

A Resolve for 1948

A contemporary, the magazine *Industrial Marketing*, in discussing the subject of advertising directed to the power field, has defined the subject of great significance to every power engineer:

"Maximum power use per worker is the sure path to low-cost production. Take one classic example—the big Chicago machine (all show a few months ago. The mammoth Dodge-Chicago plant alive with monsters for us bipeds to operate . . . with more horsepower at man's fingertips than ever in industrial history.

"Take the modern lathe. Today it utilizes at least ten times as much power as its predecessor of 1900—with ten times as much production.

"Let's concentrate now on power as a commodity, an almost priceless product in today's economy. The fate of the world hangs on America's ability to produce. That means using more power more effectively.

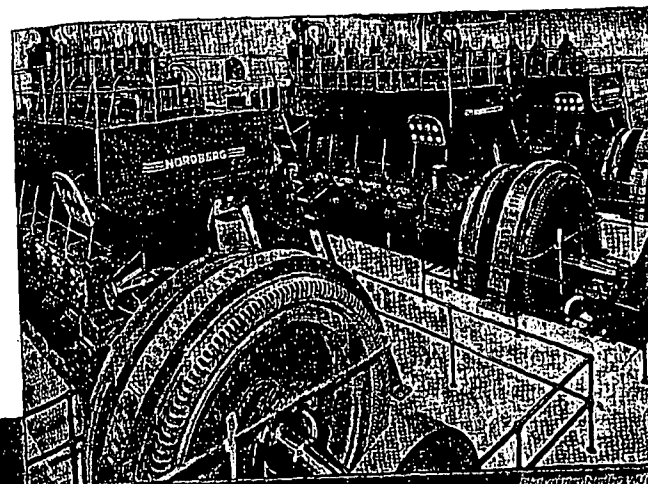
"Surely, from here in, we can count on the power engineers of the country to squeeze the last drop of efficiency out of existing equipment . . . of even more mothering maintenance of installations . . . and a more hard-boiled attitude on obsolescence and the selection of new equipment."

Another reason for using the greatest care in purchasing new equipment is that the new pump or the new valve you buy tomorrow may cost more than today's units. This imposes the obligation of getting the best buy you can right now, by vigilant comparison of values and inspection of advertised performances.

Certainly, the continued progress of our American economy depends on the performance of every power man in making and using more power. And that means a review today of your power facilities. A survey by your own staff—or by an outside consultant—will provide you with the facts to guide you in your recommendations for new equipment, better maintenance, more efficient operation.

Here is a good resolution for 1948: Make a careful study of your entire power operation, in order to determine the best ways of generating and applying more power, more effectively.

George Edwards
Engineer



ASSURE LOW COST POWER

Texaco Ursa Oils keep rings free for high efficiency, low fuel costs

Texaco Ursa Oils are approved by all leading Diesel manufacturers and you can get them for every type, size and speed of engine. They are America's most famous Diesel lubricants, as shown by the fact that—

More stationary Diesel horsepower and more Diesel locomotives in the U. S. are lubricated with Texaco Ursa Oils than with any other brand.

Let a Texaco Lubrication Engineer help you run your Diesels more efficiently and economically. Just call the nearest of the more than 2500 Texaco Distributing Plants in the 48 States, or write The Texas Company, 135 East 42nd Street, New York 17, N. Y.



FREE: "Diesel Operation" book—112 pages of valuable information. Explains simply and clearly the relation of fuel and lubricants to operating efficiency of Diesel engines. Write for your copy today.

When your Diesels are lubricated with Texaco Ursa Oils, you can count on—

1. Low fuel bills because Ursa Oils keep rings free for proper seal . . . avoid wasteful blow-by. You get full power from your fuel and burn less of it.
2. Low maintenance bills because Ursa Oils assure freedom from sludge, varnish and carbon formations . . . prevent bearing corrosion . . . minimize wear. Your engines run longer between overhauls . . . parts replacements are fewer.



TEXACO Ursa Oils

FOR ALL DIESEL ENGINES

STAGE IN . . . TEXACO STAR THEATRE presents the TONY MARTIN SHOW every Wednesday night. • METROPOLITAN OPERA broadcasts every Saturday afternoon.