

THE TEXACO STAR

FALL 1956



HORIZONS IN THE WEST

Progress in play



The picture at left shows how the jet age—made possible by petroleum—is catching up with children who attend a grammar school in Santa Paula, California. Authentic in detail and poised as if for flight, the plane is a huge favorite with the youngsters.

Since the school acquired the plane from the Air Force, which had slated it for scrapping, the results have been remarkable. Contact with it has given the kids a taste for the marvels of science. "It's brought them right up into the present," says the principal. "Slides and swings are old stuff now." So pleased has the school been with the plane, it plans to obtain an automobile, a boat, a tractor, and other petroleum-powered attractions.

The Army has even offered to supply an obsolete tank for the playground. This proposition, however, the school has decided not to accept. "Not," says the principal, "unless they put glass sides on it. Otherwise I'm afraid that we'd never be able to fish some of our boys out of the inside."

THE TEXACO STAR

CONTENTS OF VOLUME XLIII • NUMBER 3 • FALL 1956

THE TRINIDAD OIL COMPANY LIMITED JOINS THE TEXACO FAMILY

2

One of the significant dates in the history of The Texas Company is September 6, 1956—when Trinidad Oil's acquisition was completed.

HORIZONS IN THE WEST

5

In the scope and diversity of our Pacific Coast operations, it is readily apparent how Texaco and the West are sharing opportunity and progress.

FIRE DRILL

20

At Twin Cities Terminal—the same as elsewhere in the Company—the aim is to prevent fire from getting a start, to be prepared in case it does.

WHY YOU SHOULD JOIN THE ASPHALT BOOSTERS' CLUB

22

As a taxpayer, you should know the advantages petroleum asphalt offers in building and maintaining the nation's expanded highway system.

W. E. AVERY IS ELECTED SECRETARY

24

HARVEY CASH APPOINTED ASSISTANT TO CHAIRMAN

24



THE COVER: To geologists, the earth is an intimate, living thing—a thing of mood and character which, like an old friend, can be gauged and interpreted. These two Texaco geologists, J. N. Babcock and M. W. Zaikowsky, are exploring about 70 miles from the heart of downtown Los Angeles. As part of Texaco's operations on the West Coast (see Page 5), their job is to scout and appraise the earth's surface, looking for clues to underground formations that might hold oil.

CREDITS: Covers—Front, inside front, Homer Page; inside back, O. Winston Link. Pages—5-19, Page; 20-21, Hans Knopf (Pix, Inc.); 23, Link; 24, Bob Henriques, Fabian Bachrach. Designer—Irwin Glusker.

A publication of

THE TEXAS COMPANY 135 East 42nd Street, New York 17, N. Y.

Augustus C. Long, Chairman of the Board of Directors

J. W. Foley, President

R. F. Baker, Executive Vice President

M. Halpern, Senior Vice President

C. B. Barrett, S. C. Bartlett, T. E. Buchanan, F. M. Dawson, H. T. Dodge,

E. R. Filley, Robert Fisher, F. H. Holmes, A. N. Lilley,

James H. Pipkin, J. T. Wood, Jr., and J. S. Worden, Vice Presidents

Oscar John Dorwin, Vice President and General Counsel

S. T. Crossland, Vice President and Treasurer

Wallace E. Avery, Secretary

E. C. Breeding, Comptroller

Published by the Industrial and Public Relations Department for Stockholders and Employees:

Kerryn King, Director of Public Relations;

Ellis Prudden, Editor, THE TEXACO STAR.

Printed in the U.S.A.

© 1956 by The Texas Company

For permission to reprint from this publication, write to:

The Editor of THE TEXACO STAR, 135 East 42nd St., New York 17, N. Y.

The Trinidad Oil Company Limited Joins the Texaco Family

*Substantial mutual advantages in Trinidad Oil's acquisition
illustrate the truth of the old adage that
the best business transaction benefits both parties*

To the list of significant dates in the history of The Texas Company must now be added September 6, 1956. On that day, Augustus C. Long, Chairman of the Board of Directors, announced an event of far-reaching importance to the Company's continued growth and progress—the completion of the acquisition of The Trinidad Oil Company Limited.

Negotiations for the \$176-million purchase began in June. Throughout the Summer, Texaco executives conferred with officials of the Trinidad company and representatives of the Trinidad and British Governments. In the final stages of the settlement, teams of experts in various phases of Texaco operations traveled to Trinidad, Canada, and the United Kingdom. They were charged with the responsibility for appraising the facilities and carrying out the tremendous amount of financial and legal work involved in a transaction of such magnitude.

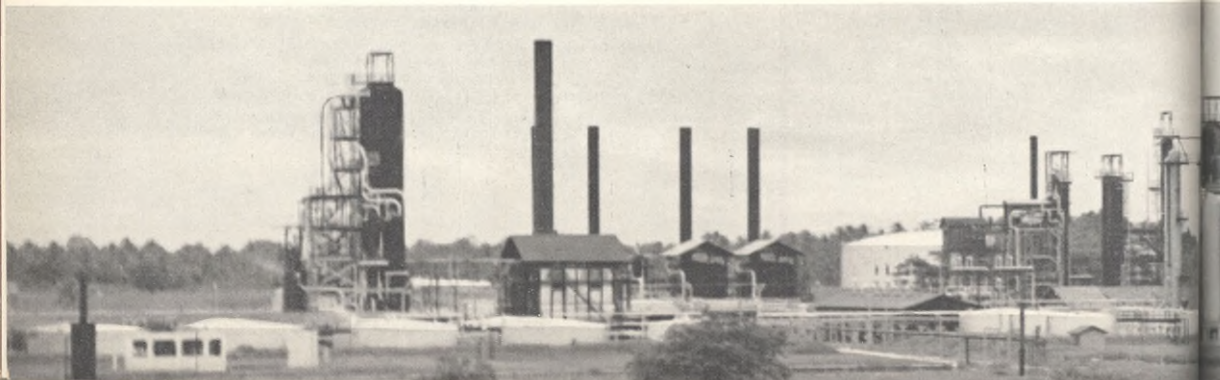
As the climax of these prolonged negotiations, Trinidad Oil's acquisition testifies to the truth of the old

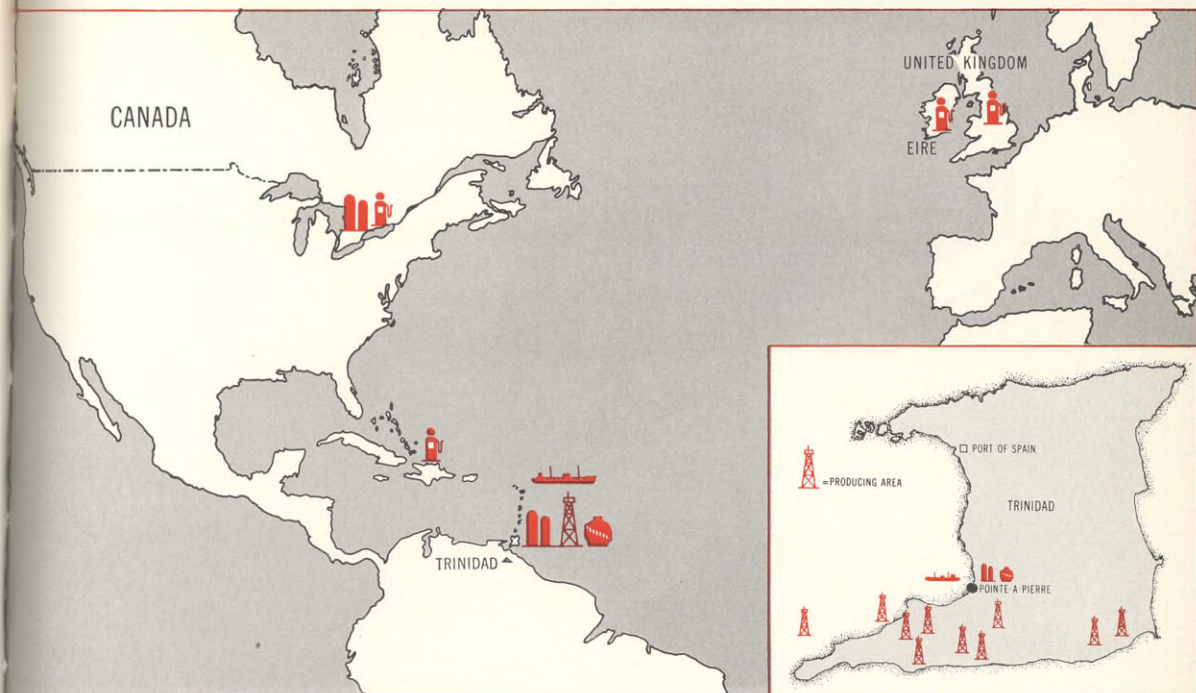
adage that the best business transaction is that which benefits both parties to it. In this instance, the mutual advantages are substantial.

For The Trinidad Oil Company Limited, membership in the Texaco family means two things: wider world markets for its producing and refining operations, and vitally needed capital with which to promote its growth and improve its competitive position in those areas in which it has interests.

For Texaco, acquisition of Trinidad will enable the Company to broaden and strengthen considerably its world-wide producing, refining, and marketing operations. Trinidad's properties and facilities complement those of Texaco. Where duplication of interests does exist, it will be possible to consolidate and improve operations.


Founded in 1913 as Trinidad Leaseholds Ltd., The Trinidad Oil Company Limited now has 138,000 acres under lease on the island, plus a one-third interest in substantial offshore prospective acreage. It is currently







Texaco Is Acquiring These Facilities


TRINIDAD

 138,000 acres under lease on island, plus interest in offshore prospective acreage; crude oil production currently at rate of 27,000 barrels a day.


 80,000 barrels a day of refining capacity (see below)—products ranging from fuel oil to aviation gasoline.

 A petrochemical plant, utilizing by-products of oil refining operations.


UNITED KINGDOM & EIRE


 Controlling interest in Regent Oil Company, Limited, third largest marketer in the United Kingdom.


CARIBBEAN AREA

 Subsidiaries and affiliates of Trinidad Oil, marketing under brand name of Regent in Trinidad, Jamaica, Puerto Rico, the Dominican Republic, other West Indies islands.

CANADA

 20,000 barrels a day of refining capacity at Port Credit, near Toronto.

 Several hundred modern service stations in the Province of Ontario.

 Small fleet of ocean-going tankers.





Taking a Place in Our Affairs

To the Texaco family, through the acquisition of The Trinidad Oil Company Limited, has come the honored brand name of Regent. Like the Texaco trade mark, it is a sign of the best.

The transaction's most important aspect—obtaining the services of trained and capable personnel

producing crude oil at the rate of 27,000 barrels daily. The bulk of this production is obtained from areas in the southwest part of Trinidad.

Three pipe lines—12, 10, and 8 inches—transport the crude about 22 miles from the field to the company's refinery and shipping port at Pointe-a-Pierre. The refinery, which has an 80,000-barrels-a-day capacity, comprises topping, cracking, and treating plants. It can run Trinidad, South American, and other crudes. Its products range from aviation gasoline to fuel oil.

Through subsidiaries and affiliates, The Trinidad Oil Company Limited markets under the brand name of *Regent* in Trinidad, Jamaica, Puerto Rico, the Dominican Republic, and other Caribbean islands. The company also operates a petrochemical plant in Trinidad, and maintains a small fleet of ocean-going tankers.

Thus, Trinidad's Caribbean operations alone provide The Texas Company with additional production and reserves in the Western Hemisphere, and a large, modern refinery off the coast of South America which can supply markets in both the North and South Atlantic, as well as Europe.

In Canada, Trinidad carries on refining and marketing operations through Regent Refining (Canada) Limited, in which it has a 90-per-cent interest. Less than 10 years old—it was established in 1947—this company already is a substantial factor in the Canadian petroleum industry. It operates a 20,000-barrels-a-day refinery at Port Credit, near Toronto, and markets through several hundred outlets in Ontario.

Regent currently is carrying on a sizable capital in-

vestment program to improve and expand its operations. Additional marketing outlets are being built or acquired, and the capacity of the refinery is being expanded. With the St. Lawrence Seaway under construction, the refinery's location on Lake Ontario seems particularly advantageous.

In the United Kingdom and Eire, Trinidad carries out marketing operations through a 50-per-cent interest in Regent Oil Company, Limited. The other 50 per cent is owned by California Texas Corporation (Caltex), in which The Texas Company already has a one-half interest. Thus, Texaco now owns 75 per cent of Regent's marketing operations, with the Standard Oil Company of California controlling the other 25 per cent. Regent is the third largest marketer in the United Kingdom.

Although from the viewpoint of world-wide crude production, Trinidad Oil's output is small, it represents about one-third of the island's total production. Together with the refinery, it constitutes a considerable part of the island's oil industry and makes a substantial contribution to its economy. For these reasons, consummation of the deal hinged upon the British and Trinidadian Governments' being assured that the operation of these properties would be such that the soundness of the economy and the good will of the people of Trinidad would be retained.

Since these were also the objectives of The Texas Company, no difficulty was encountered in agreeing to a set of operating policies which pledged continued exploration, development, and manufacturing activity while maintaining established and existing industrial relations policies.

"This transaction reflects our continued confidence in the expanding economy of the Caribbean area," said Mr. Long. "It further diversifies The Texas Company's source of crude oil and, at the same time, provides us with excellent additional manufacturing facilities and marketing outlets. Most important of all, we have been fortunate in acquiring the services of some 9,000 trained and capable personnel."

What the Acquisition Does

★ For The Texas Company

Broadens and strengthens Texaco's world-wide producing, refining, and marketing operations.

★ For The Trinidad Oil Company Limited

Widens Trinidad Oil's markets for crude and refined products; supplies capital to promote growth.

ra-
or
x-
ic-
r-

es
r-
er
al-
e-
of
Oil
er
ed

de
p-
n.
r-
b-
s,
ad
ne
ne
O-

as
to
x-
y
al

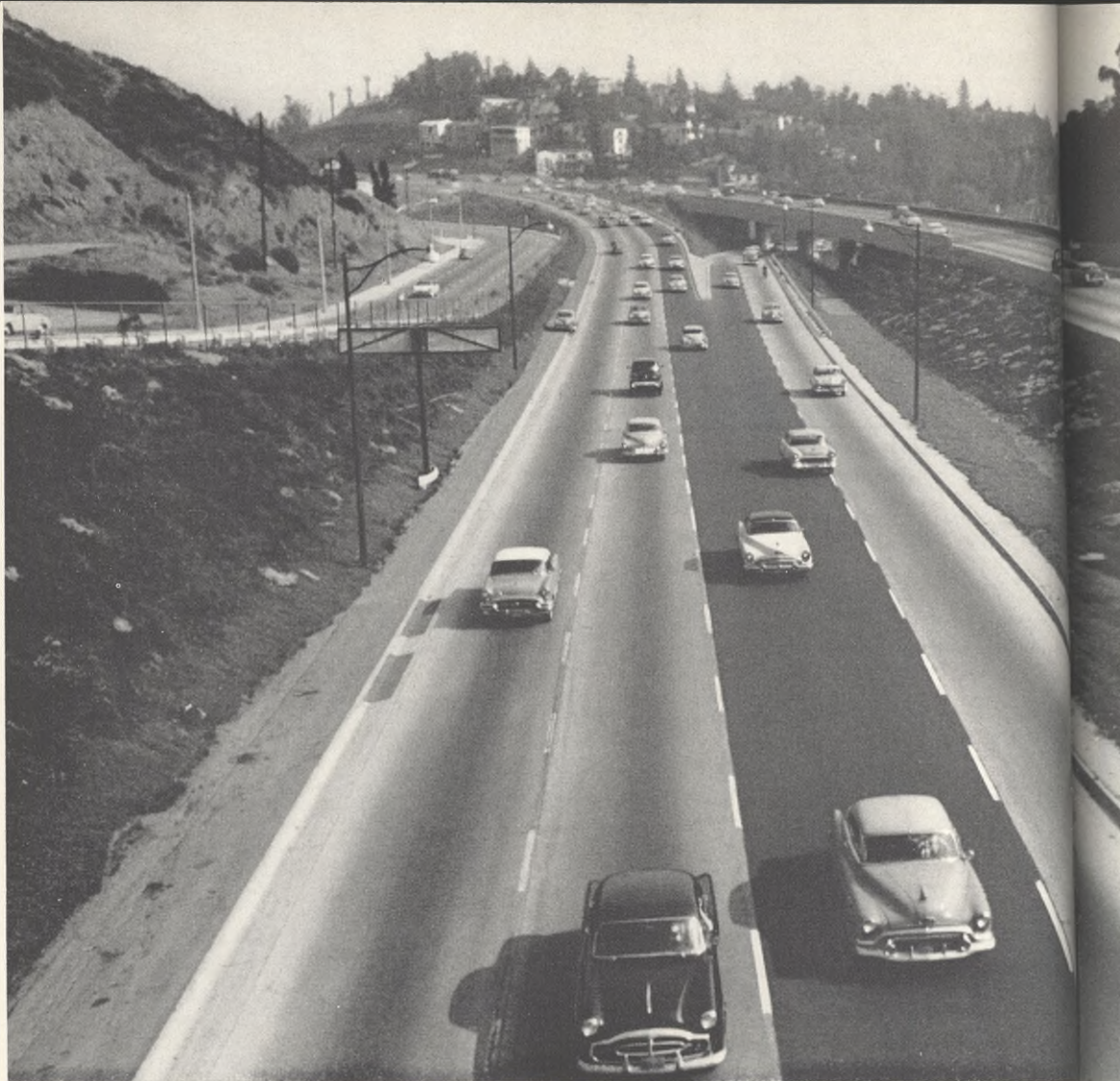
n
d
s
s
d
n
0
•



HORIZONS IN THE WEST

Today, two oceans batter at the boundaries of California. One sweeps in from China and the faraway islands, ending in thunder on the graceful coast of the Pacific. The other plunges across the continent from the East—a swirling flood of new people, new problems, new prospects. This month, in the Los Angeles area alone, some 1,000 families will put down their roots. Here the boom of the surf is matched by the boom of prosperity. And here, as in every other corner of the country, The Texas Company can claim a proud share in a great American adventure of progress.

Man-made Monterey-Texas Island, an offshore drilling operation, probes along the California coast for a rich new source of petroleum.

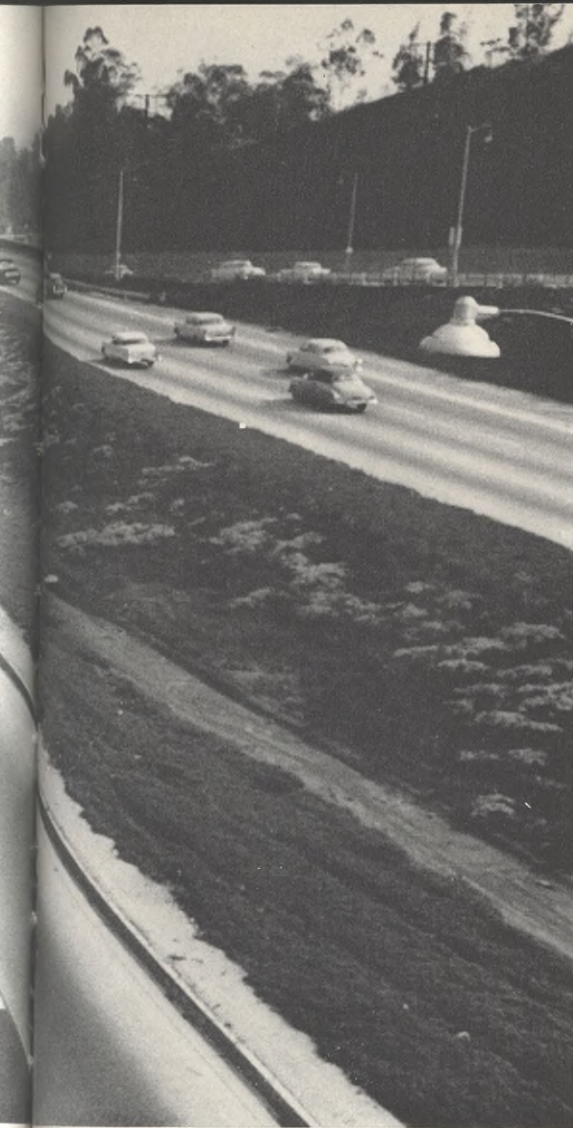


AMID EPIC **GROWTH**, STERE



Filling up the
fuel tank—
a basic point
at which public is served
and Company strengthened

As far as the eye can reach, from neighborhood to sprawling neighborhood, the Los Angeles area seethes with a vast armada of automobiles. There are the raucous jalopies, the staunch family sedans, the buses, the trucks that grunt up over the hump from the hot, hazy valleys beyond. Day and night, in a ceaseless, whizzing procession, the traffic dips and skims



Foresight, civic planning have brought Los Angeles the highways it must have. Ten years ago there were barely 1,000,000 cars in the metropolitan area. Today there are 2,500,000, with millions yet to come.

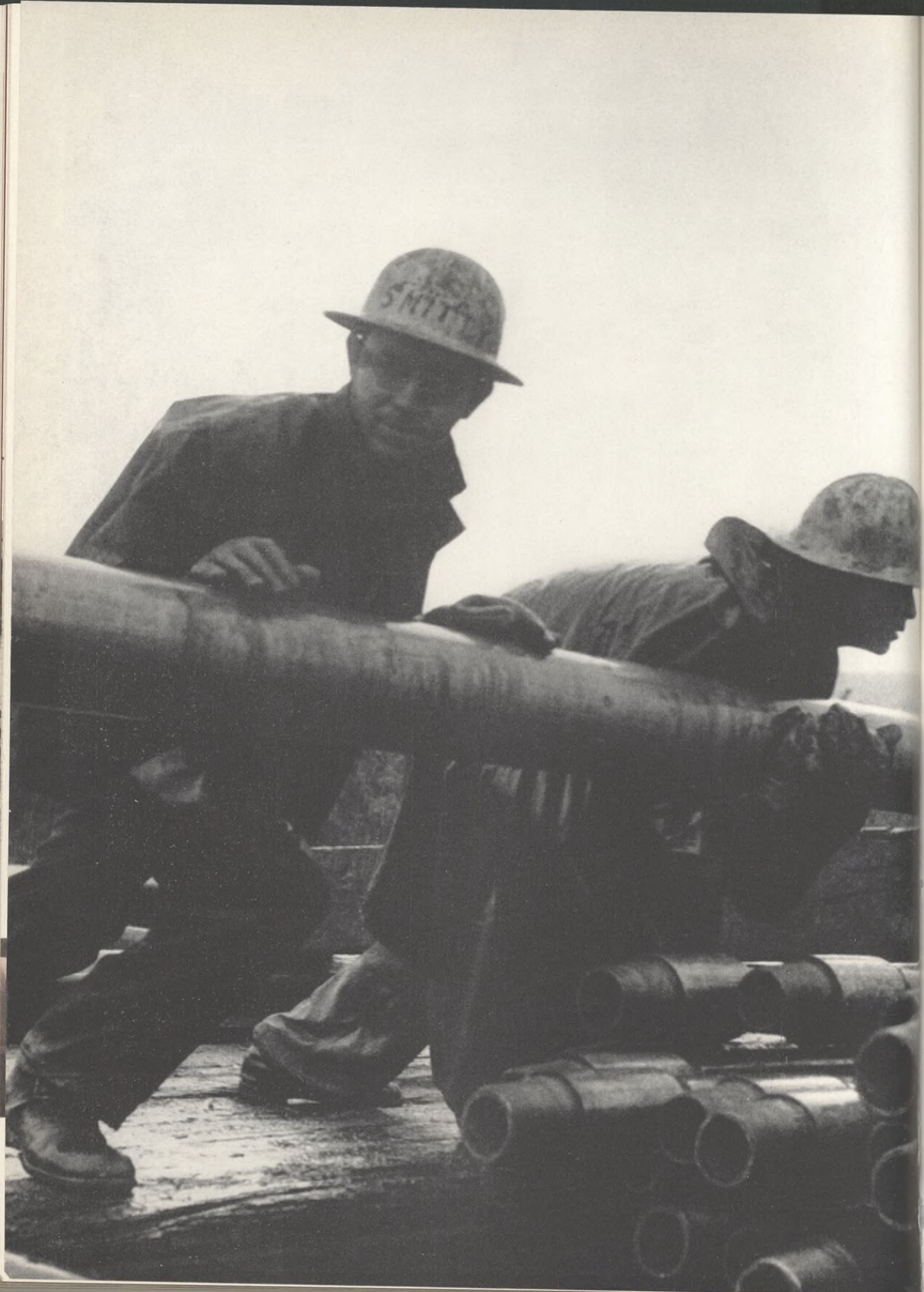
Text by
Daniel Dixon
Photographs by
Homer Page

RESPONSIBILITY

along the broad freeways. Nowhere in the world are so many people mounted on wheels as here. Nowhere are the fortunes of a great area so intimately linked to the gasoline pump. This, for The Texas Company, is a momentous and exciting challenge. On the following pages is the story of how, in the Los Angeles area, that challenge is being met.



Parking is a problem even in the spacious West. Lots such as this one in downtown Los Angeles are squeezed into every available inch of space.





HANDS FOR A DIVERSITY OF TASKS

Southern California is a marvel of geography—an improbable cluster of mountains, beaches, deserts, and fertile farm lands that, gathered together, has all the variety of an entire continent.

In the same way, an entire petroleum industry is contained in the Los Angeles area. Though it was not until 1928 that The Texas Company established itself in California, every aspect of the organization today thrives within this domain. Exploration, production, refining, transportation, and marketing . . . all these, like the region's extremes of climate and landscape, can be found within very short distances of each other.

Two employes wrestle a massive length of oil well casing aboard a waiting truck. When a well is brought in, the rig must be dismantled and drill pipe saved for future operations.

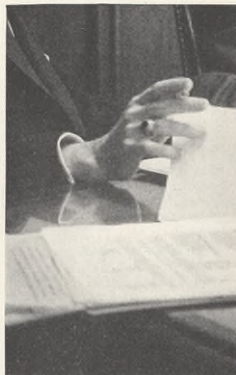
File Clerk: *in keeping of her expert hands are many Company records, documents.*



Driller: *his knowing fingers test cuttings from the well for possible hints of oil below.*



Manager: *guided by facts and judgment, he makes decisions both big and small.*



Geologist: *he traces on electric logs the subterranean formations of a secretive earth.*

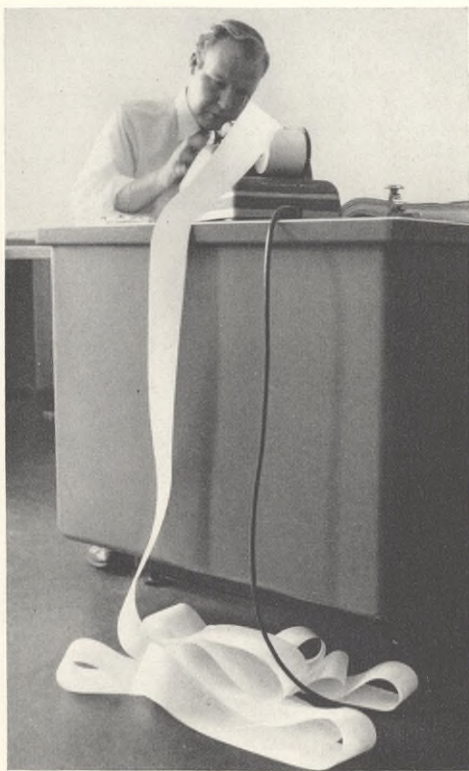




Forerunners of the Company's tireless search for oil, a team of geologists explores in rugged mountains. Recent techniques have developed production in areas hitherto thought improbable.



SCOPE TO ANSWER THE CALL FOR A



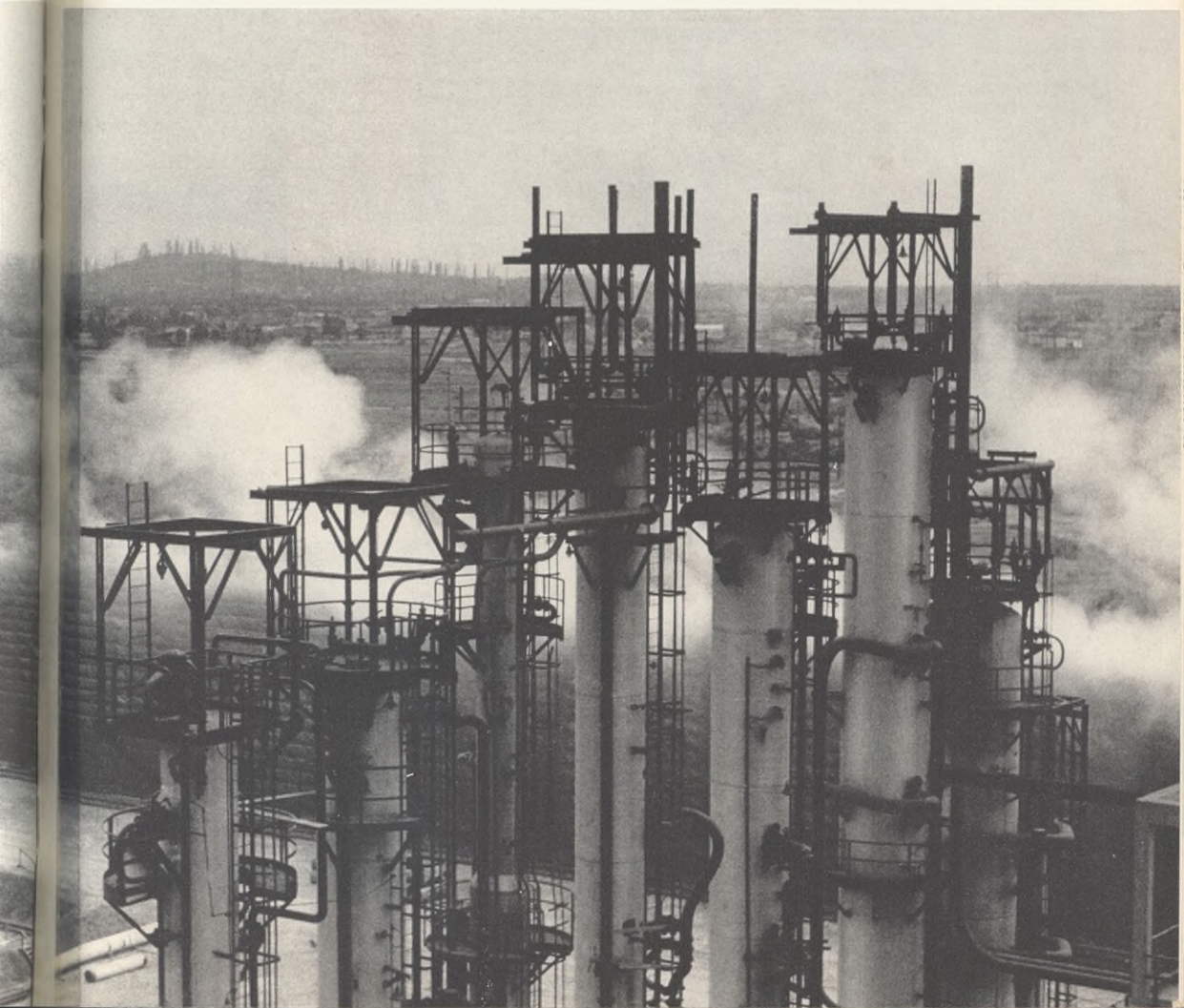
Statistics reel endlessly off the computers that must keep abreast of all current sales and production figures.

Clouds of water vapor are exhaled by the coolers of Los Angeles Works. Refinery occupies over 300 acres; 1,125,000 gallons of gasoline are produced here every day.



Confronted by an unappeasable hunger for petroleum, The Texas Company has surged forward to serve the region with which it shares the future. In the last eventful decade, the Company has here nearly doubled its volume of production. Today, the area is marked with the symbols of its massive effort—with derricks, and service stations, and with a refinery that stands over the land like a city, shining with power and with promise.

OF ABUNDANCE



IN TOOLS AND TECHNIQUES, PATTERNS

Like the human body, this organization is governed at the core by a network of complex mechanisms. Within its framework are the delicate yet purposeful instruments that give it precision, harness its size and power. Here the Company wages a constant adventure to make more and better products of the oil it takes from the earth. Here waste is attacked, the mysteries of nature mastered. Here, among these systems and humming control boards, are the intricate shapes that control the operations of the petroleum industry today.

At a pipe line pumping station, an array of tools for a few of petroleum's many tasks.



Vast variety and volume of packaged products are shipped to dealers from Company's Long Beach Sales Terminal.

At the refinery, oil passes unerringly through maze of pipes. Plant's storage capacity: 326,000,000 gallons.

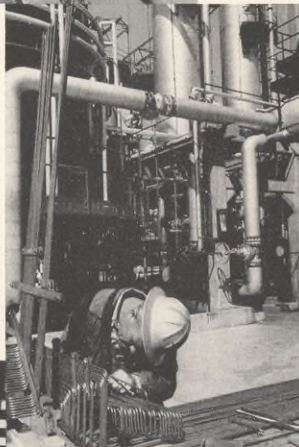
Adroit office workers pick requested information out of filing cabinets at moment's notice.



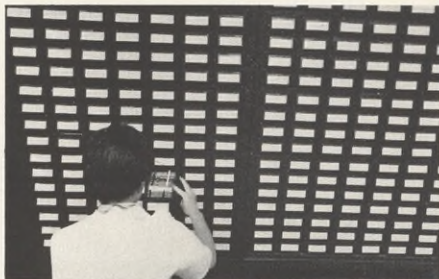
IS F COMPLEXITY



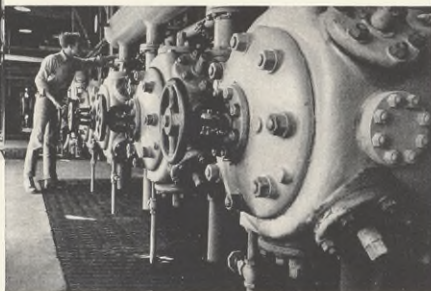
Dials of a control room at Los Angeles Works record refining process and symbolize Company's efforts to push research, find new uses for oil.



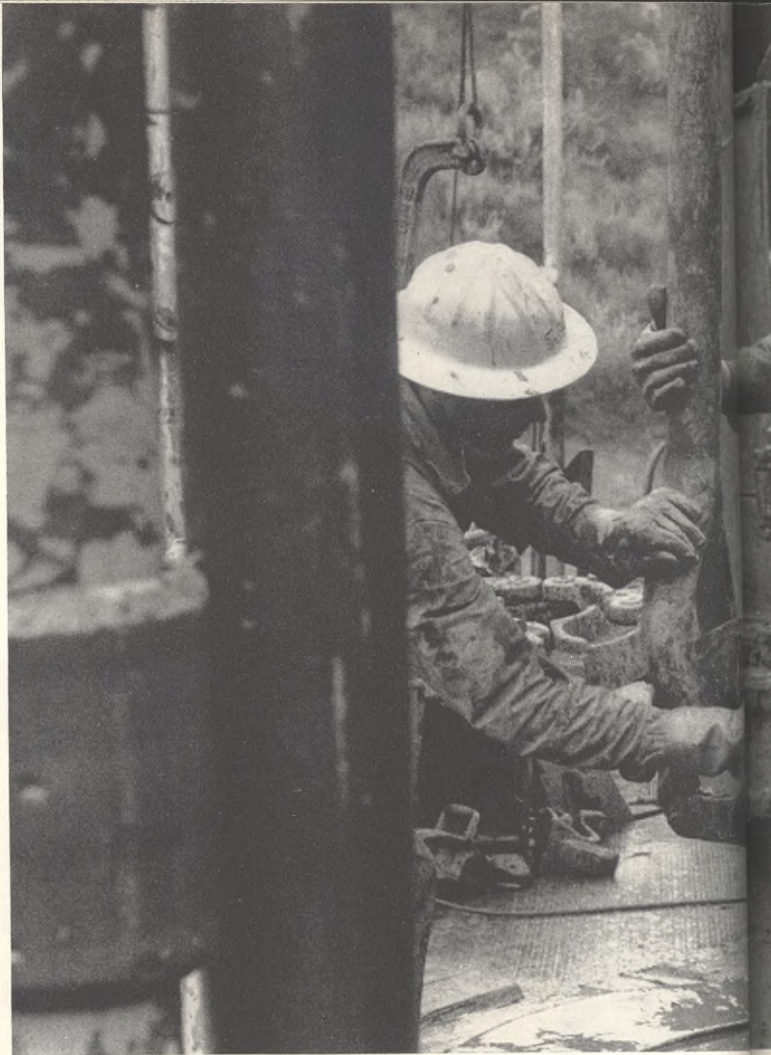
Despite many types of automation, many specialists are needed to maintain the refinery's processing equipment.



Customer address stencils, tier after tier of them, are used for credit cards.



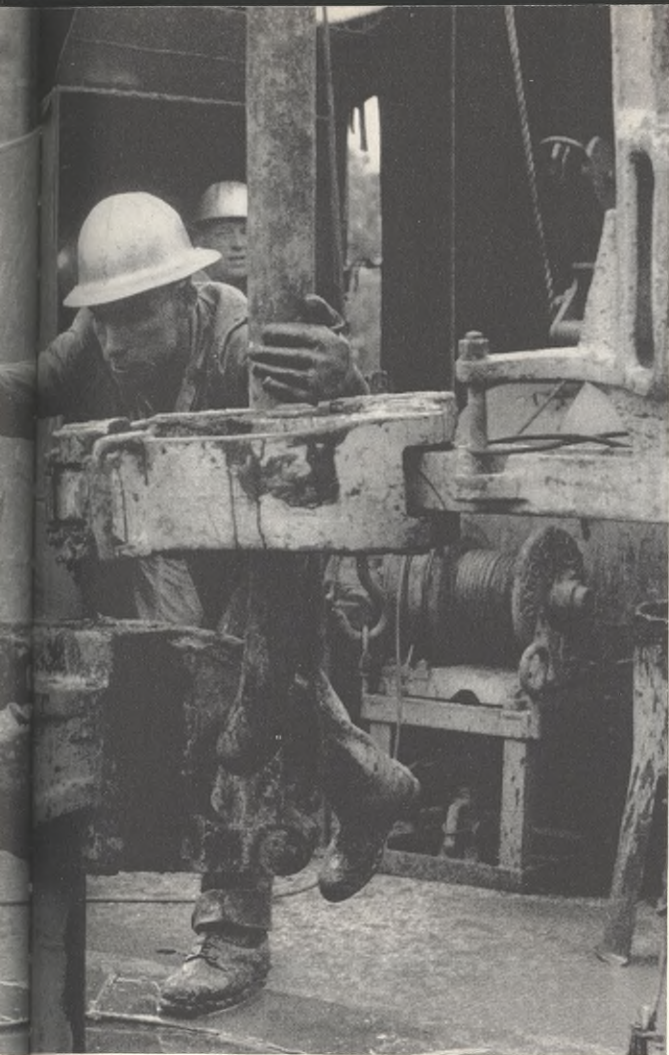
To operate the refinery on a round-the-clock schedule, 1,050 people are needed.



TEAMWORK POWERS THE MACHINERY



Oil is a product of partnership. Step by step—from well to refinery, from refinery to service station—petroleum is passed through a chain of departments. Each is distinct, yet all are companions—all rely on their fellows for support. Alone, no man can gather oil from the earth—or convert it to the forms in which it can be used. Well pullers, office girls, salesmen, supervisors—all are welded by purpose and enthusiasm into one effective family. This is the strength on which The Texas Company depends.



Agile as athletes, two workers pull pipe on the platform of a rig. Success of well, safety of men depend largely on teamwork and timing.

Mulling a decision, geologists and landmen huddle over a map. The question: Where to drill? Twelve of the country's 70 major oil fields are located in the Los Angeles Basin.

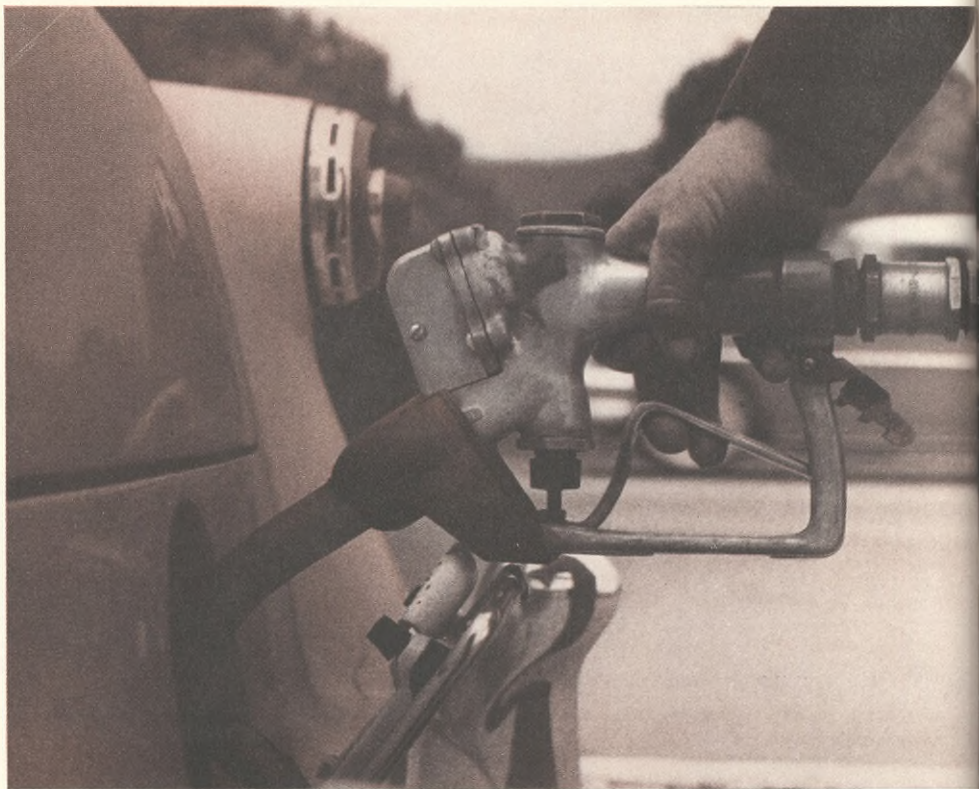


A group of office girls, lunches perched on laps, discuss engagement of fellow worker.

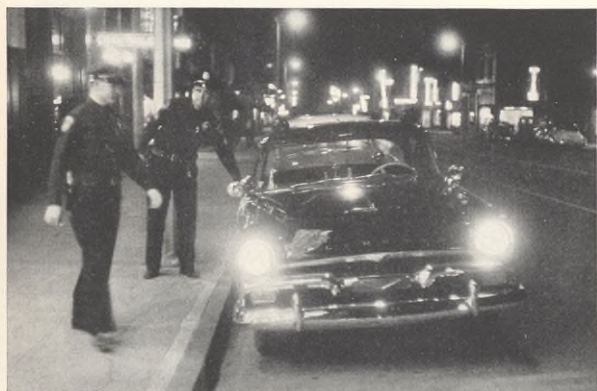


A Texaco salesman consults with one of his customers. The Company is alert to the important role played by dealers; aids and assists them however it can.





PUBLIC AND COMPANY



Police car restlessly prowls the night. Without gasoline to speed movements, law enforcement would still be primitive, inefficient.



Petroleum products fuel buses that carry students to classes. Company taxes help support schools, highways, other public works.

The town of Santa Paula, 70 miles north of Los Angeles, is one of the communities, thickly sprinkled in this region, to which petroleum has become indispensable. Its 11,000 citizens rely on their two Texaco service stations for many of their most basic necessities: comfort, transportation, pleasure, business, security. Without gasoline, the rhythms of life would be upset; the town would stall and lurch to a standstill.

These days, petroleum is one of the most useful and distinguished citizens not only of Santa Paula but of every other town and city in the United States. It has been in the service of that citizenship that The Texas Company has reckoned its purposes, won its friends, and fashioned its destiny.

NEFIT TOGETHER



A tractor turns up the rich soil of the Santa Clara Valley. Oil and agriculture, working as a team, form backbone of local economy.



Shopper maneuvers cart, child, and purchases through a parking lot. Convenience of super-market brings traffic from faraway districts.

FOR THE JOB AHEAD



*Vice President J. T. Wood, Jr.,
Chairman, Los Angeles Committee.*

Scope and diversity, challenge and inspiration—against this background, The Texas Company's operations on the Pacific Coast are being carried out with strength for today, foresight for tomorrow.

Texaco and the West have shared opportunity and progress. Matching the region's growth in population and industry, the Pacific Coast Territory of the Domestic Sales Department today leads in sales increases for the year. Clues to further growth can be found in blueprints for a new 13-story Texaco office building in Los Angeles . . . and in plans for a second West Coast refinery, this one in the Pacific Northwest.

The Texas Company has been a leader in California's booming oil industry since 1928, the year it purchased the California Petroleum Corporation. Now, its wells daily pour thousands of barrels of crude oil into pipe lines and storage tanks; its Los Angeles Works ranks as the Company's fourth largest refinery; its marketing operations extend over seven prosperous Western states.

Here, The Texas Company serves the diversified petroleum needs of industry, commerce, and agriculture . . . here, approximately 1,500 Texaco stations serve nearly 300,000 Texaco credit card holders, tens of thousands of other motorists.

Within the framework of the Company's vast nation-

*Sales—D. E. Beaton,
Manager, Pacific Coast Territory.*



*Refining—W. B. Logan,
Manager, Pacific Coast Division.*



The Los Angeles Committee in one of its regular sessions. Such meetings of department heads serve to promote understanding, efficiency. This group is in turn coordinated with other units of the Company.

*Producing—J. H. Puls,
Manager, Pacific Coast Division.*



Atop a lonely mountain an oil well stands etched against the dusk. Reaching deep into the future with every barrel pumped, it is helping to fashion a better world to come.

ADEN OF VISION

wide organization, the West Coast carries forward its own day-to-day business, while acting in accordance with basic policies formulated in New York City, where the Executive Offices of The Texas Company are situated.

Coordinating the West Coast organization is the Los Angeles Committee, the counterpart of a similar group at Houston, Texas, and a top Operating Policy Committee in New York.

Headed by the Company's Vice President at Los Angeles (*see cut*), the Los Angeles Committee brings together the men with regional responsibility for producing, refining, and marketing (*see cuts*) as well as P. G. Cocke, Auditor, Comptroller's Department; E. L. Dreyer, Manager, Crude Oil Purchases and Sales; Philip Hauck, Divisional Purchasing Agent, Purchasing Department; F. A. Jones, Superintendent, Pacific Coast Pipe Lines; E. B. Liles, Assistant Secretary of the Company; and J. A. Tucker, General Attorney, Legal Department.

While the job of these men is to *direct* operations in their own departments, the *coordination* of their operations with others throughout the Company is highly important.

Neither of these tasks is an easy one, for each depart-

ment is a major function in itself. Mingled, they often present difficult problems. But there exists among the members of the Committee recognition of their responsibility to each other, appreciation of the mutual advantages to be found in teamwork. Problems are thus confronted and earmarked; interrelationships are discussed and developed; Company-wide policies are reviewed and put into action.

At a recent meeting, for example, the Committee analyzed a proposed agreement with an independent producing company. The agreement, of course, would be carried out by the Producing Department . . . but Crude Oil Purchases and Sales had to be assured that the price was right, and Legal had to prepare contracts . . . Refining was obliged to make certain it could run the new crude, and Pipe Lines had to consider reshuffling schedules . . . Sales was faced with an additional supply of gasoline to be moved. A chain reaction such as this often occurs, and many problems must be further probed and then finally approved in the Executive Offices.

As California is the symbol of an expanding and prosperous America, so Texaco's West Coast operations are an expression of a Company organized and alert, ready to serve community, state, and nation. •





Fire Drill

Petroleum products are highly inflammable. Each act of carelessness is fraught with danger. Therefore—BEWARE OF FIRE.” With these introductory words of caution, fire prevention procedures are detailed in the Domestic Sales Department’s manual of operating instructions for terminals and bulk stations, where large bulk quantities of petroleum products are stored and handled. Fire drills are mandatory.

The men who man Texaco’s big Twin Cities Terminal at St. Paul, Minnesota, never know when the piercing shriek of the terminal’s siren will sound a drill call. Because fire—if it should strike—will do so unexpectedly, Terminal Superintendent N. J. Mathieu stages fire drills without advance notice. The pictures on these pages show what happens. In less than two minutes, the full blast of the “fog nozzle” (see far right) is smothering and cooling a presumed fire at the loading rack with a dense spray of water. The drill’s objective is to train the terminal staff in containing or localizing a fire until municipal fire fighters arrive.

At Twin Cities Terminal, the drills conducted by Superintendent Mathieu, an ex-Marine, have won the respect and interest of the local fire department. As many as 22 fire captains and lieutenants have visited the plant at one time to familiarize themselves with fire-fighting problems and techniques.

The speedy and precise teamwork, starting the instant the fire drill is sounded at Twin Cities Terminal, presents stirring evidence of how well the Company’s property is being safeguarded. “The boys are really on their toes,” Mathieu says. Here, as at other points throughout the Company, every effort is being made to prevent fire from getting a start—and to be prepared in case it does.



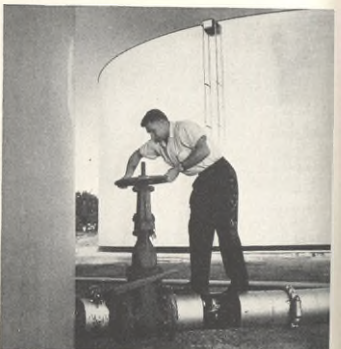
Switchboard operator calls fire department; others sprint to assigned duties.



Members of office staff hasten to do predetermined tasks at outside points.



Foam-type extinguisher is pulled to loading rack, location of presumed fire.



Importance of closing valves on storage tanks takes this man to tank farm.



After calling fire department, operator locks safes, returns to switchboard post.



Shutting doors of the garage is one of duties of these men, who work in office.



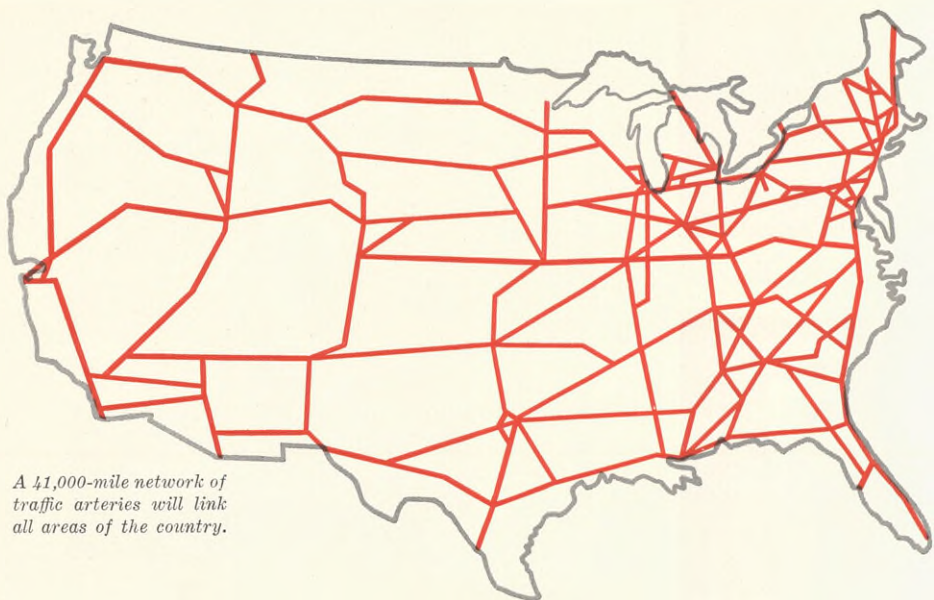
Switches on all electrical circuits leading to loading racks are quickly shut off.



Hose cart, stored in centrally located foam house, is rushed to loading rack.



One minute, 45 seconds after fire drill commences, all autos and trucks in yard have been removed and fog nozzle brought into play.



A 41,000-mile network of traffic arteries will link all areas of the country.

Why You Should Join The Asphalt Boosters' Club

Your taxes will pay for the nation's expanded system of roads.

There's more for your money in petroleum asphalt

In the realm of public works, President Eisenhower's highway program is the most tremendous undertaking in the history of man.

The program provides for 13 years of spending on a 41,000-mile National System of Interstate and Defense Highways; three years of spending for the regular Federal-aid systems. These projects involve expenditures of \$33 billion, of which \$2.5 billion has already been allocated. As roadblocks of long-lagging highway construction are removed, almost incalculable beneficial effects will be reflected in the national economy.

How will the oil industry benefit? Right at the start there's asphalt, obtained almost exclusively from

crude petroleum. One million tons of asphalt can be figured for every additional \$1 billion spent on highway construction over the 1955 outlay. Petroleum asphalt requirements for road construction and maintenance—currently 10.6 million of the 15.5 million tons produced annually—will more than double when the program is in full swing. Asphalt highways are becoming more and more the "people's choice."

The motorist likes the smooth-riding comfort that comes from the subgrade-to-surface flexibility of asphalt paving, an exclusive feature of this type of highway. State highway departments, whose business it is to carry on the expanded program, like the performance of

heavy-duty asphalt surfacing on boulevards, turnpikes, and thruways. It is meeting all kinds of weather, durability, and safety tests to their eminent satisfaction. Asphalt highways also cost less to build and cost less to maintain—a major consideration in the program.

Where is all the asphalt needed coming from? "The American Road Builders' Association estimates that it will take the cement industry until 1959 to increase cement production capacity sufficiently to provide the cement needed for the expanded program," T. R. Ellis, Manager of Texaco's Asphalt Sales, points out. "On the other hand, asphalt production can readily maintain pace with current and expected demands. Tex-



Petroleum Asphalt provides highways at less cost. (Above) Unloading Texaco asphalt at construction site.



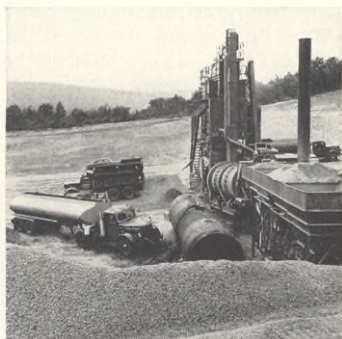
Asphaltic surfacing for Massachusetts Turnpike is being mixed in 4,000-ton batches at a plant served by Texaco.



The taxpayer is paying for it—a particularly good reason why economical asphalt paving is best for highways.



Fuels and Lubricants in tremendous quantities will be needed at every stage of building our new highways.



Fuel oil being delivered above is one of products this asphalt pavement-mixing plant depends on Texaco to supply.



Gasoline and Diesel fuel are among the Texaco products this contractor uses in earth-moving work on new turnpike.

aco, one of the nation's leading asphalt producers, is keeping in closest touch with the situation, as highways are designated, designed, and bids are let."

Of course, asphalt is only a part of the picture. Of all the multifarious machines, from small to gargantuan, which will be hauling, lifting, shoveling, scraping, grading, and doing other jobs, there isn't one that does not require petroleum in some form.

The American Road Builders' Association predicts that by 1960 road construction in all categories (including expenditures by state, county, and city governments over and above the amounts of Federal and

state spending called for under the President's program) will reach \$8 or \$9 billion a year, against the 1956 level of around \$5 billion. An \$8-billion year will call for an estimated 1 billion-plus gallons of petroleum products, against about 740 million gallons in 1956.

And, so far as the petroleum industry is concerned, that's by no means all. Motor vehicles on the road will greatly increase in number and, because of better transportation facilities, the consumption per vehicle is expected to be larger. Add to these benefits, upward sales from increased industrial activity.

Where is the money coming from to pay for the National System of Interstate and Defense Highways?

The Federal Government is putting up 90 per cent of the funds needed to build this key network; the states 10 per cent—but actually the taxpayer pays the whole 100 per cent.

Today, on the national level, direct Federal and state gasoline taxes, combined, average 8.8 cents a gallon. That is, they add about 40 per cent to the price of gasoline. Stated another way, around 28 per cent of a service station purchase buys not gasoline but better roads;

It's going to be mostly the motorist's tax money—both Federal and state—that will be spent. In figuring out how to get the best and most mileage out of his tax dollar, the wise motorist will join the Asphalt Boosters' Club. •



W. E. Avery is elected Secretary

On September 1, Wallace E. Avery (pictured at this year's Annual Meeting) became Secretary of The Texas Company, succeeding W.G. Elicker who retired August 31. Formerly Assistant Secretary, Mr. Avery was elected by the Board of Directors on July 27. Mr. Elicker served Texaco 38 years, had been Secretary since 1945.

Wallace Avery was born in St. Anthony, Idaho, in 1905. He was educated in the public schools of his native state and at Idaho Technical Institute. He received B.S. and LL.B. degrees at the University of California.

From 1933 to 1942, he was engaged in legal work in the petroleum industry at San Francisco and Los Angeles, and for the next three years, he was principal attorney and assistant chief counsel for the Petroleum Administration for War in Washington, D.C. He joined Texaco in 1945 as an Attorney; was made Assistant General Manager of the Industrial and Public Relations Department in 1951; was appointed Assistant Secretary in 1954.

Mr. Avery was married in 1933 to Viola Rohrs of Los Angeles. They have a son and two daughters, and reside in Pelham, New York.

★ BRIEF AND POINTED ★

Furnishing uranium for atomic power is becoming part of The Texas Company's role in supplying energy demands. Substantial tonnages of uranium are blocked out in a mine in Utah jointly owned by Texaco and The New Jersey Zinc Company. A contract has been signed with the U.S. Atomic Energy Commission for the construction and operation of a uranium processing mill to be built by Texas-Zinc Minerals Corporation (jointly owned by Texaco and New Jersey Zinc) at Mexican Hat, Utah, near the San Juan River on land leased from the Navajo Indian tribe. Under the contract, the uranium concentrate produced at the mill will be sold to the AEC. Construction of the processing mill has begun.

New petrochemical facilities are being added to Texaco installations at two points. An additives plant at the Company's largest refinery in Port Arthur, Texas, will begin production early next year.

At the Lockport, Illinois, refinery, an ammonia plant is scheduled to begin operations late in 1957, using hydrogen available from the refinery's catalytic reforming operations. Texaco has a 50-per-cent interest in two petrochemical companies: Jefferson Chemical Company and Texas-U.S. Chemical Company. The new facilities at Port Arthur and Lockport will give The Texas Company substantial direct participation in the petrochemicals industry.

It's a good idea, thinks one stockholder-reader, to pass along THE TEXACO STAR to school teachers. He does, and reports that teachers find the magazine useful to them and interesting to students. He feels that if others will do likewise, additional good will can be created for the Company. As a matter of fact, the names of many individual teachers, as well as school libraries and departments, have been placed on the mailing list in response to requests.

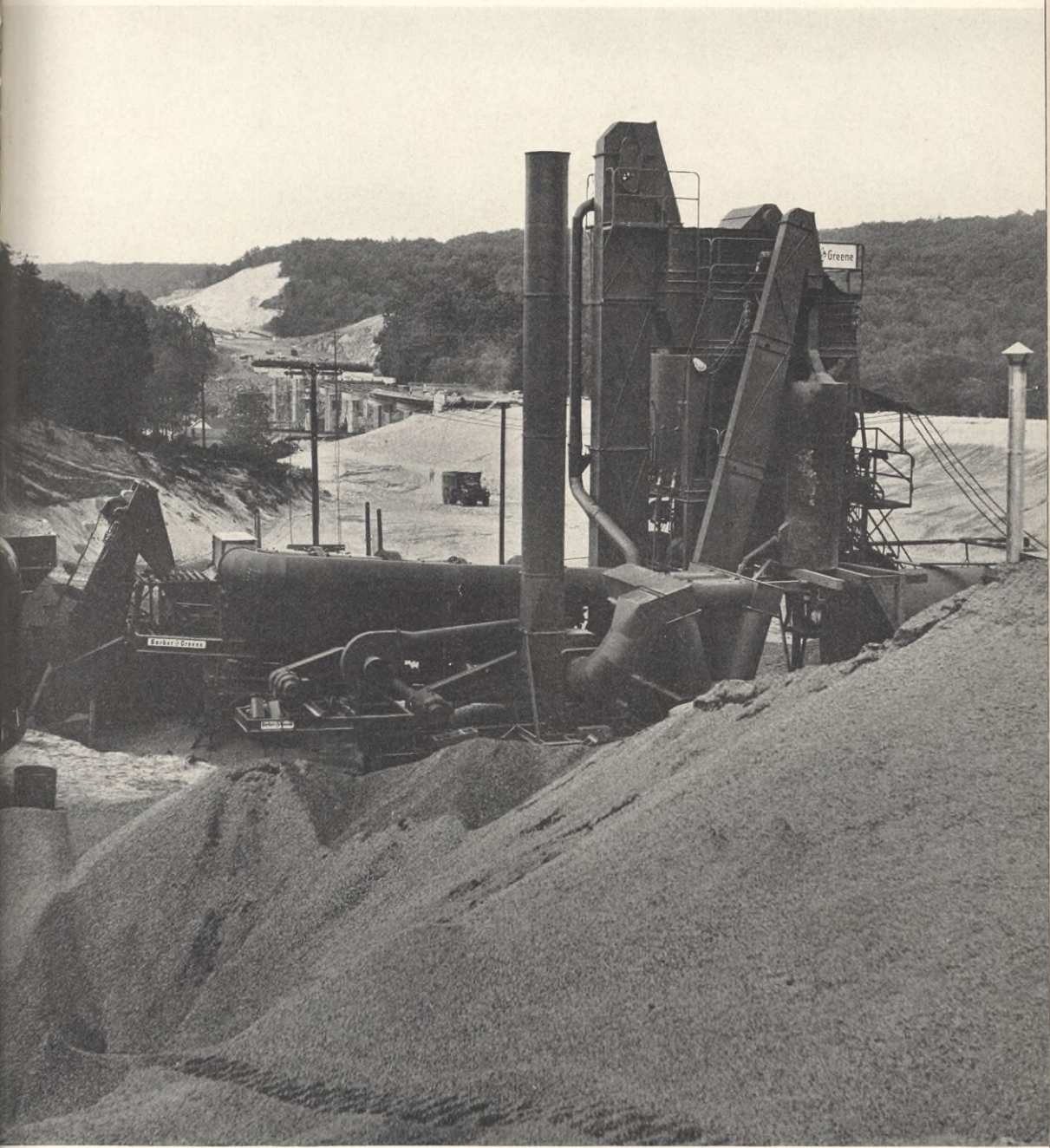


Harvey Cash appointed Assistant to Chairman

Harvey Cash, formerly General Manager of the Foreign Operations Department-Eastern Hemisphere, has been appointed Assistant to the Chairman, effective October 1. Mr. Cash was graduated from Texas A. & M. College with a B.S. degree in electrical engineering in 1933, the year he joined Texaco. During the war, he served in the Office of the Chief Signal Officer in Washington, attaining the rank of

lieutenant colonel. He held various supervisory positions in the Domestic Producing Department before being transferred to Foreign Operations in 1953.

G. N. Brooks, who has been Manager of the Southern Territory, Domestic Sales Department, at Houston, succeeded Mr. Cash as General Manager of the Foreign Operations Department-Eastern Hemisphere, effective November 1.



Serving a section of the National System of Interstate and Defense Highways under construction in Massachusetts, this plant mixes Texaco asphalt with an aggregate to form a safe, long-lasting pavement.



MARK OF DISTINCTION

Safe driving is a major aim in our Company. During the 21 years that Texaco's Safe Driving Award Program has been in effect, more than 73,500 "Safe Driver" emblems have been earned by Texaco employees who drive Company equipment. . . . Last year alone, more than 6,000 employees received emblematic recognition for operating vehicles in Company service for one year or more without accident. For more than 2,200 of them, it was at least the 10th year of perfect driving. . . . The cars and trucks driven in Texaco service cover the gamut of sizes. They travel millions of miles—night and day—in all kinds of weather, in all 48 states, over all kinds of roads. . . . The men at the Texaco wheels are trained to be courteous, alert, and law-obedient. The Texas Company is proud of the record that has been achieved.