

The TEXACO STAR

For Employes of The Texas Company



Vol. XII

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No. 11



A New England Thanksgiving Dinner In 1779

Dear Cousin Betsey: When Thanksgiving Day was approaching our dear Grandmother Smith did her best to persuade us that it would be better to make it a Day of Fasting and Prayer in view of the Wickedness of our Friends & the Vileness of our Enemies. There was some occasion for her remarks, for our resistance to an unjust authority has cost our beautiful Coast Towns very dear the last year & all of us had much to suffer. But my dear Father brought her to a more proper frame of Mind, so that by the time the Day came she was ready to enjoy it almost as well as Grandmother Worthington did, & she, you will remember, always sees the bright side....

This year it was Uncle Simeon's turn to have the dinner at his house, but of course we all helped. All the baking of pies & cakes was done at our house, & everything was Good though we did have to do without some things that ought to be used. Neither Love nor Money could buy Raisins, but our good red cherries, dried without the pits, did almost as well, & happily Uncle Simeon still had some spices in store....

Of course we could have no Roast Beef. None of us have tasted Beef this three years back as it all must go to the Army, & too little they get, poor fellows. But Mayquitymaw's Hunters were able to get us a fine red deer, so that we had a good haunch of Venison on each table. These were balanced by huge Chines of Roast Pork at the other ends of the Table. Then there was on one a big Roast Turkey & on the other a Goose, & two big Pigeon Pastries. Then there was an abundance of good Vegetables of all the old Sorts & one which I do not believe you have yet seen. Uncle Simeon had imported the seede from England just before the War. It is called Sellery & you eat it without cooking. It is very good served with meats....

Of course we had no Wine. Uncle Simeon has still a cask or two, but it must be all saved for the sick, & indeed for those who are well good Cider is a sufficient substitute....

Uncle Simeon was in his best mood. He kept both Tables in a roar of laughter with his droll stories of the days when he was studying medicine in Edinborough, & afterwards he & Father & Uncle Paul joined in singing Hymns and Ballads. You know how fine their voices go together. Then we all sang a Hymn and afterwards my dear Father led us in prayer, remembering all Absent Friends before the Throne of Grace....

We did not rise from the Table until it was quite dark, & when the dishes had been cleared away we all got around the fire as close as we could, & cracked nuts, & sang songs, & told stories. At least some told & others listened. You know nobody can exceed the two Grandmothers at telling tales of all they have seen themselves, & repeating those of the early years of New England, & even some in the Old England, which they had heard in their youth from the Elders. My Father says it is a goodly custom to hand down all worthy deeds & traditions from Father to Son, as the Israelites were commanded to do about the Passover & as the Indians here have always done, because the Word that is spoken is remembered longer than the one that is written....

Juliana Smith.

The TEXACO STAR

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TO EMPLOYES OF THE TEXAS COMPANY

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"All for Each—Each for All"

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How to Drive More Safely

Innumerable and diversified laws are now imposed by States and municipalities in attempts to control the reckless automobile driver. The existing laws fit together like the scrap pieces in a crazy quilt; and, separately as well as in combination, have failed and are failing to attain their object. In the year 1924, it is reported, upwards of 19,000 funerals and 450,000 hospital cases resulted from motoring accidents.

Now comes a proposal from the automotive engineers of the Bureau of Standards recommending, as a substitute for nearly all of the present laws and regulations, one clear simple law for countrywide use:

"No vehicle shall be operated at a speed such that it can not be stopped within the assured clear course ahead."

Every one of us is directly interested in suitable and effective traffic regulation, and this proposal is worth studying from every standpoint of your experience in driving a car.

The one requirement—ability to stop within the assured clear course ahead—fits itself to practically all conditions of locality, traffic, illumination, and state of roadway; and it could, it is claimed, be more effectively enforced than any arbitrary regulation.

The "course ahead" is the roadway upon which the driver intends to proceed. That part of it which he can plainly see to be free of obstruction is "assured clear." If he can see the road unobstructed for only 100 feet, let him drive so that he could stop within that distance. If he sees the way unobstructed for a mile, let him drive as he pleases. The "clear course ahead" system reduces the speed of your car in dangerous places, in darkness, and on slippery pavements; but increases it greatly above the present arbitrary limits on suitable stretches.

The requirement of the proposed rule may seem a little complicated for the driver of a car behind another car. Yet safe and sane driving demands that the driver in the rear should solve the problems involved. To gauge the distance he ought to keep he must allow an interval for his own perception and reaction times and also for those of the driver ahead. The writer recently followed a car for some distance which had a rear sign in letters about one inch high: "If you can read this sign you are too darn close."

Operation of a car under the varying arbitrary speed limits leads the driver to risk accidents by looking back to scan the road for a pursuing motorcycle policeman. The clear course ahead system fosters safety by its requirement that the driver keep his eyes on the road in front; the roadway he has passed over is of no concern to him.

On dark nights the safe view ahead is limited by the range of the headlights. In following another car the clear course is the distance the car in front would necessarily have to go before it could stop.

To cover the hazards at highway intersections the Bureau of Standards makes the excel-

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lent suggestion that diagonal lines be drawn on the curbs and roadway at dangerous intersections to aid the peripheral vision of the driver. As he approaches such a hazardous point the sensible driver looks to the left and then more intently to the right to see whether any other car is speeding toward the intersection; but buildings or other structures may obstruct his view. His peripheral vision is limited to an angle of about 45 degrees, and if diagonal marks are painted on the curbs and roadway he will be warned that he is at a dangerous point and will slow down if he can not see the intersecting road on both sides.

The Society of Automotive Engineers is supporting the "clear course ahead" system, and has joined the Bureau of Standards in asking that it be given a fair trial over the entire country.

Writing in the *Washington Star*, George H. Dacy says that the clear view ahead has been followed by some drivers for several years successfully. But they have not taken the trouble to analyze their methods and to define accurately for the benefit of the many millions of other drivers what they do and how and why they do it. He asks one and all to note the simplicity of the proposed rule, and its freedom from frills, qualifying phrases, and sidedoor escapes. You do not need to get legal advice to interpret it. Any one can understand it. Disputes over right of way would be largely eliminated, and soon that familiar epitaph for motorists would become out of date:

Here lies the body of Edwin Gray,
Who died maintaining his right of way;
He was right, dead right, as he sped along,
But he's just as dead as if he'd been wrong.

The new simple rule is designed to be one and the same for every one of the forty-eight States and the District of Columbia. It promises to reduce greatly automobile accidents and to add greatly to the safety of both vehicular and pedestrian traffic on our highways and byways. Mr. Dacy pronounces it the best medicine for motoring evils that recognized authority has ever compounded.

Arbitrary speed laws are the failures they have proved to be because they do not recognize the variations of climate, or seasons, or weather, or road surface, or illumination; and because being unsuited to the actual situations they are habitually disregarded by nearly all drivers; and because the main effort to enforce them is made from the rear by motorcycle "cops."

If the arbitrary speed limit in a given section is, say, 25 miles an hour, it is absurdly too low for a long clear course ahead over a smooth road in good weather—and consequently is disregarded except for the danger-courting look-out to the rear for pursuing police; on the other hand, a change in the weather may cover that same stretch of road with a sheet of sleet or frozen rain which makes it almost impassable at the slowest speed without skid chains. No distinction is made between daylight and darkness.

An arbitrary speed limit is not practically suitable to any actual situation; in any particular case it will be either too high or too low. These arbitrary limits are legislative mistakes. They are but instances of a very common abuse in thoughtless lawmaking and regulating of every kind—an abuse of the idea of averages. As an extreme example: I once heard a college dean propose to do away with the trouble of examinations by giving the highest credit to a fixed percentage of each class arranged in the order of class standing, the next highest to another fixed part, and the lowest or failing mark to a fixed fraction, the respective quotas being fixed by averages drawn from the experience of past years. Evidently there will be some class in which no member has deserved the highest credit or none who has wholly failed. It would be extreme foolishness and outrageous injustice to give or deny college degrees to some individuals of one group according to the "frequency" of the degrees earned or missed in the past by other groups of other individuals. It would be no less absurd—though less monstrous—than a proposal to adjust the death rate of citizens of prescribed ages to the life-expectation determined by the actuary's averages.

The enforcement of the law, "*No vehicle shall be operated at a speed such that it can not be stopped within the assured clear course ahead*," would be, it is said, comparatively easy and efficient. Officers with special dummies (or signals of such character, size, and use as State or municipality chooses) would be stationed at dangerous points where traffic is heavy. For example, he might be stationed at the roadside beyond a dangerous curve. He would thrust his signal into the highway, and if the automobile did not stop before it reached the signal the evidence of reckless and illegal driving would be complete. The driver would be taken before the proper authority and fined or lectured according to the case.

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There would be gradually instilled into all drivers a constant carefulness to avoid accidents as well as the fear of legal penalties.

Mr. Dacy describes an imagined incident after Washington adopts the "Clear Course Ahead" system:

The place—a dangerous curve in Rock Creek Park; the actors—a motorcycle policeman, a safety dummy, and a motorist who has just violated the new traffic regulation.

With the motor purring rhythmically, with tires singing a staccato song, and with the breeze whizzing through the windshield aperture, the onrushing car and its exhilarated driver speed toward a blind curve. The driver, figuring that he will take a chance for the sheer joy of trying something thrilling, does not abate his speed as his car lurches around the curve. He might just as well be a blind man attempting to pilot a high-power gasoline vehicle. The curve is abrupt and long. He can not see what is ahead.

Then with the unexpectedness which commonly characterizes untoward accidents, the driver sees a strange stop signal thrust into the highway directly in his path. Not so strange, however, is the olive-drab clad figure which manipulated the curious signal.

"My gosh, he's a speed cop!" the motorist says to himself. "I can't stop before I pass his signal. I'm in for a stiff fine. Thank the star, that dummy isn't a pedestrian. I'd kill him sure! No more speeding on curves for me! This is a lesson and I've learned it well!"

The driver is unable to stop his car before he skids past the policeman's stop signal. The officer is grave and stern. The motorist offers no excuses. The policeman records the license number of the machine, the driver's name and address. After examining the operator's permit he orders him to drive slowly to the down-town traffic court. There, expeditiously, the judge hears the evidence. The driver offers no defense. He pays his fine and departs, vowing that never again will he risk his life and those of other motorists or pedestrians by driving recklessly.

"Right of Way"

The judge was sitting on an automobile collision case. The complainant's action for damages was based largely on the fact that, according to police regulations, he had the right of way.

The judge took occasion to inform the jury that this was not the *only* law applicable. He developed the point that the possession of the right of way did not, in any way, relieve the complainant from the necessity of proving that he might not be equally responsible for the

accident—nor did the lack of the "right of way" prejudice the case for the defendant.

The thing to be considered was that it is at all times incumbent on all drivers to exercise ordinary care and prudence when on the public highways.

To some this may come as a surprise, as in the commonly accepted public opinion, judges and courts are considered to be rather sticklers for the legalities and the layman would suppose that the possession of the right of way would confer a certain standing in court on the part of the driver who could prove that he had the right of way.

What the judge did was to apply an ancient rule of conduct, which holds true in every endeavor, namely,—if we would all think more of our duty to our fellow travelers along life's highway and less of our rights, we would get along just as far and, in all likelihood, just as fast. And along the roadside we'd encounter fewer troublesome weeds and many more pleasing flowers.

Courtesy never interfered with any man's progress or success.

Now may we not apply all this concretely to our business?

Let us bring it right down to Texaco vehicles—trucks and passenger cars as well.

Ours is a big Company, a strong Company, and an efficient Company; but those are not the qualities that make people like us.

"The public be pleased" is the present day maxim of successful business.

Therefore, every driver of Texaco equipment should display more than ordinary road courtesy, just because he represents a big Company and is, in the public's mind, a symbol and an advertisement of the way our Company considers the interests of the motoring public.

So we would like to urge this upon all Texaco drivers:

"Give the public a little better than an even break!"

If this course is followed, very soon it will be universally recognized that Texaco vehicles respect the rights of others, and that splendid feeling will be reflected in the way in which our goods, our services, and our representatives are received.

Every driver can thus do his share to accord very concrete assistance to all of us who are engaged in the endeavor of pleasing and satisfying motorists through the manufacture and sale of our products.—*Texaco Motor Oil Medium.*

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What Price Installment Selling?

Since writing the editorial on *The Installment Plan* in last month's issue I have read an article in the *Advertising and Selling Fortnightly* having the caption given to this item. On the moral and economic principles considered and the remedial endeavors recommended I have nothing to add; but I am enabled to add some statistical information which may shock to thoughtfulness some who might otherwise be inert.

A business man was asked by his secretary for an advance on her next week's pay. Thinking the young woman needed it for some emergency, he gave it. The next day she appeared in a new fur coat, and soon afterwards asked for another advance. Upon questioning, he discovered that she had bought the fur coat, at twice the price of the coat his wife owned, and mortgaged herself for many months. He did some thinking on the subject.

Study of the facts discloses that installment buying is now a national habit on a scale to take one's breath away: 10% of the population buy for cash; 30% buy on charge account; 60% buy on the installment plan.

Focusing more closely, installment selling is seen to be growing by leaps and bounds: 95% of automobiles; 95% of pianos; 95% of phonographs; 80% of radio sets; 75% of washing machines, kitchen cabinets, vacuum cleaners, etc. These are only outstanding items; the list is appalling.

Price seems to have little to do with the mania, which appears to have destroyed all sense of proportion. Installment sales for 1925 will exceed \$8,000,000,000.

It is said that automobile financing requires a 22% margin, and installment prices generally must be put up at least 10%. Taking 10%, our people are paying for living in advance and in excess of their incomes \$800,000,000 a year over the normal cost.

Endeavor to enlighten those foolish people; but, meanwhile, business leaders would do well to give energetic attention to the problem. The woman who mortgages herself to buy a fur coat must be 'hard up' for a long time. The family of the man who has not sense enough to know that he can not afford an automobile will cut out many things needed for health and comfort. "Once they taste the strong drink of possessing goods which they can't afford to pay for in cash, it becomes a habit-forming drug. They buy furniture on

time, then a car, then a phonograph, then a radio, then a washing machine, then jewelry, then clothing, and then everything."

It is reported that earners making \$40 to \$50 a week have pledged themselves in astonishing numbers to pay \$25 to \$40 against it on installment purchases.

Many persons unable to meet their installment obligations simply 'move on.' It is reported that a great many people of supposed good standing suddenly move to some distant city because their furniture, piano, phonograph, and automobile are taken from them.

Courage

Courage is the thing. All goes if courage goes. What says our glorious Johnson of courage: "Unless a man has that virtue he has no security for preserving any other." We should thank our Creator three times daily for courage instead of for our bread, which, if we work, is surely the one thing we have a right to claim of Him. This courage is a proof of our immortality. Pray for it....

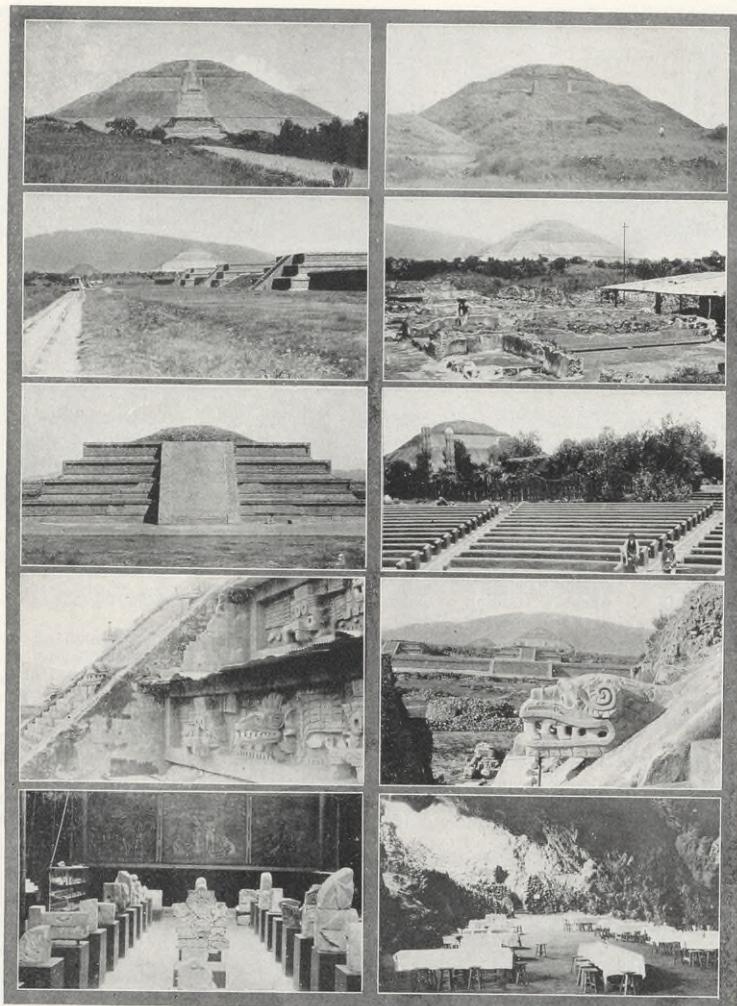
Be not merely courageous, but light-hearted and gay. Those men of whom I have been speaking could all be light-hearted on occasion. I remember Scott by highland streams trying to rouse me by maintaining that haggis is boiled bagpipes. You must cultivate this light-heartedness if you are to hang your bitters on your watch chains. There was no Students' Union at Edinburgh in my time. I hope you are fairly noisy and that members are sometimes led out. Yet light-heartedness is not for ever and a day. At its best it is the gay companion of innocence; and when innocence goes—as go it must—they soon trip off together, looking for something younger. But courage comes all the way....

In bidding you good-bye, my last words must be of that lovely virtue. Courage, my children, and "greet the unseen with a cheer!"

—J. M. Barrie: *From the conclusion of his Rectorial Address at St. Andrew's University, 1922.*

All who have meant good work with their whole hearts, have done good work, although they may die before they have time to sign it.—R. L. Stevenson.

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Prehistoric ruins at San Juan Teotihuacan, 40 miles north of Mexico City

Left to right and down: 1. Pyramid of the Sun. 2. Pyramid of the Moon. 3. Front of Pre-Toltec Citadel—Pyramids in background. 4. Excavations on ruined dwellings of prehistoric tribes. 5. Interior rear view of Citadel. 6. Modern amphitheater in Toltec style—Pyramid of Sun in background. 7. Temple of Quetzacoatl, the God of War. 8. Detail of Temple of Quetzacoatl. 9. Museum of Prehistoric Civilization, Teotihuacan. 10. Lunch room in cave, Teotihuacan.

Views contributed by R. Ogarrio.

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Brunswick, Ga., Naval Stores Plant of the Hercules Powder Company

A Great Turpentine Plant

For the photographs and data for this article we are indebted to the Hercules Powder Co.

In the cut-over and burned over pine lands of Georgia and Mississippi are some very interesting plants in which turpentine is manufactured to supply the paint and varnish makers with spirits of turpentine.

The making of wood turpentine is a highly developed technical process conducted under the supervision of experienced chemists; but it also involves many mechanical operations which require no scientific training to understand and are of interest to the general reader.

This article describes particularly one of the plants of the Hercules Powder Company, located at Brunswick, Georgia. Other Hercules wood turpentine plants are at Gulfport and Hattiesburg, Mississippi. The Hercules Powder Company is the world's largest producer of steam-distilled wood turpentine, with plant capacity of 3,000,000 gallons of turpentine a year.

This genuine spirits of turpentine is extracted from the gum (oleoresin) of the wood by steam distillation. The process is conducted continuously throughout the year under careful chemical and physical control at all times. The crude turpentine, as produced daily, is stored. It is redistilled and refined as required.

The crude material for this industry of making wood turpentine exists in practically inexhaustible quantity in the stumps and waste wood of the long-leaf yellow pine forest lands which cover enormous acreages in all of the Southern States. These vast areas some years ago were covered with the primeval forests, but the heavy timber has been largely logged or burned off, or destroyed by tapping for gum

spirits. The source of gum turpentine is rapidly nearing exhaustion; but the fat stump, roots, and other waste wood of the destroyed forests will last indefinitely unless destroyed by fire. Of course, the ground can not be used for agriculture until the stumps are removed; but meanwhile there is provided a practically inexhaustible source of spirits of turpentine.

The Woods Operations

The woods camps which supply the manufacturing plants with the raw material are generally located within 100 miles of each center. The nearest to the plant at Brunswick, Ga., is about 15 miles distant.

In traveling the road leading to this camp one sees the remains of the old gum turpentine projects of past years. A commissary at which the workmen can procure food and other necessities, and the houses in which many of them live are near the working.

In the woods operations the first crew of men are those who drill the stump so that the charge of dynamite may be placed and the stump blown from the ground. These men have a portable electric power plant consisting of a gasoline engine connected with an electric generator. The electricity is transmitted to the motor in the drill—a wood augur about two feet long. Each stump is drilled so as to make the blast most effective. As the drilling crew proceeds through the section the generating outfit is pulled after them and each stump is drilled in turn.

Following the drilling crew come the loaders

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1. Land covered with stumps. 2. Mule wagon carrying a gasoline motor directly connected with an electric generator, which supplies the power for the motor in the drill shown in the foreground. 3. The man knows from experience how much Hercules powder to use, depending on the size of the stump. 4. The explosion loosens the stump from the lateral roots which spread in all directions. 5. After the shot it is generally necessary to pull the loosened stump from the ground by means of the tractor.

who place the charges of dynamite and ignite them. Parts of the wood not blown completely from the ground are pulled out by means of a caterpillar tractor which tears out not only the stump but also its lateral roots. At this stage of the procedure the ground is covered with chunks and slivers of all sizes, and also pieces of fallen timber blown down by storms.

The wood is piled by hand and subsequently loaded on wagons drawn by mule teams or

tractors and taken to the tram or railway siding, where it is loaded into rack cars specially designed for carrying loose timber.

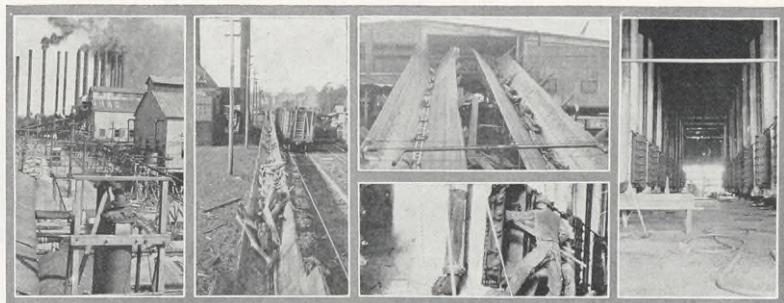
Grinding and Steam Distillation

The rack cars are transported to the plant where they are unloaded onto chain conveyors which carry the wood up an incline to what is known as the hog deck. The sticks and



1. A supply of wood sufficient to run the plant for five weeks—about 15,000 tons—is kept in the wood yard at all times. 2. Part of yard tanks where liquid products are stored. Note the gasometer at the right. 3. Barrel runway from cooperage shop to rosin shed. In the background is seen one of the large storage tanks. In the left foreground is a shipment of rosin in barrels waiting to be weighed and loaded.

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1. The refinery building first at right; next, the extractor building; power house in the background. 2. Chain conveyor parallel to wood car tracks. This carries the wood to the mill room. 3. Conveyors carrying wood to the upper floor of the mill room. Note in the foreground the water sprinklers which reduce friction of the rails and trough and eliminate much dust in the mill room. 4. Pulling the extractor. After the products have been extracted the large door is opened and men with long-handled forks pull the chips out. The chips fall through openings in the floor on a conveyor belt which carries them to the fuel bin. 5. Twenty-five extractors, each having a capacity of 16 tons of wood.

pieces are thrown down through an opening and fed directly into the hogs—large machines with revolving knives. These reducers grind the wood from pieces varying in size from 8 inches in diameter and 4 feet long to small pieces and coarse chips varying from one-half inch thick and one foot long.

The discharge from the hogs is automatically fed down into a swing hammer shredder. This grinds the wood into fine pieces of a maximum size of one-eighth inch thick and one to two inches long. The shredded wood is carried on belt conveyors from the mill room to the extractors each capable of holding 18 tons of the material. As the wood is passing into the extractors it is automatically sampled for testing by the control laboratory. When the loading operation is completed the extractor is sealed and live steam is turned on, causing

the distillation of turpentine and pine oil.

In making steam-distilled wood turpentine the wood undergoes no chemical decomposition; the turpentine is simply removed from the gum by the steam passing through the chips. Steam-distilled wood turpentine varies in this way from destructively distilled wood turpentine.

The distillate from the extractors is called crude turpentine or crude turps.

Scientifically Refined

The crude turpentine is fed into a specially designed still where it is treated chemically to remove all substances in any way objectionable for the many uses to which steam-distilled wood turpentine is put. Every process is controlled by the laboratory force, and until the



Gulfport, Miss., Naval Stores Plant of the Hercules Powder Company

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Hattiesburg, Miss. Naval Stores Plant of the Hercules Powder Company

crude turps pass certain tests the operation must continue.

After the chemical treatment the turpentine is transferred to a specially designed still where by careful distillation it is separated from the pine oil and refined. The distillate from the still is watched and sampled by the technical force, and the product is tested by the laboratory. If it is well within specifications it is stored in closed tanks until shipped.

When the market does not require turpentine in direct proportion to its production the crude turps is stored. By refining as needed the consumer is assured a fresh and uniform product.

Reclaimed Land

This method of production not only provides a constant supply of genuine spirits of turpentine; it converts upwards of 50 acres of waste land a day per plant into valuable farming land. Also, it removes a serious fire hazard. Consequently, the steam distillation of wood turpentine should be regarded as a constructive modern development—a source of improvement not only for the paint and varnish industry but also for the locality in which it is conducted.

The Beet Sugar Industry in Colorado

BY SAMUEL FREED

One of Colorado's largest users of petroleum products is the State's beet sugar industry.

This logically follows the fact that the manufacture of beet sugar is Colorado's principal agricultural and manufacturing enterprise. Engaged in it are 40,000 farmers and field laborers, 10,000 employees in sixteen active beet sugar factories, and other thousands of Colorado residents producing supplies or furnishing services used directly or indirectly in the making of sugar.

Twenty five years ago Colorado's beet sugar industry was a mere infant. Last year it reached the magnitude of producing 720,000,000 pounds of sugar, of paying to the beet growing farmers more than \$21,000,000 for their crop, and of exporting to other States sugar sufficient to bring back to Colorado wealth estimated at upwards of \$40,000,000. Thus it is that Colorado is known as "The

Sugar Bowl of the United States." One-third of all the beet sugar produced in this country comes from Colorado.

Some persons in other sections may hardly be able to conceive how sugar is derived from a root crop like beets. Their ideas of sugar may quite naturally revert to more tropical plants, such as the sugar cane. But the fact that more than a million tons of sugar was produced in the United States from beets in 1924 may furnish them with assurance that "it can be done." Millions of homes use beet sugar exclusively for canning, preserving, jelly making, and all other cooking purposes, while some of the nationally advertised candies, biscuits, syrups, beverages, and other manufactured products use this home grown sugar.

One who has never seen a sugar beet must disabuse his mind of any comparison with the ordinary varieties of garden beets. The sugar

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The Great Western Sugar Company's Factory at Ft. Morgan, Colorado

beet is more like a glorified turnip or parsnip. It is grown on a large scale, the average farmer caring for 20 acres, and some fields running over 100 acres.

The seed is planted in the spring on carefully fitted seed beds. In the absence of natural rainfall sugar beets are sometimes irrigated up for germination. In Colorado normally sufficient rains come in the spring to bring up the seed, but in Southern Colorado and on the Western Slope large areas are irrigated either just before or after planting. Later, when in this so-called dry country the seasonal showers cease, irrigation is resorted to in order to mature the sugar beets. Harvest is commenced in Colorado usually about October 1, and the factories slice the crop in the following three or four months.

In visiting Colorado in the fall and winter one should never fail to visit a beet sugar factory to see the interesting processes by which the sugar in the roots is extracted and finally converted into the pure white crystals that reach the table.

The Process of Manufacture

The beets are delivered by the grower at outlying stations where the wagons are dumped from elevated structures into cars. At the factory the cars are unloaded into large storage bins.

The beets are conveyed into the factory, as required, by means of a stream of water in a flume. After passing through a mechanical washer they are elevated to the top of the building. Various devices are used to free the beets as completely as possible from trash, stones, and other foreign matter which would cause difficulty in the slicers. After passing

through automatic scales the beets are cut into thin slices in the "slicers" by means of knives set in a revolving disc. The sliced beets then enter the "diffusion battery," which consists usually of fourteen cylindrical iron vessels each holding from three to five tons of beets. Here they are treated with a current of hot water which dissolves out the sugar. The principle is that of diffusion or dialysis, the cell wall of the beet acting as a membrane through which the sugar readily passes leaving behind objectionable impurities.

Milk of lime, made by slackening lime from the lime kiln, is added to the juice obtained from the diffusion battery, and carbon dioxide gas, also obtained from the lime kiln, is introduced until almost all of the lime is precipitated in the form of insoluble calcium carbonate. This effects both chemical and a mechanical purification of the juice, which is next filtered through filter presses. It is treated a second time with carbon dioxide gas to complete the removal of the lime, and is again filtered. The juice is then treated with a small amount of sulphur dioxide gas, and after another filtration enters the evaporators.

A set of evaporators consists usually of five large boiling chambers, the first of which is heated by exhaust steam, and each successive body by the vapor from the one preceding. This is made possible by maintaining a higher degree of vacuum in each successive body, so that the juice will boil at a lower temperature. Here the juice is concentrated to a syrup containing fifty to sixty per cent solids, with a very economical consumption of steam.

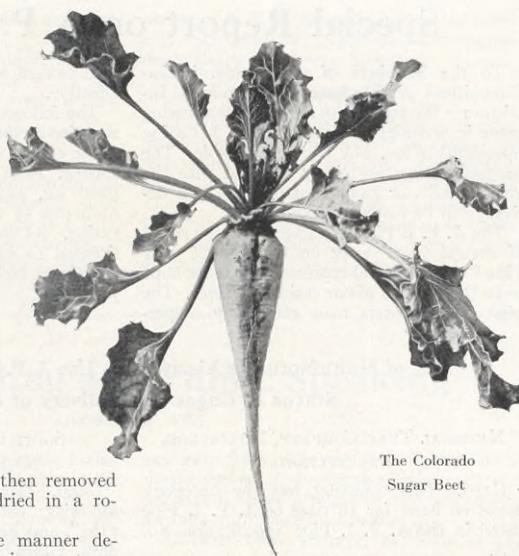
After another treatment with sulphur dioxide gas and filtration, the juice is boiled to grain in the vacuum pans, large cylindrical

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vessels heated by steam coils and under a partial vacuum to reduce the boiling point. This operation is conducted under the expert supervision of the sugar boiler, who can regulate the size, evenness, and hardness of the grain of the resulting sugar.

Material from the vacuum pans consists of crystals of pure sugar surrounded by the adhering sticky syrup. The syrup is separated in "centrifugal machines," which are metal baskets 40 inches in diameter revolving at the rate of 1200 revolutions per minute. A screen retains the sugar crystals, but allows the syrup to pass through. The removal of the syrup is completed by washing with a spray of water. The sugar is then removed from the centrifugal machine, dried in a rotary hot air dryer, and sacked.

The syrup separated in the manner described is boiled again to grain in a vacuum pan, and from this is spun off a lower grade syrup-beet molasses—from which no additional sugar can economically be obtained by crystallization. A large part of this molasses is treated by the Steffen process, a chemical process by which the sugar contained in it is recovered. The remainder is used mostly for



The Colorado
Sugar Beet

cattle feeding. Other uses for beet molasses are for the production of yeast and alcohol. Other important by-products are the beet pulp and potash. The pulp is either stored in large wooden silos or is dried and sacked, and in either case is used as a cattle food. The potash is used in commercial fertilizers.



The Smuggler Union Mine—Texaco lubricated

The Tomboy mining property appears in the distance. The second photograph is a view of Morning Trout Lake, near the mines but higher up in the range of snow-capped peaks; note the wonderful reflection of sky and mountains in the lake. This is in the Telluride mining region of the San Juan Valley in Southwestern Colorado.

The TEXACO STAR

Special Report on A. P. I. Casing

To the Members of all Standardization Committees of the American Petroleum Institute:—We are glad to announce that casing made in accordance with the A. P. I. Casing Specification No. 5-A is now available. The necessary gages are either on hand with the various mills or have been ordered, and delivery can be made as stated below.

The A. P. I. Pipe Specification is the result of several years' work on the part of your Pipe Committee and represents what we hope to be the solution of our casing problems. The pipe manufacturers have generously coöper-

ated toward making these A. P. I. standards effective.

The following report, based on information supplied by the manufacturers, gives the status of the various mills to make delivery on A. P. I. Casing. Each of the mills mentioned has applied for, and been issued, a certificate of authority to use the A. P. I. monogram on casing. As soon as other manufacturers are licensed to use the A. P. I. monogram, an additional bulletin will be issued on this subject.

J. Edgar Pew, President.

List of Manufacturers Licensed to Use A. P. I. Monogram—and Status of Gages and Delivery of Product

NATIONAL TUBE COMPANY, PITTSBURGH, PENNSYLVANIA

Gages.—This company has the necessary gages on hand for all sizes of A. P. I. Pipe listed in the A. P. I. Pipe Specification No. 5-A.

Delivery of Material.—Shipment can be made on all sizes approximately sixty days from receipt of orders.

THE YOUNGSTOWN SHEET & TUBE COMPANY, YOUNGSTOWN, OHIO

Gages.—Gages have been ordered and delivery promised by the gage manufacturer within sixty to ninety days.

Delivery of Material.—Shipment can be made within two weeks after receipt of gages on the following sizes: $4\frac{3}{4}''$, $6\frac{5}{8}''$, $8\frac{5}{8}''$, $10\frac{3}{4}''$, $11\frac{3}{4}''$, $16''$. Delivery of other A. P. I. sizes can be made within about six to eight weeks after receipt of gages.

STANDARD SEAMLESS TUBE CO., AMBRIDGE, PA.

Gages.—Gages have been ordered for the $6\frac{5}{8}''$ and $8\frac{5}{8}''$ sizes, and delivery expected on or about December 15, 1925. Gages for other sizes will be ordered as demand develops.

Delivery of Material.—Delivery of $6\frac{5}{8}''$ and $8\frac{5}{8}''$ sizes can be made within thirty days after receipt of gages. Delivery of other sizes can be made within sixty days after receipt of gages.

SOUTH CHESTER TUBE COMPANY, CHESTER, PENNSYLVANIA

Gages.—Gages have been ordered for the following sizes: $4\frac{3}{4}''$, $6\frac{5}{8}''$, $8\frac{5}{8}''$, $10\frac{3}{4}''$, $11\frac{3}{4}''$, and delivery is expected within thirty days. Gages have not yet been ordered for the $5\frac{3}{4}''$, $8\frac{3}{8}''$, and $13\frac{3}{8}''$ sizes, the last named size being the diameter limit of their capacity.

Delivery of Material.—Delivery of the $4\frac{3}{4}''$, $6\frac{5}{8}''$, $8\frac{5}{8}''$, $10\frac{3}{4}''$ and $11\frac{3}{4}''$ sizes can be made within thirty days from receipt of orders. Delivery of the $5\frac{3}{4}''$, $8\frac{3}{8}''$, and $13\frac{3}{8}''$ sizes can be made within sixty days from receipt of orders, inasmuch as gages, ordered at the time of placing the casing orders, should be completed before they are ready to roll and finish casing.

WHEELING STEEL CORPORATION, WHEELING, W. VA.

Gages.—Gages have been ordered and delivery is expected within four or five weeks.

Delivery of Material.—Delivery can be made within two weeks after receipt of gages. They contemplate making the following sizes only at the present time under A. P. I. license: $6\frac{5}{8}''$, $8\frac{5}{8}''$, $10\frac{3}{4}''$.

READING IRON COMPANY, READING, PA.

Gages.—Gages have been ordered for the following sizes: $4\frac{3}{4}''$, $6\frac{5}{8}''$, $8\frac{3}{8}''$, $8\frac{5}{8}''$, $10\frac{3}{4}''$, $11\frac{3}{4}''$, $16''$.

Delivery of Material.—Delivery of the above

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sizes can be made with reasonable promptness after receipt of gages.

The necessary gages and equipment will be provided to manufacture the $5\frac{3}{4}''$ and $13\frac{3}{8}''$ sizes when the demand for these justifies.

JONES & LAUGHLIN STEEL CORPORATION,
PITTSBURGH, PA.

This company has been authorized to use the A. P. I. monogram on casing manufactured in accordance with the A. P. I. specifications, and advises that they are anxious to coöperate. They advise further that as soon as the de-

mand for A. P. I. material justifies, the necessary equipment will be provided and approximate dates of delivery furnished.

General

The following firms have been authorized to use the A. P. I. monogram on casing, but data is not at hand regarding the status of gages or delivery of material: Stewarts & Lloyds, Ltd., 41 Oswald St., Glasgow, Scotland; Ste Ame des Usines a Tubes de la Meuse, Flemalle-Haute, Belgium; Ste Ame d'Escaut et Meuse, Anzin (Nord), France.

Prize Fighting and Public Speaking

GEORGE W. VOS

Prize fighting, which was once a not highly reputed form of entertainment, is now in the category of our major industries.

Public speaking, formerly a means of self-expression, is now a means of self advancement.

A well trained exponent of the manly art of self defense may occasionally assure himself of a seat in the subway. A prize fighter who reaches the top of the ladder may retire to a choice of country seats.

A proficient public speaker may achieve a seat on the Board of Directors. The arch type of public speaker may retire to a seat in the Senate.

Of the two I should judge that the public speaker shows the greater fortitude. Prize fighters have been known to allow long periods to elapse between public demonstrations. Public speakers display no such timidity.

In the open season, from October to May, night after night, and sometimes at noon, the public speaker will present himself. He is always in condition.

The prize fighter is rather punctilious about whom he meets and shows a feverish interest in such things as weights and purses.

The public speaker displays no such foibles. All he requires is an invitation.

Though in some respects the public speaker ranks higher in the scale of animal life than the prize fighter, he can learn much from the pugilist.

Now the first lesson that the public speaker

can learn from observing prize fighters is the deceptiveness of shadow boxing. Speed and adroitness before a phantom adversary mean nothing until brought into the ring.

Likewise those gestures that slide in and out so gracefully before the mirror and the orotund voice that booms out its measured cadences within the white-tiled reverberating bathroom, stand for nothing until they are fire-tested before the Argus-eyed hydra-headed audience.

From the prize fighter the public speaking student can learn a splendid lesson of thinking on his feet. For after he is off his feet he does not have to think, and if any thought does occur it is about as useless as the brilliant thoughts that surge up after the applause, perfunctory or merited, which marks the close of the address.

One of the most important lessons is the ability to conserve one's wind.

Then there is the example of economy of effort, of making every blow tell, of careful leading up to a climax, of the need for a frequent change of pace, an increase of speed or a retardation to suit the conditions.

Important, too, is the ability to make a quick clean finish.

Let the speaker keep these things in mind. Furthermore, lately we have been treated to an exposure of the fallacy of a certain style of boxing procedure. The victims of this exposure have been largely foreign contenders for championships. These misguided gentle-

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men seem to be obsessed with the idea of making the head the continual target of attack. Our champions have shown how disastrous this style is; and they have retained their titles by playing heavily to the heart, and then, when the occasion or the conclusion demanded, they have directed their attention to the head.

This is a parable.

It points to a practice which has made champions in prize fighting, in public life, in selling, and in advertising. Play for the heart first, second, and third; and then, when necessary, to the head.

A Swim Across the Pecos River

CLEVE PEMBERTON, Electra, Texas

Editor of The Texaco Star.—While reading in *The Texaco Star* of your swimming a horse across the swollen Shenandoah River at night, I recalled an incident so similar in many respects that you might like to hear of it.

About 17 or 18 years ago, while they were building the steel bridge that spans the Pecos River near Dexter, New Mexico, that river got on a rampage. They had built a heavy wooden trestle from the west bank to the middle of the stream and were sinking two large steel piers into the river-bed in mid-stream for the bridge to rest upon.

At this stage of construction the river had been running about 3 or 4 feet deep and about 500 feet wide. There were only a few expert bridge men, the other help having been hired locally. Among the workers was a kid of about 17 who, having been raised on a ranch, was more of a cowboy than bridge builder, though for employment at the time he had taken a job on the new bridge. He was boarding with a couple of other young fellows at a place on the east side of the stream.

Every Saturday evening he would go to his home near Roswell. After church, Sunday nights, he would return to Dexter and thence to his boarding place. Until that time the river had not been too high to wade, except near the piers in the middle.

One Sunday night when he got to the new bridge and walked out on the trestle, he noticed that the whole structure seemed unusually near the water, but it was too dark to see plainly. A light mist of rain was falling. He hurried to the end of the trestle, slid down a rope to the top of the lowest pier, and proceeded to undress.

The water had always been deep just at the piers, so he expected to have to swim out a few feet until he could wade to where a gap

had been cut in the high bank on the east side. All the while he was undressing he was thinking about how that pier must be sinking deeper and deeper in the sand. He had seen them do that and that was what he thought was going on to make the water so high on the pier. He put his coat, underwear, and the contents of his pockets under some planks where they would keep dry, rolled his pants and shirt around his shoes, tied them tight with a piece of hay-wire, and looped the wire around his neck so as to hold the clothes on top of his shoulders.

Then he swung by his hands from the edge of the pier, dabbled his feet in the water to see how cold it was, and then splashed flat on the water to try to keep his clothes dry. He was an unusually strong swimmer so with a few strokes he reached the point where he fully expected to find shallow water. He could find no bottom anywhere. He looked back toward the piers, but they were vanishing in the darkness as the swift current carried him away.

Now a cowboy, used to horses, usually thinks of a horse before anything else when he wants to leave the situation he is in; so if anyone had been present they would have heard him mutter, "Well, this is a deuce of a note—dark as pitch—raining—the old Pecos on a sure enough tear—and me out here in the middle of it all—a-foot." He kept right on till he reached the east bank of the river, but right there was where his real difficulties began. The caving clay bank rose far too high for him to reach the brink of it, and often a rumbling splash told that the rising water was undermining the bank and causing it to cave off in great chunks. This made it a little dangerous for him to try to cling to the slick

Continued on Page 32

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LAW CURRENT

Rob't A. John

GASOLINE STATIONS—NUISANCE.—While a gasoline station is not a nuisance *per se*, yet, nevertheless, a gasoline filling station may become so by the method of operating it, is the conclusion in *Smith et al. v. Standard Oil Co. et al.*, 130 Atl. (Md.), 181.

MONOPOLIES.—A seller furnishing the buyer with a retail price list and suggesting that he conform with it upon resale to others,—there being no contract, either express or implied, binding buyer to resell in accordance with the said price list,—is no violation of the Texas anti-trust statutes.—*W. T. Razleigh Co. v. Fletcher*, (Tex. Civ. App.), 275 S. W. 210.

TAXATION OF CAPITAL STOCK.—A corporation cannot be directly taxed in one state on the value of its capital stock, where the value of the stock is fixed, in part, by property located in another state, without discounting this value *pro tanto*. To tax on the total value would be a taking of private property without due process of law.—*Peters Trust Co. v. Douglas County, Neb.*, 203 N. W. 1001.

GASOLINE—INTERSTATE COMMERCE.—Gasoline, from without the state, consigned and delivered to consignee within the state, and placed in consignee's tanks and sales made therefrom, is not "interstate commerce," and is, therefore, subject to a state tax.—*Charles-ton Oil Co. v. Charter*, 128 S. E. (S. C.), 8.

ADJACENT OWNERS—NEGLIGENCE.—Where the owner of a well shot his well with dynamite in order to increase production, he is not liable for destroying the production of an adjoining owner's well, unless the act of shooting said well was excessive to the degree that negligence could be charged, the doctrine of "*res ipsa*" not applying.—*Texas Pacific Coal & Oil Co. v. Comanche Duke Oil Co.*, (Tex. Civ. App.), 274 S. W. 193.

USE OF SURFACE.—The fee owner conveyed the surface, reserving the minerals and also the right "to erect thereon, maintain, and remove therefrom all structures as may be deemed necessary or convenient . . . in the free and full exercise of the rights and privileges therein excepted." The owner of the reserved mineral estate was erecting on the surface tenant houses for the use of its employees.

Held, that the right was an implied right

in view of the quoted paragraph of the contract.—*Bolen v. Standard-Elkhorn Coal Co.*, 275 S. W. (Ky.), 372.

EXPLOSION—ESCAPING GAS—INTERVENING CAUSE.—The Supreme Court of Kansas has held that the act of a workman, employed by third parties, in striking a match, igniting escaping gas, does not excuse the gas company from negligently permitting the gas to escape.—*Webb v. City of Chanute, Kan.*, 235 Pac. 838.

MUNICIPAL CORPORATIONS—PRIVATE USE.—Municipalities having the authority to control public highways, have the authority to authorize private parties to establish on sidewalks facilities such as gasoline filling pumps, the same not interfering with the use of the street, and promoting public convenience.—*McCoy v. Jordan et al.*, 148 N. E. (N. Y.), 793.

COMMON LAW TRUSTS—JOINT STOCK ASSOCIATIONS.—In a series of cases the Supreme Court of the State of Texas has held that a joint stock association based upon a declaration of trust, vesting the title to the property in the trustees and clothing them with management of the same, is, nevertheless, a copartnership, each partner being liable for the debts of said joint stock association, basing, mainly, its conclusion on the Revised Statutes (Arts. 6126-6154) of the State of Texas.—*Thompson v. Schmitt et al.*, 274 S. W. 554; *Victor Refining Co. v. City National Bank of Commerce*, 274 S. W. 561; *Hollister et al. v. McCamey*, 274 S. W. 562; *Howe et al. v. Key-stone Pipe & Supply Co. et al.*, 274 S. W. 563.

ATTRACTIVE NUISANCE—BATH HOUSE.—An 18 years old boy was drowned while bathing in a bath house furnished by an oil company, on its own premises, for the convenience and use of its own employees. Suit for damages resulted.

The questions were whether the boy, being a minor and bathing without permission of the oil company, was a trespasser, or a licensee, and whether the bath house was within the doctrine of an "attractive nuisance," such as the "turntable cases."

The Court of Civil Appeals of Texas held that he was a trespasser, that an invitation could not be implied, and that the same did not come within the doctrine of "attractive nuisance," in the case of *Wimberly et ux. v. Gulf Production Co.*, 274 S. W. 986.

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DEPARTMENTAL NEWS

The managers of the respective Departments have assigned to the persons 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 cooperate.

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

REFINING DEPT. A FAITHFUL LABORER AT PORT ARTHUR WORKS.

To secure efficiency men must be taken care of—and so must machines also. Men, however, tire out and under strain begin to lag, while machines are immune to the fatigue and aches and pains that beset human workers.

Locomotive No. 5, Port Arthur Works, in all its years of service has never yet complained. Faithful and untiring, it has served its master—in rain and shine—night or day—hauling heavy loads, and then impatiently puffing to be off again—an uncrowned hero of the Works—the substantial friend of man, and a potent factor in getting out Texaco products to keep satisfied a hungry industrial world.

Locomotive No. 5 has fourteen years of continuous service with The Texas Company



A faithful laborer at Port Arthur Works

at Port Arthur Works, and in all those years has never failed when called upon. There have been many days when this ironclad worker has worked long after the whistle had blown, but assuming that it worked on a basis of eight hours per day and that it traveled an average of 120 miles per day, it would mean that in its service to date it has traveled more than 605,000 miles, or nearly twenty-five times the distance around the world.

Its splendid record may be accounted for by the fact that for fourteen years it has been constantly lubricated with Texaco products.

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF OCTOBER, 1925

Refined—Coastwise.....	944,753 bbls.
Refined—Foreign.....	387,395 bbls.
	1,332,148 bbls.
Crude—Coastwise.....	265,975 bbls.
Total.....	1,598,123 bbls.

Charleston Terminal.



Many readers of *The Texaco Star* will recognize the large gentleman in the picture. For those who do not, we introduce Mr. F. J. Shipman, Superintendent of Government and Marine Sales, New York. The picture was taken during Mr. Shipman's recent visit with Superintendent C. E. Lepley. The scene is at Mr. Lepley's Goose Creek farm near Charleston, S. C., Mr. Shipman is shown in conversation with Uncle William Rivers, caretaker, who is dolled up and ready for church.

RAILWAY TRAFFIC AND SALES DEPT. The list of railroads using Texaco equipment keeps growing. Some of the latest roads to "turn to Texaco" are the Chicago, Burlington & Quincy, the Chicago & North Western, and the Chicago, Milwaukee & St. Paul.

Practically one out of every four locomotives on Class I Railroads uses Texaco lubricants, and over 28% of the total railroad mileage in the United States is Texaco lubricated.

On one of the large Eastern railroad systems,

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the Comptroller of the railroad in a report covering an eight months period, while using The Texas Company's equipment lubricants, showed a saving in coal or fuel consumption of \$900,000. Over this period on Texaco lubricants, they showed a material reduction in cylinder and valve packing renewals, a 52% reduction in hot boxes on locomotives, a 24% reduction in hot boxes on freight cars, and a 25% reduction in hot boxes on passenger cars. They feel that this good showing in lubrication aided them materially in making the saving in fuel consumption.

The following is from the Goshen (N. Y.) *Independent Republican*:

William E. Kenney, of Goshen, and Miss Marie A. Farrell, of Monroe, were quietly married at the Church of Our Lady of Lourdes, 142nd Street and Convent Avenue, New York City, on Thursday, September 17, by Rev. Father Fahy. The couple were attended by Mrs. William Cash of Monroe and John B. Connally of Goshen, and have gone on a wedding trip through the New England States, and expect to reside in New York City upon their return.

The lure of Florida has finally reached this Department and taken J. W. Johns from the transportation division to Tampa, where, we understand, Jeff will sell real estate. Also, George Hanna, we understand, will leave for Florida soon.

Edgar Fenderson is anticipating with much pleasure a trip to the old home town this month. Houston girls take note.

An unusual phenomenon was observed today. Although the day was cloudy and quite ominous-looking, neither of our genial Representatives showed up to brighten the day for us in their own inimitable way. We know this won't happen again.

SALES DEPT. **Houston District.**—
S. TERRITORY Stations showing 100% collections for the month of September: Bartlett, Elgin, Menard, Uvalde, Beeville, Victoria, Kingsville, San Juan, Flattonia, Shiner.



The largest garage in Austin, Texas
This Texas Garage is 100% Texaco and going strong. It is doing and will doubtless continue to do the best gallonage for a curb station in the city.



Lone Oak Filling Station, Austin, Texas
Known all over this section of the country, and does the largest gallonage.

We extend a most hearty welcome to F. B. Thompson who on October 1 succeeded J. A. Winters as Agent at Charlotte, Texas Station.

J. D. Roensch, formerly at Houston Station, has been appointed Assistant Agent at Port Arthur.

We are very sorry to hear that General Salesman J. A. McCrorey, Zone 7, recently underwent an operation. We hope it will be only a short time until "Jimmy" will be back with us.

Dallas District.—The State Fair brought a great number of welcome visitors to the D. O., among them being W. H. Noble and H. E. Spear, of Houston. Our Exhibit Building at the Fair Grounds is very attractive, and many complimentary remarks have been made by customers and friends.

G. P. Ross, of the D. O., and Miss Erie Belle Kirby, of Dallas, were married on October 17. We offer congratulations and best wishes to this happy couple.

El Paso District.—District Manager Bonham and Superintendent (Sales) Cathcart have made several trips over the El Paso District in a new Packard Sedan. It has rained every day so far that they have been on the road; not so nice for traveling but splendid for the country. Pastures are in fine condition, plenty of grass everywhere, but not so many cattle. It seems one extreme or the other, but a good season is ahead for the cattlemen and this should be of assistance generally to the District.

Our old stand-by, J. G. House, at Raton, New Mexico, has sold his filling stations to H. A. Bailey, who has been checked in as our Agent. We extend a cordial welcome to Mr. Bailey.

Agent J. E. Webb at Fabens, Texas, has sold out to Roy Smith, who continues to handle Texaco Products. Welcome into the Family, Roy.

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Oklahoma District.—A two days Motor Oil Demonstration was conducted at six filling stations in Tulsa during the International Petroleum Exposition. The Demonstration was preceded by what might be termed a mammoth street parade including seventeen automobile units all painted red and carrying banners pertaining to the Demonstration. The parade was headed by officials of the Company, including Mark Moran, President The Texas Pipe Line Company of Oklahoma; E. J. Nicklos, General Superintendent, Oklahoma Division Producing Department; W. K. Holmes, Superintendent West Tulsa Works; J. H. Hill, Chief Attorney for Oklahoma and Kansas. Among

other notable visitors were W. H. Noble, General Superintendent (Sales), Houston; Will Carroll, District Manager, Dallas; J. S. Leach, Superintendent (Sales), Dallas; Geo. Birge, Agent, Sherman, Texas. After considerable contact with the Police Department permission was granted to pull the parade at high noon. It was headed by two motor cycle cops and attracted a great deal of attention as it passed through the down town thoroughfares, having the right-of-way over all traffic. (For photographs see the inside of the back cover.)

P. J. Lauman, Chief Accountant, is leaving the Oklahoma District, effective November 1, to be Chief Accountant in New Orleans Dis-

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trict. In losing Lauman we are losing one of our best men. New Orleans District is certainly fortunate and is to be congratulated on securing such a valuable employe. Our best wishes go with Mr. Lauman.

All in the Office missed Superintendent Faerber's genial personality for several days in October, due to the death of his father-in-law, Mr. C. D. Watkins.

The D. O. enjoyed the pleasant though short visit of General Superintendent W. H. Noble on his way from the Tulsa Petroleum Exposition to the Dallas Fair. H. E. Spear, Chief Motor Inspector, also paid us a two days visit and his smiling face was pleasing to all, especially to Motor Inspectors Riley and Hubbard who held a two days meeting with him.

Effective October 1, P. J. Smith resigned as Representative of Zone 11 to take our Altus, Okla. Station on a commission basis. P. J. has been in the Company's service since 1916, and we know this old timer will make Altus Station hum.

L. M. Belser, Jr., Agent of three stations in Arkansas, Dermott, Warren, and Monticello, attended the Tulsa Petroleum Exposition driving over in his bright red Texaco Essex Coach. Louie came on to Oklahoma City where everyone regretted that his stay could not be longer, but he promises to return at a near date.

New Orleans District.—Standing of stations in percentage of collections for September: Boyle, Philadelphia, Ruleville, Yazoo City, each registering 100%. Those attaining 90% or better: Anguilla, DeRidder, Vinton, Tylertown, Corinth, Union, Crowley, Vicksburg, Arabi, Shelby, McComb, Lexington.

News has reached us of the marriage early in September of Agent J. H. Lawrence, Waynesboro, Miss. All join in best wishes.



R. R. Bacon Filling Station, Shreveport, La.

Mr. Bacon is an enthusiastic believer in Texaco Products. His filling station is one of the foremost in Shreveport, dispensing every month a large gallonage.

There was rejoicing in the home of Truck Motorman C. J. Stephens, Morgan City Station, the morning of October 9, over the arrival of a son and heir weighing 11 pounds. All of us here join in welcoming the little newcomer to the Texaco fold.

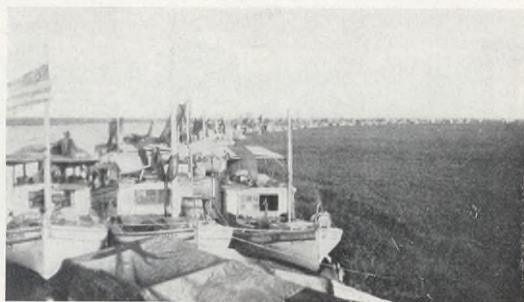


Philadelphia, Mississippi

String of tractors and road working machinery lubricated by Agent E. V. Tidwell.

A friend may be often found and lost, but an old friend can never be found, and nature has provided that he can not easily be lost.

—Johnson.



Shrimp boats—307 of them—anchored for the night in Oyster Bayou near Houma, Louisiana. The boats flying flags are ice boats. Of these craft 75% are Texaco lubricated, due to the excellent efforts of Representative R. H. Martin, Houma, La.

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Atlanta District.—It may be interesting to the readers of *The Texaco Star*, particularly to our Agents and Salesmen, because of their interest in matters pertaining to credits and collections, to know that a number of our district credit men have been recognized not only by local credit associations of which they are members, but by The National Association of Credit Men having a membership of 30,000 wholesalers, manufacturers, jobbing houses, and banks.

Creditman Samuels of Houston has served as President of his organization; Creditman Shirley of Oklahoma City is serving his local association this year in that capacity; Creditman Flake of Dallas and Creditman Brophy of Jacksonville are serving this year in their respective cities as Vice Presidents.

In addition to these Southern men, Creditman McDougall of New York City is a member of the Council for his association and doubtless others in Northern Credit departments, unknown to the writer, are active in credit association work.

The fact that such unselfish activity has been displayed at so many points where our district offices are located and the further fact that our Creditman F. B. Ramey served last year as President of the Atlanta Association probably accounts for his elevation this year to the National Board of Directors. He had the privilege of attending his first Board Meeting during the week of September 14, held in Atlantic City, N. J., where he met with the other twenty-three members representative of every section. He is enthusiastic at having thus attained a national view of credits and we are particularly proud that The Texas

Company should have been so recognized and complimented.

Superintendent of Roofing Sales, F. K. Dorrance, Houston, Texas, was our welcome visitor on October 12.

Chief Accountant, Florida District, Hans Mueller, favored us with his most welcomed presence on September 12. We are always pleased to see "Our Boys" back home and regret that their visits are so infrequent.

George F. Wooten, Jr., Chief Clerk (Sales), Florida District, formerly Stock Clerk in our D. O., dropped in on us some weeks ago accompanied by his bride. Mr. Wooten's many friends were pleased to meet the Mrs.

Wm. Reynolds (familiarly known as "Uncle Bill") is spending several days with District Manager C. P. Dodge, Jr., in the land of sunshine, flowers, and high priced real estate.

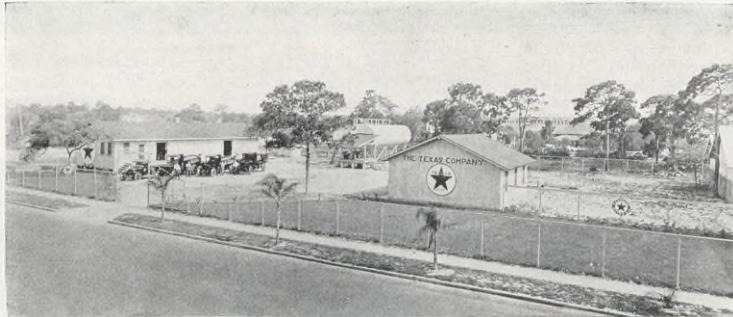
Born to Tank Motorman P. L. Bootle and wife, Charleston, S. C. Station, on September 17, a 6-lb. girl.

Born to Tank Motorman J. G. Griffin and wife, Charleston, S. C. Station, on October 5, a 10-lb. girl.

Stake Motorman J. S. McClary, Charleston, S. C. Station, and Miss Ruby Heoutt were married on September 21.

Florida District.—Stations making 100% on collections for September: Bushnell, Cocoa, DeLand, Dunnellon, Orlando, Punta Gorda. Twenty-one stations made 90% or better, while eight stations made 80% or better.

W. L. Ronaldson, formerly Chief Clerk at our Casper Works in Wyoming, has been appointed Commission Agent at Avon Park and Lake Wales Stations. Florida District



Bradenton, Florida Station

The TEXACO STAR

The Palms Service Station, Fort Myers, Florida

A recently completed station featuring Texaco Products exclusively.

Left to right: P. E. Dennington; Agent Sam Stalls; S. A. Dennington, Station Manager; Mr. Geraci, owner; Van Harlen Brothers, who have station under lease from owner; F. A. Heidt, Tankmotorman, in the rear; Mr. C. A. Smith, at extreme right in Ford, contractor and builder of this station, which is considered one of the most beautiful in South Florida where strenuous efforts are put forth to express beauty in filling station construction.

Mr. D. Geraci, owner of this station, is of Pittsburgh, Pennsylvania, where he owns the Penn Macaroni Company, and is connected with the Sincere & Geraci Produce Company.

feels honored in having Mr. Ronaldson's name on its roster.

I. C. Taylor has been appointed Commission Agent at Sarasota Station *vice* E. W. Snead. We extend to Mr. Taylor a hearty welcome.

Harry Grant, formerly Salesman, Miami Station, has been transferred to St. Petersburg as Agent.

H. L. Benson, formerly Assistant Agent Daytona Station, has been transferred to Jacksonville as Marine Salesman.

C. W. McNeill, formerly of Houston and Dallas Districts, has been appointed Assistant Agent at Jacksonville Station. We welcome "Mack" to the Florida District and hope he will stay with us, keeping up his good records in other Districts.

W. L. (Uncle Bill) Reynolds has recently completed a trip over the District in the interest of Texaco lubricants, meeting old friends and making many new ones. Uncle Bill looks fine and we hope to have the pleasure of having him with us again before long.

E. A. Lee, formerly Salesman in Boston District, visited our D. O. recently, stopping off on his way to Lakeland where he intends to spend the winter.

Better a blush in the face than a blot in the heart.—*Cervantes*.

Once Diogenes saw a youth blushing, and addressed him: "Courage, my boy! that is the complexion of virtue."



SALES DEPT. — New York District.

N. TERRITORY We have received a copy of the Long Island Villager, dated October 6, 1925, giving the following front-page story concerning our good customer and Texaco enthusiast, Mr. Joshua D. Budd, of the J. D. Budd Garage, Patchogue, L. I.:

Pigeon Visits Joshua

As Josh Budd was walking through his garage last evening just before dusk something flew by him within a few feet of his ever smiling face. Looking around for what he thought might be a bat, he was surprised to see a pigeon land on his well advertised Texaco racing Ford, directly under a silk American flag hanging from a pole stuck in the red painted racy rear of the racy Ford.

The pigeon did not move as he approached it and he picked it up from its stand under Old Glory. "You knew where to seek protection, little bird. Under the Flag and with Joshua," said Josh as he walked towards his office with the pigeon.

"Hank, you son-in-law of the Great Joshua, here's a quarter. Get some corn, quick, I'll get the box."

While son-in-law was running to the nearest grocery, Josh was securing a box to house his visitor. "Look, see, its pedigree birdie, too," announced Josh to his office staff, employes, and customers. Sure enough the pigeon had two small bands on its tiny feet. On one was marked "AJ25D4989." Josh will not tell what is on the other band because he does not want anybody but the rightful owner to claim the pigeon.

Evidently the pigeon is registered with the National Homing Pigeon Club and was too exhausted to fly any further when it flew over this village and alighted for the night in Budd's garage. It drank water and ate a few kernels of corn before perching itself on a stick placed in the box. Josh will give it a rest before setting it free to continue its way to its home loft.

The TEXACO STAR

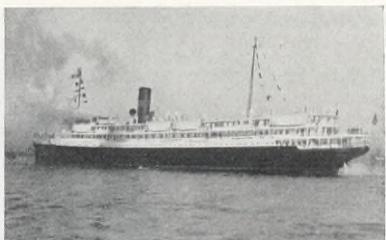


J. D. Budd Garage, Patchogue, Long Island



Mr. Budd and one of his racing cars

The Texaco racing Ford, mentioned in the article, and the J. D. Budd Garage are shown in the pictures which are reprinted from the January 1923 issue of the *Star*. Mr. Budd travels the island extensively in his Texaco cars acquainting customers with our products. At the time the photographs were taken he had a special car displaying the advertisement: "If you can't go further on Texaco Gasoline and Oil than on any other gas or oil, I'll fill your tank free."



Marine Sales.—S. S. "Robert E. Lee"

The "Robert E. Lee" and her sister ship the "George Washington" are turbine driven passenger vessels and have all the latest improvements in ship construction and appointments that one could find in the finest of hotels. Both vessels are lubricated with the finest lubricating oil obtainable, which, of course, is Texaco—in this case Texaco Marine Turbine Oil H. During the summer months these vessels will be in the New York and Norfolk run, and during the winter months will be operated by the Clyde Line in the New York and Miami Service.

The S. S. "Robert E. Lee" and the S. S. "George Washington" have been built within the last eight months for the Old Dominion Line by the Newport News Shipbuilding and Drydock Company, Newport News, Va.

Boston District.—On October 14, during a visit to St. Albans, Vermont, where we are reconstructing a refined station, our Mr. J. H. Thorburn saw snowdrifts just outside the town 10 to 14 feet high; he also saw a small apple tree standing in 5 feet of snow, the tree bearing green leaves and ripe apples.

The C. & O. Oil Company, distributors of ours, have opened a new refined station at St. Johnsbury, Vermont, which makes four refined stations operated by them: North Wal-



Crossley's Pier, New London, Connecticut

C. B. Crossley, one of our good customers, serves a great many private yachts during the summer from his pier 125 feet long.

The TEXACO STAR

pole, N. H.; Woodsville, N. H.; Bethlehem Jct., N. H.; St. Johnsbury, Vt.

We have enjoyed a very pleasant visit of Auditors E. C. Breeding and R. P. Yeatman.

Manager Hopkins, Superintendent Skillings, and Chief Accountant Worley, were recently visiting one of the refined stations in Zone 8. The conversation had been running along accounting matters and the preparation of different forms. Perhaps Mr. Skillings' mind was wandering, for a part of the remarks were something like this:

J. K. S.—Did they get up the S-51 yet?

C. W.—What is the No. 51 anyway? I never did hear of that form.

J. W. H.—He must mean the S-15 or S-265 or some other number. What is the S-51, Joe?

J. K. S.—Why, I mean that submarine that sank in the ocean!

Norfolk District.—Good news for readers of the *Star*: The birth and death rate in Norfolk District for the last month was zero.

Our congratulations are extended to Mrs.



Gloucester County Fair

This exhibit by J. C. Brown, distributor of our products at Schley and Gloucester Point, Va., took the highest award for oils displayed at the Gloucester County Fair.

Hardie W. Walters, who was formerly Miss M. H. Holmes, operator in charge of the dictaphone room. As the old adage says: May all of her troubles be little ones.

It is a great pleasure, and I am sure that it will also please all who are acquainted with



Ferry Steamer "Hampton Roads" operating between Norfolk (Pine Beach) and Newport News.

Owned by the Chesapeake Ferry Company—Geo. G. Hobson, Vice President and General Manager, and C. G. Cotton, Superintendent.

The "Hampton Roads" is a double-deck, double-end ferry steamer, built of steel and delivered to Chesapeake Ferry Company at Norfolk July 26, 1925, by Pusey & Jones Co., Wilmington, Del. The vessel came down on its own steam, without being bulk-headed on either end.

She is 197 feet long over-all, 59 feet 8 inches wide over guards, and 46 feet 8 inches beam on main deck, with moulded depth of 15 feet 1 1/8 inches, and draws 9 feet 3 inches when loaded. Handicapped on speed and draft owing to depth of water at Newport News Terminal. Was designed to make 14 statute miles, but will make 14 1/2 when required.

Has six driveways, with ample space for carrying 65 automobiles. Propelled by two fore and aft compound engines, connected together, with the 2 h.p. cylinder on end and 2 h.p. cylinder in middle. Size of engine 17" x 34" x 24" stroke developing 1450 i.h.p. at 135 r.p.m. One continuous shaft with two horseshoe thrust and 8" diameter 12' pitch propeller (steel) on each end. Two (two furnace) straight-through boilers, 160 lbs. working pressure.

Two G. E. generators (10 k.w. each) driven by Terry turbines. Two feed pumps, and independent air pump. Centrifugal circulator driven by Einberg engine. All pumps of Warren Steam Pump Company make.

She is now on the run and doing her work well, coming up to all expectations. This vessel cost \$150,000, and is using Texaco throughout, as in four other vessels operated by the Chesapeake Ferry Company, including a Fairbanks-Morse propelled vessel. The slips at which these vessels are docked are all greased with Texaco Crater Compound.

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him, to announce that Colonel Hill has decided to remain in the fold. In last month's issue the writer eulogized Colonel Hill, to which the Colonel replied: "The high esteem in which I am held by the employees only leads me to renewed activity, and the desire to work that much harder." Which goes to prove that we shouldn't wait until a fellow dies before we praise him; let him have it while he is with us, and it will be worth more.

Mr. Vos, our Advertising Manager, has sent out thousands of requests for *Did You Know?* items. Here are a few I have been saving up for this issue of the *Star*:

Did You Know that during the month of October the Norfolk District celebrated its 15th anniversary?

Did You Know that Williar Thompson, our District Manager, opened up the Norfolk District?

Did You Know that during this fifteen-year period the sales in Norfolk District have increased about ten million gallons per month?

And, furthermore, Do You Know that in the early part of 1922 we only put out four million gallons monthly, whereas we expect to, and will, put out fifteen million gallons monthly by 1930?

Chicago District.—A "Can You Beat It?" which we are pleased to broadcast: On October 15 J. C. (Jack) Richardson sold 100 coupon books to Swift & Company for cash. Nice work, Jack. We hope they will repeat for you.

R. G. Searing, General Order Clerk, is now Salesman. We have filled that order, Bob. It's up to you to get us Combination Orders. That goes for all the Salesmen.

There was a happy surprised lot of men at Indianapolis when bonus checks were unex-

pectedly received. If they had paid more attention to the letter telling of the bonus, perhaps the checks would have been larger.

With the baseball and golf season out of the way, let's all turn our attention to sales. That's a great game, too. He with the highest score (gallons) wins.

We welcome the group of new salesmen who have come into the organization: Combinations! Combinations!—Hurry! Hurry! Hurrah!

Fall housecleaning of the vault is proceeding.

Representative H. C. Jernegan of Grand Rapids reports the arrival of a daughter. Congratulations.

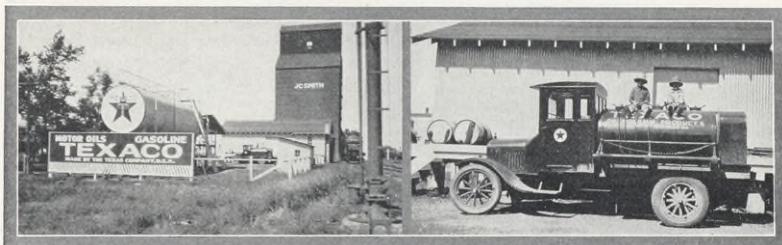
Picnic for 1926 now on the fire.

Representative L. D. (Larry) Wood of Ohio Zone has decided that two can live better, if not as cheaply, as one. All in the Chicago District wish a long and happy wedded life for Mr. and Mrs. Wood.

The scribe of this District, R. H. Cowen, has in the past kept his ear to the ground and found out many secrets which he broadcasted through the *Star*. He was a lover of bachelor life and bragged that he would never fall therefrom; but we find out through a reliable source that he has turned Benedict and is checking up other expenses than those of The Texas Company. This is too good to hold, and we feel that revenge is sweet. All should know of it. His many friends and associates wish them the best of luck.

(This communication was received just too late for inclusion in last month's issue. It gave a good "alibi" for the silence of Chicago District in *Departmental News* for October. It is presented now with the approval of our official Correspondent for Northern Territory.—*Ed.*)

Minneapolis District.—In the results for September T. W. Morris of Zone 8 took first place; P. D. Nease of Zone 2 took second



New Rockford, N. D. Station, Agent W. C. Placek—Close-up of tank truck and two real Texaco boosters perched on the tank.

The TEXACO STAR



Redwood Falls, Minnesota

Texaco Products at Redwood Falls County Fair displayed by the Redwood Falls County Oil Company. Note the flow of oil from Easy Pour Can and standing nearby Manager James A. Baikie of the Redwood Falls County Oil Company. Zone Salesman G. F. Nyland is shown at the right.

place; and C. A. Bryan of Zone No. 9 came in third for the Port Arthur trip. Keep the good work up, men.

A meeting was held in the D. O. on October 13, from 5 to 6:20 p. m., which organized a Texaco Club. Fifty-five were present. G. H. Seawell was elected President; C. D. Meltabarger, Vice President; Miss C. J. O'Dea, Secretary.

Representative O. M. Roseth, Zone 7, has entered into the bonds of holy matrimony. This occurred during the first week in October. As our Superintendent of Sales, C. D. Meltabarger, would say: "Every ship needs a rudder and an anchor, and a young man needs a sun around which to revolve, and a good wife acts as all three." There can be no doubt about this; so accept the congratulations of the entire Texaco family, Roseth.

The St. Paul Branch extend their deepest sympathy to C. W. Galagan, Filling Station Supervisor, and his family, for the loss of his sister.

Denver District.—We were honored by a visit from J. D. Barton, Manager of Spokane District, in October. We enjoyed his visit immensely.

Our Old Reliable, A. K. Williams, Agent at Cheyenne, Wyoming, gave us a pleasant surprise the other day—a spot sale of 30 barrels Motor Oil FF. For consistent good work we take our hats off to you, A. K.

Eddie Martin, erstwhile Colorado Springs



Columbus, Kansas

Lee Ward's Filling Station and Garage in our new Kansas territory at Columbus. Mr. Ward is strong on Texaco.



Martin's Superior Service Station, Greeley, Colo.
Representative F. O. Reed and Agent C. B. Tillman are proud of this exceedingly attractive 100% station: as are we.

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A Texaco rural station on Denver-Greeley Road
J. W. Lusher's filling station near Fort Lupton, Colorado.
Its fair attendant is a Texaco enthusiast.

Agent, has joined the Big Guns and is now Representative, Zone 17, Northern Wyoming. We are all with you, Eddie, and know that results in your Zone are going to be creditable.

Bill Paul has forsaken the D. O. to take the Colorado Springs Agency. Bill, for reasons best known to himself, still finds time for an occasional flying trip to Denver. He reports that things are breaking nicely at the Springs. We're always glad to see you, Bill, and particularly glad to know of the good work you are doing. Competition is in for a tough time in your locality.

The Texaco Club extends to its good Secretary, Miss Bertha McDonald, sincere sympathy for the loss of her father who passed away on September 3.

The Grim Reaper has again invaded our ranks. He claimed our good Agent, John G. Brennan, Farmington, N. M., on September 26.

Even at this late date, we wish to extend our sympathy to E. C. McLain of the D. O. for the passing of his wife.



Lewis Oil Company's Filling Station, Fremont, Neb.

The woman who boasts that she is man's equal, never is, but many who say nothing about it are his superiors.—*Wilbur E. Sutton*.

Spokane District.—That our old friend, Chief Accountant W. H. Gunn, has taken unto himself a wife after all these years—has come as a shock to his nearest associates. This is no mere remark, it is an event. The 'lucky lady' was Miss Marjory Ryan, of Spokane and lately of Montreal. Howard surely knows

accounting, and if he handles his domestic affairs as he does his work, —well, he'll make a huge success. Volumes of luck to Mr. and Mrs. W. H. Gunn.

The following new Agents have been added to the force of Spokane District: M. K. Patrick, Billings, Mont.; A. A. Montgomery, Great Falls, Mont.; W. E. Jaeger, Sand-

Helena, Mont., October 1, 1925

Agent E. E. Ostrander, Twin Falls, Idaho, writes: "This picture was brought to me by a friend from the Philippine Islands. After he had taken the picture he noticed the Texaco sign in the background, and then learned that the people in the Islands think there is nothing like Texaco."



Cut Bank, Montana

Service Station owned and operated by J. S. Danens, Consignment Agent for Texaco Lubricating Products at Cut Bank, Mont.

The TEXACO STAR



Rogers & Son Filling Station, Boise, Idaho
"For beauty of design and beauty of setting we back this against any station in the country."

point, Ida.; J. R. Powell, Tacoma, Wash. The Texas Company's Bowling Team is getting under way for the season. They have been challenged to a three cornered match between the Aurelia Cigars, the Maylons, and The Texas Company. The *Spokane Chronicle* says: "This match will make bowling history in Spokane, as it will bring together 15 of the highest class bowlers in the city."

"Blackie" Miller, under the auspices of the Gem State Auto Company at Idaho Falls, drove a Star car 2,102 miles in 100 hours, without food, using Texaco gasoline and motor oil. Only 3 pints of oil was used. A Star car and Texaco gasoline and oil is a hard combination to beat.



Texaco Service Station at Livingston, Montana
A hard hitting quartet, left to right: Agent R. A. Hasey, W. E. Daugherty, Construction Foreman L. T. Stoddard, Representative G. P. Leuck.

A piece of linen, 6,000 years old, recently examined by the chairman of the Irish Linen Society, was found to be as perfect structurally as are the linens made today.

—*Dearborn Independent*.

A man is like a tack; he can go only as far as his head will let him.—*Henderson*.

ASPHALT SALES DEPT.

Of the 1,150 cities in the United States which have pavements of Texaco Asphalt, Tulsa, Okla., stands among the most noteworthy in yardage of Texaco constructed. Tulsa's first Texaco pavement was laid in 1908. From that year to 1925 the yardage has been annually increased. This city is credited with 18 consecutive years of paving with Texaco. The yardage of Texaco in Tulsa today is well over a million.

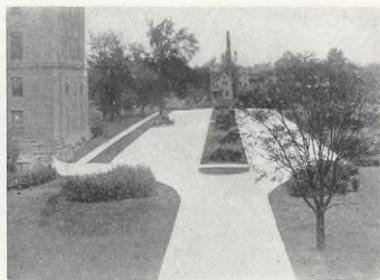
Long Prairie, Minn., is thoroughly contented with the transformation wrought by Texaco Surfacing Material upon a number of its streets. It's the talk of the town, and the local newspaper has called attention on various occasions to the splendid new streets. An illustrated article was recently published by the *Long Prairie Leader* in which The Texas Company was mentioned repeatedly.

Thousands of automobiles point their radiators to Atlantic City every year. The traffic pouring into this resort is tremendous. A number of streets in Atlantic City have been paved with Texaco for many years, and little wonder that the Asphalt Department likes to talk about one of the most recent Texaco achievements—the paving with Texaco asphalt of Absecon Boulevard, the principal thoroughfare leading into Atlantic City.

Dean Cupid has made a determined assault upon our Southern sector. The casualty list contains the names of Miss H. M. Young of Jacksonville and Ralph F. Brentlinger of New Orleans. On September 30 Miss Young became Mrs. O. F. McNairy. There was but one bitter drop in her cup of happiness: she had to leave Florida. Her new home, however, is in North Carolina and we are confident that the millions of square yards of Texaco in that State will in time reconcile her to the change. Miss Young has been a loyal and diligent worker in our Chicago and Jacksonville offices and she is known personally to many in this Department. Her going is regretted, but we all join in wishing her the best. As for Mr. Brentlinger, we congratulate him wholeheartedly. We have not lost him; after his honeymoon he was transferred from New Orleans to Jacksonville to take over Miss Young's work.

D. R. Donlen, diligent dispenser of Texaco Asphalt in Nebraska, recently viewed a performance which he at first surmised had been staged by our Advertising Division. We inform him, however, that The Texas Company

The TEXACO STAR



Illinois State Capitol Grounds—New improvements

State authorities at Springfield, Ill., took steps this year for the improvement of the Capitol driveways. The old waterbound macadam construction was found insufficient to withstand the needs of modern traffic, but it had become so well consolidated that it furnished an excellent foundation for a more modern surface. The old macadam had an average thickness of nine inches, which made a very substantial base.

The improvement decided upon was an Asphalt Penetration Macadam surface two inches in thickness. When the new stone had been spread and properly rolled on the old macadam, one and a half gallons of Texaco Asphalt were applied to the square yard. This application was covered with stone chips and rolled. A second application of one half gallon of asphalt to the square yard was then made and covered with screenings. After another thorough rolling the new wearing surface was ready for immediate use.

The work, which was done by B. F. Welch and Sons of Springfield, Ill., involved 3,000 square yards.

had no hand in the event. He writes as follows:

While attending a rodeo at Rapid City, S. D., one of the principal attractions was the riding of the trick buffalo "Texaco," owned by Clyde Jones of that city. The buffalo had a number of true Texaco Asphalt qualities: was black in color, appeared (from where I sat) to be very resilient, and certainly rendered a satisfactory performance under what might be termed trying traffic.

Indiana several months ago had some real hot weather. To convey to his friend, Walter Hempelmann, Asphalt Department engineer in Chicago, some idea of the heat "Leb" Watkins, our ex-mayor representative, wrote:

Dear Hemp: A farmer down in these "diggins" told me the other day that he was sitting on his front porch one day last summer when he heard the barking of a dog. Upon looking over into the field he saw a dog chasing a rabbit, but it was so darned hot *both were walking*. Good night!—Leb.

Speaking without thinking is shooting without aim.—*Cato*.

PURCHASING DEPT.

Houston—F. W. (Fritz) Herbert became a member of the Hole-In-One Club on October 11, when he sank his tee shot on the 17th hole at the Muny Golf Links. He had plenty of witnesses, therefore we can only say: Congratulations, Fred.

We are wondering if Joe Rankin, in Denver, bet his bank roll on Pittsburgh during the recent World's Series. If he did, the wolves will not howl around his door this winter.

One may judge of a king by the state of dancing during his reign.—*Chinese Philosophy*.

More bitter than death is the woman whose heart is snares and nets and her hands as bands: whoso pleaseth God shall escape from her; but the sinner shall be taken by her.

—*Ecclesiastes*.

EXPORT DEPARTMENT



Wilson Fisher of The Texas Company (P.I.) Inc.

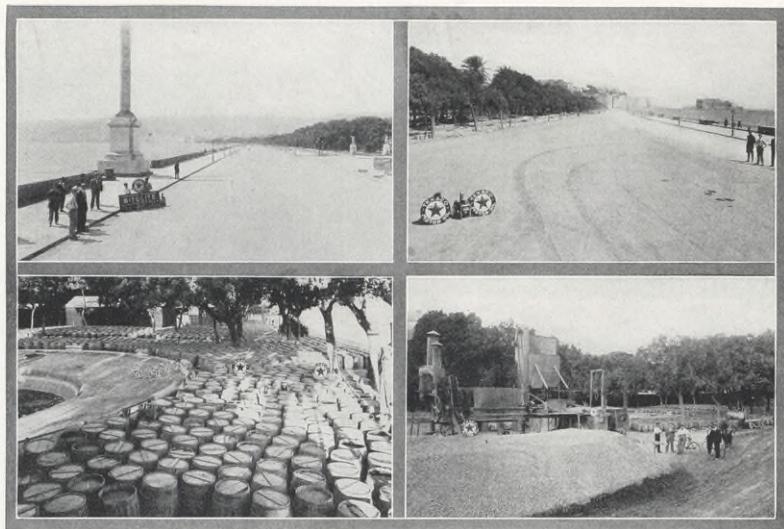
Mr. Fisher is surveying a boat which is to take him on an inspection tour to a neighboring island. We believe we can decipher his thoughts to be that the comforts of travel are, indeed, very unevenly distributed in this world.



Texaco on the go in Sao Borja, R. G. do Sul, Brazil

Left to right: J. Sampaio; Sub-agencies Inspector M. Moraes; our local agent, Mr. Galdino Santiago Filho. Mr. Sampaio is sipping his "chimarrão," the Brazilian tea traditional in these parts of Brazil.

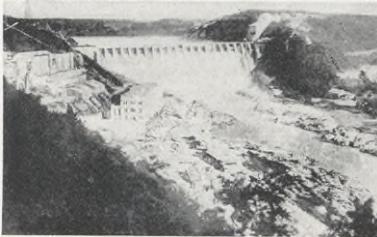
The TEXACO STAR



Texaco Asphalt on Via Caracciolo, Naples, Italy

This famous street is one of the finest boulevards in Europe. It skirts the blue sparkling waters of the Bay of Naples, around which the city clings to the slopes that mount to the Highlands. In the distance the snow-capped cone of Vesuvius pierces the horizon. The Via Caracciolo is about 17 meters wide, and facing it are many of the famous tourist hotels for which Naples is known the world over.

1. Part of Via Caracciolo which has been treated with bitulite—view from Piazza Vittoria, Mergellina—width of road 17 metres. 2. Square and part of Via Caracciolo already completed. 3. Deposit of Bitumen surrounding warehouse of the firm Gaetano Brun, in Via Caracciolo at the end of the Villa Comunale close to Piazza Principe, Naples. 4. A large machine for manufacturing the product "Bitulite." The machine was not working when photographed; its daily production is 2,000 square metres, depth 5 cm.



Hydro Electric Plant, Nagoya, Japan

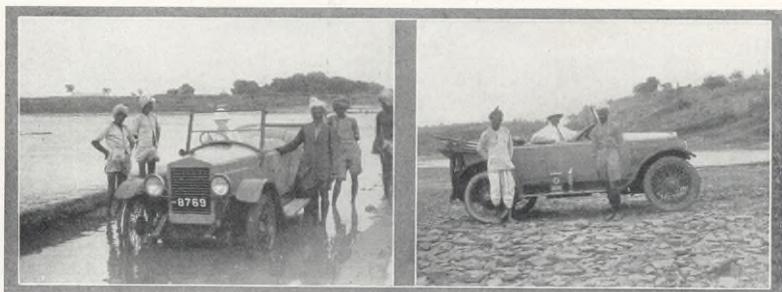
This Hydro Electric Plant belongs to the Daido Denryokou K. K. It is on the Oi River, near Nagoya. The dam was built under the supervision of American engineers and is the highest and largest in Japan. The plant consists of four 13,250 KVA Allis-Chalmers Turbines with General Electric Company generators, and is the largest power plant in the country. From the start the equipment has been lubricated with Texaco Regal Oil B.



Somewhere in Holland

A good education consists in knowing how to sing and dance well.—*Plato*.

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Texaco in Rajputana

Motor travel is not all pleasure in some sections of India. These two pictures of Representative Blakey's party were taken by Mr. Blakey on a recent trip through the Rajputana district. They show crossings of the Chambal River, first between Kotah and Ajmere, second between Ajmere and Bundi—a dry spot but rough on tires.



Ruined City of Mandu, India

Representative Blakey on a recent trip through the Rajputana spent a Sunday visiting the ruins of Mandu situated between Indore and Baroda. The City of Mandu was built by Akbar the Great (1542-1605 A. D.). It is said that it was abandoned because of lack of water. The city can be explored for miles under these ruins.

Mr. Blakey writes: "If you have any tourist friends, put them on to this place. They'd love it better than Agra and the usual Delhi."

PRODUCING DEPT.

With a great deal of pride the Producing Department announces the results of the contest held in each of the five Divisions during the period January 1 to June 30, 1925, to determine which foremen and pumpers attained the best state of efficiency in the maintenance of leases in regard to production, cleanliness, economies effected, and other factors which enter into our operations.

In each instance the winner has been presented with a suitably engraved gold watch by the Committee, composed of the General Superintendent and the District Superintendents, and we assure each one of the winners, as well as those recommended for favorable mention,

that their efforts to secure the results desired are appreciated.

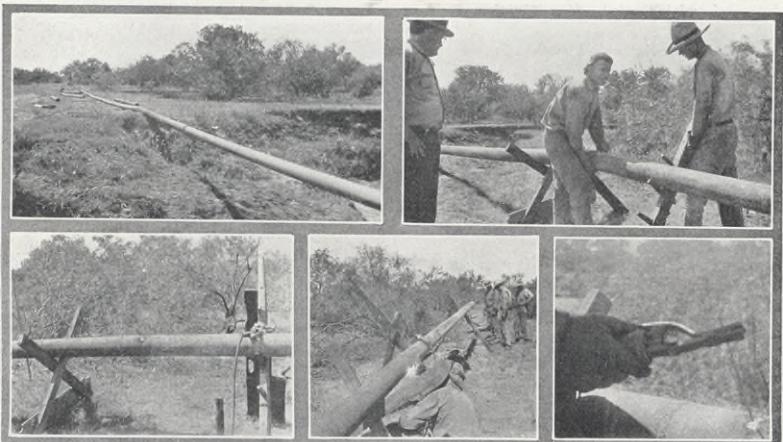
For these results, which are a satisfactory return on our investment and reduction of costs in producing oil, we are largely dependent upon the employes actually in charge of our activities on the ground, and the awards that have been made will serve as a reminder to them that their efforts are being appreciated.

The officials throughout the Producing Department are well pleased with the interest shown in the active competition for the awards, the benefits being reflected in the appearance of our leases and by an increase in earnings and decrease in expenses.

The TEXACO STAR



1. Portable Lincoln Arc Welding Machine used for welding lines, recovering junk pipe, etc. in Holliday District 25, Holliday, Texas.
2. Arc Welding Machine mounted on a four-wheel Warner trailer with a hitch at each end, making it easy of transportation from place to place.
3. Recovering junk pipe at Holliday warehouse. Welding small joints together to make standard lengths.
4. Showing face protector on welder, welding rod, and how handled when welding. Photographs by F. S. Reid.



Above: 1. Atlantic 6-inch gravity line welded by a Lincoln Portable Arc welding machine, Holliday District 25. 2. Jacking up gravity line pipe preparatory to welding.
 Below: 1. Atlantic 6-inch pipe jacked up for welding. The white spot indicates where weld was made. 2. Welder at work welding the gravity line—work done by a Lincoln Portable Arc welding machine. 3. How the welding rod is handled. Photographs by F. S. Reid, The Texas Pipe Line Company.

Plans are now being made to hold a contest of a similar nature in the near future, the details of which will be announced at a later date.—*B. D. Estes.*

Oklahoma-Kansas Division

WINNERS

M. H. Passmore, Foreman, Bristow District.
 E. A. Aubuchon, Head Roustabout, Glenn Pool District.
 Thomas W. Capps, Pumper, Flat Rock District.

FAVORABLE MENTION

Jerry Connors, Foreman, Flat Rock District.
 Guy Folsom, Roustabout Foreman, Osage District.
 Marshall H. Copeland, Pumper, Cushing District.
 Lester E. Anderson, Pumper, Bristow District.
 John R. Pruitt, Pumper, Bird Creek District.
 Ferman T. Hughes, Pumper, Headton District.

Grover C. Perigo, Pumper, Bird Creek District.
 George M. Folger, Pumper, Glenn Pool District.

North Texas Division

WINNERS

T. H. Murrah, Pumper, Archer District.
 Geo. S. Meabon, Production Foreman, Archer District.
 L. R. Todd, Roustabout Foreman, Burk Burnett Dist.

FAVORABLE MENTION

H. C. Gamblin, Pumper, Electra District.
 Claude Graham, Pumper, Burk Burnett District.
 T. J. Whitley, Pumper, Burk Burnett District.
 W. E. Keenan, Roustabout Foreman, Panhandle Dist.
 Joe Bessent, Roustabout Foreman, Electra Dist.
 C. C. Dickey, Roustabout Foreman, Archer Dist.

North Central Texas Division

WINNERS

The TEXACO STAR

Malcolm H. Price, Pumper, Breckenridge District.
Minor H. Harper, Pumper, Breckenridge District.
William I. Mitchell, Farm Boss.

FAVORABLE MENTION

Frank Keener, Pumper, J. M. Gholson Lease.
John H. Miller, Farm Boss.

South Texas Division

WINNERS

Hugh Livingston, Gang Pusher, Sour Lake Dist.
Parker M. Weston, Pumper, Sour Lake District.
William W. Boyd, Pumper, Sour Lake District.

FAVORABLE MENTION

Thomas Mueller, Pumper, Columbia District.
John S. McKinney, Pumper, Columbia District.
J. Edward Wilson, Gang Pusher, Columbia District.

Louisiana-Arkansas Division

WINNERS

S. A. Todd, Prod. Foreman, Mansfield-Crichton Dist.
B. C. Arnold, Roustabout Foreman, Smackover Dist.
Robert Norton, Pumper, Smackover District.
George White, Pumper, Smackover District.

FAVORABLE MENTION

C. J. Flannigan, Prod. Foreman, Pine I. Dist.
W. D. Daugherty, Roustabout Foreman, Pine I. Dist.
A. C. Tirpitz, Pumper, Pine Island District.

G. D. Hayes, Pumper, Pine Island District.
G. W. Cope, Pumper, Pine Island District.

CRUDE OIL PRICES AT WELL

October 31, 1925

Penna., Bradford...	\$3.15	Gulf Coast	\$1.25 to 1.50
Other Penna.	3.05	Eldorado	1.55 to 1.65
Indiana.....	1.78	Smackover	.85 to 1.30
Canada.....	2.38	Haynesville	1.55 to 1.65
Ragland, Ky.	1.00	Homer	1.40 to 1.75
California85 to 2.30	Caddo	1.65 to 1.95
Oklahoma ...	1.15 to 2.43	DeSoto	1.80
Kas.&N.Tex. 1.35 to 2.31		Bull Bayou	1.45 to 1.75
N.C.&C.Tex. 1.35 to 2.31		Crichton	1.60
Luling.....	1.40	Wyoming	.10 to 1.90

Cogitations of an old Race Horse

I remember most distinctly in the years way back,
I went all the gates on the Bookmaker's track;
Then I speeded round the oval everlasting in high,
Now I hide behind a tree and watch the world go by.
It is great to be careful of one's security, and hence
I take a safe position by a crack in the fence;
After speeding to the limit why now should I sigh,
As I peep through the crack and see the world go by?
Breckenridge, Texas.

—F. W. Roberts.

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crumbly bank, so he had to drift along downstream a few feet from the water's edge and search through the darkness for a place where it would be possible to scale the high bank.

After what seemed an age of time in the swirling current, he skylighted a bush overhanging the edge of the bluff and was able to hold to the exposed roots of the bush. He held on with one hand and tried to dig toe-holds into the clay with the other. After a time he had climbed to where he could reach the branches of the bush and was almost safe when the roots tore loose and he landed in the water with a splash.

Over two miles below the bridge he found a large mesquite bush whose roots and branches supported him and he climbed right up through it, thorns and all, to safety. All this time the hay-wire had been tugging at his throat, but now he removed it and got into the muddiest clothes you ever saw, and after an hour's tramp was ready for bed.

Next morning the bridge boss was down at the job early and discovered the coat *etc.* under the plank. He gazed down the river in deep concern. A wagon drove up to the east bank and the boss said that he counted the workmen as they climbed out of the wagon and felt greatly relieved. But just then the fellow with the muddy clothes ran up the river

a couple of hundred yards and plunged in; he swam over-hand for the middle of the stream and landed smack against the same steel cylinder he had left the night before.

A piece of rope, a stout pull, and the fellow was on the pier again, looking through his things he had left the night before. Of course he was asked why he was so foolish as to try such a thing at night. "How did you ever get over that bluff?" "What if you hadn't found any bush to climb out on?" "Well," he said, "I'd have just wandered along till I did get out, or till I got tired, then I guess I'd have gathered up some drift-wood and built a fire."

The fellow is still fond of swimming, and is still a-foot so far as cow-ponies are concerned; for he is now in the employ of The Texas Company.

Now, Mr. Lefevre, this story is true, and I suppose some of the folks are still living near the bridge and still remember the incident. The Pecos River, with its high water and quick sand, has claimed quite a few of those who have attempted to cross when the river was "up."

I enjoyed the copies of *The Texaco Star* you sent me a year ago and have eagerly read the *Star* ever since. I am still with the Producing Department at Electra.



Texaco Parade, preceding a Motor Oil Demonstration, on October 5, at Tulsa, during the Petroleum Exposition. See Oklahoman District in Departmental News. Note the old dilapidated Ford car in the middle carrying a banner reading: "We Failed to Use Texaco." This attracted a great deal of attention as it rattled along in the parade amid the other bright shining red cars.

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.

LABORATORIES. Reports on the Progress of Naphthology during 1924. S. T. Card.—*J. I. P. T.*, August 1925, page 329.

Prevention of Evaporation Losses from Gasoline Storage Tanks. R. E. Wilson, H. V. Atwell, E. P. Brown, and G. W. Chencik.—*J. Ind. & Eng. Chem.*, October 1, 1925, page 1030.

Chemical Problems in the Water Driving of Petroleum from Oil Sands. P. G. Nutting.—*Ditto*, page 1035.

Control of Consistency in Manufacture of Cup Grease. David R. Merrill.—*Ditto*, page 1068.

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How Deep Can We Drill, and What Will We Find When We Get There? K. C. Heald, Chairman, Studies in Petroleum Geology, National Research Council, at International Petroleum Congress.—*National Petroleum News*, October 14, 1925.

Limits to Deep Drilling? K. C. Heald, before International Petroleum Congress.—*Petroleum Age*, October 15, 1925.

ASPHALT SALES. Paving Not a Modern Improvement—King Nebuchadnezzar Drove His Chariots over Pavements of Asphalt and Brick.—*The Dearborn Independent*, October 3, 1925.

ADVERTISING. The Intangible Thing Called Reader Confidence. Harry Tipper, General Sales Manager, General Motors Export Company.—*Advertising and Selling Fortnightly*, August 12, 1925.

GENERAL. Plunging over the Precipice of Debt—How States and Cities Vie in Spending Public Money. Allan L. Benson.—*The Dearborn Independent*, October 10, 1925.

There Are Only Seven Jokes. Thomas L. Mason.—*The Dearborn Independent*, October 3, 1925.



