

The TEXACO STAR



Malay village near Singapore

Understanding and Confidence

Have you ever worked for a man whose intention and ability to pay you what he had agreed to pay was all the while questioned in your mind?

How much sympathy, on the other hand, have you, as an employer, been able to cultivate for a worker whose loyalty you distrusted?

It is difficult, too, for the employe to put heart in his work for an employer who has seemed to lack in sympathy and care for his men.

On the other hand, a lack of loyalty and integrity in an employe has a disturbing effect on a whole force from employer to office boy.

If business and employment in business are to be satisfying and productive, there must be understanding and integrity between employer and employe.

There may come a crisis in the life of the concern. How much better the chance to weather it, if men all along the line have confidence in each other! What a factor in meeting adverse conditions is the feeling that each man must do his best to extricate the firm from its predicament! Such a condition can be cultivated and it must be cultivated in fair weather if it is to help save the concern when it faces disaster.

There is security for any company in knowledge that it is respected by its workers and that they are loyal to its interests. There is assurance for the individual employe who has reason for having a warm feeling of pride in the concern that employs him and satisfaction over his relationship with it.

The TEXACO STAR

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TO EMPLOYEES OF THE TEXAS COMPANY

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"All for Each—Each for All"

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Stock Distribution and Dividends

There is no doubt about the wisdom of wide stock distribution, no doubt from the standpoint of the corporation, when its business is one of magnitude and involves an element of public service. From the standpoint of founders the scheme of a close corporation may be desirable; many fortunes have been acquired by that route. But the scheme is objectionable from other points of view. The very fact that it affords opportunity for the amassing of great wealth in the hands of a few, thus inviting complaint and legislative attack, is perhaps the strongest argument against it. Few large corporations built up in that way have escaped attack, and the attack often extends to the entire industry in which such corporations are factors. No elaborate analysis of this aspect of the matter is necessary because the relation between cause and effect is obvious. If a small group in railroads, steel, or oil gather to themselves large profits the consuming public feels resentful. It feels that it has paid high prices for service or products without opportunity to participate in the profits. But there is less room for such feeling, and it is fair to assume the absence of its existence, if from the beginning of the business the public has been invited into stock ownership on a fair and equitable basis. In such case, if there are large profits,

the public, or such members of the public as possess good foresight, will have participated. The most progressive corporations now afford opportunity of investment to the public and encourage it in various ways. Consumers of products dealt in are invited to come in as stockholders, so that while they are paying they may also be receiving. Upon becoming stockholders they are inclined to patronize their own company and to influence the patronage of others. Thenceforth they are not with the mob which may favor unfair enactments or spoliation.

Many things have occurred in recent years to awaken those of small means to the advantage of legitimate corporate investment. The Liberty Loan drives drew attention to the fact that citizens of modest capital could invest even in government securities, and from that point it is but a step to investment in the stock or bonds of well managed corporations operating on a large scale. The press has done its part towards classifying the good and the bad. Nearly all of the great newspapers of the country maintain services which, if used, will safely guide the investor who has not the facilities for informing himself. It is easy for people of average intelligence, if they are not afflicted with the get-rich-quick mania, to discriminate between good and bad investments. In other words, if the object is a safe investment, yielding merely a fair return, there is no excuse for going wrong.

Now what should be the policy of a company engaged in big business under existing conditions? What should be the policy of a growing company which from modest beginnings contemplates world business involving large capital? Should it cling to its profits from year to year and expand by reinvestment of these profits in plant or capital account, or should it disburse a fair portion of its profits

The TEXACO STAR

and expect to go to the public for all or a substantial portion of the capital needed for expansion? If we keep in mind the fundamentals just mentioned there can be but one answer: the best policy is to put the stock on a fair dividend basis as soon as the business will permit, and keep it on that basis as long as this is practicable. It is undoubtedly wise to avoid handing out the last cent of profits for each separate period, because in every business there will be lean periods in which dividends must be omitted unless recourse can be had to surplus. Failure to pay dividends regularly gives stockholders a bad taste; they do not like it. On the other hand, if dividends are paid regularly, and if at the same time the surplus is gradually increasing, they do not care whether in a particular year the dividends are paid out of current earnings or out of surplus. The fact that substantial dividends are paid regularly, if the balance sheet continues to show sound surplus, enables the company to finance when necessary through the sale of additional stock, thus bringing more shareholders into the business. And a good dividend record over a long period of years is no detriment to the sale of bonds or other financial operations. Contrast the position of two companies, each offering a new issue of stock, one having an unbroken dividend record for twenty years, paying a good return on the price at which the stock is sold, with a fair surplus accumulated nevertheless, and another having a poor dividend record but with a larger accumulated surplus. The prospective investor looks askance at the company with the poor dividend record and argues that the policy of the past will continue in the future. He has no assurance that he will ever derive benefit from the surplus, except perhaps in a speculative way. Buying into a frozen surplus which congeals into its mass the profits which accrue currently is not attractive to the average investor. It is too much like the purchase of wild lands, too uncertain, too speculative.

It can be truly said that the directors of our company have been alert to both phases of the matter: first, the wisdom of interesting the greatest number as shareholders in the business, and second, the advantage of a liberal dividend policy, which itself tends to promote the first purpose. A pioneer oil company to list its stock on the New York Stock Exchange, it has kept the door open to those seeking investment, and there have never been pools

or market rigging in the shares. The par value was reduced a few years ago to make the stock more attractive to small investors, and this has borne fruit. The well known plan of the company which enables employees to acquire stock also has served its purpose well. Today we have 33,000 stockholders, and the number may be expected to increase. These stockholders constitute a formidable group of serious people financially interested. They and their families and friends can be relied upon for both patronage and protection.

Occasionally some stockholder asks about the dividend policy of the company. One inquires why larger dividends are not paid, while the question of another is, Why does the company pay out so much in dividends instead of keeping the money and using it to expand the business and build up surplus, thus avoiding the necessity of financing? The policy of the company has been the one commended previously in these remarks, though until now nothing for publication has been said on the subject. A surplus equal to more than 50 percent of the capital stock has been accumulated, and this has been done without omitting a single dividend during the twenty-two years since the company was organized. The rates of dividend have ranged from 6 to 12 percent per annum, in addition to which there have been some special distributions in cash or stock. The present rate is 12 percent, or 3 percent quarterly, and the average through the years has been not far from this figure. During the last five years the net profits available for surplus and dividends have amounted, on a consolidated basis, to slightly more than \$100,000,000, or \$20,000,000 annually, of which about 80 percent has been paid out in dividends and 20 percent passed to surplus. Thus it will be seen that the board has kept in mind the idea of an attractive investment and at the same time has reinforced the surplus, thereby adding gradually to the intrinsic value of each shareholder's stock. It is believed that this policy can be subject to no criticism on the score that the dividends are either too large or too small. It has not been necessary for several years to bring in new funds by way of capital increase or the creation of a funded debt. On the contrary, a funded indebtedness of \$35,000,000 has been retired and the company has been able to go forward with the expansion of its business out of the business itself or through current borrowings. If occasion should require in the future, it will be

The TEXACO STAR

perfectly easy to obtain any money that may be needed for further expansion, either by sale of new stock, as has been done in the past, or by the sale of debentures at a low rate of interest on the strength of unencumbered assets. If stockholders are inclined to become impatient or dissatisfied in result of the present selling price of the stock they should be able to comfort themselves with the knowledge that they have received their dividends regularly. The intrinsic value of the stock is increasing, and with the dividends accruing and being paid like clock-work no stockholder should worry.

Boy Scouts

In sentencing four young murderers in an atrocious bank robbery in Brooklyn, the Judge said that he could not let the occasion pass without making some comment on the social implications of the shocking event.

He rightly diagnosed the case as symptomatic of the breakdown of moral training, coupled with the wrong kind of "hero worship." Those young men (scarcely past boyhood) had made heroes of the neighborhood toughs and so had progressed from bad to worse and to the shadow of the electric chair.

The lack of moral or religious training is a problem which the individual must solve in his own home. But the fostering of the right kind of ideals for boys is one to which every man can contribute.

Happily there is a wonderful organized and effective agency for this—the Boy Scouts.

Those who are in it know how the Boy Scout movement promotes manliness, clean living, harmless fun, personal efficiency, and the highest type of American standards.

Today the Boy Scout movement is in need of your help. It needs money, but that isn't all. It needs men. It needs men of all ages. Men who will give up a small portion of their time to the most constructive and patriotic popular movement of any age.

Aside from the pleasure which comes to men who do good work, association with the Boy Scouts promises a deep seated benefit to any man who personally joins this movement. As he helps to make better and happier boys, so he will become a better and happier man. His life will be richer, fuller, and more purposeful. The boys will teach him more, unconsciously perhaps, than he can teach them.

Out of it he will get a vision of co-operation,

self-discipline, decency, and true manliness. And he will come to know that, despite the calamity howlers, this America of ours is sound at heart as long as we can breed manly self respecting boys.

The little outdoor work he will do will give him zest, health, and relaxation.

But over and above all this is the fact that he will be doing great work for the present and the future in making this country a fitter place to rear children.

It is true, too, that any neighborhood that possesses a successful Boy Scout troop is a better and more livable neighborhood.

Get in touch with the nearest Boy Scout centre, and give of your purse moderately—but yourself generously in this highly commendable movement.

John Calvin McCullough

As the last pages of this issue were being made up, came the sorrowful news of the death of J. C. McCullough at the John Sealy Hospital in Galveston on June 5 at 11 a. m., after a month's illness and two surgical operations.



J. C. McCullough

John Calvin McCullough was born in Lima, Ohio, April 19, 1859. He entered the service of The Texas Company in 1903 in its Pipe Line Department and was identified with the rapid and extensive pipe line construction of the following years.

In 1910 he was transferred to the construction work of the Sales Department Southern Territory, and on July 1, 1911, the Equipment and Construction Division of this Department was formally established with J. C. McCullough Superintendent of the Division. This position he occupied until his death. At the time he took charge the Company had few stations, but under his able supervision expansion was rapid and extensive.

The following telegrams from Chairman of Board of Directors, President, and Vice President express the esteem in which Mr. McCull-

Continued on page 32

The TEXACO STAR

Station Prizes

In the February issue the announcement of station competition appeared. The results of the first quarter of 1924 have been gathered, sifted, weighed, and tabulated. The selections for the districts follow. The *first named* in each wins the quarterly District prize.

The next quarter may find some of those now in second or third places moved into the prize winning position. In all probability there will be some new stations on the list.

Bulk Stations

Houston District

Jasper, Texas—Agent R. C. Neyland
Taft, Texas—Agent E. W. Sandars
Alice, Texas—Agent Ollie Fuller

Dallas District

Sherman, Texas—Agent Geo. Birge
Leonard, Texas—Agent A. A. Davy
Dallas, Texas—Agent J. W. Patterson

Oklahoma District

Hugo, Okla.—Agent G. E. Beatty
Hobart, Okla.—Agent C. A. Allen
Holdenville, Okla.—Agent C. M. Hardisty

New Orleans District

Vicksburg, Miss.—Agent J. I. Miller
Alexandria, La.—Agent C. T. Loflin
Meridian, Miss.—Agent L. R. Jones

Florida District

St. Petersburg, Fla.—Agent A. J. Lindstrom
Orlando, Fla.—Agent H. Duggan
Tampa, Fla.—Agent H. G. Thompson

Atlanta District

Montgomery, Ala.—Agent J. A. Groover
Spartanburg, S. C.—Agent F. G. Mitchell
Columbus, Ga.—Agent J. R. Kinnett

Norfolk District

Lynchburg, Va.—Agent W. S. Slater
Roxboro, N. C.—Agent S. B. Davis, Jr.
Concord, N. C.—Agent L. I. Beasley

Philadelphia District

Easton, Md.—Agent John E. Meintzer
Perkasie, Pa.—Agent C. S. Wampole
Dover, Del.—Agent Herman Cohee

New York District

New Haven, Conn.—Agent J. H. Cosgrove
Newburgh, N. Y.—Agent Fred Peck
New Rochelle, N. Y.—Agent M. J. Spillane, Jr.

Boston District

Framingham, Mass.—Agent F. M. Dow
Provincetown, Mass.—Agent F. A. Enos
Springfield, Mass.—Agent R. R. Kibbe

Chicago—Pittsburgh Districts

Joilet, Ill.—Agent Leo. F. Brown
Detroit, Mich.—Agent W. E. Graham
Des Plaines, Ill.—Agent F. L. Richardson

Omaha District

Pierre, S. D.—Agent C. A. Crow
Madison, S. D.—Agent Arie Neuenhuis
Broken Bow, Neb.—Agent G. Linder

Denver District

Fort Morgan, Colo.—Agent R. L. Smith
Grand Junction, Colo.—Agent W. F. Miles
Brighton, Colo.—Agent M. M. Speedy

El Paso District

Albuquerque, N. M.—Agent J. J. Brodbeck
Douglas, Arizona—Agent J. H. Shapard
Carlsbad, N. M.—Agent F. H. Farrell

Billings District

Sheridan, Wyo.—Agent E. I. Johnson
Powell, Wyo.—Agent G. E. Nelson
Great Falls, Mont.—Agent P. M. Staley

Salt Lake—Spokane Districts

Boise, Idaho—Agent E. M. Rogers
Logan, Utah—Agent Leo A. Hansen
Colville, Wash.—Agent J. P. Howell

Filling Stations

Houston District

Galveston, Texas, A.F.S. 1—Agent S. B. Glenn
Yoakum, Texas, A.F.S. 1—Agent W. A. Rittner
Houston, Texas, A.F.S. 4—Agent V. J. Leone

Dallas District

Ennis, Texas, A.F.S. 1—Agent R. E. Gooch
Wichita Falls, Texas, A.F.S. 1—Agent A. E. Brown
Ft. Worth, Texas, A.F.S. 2—Agent J. C. Maloney

Oklahoma District

Oklahoma City, Okla., A.F.S. 2—Agent M. F. Shortes
Joplin, Mo., A.F.S. 1—Agent J. D. Robbins
Hugo, Okla., A.F.S. 1—Paul E. Beatty

New Orleans District

Jackson, Miss., A.F.S. 1—Agent C. G. McLaurin
Meridian, Miss., A.F.S. 1—Agent B. F. Covington
Hattiesburg, Miss., A.F.S. 1—Agent L. Hardee

Florida District

Jacksonville, Fla., A.F.S. 1—Agent J. H. Hulsey
West Palm Beach, Fla., A.F.S. 1—Agent U. I. West
Pensacola, Fla., A.F.S. 1—Agent J. P. Jones

Atlanta District

Mobile, Ala., A.F.S. 1—Agent C. L. Schweizer
Atlanta, Ga., A.F.S. 1—Agent O. A. Bridges
Waycross, Ga., A.F.S. 1—Agent C. E. Lamson

New York District

New York, N. Y., A.F.S. Bedford Avenue and Eastern Parkway, Brooklyn—Agent J. A. Greenleaf
Jersey C'Y, N. J., A.F.S. Vauxhall—Ag't J. G. Keller
Jersey C'Y, N. J., A.F.S. Pavonia—Ag't H. Gianella

Philadelphia—Boston—Chicago Districts

Joliet, Ill. (Court House)—Agent W. H. Schubert
St. Louis, Mo., A.F.S. Washington Blvd.—Agent D. P. Young
Boston, Mass., A.F.S. Commonwealth Ave.—Agent T. B. Ford

Denver—Omaha—El Paso—Salt Lake—

Billings Districts

Denver, Colo., A.F.S. 6—Agent Ernest Julius
El Paso, Texas, A.F.S. 2—Agent E. Arnold
Colo. Springs, Colo., A.F.S. 1—Ag't R. C. Glasier

The TEXACO STAR

Safeguarding the Trademark

C. E. MURPHY, Assistant Superintendent, Advertising Division

A trademark is an important part of any commercial organization; it is representative of the owner's products and emblematic of his ideals and standards. Because it means so much, we guard and protect an established trademark with zealous care and assiduous attention.

There are legal as well as commercial reasons why a trademark should be used correctly and uniformly; for practically every civilized nation has adopted laws regulating and protecting the use of trademarks. The law of trademark rights is a branch of the more general law of unfair competition. The fundamental rule is that no man has a right to palm off his own goods as the goods of another trader and "he cannot therefore be allowed to use names, marks, letters, or other indecias by which he may induce purchasers to believe that the goods which he is selling are the manufacture of another person." A trademark has been defined as "any name, sign, symbol, letter, figure, word, or device which others have not an equal right to employ for the same purpose, used to indicate the origin or ownership of the articles to which it is attached, but which is not used to denote quality."

We see that the primary purpose of a trademark is to indicate the origin of the goods. For instance, the products of our company are indicated in origin by the Red Star and Green T and the word Texaco, which are registered in all countries in the name of The Texas Company, U. S. A. The distribution of the products, whether by The Texas Company itself or by independent distributors, inures to the benefit of The Texas Company, U. S. A., and assists in maintaining its trademark rights.

The exclusive right to a trademark is established and maintained in two ways: by extensive use; by trademark registration. The primary requisite for the protection of a trademark in the United States, or in Great Britain and its colonies, is a bona fide use in the trade. In these countries trademark registration is a secondary protection, but is of importance and value because it facilitates legal action against infringers.

In many countries registration is an essential requisite to exclusive right in a trademark. South American countries are of this class. Many attempts have been and are being made

to modify the trademark laws of these countries to protect a bona fide user, but under their present laws the first to register the trademark has the exclusive right to it, regardless of how long another may have employed the mark in commerce and trade.

In order that a trademark may be clearly and definitely fixed in the minds of the public it should be uniform in proportions, colors, style of lettering, and general appearance. This is important especially to the distributor in a foreign country, who must use the trademark uniformly in order to benefit fully by the wide distribution of the company's products and from the company's international advertising.

From a legal viewpoint uniformity is required because it facilitates protection from infringement, particularly in countries where only a limited distribution takes place. In case of infringement in such countries it is then possible to show the extensive use of the same trademark in other countries.

A trademark is surrounded by legal safeguards because of the great intrinsic value which it accumulates with wide and judicious use. Imagine the trade value of such names as Ford, Woolworth, Cunard, Campbell's, Wanamaker. Imagine the trade worth of the name Texaco and the Red Star and the Green T!

As years pass, an honest trademark becomes clothed with sentiment and interest. A company's trademark often grows to be endeared and revered in the minds and hearts of the members of the organization it represents. It is to the members of a company what a nation's flag is to the natives of that country. The trademark represents the commercial ideals and standards of the business organization just as the flag is emblematic of the nation's ideals and standards. By those who have worked and planned under the Red Star and Green T, for instance, that trademark is revered even as the British flag came to mean so much to Joseph Conrad, the seaman novelist, that he described it as "that warm symbolic piece of bunting which for many years was the only roof over my head."

For many reasons, therefore, it is incumbent upon all of us to use the trademark correctly, to protect its reputation, and to guard it as an asset of great value; for it represents all features of our endeavors.

The TEXACO STAR



The Cross Roads of the World—Singapore Harbor

Around the World with Texaco—V

SIAM—MALAY STATES—JAVA

C. S. DENNISON, Advertising Division

To reach Siam from French Indo-China, you may travel from Saigon to Bangkok, the capital of Siam, on 300-ton rice boats, or choose relatively comfortable steamers of the French Mail to Singapore and trans-ship to Bangkok. We elected the latter course.

Entering the Pacific you may soon realize that this gigantic body of water isn't always true to name if you are in the Typhoon Belt—those waters in which tornadoes traveling in great circles break with incredible fury at seasons of the year claiming a heavy toll of life and property. On the second day out from Saigon ominous signs appeared. The barometer fell rapidly. Low inky clouds raced across the skies. The placidity of the sea gave way to violent agitation. The storm intensified until the wind screamed through the rigging at 100 miles an hour carrying off everything loose on deck. Giant seas thundered upon the ship hurling tons of the briny over her superstructure and causing her timbers to shiver from bow to stern. Everybody was locked below. No meals were served—the fare was biscuit and coffee. You prop yourself in your bunk and watch your trunk shift back and forth the length of the cabin as the big boat rolled and pitched. Black night came, followed by an ashen dawn which brought no cessation of the fury. The ship battled

on against the giant forces, and toward evening we steamed out of the storm into sunlight and safety. Southward the heat increases; you pass palm-fringed islands just above sea level until the horizon of the Malay Peninsula comes into view. Eventually you put into Singapore, "The Cross Roads of the World," and while the ship undergoes port formalities you are entertained by the aquatic skill and daring of Malay boys who paddle out in dug-out canoes—a dozen of them—and dive for coins thrown by the ship's company.

You trans-ship to a coaster and after four days on the Gulf of Siam steam up to the sand bar which locks the entrance to the Menam River to all vessels of over 12 feet draught. Two events captured your interest on the trip: the marvelous sky effects which transform the heavens at sundown; and the countless thousands of sea snakes swimming near the surface each afternoon, poisonous reptiles averaging 4 feet in length flashing their bright yellow and black spotted bodies against the ultramarine of the Gulf.

When the tide comes in you float over the bar and enter the Menam Chao Paya, largest of Siam's rivers, and steam to Bangkok about 20 miles upstream. The river sweeps majestically in long curves through the flatlands. You pass little villages of palm huts built

The TEXACO STAR



Royal Palace—Bangkok, Siam

partly on shore and partly on stilts over the muddy water. What appear to be small islands prove to be floating water plants in dense growth. Tidewater creeks with the jungle arched over them flow into the main stream. Semi-nude natives, standing upright, pole dug-out canoes across the wake of the ship. The air resounds to a chorus of song by brilliantly colored birds. Bangkok comes into view with high strange lines of Buddhist temples jutting above the trees. You dock on the outskirts of the city and drive to your hotel.

Siam is in many respects unique among countries of the Orient; it is the only absolute monarchy and has been less influenced by the West. Life and customs are replete with fascination for the stranger. It covers 200,000 square miles wedged between French Indo-China on the east and Burma on the west, and extending down into the Malay Peninsula. The northern area is a mountainous country inhabited by hill tribes. The eastern section is almost barren and subject to floods alternating with droughts. The central country is flat and open with fertile soil. Over 6,000,000 acres are in rice cultivation which engages practically all the inhabitants outside of Bangkok and makes Siam a leading rice producer.

Central Siam is watered by four big rivers rising in highlands of the north and joining at a point up-country where they form the largest waterway in the Kingdom—the Menam Chao Paya—flowing 150 miles to the Gulf. In addition to these four streams are numerous tributaries and canals which make a network of waterways affording wide communication.

Western Siam is hilly and mountainous. Forests and jungle cover the country. These forests yield fine woods, the most valuable

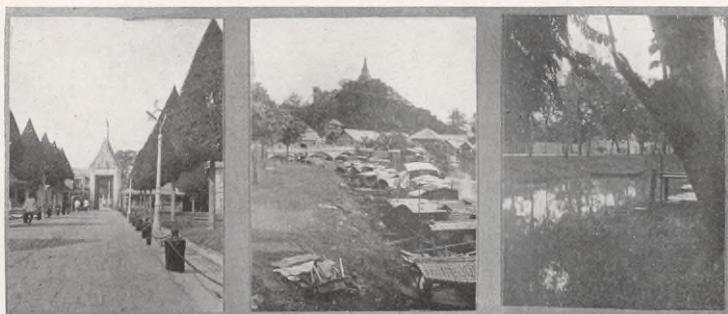
being teak. Cocoanut, dye-wood, and resinous trees are numerous, and tropical fruits abound. Teak is heavy hard wood used on practically all vessels for deck flooring, as it is waterproof and does not warp. Finished as furniture it resembles dark oak. Next to rice culture teak is Siam's chief source of income, largely produced by British interests. In getting out the teak elephants play an important part. The Siamese species is an especially fine one, and there are over 6,000 of them domesticated in the country. As you travel Siam you see these elephants engaged in various kinds of work with Siamese squatting cross-legged on the heads of the beasts directing them with an iron hook and talking to them as though they were human beings. A first class bull elephant is worth about 4,000 ticals, a coin that exchanges for about 37 U. S. cents.

The weather is hot all the year with extreme humidity. The seasons are two, wet and dry. All buildings are covered with green moss and other fungus growth. Your shoes may become mildewed during the night.

Gold, silver, rubies and sapphires, tin, copper, iron, and zinc are produced by Siam. Mining operations are principally under control of Europeans and Chinese. Industrially Siam is not important. Around Bangkok there are about 70 rice mills, mostly operated by Chinese, and a number of sawmills.

Out of the 9,000,000 population of Siam about 4,000,000 are Laos (of the same race as the people in northern Indo-China) and 500,000 Chinese. The Siamese live in the central section, the Laos in the north, while the Chinese are scattered in the towns—active in milling and mining and dominant in retail trade. The balance of the population

The TEXACO STAR



Bangkok: Entrance to royal palace grounds. The Golden Throne ghat. One of the many canals.

is divided among the many races of Southern Asia. Of the whites England has the largest representation.

The Siamese are of Mongolian extraction but spring from a fusion of ancient races. They have had a colorful history. Physically they are small but well formed, of an olive hue—darker than Chinese but lighter than the typical Malay. The hair is black and the eyes slightly oblique, the nose flat and lips thick. The men do not have beards, but make attempts to raise the mustache; the women have preceded their white sisters in bobbing the hair, as it has been the custom there for many years. Men and women wear the costume called a panung, a strip of colored cloth three yards long and a yard wide wrapped around the waist and drawn between the legs to form a sort of trousers. In addition the women wear a scarf drawn tightly under the arms. Hats of woven grasses are common. The better classes add tight coats, buttoning up to the neck, with tight sleeves. Kindly, apathetic, light hearted, patient, and slow in movements, the Siamese are an interesting people accepting their lot with the usual resignation of the Oriental. They have a distinctive architecture which finds expression in 13,000 Buddhist temples, some of which are magnificent, massive, vividly colored piles of masonry with heavy gables one above the other and delicate fantastic steeples.

Buddhism in its orthodox form was introduced in the 7th century and Siam is a stronghold of that old religion. Every Siamese, from Prince of the royal blood to coolie, spends a period in the Buddhist monasteries. This period varies from a few months to a lifetime,

and the schools in these monasteries are the chief means of education. There are about 87,000 members of the priestly cult among whom are many versed in the ancient culture of Siam. The discipline is strict and rigid in these institutions and the sojourners in them live upon the charity of the people. They shave their heads and wear yellow robes, and you see them throughout the country soliciting food from house to house in the early hours of the morning. Elaborate religious ceremonies are frequent; every few weeks some ecclesiastical procession is presented with lavish splendor.

Cities and towns are few. Little villages, groups of straggling huts clustered about a market place, are the seats of population. The shops are mere stalls littered with merchandise, including Manchester piece goods, sandals, oil lamps, strange food stuffs, etc. These shops are usually owned by Chinese who squat in the midst of their wares from early morn till late at night, always alert to barter with the drowsy shoppers who wander about the square gossiping and bantering in the care-free manner of the East.

The Siamese speak a language difficult to master. It is monosyllabic and one word may have half a dozen meanings defined by the tone of voice. The written characters, derived from those found on ancient stone monuments of southern India, number 42 and are written from left to right.

Betel chewing is a national habit, as it is with other millions from the Philippines to the East Indies. The betel nut is the seed of the areca palm; ground up and mixed with a preparation of lime it is sold in all the

The TEXACO STAR



Station on Malay State Railways. A Tamil from South India.



Batik costume.

bazaars by vendors who mix up a portion and roll it into a green leaf. Betel chewing turns the lips a deep red and the teeth jet black rendering the appearance repulsive. The effect is said to be slightly narcotic. Both sexes are addicted to the habit.

Bangkok has 550,000 people. Several thousand Europeans are in business and many are employed by the Government as experts and advisers. For instance, a Frenchman heads the Department of Justice, an American is Foreign Affairs Adviser, an Italian is in charge of highways, etc. Built substantially in the business section and attractively plotted in the vicinity of the royal palace, Bangkok has many fine buildings and well paved tree lined streets; served with tram lines it has the aspect of a metropolitan city but beyond these the city rambles along a web of canals and streams. It covers ten square miles and is a dreamy old town through whose arteries the languid life of the Orient flows serenely.

The palace of his Majesty Rama VI is an impressive structure standing in a park approached through a roadway lined with trees the branches of which are boxed cone shaped and symmetrical. Flanking the palace are the offices of the executive department, audience and recreation halls, Buddhist temples, etc. One of the temples is famous for its golden dome, bell shaped and culminating in a delicate spire. Silk clad officials move about the paved open spaces and soft strange oriental music fills the air with the plaintive note of the reed and the rhythmic ruffle of tom tom and cymbals. In the palace grounds are the royal stables in which the famous white ele-

phant is quartered. This animal is not really white, but his hide has been treated and powdered making him ashen grey. On occasions he is gorgeously bedecked with trappings of rich silks and satins and is used in processions of a religious nature.

Leaving Bangkok early in the morning you are driven to the river bank. Coolies pole you to the opposite shore in a dugout canoe and you board a train at the terminal of the Siamese State Railway. There are 1,350 miles of government railways mainly built by British capital. The track is narrow gauge. The small cars provide for three classes of passengers. The locomotive has no cab. The engineer and fireman stand on an unprotected platform; the fireman, barefooted and wearing only trousers, feeds wood into the furnace. As he "fires up" clouds of sparks descend upon the cars and often burn tiny holes in your "whites." You discover you are the only white man aboard and settle down to make the best of the long hot journey. Around noon the Chinese steward in soiled whites presents a menu of the tiffin, returns to his compartment and prepares your order, and serves it on a small shelf in front of your seat. After eating chicken, eggs, and tinned fruit, you decide to live on bananas the rest of the trip. Toward night you leave the flat paddy country with its endless rice plantations and arrive at Chumpon, a tiny jungle village where the train stops for the night. They do not run trains after dark in Siam, deterred by danger of land slides; also elephants often wander to the tracks and more than once they have disputed the right of way with the "iron horse."

The TEXACO STAR



Siam: Village types.

Jungle men in southern Siam.

A group in Tung Sang.

to their own discomfiture. The rest house, run by the railway, is mounted on stilts about 15 feet from the ground; the host is a Chinese boy and you are warned to lock your room lest your luggage be stolen while you sleep. After a shower, the equipment for which is a kerosene can with a perforated bottom, you wander into the market place. Under the flickering lights of oil lamps the motley throng gathers. Among them are jungle men, magnificent of physique with fierce wiry hair; they are nude above the waist and the lamp light brings into relief the play of their muscles under bronzed skin. They follow the game trails from their jungle homes and armed with a bolo come to town to barter products of the jungle for their few requirements. On these journeys they often encounter one of the fierce beasts—among which are the elephant, rhinoceros, tiger, and leopard. You return to the rest house and sit on the veranda; on all sides rise black hills robed in matted vegetation of incredible density, the air is filled with the notes of countless millions of insects producing a sound like the distant din of whistles you hear on New Year's Eve when you are in the outskirts of a city.

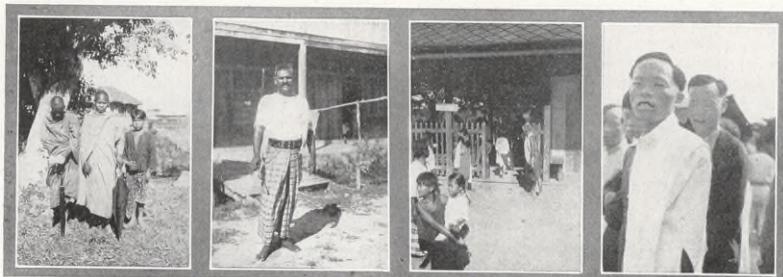
You leave early and ride through a rolling hill country. At points masses of rock rise

from level ground 500 to 1,000 feet with perpendicular walls barren of vegetation but on top covered with forest. The tops of many of these are inaccessible. The second night is spent in another rest house and the last leg of the journey is resumed in the morning. Finally you come to the junction on the border where you transfer to the Federated Malay States Railway for the journey to Singapore.

The Texas Company has no representation in Siam, due to the country's relative unimportance as an outlet for lubrication products.

Malay Peninsula

The Malay Peninsula juts off southern Asia 464 miles, 216 miles wide at its broadest point. Through the middle runs a range of granite mountains the highest of which is Gunong Tahan, 7,186 feet. These mountains, sloping to the sea on both sides, form an immense water shed which is one of the most lavish water systems on earth. The longest river is the Pahan flowing 330 miles. Aside from the cleared areas for tin mining and rice and rubber cultivation the country is one vast forest. Huge areas have never been entered by white men and are given over to savage Negritos, the race of little brown aborigines, who share



Siam: Buddhist priests.

Bengali merchant.

Railway station.

Straits Chinese, Singapore.

The TEXACO STAR

the jungle with the wild beasts. The West Coast, washed by the Bay of Bengal, is a mangrove swamp reeking with disease, slimy reptiles, and creatures of the mud; but the east coast, where the northeast monsoon (rain bearing winds) beats on the shore of the China Sea from November to February, has sandy beaches broken by wooded headlands where nestle quaint villages of Malay fishermen.

This mighty jungle country of British Malaya is fascinating. You ride through it on the excellent trains of the Federated Malay States Railway, the right of way being cut through the jungle with a magnificent background of mountains rising above the green to purple summits lost in fleecy clouds. The train crosses rivers foaming over boulders and under an arched fabric of trees and vines; dark ravines, rocky bluffs, valleys with sleepy villages are features of the changing panorama. At some points great walls of vegetation, a maze of huge trees and twisted vines, creepers, bush, rattan, and jungle grass, stand up vertically on both sides constantly seeking to reclaim the little clearing which man has wrested from the jungle. Orchids and other gorgeous flowers cling to the green mass and butterflies—marvelous daubs of flying color—are everywhere, while birds with polychrome bodies fly through the scented air. But in these zones of perpetual summer nature hides among the glories of her wild garden some of her most potent cruelties; death stalks in the guise of beauty. Exquisite flowers emit poisonous fumes; there are trees with poisonous bark so deadly that if one leans against them he is paralyzed and dies in agony within a few hours; creepers drop from trees and if you become enmeshed in their coils they will suck the life blood from you. Poisonous reptiles lie in wait along the game trails, the only avenues that penetrate the dank undergrowth. Among the deadly insects are scorpions with bodies like lobsters capable of jumping two or three feet; centipedes, green worms with scores of legs, have a deadly bite; some of the huge spiders prey on small birds. The trees are filled with chattering monkeys who if they see a man, stop and post a sentinel to watch him and when he is out of sight resume their chattering. When the sun paints the west a burnished gold and the roof of the jungle stands out in relief, thousands of fruit bats in uncertain flight attach themselves to the tree tops suspended head down by claws which project from their big brown transparent wings.

These bats are about two feet long and three feet wide and have the body of a small fox.

On down through the Peninsula the train moves at about 20 miles an hour. You pass through cocoanut groves and rice fields and thousands of acres laid out in rubber estates. This country is the principal producer of crude rubber, and during the war vast areas were reclaimed from the jungle and rubber trees planted. When the post-war depression occurred rubber dropped in price and companies which had invested thousands of pounds sterling in clearing the jungle and laying out these plantations failed. A rubber plantation is usually in charge of a white superintendent. The trees yield after five or six years and the rubber is obtained by grooving the trunk so that the lactile fluid flows down the grooves into taps which convey it to pails. It is then heated and reduced to a solid mass, rolled into sheets, and shipped to all parts of the world, the United States being the principal market. Another source of wealth is tin. Over half of the world supply comes from the Malay States. Both British and Chinese operate in tin. Many other valuable products—copra, spices, hardwoods, skins, rice, precious stones, etc. are afforded by this rich country.

The train reaches Penang, a city of 100,000, second in importance in Malaya. It occupies a small island in the Indian Ocean and is a beautiful garden city with a fine business section. Malay and Chinese craft, with sepia sails bobbing in the stiff breeze, line the water front. Across the strait on the mainland the blue mountains of Kedah loom up. As the journey continues southward you pass the beautiful capital of the Federated Malay States—Kuala Lumpur—with its majestic government buildings surmounted by fantastic turrets and towers, modern in construction but retaining in line the charm of ancient Oriental architecture. You pass the thriving city of Ipoh, center of the tin mining district, and finally arrive at Johore Bahru the end of the Peninsula. You ferry across to the Island of Singapore, and after 14 miles arrive at the Tank Road Station on the outskirts of Singapore Town.

Singapore Town is the chief city of Malaya and has a population of 460,000 made up of Malays, Straits Chinese, Japanese, Tamils, Javanese, and human drift from many Oriental lands, and about 10,000 British residents. Singapore is an old city. Before the advent of steam vessels it was a famous rendezvous for

The TEXACO STAR



Dugout canoes in Singapore Harbor.



Street scenes in Singapore.



Malay Sea Gypsies whose piratical activities made them a terror to shipping and retarded the natural growth of the city.

Occupying one of the world's most strategic points Singapore has come to be a great port of call and trans-shipping point for Far Eastern sea traffic. All the lines from England and the Continental Europe to the Far East put in at Singapore and an immense coastal and inter-island trade converges there. The British have built huge fortifications in the city and on the surrounding islands and the place is heavily garrisoned. Spreading crescent-like Singapore faces the sea. At one end are great modern docks and piers and facing these commercial houses. At the other end fine hotels and clubs overlook the waters, a fine bathing beach ending the crescent. Singapore is dotted with small hills and in the European district there is a beautiful garden section where the bungalows of foreign residents are located, each with its own tropical garden. The business interests center around Raffles Square where international banking houses, insurance companies, department stores, and smart shops are located. A beautiful botanical garden has gathered a notable collection of palm trees from all lands. Perhaps the most interesting section of the city is devoted to the Asiatic bazaars. This district might be called the market of many nations, as each of its streets is devoted to a particular trade usually in the hands of a particular nationality. For example, in one street devoted to dry goods you find Indians as merchants. Rochore Road is famous for its animal and bird shops; among the birds are innumerable doves valued according to the tone of their coo and the number of rings on their legs, fowls with feathers growing reverse, Java sparrows, cassowaries, cockatoos, rainbow colored parrots, tiny jungle birds of gorgeous colors, all kinds of monkeys, tiger pups, siamese cats, snakes, etc. On another road are the brass shops lined with shining shapes wrought by hand. Another is devoted to

Indian curios, carved woods, painted silks, ivory, etc. In the street lined with gem merchants an old Arab will beckon you into his hovel; you look about for his stock and see none, he invites you to squat down on a rug and his assistant serves you a cup of Turkish coffee; he then brings before you a chest with a heavy handmade padlock, opens it, and removes a tray filled with folded strips of tissue paper or chamois pouches; carefully he opens these and reveals to your gaze rare precious stones; he selects one and holds it to the light so that you may see there are no flaws; you ask the price and he weighs the stone in tiny scales, then names his figure and you barter with him, and if the sale is consummated the price is usually a quarter of the price first asked.

Politically the Malay Peninsula is divided into three groups: Straits Settlements, comprising Singapore Island, Malacca City and Province, Penang Island, the Dindings, and the Province of Wellesley, total area 1,560 square miles, a British Crown Colony ruled by a Governor; the Federated Malay States, area 26,000 square miles, comprising Perak, Selangor, Negri Sembilan and Pahang, British territory, each state having its commissioner; the Non-Federated Malay States, four of them each governed by its own Sultan under British protection, area 23,000 square miles.



Chinese open air theater — Singapore

The TEXACO STAR



Singapore: Private park of rich Arab. Chinese palace. Chinese market. Chow time.

The population of the Straits Settlements is 714,000; that of the Federated Malay States, 1,036,000; of Non-Federated States 900,000.

The Portuguese were the first European invaders and some of their old settlements still exist in the Peninsula. They were followed by the Dutch who were succeeded by the British. The British occupation has been effected in stages by agreements rather than conquests. The Malay people entered the Peninsula over 500 years ago from Sumatra and for centuries they traded with the Chinese and Indians. When the British became dominant thousands of Chinese and Indians took up residence in the country and their descendants have multiplied. Chinese are more numerous than Malays in the Straits and many of them have amassed great fortunes in tin, rubber, and commerce and their magnificent mansions in the cities are notable features.

Mohammedanism is the religion of the Malays and in every town a mosque rears its dome. The Chinese adhere to Buddhism and the Indian element follow Hinduism. The Malay language is simple and is the Lingua Franca of the country; its written characters number only 32.

Leaving Singapore you sail over a placid sea southward and after several hours cross the equator. Passing numerous islands you sail along the hazy coast of the great island Sumatra. After forty hours your ship ties up at Tandjong Priok, the port of Batavia, Java.

Java

Java, one of the largest of the islands which comprise Holland's rich East Indian Colonies, is one of the most beautiful and productive

countries of the world. Its extreme dimensions are 622 miles long and 121 miles wide. It is a little larger than Cuba (48,000 square miles), but while Cuba has 3,000,000 population Java has 36,000,000, a fact which gives an index to the country's productivity.

Java is a volcanic island between the Indian Ocean and the Java Sea. It was formed by volcanic action and these forces continue to devastate as well as fertilize it. It has over one hundred craters, active and extinct. Java makes many appeals. If you enjoy scenic beauty she has it in superlative degree. If you like sports you may hunt the rhinoceros, the black jaguar, the leopard, or scores of smaller animals. For the architect and archeologist there are magnificent ruins of Hindu and Buddhist temples. The geologist may gloat over volcanoes. The agriculturist and horticulturist may revel in the amazing fertility of the country and the diversity of its crops and plant life. The student of colonial systems finds much to interest him in the admirable policy pursued by the Netherlands Government in developing the country and protecting its people.

The population averages 700 to the square mile. People live in the steaming lowlands of the coast and up in the highlands 6,000 feet above the sea. Proceeding from the coast with its exhausting heat, in a few hours you may enjoy the bracing air of the highlands. This climatic variety allows the diversity of Java's production and makes possible a livelihood for her millions. The low country yields prolific crops of sugar cane, and big modern centrals or sugar mills, many of which use Texaco lubricants, are familiar features. Lowland rice and copra flourish, also cotton, palms, and

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Gang Patganongan, a typical street in Batavia.

(Copyright by Underwood & Underwood, N. Y.)



Irrigation dam in a Java river.

tropical fruits. On higher elevations trees and fruits of the temperate zone thrive, while in the upper area highland rice, Java coffee, tobacco, and chincona grow in abundance. Chincona is the tree from which quinine is produced and over 90% of the world's supply comes from Java. Rubber, spices, indigo, tapioca, camphor, teak, hard woods, and many other products needed by mankind are produced by Java's rich soil husbanded by a population well skilled through centuries of practice in the arts of agriculture.

Java is a meeting place for the plant life of two continents. A flora characteristic of Asia flourishes beside another native to Australia.

The exuberance and diversity of vegetation is amazing even for a tropical country, and everything seems to grow to exaggerated size under the stimulus of unending summer heat and abundance of moisture.

In addition to her wealth of the soil Java produces tin and petroleum. Not only is she able to feed her immense family, she has an annual surplus for export. From these facts we may glean something of the importance of this emerald island set in turquoise seas just under the equator.

Java's large population is composed of the mingled descendants of many races. They group themselves roughly into several classes. For example Malays speaking their own language are found in all port cities. Western Java is peopled by the Sundanese, a race descended from Malays, influenced by early Hindu religion and culture. In Central, North, and parts of East Java dwell the Javanese proper, of Malay origin and the most numerous as well as intelligent of the native races; they are darker in color and average a bit larger in stature than the Sundanese. A third large group is the Madorese in East Java. Other important elements are the Hollanders of whom there are 125,000, about 500,000 Chinese, and about 25,000 Arabs, all living there permanently. Each group has its own language but Dutch is the official and commercial language. Javanese is a rich cultivated language with an extensive literature. The majority of the people are Mohammedans and are devoted followers of the Prophet; a large pilgrimage goes annually to Mecca and every town of any importance has its mosque.

The Javanese are yellowish brown with eyes brown or black and set straight in the head.



Pier at Tandjong Priok—the port for Batavia, Java
(Copyright by Underwood & Underwood, N. Y.)

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The hair is black and straight and as a rule they are rather light in physique. Some of the Javanese women are highly attractive. Of the total population about 1,000,000 live in the towns, the rest are skilled agriculturists. The rural settlements are called dessas, villages of 100 to 1,000 families dwelling in bamboo huts built on the ground and enclosed with impervious hedges of bamboo 40 to 70 feet high as protection against wild animals. Around these dessas spread the cultivated fields. The Javanese are very cleanly and the family life is well ordered. Polygamy is practiced among upper classes but among the common people a man usually has but one wife. Rice, fish, fruits, and vegetables are the common diet. The people are highly skillful as metal workers and make excellent mechanics. Their hand-craft includes some thirty trades and they produce beautiful gold work, pottery, woven baskets, and the famous Javanese batik—a cotton cloth hand spun with wonderful designs stamped in by a process peculiar to the country. They have perfected a variety of musical instruments used in festivals of many kinds and frequent occurrences; their native dances and drama, practiced for centuries, are artistic and fascinating. The Javanese impress one as a quiet, happy, easy-going people, rather childlike in simplicity and very picturesque in the colored sarongs and turbans which are worn universally.

Java has four cities all well planned and substantially built showing in their buildings Dutch influence modified to meet tropical conditions. Batavia, the capital, has 235,000 people. The lower or business town near the sea with its docks and store houses and old narrow streets, largely occupied by Chinese, was settled in 1611; many canals traverse this section with its old Dutch mansions and business houses. On higher ground six miles inland is New Batavia, called Weltevreden, a modern city with beautiful broad boulevard, fine mansions, business and government houses, and streets lined with delightful bungalows each having a distinctive tropical garden.

A feature of Java's cities is the excellent hotels which are superior to any east of Suez. They are built on the pavilion plan—groups of long narrow buildings not over two stories in height containing rows of rooms with high ceilings and broad verandas. The usual bath room is missing, but instead you find a central bath house with Java bath jars standing in tile lined rooms. These jars are about the



Ancient architecture in Java

—Java Tourist Bureau.

size of barrels and you scoop the water from them in a bucket, pour it over the body, lather down, and rinse off. The cuisine in the hotels is excellent and features the famous repast known as Rijsttafel, which is more a ritual than a meal and is unique as a culinary oddity. You seat yourself at a table and a barefoot waiter dressed in beautiful batik sarong with a white coat approaches and places before you a large platter on which he spreads steaming rice. You look up and are amazed to see a procession of at least twelve other waiters or "boys" each bearing tureens in either hand.



Batik work

—Java Tourist Bureau.

The TEXACO STAR



Discharging Texaco drums at a godown in Java

As they pass you help yourself to what each has to offer and place it on top of the rice. These portions include chicken in various guises, fresh and salted fish, meats minced and in joints, tender lamb strung on bamboo sticks, nuts, ground cocoanut, curry sauce, and entremets some hot and spicy others sickly sweet. After having feasted on this formidable fare you retire to your room and sleep off the effects. Business hours in Jaya start at eight or nine in the morning and close at twelve. Business is resumed at four in the afternoon, after everybody has had a siesta, and continues until about seven in the evening. Dinner is served at 9 p. m. Recreation is found in the excellent clubs where fine music is provided by orchestras brought out from Holland, or at the movies where American films are shown.

All important centers are connected by the state railway system which affords the traveler excellent accommodations and a wealth of magnificent scenery. Two main trunk lines traverse the Island, one through Central Java, the other following the coast. The central route is a magnificent piece of engineering as it runs through the range of volcanic mountains which form backbone through the center of the country. In one section twelve bridges nearly 200 feet high occur within 25 miles.

Holland's colonial policy, rigid but tempered with kindly consideration for the people, has produced excellent results in Java. The Government interferes very little with the natives. They are permitted to live according to their customs and traditions. The Government has provided many benefits in the form of education, sanitation, medical service, *etc.*, an irrigation system, and 5,000 miles of modern highways. As a consequence of this sound policy the country is peaceful and prosperous



Soerabaya office of Ruhaak & Company
Texaco agents in Java

and the people contented, a high tribute to the skill of Holland as a colonizer.

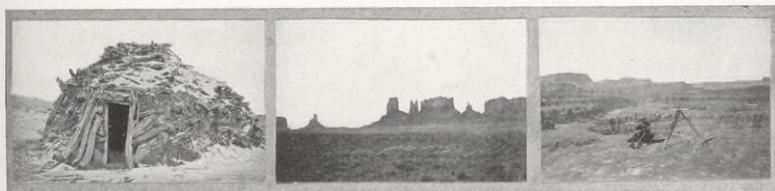
Texaco Products are sold in Java by the firm of Maatschappij t.v.d.z. Ruhaak & Co., having headquarters at The Hague in Holland and Java branches in Soerabaya, Tegal, Djocja, Weltevreden, and Malang.

This Company is one of the best known and most progressive concerns in the Netherlands East Indies and enjoys the highest reputation in business circles there. Through their efforts Texaco lubricants are used in many sections of Java on the railways, in the sugar mills, and in thousands of motor cars. The demand is showing a healthy growth due to the intelligent efforts of our agents. Ruhaak & Co. have a corps of salesmen who completely travel Java and they employ only modern equipment in translating into reality Texaco Service for their Java customers.

Govern a country as you would cook a small fish: don't overdo it.—*Chinese Proverb*.

Save those only who fill the highest stations, I know none more unfortunate than those who envy them.—*Madame de Maintenon*.

The TEXACO STAR



Navajo hogan

Monumental Valley, Utah

Surveying on Colorado River

A Trip through Southeastern Utah

FRED S. WRIGHT, Geologist, Texas Production Company

The party was made up of Fred S. Wright of the Great Falls, Montana, office and D. F. Harrison of the Albuquerque, New Mexico, office. Instructions were: "We want a geological report on the San Juan country of Utah and Arizona."

We left Albuquerque, carrying full camp and field equipment, on December 18, 1923. New Mexico had had a severe snow storm about a week before and the roads were in bad shape. We crossed the Continental Divide and made first stop at Gallup, New Mexico. From Gallup a side trip was made to Holbrook, Arizona, where we spent two days looking over that district. The road from Gallup to Holbrook touches the southern edge of the Painted Desert of Arizona, the name given to an area north of the Santa Fe Railroad between Holbrook and Flagstaff. It is well named as it is a bad land region with predominating coloring red. There are two or three good auto roads through the desert, but the major portion of it is accessible only by pack horse. On the return to Gallup, by making a detour of 15 miles, we drove through the Petrified Forest 20 miles east of Holbrook. The parts of petrified trees vary in length from 2 to 5 feet, some being 2 to 3 feet in diameter. The blending of variegated colors in some of them is beautiful. This petrified wood horizon occurs in the Shinarump Conglomerate series of Jurassic Age.

We left Gallup the second time December 23 and drove 100 miles north through the Navajo Indian Reservation to Shiprock, New Mexico, 30 miles east of Farmington—the nearest railroad point. Shiprock is the Government headquarters for this reservation, and the Government maintains an Indian School here. The Navajo tribe is probably more self-

supporting than any other tribe in the Northwest. Their chief means of support is sheep raising and weaving the well known Navajo rugs. There are a number of Indian trading posts throughout the Reservation where the Navajo trades rugs for food supplies and clothing. Instead of beads for adornment the Navajo Indian uses jewelry, such as necklaces, belts, rings, and bracelets made from silver with mountings of turquoise stones. When the Navajo has no rug or wool to sell he takes his jewelry to a trader and pawns it until he has something to sell. The trader will loan him five to ten times the value of the jewelry, because the Navajo very seldom fails to redeem his pawn.

Leaving Shiprock on the 24th we spent Christmas Eve at the Midwest drilling camp at Boundary Butte in Southeastern Utah. Christmas day was cold and foggy, but we drove on to Bluff, Utah, one of the older Mormon settlements established nearly half a century ago. Stories of the hardships encountered by the Mormons in their migration to this territory were very interesting: with no trail to follow they had to pick a route through a country made up of deep canyons, high walled bluffs, and flat top mesas.

About six weeks were spent at Mexican Hat, 25 miles south of Bluff. The old trading post was called Goodridge. This is in the large arid region not settled except for scattered Mormon communities. There is only one road from Mexican Hat north to the D. & R. G. Railroad; it is traveled without difficulty in the winter when the sand has been frozen after a fall of snow or rain, but in spring and summer the sand drifts so that travel with an automobile becomes a tedious task. This is a part of the Colorado Plateau and is characterized

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Camp on Colorado River



Breaking camp



Moving camp

by deep canyons, cliffs, mesas, and buttes. The San Juan and Colorado rivers have cut canyons 2,000 to 2,500 feet below the plateau level. The stream topography is controlled by the character of the rock formations: the San Juan River, cutting through massive Pennsylvania limestone, has formed a steep-walled canyon 1,400 feet deep; soft shales form the bad land topography, broad valleys with gentle slopes; massive sandstones form steep-walled cliffs or flat-top mesas and buttes. Monument Valley, on the line between Arizona and Utah about 20 miles south of Mexican Hat, is best appreciated at sunset or sunrise. The sky line is made of peaks and buttes, each of which has been named after some object which it might resemble. Organ Rock peak, for instance, is so called because it resembles a church pipe organ. The predominating color of this country is red. In the deep canyons the reddish tint is blended with sandstones of buff coloring or limestones of light gray.

We left Bluff on February 17 and spent the next two days pushing our Buick car through the mud to Moab, Utah, 100 miles. The road from Bluff to Moab passes through Monticello, near the Blue Mountains, at an altitude of 7,000 feet. The mail is carried south to Bluff from Monticello and in the winter sleighs instead of cars are used. We were the first to drive a car through after the snow had melted and most of our time was spent in shoveling the car out of a mud hole or grubbing sage brush to put under the wheels.

At Moab, we outfitted with boat equipment for a trip down the Colorado River. We hired an Evinrude boat with a two-cylinder Evinrude outboard motor from Moab Garage Company and on February 22 started down the Colorado. We were accompanied on this trip by Mr. Fred Strong of the Big Six Oil Company. The trip extended over 18 days and was made without mishaps. A traverse line was carried down the river to Lockhart basin, 45 miles. The topography is rough and the canyons are so steep-walled that it is impossible to work this area except by boat. The country is un-surveyed. After completing our survey as far as Lockhart basin we made a reconnaissance to the mouth of Green River which is about 25 miles below Lockhart basin and 70 miles below Moab. The weather had been ideal up to this time, but we had to face a north wind on the trip from the mouth of Green River to Moab and this necessitated stopping about every two hours to build a fire and warm up. Mr. Strong did all the cooking while on the Colorado River, and that probably accounts for Harrison's picking up so much weight on this trip. Before this time Harrison had held the cooking job. Leaving Moab on March 12 we reached Albuquerque on March 18, just three months from the day we started.

Next to acquiring good friends, the best acquisition is good books.—*Colton.*



On the Colorado River

The TEXACO STAR



Top row: (1) Thor's Hammer, pedestal 45 feet high 35 feet square, handle 24 feet, hammer 8 feet. (2) Totem Pole, 150 feet high, 8 feet wide, 3 feet thick. (3) Spires, 60 feet high; in certain lights the top of the rock at the left looks like a Chinese face. (4) A group of pillars.

Bottom row: (1) Two balanced rocks in one pillar, 80 feet high. (2) Balanced rock, 25 feet high, 24 feet square, balanced on 3½ feet square, weight 1,080 tons; pedestal, 45 feet high, 35 feet square, weight 2,250 tons. (3) Balanced on 18 inches square. (4) Group of balanced rocks.

Arizona's Wonderland of Rocks

From El Paso District

Arizona for many years has been a close rival to any other state in wonderful natural features. But it was left for the Douglas Chamber of Commerce in 1923 to make known to the world the Wonderland of Rocks about 60 miles north of Douglas. Strange to say, these rock wonders were never explored or written about until three or four years ago when E. J. Hands, a ranchman, wrote an article about them in a Douglas paper which attracted little notice.

The Wonderland of Rocks is in the Chiricahua Mountains and is easily reached in three hours by auto from Douglas and a ride of three miles on ponies. It extends over 25

miles, but the main features are within five miles occupying three canyons. The rocks are rhyolite, volcanic, commencing as a capping on the top of the mountain and extending as a conglomerate mass which forms huge cracks and fissures or separates into crags and then into pillars, columns, and spires.

On the top of both sides of the canyon are countless grotesque rocks resembling human faces, camels, ducks, sheep, anvils, cannon, mushrooms, hammers, a throne, and balanced rocks galore. A totem pole stands 155 feet high. A beautiful example of nature's architecture is seen in a natural bridge 42 feet long, 35 feet from the ground, span 8 feet thick.

The TEXACO STAR

Some Indian caves have been discovered with hieroglyphics or picture writing.

A highway is being built from Douglas to Faraway ranch, the gateway to the Wonderland of Rocks, where there are good accommodations for the tourist. The Forest Service is building trails so that all features can be easily reached. A Pathé film of this Wonder-

land is to be released in May. The E. P. & S. W. Railroad is also about to feature it.

Arizona's Wonderland of Rocks will soon be known all over the world. The kodaker will be in his glory, for there are thousands of interesting freaks of nature, all accessible, and the Arizona climate affords 340 days of sunshine in the year.

LAW CURRENT

Rob't A. John

"What a man does not know, and can not find out, is chance as to him, and is recognized as chance by law." Justice Holmes in *Dillingham v. McLaughlin*, U. S. Sup. Court Adv. Opinions, May 1, 1924, page 441.

Delivery over the telephone, of a telegram, by a telegraph company, is not delivery under Missouri laws. *Evans v. W. U. Telegraph Co.*, 256 S. W., 82.

In his brief in the pump cases against The Texas Company and others, Assistant Attorney General Frank M. Kemp, used the following language concerning former Governor James Stephen Hogg: "It just happens that The Texas Company, the defendant in this case, was founded by that wonderful business man and patriot. I believe that if he were alive today, his bosom would swell with pride at the wonderful progress and the wonderful steps The Texas Company has taken, the fact that it has its ships on every sea and that it reaches every port."

Taxation—Involuntary Payment.—Where a taxpayer pays under protest an illegal tax to a municipality in order to avoid the accrual of threatened penalties, the court of Civil Appeals at San Antonio, in *City of San Antonio v. Grayburg Oil Co.*, 259 S. W., 985, has held that the tax is recoverable upon suit by the taxpayer against the city.

Mines and Minerals—Abandonment.—The abandonment of an oil and gas lease may be legally asserted and proved by a subsequent lessee as a defense to a claim of a prior lessee, especially if the prior lease may not have created a vested interest. *Burke et al. v. Horth*, 290 Fed. Rep. Adv. Sheet, p. 256.

Mines and Minerals—Rights After Term Has Expired.—A mineral lease, by

virtue of its terms, expired on September 10, 1918, but lessee, with the consent of lessor, continued operations. The Court applied the terms of the original lease, holding: "When the parties, after the expiration of the time so limited, continued the relations by mutual consent, whether express or implied, it is to be inferred, in the absence of evidence to the contrary, that their respective rights growing out of the relation remained unchanged." *Conner v. Garrett*, 224 Pac., 786.

Definition of Market Price.—A clear statement of what is meant by 'market price' is to be found in 224 Federal Rep., page 734, as follows: "Market price means the fair value as between one who desires, but is not compelled, to buy, and one who is willing, but not compelled, to sell, not what could be obtained for like property under peculiar circumstances when a price greater or less than its fair price could be obtained, nor a speculative value, nor a price obtained in a manipulated or stimulated market, nor a value obtained from the necessity of the seller to sell or the purchaser to buy, but its value at a sale which a prudent owner would make if he had the power of election as to the time and terms."

Compensation Insurance—Sunstroke.—Holding that a sunstroke suffered by a driver while driving along a public highway was not a hazard peculiar to the teamster's employment, but such as any other traveler would be exposed to, the appellate court of Indiana has held that the driver was not entitled to compensation insurance under such circumstances. *Townsend v. Taggart*, 142 N. E. 657.

Commission Agency—Responsibility of Principal.—An automobile commission salesman was demonstrating a company car in such a way that the prospective purchaser was injured. In an action by the latter it was held that the company was liable for its commission agent's negligence while demonstrat-

The TEXACO STAR

ing a car owned by the principal. *Borah v. Zoellner Motor Car Co.*, 257 S. W., 145.

Innocent Holder of Check—Mississippi Statute.—Under a statute declaring void all contracts in regard to the illegal purchase of intoxicants, the Supreme Court of Mississippi has held that a check given for such purchase, though in the hands of an innocent purchaser for full value, was void and the purchaser could not recover on it. *Elkins v. White*, 98 So., 531.

Constitutional Law—Effect of Invalid Part of a Statute on Valid Part.—In recent years it has been a practice of legislatures to enact a paragraph in each statute declaring that if the courts should decide a particular part of a law invalid, such decision should not affect the other parts of the statute

untouched by the decision. The Supreme Court of the United States, through Mr. Justice Brandeis, has construed such an act in passing on the arbitration feature of the Kansas Court of Industrial Relations statute. The Supreme Court held that a part of a statute declared unconstitutional will not affect the other portions of the act, provided they are separable, that is to say, independent of each other; and that the provision of the legislature making the declaration is merely an aid to the interpretation of a law and is not by any means an inexorable command. This case also holds that the question of separability may be determined by the State courts, and that their determination will, as a general rule, control the Supreme Court of the United States. *Dorchy v. State of Kansas*, No. 11 U. S. Sup. Court Adv. page 369.

Spring Dance—Texaco Association of New York

With an attendance of more than 1,000 members of the Texaco family of New York, the Spring Dance of the Texaco Association of New York was held in the Manhattan Assembly Room on Saturday evening, April 26. With exquisite music, a delightful dancing space, and a happy throng, the evening was one of the most enjoyable in the history of the Association.

One feature of the occasion was the presentation of prizes to the winners of the Winter Bowling Tournament. The prizes, presented by Vice President C. E. Herrmann, ranged from medals to all sorts of appropriate and useful articles. Frank J. Shipman, President of the Texaco Association of New York, introduced Mr. Herrmann.

The committee in charge of the dance was: Miss Mildred Marshall, Miss Mary Hoehn, Miss M. A. Denton, A. B. Cox, J. A. Brownell, A. J. MacGillivray, J. J. Anderson, Chairman.

A Friendly Suggestion

An observing friend offers the following for our Company's consideration.

Noticing many distributing stations of The Texas Company in all parts of the country, the absence of fruit trees, vegetables, or ornamental shrubbery has impressed upon my mind the wonderful possibilities that are being overlooked.

At each of the permanent stations fruit adapted to that zone could be grown; demonstrations of what was best in grains, vegetables, berries, etc. could be made; and much could be done in the way of 'showing,' not only the non-resident passerby but the native as well, new or better agricultural or horticultural methods, seeds, and crops. Caring for the very small patches so planted would afford pleasant diversion for the resident agent and would not interfere with his work.

Is it worth trying?

In Nineteen-Twenty-Four

When the news of crime and scandal, and the war of Wets and Drys,

Has convinced us that the world has all gone wrong; When Bonus Bill and Tax Reduction fail to harmonize And the daily headlines sing the same old song,

Then it's time to show them where they all belong. Just ditch the daily paper with its tales of blood and gore And read the oil trade journals for nineteen-twenty-four

The pipe lines are the arteries that make the kettle boil, And the pumping stations are the nation's heart. Do not mention blood transfusion, but transfuse the world with oil,

While the tank lines and the railroads to their part. And developments have just begun to start.

The oil game will prosper as it never has before, So you'd better keep in touch with things in nineteen-twenty-four.

—Roy Churchill Smith, in *The Inland Oil Index*.

Men are of two classes: those who do their best work today and forget about it, and those who promise to do their best work tomorrow and forget about it.—Ex.

A recipe for perpetual trouble: Believe all you hear and repeat it.

The TEXACO STAR

DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	W. M. McMorries, Jr., Fort Worth
Ry. Traffic & Sales Dept.	J. A. Brownell, New York
Marine Dept.	H. Hassell, Port Arthur
Legal Dept.	H. Norris, New York
Treasury Dept.	H. T. Johnson, Houston
Comptroller's Dept.	H. G. Symme, Houston
Insurance Dept.	R. Fisher, New York
Governmental Reports	B. E. Emerson, Houston
Sales Dept. S. Territory	P. A. Masterson, New York
Sales Dept. N. Territory	C. M. Haynard, New York
Sales Dept. W. Territory	Miss M. Marshall, N. Y.
Asphalt Sales Dept.	R. G. Gurnett, Houston
Export Dept.	Geo. W. Van, New York
Purchasing Dept.	F. C. Kerns, Denver
Producing Dept.	J. I. Smith, New York
Pipe Lines	J. B. Nielsen, New York
T. T. Co. of Mexico S. A.	J. A. Wall, New York
	J. E. L. Hale, Houston
	J. T. Rankin, Denver
	Otto Hartung, Houston
	Fred Carroll, Houston
	C. W. Pardo, Tampico

REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF MAY, 1924

Refined—Coastwise.....	1,110,046 bbls.
Refined—Foreign.....	<u>363,915</u> bbls.
	1,482,961 bbls.
Crude—Coastwise.....	265,583 bbls.
Crude—Foreign.....	<u>40,630</u> bbls.
	309,213 bbls.
Total.....	1,792,174 bbls.

N. Y. Off. Term. Div.—B. H. Hayert has joined the Terminal Engineers. We welcome him to our Company.

Cooperation

You have a dollar,
I have a dollar,
We swap.
Now you have my dollar,
And I have your dollar;
We are no better off.
You have an idea,
I have an idea,
We swap.
Now you have two ideas,
And I have two ideas,
Both are richer;
What you gave, you have,
What you got, I did not lose;
This is cooperation.

—*Kreolite News.*

Get your courage from within, not from without.—*Through the Meshes.*



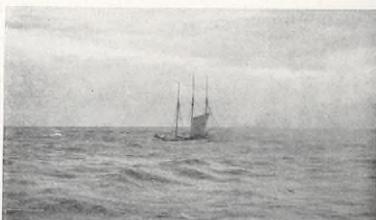
Mobile Terminal.—Fire fighting force and equipment

Left to right: J. Brant, J. Henley, Rudolph Price, Fred Walsh, Clegg Bush, D. Salva, Henry Welch, Superintendent, Ed. Merren, M. Farmer, R. G. Moore, G. A. McGowan, C. L. Thompson, C. D. Hoffecker, W. T. Wood, P. J. Schowalter



Mobile Terminal.—Semi-monthly Fire Drill

MARINE DEPT. Our *S. S. Virginia* on voyage from Antwerp to New York with a cargo of Creosote, which she had been chartered to carry, had an interesting experience. On April 22 at 3 a. m., position $40^{\circ} 10' N$, $50^{\circ} 07' W$, about 800 miles east of New York, the lookout saw a flare on the port beam, and at 3:10 a. m. the vessel altered her course and headed for the spot where the light was seen. It was discovered that the flare had been set by the three masted schooner *David C. Ritcey* of St. Johns, N. F., with cargo of coal bound for



Sinking schooner as the "Virginia" approached
Light was so poor that no photo was taken of the actual rescue

The TEXACO STAR

Halifax. During a storm she had lost all her sails but one, was blown off her course, and, having shipped heavy seas, was slowly sinking. The *Virginia* cruised slowly around awaiting daylight. At 5:15 a. m. No. 1 starboard life boat was lowered with 2nd Mate P. Nielsen in command; at 5:30 the crew of the schooner, 6 men, were taken off; and at 6 a. m. all were safely on board the *Virginia* and the vessel proceeded to New York arriving April 26.

RAILWAY TRAFFIC AND SALES DEPT.



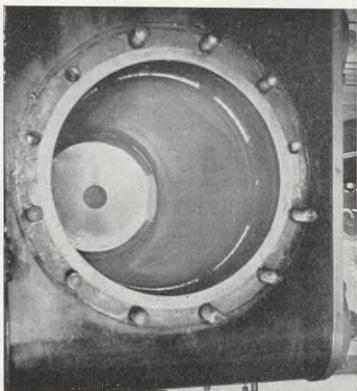
The Texas Glide. W. E. Greenwood introducing another Texas Product—Rear End Pain(t).

SALES DEPT. Houston District.— S. TERRITORY

The District Office extends sympathy to B. C. Garnett, Contract Clerk, Lubricating Division, whose mother passed away on April 28. "Bevo" in several years with the Company has won the friendship of all co-workers and his sorrow touches the hearts of many friends.

Dallas District.—A meeting of Special Agents of the District was held April 30 and May 1 in the Roof Garden of the Jefferson Hotel in Dallas. W. H. Wagner and W. H. Noble of Houston presided. The Special Agents and other interested employees attended and a great deal of beneficial information was gained. Problems and policies were discussed freely and constructive criticism offered. Messrs. Bowser and McKinzie of the Guarantee Liquid Measure Company made an interesting demonstration of the Fry Visible Pump at the Dallas Station after adjournment of the meeting.

Denison Auto Filling Station No. 1 was opened April 19 with a very satisfactory galvanonage. S. J. Bergen is the Agent. H. D. Fowlkes, Dallas Filling Station Supervisor, visited Denison on the opening day and gave the new employees appropriate information concerning Company policy and service.



Not a Scratch in eleven years

A high pressure cylinder of a big Cross Compound Allis-Chalmers Horizontal Corliss Engine in a municipal pumping plant in Dallas District. This cylinder has been economically lubricated for the last 11 years with a high grade Texaco Cylinder Oil and the result is a glass-like surface. There is not a scratch or score in any of the cylinders and close scrutiny of the photograph reveals the original boring tool mark on the cylinder walls.

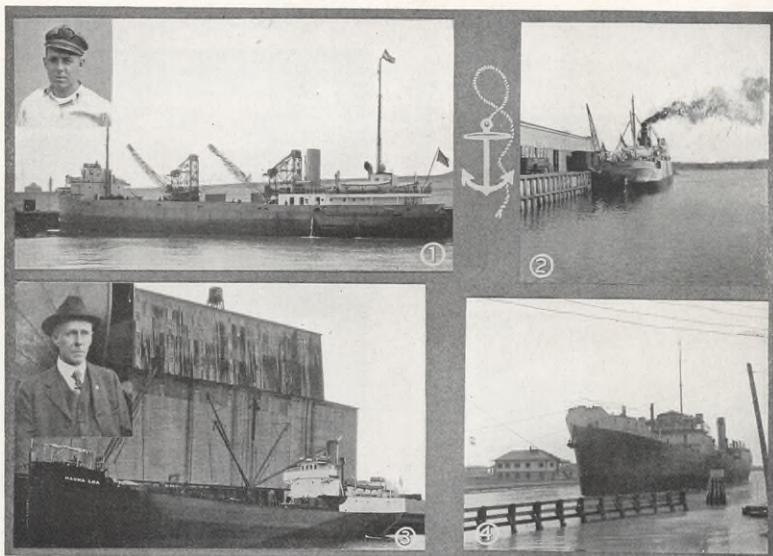
Oklahoma District.—On May 5 and 6 Messrs. W. H. Wagner and W. H. Noble held a meeting of Special Agents of the District in Oklahoma City. It was a rousing enthusiastic meeting. Already the men in the field are carrying out the valuable suggestions for increasing business and reducing marketing expense. All who attended carried away many valuable thoughts and a new slant on what is desired by the management. If all promises made at the meeting are fulfilled and if the



Something to be proud of

"Harve" Pickering, of Okmulgee, Okla., has something to be proud of, namely, his business, The L. & M. Motor Supply Co. The Texas Company is also proud, for he is our customer and a strong booster of Texaco. Harve is going strong and getting stronger every day. He is known all over his part of the country as "Harve" and everybody believes in him. Harve and Texaco make a wonderful line-up, it can't be beat.

The TEXACO STAR

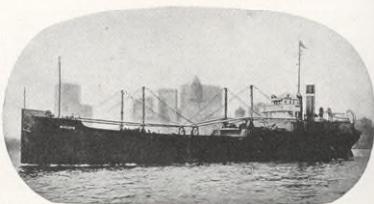


Marine Sales.—1. American Motorship *Steelmotor*, U. S. Steel Products Corp. Chief Engineer A. C. Small (insert). This twin screw vessel equipped with McIntosh & Seymour Diesel engines has enjoyed perfect lubrication throughout since she was placed in commission. She has always been lubricated with Texaco Marine Diesel Oils. Mr. Small testifies to the efficiency of Texaco. 2. Danish Steamer *Rolf*, Norden Steamship Company, Copenhagen, Denmark. Chief Engineer Larsen is a strong advocate of lubrication with Texaco, and is particularly enthusiastic in his praise of Texaco Crater Compound. 3. American steamship *Mauna Loa*, Inter-Island Steamship Company, Honolulu. Chief Engineer A. J. McMillan (insert). Successfully lubricated throughout with Texaco Marine Lubricants. 4. Italian steamer *Superga*, of the Navigazione Alta Italia, Genoa, Italy, lubricated throughout with proper Texaco Marine Lubricants. Genial Sig. Bettini, Chief Engineer, has declared Texaco products second to none.

quotas which were set are reached, then Oklahoma District will go over the top in 1924 in such a big way as to make all realize that our slogan, *It Can Be Done*, might be changed to *It Has Been Done*. All shoulders to the wheel!

One of our old time employees, F. H. Miller, Salesman out of Joplin, Mo., has resigned to go into business at Pittsburg, Kansas, and is now operating with us on a commission basis. He is 100% Texaco. Good luck, Fred!

Construction Foreman Smith has finished a 'crackerjack' new station at Coffeyville, Kansas. Our new commission agent W. W. Sommerville has promised to paint the town red with Red Stars and Green T's, and from what Agent C. V. Davis of Bartlesville tells us about him we believe he will do it.



American Motorship "Muncove" of the Munson Line
Mr. Gustavson is Chief Engineer. Successful lubrication of this vessel with proper Texaco Marine Diesel Oils is another example of efficiency and satisfaction attained with Texaco products. (Picture reproduced by courtesy of "Motorship").

New Orleans District.—The D. O. force and employees at New Orleans, Arabi, and Harvey stations took a day off Saturday, May

The TEXACO STAR



Morgan City, La. Station

Agent Rogers and Truck Motorman C. J. Stephens, two live wires of Morgan City Station. The load of roofing is part of a delivery of 150 rolls.

24, and repaired to Spanish Fort on the cool shores of Lake Ponchartrain. Picnicking and dancing all day long was enjoyed by employees and their families and friends.

We regret to report the death on May 11 of Dr. B. G. Bryson, brother of Special Agent T. W. Bryson, Shreveport, La. The District sympathizes with Mr. Bryson in his loss.

Atlanta District.—Messrs. W. H. Wagner and W. H. Noble visited us in May and held a meeting of Special Agents. The meeting was very helpful to us.

The proprietor, J. K. Zent, of the Washington Garage, Memphis, Tenn., declares that Texaco Products have greatly increased his business. The congratulations are mutual.

Mechanic J. F. Goff of Columbia Shop and Miss Wyetta Hall of Batesburg, S. C., were married on Easter Sunday, April 20. We wish them a happy married life.

L. P. Perkins of Houston D. O. was recently transferred to Atlanta D. O. as Stock Clerk. We are glad to have Mr. Perkins with us and

hope that he will be well pleased with the transfer.

A method of displaying the big Texaco Ads appearing in the Saturday Evening Post

Car of Agent L. D. Daniels Mobile, Ala.



Florida District.—Our second meeting of Special Agents convened at Jacksonville May 15. We had with us Messrs. W. H. Wagner and W. H. Noble. The meeting, presided over by Sup't Browder, was fully attended by Special Agents and members of the Superintendent's staff. Traveling Auditor E. C. Breeding and Superintendent T. E. Simpson of Jacksonville Terminal were also present and contributed interesting talks. We look forward to greatly increased sales as a result of this meeting. After the specific matters were disposed of addresses were made by all present including many excellent talks. The enthusiasm and ability of the Florida District organization was distinctly in evidence.

The marriage of Miss Angela Armstrong and Ass't Agent Jason Hailey of St. Petersburg, Florida, is announced. Our best wishes.

SALES DEPT.
W. TERRITORY

Denver District.—In

the last month two new stations were opened, Dolores, Colo., and Chama, N. M.

On Saturday, April 26, Mrs. R. C. Richards entertained the Texaco Girls at her home. An enjoyable time was reported, and food a plenty with the possible exception of a doughnut shortage. Some one page Mrs. McAlister.

Alliance, Neb. Station prepared an excellent display for the Texaco booth at a well attended fair. The *Alliance Times Herald* commented: "The Texas Company has an exhibit of Texaco lubricating oils, greases, and gasoline. The crowds find interest in a differential housing running in a bath of grease, which shows the merit of this particular product."

El Paso District.—Agent M. O. Simms at Clifton, Arizona, sends this in:

A frog and a lizard fell into an old dry well. After a day, when hunger began to attack them, the lizard said, "We can't stay here and starve, let's get out of this dry well." "You can't," replied the frog. "I am going to try," said the lizard. "You are foolish," answered the frog, "you can't do the impossible." But the lizard insisted, "I am going to try anyway." So he tackled the impossible job, climbing and clinging by little points of vantage. After a lot of hard labor and quick thinking the lizard reached the top of the well. Dragging himself across the edge he rolled over panting, and to his surprise he saw the frog sitting nearby. When he recovered breath enough the lizard exclaimed, "I thought you said it was an impossible task and that you couldn't get out. How did you accomplish it so quickly?" The frog replied: "After you left, a snake fell into the well."

Moral: You can overcome all obstacles if you have to. That's the spirit of El Paso District.

The TEXACO STAR



A new filling station in Albuquerque, N. M.
Of course it is 100% Texaco.

The Webb Motor Company's filling station at Fabens, Texas, a small fast growing town only a few miles from the border in the cotton section of West Texas, is a satisfied customer. May the thirsty travelers keep the trail hot.

A 9-lb. girl arrived May 12 at the home of Mr. and Mrs. L. D. Grant. Mr. Grant is Tank Motorman at El Paso. More incentive for added gallonage. Congratulations.

Omaha District.—Our District Office was established May 1 in the Saunders-Kennedy Building, Omaha, and we believe we have the nicest D. O. of the Company has. Our organization is: Superintendent G. H. Seawell, Chief Clerk T. E. Goodwin, Representative M. E. A. Macmanus, Chief Accountant P. E. Waggoner, Ass't Chief Accountant B. H. Gattis, Creditman J. O. Yelverton, Lubricating Clerk D. H. Brown, and as fine a bunch of accounting employees as there is, and several good-looking young ladies from Denver—which opens up interesting possibilities.

Billings District.—They say some salesmen are born and some acquire the knack. Whether Salesman W. S. Freyburg, Zone No. 8, North Dakota, acquired or inherited his ability, he "has the goods"—witness the way his sales reports fill up.

Replacing Traveling Agent E. I. Johnson as Agent at Sheridan, Wyoming, H. M. Bennett has been enrolled in the ranks of Texaco. Mr. Johnson has moved his headquarters to Billings as traveling Salesman in Zone 5. Welcome, Mr. Bennett; Sheridan has long been famous for its Grease Spot and Mr. Bennett as its Manager.

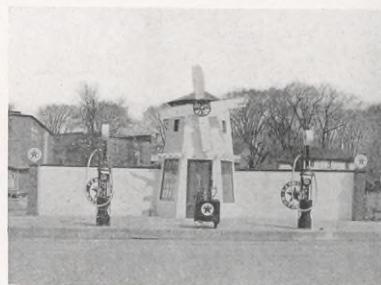
C. S. Keefe, smiling assistant of Creditman Walker, has decided to "go it on his own" and is resigning June 1 to try the real estate and insurance game in Billings. Our good wishes go with him.

SALES DEPT. **N. TERRITORY** **New York District.**—
Salesman W. E. Colestock,
New Brunswick Territory,
contributes the following:

Test for Salesmen

1. Do I do everything I can to help my customers with ideas I pick up in my travels?
2. Am I determined to make myself a "Texaco Specialist," so that neither time, tide, nor fate can back me off the board?
3. Can I smile on grouchy customers, sell them, and induce them to come back for more?
4. Do I know the history of my goods? Can I analyze the finished product? Do I give logical argument under keen competition?
5. Do I impress the customer with the reliability and sincerity of myself, my firm, and my products?
6. Do I use my sample case as a silent salesman, or is it resting in the car at the curb?
7. Am I the sales manager of my territory or do I work it by letters from the boss?
8. Do I put the fear of failure in the heart of my competitors and honorably take business away from them?
9. Do I talk with the customer and not at him?
10. Is there still a partition between my memory and my imaginations, or am I a damn liar.
11. Do I show the customer how our products will be of value to him as well as tell him why?
12. Do I know that I am a mental coward if I don't do my own thinking?
13. Do I appeal to the customer through his sense of taste and have him try some Motor Oil Medium?
14. Do I adapt myself to the different types of personalities? Am I flexible and do I put myself on the level with the person to whom I am speaking?
15. Do I consider whether my customer is eye-minded, ear-minded, muscle-minded, or high minded; slow-brained, quick-brained, or hair-brained, and conduct myself accordingly?

Moral: Thoroughness is an essential quality for successful salesmanship.



Originality

A Texaco dealer in Malone, N. Y., the Consumer Service Corporation, shows this example of originality in the vending of Motor Products.

The TEXACO STAR

Boston District.—The Texaco friends of Thomas P. McAweeney, Assistant Creditman, have been congratulating him upon his graduation from Suffolk Law School with the degree Bachelor of Laws. Always a capable and tireless worker, Mr. McAweeney's latest accomplishment will assure him of continued progress and achievement. His knowledge of law should greatly aid him and his co-workers in solving the many knotty problems arising in the credit department.

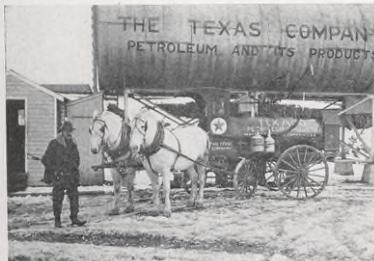
The glad tidings were broadcasted March 30 that Mr. and Mrs. H. P. Davis had become the proud parents of Flora Ellen. Mr. Davis is representative of our Merrimac division. Congratulations.



Wilson's Garage, Lexington, Mass.
A very fine customer of ours, 100% Texaco.

Philadelphia District.—Our new East Stroudsburg, Pa. Refined Station has been opened. Operating Inspector Halvey is on hand installing the new Agent, Bernard Peters, and getting things started properly.

Salesman George B. Armstrong, who suffered a severe accident when his coupe overturned, fracturing his leg and causing severe cuts and bruises, is getting along very well in St. Luke's Hospital, Bethlehem, Pa. Our best wishes for a speedy recovery.



An excellent record
Driver Melvin March, West Chester, Pa. Station, has not lost a day's work since coming with the Company in 1918.

Shop Foreman H. J. Crawford, who has been ill with a severe case of rheumatism, is much better and will no doubt soon be back on the job. We all wish him a speedy recovery.

The Accounting team, by an 8th inning rally, trimmed the Sales team in the first interdepartmental baseball game of the season. The score was 10 to 6. Beatty for Accounting and Byrnes for Sales pitched well.

Pittsburgh District.—Chauffeur E. J. Heberling, of Youngstown, O. Station, we believe, has set a record for delivery of gasoline during the year 1923. Driving Mack Truck A-941 for 9,086 miles, he delivered 1,011,536 gallons, and during 18 days of the year his truck was in the paint shop.

Motor Oil contract with H. J. Heinz Company, Pittsburgh, Pa., covering deliveries throughout the United States and Canada, was renewed this month.

Chicago District.—Vice President R. C. Holmes and Treasurer W. W. Bruce were recent D. O. visitors.

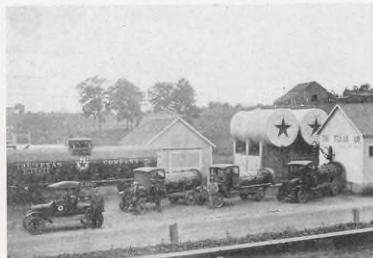
Chicago District has been growing this spring, having opened new Refined Stations at Detroit, Milwaukee, Rockford, Elgin, Grand Rapids, and North St. Louis.

R. H. Burns has been transferred from the New York Equipment and Construction Division to Chicago as Inspector of Maintenance of Structures and Filling Stations.

A. J. Sewing, Salesman at Milwaukee, has been appointed Agent at Kansas City.

E. J. Hanaford, Salesman in Chicago, has been appointed Agent at Elgin.

H. L. Putnam, Salesman at Milwaukee, has been appointed Agent at Waukegan.



Plant of H. E. Miller, Festus, Mo.

This organization is serving Jefferson County. They operate three trucks and have an annual gallonage of over 600,000 gallons. Mr. Miller is enthusiastic about our products; in short, he is 100 per cent Texaco—nothing else being sold by him.

The TEXACO STAR

Ralph S. Carter, Foreman at Archer Auto Repair Shop, has been made Agent of Archer Station.

Creditman E. T. Farley announces the arrival of Janet Octavia on April 19. Earl says: "Everybody normal except the Father."

We extend sympathy to Frank Adamick, Carrie Haggerty, Inez Grosscup, each of whom recently lost a father. (*See also page 31*)

Norfolk District.—On May 3 the entire D. O. force gathered in the front part of the office on the 2nd floor to say good-bye to J. H. Foster who resigned May 1. Mr. Foster has been with the Company since 1910 and, as a token of the high esteem in which he is held by all, he was presented with a handsome green gold Elgin watch and chain.

Assistant Creditman R. A. Morrison, who has been in this line of work for seven years under Mr. Foster, succeeded him as Creditman.

On April 15 the Capitol Oil Company took over the White Sulphur Springs, W. Va. agency and are operating it on a distributor's basis with W. F. Thompson as Agent. Mr. Thompson was formerly with the Norfolk Station and has had good experience. We predict for him and the Capitol Oil Company great success in their newest station.

There were several changes among the leaders in the Distributor's Sales Contest for month of March 1924. Holt Oil Company, Smithfield, N. C., replacing Virginia Oil & Supply Co., Petersburg, Va., in Class A; and J. R. Harward, Apex, N. C., replacing A. J. Cohoon, Columbia, N. C., in Class D. Winners for March were:

Class A—Holt Oil Company, Smithfield, N. C.

Class B—Gallup & Company, Fayetteville, N. C.

Class C—Pope Oil Company, Clayton, N. C.

Class D—J. R. Harward, Apex, N. C.



Martinsville, Virginia

One of the cotton mills of the Chadwick-Hoskin Company of Charlotte, N. C. This mill is lubricated throughout with Texaco products.

Page twenty-eight

ASPHALT SALES DEPT.

Professor Leonard S. Smith of the University of Wisconsin, with 22 of his students, recently spent two days inspecting the street system of Chicago. W. L. Hempelmann, Engineer of our Middle West Division, conducted the inspection. Among many things of interest the Professor and his students were given an opportunity to admire the Texaco Asphalt pavement on Michigan Avenue, now giving its twelfth year of service on one of the heaviest traveled thoroughfares in the world.

We are all glad to see F. C. ("Si") Washburn of our New York office, back at his desk after a brief period of illness. He is as good as new and his temporary disability has not altered his friendly spirit in the least.

D. R. Donlen is now promoting the sale of Texaco Asphalt in the State of Nebraska, succeeding J. O. Beebe resigned. Mr. Donlen is familiar with the paving situation in his State, having represented the Portland Cement Association there for the last five years. Previously he served the C. B. & Q. Ry. as assistant engineer six years. The sales force of Western Division has been further strengthened by the addition of Hugh Crawford, formerly City Engineer of Independence, Kansas.



A. R. Chisolm

A. R. Chisolm has represented this Department in the Memphis, Tennessee, District for seven years. The miles of Texaco roads and streets in his territory testify to the energy and intelligence with which he has pushed our products.

The TEXACO STAR



G. A. MacClellan

Since August 1923 G. A. MacClellan has been representative of the Asphalt Sales Department in Dallas, Texas. Long practical experience in highway engineering fitted "Mac" admirably for his present work. He served as City Engineer for Bonham, Texas, and as County Engineer for Fannin County, Texas. This was prior to the great war. When the United States entered the war Mac enlisted and served as lieutenant in the air service. After the war he resumed his highway engineering as Division Engineer for the State Highway Department of Texas, and subsequently as County Engineer for Harris County, Texas. Then came August 1923 when he joined our organization.

F. H. Gilpin, Assistant Engineer of our Eastern Division, continues to deliver lectures before engineering classes of universities in the East. In the first week of May he landed with his grip and box of lantern slides at the Rhode Island State College and the Massachusetts Institute of Technology, where he delivered instructive and interesting talks on the construction of various types of asphalt paving.

To give us an idea of the attitude of his customers toward Texaco Road Oils, A. A. Russell, who annually sells several million gallons of these products on Long Island, sends a letter from T. J. Harwood, Superintendent of Highways of the Town of Islip, L. I., which reads: "This is to state the Town of Islip has been using Texas Road Oil for the past three or four years. The delivery of cars has been very satisfactory and the quality of the oil the equal of any we have ever used." Rus remarked: "Note that they have been using Texaco Road Oils for the last three or four years—that proves they're satisfied."

EXPORT DEPT.

E. S. Erickson, Assistant Manager of The Texas Company's Japan organization, is in New York on business for the Company.

M. F. Byrne, Manager of Manchuria District of The Texas Company's China organization, arrived in New York on home leave.

F. M. Watrous of The Texas Company (South Africa) Ltd. is in New York on leave.

L. Kaula, head of the Lubricating Oil Department of The Texas Company (Australasia) Ltd., has returned to New York after several years in Australia where our progress in the sale of lubricants has been most gratifying.



Soldier escort for inspector of agencies, Manchuria

An area in Manchuria in which our agencies were inspected by Marketing Assistant S. M. Riis, of our China staff, was so overrun by bandits that this escort of soldiers was sent along with Mr. Riis for his protection.

We received another little kokak of the Peking cart in which Mr. Riis traveled, but it was too blurred to be reproduced in an engraving.

Chinese Musings

By T. J. Engstrom

Texaco Thuban Compound

Say, Chaufer, just now you drive Motor-car how long? Maybe two hours, I savvy you car-driver, no b'long. When motor-car walkee back-side got noise— Makkee more sound, can eat rice, ten boys, I think so rear-end, him grease have got; Grease must puttee plenty more—whole lot— When car, he walkee, grease must go round, Grease stay outside—gears no got—must make sound. You proper use Texaco Thuban Compound, Noise he finish, have got no sound.

You savvy before must use proper Motor Oil, Thuban Compound also machine no can spoil. S'pose you look see, I talkee you true, Must have on tin Red Star look see you, Inside this Star have gottee one piece green T, Then any time can savvy this proper must be.

—*Texaco Tom.*

When a book raises your spirits, and inspires you with noble and manly thoughts, seek for no other test of its excellence. It is good, and made by a good workman.—*Bruyere.*

The TEXACO STAR



Royal Customers

Salesman Renato Corsi has just emerged from the King's Palace at Rome, Italy. He looks happy because he has received assurance that hereafter all the motor equipment of the royal household will use Texaco products exclusively.

The Motoborgo Italian Motorcycle Works at Turin, Italy, recently wrote to our people there a letter recommending Texaco Motor Oil Extra Heavy. They state that this oil has given excellent results in tests conducted over six months and that they found it a perfect substitute for castor oil without any objectionable features of the latter. They have sent a photograph of Sig. Riva, a motorcycle racer, on his Motoborgo which was lubricated with Texaco products, and they have also informed us that Sig. Vincenzo Staffa, riding one of their machines lubricated with Texaco won the Tuscany Motorcycle Race last May.



Signor Riva, Turin, Italy

Motorcycle racer on his Motoborgo lubricated throughout with Texaco products.

Thought takes a man out of servitude into freedom.—Emerson.



Matanzas Pier, Cuba, Feb. 27, 1924

The Texas Company (West Indies) Ltd. has just completed a new concrete pier replacing the old wooden structure which has heretofore served their fuel oil terminal at Matanzas, Cuba. On the far side of the completed concrete pier is seen the old wooden pier partially wrecked. The new pier, which was built by Frederick Snare Corporation under the supervision of Field Engineer J. B. Stobo, is of reinforced concrete construction throughout. It is 794 feet long, 14 feet wide, and carries a 12-inch pipe line.

These two Texaco Cups are offered by Maatschappij T. V. D. Z. Ruhaak & Co., our agents in Dutch East Indies. The one at the right is the Texaco Victory Cup presented to the district showing the greatest percentage of progress in the sale of Texaco Products during a given period. This cup has to be won three times in succession, or a total of five times, in order to become the permanent possession of one of their Java offices. For year 1923 their Tegal District won the

cup. This district was running second from the start to about halfway, when it made a tremendous rush and finished first. The figure with the wreath of laurels represents Victory, and the engraving reads:

TEXACO CUP
(Red star, green T, black circle)
Presented by Mr. A. Voorwinden
Soerabaya
Won by Tegal 1923



The cup at the left is offered as a first prize to the winner in the annual horse races at Djecja, where some sugar mill people have race horses. As many of our agents' clients are interested in these races Ruhaak & Co. conceived the idea of presenting this Texaco Cup. The cup has a jockey on top of the lid, and the engraving reads:

The TEXACO STAR

TEXACO CUP

(Red star, green T, black circle)

Presented by My. t. v. d. z. Ruhaak & Co.
D j o c j a Z. O. Z.

The height of these cups is 30 inches. They are made of a silver composition and guaranteed to retain their silvery appearance. Inside they have bright gold-colored lining which gives a very handsome appearance when the lid is lifted off.

Both cups have attracted wide interest.



Unique advertising

This picture shows a unique manner of advertising Texaco Products conceived by our agents in Dutch East Indies, Messrs. Maatschappij T. V. D. Z. Ruhaak & Company, who during the Jubilee festivities recently celebrated at Batavia had their handsomely illuminated automobile carrying an effigient sign. We compliment Messrs. Ruhaak & Co. for their originality in attracting the eyes of the public to Texaco.

PURCHASING DEPT. R. G. Dawson has joined the ranks of golfers and we understand that he has taken into camp all of his would-be instructors.

J. E. Caverly, another Joe, left Houston about May 1 to join the Western Purchasing Department under J. T. Rankin. All of his friends wish him the best of luck.

The rapidly expanding business of this Western Territory made it necessary for the Purchasing Department in Denver to increase its forces, the latest addition being J. E. Caverly of Houston. "Joe" has been with the Purchasing Department at Houston in various capacities for a number of years. If he thought he was going to have an easy vacation in this privileged country, he came out of low gear within 24 hours—disillusioned but willing. We welcome Joe, and want to tell the Company that the Four Horsemen of the Western Purchasing Department are ready at all hours to work for the Western Territory and Texaco.

PIPE LINES At the home of T. J. McMahon in Houston, on May 20, Mrs. Jennie E. Sangster, Mrs. McMahon's aunt, died after an illness lasting two years. She

was 68 years of age and had resided with Mr. and Mrs. McMahon for several years. The deceased was laid to rest near her old home at Bradford, Pa. The sympathy of all is extended.

With sorrow we report the death on May 16 of Mrs. R. M. Clemons, wife of Engineer Clemons of our West Dallas Station, and daughter of Mr. and Mrs. W. H. Mahan. The sympathy of the Company is extended to the bereaved family, which includes Mrs. Clemons' brothers, E. H. Mahan and V. H. Mahan who are in the employ of the Company.

A sad accident occurred on May 4 when Miss Theta Watson, our bookkeeping machine operator, sustained the loss of her sister in a grade crossing accident near La Porte, Texas. Three girls and one boy were in the automobile when it was struck by a fast train, and all were killed. All offer their sympathy.

E. H. Groth, of the Houston office, on May 1, sustained the loss of his sister, Mrs. R. H. Moffat, who died at St. Joseph's infirmary after an illness of two months. In addition to her husband, mother, and brothers, she is survived by three small children. To all of these we offer our sympathy.

After eleven years service W. I. Derden has left the Houston office and moved to San Antonio. The change in climate was necessary on account of his wife's health, but it is hoped by his many friends that some day he may return to Houston. In the meantime the bass in the clear West Texas streams will be kept busy trying to catch some of the fancy artificial baits included in the complete fishing outfit presented to Mr. Derden by the office force at the time of his departure.

Mr. and Mrs. C. F. Bowman announce the birth of a fine 9-lb. boy on May 19.

Chicago District—Continued

The following letter from H. G. Rump of the Burlington Oil Company, Distributors of Texaco Products at Burlington, Iowa, describes the results of business vision and energy in putting into effect a well conceived idea.

Last fall while I was on the tank truck drumming up business I noticed a few Ford automobile drivers running their cars down to the river and giving them a bath with a bucket. After I had noticed it a few times I inquired of the car bathers why this was done, and was told they had no facilities for taking care of their cars at home and chose the next best place.

Right away I got my Dutch head working and decided I would make a place for these flivvers to bathe. I figured if the city could put up fountains for the sparrows to bathe, I could fix out the flivvers.

My idea was to promote business at the Service

The TEXACO STAR

Station, believing if I could get a number of cars to make this place their headquarters I would sell more gasoline and oil.

I built a concrete platform 18' x 18' with a drain in the center, ran out a water line, and opened it for the public. The first man on it happened to be a reporter on the *Burlington Hawkeye* and he was so pleased that he put an article in the Sunday issue about it. Since this article appeared I find my platform is not large enough, and it will be necessary to build it bigger or put in another.

I do not know if any other service station anywhere has one, but I am sure there is not another in this part of the State. It might well be to tell your other distributors. If they can put one in, my plans for handling it and plans for the rack itself are always available to anyone but my competitors.

This puts us in the lead in service as well as gallonage in the city of Burlington—quite a record for being in the oil business just one year and coming in green at that. Believe me, the other birds will have to go some to get the lead away from us—especially those who said we were going broke.



R. C. Holmes

On his recent visit to Mexico when for the first time he used an aeroplane for a reconnaissance of the entire oil producing district and for visiting outlying properties of The Texas Company of Mexico, S. A.

I attach the newspaper reference, as I am proud of it and I'd like to see it in the next issue of the *Star*.

From the Burlington Hawkeye

"Washteteria" would perhaps be a good name for the arrangement the Burlington Oil Company made for its patrons at the filling station at Main and South Streets. It is a "serve-yourself" wash rack, where an automobile owner may drive his car and wash it free of charge. This service is expected to prove especially advantageous to persons who have no facilities of their own for washing their automobiles, and have to pay considerable to have them washed. It is believed to be the first serve-yourself wash rack to be established around Burlington. In addition, the Burlington Oil Company has drain pits and grease racks for the benefit of motorists.

Walsh Fire Clay Products Company

St. Louis, June 3, 1924.

Editor The Texaco Star: It is well to know what the rest of the world thinks of us. The writer has had the pleasure of calling on the operators at the refineries, also the purchasing department, and wishes to express his appreciation of the courtesy and consideration extended him in all dealings with The Texas Company. When a company wins the respect of a visiting salesman (the most critical person in the world) they have reached perfection.

Yours truly,

F. B. Benoist.

Continued from page 3

Lough has ever been held by all of his associates and the sympathy of all with the bereaved family:

Very deeply grieved to learn of the death of J. C. McCullough. I knew him many years ago in Lima before either of us were connected with The Texas Company. I have always thought very highly of him personally and as a loyal member and an important member of The Texas Company organization. Please extend to Mrs. McCullough expressions of sincere sympathy from Mrs. Lufkin and me.

E. C. Lufkin.

Am deeply grieved at news of J. C. McCullough's death. He was one of the first men that I worked with upon becoming connected with the Company in 1907. During all of the intervening period I found him upright and loyal in every particular. He was truly a good man. Please convey to the family my sympathy in their bereavement.

Amos L. Beatty.

Was deeply grieved to learn this morning of Mr. McCullough's death. Please convey my sincere sympathy to his son and other members of his family.

R. C. Holmes.

Funeral services were held in Houston on June 7 and the body was taken to Lima, Ohio.

Mr. McCullough is survived by widow, son, and little grandson. His son, Hillis K. McCullough, is Foreman of Compression Plant, Port Arthur Works.

SUGGESTIVE INDEX OF CURRENT ARTICLES

Journals cited are gladly loaned, if in our library, to persons connected with the Company. The journal or journals called for will be sent by return mail, unless in the hands of some one who has made a previous request—and in the latter case, as promptly as possible. Please give full and exact mailing address.

EXECUTIVE. How to Keep a Business Growing. Henry Ford.—*System*, May 1924.

Depreciation Is Engineering Rather than Accounting Problem. Harry Tipper.—*Automotive Industries*, April 17, 1924.

LABORATORIES. Heat Transmission from Bare and Insulated Pipes. R. H. Heilman.—*Jour. Ind. & Eng. Chem.*, May 1924, page 451.

Forced Convection of Heat in Gases and Liquids. Chester W. Rice.—Do., page 460.

Optimum Operating Conditions for Pipe Heating and Cooling Equipment. W. K. Lewis, J. T. Ward, E. Voss.—Do., page 467.

Loss of Heat from Furnace Walls. Robert Calvert, Lyle Caldwell.—Do., page 483.

The Jellying of Asphalt Paints. Harry C. Fisher.—Do., page 509.

Silica Gel as an Industrial Adsorbent. E. C. Williams.—*Jour. Soc. Chem. Industry*, April 18, 1924, page 97.

PRODUCING. Application of Paleontology to Oil Development. Jessamin G. Hautier.—*Oil Trade Journal*, May 1924.

NATURAL GAS. Methods of Making Natural Gasoline Compared. Dean E. Foster.—*National Petroleum News*, May 7, 1924.

Savings Effected by Use of Stabilizer in Natural Gasoline Plants. Lloyd F. Bayer.—*National Petroleum News*, April 30, 1924.

FUEL OIL. Oil Burner Makers and Oil Men Will Cooperate—Oil for Home Heating is Most Valuable Fuel Use.—*Oil Trade Journal*, May 1924.

Domestic Oil Burner Safety Requirements. Arthur B. Goodspeed.—*Oil Trade Journal*, May 1924.

SALES. Selling Oil from the Seat of a Truck. Ward K. Halbert.—*National Petroleum News*, April 30, 1924.

GENERAL. The Federal Trade Commission—Opinion by U. S. Supreme Court.—*The Nation's Business*, May 1924.

Threatened Regulation of Oil Concerns Landowner Most.—*National Petroleum News*, April 30, 1924.

Smash every Liar in the Face.—*National Petroleum News*, April 23, 1924.

"Industry and everything else representing the commercial life of this country should hit every false statement, unfair deduction, malicious insinuation as soon as it appears. If a senator lies, he should be told so, vigorously, definitely, and promptly. If a member of Congress tells only half the truth, he should be nailed for that. Everywhere the liar appears he should be hit full and fair in the face."

Oil Resources Gone? Not Yet. H. G. James.—*Petroleum Age*, April 15, 1924.

Competency and Economy in Public Expenditures.—*The Annals*, American Academy of Political and Social Science, May 1924.

Various signed articles dealing with the trend in public expenditures, federal, state, county, and city.



The I. R. T. Subway Circuit

One of our modest young men inquired about the new type of portable radio set he saw in the Subway one morning.

You tell him he's Dunn and we are too bashful.

—*Railway Traffic and Sales Department*.

GOOD FORTUNE
ATTENDS THE
MAN WHO ACTS.
WEAK-MINDED
PERSONS SIT
WAITING FOR
SOME GIFT OF
FATE.^{so}

—*Hitopadesa*