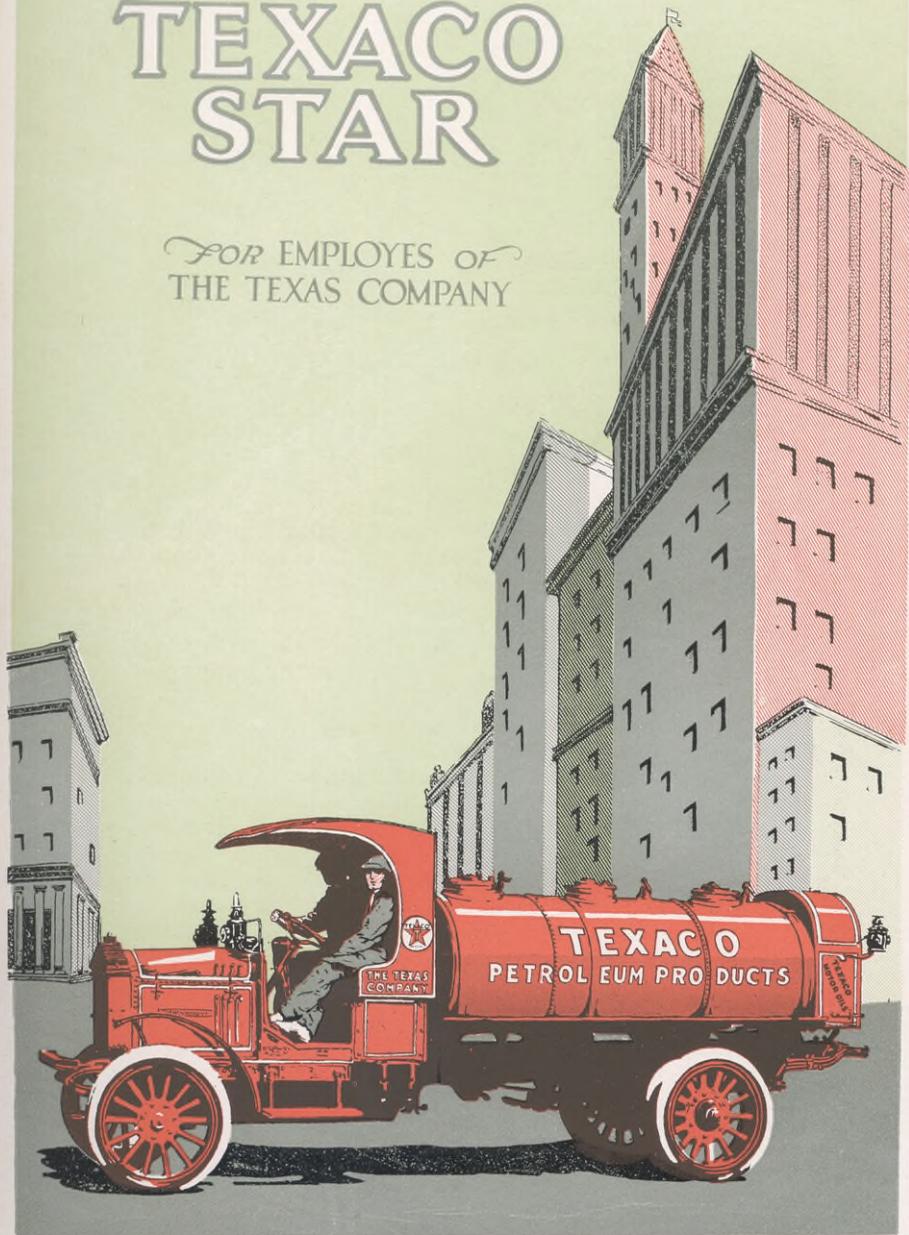
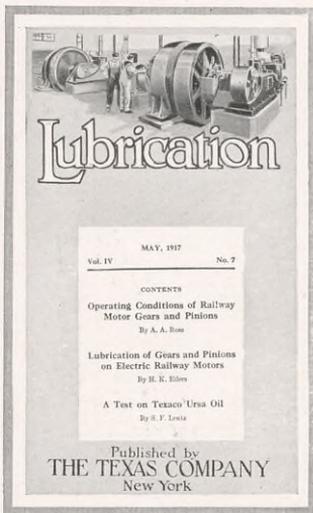


TEXACO STAR

*FOR EMPLOYEES OF
THE TEXAS COMPANY*





Published
Monthly
in the
Interest
of
Efficient
Lubrication

G. O. REYNOLDS, INC.
ENGINEERS & MACHINISTS

April 26, 1917.

The Texas Co.,
17 Battery Place,
New York, N. Y.

Attention of Dr. L. H. Canfield, Editor.

GENTLEMEN:

We thank you for your prompt attention to our request of the 23rd inst. We received the "Lubrication" booklets yesterday morning.

In reply to your letter would advise that we are giving a course in motor car construction, etc., to the members of the Red Cross Society in New Rochelle, Larchmont and the vicinity and in this connection we used your booklets yesterday afternoon at our class as text books.

We should be very glad indeed to have you mail us about seventy of these booklets regularly for use at these classes.

Very truly yours,
G. O. REYNOLDS, INC.
(Signed) GEO. B. BANKS, Sales Mgr.



LUBRICATION
The Texas Company, 17 Battery Place
New York City



NOTHING is so plentiful in America as opportunity. There are more jobs for forceful men than there are forceful men to fill them. The man who has done his best has done everything. The man who has done less than his best has done nothing.

Nothing is more fatal to success than taking one's job as a matter of course.

The man who fails to give fair service during the hours for which he is paid is dishonest. The man who is not willing to give more than this is foolish.

Captains of industry are not hunting money. America is heavy with it. They are seeking brains—specialized brains—and faithful, loyal service.

The man who attracts attention is the man who is thinking all the time, and expressing himself in little ways. It is not the man who tries to dazzle his employer by doing the theatrical, the spectacular.

—*Chas. M. Schwab*

THE Willing Worker—there are many such—but which is he?

He is the one who knows his task and cheerfully performs it.

He is the man whose mind, instead of counting the days until payday, is filled with thoughts of daily increasing his efficiency in performing his allotted tasks.

He is the man whose eyes, instead of being glued to the revolution of the minute hand on the dial of the clock, are seeking fresh opportunities to increase his productive powers.

He is the man whose ears, instead of being strained to catch the first blast of the closing whistle, are ever ready to hear the needed advice from those in authority.

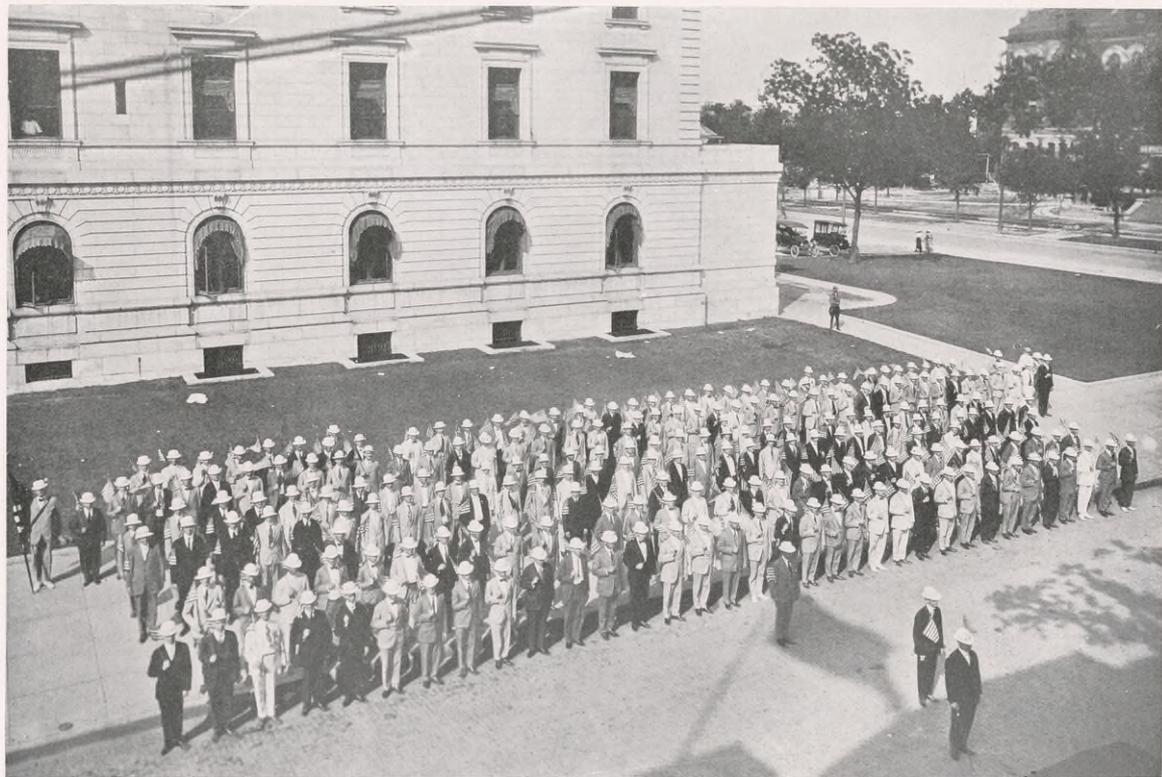
He is the man whose hands, instead of shirking, are constantly employed in promoting the interests of himself and the company that employs him.

He is the man whose heart, instead of being downcast by the thought that he must labor, silently sings in harmonious accord with the rhythmical notes of his whirring machinery.

He is the man whose brain, instead of being dulled by the follies of dissipation, is kept clear by regular hours and regular habits.

In short, the willing worker is he who has an eye single to the interests of the man who pays him for his labor.

—*Cal Williams in "Jeffrey Service"*



San Jacinto Volunteers—A voluntary organization in Houston, Texas for military training for an effective home guard in case such should be needed, and to give those who enlist in U. S. Army or Navy an elementary knowledge of military principles and drill. The majority of the San Jacinto Volunteers are men of The Texas Company.

Officers: Major T. A. Spencer; Company A—Capt. W. H. Killy, 1st Lieut. D. R. Luce, 2nd Lieut. Frank Nice; Company B—Capt. A. M. Warner, 1st Lieut. B. E. Hull, 2nd Lieut. H. C. Combs; Company C—Capt. J. L. Wilson, 1st Lieut. N. B. Bissat, 2nd Lieut. J. B. Sweeney; Adjutant W. H. McBoyer; Color Sergeant (to be appointed by the Major); Battalion Quartermaster W. B. Young (rank of 1st Lieut.); Bandmaster E. A. Rulfs.

TEXACO STAR

VOL. IV

JUNE 1917

No. 8

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

Copyright, 1917, by The Texas Company

While the contents of this journal are copyrighted, other publications are welcome to reprint any article or illustration, provided due credit is given to The Texas Company.

ADDRESS: TEXACO STAR, 401 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

NOTICE is hereby given that in pursuance of a resolution passed at a regular meeting of the Board of Directors of The Texas Company held on May 24, 1917, a special meeting of the stockholders of said company has been called and will be held at the office of the company in Houston, Texas, on June 22, 1917, at eleven o'clock a. m., to consider, and, in case of an affirmative decision, to authorize (1) increasing the capital stock of this company; (2) separately incorporating the pipe lines of this company by the organization of one or more pipe line companies and the sale and conveyance of said pipe lines to it or them, in accordance with the Act of the Texas Legislature approved February 20, 1917, the stock of the company or companies so organized to be owned by this company; (3) amending the charter of this company so as to enable the company to engage in the oil and gas producing business, and amending the charter in other respects, including an amendment fixing the principal place of business of the company at Houston, Texas, instead of Beaumont, and (4) a revision of the by-laws of the company, including such amendments and changes as may be proposed and adopted.

The resolution of the Board of Directors with respect to the increase of the capital stock is as follows:

RESOLVED that this board recommends to the stockholders for consideration and action at the special meeting of stockholders to be held on June 22, 1917, an increase of the capital stock of this company to \$69,375,000 par; that the increase of \$13,875,000 par be offered proratably to stockholders of record at the close of business on July 10, 1917, at par, \$100 per share; that assignable warrants be issued evidencing rights on this basis, such warrants to be surrendered and stock subscriptions to be

made on or before the date fixed for the payment of the first installment on the new stock; that payments be made in three installments, as follows:

First installment, 30%, on or before August 15, 1917;

Second installment, 30%, on or before October 15, 1917;

Third installment, 40%, on or before January 5, 1918;

that on all amounts paid on or before August 15, 1917, interest be allowed from August 15, 1917, to January 1, 1918, at the rate of 6% per annum; that on all payments made after August 15, 1917, and on or before October 15, 1917, interest at said rate be allowed from October 15, 1917, to January 1, 1918; and that this new issue of stock participate in dividends from and after January 1, 1918.

The stock transfer books of the company will be closed on June 11, 1917, at three o'clock p. m. and remain closed until after the final adjournment of said special meeting of stockholders.

C. P. DODGE,
Secretary.

Dated May 28, 1917.

* *

Before this issue of the *Texaco Star* can be delivered, the "Liberty Loan" should be fully subscribed by the people of the United States. It is hardly believable that the subscription could fall short,—the call of both duty and prudence is so plain. At the least, every individual should invest in this necessary loan to the Government such money as can be conveniently spared from his current obligations. If all would do this there would be no occasion for anyone to be inconvenienced. This is a little thing that every citizen, in proportion to his spare money, is called upon to do. A bond of the U. S. A. is the safest investment in the world today, and the interest return offered in this case is high for such security.

The Texas Company and many other

Page three

TEXACO STAR

large business concerns have offered to advance to any employe the cash required for the first payment and to complete the investment through monthly deductions from salary in amounts to suit the employe's convenience. In most instances this would mean merely a little saving by the employe which he ought to have been practicing long ago.

The Texas Company itself has subscribed for \$1,000,000 of these bonds.

* *

If the United States, as a nation, takes advantage of present opportunities, if the men in public life, in the majority, prove capable of taking statesmanlike measures, there is no reason why, in time, we can not be three times as prosperous as we have ever been before. American securities are the best in the world. There is only one danger which can seriously undermine the values. That is demagogue legislation.

—James J. Hill.

* *

In olden times much was said, and justly, of social injustice. But in course of time public wrongs have been righted... We of the United States have as many rights as can be accomplished by revolution or legislation... The wrongs we have now are the fault of the majority; of what we know as the People, and we have no higher court of resort.—Ed Howe.

* *

The venerable Cardinal Gibbons in his recently published "A Retrospect of Fifty Years," a book of unique interest and information, says:

I have lived a long time, and I have lived through a very critical time... Younger men may tremble for the future of this country, but I can have nothing but hope when I think what we have already passed through, for I can see no troubles in the future which could equal, much less surpass, those which have afflicted us in bygone days. If only the American people will hold fast to that instrument which has been bequeathed to them as the palladium of their liberties—the Constitution of the United States—and fear and distrust the man who would touch that ark with profane hands, the permanence of our institutions is assured.

* *

The important thing in our industrial life is that business shall be so conducted that production goes on in the most economical manner. We frequently make the mistake of putting too much emphasis upon the division of preser profits and too little

emphasis upon the development of industry. Suppose a man of superior skill with aid of large capital and introduction of the most efficient methods does make a great fortune where none existed before, who really profits by it? The answer is that society will get all of it that he does not eat or wear out. His savings, just as much as the savings of his humblest employe, must find their way into reproductive employment. The industrial plant somewhere will be increased. Production will in turn be cheaper and society will be the gainer.—Frank A. Vanderlip.

* *

The things you most need to keep are your promises.

* *

Shingle roofs cost Atlanta \$4,000,000,—is the opinion of the fire insurance companies. For more than ten years the best insurance men of Atlanta tried to secure the passage of an ordinance to prohibit the use of shingles within the city limits, but the people gave no heed to the good counsel offered to them. Now, after suffering the incalculable damage of a vast conflagration, a suitable ordinance will doubtless be put into effect.

* *

The destruction by fire of a single grain elevator recently wasted the annual production of at least 20,000 acres of land.

* *

The war has enormously increased the already large crop of philanthropic societies. Every such organization calls for a long list of officers, a paid secretary and paid assistants, a large amount of expensive literature, and in some instances a magazine. To meet the expenses of this publicity there is a steady solicitation of the public for funds... Many a busy person, appealed to by the commendable causes represented, eases his conscience by a generous contribution and the permission to use his name on the list of vice-presidents. All societies have an imposing list of vice-presidents of prominence, which gives weight to their appeals.

The multiplication of societies, even when for good purposes, means the support of an organization and officers at a cost out of all proportion to the work done. In an editorial upon "Charity as a Profession," the *New York World* pointed out that in that great city 4,000 people make a living in social work supported by private philanthropy. One worker receives \$10,000 a year, eight receive \$5,000 each, and the salaries of 758 clerks aggregate \$859,000 annually. Our criticism is not that the causes represented are always unworthy of support, but that the thing has been overdone, that the middleman is too big an item of expense in philanthropy.

—Leslie's.

TEXACO STAR

A handsome trophy, "Texaco Loving Cup," is offered by Mr. Travis Holland to the best drilled company, composed of employees of The Texas Company, in a competitive drill to be held at Sylvan Beach on June 13, the day of the seventh annual Texaco Picnic. The competitive drill will be between two companies only, one from Houston, the other from Port Arthur. It is expected that regular army officers will be the judges.

In Houston a select company from the San Jacinto Volunteers is drilling daily, with high hopes of winning this Texaco Loving Cup.

* * *
The New York *Tribune* thinks it is high time to take the air of the "Star Spangled Banner" "out of medleys and one-steps and what-nots and restore it to the status of the anthem that it is," continuing:

The Tribune has much sympathy with those Americans who object to performing the ceremony of standing when "The Star Spangled Banner" is maltreated almost beyond recognition. A letter from a correspondent recently recited an episode in a cafe: the national anthem was ingeniously distorted into ragtime and thus danced to by a frisky chorus, and those who refused to arise and stand at attention were accorded black looks by their neighbors. There is also a case of the tuneless people who can scarcely be expected to recognize the national anthem when it is sandwiched in between "Dixie" and "Old Black Joe," with an accompaniment of "Yankee Doodle" on the trombones. Just one rule will prevent this and that is the rule of the Army that the national anthem shall always be played through complete and shall never be played in a medley.

* * *
The other night
I went to the theater
With a low-brow friend,
And the orchestra played
"The Little Brown Jug,"
And he thought
It was the national anthem
And stood up,
And I did, too,
Damn him.
—*Arkansas Gazette.*

* * *
The telephone is a tempting convenience, but don't try to sell too much that way.

* * *
You can make more friends through your business, than business through your friends.

* * *
If you really want to be broadminded, you must keep prejudices out of your mind as diligently as a good gardener keeps weeds out of his garden.—*Geo. M. Bailey.*

LOST DAYS

The lost days of my life until today,
What were they, could I see them on the street
Lie as they fell? Would they be ears of wheat
Sown once for food but trodden into clay?
Or golden coins squander'd and still to pay?
Or drops of blood dabbling the guilty feet?
Or such spil't water as in dreams must cheat
The undying throats of Hell, athirst always?

I do not see them here; but after death
God knows I know the faces I shall see,—
Each one a murder'd self, with low last breath:
"I am myself,—what hast thou done to me?"
"And I—and I—thyself" (lo! each one saith),
"And thou thyself to all eternity."

—*Dante Gabriel Rossetti.*

LIFE WISDOM

The wisdom of the wise and the experience of ages may be preserved by quotation.

—*Benjamin Disraeli.*

The gods look with favor on superior courage.—*Tacitus.*

Courage consists not in blindly overlooking danger, but in seeing and conquering it.—*Richter.*

Whether you be man or woman you will never do anything in this world without courage. It is the greatest quality of the mind next to honor.—*James L. Allen.*

It is very good for strength, to know that some one needs you to be strong.

—*Elizabeth B. Browning.*

One thing only in this world always depends upon ourselves, and that is the resolution to do what is in accordance with right reason. Here is virtue; here, also, is the only true happiness.—*Descartes.*

Experience does take dreadfully high school-wages, but he teaches like no other.

—*Carlyle.*

Nothing is so uncertain as the minds of the multitude.—*Leitz.*

Falsehood is folly.—*Homer.*

Hear and be just.—*Vergil.*

The work an unknown good man has done is like a vein of water flowing hidden underground, secretly making the ground green.—*Carlyle.*

It is the crushed grape that gives out the blood-red wine; it is the suffering soul that breathes the sweetest melodies.

—*Gail Hamilton.*

He that is slothful in his work is brother to him that is a great waster.—*Solomon.*

TEXACO STAR

BOX CAR SHORTAGE.

There is no reader of the *Texaco Star* who is not more or less acquainted with the prevalent shortage of railroad equipment, principally box cars, and by whom the immediate future is not regarded with concern, because the entrance of our country into the world war cannot but have a direct and possibly an immediate bearing upon the car situation.

That the railroads of the United States have given a loyal pledge to the Government and to the country to co-ordinate, for the time being, their operations into practically a continental railway system, and so merge their respective and individual resources, has been so widely announced through the public prints as to leave no shipper unaware of that action.

What this country may shortly face can best be illustrated by what has obtained in Canada for some time, where the regular published tariff car minima is altogether a thing of the past.

The Canadian Pacific, which may be virtually regarded as Canada's leading and official authority, has certain Government officials upon whose desks daily are laid lists of shipments of carload freight of the preceding day. These lists are carefully scrutinized, and wherever a car is shown as not being loaded to its maximum carrying capacity, an official warning is sent to the shipper thereof. To the credit of the Canadian shipper generally, such official warnings are now extremely few in number.

In the loading of all railroad cars to their maximum carrying capacity the Canadian lines have gone a step further than loading to 10% above the carrying capacity of individual cars as shown by stencil thereon, and are loading from 116% to 120% of the marked capacity. They have taken such action only after careful tests of the cars, and this, which would ordinarily appear as overloading, has not resulted, according to the record, in a single case of derailment or hot-box directly attributable to the load in any car so affected.

In our own country, the general shipper, and particularly the large shipper, is awakening to the fact that the country at large faces what may be an immediate further shortening of railway freight-carrying equipment, occasioned by Government necessities. In some cases they are loading

two carloads of at least the ordinary tariff minimum in one large car to separate destinations when the two destinations are in the line of the one haul, and cheerfully meeting themselves the cost of whatever might be incident to the additional dunnage required, or to the inconvenience of replenishing stocks at the second destination that may be occasioned by delay at the intermediate destination because of switching, placement, and reswitching of such a car so double loaded.

Requisition by the Government of coast-wise vessels, such as those huge freight carriers plying between New York and other Atlantic ports and Gulf ports, will place another tax upon railroad freight carrying equipment.

So, it will be apparent to all, from the shipper of the single car at irregular intervals up to and including the big fellow who ships a dozen or more each day, that every inch, the last possible inch of space and weight carrying capacity of railroad equipment, must be utilized.

To interests such as The Texas Company, who maintain innumerable interior distributing points, the necessity of accumulating at once the largest possible stocks at such interior distributing points, commensurate with the needs of the trade and with available cars to make such consignments, must appear as a procedure at once inevitable and imperative.

* *

Remember that when you are right you can afford to keep your temper and when you are wrong you can't afford to lose it.

CRUDE OIL PRICES AT WELLS

June 1, 1917

Pennsylvania	\$3.10	De Soto Light . . .	\$1.80
Mercer Black	2.18	Crichton Light . . .	1.40
Corning, O.	2.40	Caddo Light	1.90
Cabell, W. Va.	2.37	Caddo Heavy	1.00
Newcastle	2.23	Vivian Heavy	1.00
North Lima	1.88	Vinton	1.00
South Lima	1.88	Jennings	1.00
Indiana	1.78	Spindletop	1.05
Princeton, Ill.	1.92	Sour Lake	1.00
Illinois	1.92	Batson	1.00
Canada	2.28	Saratoga	1.00
Somerset, Ky.	2.20	Humble	1.00
Ragland, Ky.	1.00	Goose Creek90
California Light	1.11	Corsicana Light . . .	1.70
California Heavy78	Corsicana Heavy85
Kansas and Okla.	1.70	Petrolia	1.70
Cushing	1.95	Electra	1.70
Healdton90	Markham	1.00
Wyoming95	Thrall	1.70

TEXACO STAR

OUR TANK WAGON SALESMAN

M. G. JONES

Assistant to Manager Sales Department Southern Territory

When the subject is dealt with in the abstract, nothing is more nonproductive of efficient results than dissertations on Salesmanship. Those who write them for pay should receive a penalty for gaining money under false pretenses, and gratuitous advice on the subject is often presumptuous or egotistical. A student of theology may easily prove by the Bible to his own satisfaction that the particular "ism" supported by him is the true and correct one, and so it is with psychological professors of Salesmanship. Their abstract essays on the subject lead us into a maze of glittering generalities and bury us beneath an avalanche of words. At first we are overwhelmed, but as our mental equilibrium is re-established and we begin to analyze our impressions and apply them to our own benefit we find some not only inapplicable but a misfit entirely.

This article was solicited by the Editor of the *Texaco Star*, and due apology having been offered for the writer's acceptance of the commission, we shall deal with the subject concretely and as pertaining to our own organization.

There is no special characteristic in the make-up of a good salesman. The elements found in him are the same as those embodied in a successful man in any line of endeavor. Such expressions as "Salesmen are born, not made," or "This man could not sell gold dollars for ninety cents," have no basis in fact; they are bromides and should be relegated to that closet where other ghosts of like kind are hidden. Given the *Knowledge*—which is information, general and specific; *Confidence*—meaning faith in one's self, faith in one's purpose; *Application*—physical, mental, and moral,—and the result is *Success*, whether the objective be banker, farmer, or salesman.

The tank wagon driver is the foundation stone on which is built our selling organization. Napoleon once said, "In the knapsack of each private is a Marshal's baton." I say that in each and every truck or tank wagon driver in the employ of The Texas Company there is the potential possibility

for development to executive responsibilities. Is not that some inducement for each driver to utilize his spare time in acquiring general information, and all of the time possible while on or off duty in the study of petroleum and its products, especially those grades handled by him daily? Do not let the lack of early schooling blind you to the possibilities before you. The opportunities are here. Will you grasp them? One of the best educated men in The Texas Company's organization attended school only two months in his entire life. General information can be acquired readily by all drivers, by thoughtful reading. Specific information relative to petroleum and its products is quite easily obtained. How many of you read the article entitled "Petroleum Products," by Vice President R. C. Holmes, published in the November 1913 issue of the *Texaco Star*? To effect a sale is the primary object of every marketing man. A thorough grasp of the facts brought out in that article would give each driver sufficient knowledge to enable him to impress the trade with the important fact that he is posted with regard to petroleum products.

Knowledge of the article offered for sale and of its relative merit compared with competitive goods instills into the salesman a confidence which enables him to approach easily any purchaser, and it quite naturally follows that the impression made upon the purchaser by this display of information is productive of mutual confidence, bringing the logical result—a customer for the Company.

A purchase is the result of a favorable impression made upon the buyer; learn, then, every possible method by or through which favorable impression can be made. Personal appearance, neatness, cleanliness, well-kept equipment, polished harness, well-groomed teams,—all of these appeal to the aesthetic and no buyer is so far down the scale of human intelligence that he has lost entirely his sense of the beautiful. The Texas Company spends annually hundreds of thousands of dollars for advertising, the purpose of which is to assist each salesman

TEXACO STAR

in marketing Texaco products. There is no better advertising medium than the red tank wagon properly kept up. An unattractive or false advertisement drives away trade, so does tarnished brass, bedraggled harness, oil-smearing or dirty wagon withhold from the Company a large percentage of attractive business.

A tank wagon driver should organize himself; he should know how to plan his activities, plot his route, and lay out a schedule of operation. Efficiency is the watchword of modern business organization—*waste is criminal*. Dissipation of opportunity and time is financial loss. Drivers must be dependable.

The Sales Manager has made a study of you and the fact that you have your present position is sufficient evidence of the confidence placed in you. You must likewise have confidence in your superior officers. You often question their judgment. You would not do this if you had the same broad grasp of marketing conditions that they have; therefore it is up to you, first, to believe that they are right, and, second, to prove that they are right by posting yourself. This will give you confidence in the Company, its management, its policies. Study carefully our line, learn all that you can about its manufacture. The Texas Company conducted a correspondence school, teaching points covering the manufacture of petroleum products. Did you work faithfully on these lessons? If not, an opportunity was overlooked. In all probability they will start these lessons again. Are you going to profit by them?

Having confidence in yourself, in your ability, in your Company, knowing your line and believing in it, you should approach a customer with firm tread, with a feeling that your personal and business contact with him will be profitable to him and to the public. Tell him the truth relative to your own business; mention the competitor as little as possible. If it is necessary to talk about your competitor make your remarks as brief as possible. It is poor policy to advertise competition. Lead the customer into your line of thought; reason with him positively, but listen to him patiently. The Manager of this Department once expressed a pleasure at our having to deal with a very abrupt, discourteous, and almost insulting customer, on the grounds

that this customer was of value, not by reason of the amount of profit derived from his account but through the lesson in patience derived from dealing with him. To offset price argument of a customer, talk quality and service.

The next step is application. Physical as well as mental application is best expressed in one word—*Work*. Given an encyclopedia of information and withhold performance, the result is *nil*. Physical effort, to be productive, must be continuous. The schedule of operation must be carried out; apply thought to action, brain to brawn—anything worth doing is worth doing intelligently. The physical energy consumed in keeping the delivery unit up to the standard required is wasted if gasoline be filled into a merchant's kerosene container.

No physical or mental work, no matter how intelligently planned, can be a success unless each transaction therein is handled fairly and honestly. "A chain is just as strong as its weakest link" is a trite but true saying. Edison has said: "If there is any question about an egg,—it is rotten." Let me apply this to our tank wagon men: If there is anything you do that you question the right or wrong of, it is wrong; and if you continue to do it your character is destroyed and you will never make an efficient man in any line of endeavor. A driver who sells or delivers to a customer less than the amount paid for by that customer, and continues to do it knowing that it is wrong, can never be promoted. The tank wagon or truck driver who disposes of the expanded product in his delivery unit and appropriates the funds to his own use will never receive recognition from his superior officer.

As each tank wagon driver is acting in the capacity of Agent, it is necessary that a written report of each transaction be recorded. A report is nothing more nor less than a photograph of a given situation, which is used to convey to others the exact status of each operation. As a photograph should reflect the actual physiognomy of each individual, so should your reports reflect, as far as possible, not only your activities in themselves but the personality behind the work. Writing has no other purpose, that I know of, except to convey thought, therefore each one of your tank wagon tickets and reports should be neat and legible. In your daily routine you

TEXACO STAR

should be a clean liver; in calling on your trade you should be honest, but tactful; earnest, but pleasant; confident, but courteous; respectful, but convincing; positive, but patient. Let your criterion be success, and your success will be measured by the service you render to the Company and to each customer.

Agents, Traveling Salesmen, Lubricating Assistants, Superintendents, and the rest of us are but promoted tank wagon drivers. Some of us may not literally have been so carried on the pay rolls of the Company; perhaps our work would now be better had we received that schooling.

If you are dissatisfied with your results as a salesman, maybe you don't know as much about your business as you ought to know.—*Fruil Dispatch.*

When you convert occasional buyers into steady customers you show that you know how to sell.

"Business has no self-starter—you have to crank it."

Make It Easy for Him.—The consumer is ever alert today as to *whose goods* he is buying. He asks for a certain brand of cigars, a certain manufacturer's canned goods, or whatever else he requires. He looks for the identification mark before accepting the goods. He doesn't want the other fellow's word for it—he wants proof from *you* that it is *your* goods he's getting. Make it easy for him.

—*The Crown of Baltimore.*

Red tape is system gone to seed.

—*The Dodge Idea.*

A rule has not judgment and therefore can't cover any exception. It is a formula of conduct for certain expected situations. When the unexpected happens common sense must determine what to do with it. Just as guide books are useless in districts for which they are not written, regulations are inapplicable to circumstances for which they were not designed. Because business must pay such heavy penalties for blind adherence to the rules laid down for employes, the man who dares to think in an emergency and apply sound reasoning to special cases can practically dictate his own terms of employment. Such are born managers; they have discretion—the first quality of leadership. When all's said, the main occupation of great men is preventing the assimilation of little ones.—*Kaufman.*

SAFETY AND SANITATION

V. R. CURRIE

Chairman Central Committee of Safety

Safety departments in industrial plants are of such recent development that the exact advantages derived from such a department, properly directed, are not yet fully comprehended. The whole scope of operations of a safety department has not been adequately realized. It may be said that the greatest present field for economy in industry is the conservation of the life and mentality of the laborer.

The existence of safety departments has been prompted by two fundamental reasons, selfish and humanitarian. The employer has always been seeking for means to cut his costs in a legitimate manner. He has brought the operation of machinery and equipment to a high plane of efficiency. He has carried office and sales organizations nearly to an exact science. The modern employer abhors waste of all kinds. Waste of fuel, raw material, machine parts, tools, *etc.*, is assiduously grappled with and corrected. He is now trying to prevent waste of labor, to conserve and protect the factor which is his main basis of production. Just as we carry accounts on our books for depreciation, obsolescence, and extinguishment, covering buildings, machinery, and raw materials, so we should protect ourselves with our labor account.

But an added impetus is given this movement by humanitarian motives. In any relation between man and man there is mutually present a feeling or sentiment not possible between man and machinery. Man has a sympathy for his fellow man. What we do for our employes in this sense usually tends to make him more satisfied, more comfortable and contented, more efficient and intelligent, and reacts to material gain for all parties.

The scope of operation in a safety department is very broad. It may be divided into two large divisions, mechanical and educational. The mechanical division concerns itself largely with the protection of life and limb by safety devices. This was naturally the first thing looked to by safety departments. This is economy in two ways. It is indispensable to real efficiency, for dangerous conditions interfere with good work; and it means an enormous saving in

TEXACO STAR

dollars and cents. For instance, the U. S. Steel Corporation in the three years, 1911, 1912, 1913, saved nearly \$1,000,000 each year as a direct result of safety work. And statistics show that 75% of the deaths and serious injuries from accidents can be eliminated from industrial operations.

There are safety devices of another kind which may be partly mechanical in nature. Proper sanitation, by giving clean and wholesome working quarters, makes a more efficient workman. Proper lighting, which allows the employe to do his work without straining his eyes or assuming a forced position, makes for speed and accuracy. The elimination as far as possible of dust and gases, which distract attention from the work in hand, brings about constant and uninterrupted labor. Proper first aid and provision for physical comfort prevent lay-offs in minor injury cases and are labor savers.

While these protective measures serve their purpose and are of both direct and indirect economic use, two-thirds of the reduction in the number of industrial accidents has been accomplished by education, which increases the acuteness, intelligence, and skill of the employes and secures their lasting interest and active cooperation. The knowledge that steps are being taken to safeguard their interests can only result in mutual understanding, cause employer and employe to meet on common ground, and encourage team work.

We educate ourselves to know the best machinery, to care for it properly, and to operate it efficiently. The employer must educate himself to know his men and care for them properly. Direct results of such measures are not always apparent, but they are most important even if only indirect factors in industrial operation.

Safety devices mean surer and faster work. There is no hesitation because of exposed moving machinery and dangerous position of the workman. He can move free and unhampered. There is no distraction from his proper work. Large corporations are continually involved in law suits for damages to injured employes. Safety devices minimizing the number of accidents do away with a great proportion of legal fees and damages and costs of liability insurance. Expense caused by lost time and disrupted organization is reduced. A feeling of safety spreads among the men—they are at once more contented and more willing, and the mutual feeling engendered

between the employer and employe tends to reduce the number of strikes and disputes. The employe does not continually move from one job to another, but stays and acquires experience. Intelligence acquired by education means skill in workmanship, and an intelligent employe can do double the work of an ignorant one. All work to the same end—economy in operation and this in time makes possible the payment of better wages.

The advantages to the employe are numerous. No man can do himself or his job justice when working in a discontented frame of mind. If working with a settled and contented frame of mind, he is working faster, more steadily, and more skillfully, and consequently earning more wages. Proper surroundings at his work allow him to do the maximum of work with the minimum of fatigue, and so prolong his years and usefulness. With a minimum of lay-offs, on account of accident prevention, his wage is steadier and more constant. He is thus enabled to live better and improve himself and his family. When he finds a friendly interest being manifested in his welfare, he feels he has a friend that counts for something; and his mind is not distracted from his daily labor by an ugly attitude toward his employer. The installation of safety devices and proper sanitary conditions keeps his physical health in far better shape and increases his earning capacity and his value to his company. By reason of these things there is less poverty. Less poverty means less crime, and less crime is a saving to the employe, the employer, and the State.

The advantages accruing to the employe react to the benefit of the employer of labor. In return for the money spent to safeguard the employe, the employer receives more work and better work, and gains the money saved by a cutting of costs, with a consequent ability and inclination to pay better wages. The employe gains steadier and increased wages and added skill, also an additional resource in unimpaired physical and mental health.

The so-called economic advantages accruing from a wisely administered safety department are hardly distinguishable from the direct benefits. The particular effects of the various steps taken may be inextricably mixed, but it is safe to say that any careful step taken either by the men, or for the men by the employer, reacts equally well on each side.

TEXACO STAR

BY THE WAY

These pictures illustrate how some of their leisure hours are spent by members of the Kodak Canoe Club, composed of employees in the Houston offices of The Texas Company and Producers Oil Company.

On an outing enjoyed in May The Texas Company contingent did not make a good showing in the Doubles and Club Four races, but J. W. Dieckert, of the Executive offices, put Texaco on the map by literally walking away with the Singles cup.

* * *

"I am delighted to meet you," said the father of the college student, shaking hands with the professor. "My son took algebra from you last year, you know."

"Pardon me," said the professor, "he was exposed to it, but he didn't take it."



B. M. Castle, of the Sales Department's Lubricating Division, Houston office, canoeing in January—"Enough to drive a frostbitten 'Yank' green with envy"



B. M. Castle and J. W. Dieckert (in foreground) upholding the qualities of Texaco Products in a tilting contest; Rowland Chamberlain of the Producers opposes them



"Hitting them up for the finish, with Texaco in the lead as usual"



The effect of R. L. Burch's cooking—He is now a clerk in the Executive offices, but used to be in the National Guard and has much to recommend him as a cook

TEXACO STAR

Where is the man who used to pull,
With blistered hands and skiff plumb full
Of friends and fish and lunch and jugs,
In scorching air alive with bugs?

Where is the man who was the "goat"
And sank exhausted in the boat,
Who reached the fishing hole so late
The fish could not e'en see the bait?

The fisher of the present day
Makes getting there a form of play;
He hooks an en-jine on the stern,
And Zip! he's back with fish to burn.

—*Open Exhaust.*

SOME POETS

I bought myself a car one day
To ride around in glee,
I also bought some gasoline
And oil of fair degree;
I tried my best to get some speed,
But the car ran awful slow,
'Till I got the gasoline and oil
That are branded "Texaco."

With No. 1 Axto the oil tank I filled,
And the cups with Cup Grease No. 2,
The gasoline tank with Texaco gas,
To see what they all would do.
To the crank I gave a turn,
Away we went with speed to burn,
Faster and faster, with steady grind,
Each car on the road was left behind.

And this is the moral you will find:
For quality, service, get-up-and-go,
No other oil equals *Texaco*.

Running stills is my vocation,
Writing verse, my recreation,
But I'm not averse to remuneration,
And therefore I pray, for these verses as pay,
That a watch fob be mailed to me,
And I'll boost for Texaco forever, wherever I be.

—*J. L. Willis* (Port Arthur Works).

(The gentle reminder in the envoy, or postscript,
to these verses is necessarily referred to the Advertising Division as the sole dispenser of souvenirs.)

It was February the second,
That's when I made the test
Of greasing all my cables
With "Crater,"—it's the best.

Then came the machinery,
'Most all gears, you know,
But "Crater" comes in handy
When it's good old Texaco.

Then there was the engine,
It must have oil, you bet;
Just try "Pinnacle" in the cylinders,
It's the best that you will get.

For the shafting bearings,
All in and around,
Just put on our cup grease
And you won't hear a sound.

I've told you how I oiled it,
I've tried to make it plain;
If you ask me what it is,
It's nothing but a crane.

—*L. H. Hardcastle* (Port Arthur Works)

THE SIGN OF THE STAR

What's at the end of the dreary way,
What's the hope at the end of a day
Of run, or tour, or near or far,
What but the luminous Texaco Star?

In the East or the West or the Lone Star State.
If the gasless man is up against fate,
What, what gives him the real happy jar?
Nought but that bright Texaco Star.

When the wise men of old went astray
A star directed their long holy way:
Today's wisest men's guide from afar
Is the brilliant effulgent Texaco Star.

—*Donato Zinno* (Export Dep't).

The "one-gallus" customer drifted into a country
store in Arkansas.

"Gimme a nickel's worth of asafetida," he drawled.
The clerk poured it out and pushed it across the
counter.

"Charge it," said the customer.

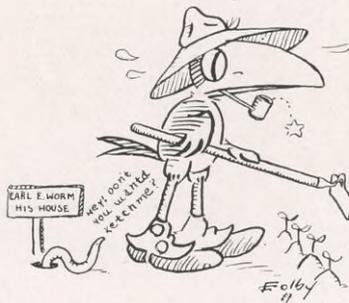
"What's your name?" asked the clerk.

"Honeyfunkel."

"Take it for nothing," said the shopman. "I
wouldn't write 'asafetida' and 'Honeyfunkel' for five
cents."

APHORISMS OF THE TEXACROW

A FELLER AIN'T GOT NO TIME TO
WASTE ON EARLY WORMS THESE
DAYS — HE'S TOO DAWGONE
BUSY PURSUING TH' ELUSIVE
POTATOE BUG AND HOEING
TH' SUCCULENT STRINGBEAN



TEXACO STAR

DEPARTMENTAL NEWS

The Managers of the respective Departments have assigned to the gentlemen whose names and addresses are here given the duty of sending to the *Texaco Star*, on or before the twenty-fifth day of each month, reports of new appointments, transfers, removals, resignations, promotions, and other items of departmental news of general interest. Suggestions and information for this purpose should be sent to them before the twentieth day of the month. All are invited to co-operate.

Pipe Line Dept.	A. M. Donoghue, Houston
Natural Gas Dept.	D. P. Harrington, Fort Worth
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales Dept.	E. B. Joyner, Houston
Refining Dept.	C. K. Longaker, Houston
Marine Dept.	E. C. Macmillan, Port Arthur
Legal Dept.	A. R. Weber, New York
Treasury Dept.	J. S. Ballard, Houston
Comptroller's Dept.	Lee Dawson, Houston
Sales Dept., S. Territory	J. B. Emerson, Houston
Sales Dept., N. Territory	P. A. Masterson, New York
Export Dept.	M. G. Jones, Houston
Purchasing Dept.	S. Slattery, New York
Railway Traffic Dept.	J. B. Nielsen, New York
Producers	J. E. Byrne, New York
	J. W. Painter, Houston
	Delbert Leggett, Houston

PIPE LINE DEPT.

J. C. Colligan, Superintendent at Dallas, is temporarily located at Casper, Wyoming, in the Big Muddy field, in charge of construction work.

J. G. Quinn, Superintendent at Wichita Falls, who was operated on for intestinal

trouble some weeks ago, is now up and expects to return to his duties in a short time.

Sidney Keenan is temporarily located in Tampico, looking after construction work in the Mexican fields.

L. B. Heafer, stenographer in Houston Office, early in May joined the Officers Reserve Corps, at Leon Springs.

Beauregard Carson, of the Engineering Division, left for the East and has joined the U. S. Marines, enlisting for 4 years.

REFINING DEPT.

Port Arthur expects to have a large representation at Sylvan Beach on Texaco Day.

Gates Day was very appropriately observed at Port Arthur on May 18.

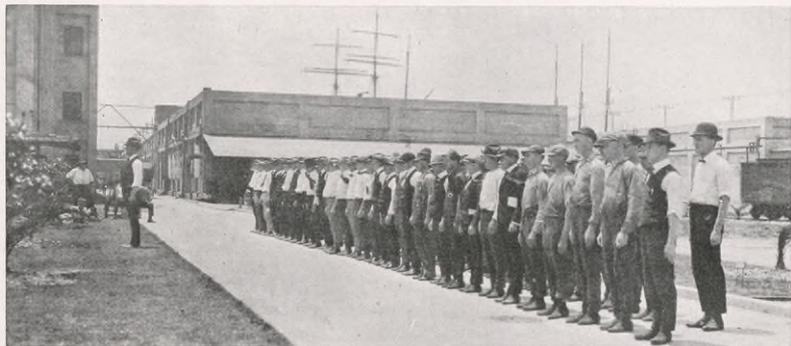
Ass't Sup't H. O. Preston, of the Case and Package Division, offers a large pennant to the best drilled company at Sylvan Beach, Texaco Day, June 16. Company A of Port Arthur Terminal expects to bring back the pennant.

On Friday evening, May 11, Company A Port Arthur Rifles held its first competitive drill. This company is composed entirely of employes of The Texas Company at the Island. Sup't R. L. Drake offered a box of cigars as a prize to the best drilled squad,



Line-up for military drill in front of the Office at Port Arthur Works. Three or four companies participate in a 30-minute drill at the noon hour every day. The employes at Port Arthur Terminal have similar drills

TEXACO STAR



Company A at Port Arthur Terminal

and a hat to the best drilled individual. The box of cigars was won by Squad No. 1, composed of R. F. Keith, G. R. Moon, R. E. Walker, J. L. Compton, J. Hock, and A. D. Mackay. J. H. Roberts won the hat as the best drilled individual. Another competitive drill will be held June 7. Ass't Sup't H. O. Preston has offered a \$5 prize to the best drilled individual.

On May 5 Sup't R. L. Drake was elected to the office of Commissioner of Port Arthur. J. W. Tryon and C. W. Rode were the other two members elected. The city of Port Arthur is very fortunate to have such able men on their Commission.

C. E. Yates, Ass't Cost Clerk of the Case and Package Division, and Miss Olive Coe were quietly married in the First Presby-



Texaco Baseball Team at Port Neches—Mgr. W. J. Kelley, Capt. A. J. Metzke, Secy. J. W. Baker
From left to right, standing: Balshaw, SS; Boone, 2B; Whitfield, P; Kelley, Mgr.; Basil, 1B; F. Nelson, RF; Metzke, CF and Capt. From left to right, sitting: Andis, 3B; Vincent, C; Adkisson, Utility; Youse, P; C. Nelson, LF; Smith, Mascot
They won their first game, played April 22 with Sour Lake's fast aggregation, in an exciting 9th inning finish. A three game series with the Port Arthur Works, the winner to play a team representing Houston at Sylvan Beach on Texaco Day, was won in two games on April 29 and May 6, as the scores, 8 to 0 and 8 to 2, made the 3rd game unnecessary. On May 13, unlucky day, Sour Lake evened up by giving this team their first defeat of the season

TEXACO STAR

terian Church, Beaumont, Texas, April 28, 1917. Their many friends wish them a long and happy life.

Of the Casing Plant, H. G. Martin, of cost department, left May 1, and entered the U. S. Navy at Great Lakes, Ill.; W. H. Telfair, electrician, left May 10 to attend Officers Training School at Leon Springs; C. C. Taylor, watchman, left May 4 to enter service with the Texas Rangers.

J. A. Weeks, of the Terminal Division, left May 10 to join Officers Training School at Leon Springs.

Water shipments by The Texas Company from Port Arthur, Texas, month of May, 1917:

Refined—Coastwise	498,858 bbls.
Refined—Export	458,494 bbls.
	957,352 bbls.
Crude—Coastwise	2,042 bbls.
Crude—Export	3,571 bbls.
	5,613 bbls.
Total	962,965 bbls.

On May 19, at 11:30 a. m., the Providence Terminal employees held Flag Raising exercises. The pole is located within a few feet of the Office. After introductory speeches by "Cy" Lindsay and John Hill, Sup't Sandford spoke fittingly for the occasion, in a speech which was received with great enthusiasm. William H. Sullivan did the honors in raising the flag, while A. B. Coop led the chorus in *The Star Spangled Banner*.

H. P. Austin has been transferred to the

Norfolk Laboratory, on the return of W. E. Curtis from the Bayonne Laboratory.

L. W. (Cy) Lindsay was transferred from the Terminal Division's New York Office to Providence Terminal as Assistant to Chief Clerk.

MARINE
DEPT.

On May 9, 1917, Howard H. Hassell and Bessie Dalores

Charboneau were united in the holy bonds of wedlock. The newlyweds will make their home in Port Arthur, where both have resided for several years, Mr. Hassell being in the employ of the Marine Department. We all wish for them a long and serenely happy married life; and that Hassell will not be forced to go to war leaving his "better half" to mourn his departure.

FUEL OIL AND
RY. SALES
DEPTS.

We have received an announcement of the arrival of a son at the home of Mr. and Mrs. D. C. Patterson at Atlanta, Ga., May 20, 1917, Mr. Patterson being now chief clerk for J. F. Ryan at Atlanta. This Department has been short on this kind of news for a long time.

J. W. Carnes, salesman in Chicago Territory, has left us to take a position with the Roxana Petroleum Company at Chicago, as traffic manager.

W. D. Boissatt and R. C. Blake have left to enter Officers Training Camp at Leon Springs. Nelms Robb from Sales Dep't takes Mr. Boissatt's place, and M. S. Kerr from S. P. Ry. takes Mr. Blake's place.



Flag Raising at Providence, R. I. Terminal



Office, Providence Terminal—At an office window is standing Sup't A. E. Sandford, facing him at the right is Wm. M. Dowling, at the left H. Bowles, of the New York Office, who arrived just in time to take part in the Flag Raising exercises.

TEXACO STAR

SALES DEPT. Houston District.—Mr. and Mrs. Roy A. Houston wish to thank their friends of The Texas Company for the kindness shown them in their bereavement at the time of the loss of their little child, who died May 31, 1917.

S. TERRITORY Transfers, resignations, and appointments:

Chief Accountant H. C. Selke of Houston District, transferred to same position in Atlanta District.

J. D. Walker, transferred from Territorial Office to Acting Chief Accountant Houston District Office.

Henry Russ, brother of General Assistant G. A. Russ of Atlanta District, transferred from Dallas to Houston District Office.

J. S. Damon, from Sales Clerk to Statistical Clerk vice F. C. Gillespie transferred to stock department.

F. B. Bierbauer, appointed Sales Clerk.

J. S. Richardson, appointed Emergency Clerk in District Office.

L. T. Bass, salesman out of Houston, resigned to join Officers Reserve Corps at Leon Springs; succeeded by C. K. Ryan.

C. W. Wiseman has entered the service as Houston City Salesman to succeed R. G. Johnson enlisted in U. S. Marines.

Agent R. A. Stacey, of Brownsville, Texas, resigned to join the Officers Reserve Corps at Leon Springs; succeeded by C. A. Brockman.

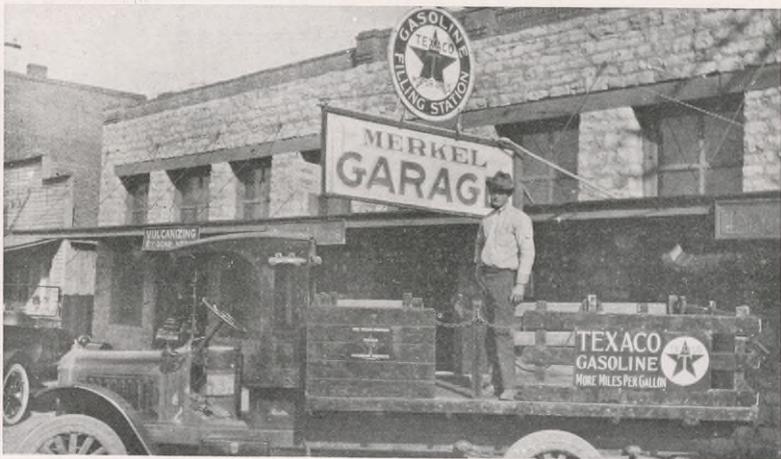
Agent G. B. Falligant, San Benito, Texas, resigned to join Officers Reserve Corps at Leon Springs; succeeded by Miss Ursula Davis.

Agent R. T. Herndon, Mercedes, Texas, resigned to join Officers Reserve Corps at Leon Springs; succeeded by his brother J. W. Herndon.

Dallas District.—A little stranger, weight 8 lbs., who has been named Mary Elizabeth, arrived on May 24 at the home of Mr. and Mrs. J. McAdams, Brownwood, Texas.



Johnson Brothers Garage, Wellington, Texas—One of our Plains garages handling Texaco products exclusively. The building is covered with Texaco roofing. The old gentleman standing by the barrel of tub. oil is our Agent B. F. Ball, of Wellington, Texas Station



Driver Sam Roberts, Merkel, Texas, ready for 15-bbl. load on his 2-ton truck

Agent W. E. Britain for the last three months has collected every outstanding item of indebtedness at our Merkel, Texas Station. This is a barrel station, but Agent Britain by means of his truck keeps plentifully supplied with stock; he uses a minimum allowance of iron barrels, yet gets his share of the business

TEXACO STAR



One of our tank wagons making a delivery to Trinity Oil Co. filling station in Dallas—This station has Texaco signs well displayed



Traveling Salesman's motor car with rack for empty iron barrels picked up, and rack on the side for sample case

Oklahoma District.—Mr. and Mrs. A. T. Smith are enjoying a visit from Sup't Smith's mother, of Carthage, Mo.

Ass't Manager M. G. Jones and General Salesman S. E. Monroe paid the District Office a welcome visit on May 22.

Mr. and Mrs. Herbert Foster of Woodward, Okla., are the proud parents of a baby girl born April 29, whom they have named Bonnie Rose.

Mr. and Mrs. E. H. Browder of Oklahoma City were called to Dallas on May 4 to be with Mr. Browder's mother who had to undergo an operation. Mrs. Browder is now improving rapidly.

New Orleans District.—In a gasoline economy contest conducted at Jacksonville, Miss., on May 23rd, a Maxwell car using Texaco gasoline won the record. A one-gallon tank filled with Texaco gasoline did not become empty until the speedome-



Crater Compound doing its bit at "Twelve Mile Bayou to Cross Bayou Channel Way". This is drainage work being done under the supervision of The Caddo Levee Board working under the supervision of Board of State Engineers. The Channel Way is 6 1/2 miles in length and will require an excavation of 1,500,000 cubic yards of dirt. The bottom is 75 feet wide and the slopes are 1 1/2 to 1. The machinery being used consists of two Class 24 Bucyrus Drag Line Excavators equipped with 3 1/2-yard and 4 1/2-yard buckets respectively. The machines are in operation 24 hours out of every 24 and work six days of the week.

Shreveport, La. May 26, 1917.

The Texas Oil Company,
Shreveport, La.

Attention M. E. Trowbridge.

Dear Sir: As per your request of recent date I am today enclosing with this letter certain views of our Bucyrus Drag Line Excavators.

We have been on this particular project for about eight months during which time we have used Texaco Products and we cheerfully recommend them to any in need of petroleum products.

Since our arrival in this section of the country we have been introduced to your Crater Compound and we take special pleasure in advising that it has faithfully performed all of the duties it has been called upon to perform, viz., the lubrication of our wire ropes and large gears.

Yours very truly,
BUCHANAN & COMPANY,
By E. T. Self.



Tank Wagon driver Tony Tuminello, of Shreveport, La.

ter showed that 28.4 miles had been registered.

Controller Ira McFarland recently spent a day in the District Office. We enjoyed his visit very much. Also Ass't Manager M. G. Jones recently paid us a very pleasant visit.

TEXACO STAR



Our new Clarksdale, Miss. Station—Gravity System

Salesman R. H. Comeaux, working central and western Louisiana, is delighted at large increases of business in his territory.

Agent E. I. Seyburn of Morgan City, La. is to be congratulated on the marketing-cost showing of his Station for the month of March.

Agent Nick Zimmer of Harvey, La. is showing his proud appreciation of his new Station by notable increases each month.

Appointments and transfers:

M. A. Dyer, Agent New Orleans Station *vice* H. J. Dougherty resigned.

A. W. Phillips, from Lubricant Clerk to Salesman New Orleans Territory, succeeding M. A. Dyer.

R. L. Blanks, Agent at Meridian, Miss. *vice* H. G. Meyer resigned.

Atlanta District.—Agent Rene Trahan of Anniston, Ala., formerly of the District Office, paid us an appreciated visit on his way to enter the Officers Training Camp at Atlanta.

Agent T. E. Horton of Tampa, Fla., is

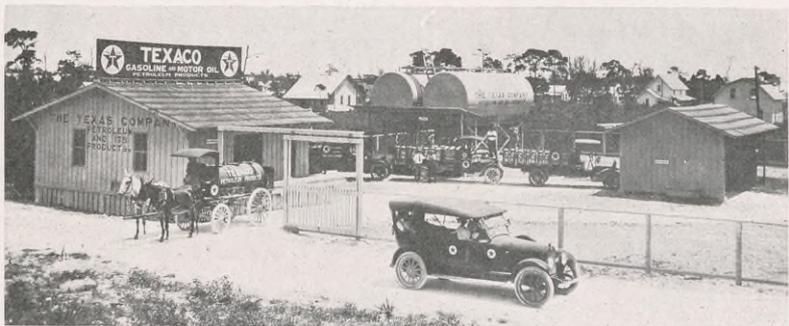
being congratulated upon his marriage on May 23 with Miss Louise Hunt of Macon, Ga.

A son was born on May 20 to Mr. and Mrs. D. C. Patterson, of District Office.

Credit Man Hudson and Bookkeeper Kerr each suffered the loss of their household effects in the recent Atlanta fire.

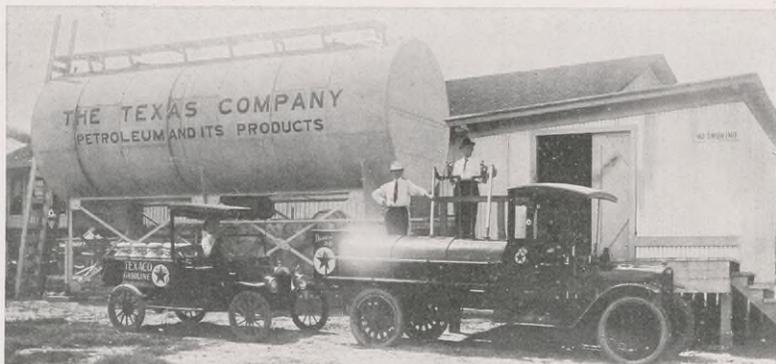


Auto Tank Truck, Dayton, Fla.—Salesman C. A. Gontz in the cab



Miami, Fla. Station

TEXACO STAR



"Little Lizzie" and "Big Mary"—Lakeland, Fla. Station—Agent L. O. Litchfield

Transfers, resignations, and appointments:

R. R. Jackson from Stock Clerk to General Clerk *vice* John Morson, resigned to look after his personal affairs in Mississippi.

T. J. Beddingfield, from Equipment to Stock Clerk.

J. R. Kinnett, employed as Equipment Clerk.

W. T. S. Brown and F. R. Tickner, employed as emergency clerks.

W. G. Allen, resigned to accept position as Spanish-American stenographer with a local exporting company.

Salesman J. A. Gallagher, resigned to enter other business.

W. M. Rawlins, Clerk and Cashier at Fitzgerald, Ga., resigned to enter Officers Training Camp; succeeded by Walter Williams.

T. W. Waters, tank wagon driver at Fitzgerald, Ga. *vice* H. T. Nelson.

J. M. Major, cooper at Greenville, S. C.

G. G. Gilraith, night watchman at Greenville.

K. P. Pierce, from Clerk and Cashier to City Salesman, Jacksonville, Fla.

J. W. Logan, employed as night watchman at Jacksonville, Fla.

J. R. Sanders, Clerk and Cashier at Augusta, Ga.

vice C. S. Bennett transferred to tank wagon driver.

J. M. Surles, tank wagon driver at Florence, S. C. resigned.

Early Williams, warehouse helper at Florence, S. C. *vice* Henry Timmons (col.).

Chas Jackson (col.), stake wagon driver at Savannah, Ga. *vice* B. F. Blount.

Richard Smith (col.), stake wagon driver at Tampa, Fla. *vice* Henry Williams.



Saw-mill plant of the Cummer Cypress Company, Sumner Florida—Another one of the long list of satisfied users of Texaco Lubricants—Texaco Leader Cylinder Oil, Altair Oil, and Alaph Oil are the principal oils used in this up-to-date plant—Texaco Crater Compound is used exclusively for lubricating all wire rope and all gears.

SALES DEPT. N. TERRITORY

Sales Department friends of Land Agent L. C. Oakley are congratulating him on his marriage with Miss Edith McClearen, which occurred at her home in Brooklyn on April 28. Mr. and Mrs. Oakley will be at home to their friends after June 1st at 305 Avenue O, Brooklyn.

The Sales Department Offices in New York take this opportunity to extend their best wishes for success in his new enterprises to Mr. Harry Tipper, former Manager of our Advertising Division, and at the same time to extend a welcome to his successor, Mr. Jacob. Those of us who know L. A. Jacob, and they are many, have every reason to be pleased at his appointment, and we can assure him of the fullest cooperation in the distribution of all kinds of advertising matter.

TEXACO STAR



One of the numerous exhibits planned by Robert Blaylock at our Bedford & Flatbush Avenues Filling Station, Brooklyn, N. Y.

New York District.—The employees of Long Island City and Clinton Street offices met at the District Office with Chief Accountant H. D. Eccleston and the members of the accounting department to discuss accounting matters. Representative E. J. Quirk acted as chairman. Mr. Quirk spoke also on the important subject of station service. It is planned to continue these meetings until the Station men are thoroughly familiar with Station Accounting, and we understand that similar meetings are to be held by other Representatives in the District. The Metropolitan Territory hopes to excel in Station efficiency through the results of these efforts.

Monsey, N. Y. Station has just received a new 500-gallon auto tank truck. Agent G. W. Geiger at this point has been desiring such a truck for two years, and has always claimed that with one 500-gallon

auto truck he could turn in five times as much business as he has been able to do with two teams.

Horses have been abandoned in favor of two auto tanks at Perth Amboy, N. J. Station. Driver Jos. A. Williams expects to break all records with his new "Red Devil." The Texas Company trucks are well represented on the roads in this vicinity, and one of the New Brunswick, N. J. newspapers prints an article on the rapid growth of the Company in this section.

Night Watchman Frank N. Hunt is working hard every evening on his beautiful flower garden, which he says will be a fine asset to the Perth Amboy Station.

Transfers, appointments, and resignations:

Wm. A. Ludwick, Lubricating Engineer, from Lubricating Division to New York District.

G. G. Gallicoe, Lub. Salesman Metropolitan Territory, headquarters Long Island City.

J. E. Hamilton, Lub. Salesman Metropolitan Territory, headquarters Long Island City.



Agent Frank Warren, Bayonne, N. J. Refined Station



Auto Truck A-204, Long Island City, N.Y. Station

TEXACO STAR

M. J. Ryan, Jr., Salesman Metropolitan Territory, headquarters at Long Island City.

A. B. Bush, from Motor Oil Salesman at Stamford to General Salesman Metropolitan Territory.

C. G. Beatty, Ass't Filling Station Inspector Metropolitan Territory, headquarters New York District Office.

D. P. Whitall, from Salesman Metropolitan Territory to Ass't Filling Station Agent at Flatbush and Bedford Aves., Brooklyn, N. Y.

P. K. Voelxen, Salesman Metropolitan Territory, resigned.

G. R. Sheffield, from Agent New Rochelle-Pelham Manor, N. Y. to Salesman Metropolitan Territory

B. S. Hancock, Agent at Peekskill, N. Y., resigned. Richard Ward, from Clerk at White Plains, N. Y. to agent at Peekskill, N. Y.

H. I. Wright, from Lub. Salesman White Plains Territory to Agent at New Rochelle-Pelham Manor, N. Y.

E. L. Williams, from Motor Oil Campaign Salesman to Lub. Salesman White Plains Territory.

T. J. Hastings, Lub. Salesman Newburgh Territory, resigned.

Boston District.—A very successful "Automobile Week" was recently held in Lewiston, Maine, and Salesman W. A. Maney sent us several photographs, which we forward to the *Texaco Star*, showing some windows that he dressed with Texaco Products. We appreciate Mr. Maney's thoughtfulness in sending these pictures, and wish that others in the District were as careful to send us items for the *Star*.

Agent J. F. LeClaire, Fitchburg, Mass., while making a delivery in an isolated part of the country, recently discovered a well concealed wireless plant. He promptly reported his discovery to the proper authorities, who are conducting an investigation.



Window display of Levasseur Motor Co., Lewiston, Me.



Window display of A. W. Nelke, "Oakland" State Agent, Lewiston, Me.



Window display of Wade & Duncan Motor Co., Lewiston, Me.

William H. Plotner, Assistant Order Clerk in the District Office, and Miss Ada M. Farrell, of Somerville, Mass., were married on April 23, 1917. After a wedding trip to New York City, "Bill" returned to his duties in the Office. The "Boys" presented Mr. Plotner with \$25 in gold, and all extend best wishes to Mr. and Mrs. Plotner.

Miss A. U. Lawless, stenographer, who has been severely ill at the Boston City Hospital, is recovering rapidly.



Tank Wagon, Westerly, R. I. Station

TEXACO STAR

James E. Flanagan, prospective Texaco employe, has arrived at Malden, Mass. in the home of Mr. and Mrs. J. E. Flanagan. Everybody in the Boston Office knows and loves Papa Jim and extends congratulations.

Upon the transfer of Chief Accountant J. J. Kelly from Boston to the New York District, the employes of the Boston Office presented him with a watch as a token of their esteem and in recognition of the many kindnesses he has extended them in the past. Chief Accountant J. R. Haden, formerly of the Norfolk District, has succeeded Mr. Kelly.

Transfers and appointments:

Agent C. A. Flexon of Hyannis, Mass. Station, temporarily transferred to succeed Representative A. E. Murray, who has entered the U. S. Navy.

A. W. Finlay, temporarily transferred from Clerk and Cashier to Agent Hyannis, Mass. Station.

J. M. Hathway, temporarily appointed at New Bedford, Mass. *vice* Agent H. L. Wakeman, called to Government service.

H. M. Reed, Agent at Middleboro, Mass. Refined Station *vice* F. H. Dean resigned.

E. L. Willard, from Agent at Lakeport, N. H. Refined Station to Agent at Manchester, N. H. *vice* J. R. Willis & Co., Agents, resigned.

P. C. Cross, Agent at Lakeport, N. H.

Charles A. Berry, from Ass't Agent to Agent at new George and Temple Streets Filling Station, Fairhaven, East, Conn.

B. L. McMahon, Agent at new filling station in East Milton, Mass., located in the Projecta Garage.

Norfolk District.—Part of the force of the District Office has moved from the Royster Building on account of crowded conditions and inability to secure additional space there. The sales department is now located in the Board of Trade Building, the accounting and operating departments remaining in the Royster Building.

L. C. Oakley and bride from New York visited Norfolk on their honeymoon. Mr. Oakley was occasionally seen at the office. His friends in Norfolk were glad to see him and also to know that he was behaving himself so well on this trip.

Before this issue of the *Texaco Star* goes to press there will be two gentlemen of the Norfolk District Office who will have joined the Benedicts. J. Horace Foster, who has been visiting Mobjack, Va. quite frequently for the last 18 months, recently asked that he might have leave of absence for two weeks. A meeting was held by an appointed committee and Mr. Foster was asked if he intended to train for war, and he replied, "Not exactly." The other victim will be R. O. Dozier of the account-

ing department, who is to marry Miss Mary Pittman Lassiter of this city. The whole district joins in wishing both of these couples a world of happiness.

Due to increase of business in the city of Norfolk, we have recently begun distributing motor oils by tank truck. The red machine used for delivering motor oils has created quite a bit of talk around town and we expect to see sales increase. R. D. Holland, who formerly worked the gasoline business with the garages, has been put in charge of this truck.

Appointments and changes:

W. P. Jordan, Record Clerk, Dist. Off.

E. F. Daniels, Clerk *vice* G. O. Crandall resigned.

I. R. Vanderberry, stenographer *vice* W. J. Sullivan resigned.

M. A. Robins, Agent at new Gloucester Point, Va. Station.

F. A. Gunby, Agent at new Irvington, Va. Station.



Tank Wagon Driver D. D. Ayres, Olney, Va.



C. S. Broadhurst, Jr., 2 years old son of Lub. Engineer C. S. Broadhurst, of Norfolk Dist. (How about Safety First?—Ed.)

TEXACO STAR



Bennie Cannato, the first Tankwagon Driver for The Texas Company in Chicago. Driver Cannato has an enviable record. He started in with a 500-gallon tankwagon and has increased his gallonage to such a figure that we doubt if he will be able to take care of his customers with his new 1000-gallon truck.

Chicago District.—The Barge *Reliable*, which will ply between the Lockport Refinery and Chicago, made her maiden trip May 28. She carried a cargo of gasoline.

A baby boy arrived at the home of Mr. and Mrs. L. C. Hoffman on May 24. Congratulations, Artie.

It would do your heart good to take a peep at the smiling countenance of S. B. Wright, who is now installed in his new quarters. We might add that Mr.

Schmook didn't lose any by the change. We are afraid, though, that Charlie will be seeing too many "periscopes."

Transfers and resignations:

Salesman George Peabody, Chicago, has entered the Officers Reserve Corps, U. S. A., and is in training at Fort Sheridan, Ill.

C. H. Bierman, from Tankwagon Solicitor to Salesman in St. Louis.

L. E. Salom, Salesman in St. Louis, has joined the U. S. Aviation Corps and is in training at Pensacola, Fla.

W. O. Andrus, in charge of jobbing business, has severed his connection with The Texas Company to take a position with the Shell Company of California, who are opening an office in Chicago. Clerk E. B. Wolfe accompanied Mr. Andrus.

EXPORT DEPT.

Alfred E. King, who recently joined the staff of the Export Department, is now connected with The Texas Company (South America) Ltd. at Havana, Cuba.

James M. Seager, formerly with Prince Line and Houlder, Weir and Boyd Inc., has joined the Shipping Division.

F. S. Douglass, formerly representative of The Texas Company in the Far East, has resigned.

H. E. Gilmore sailed on the *Empress of Asia* for the Far East and is temporarily located at Shanghai.

W. H. Pinckard, attached to staff of Asiatic Division, has returned to New York after a two months stay at Port Arthur.



A Texaco booster at 8 months—Frank, son of Salesman Curt Parker, Joplin, Mo.



TEXACO STAR

First Dinner of the Export Department, given in the Garden Room of Hotel Martinique, New York City, Monday evening, May 14, 1917

The suggestion that the Department meet in this social way met with an enthusiastic response by all members of the Export Staff in New York, so that with the half dozen officials who were invited, 67 gathered at the table, which was arranged in the form of an immense "T." M. P. Ward of the Accounting Division presided. After the dinner, which was enjoyed by all, both on account of the excellent menu and the musical entertainment, Manager J. R. Miglietta expressed his great pleasure in meeting the members of the Department on such a happy occasion and paid a high tribute to the former Assistant Manager, the late W. B. Knight. He was followed by W. A. Thompson Jr., Guy Stevens, W. C. Wallace, H. A. Lampman and others, who complimented the Department on the growth of its organization under its capable head, and pointed out the qualifications which had contributed to past successes and would assure a brilliant future.

This dinner gave the members of the Export Department an opportunity of getting in closer touch with each other and promoted a spirit of good will and cooperation in developing the growth of The Texas Company's business in foreign fields.

A CLEARING HOUSE

For LUBRICATING EXPERIENCE

TEXACO Lubrication Engineers are always on the road meeting new conditions, new problems and new equipment every working day. The knowledge they acquire is invaluable but if this experience were locked in the mind of each individual engineer, its value would be greatly limited.

So we have developed a clearing house for lubrication experience. Every day each Texaco lubrication engineer sends in a complete technical report covering his activities for the day. These reports are carefully checked up and compiled. They are correlated and divided so that at our headquarters we can answer any question relating to the use of lubricants, not from any one individual's experience, but from the standpoint of the experience of many trained men.

No opinions or theories here—but exact records of problems met and solved.

So you can put your lubrication problem right up to us—chances are that we have met it before.

And the mounting sales of Texaco Lubricants show how well Texaco engineering service and Texaco lubricating oils meet any or all lubricating conditions.

There is a Texaco Lubricant for Every Purpose



THE TEXAS COMPANY

HOUSTON

CHICAGO

NEW YORK

Offices in Principal Cities



The Red Truck

ON CITY streets and on country roads alike, one encounters the bright red auto trucks of The Texas Company. We do not believe in hiding our light under a bushel so we selected a bright distinctive color—TEXACO RED—for all our vehicles.

We make good oil and we want to keep everyone acquainted with that fact, and the spic and span auto trucks and horse-drawn vehicles are among the agencies we employ.

Whenever you see one of the red trucks with the Texaco emblem backed up at a dealer's place of business, you know that he can supply you with high value in oils.

