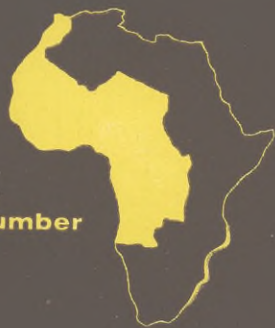




Congo Cargo

The **Texaco Star**

African Number



Volume XLII • Number 3

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# The Texaco Star

A publication of

THE TEXAS COMPANY

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## FOCUS ON AFRICA

### THE CHANGING LAND

Economic strides of great magnitude are being made in the area where Texaco conducts its African operations.

### MAP OF TEXACO'S AFRICAN OPERATIONS

The market extends throughout a substantial portion of a land mass that covers nearly a fifth of the earth's surface.

### CONGO CARGO

Along the major "highway" in a country where most transport is by river, a stern-wheeler carries Texaco products inland.

### SERVING NEW FRONTIERS

As Africa moves into a new industrial evolution, the need increases for more petroleum, more distribution facilities.

### BUSH SALESMAN

René Thomas tours the towns and bush of the Ivory Coast—selling Texaco products in a frontier country.

### AFRICA'S BRIGHT FUTURE

Newly discovered industrially, Africa is growing by building a two-way "economic street" of impressive dimensions.

*One of the most interesting areas in the world is portrayed in this issue of THE TEXACO STAR. In the vast territory where Texaco conducts its African operations, there are some of the world's most abundant stores of natural resources. Mines, soil, forests, and rivers are contributing to the progress of Africa and, beyond it, to the free world. The economic growth of Africa presents a vivid picture. Petroleum—a natural resource from other lands—is essential to this growth. Highlighted in this issue are some of the ways in which petroleum is helping to bring about the development of this rich continent.*



**HOMER PAGE** says of his African safari for The Texas Company: "It was like going home." A veteran at photographing in Africa, he visited a dozen countries in eight weeks this Spring, and brought back more than 3,200 pictures. He is familiar with such locales as the one pictured above on the Congo River near Wendji, where he took some of the pictures that illustrate the story beginning on Page 10. Page is a native of California. He once taught photography at the California School of Fine Arts in San Francisco. In 1949, he was awarded the Guggenheim Fellowship in photography. He helped to produce the recent and now-famous exhibit, *The Family of Man*, at the Museum of Modern Art in New York City.

**THE COVER:** Five-gallon containers of Texaco kerosene are nearing their destination after a journey that began thousands of miles away. *Congo Cargo* (see Page 10) describes one of the ways that Texaco products are distributed in Africa.

**CREDITS:** Photographs by Homer Page, except Page 24, which are by Fabian Bachrach.

This issue was designed by Salem Tamer.







*Surrounded by fabulous resources,  
African hands are turning to new skills  
and minds are opening to new ideas*

# THE CHANGING LAND

THIS is a country in flames, full of perfume," penned Hanno, the adventurous Carthaginian, in the Fifth Century B.C. Then he added a final observation about Africa: "But [it is] hardly accessible because of the heat."

It took European explorers nearly

2,000 years to discover what Hanno missed. It is only in recent years that men of all nations have searched out the human and natural wealth that belongs to Africa. Because Africa is so big and complex, the exploration will probably continue for hundreds of years.

Africa covers nearly one-fifth of the earth's land surface but contains less than nine per cent of its population. This

continent is peopled by many tribes and nationalities who speak a bewildering variety of dialects and languages. Brown and black and white, there are about 200 million human beings in Africa. The Africans, who live in deserts and jungles, mountains and savannas, along the seacoasts or by the enormous lakes, have sometimes been exploited by white men. More and more, however, the

Sheep move along a trail long used by shepherds, past cement plant being built near Casablanca.

A Senegalese machinist repairs parts for trucks and bulldozers of Dakar Public Works Department.



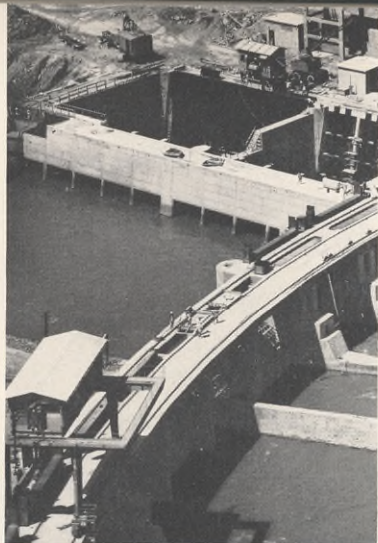
Capable Africans perform the jobs of accountants and bookkeepers in Texaco offices, such as this one at Accra.



Gold Coast miners drill for gold at mile depths.







THE  
CHANGING  
LAND (continued)

## LAND IS BEING SHAPED FOR MAN'S PROGRESS

Power for Léopoldville's new industries will be generated by Inkisi River hydroelectric project.

white man is aiding the efforts of the African to raise his social and economic level.

The material and intellectual strides that people of this continent are taking are nowhere greater than in geographical West Africa, the Belgian Congo, and the other areas where Texaco conducts its African operations (see map on Pages 8-9). More than one-third of Africa's population lives in this region.

There are many obstacles to overcome in achieving progress. In the sand wastes of the Sudan and the thick bush of the Belgian Congo, millions of Africans still live as primitively as their ancestors.

Not so many years ago a hunter who strayed away from his village would have little chance of getting back safely. Rival tribes often roamed the forest, seeking sacrificial victims for their secret rituals. Today, the traveler is often surprised to find a bulldozer crashing through the bush as it clears away trees and undergrowth for a new highway.

Each year, business firms in Europe and the United States increase their investments in the economic future of Africa. As industrial activity spreads, the people gain many new opportunities. When the African learns new skills, he raises his own standard of living, and further helps to develop the resources still untouched in his land.

The combined efforts of men of dif-

ferent origins are bringing a healthier life to peoples in many parts of the continent. Medicine is making slow but certain headway against tropical diseases—malaria, sleeping sickness, leprosy, yaws—which strike down thousands every year. The African is being taught how to irrigate and fertilize his land so he can grow more food and improve his diet.

Each step forward is a major achievement. The old way is usually based on prejudice and ignorance—like the African's deep respect for juju, with its shadowy world of evil spirits.

**B**ELGIUM, Great Britain, and France are cooperating with their respective areas in financing various economic development plans. The British and Gold Coast governments are contemplating a big hydroelectric project on the Volta River. It would provide irrigation for farms and power for smelting bauxite (estimated reserves: over 200 million tons) and making aluminum. Expenditures are also creating new roads, railroads, harbors, schools, hospitals, and community centers.

The French are building factories and improving roads, railroads, ports, and medical facilities in French West Africa, where the population density is only 9.6 people per square mile.

The most ambitious plan is the con-

struction going on in the Belgian Congo. It ranges from dams and hydroelectric stations along the Congo River and its tributaries to skyscrapers and modern boulevards in Léopoldville. The Belgians have invested close to \$2 billion in their African colony (which is 79 times bigger than the mother country).

The achievements of the Congolese and Belgians are impressive. Mines in the Congo, employing thousands of Africans, produce about half of the free world's supply of uranium, 70 per cent of its cobalt, 9 per cent of its copper, 62 per cent of the industrial diamonds.

The Gold Coast and Nigeria also ship much of their natural wealth across the seas. These British areas provide 10

Chunks of bauxite are loaded into a truck on Kassa Island, off French Guinea.







A hot, swampy jungle is bulldozed to build a road from the capital of Liberia to the interior of the country.

Prefabricated wall slabs are fitted at Casablanca ▶  
apartment house project.







Office worker P. P. John and family. He was Texaco's first clerical employee in Lagos.

## THE CHANGING LAND (continued)

# OPPORTUNITIES GROW AS INDUSTRY EXPANDS

per cent of the world's manganese, most of its columbite, and large amounts of bauxite, gold, and diamonds. The Gold Coast grows about one-third of the cocoa which goes into chocolate throughout the world.

From French West Africa come large quantities of palm oil, cotton, bananas, and bauxite. The base of the economy is peanuts, cocoa, and coffee.

American firms have invested millions of dollars in developing Liberia's abundance of natural rubber and high-grade iron ore. The only republic in West Africa, Liberia is increasing its exports of these commodities as well as coffee, lumber, and gold.

As agriculture, commerce, aviation, and industry expand, new job opportunities are being created for the African to become a mechanic or an electrician, an office worker, a tank truck operator, or a laboratory technician.

Texaco, which markets petroleum products in this great region, has contributed to the general raising of material standards.

In the area depicted on the map that follows, human resources are coming of age. By working together, the black man and the white man can conquer the darkness—ignorance, poverty, disease. The great hope for future progress is voiced by a Gold Coast teacher, Kofi A.

Busia, who lectures at the University College of the Gold Coast at Accra:

"We in Africa . . . can beat in tune to the warmth of friendship, our hands can turn to new skills, our minds are open to new ideas. . . . We in Africa offer our richest potential—the unpredictable mystery of our manhood and womanhood."<sup>\*</sup>

Together, says Mr. Busia, all of us can solve the problems of Africa. END

**Hardwood logs** in the Ivory Coast are hoisted from a lagoon and trucked to sawmill.

**A skilled Moroccan worker** polishes marble facings in a Casablanca plant. Throughout Africa, men are learning new vocations, making valuable products.

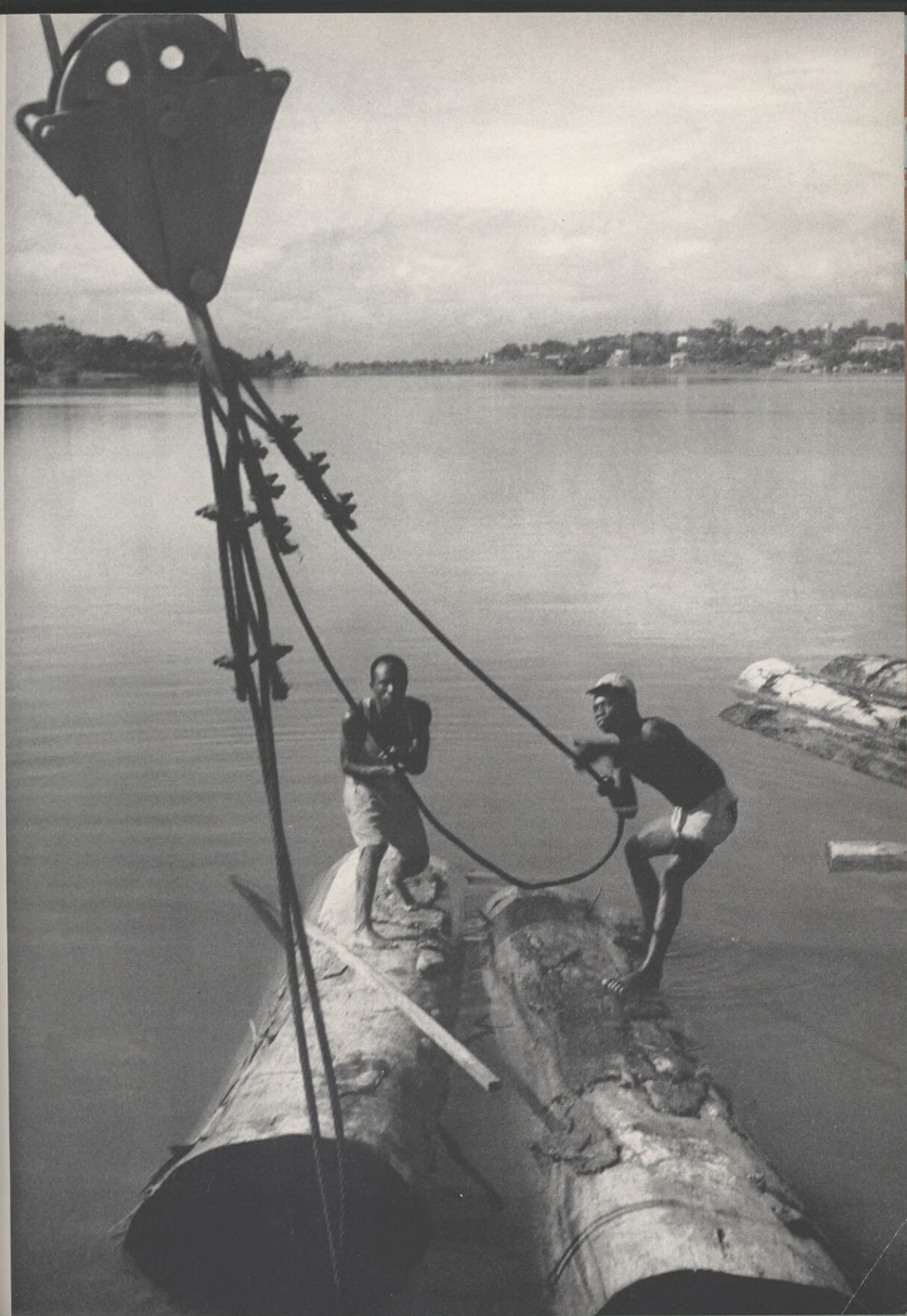


**Workers in French Equatorial Africa** rebuild railway cars which move freight and passengers to Atlantic Ocean.



<sup>\*</sup>From *Africa Today*, edited by C. Grove Hahn, copyright 1955, The Johns Hopkins Press.



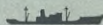




# AFRICAN



# OPERATIONS



LUBRICANTS



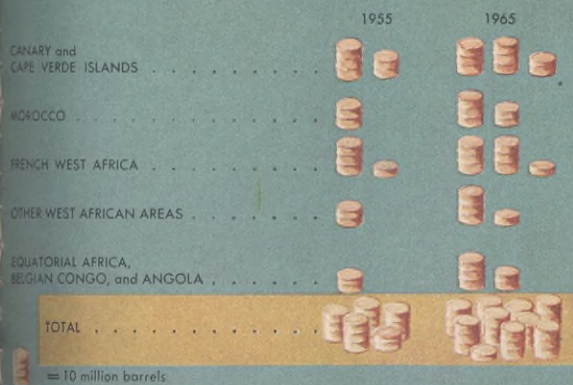
REFINED OILS

 CITRUS FRUIT	 PEANUTS	 COTTON	 GUM ARABIC	 OLIVES	 HEADQUARTERS	 MINING
 ALMONDS	 COCOA	 RICE	 COPRA	 SHEA NUTS	 OFFICES	<div> <div>Ba BAUXITE</div> <div>Co COBALT</div> <div>Col COLUMBITE</div> <div>Cop COPPER</div> <div>Di DIAMONDS</div> <div>G GOLD</div> <div>I IRON</div> <div>L LEAD</div> <div>Ma MANGANESE</div> </div> <div> <div>Mo MOLYBDENUM</div> <div>Ph PHOSPHORUS</div> <div>Ur URANIUM</div> <div>T TIN</div> <div>Coal COAL</div> <div>Z ZINC</div> </div>
 WHEAT	 TIMBER	 CATTLE	 COFFEE	 RUBBER	 BULK DEPOTS	
 DATES	 PALM OIL	 TOBACCO	 BANANAS	 SUGAR	 SHEEP	<div>  TERMINALS </div> <div>  TERMINALS &amp; BUNKERING FACILITIES </div>





ESTIMATED PETROLEUM DEMAND  
(including international bunkering requirements)







The captain steers into the main channel.

# CONGO CARGO

THE Congo River is an immense, floating hothouse," remarked Homer Page, who photographed one of the most beautiful rivers of the world for The Texas Company.

Humid, fragrant masses of flowers, ferns, and trees flank the great Congo and form its islands. The olive-brown flood starts as a blue trickle from high plateaus in Katanga Province, crosses the equator twice, often swirls out to a

width of 10 miles, and 2,900 miles later pours into the Atlantic at a rate of 1.5 million cubic feet a second.

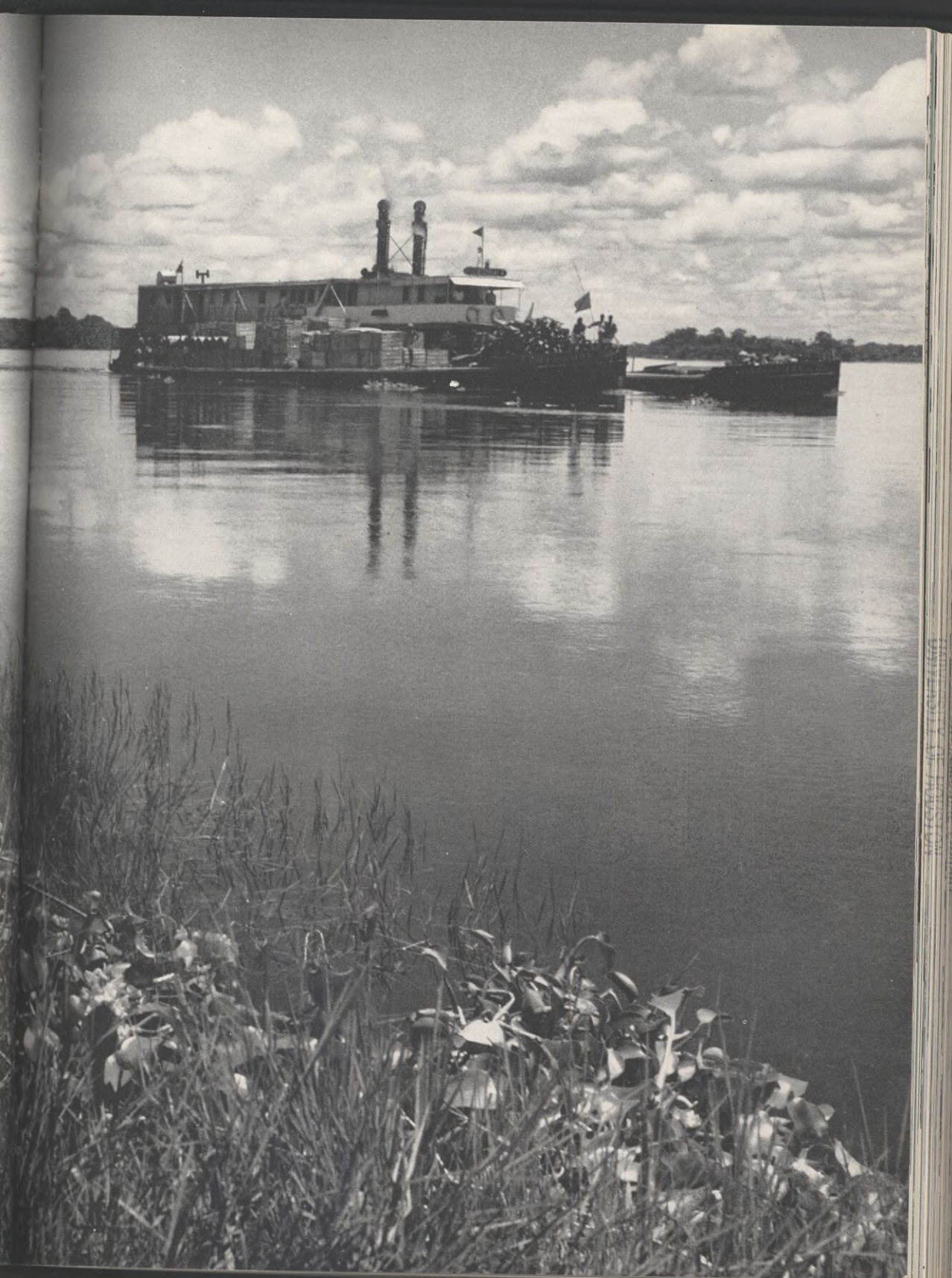
The Congo River is the major highway in a land where most transportation is by water. The *Equatoriale*, pictured at right, is one of the steamers which carry Texaco products to kerosine lamps, vehicles, and factories along the Congo. She is typical of river boats moving up and down this highway

Waiting to be filled and stenciled are empty drums (below, left) at Socopetrol plant.

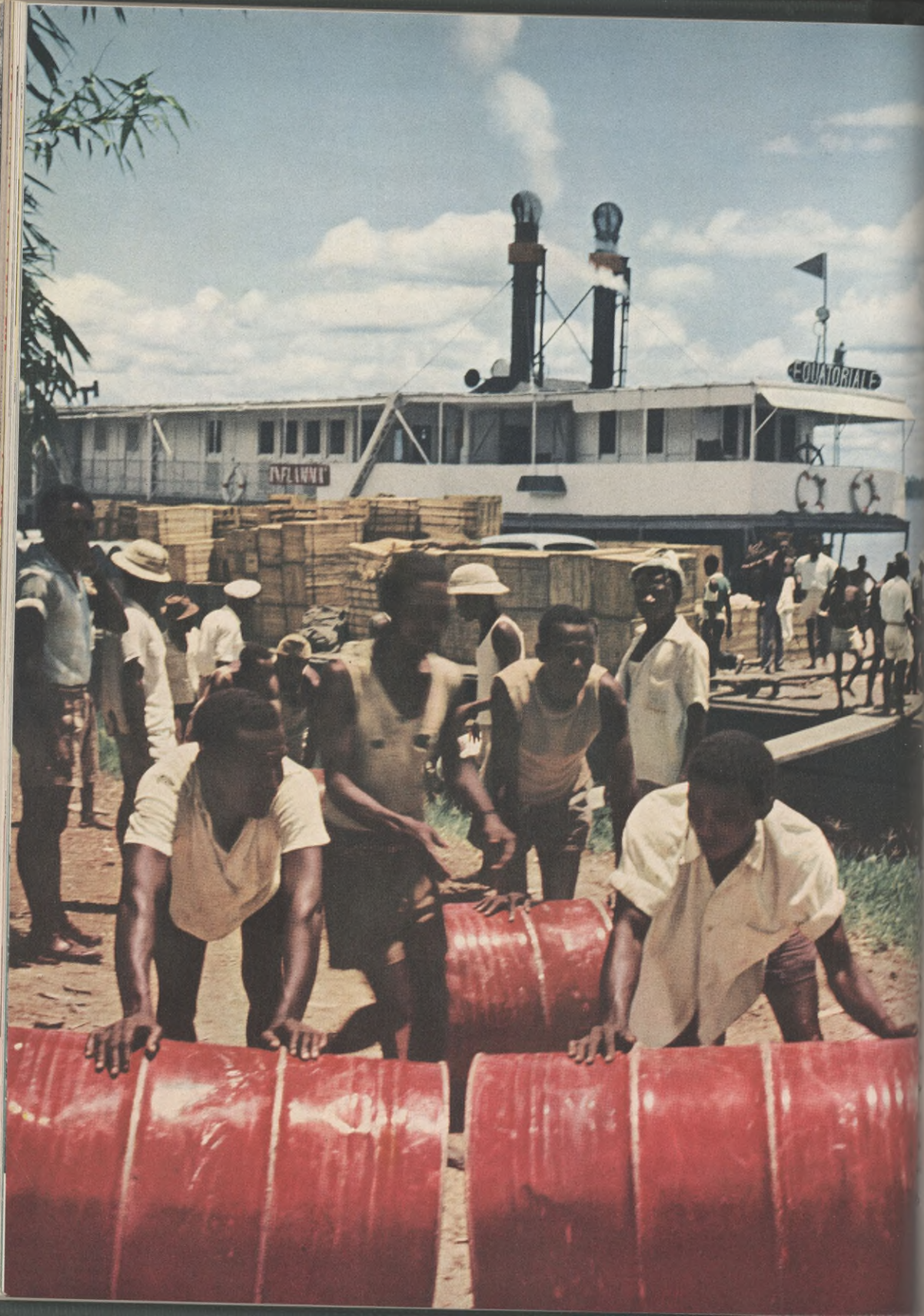
Gasoline drums are rolled down wharf at Léopoldville, then aboard stern-wheeler.















Near the Wendji storage yard, local housewives scrub their clothes and themselves in the warm, brown water of the Congo.



Paddles and outboard motors signal two transport eras.

At Wendji, large drums are rolled ashore and trucked over rough roads far into the bush.



Tropical vegetation quickly pushes its way through rusting hulls at the Wendji "graveyard" for old boats and barges.



Blacksmith forges a boat rib at Wendji's repair shop.

## CONGO CARGO (continued)

# OIL MOVES FROM SHIP TO SHORE NEAR EQUATOR

between Léopoldville and Stanleyville.

Diesel-driven and wood-burning boats carry flour, wheat, salt, cement, trucks, hardware, and other products up the Congo. Every cargo that goes upstream helps to send one downstream for export—palm oil and kernels, rubber, cocoa, coffee, cotton, tin ore, and other commodities.

Texaco products make regular 415-mile runs from Léopoldville to Wendji,

which is 10 miles below the equator. From Wendji, 55-gallon drums of gasoline and Diesel fuel are trucked to villages and factories in the bush. Five-gallon drums of kerosine and lubricants are transported by vedette and canoe along tributaries, then by head load into the interior.

Men are hammering and riveting at Léopoldville's shipyards as the *Equatoriale*, a wood-burning stern-wheeler,

A vedette transports small drums of kerosine from Wendji to a tributary of the Congo.







After several miles, a dugout canoe pulls up to the vedette, receives the kerosine drums, and departs upstream for remote bush villages.

Congolese carry the drums from the dugout into the thick bush. They walk sure-footedly through a mangrove swamp on way to a village.



## CONGO CARGO (continued)

### JOURNEY'S END IS DEEP IN BUSH

steams away from the dock of Socopetrol (Texaco's bulk storage affiliate). The bow of the river boat (similar to the old Mississippi stern-wheelers) is piled high with logs for her furnace. On barges tied to her sides are crates of food, machinery, beer, and drums of petroleum products.

As the stern-wheeler moves across Stanley Pool and heads into the main channel upstream, the tropical foliage becomes a wall on either shore. The sweep of the river often breaks off a fragment of earth, creating a tiny island, which glides downstream.

Pairs of gray-and-red parrots wing over the *Equatoriale*, hurling down raucous cries. The chatter of squabbling monkeys comes across the water, and a crocodile slithers snake-like down the river's bank. Always, there is the smell of the Congo and the forest—both musty and sickly sweet.

In spite of a moon on the first night, the Congo is black as oil. The stars

Empty beer bottles are brought to the village storekeeper and filled with kerosine for lamps. This store also sells cloth and medicine.







A Congo teen-ager, wearing fancy store beads, head-carries a bottle of kerosine to her home.

seem to hang just over the *Equatoriale's* stacks. The blackness is interrupted only by lighted buoys in the river. Night intensifies every smell and sound from the bush—the scream of an animal, the beat of a drum.

Night and day, the stern-wheeler moves past a seemingly endless chain of islands looming out of the river.

On the seventh day, the *Equatoriale* steams around a bend in the Congo. Wendji is just ahead. The captain edges

the boat up to a little dock. Drums of petroleum are rolled ashore and over to the storage yard. The first part of the inland journey is completed. From Wendji, the petroleum will travel into the bush by truck and small river craft.

After discharging part of its cargo here, the *Equatoriale* steams up the Congo to other ports which are waiting for a new supply of petroleum products—Coquilhatville, Lisala, Bumba, Basoko, and Stanleyville. **END**

The dugout and its cargo of kerosine continue up the Congo to another village.





*When Africa entered the machine age, the "2/5" cases were adequate. Greater demand today requires bulk shipments*

## SERVING

# NEW FRONTIERS

**D**URING the early years of this century, kerosine for the lamps of Africa traveled to West Coast ports on windjammers.

The arrival of these ships off the coast of Africa was unpredictable. A strong shift of wind might require a Dakar-bound vessel to sail southward to Accra.

When the windjammer finally anchored offshore, thousands of "2/5" cases (two five-gallon tins) of Texaco kerosine were laboriously lowered into surf boats, paddled by Africans to the beach, and head-carried to warehouses. Then the cases were loaded into railroad cars, hauled to other warehouses, and finally distributed to trading posts.

After World War I, steamships carried "2/5's" of kerosine and gasoline

on the African run from Texaco's Port Arthur, Texas, refinery. Vessels then reached a destined port on schedule, and delivery time was greatly reduced.

As Africa started to industrialize during the Twenties, Texaco distributed 55-gallon drums of Diesel fuel and hundreds of thousands of tins of gasoline for new factories, automobiles, and trucks.

By the mid-Thirties, however, the five-gallon tins were growing obsolete. New customers were demanding more refined products than could be supplied in small containers. Also, the 125,000 "2/5's," which would arrive on a freighter, took up too much space aboard the ship, and handling costs were too high.

In 1938, Texaco initiated big-volume shipping to the African coast. A tanker carried the first bulk shipment of Texaco

products from a refinery in the Caribbean area to the Gulf of Guinea.

Today, one tanker carries approximately five times as much petroleum to Africa as was contained in a cargo of tins 20 or 30 years ago. From gleaming storage tanks of the huge ocean terminals at Conakry, Accra, Lagos, and other African ports, tank trucks and railway tank cars make deliveries to factories, service stations, plantations, and a variety of customers in the cities and the bush. While petroleum products are occasionally head-carried today, it is usually done "at the end of the line"—along a narrow trail in the jungle.

**S**INCE World War II, Africa has experienced its greatest industrial expansion. Dieselization has swept through

Twenty-five years ago, a "tin lizzie" delivered kerosine in Léopoldville from a tank perched precariously on a makeshift base.



A modern tank truck loads up at the APT ocean terminal near Monrovia, Liberia. It is bound for upcountry retail outlets.







◀ **M.V. America**, from the Caribbean, discharges fuel into the APT tanks at Dakar.

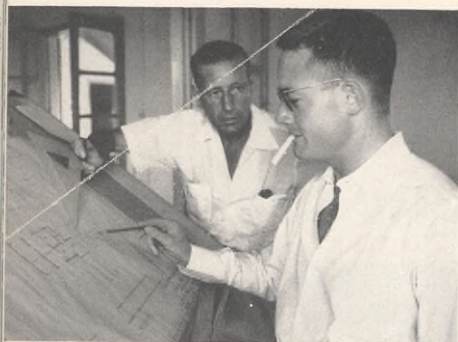


**Las Palmas in the Canary Islands** is one of the world's great bunkering ports. Here, the Texaco terminal supplies fuel oil to ships from the ports of many seas.

▶ **Through this line** from a coastal tanker, fuel is pumped into tanks at Porto Novo.







**Blueprints** for new and enlarged Texaco stations are studied by engineers in Dakar.

**SERVING  
NEW  
FRONTIERS** (continued)

## MODERN FACILITIES FOR AN ECONOMIC SURGE

railroads and industries of all types. The various economic development plans (see *The Changing Land*) have already doubled the consumption of petroleum in many areas.

Africa will demand increasing quantities of petroleum. By far the largest U. S. direct private investment in Africa has been made in establishing petroleum marketing and distribution networks. (In 1954, U. S. direct private petroleum investment in Africa was 47 per cent of total investments.)

The railroads, factories, paved highways, and hydroelectric projects which have been constructed in the Belgian Congo since 1950 are expected to in-

crease significantly the demand for fuels and lubricants in the future.

Capital from Belgium and other foreign countries is developing the Congo's natural resources so rapidly that minerals constitute nearly two-thirds of the country's exports. The Congolese, enjoying his most prosperous moment in history, is buying motor scooters, sewing machines, and nylon shirts.

Each time a stretch of railroad track is laid in the French Sudan or the Ivory Coast, the demand for Diesel fuel rises. In the French territories, new plants for processing palm nuts, cotton, peanuts, and cocoa beans are strengthening the industrial economy.

In British areas, the development of mining, along with new highways and automobiles, is expected to boost oil consumption steadily during the next few years. When it is built, the hydroelectric project on the Gold Coast's Volta River will bring many new factories into existence through plentiful electric power. Texas Petroleum Company (Texaco's wholly owned subsidiary in Africa) is building numerous service stations in Nigeria to handle the increased number of automobiles.

**A**FRICAN Petroleum Terminals Ltd. (APT), an affiliate which provides storage facilities for Texaco

**Construction of new service stations** (like this one in French Guinea) is under way as Texaco expands marketing facilities.



**Situated on the main highway** leading from Dakar, this is one of Texaco's busiest service stations in French West Africa.







At the new warehouse in Léopoldville, a worker lines up drums of lubricating oil destined for Congo factories.

products, is constructing new ocean terminals and bulk depots at many important ports and cities where Texaco products are marketed. (In the Belgian Congo, Texaco uses the terminal facilities of Socopetrol, another affiliate.)

To supply new petroleum customers in Africa, Texpet is increasing the number of marketing outlets (service stations, fixed pumps, and movable chariot pumps).

Since 1912, Texaco products have also been marketed by the old trading firms in West Africa. It wasn't so many years ago that the African bartered with the white trader—exchanging palm nuts and peanuts for salt and trinkets. Today, a Nigerian buys several five-gallon pails of motor oil at a Texaco service station in Lagos to service his fleet of motor

lorries. And a Congolese rubber worker purchases a quart of kerosine for his lamp at a crossroads trading store a thousand miles from Léopoldville.

It is a long journey—whether the petroleum travels to the mysterious Moslem city of Kano, Nigeria; to the ancient province of Chad in French Equatorial Africa; or past sleepy hippos on the Niger River to the desert town of Niamey.

Villages and cities along the coast or in the desert, jungle, and mountains—all are eager recipients of the products that come out of oil refineries.

**I**N the search for new markets to serve, Texaco and its affiliates are reaching deeper into the new frontiers of Africa. As resources are further devel-

oped, creating new industries, more uses will be found for petroleum.

Keenly aware of the future's potential, Texpet is building new facilities at key points. Of this expansion, George B. Butcher, head of Texaco's African activities, says:

"We are making a big investment in new facilities, because we have complete confidence in the continued growth of this area. We'll be ready for the newest economic surge, because we are planning today to meet Africa's future requirements."

As Africa moved from the era of palm oil lamps into the age of petroleum, so it is moving into a new phase of industrial evolution.

Texaco, as in the past, is prepared to serve the new frontiers. **END**



A young vendor sells notions and Texaco Home Lubricant at his counter on an Ivory Coast bush road.





René Thomas beats the bush for Texaco.

*Frontier country in the Ivory Coast offers challenging assignments*

## BUSH SALESMAN

THE wiry young Frenchman presents a drum of kerosine to the Chief of N'Douci, a village in the Ivory Coast. The Chief smiles, shakes the Frenchman's hand, and calls for the "palaver" to open.

René Georges Thomas expresses his appreciation and bows slightly to the Chief and the assembled village Notables. He declares his mission: to obtain a grant of land in N'Douci (the tribe owns the property) on which to

◀ At the Canal d'Assinie, René (left) examines the cables of a powerful clamshell dredge.





**When "on trek,"** René sleeps wherever he can find a good bed; here, he leaves a government resthouse at dawn.



**Rough trails** at customers' construction sites are often traversed by René in a jeep.

build a Texaco service station. René explains that Texas Petroleum Company, for which he is a marketing assistant, wishes to have Moussa Coulibaly operate the proposed retail outlet. Moussa, a member of the tribe, is with René at the palaver.

The Notables confer volubly, each freely voicing his opinion. Moussa's contributions to the welfare of the village are reviewed. Moussa assures the Notables that N'Douci will benefit from his management of a modern Texaco service station. After all, he is the very successful manager of a fine chariot pump location.

The talking finally subsides. The Chief and Notables sign a "certificate of palaver," which permits Moussa Coulibaly to use the plot of land as the operator of a service station. The Chief, Moussa, and René must now confer with the French District Officer, who will give the final decision.

**P**ALAUVERS of all kinds are part of any day that René and the other marketing assistants in the Ivory Coast spend with Texaco customers and prospective customers. Palaver goes on everywhere—in the towns, bush, savannas, and deserts of the Ivory Coast and Upper Volta.

From N'Douci, René drives 51 miles west to Divo, which is near the tree-felling site of a lumber company that uses Texaco products. It is dark when

he arrives in Divo, and he takes a room at the government resthouse—constructed of cement-brick and roofed with galvanized iron sheets. René calls for the steward boy, who fills the shower bucket hanging from the rafters in a corner of the room.

Before dawn, René is driving down a narrow jungle lane to the logging operation, which is surrounded by giant samba and mahogany trees. After examining the mechanical equipment and discussing a lubrication problem, he starts back to Abidjan, local headquarters of Texpet.

Halfway to the capital, a streak of lightning stabs into the forest. The rain pours. For 10 minutes René's car is enveloped in a dark, watery mass. Then the rain stops abruptly. As René nears Abidjan he smells the fresh salt air blowing in from the lagoons—and beyond, from the Gulf of Guinea.

The next morning, he is off in a new direction. While the fog swirls over the lagoon, he drives past the deepwater wharves, near lighters moving to freighters, past Africans cycling to work.

An hour later, René reaches his goal—the site of Canal d'Assinie. The canal is being scooped out of the earth between two labyrinthine lagoons—part of a network of inland waterways.

René makes a jeep tour of the earth-movers which are carving out the 20-miles-long canal. He asks about the performance of Crater 2X, which a

**Lunching** at a bush café, René admires the owner's timid Duiker Antelope—a miniature species.







On his mission to N'Douci, René discusses with Moussa Coulibaly a future Texaco station that Moussa would like to operate.

**BUSH**  
**SALESMAN** (continued)

## RENÉ PALAVERS FOR A TEXACO STATION

Texaco lubrication engineer recently recommended for the steel cables of the power shovels. He learns that the lubricant is greatly reducing cable wear.

"This is frontier country," says René about the Ivory Coast. "You are always training people — showing them how to run and lubricate a machine. Pretty soon they are showing someone else."

An important part of the job of the Texaco marketing assistants in the Ivory Coast — and in Africa — is to advise customers what petroleum products to use and how to use them. René is a member of a well-functioning team. He is helping to keep the vehicles and factories of the Ivory Coast operating smoothly. **END**



Driving to a meeting with the French District Officer, René and Moussa converse.



A government official questions René, Moussa, the Chief, and Notables regarding the request for a Texaco station site.





Gazing reflectively into the rain, René visualizes how a modern station will look when it replaces Moussa's chariot pump.



Since dawn, René has been very busy; on the ride to Divo, he cat naps.

That night in an Abidjan restaurant, René finds pleasant relaxation after his expedition into the bush country.





# AFRICA'S BRIGHT FUTURE

IT IS BELIEVED that the market for petroleum products will grow faster in Africa than on any other continent. New roads, more industries, and a greater use of mechanized equipment point to a new era of expansion.

Industrial advances are improving social and economic conditions in the vast area where Texaco is marketing petroleum products. Each year, more of Africa's minerals and agricultural products are refined and processed before they are exported. This means that the people have greater opportunities to learn new skills, increase their income, and raise their standard of living.

FOREIGN CAPITAL and know-how are essential in bettering the economic outlook of the African. When foreign investment is allowed to go to work in cooperation with the local governments, great industrial development is made possible.

Simultaneously, there is the creation of a two-way "economic street."

This street operates for the benefit of all participants. Africa sends minerals, agricultural products, and raw materials to many countries. From Europe and

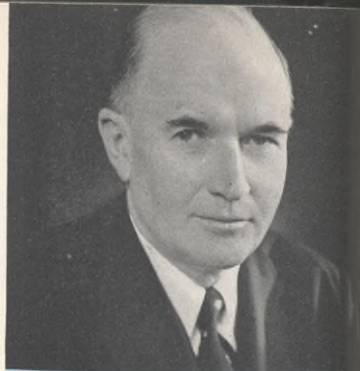
the United States a stream of manufactured goods and industrial machinery flows back to Africa. The African is an eager purchaser of clothing, tinned foods, kerosine refrigerators, bicycles, phonographs, and other products.

American research also helps to build the two-way economic street. As science finds new uses for the natural resources of Africa, exports of minerals such as uranium, cobalt, and bauxite will steadily increase. The demand for other commodities which Africa can supply will also grow.

PETROLEUM PRODUCTS are used in nearly every area of economic activity. For 40 years Texaco has been supplying much of the fuels and lubricants that are consumed in western Africa. By increasing our storage facilities and marketing outlets, we are anticipating the greater demands for Texaco products in this region.

The future is certainly bright. Industrially, Africa is newly discovered and is just beginning to grow.

The opportunities of Africa are as vast as the endless horizons of its deserts and savannas. **END**



JAMES T. WOOD, JR.  
*Vice President, Foreign Operations*  
*(Western Hemisphere and West Africa)*  
During 1950-1955

THE marketing of Texaco products in western Africa, and Texaco's exploration, producing, transportation, refining, and marketing activities in Latin America, are the responsibility of the Vice President in charge of Foreign Operations (Western Hemisphere and West Africa).

James T. Wood, Jr., a graduate of Stanford University, joined Texaco in 1929 as Division Geologist at Bakersfield, California. He rose to Manager of the Pacific Coast Division, Domestic Producing Department, in 1938; came to New York as Assistant to the President in 1949; was elected Vice President in 1950. On January 1, 1956, he takes up new duties as Vice President for The Texas Company at Los Angeles, California.

Harris T. Dodge has been elected Vice President in charge of the department, effective January 1, 1956. He moves up from the post of General Manager of Foreign Operations (Western Hemisphere and West Africa). A graduate of Rice Institute, he joined Texaco in 1920. He has worked in various managerial capacities for the Company's Domestic Sales Department, and in Foreign Operations both overseas and at headquarters in New York.

HARRIS T. DODGE  
*Vice President, Foreign Operations*  
*(Western Hemisphere and West Africa)*  
January 1, 1956







*Historically useful as timber  
and food, a baobab tree near Dakar  
stands in fantastic contrast  
to a modern cement plant—a symbol  
of Africa's new ways*





A young Nigerian's "head carry," in the mining center of Jos, reflects the widening use of machinery by Africans in the bush and in the cities