on making an award, for undoubtedly there

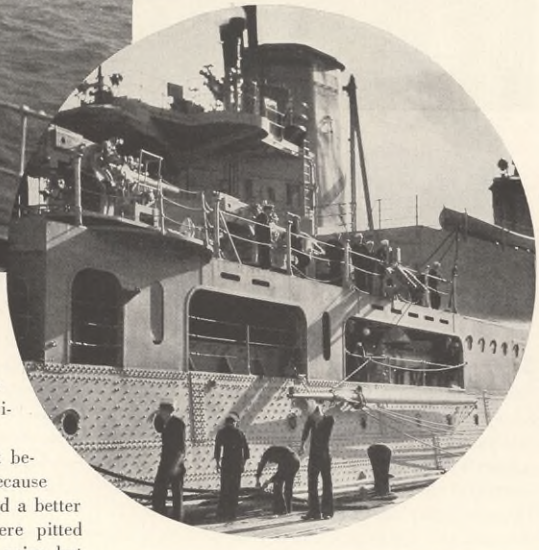
are a number of oils in the 'approved' list?"

The answer is that the award is made on the oils which show the *lowest service cost* to the Navy, hence quality of product is a primary factor.

To arrive at the service cost, the Navy has definite tests which the oils must undergo. The results of these tests determine what is known as a "work factor rating" for each oil.





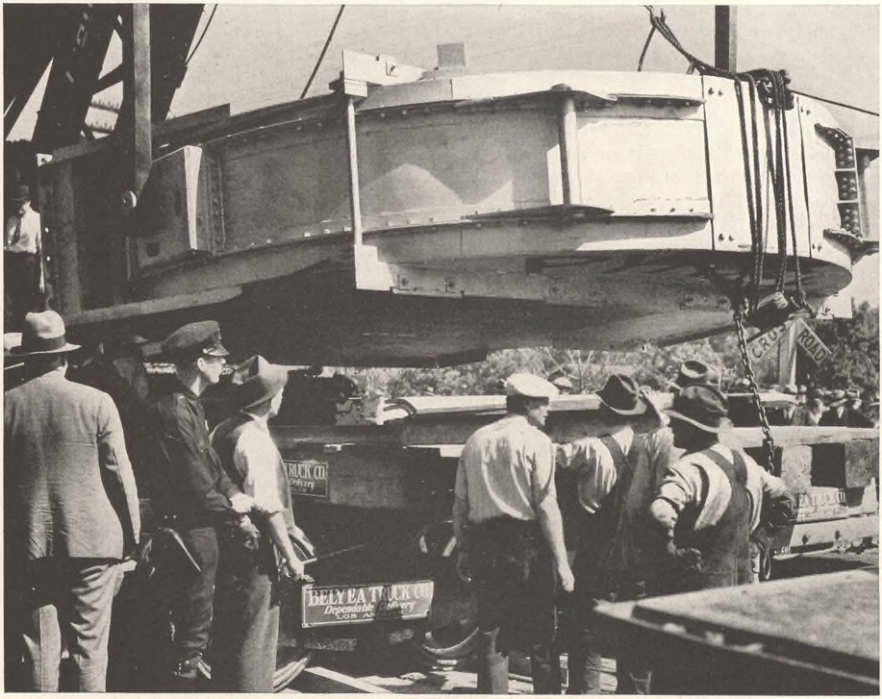


These tests, which are very exacting, are made at one of the finest experimental laboratories in the world, the United States Naval Engineering Experiment Station at Annapolis.

TEXACO oils did not win this contract because they were lowest in price, but because experiments at Annapolis showed they did a better job for the money than those they were pitted against. The Government does not buy on price, but on the basis of the lowest service cost.

TEXACO is not new to the Navy. The Texas Company entered the marine field in 1910, and we submitted several oils to the Navy. They proved satisfactory when tested in the laboratory and in practical tests aboard naval vessels for several months before approval was obtained. The following year we were awarded a part of the Navy's business. We also were awarded contracts in 1912 and 1913, and in 1914 we secured the award to lubricate all the Navy's vessels on the Atlantic and Gulf Coasts.

So successfully did TEXACO perform that every year since we have had a Navy award.



The 200-inch reflector lens arrives in California

Giant Telescope Rides on a Texaco Cushion

SIXTY miles northeast of San Diego, California, is Palomar Mountain, 6,250 feet high, highest point of a long ridge which runs for about 30 miles between two inland valleys of Southern California. Here the sun beats down all day, leaving the desert air of this sparsely settled region relatively free from moisture. There is little dust or smoke. At night the stars in the cold, thin air seem to cling to a net which has been hung on the mountain peaks.

In this wild, mountainous country, traversed only by a winding buggy road through forests and cattle ranges, the California Institute of Technology has purchased a tract of 640 acres and has started work on the world's largest observatory. Here the giant 200-inch reflector telescope is being set in position.

The Belyea Truck Company of Los Angeles, one of the major Pacific Coast transportation firms, is transporting the telescope parts from the railroad to the Astrophysical Optical Shops at California Tech, and from various manufacturing plants in Southern California up to the mountain.

In April, 1934, the Belyea Company was selected by Cal-Tech authorities to handle the transportation of the telescope parts after an exhaustive examination of major operators of transportation equipment throughout the West. Size of equipment, experience and ability of executives and workmen, financial responsibility, and, above all, performance on the road were the deciding factors.

On April 24, the first unit of glass for the big telescope was received from the Corning Glass Works, Corning, New York. It consisted of a billet

102 inches in diameter and 17 inches thick. This was to be polished to an absolutely flat surface and used to check the grinding on the 200-inch concave mirror to come.

Belyea unloaded the checking glass and crate from its specially built railroad car and moved it to the optical shops where it will be ground. A special, heavy-duty, four-wheel-drive, tractor type truck, coupled to a 60-ton capacity gooseneck trailer was used on this haul.

On April 10 last, the big 200-inch glass itself arrived, and with the care attending the transportation of crown jewels, Belyea received the 35-ton burden in its steel container and after bedding it on rubber blankets moved it to the school. This time a 90-ton capacity trailer was used to carry the glass. The trailer was towed behind a six-cylinder, chain-drive truck. The trip was made at six miles an hour on an exceedingly warm day. The truck roared along for four hours in low gear without jerking or overheating. Oil and grease withstood a terrific test.

During the two-year interim, Belyea has been busy transporting steel up the tortuous grades of the twisting, 20-mile road on Palomar Mountain. No trailer can be used on the sharp turns and narrow stretches of the mountain trail. A four-wheel-drive truck, loaded at the base of the mountain, makes a trip every two days, hauling as much as 15 tons to a load up the rocky road. Morning turns to afternoon, and evening falls before the observatory site is reached.

The job has only begun. Belyea equipment will be rolling up the mountain night and day for four years more. TEXACO Motor Oil, Marfak and Thuban are playing their part in this program and are contributing to the success of this great scientific enterprise. They are making possible the transportation of units of the telescope which will make objects on the moon the size of a large house visible to us on the earth.

Corporation Announces Earnings for First Half of 1936

ESTIMATED earnings of The Texas Corporation and subsidiaries, for the first six months of 1936, after charges, including depreciation, depletion and amortization, amounted to approximately $16,000,000, or $1.71 per share, it has been announced by T. Rieber, Chairman of the Board of Directors. This compares with a net profit of $17,065,036.84, or $1.83 per share for the entire year 1935.

There has been included in charges provision for the estimated amount of normal Federal tax, but no provision has been made for any surtax on undistributed profits which may be due under the Revenue Act of 1936.

TOTAL demand for all petroleum products for the first four months of 1936 ran 10.42 per cent ahead of the corresponding 1935 period, according to the American Petroleum Institute's Department of Statistics. Demand for the first quarter of 1936 totalled 373,819,000 barrels, compared with a demand of 335,750,000 barrels during the first four months of 1935.

The gain in export demand slightly exceeded, on a percentage basis, that of domestic demand. Export demand for the first four months of 1936 was up 12.96 per cent from 1935. Domestic demand increased 10.14 per cent.

Increasing use of motor vehicles is responsible for the appreciable gain in demand for motor fuel. The demand for the first four months of 1936 was nearly eight per cent greater than that of the corresponding period of 1935. It is believed that the increase would have been greater had it not been for the unusually severe weather of the past Winter, which curtailed motoring activities to a considerable extent.

On the other hand, the severe Winter was largely responsible for an increase in the demand for gas oil and distillate fuel.

A more intensive utilization of asphalt in street and road paving is seen as a cause for the sharp rise in demand for that product. Of all petroleum products, asphalt showed the greatest increase in demand for the period mentioned; namely, 33 per cent.

THE CURRENT year promises to be the second largest in the history of the automobile industry from the standpoint of production.

Supported by the knowledge that factory shipments for the first six months of 1936 were surpassed only in 1929 and that June sales set a new record for the month, motor manufacturers are fairly confident that the industry will be able to finish the year with an output of 4,600,000 cars and trucks. June factory sales of members of the Automobile Manufacturers Association totalled 367,303 units, an increase of 34 per cent over the corresponding month last year.

Eddie Cantor Will Star in New Texaco Broadcast

EDDIE CANTOR, noted figure of the stage, screen, and radio, will star in the TEXACO radio program when broadcasts are resumed in September. Mr. Cantor will produce the show, and will bring to TEXACO additional talent, including James Wallington, "Parkyakarkas," Bobby Breen, and Jacques Renard's orchestra.

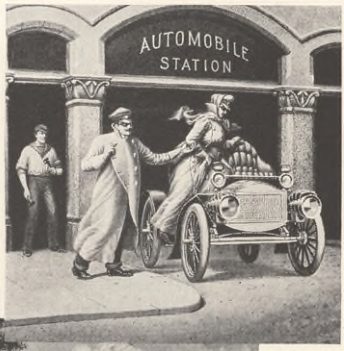
Radio commentators have hailed the acquisition of Mr. Cantor as a shrewd move on TEXACO's part, due to the comedian's unquestioned popularity in all sections of the United States. Reliable radio-listener surveys have always rated Eddie Cantor's show as among the highest of all comedians on the air.

The program, carried by the Columbia coast-to-coast network, will be presented Sunday evenings at 8:30, New York time. A re-broadcast to the Mountain and Pacific Coast time zones will bring the program to the western half of the United States at an equally favorable time. In addition to his regular show, Mr. Cantor plans to bring to the microphone each Sunday an outstanding celebrity in the field of news or entertainment.

"Mr. Cantor is more than a comedian," declares George W. Vos, TEXACO's Special Representative for Radio. "He realizes that his job is to sell TEXACO products to the public, and he brings to us a sound background of actual business experience and an unusual knowledge of sales-promotion technique—a rare trait among so-called 'show-people.' I have no hesitation in saying that TEXACO's new program will not only set a new high in radio entertainment, but will result in a steady increase in sales."

Mr. Cantor brings to TEXACO a sound knowledge of sales promotion technique

"The First Auto," a set of eight remarkable drawings showing scenes in early "horseless carriage" days, has been acquired by the Edison Institute Museum.



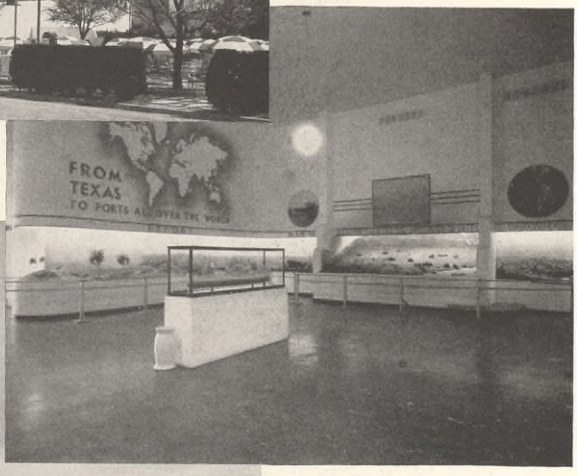
The pictures are the work of Joseph Boggs Beale of Germantown, Pennsylvania, and were found in a collection of black and white wash illustrations made by him during his lifetime. They are reproduced here by courtesy of Ford News

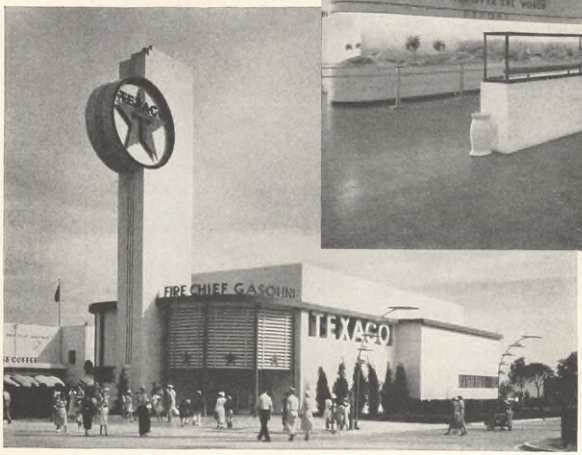
Texaco at the Texas Centennial

Visitors to the Texaco Building at the Texas Central Centennial Exposition in Dallas receive entertainment and education in air-conditioned surroundings

(Above) Part of the interior showing in miniature oil production and storage

(Above) Rear of the Texaco Building showing the patio





(Above) One feature of the exhibit is a gigantic map of Texas showing points of interest throughout the state. (Left) General view of the Texaco Building

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