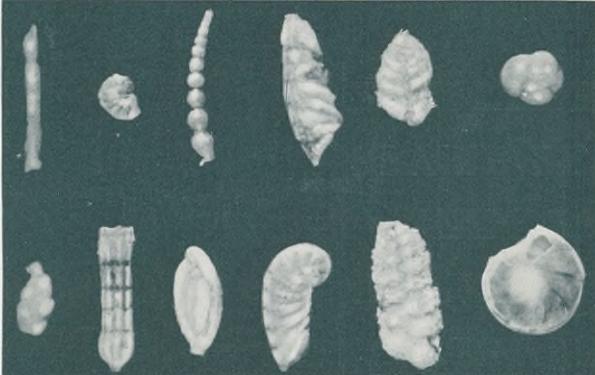




# TEXACO STAR

FOR EMPLOYEES OF THE TEXAS COMPANY



## FORAMINIFERA

MICRO-PHOTOGRAPH  
MAGNIFYING FIFTY DIAMETERS

Geological formations are identified by means  
of these fossils, each formation containing a  
distinctive assemblage of foraminifera.



 HE HIGHER UP in life that a man goes, the more necessary it becomes that he shall coöperate with other men. Any man's success depends largely upon the efforts of others, and anyone who is not willing to share his success with these others very seldom has much success to share.

*—Winthrop Mason.*

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# The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION  
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XI

JANUARY 1924

No. 1

*"All for Each—Each for All"*

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Houston, Texas

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## Outlook

By the mark of the calendar we face a new year. It is a time to pause—to 'look and listen.' We need foresight under the light of thoughtful retrospection.

The outlook for 1924 has cleared up within the last month beyond the hopes of the most confirmed optimists a few months ago.

Especially has the gloom overhanging the petroleum industry been relieved in some quarters. It is now emerging from the most difficult and perplexing conditions with which a great industry could have been confronted.

At the beginning of 1923 the problem seemed to be how the growing demand for petroleum products could be met. It was the practically universal expectation that all resources of the industry would be strained to meet the demand of the coming summer. Refineries all over the country scrambled to increase capacity by installing pressure stills for cracking processes. Suddenly conditions changed. General rains made roads impassable. Demand dropped. Stocks began to pile up. Still, it was thought, the summer and tourist travel would take care of this. But bad weather continued and stocks accumulated.

At this juncture a startling factor precipitated itself upon the situation. Several great gusher pools and many smaller areas were

simultaneously developed, and the industry was confronted by the greatest overproduction that ever occurred in its history.

The oil business was hard hit. Confusion reigned. Many concerns went under. Upon many others costly liquidations were forced. Prices were utterly demoralized. Only those that had previously had the most prudent management and were most skillfully conducted through this crisis weathered the storm without serious damage.

Throughout all these disasters a venomous agitation made confusion worse confounded and caused disheartening distractions. Ignorance (some of the attacks were worse than ignorant) seemed invincible. La Follette's committee, ignoring the main body of facts submitted to it, had prophesied the advent of "dollar gasoline." The uninformed were stirred to unfounded fears and resentment. Of course, Senator La Follette would have been refuted by the ordinary course of business, and he is mentioned only to recall the difficulties his sort of politicians added to our time of tribulation.

We may be sure that many useful—though costly—lessons have been learned during this trial, and that the industry will in the future know how to avoid some of the mistakes that were made last year. Such a collapse of prices as occurred would probably, in the light of the recent experiences, be avoided if a similar occasion were to arise again.

Important facts for present consideration are that the American people have been buying gasoline for less than it costs to produce and market it, and that it will not be easy to convince public opinion of the necessity for changing such a condition.

Dr. Edwin G. Slosson, Director of Science Service, Washington, found that the total

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expenditure on motor cars in this country in 1921 was \$7,783,000,000; and that of this huge sum the gasoline cost was about 10%. Yet this 10% is made the object of violent agitation and the 90% is disregarded. A. C. Bedford, speaking last month in St. Louis, said: "I want to say as emphatically as I can that the price of gasoline is too low. It now takes two gallons of gasoline to purchase the same quantity of anthracite coal that could be purchased for one gallon in 1913. It takes 1.8 gallons of gasoline to purchase the same amount of railroad transportation that one gallon purchased in 1913. It takes over 1.33 gallons to purchase the same quantity of farm products that one gallon purchased in 1913. If we were selling gasoline by the pound on the present basis we would receive less than 2½ cents per pound for it. Is there any other commodity of general use which can be obtained at anything like that price, any other commodity produced under similar conditions which is so available and so useful to the American public? Is there any other commodity in general use which is selling at a price below its pre-war level?"

President O'Donnell of the American Petroleum Institute speaking last month said: "There has been a good deal of criticism within and without and a good deal of noise about why these things have come about. In my judgment no individual, no clique of individuals, or no organization could have helped the conditions that are now confronting us. It is too big; it has spread over too wide an area to be handled by any one or any group or any organization. About 50% of the petroleum industry, I would say, and 90% of the consuming public believe that the industry is regulated so far as prices and prosperity are concerned by a few people or a few organizations. No matter what has been in the past that condition does not exist today. It can not be controlled by money and it can not be controlled by any super-intellects that we have, and I, for one, believe that is a good thing. I believe the petroleum industry as now conducted in America is one of the most healthful and inspiring things, and the greatest developer of our young manhood in our industrial life, because of its uncertainties."

There is nothing fundamentally wrong with the petroleum industry. If not trammelled by mistaken legislation it will more and more, as experience grows, pursue successful and just courses.

For the rest that there is space to say, we may turn attention from our own industry and view the whole horizon. All useful industries are interdependent and similarly affected by governmental and moral conditions.

The outlook for all is encouraging if individual follies can be curbed and the enactment of bad laws be prevented. It may truly be said of the opportunity now offered to the American people: "Every prospect pleases and only man is vile." If they will do *honest work and endeavor to eliminate wastes* business will be good. If they will check the now prevalent living beyond their means and turn from vain or vile pleasure-seeking to more substantial enjoyments their individual welfare will be enhanced. In short, impersonal conditions beyond voluntary control are favorable.

The world outlook has suddenly brightened. In that regard the Christmas season has been propitious for several years: in December 1921 the Conference for Limitation of Armaments dispelled the war cloud in our relations with Japan; in December 1922 our Secretary of State proposed his plan for an international conference about Germany; in December 1923 three American representatives sailed to participate in such a conference. We need not forebode a failure for the forthcoming conference because the international committee of bankers could not accomplish anything. Much has happened in the last year.

In the writer's opinion this country ought ever to be grateful to those who on the proper grounds kept it from adherence to the League of Nations. All "radicals" and most "reformers" are puerilely impatient; but it is better to wait until it is possible to take a vital step judiciously and safely than to take it precipitately and irresponsibly. How strange it is that those who arrogate to themselves the title of *idealists* appear to have no fear of proving themselves to be liars. They are generally willing to give any pledge that seems to them consonant with their desire, regardless of the gravest probability that they would themselves shortly repudiate the promise. This trait is analogous to the proclivity of weaklings to incur debts which there is no reasonable probability that they can pay. Thank God that our country did not pledge its honor to obey the decisions of any supernational committee in matters such as the League of Nations originally assumed jurisdiction over. On the other hand, rejoice that ways are now opening by which the United

## *The TEXACO STAR*

States of America can rightly and helpfully coöperate in the restoration of real peace and prosperity to the nations of Europe who have been so long suffering from an alleged peace that was worse than war.

Every material interest coincides with honor in approval of the present course of our Government in its dealings with Europe. Arms were laid down at America's feet in the Armistice in a faith that the Fourteen Points 'radioed' to the world by the Chief Magistrate of our Nation would be followed. History will never ignore the fact that the most vital of those terms were ignored by the treaty that was devised at Versailles. What was done has been done; but there remain extraordinary obligations for this country to lend a helping hand as soon as the conditions offered permit us to act without loss of our own sovereign freedom.

### **Double Action**

The country has responded to the suggestion of an income tax reduction. The response is the only one that could be expected. No one is against reduction and everyone who pays income taxes is in favor of it. Moreover, the people are beginning to realize that high taxes on large incomes tend to drive capital out of industry, which in turn retards prosperity and injures everybody. The reaction of thinking people, resulting in protests by voters, has caused congressmen to pause. If protests from the voters will only continue and not subside the whole bonus scheme will soon die as it should.

It is interesting to observe the antics of some timeserving politicians, now that they have heard from the people at home. They are certain that a reduction of taxes is demanded; but they do not seem so certain on the bonus question. Therefore, some of them propose that both things be done. They recall the clamor of some months ago in favor of the bonus and are not certain that sentiment on that subject has changed. One learned Senator comes out with charming simplicity in favor of every single feature of the Mellon plan, but suggests that this will not interfere with the bonus. He overlooks the fact that one feature of the Mellon plan is the omission of the bonus.

But suppose it were possible to carry out the Mellon plan so far as tax reduction is concerned and at the same time pay the bonus.

If the bonus is unsound in principle it should not prevail. If Senator Copeland of New York is correct in his assumption, then by omitting the bonus Congress can reduce taxes even lower than contemplated in the Mellon plan. And that is precisely what should be done. If there is a margin it should inure to the benefit of taxpayers. If the situation is such that the Mellon plan can be adopted and at the same time the bonus can be paid the only proper thing to do is forget the bonus and reduce the taxes still lower.

It is safe to say that no spendthrift ever had a dream wilder than this bonus dream. It may not be generally realized at this time, but it will be realized in years to come, and that too whether the bonus carries or is defeated. No individual or business concern could keep out of bankruptcy very long when proceeding on such theories as underlie the bonus. The nation itself may not go into bankruptcy, but if the present tax burden is not lifted speedily and progressively the nation will go into grave danger, which may be worse than bankruptcy.

### **Pull Together and Speed Up**

The modern corporation is a highly complicated machine. This fact is exemplified in our own company with its many ramifications and subsidiary interests. Despite the efforts that have been made toward simplification our organization of necessity is more or less complex.

In order that business may be handled with efficiency and dispatch we are divided and sub-divided into departments and divisions, each devoting itself to particular phases, and they collectively form channels through which the work should pass smoothly and uninterrupted to its final culmination.

In the enterprise of producing, refining, and marketing petroleum there arise daily many problems requiring consideration by more than one department or division before final disposition is made of them. They may be of a technical, special, or policy nature, and require consideration by technicians, specialists, or executives. And it often happens that in routing these matters through the organization delay occurs, which, if translated into hard dollars and cents, would reveal distinct loss to the company. Multiplied as the items are in the course of each year the aggregate loss might be amazing if set up in figures.

A certain amount of delay must necessarily

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occur. It can never be eliminated entirely. But it is possible for delays to be reduced to a minimum.

Consider the individual in business for himself. When confronted by a business question, he, if of the alert and successful type, weighs the facts and comes to a decision without procrastinating, as he realizes that deferred action may mean loss or absence of gain. We should not drift too far from the simple method. Action is what is needed—action, prompt action, decision.

The advantage of combined capital and united effort is lost if we do not cut the red tape and do things when they should be done. A good motto would be: "Pull together and speed up."

### Inspection Trip

President Amos L. Beaty accompanied by other officials of the Company left Houston December 3 on the special pullman cars *Yeoman* and *Guardiola* for the annual inspection of producing properties, pipe line facilities, and refineries.

The first day was spent in going through the Works and Terminal at Port Arthur and the asphalt plant at Port Neches. The very interesting work at the Case and Package Plant was followed step by step, from the time the raw tin is taken and put through multifold changes until it comes out as containers which are then filled with Texaco products and loaded into the vessels docked at the Terminal.

In the evening the party was entertained by a dinner at Port Arthur Works. Superintendent F. P. Dodge acted as toastmaster and called on various members of the party and several of his own staff for brief talks. Some of the speakers were decorated by certain young ladies with flowers for their display of oratorical powers.

The next stop was at the Monroe Gas Fields in northern Louisiana. A carbon black plant of the Columbian Carbon Company was visited. The manufacture of carbon black is now one of the most interesting and rapidly growing businesses associated with petroleum and its by-products.

The party then went to the Smackover Oil Field in Arkansas and inspected the Company's Louann tank farm and pipe line station. Our pipe line has only recently been extended from Ardis to this field by way of Haynesville.

The next day they visited the Powell Field,

Navarro County, Texas, where The Texas Company's famous Fleming lease received attention. This tract of fifty acres was one of the most prolific spots in the pool and produced almost one million barrels of oil from its twelve wells before they stopped flowing. At the height of its production this lease made over 36,000 barrels per day. Taking the noon train for Dallas they had time to go through the refinery at West Dallas and leave that night for the Panhandle, arriving at noon the next day. The Company's extensive holdings in Carson County were gone over by automobile.

The Tonkawa and Burbank pools in northern Oklahoma were next visited. The Burbank pool was particularly interesting on account of the new developments going on in the northwest extension of the field in Kay County, where The Texas Company's Roy Munroe lease is right in the line of production, having already one well in the southwest corner completed with initial production of 1,800 barrels per day.

The party broke up in Tulsa, some going north to attend the convention of the American Petroleum Institute at St. Louis, the remainder coming back to Houston.

In addition to the superintendents of the Producing Department and the pipe line companies who were met in the field, the members of the party were: Amos L. Beaty, T. J. Donoghue, R. C. Holmes, J. H. Lapham, C. B. Ames, D. J. Moran, William Jervis, G. L. Noble, F. T. Manley, C. P. Dodge, L. R. Holmes, Robt. A. John, J. L. Dowling, A. H. Culver, General J. A. Wolters, M. W. Baham, T. J. Lawhon, B. E. Hull, J. C. McCue, and Joe H. Thompson.

One indifferent, impolite, and inefficient service station salesman can drive away more business than \$1,000 worth of advertising can bring in.—*H. I. Clauson*, in *Pure Oil News*.

"How do you find business?"

"Go get it."

### To My Friends in The Texas Company

On this occasion, my retirement from the service of The Texas Company, I desire to express the great pleasure I have had in my association with you during many years and the hope that these friendships may always remain, as will mine for you.

W. A. Green.

Houston, Dec. 31, 1923.

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### Excuse Us for Living

R. F. BAKER, Chief Geologist

One of the Producing Department executives, during a discussion on the merits and demerits of geology, put himself on record as follows: "I believe in Geology, but not in all Geologists." This statement, expressing an ordinary observation and truth that might be applied in speaking of any profession or group of professional men, such as lawyers, doctors, or engineers, under other circumstances would be self evident and call for little comment. But coming from an old time Oil man, his admission of a belief in geology adds another convert to the growing number of believers and shows that despite his early skepticism the work of the geologists has made an impression on him.

Why shouldn't an enlightened man believe in Geology? The principal reason for not believing seems to be just plain ignorance of the subject and an unwillingness to learn.

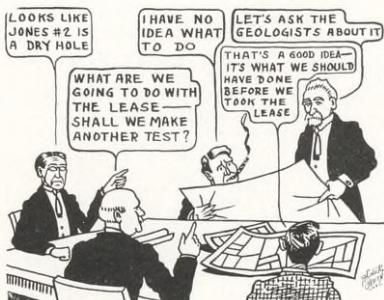
There is no more of mystery in geology than in other branches of science, a geologist uses no magic or witchcraft as some seem to think.

Geology is a branch of science concerning itself with and offering the only rational explanation of the progressive, more or less orderly, changes of all kinds which have taken place in and on the outer layer of the earth's crust since the beginning. It explains features and conditions, as now recorded in the rocks, by the application of certain simple laws formulated from observation on the slow earth processes and changes which are a part of our every day life.

A belief in geology and consequently in geologists depends in a large measure on first impressions of geologists and upon the successes or lack of success resulting from the application of geology. One who has used geology with success is, of course, a believer. Belief or non-belief in geologists has no bearing on the application of geology. There are geologists and geologists, and like members of other professions no two are alike in ability, character, or personality. They range in ability from the novice to the erudite scholars and research men, and in character from the "Quack Geologists" associated with Stock



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Promoters to the high-minded men at the top of the profession.

It is only logical that a company or individual conducting large scale operations in producing oil and searching for new oil fields should have, as part of their organization, a man or group of men whose duties should be to accumulate geological data, to study productive fields for data to be applied in the search for new fields, to guide development, and to conduct the preliminary prospecting for new fields and districts. Call him a geologist, rock hound, or any other appellation, the logical man to handle such work is one who, by virtue of his training and experience in geology, has some insight into the underground formations, their character and relationships. A fair minded man must admit that a trained experienced geologist, despite whatever limitations he may have in the way of business and technical training, is better qualified to interpret geological data and give opinions thereon than is a person who has had only casual contact with geology and its fundamental principles. Unfortunately, the latter type of opinion has often received too much consideration.

When geology was first introduced to the business of producing oil by a few of the farsighted leaders it was looked upon by most Production Men, largely because it was something new, with suspicion and distrust, probably tinged with a little jealousy fearing encroachment upon some of their prerogatives and authority. Without giving it a fair trial many refused to believe in geology saying: "It won't work, it can't do us any good; those fellows can't see any further underground than we can." It has taken years of patient work on the part of the geologist to gradually win the good will of these men. A few were more open minded and wanted to try out geology.

Others, on the theory that they would try anything once, gave it a try and at the first failure on the part of the geologists joined the ranks of the non-believers. Those in favor of geology were too optimistic and thought it a panacea for all dry holes.

After the geological department was organized the Division Heads had a new Department on their hands and did not know what to do with it. The difficulty in putting a new geologist to work was evidently perplexing one Division Superintendent when he instructed his secretary: "Send in that Wise Man from Judea and let's find out what he is going to do." As a rule, the easiest way out was to let the geologists alone, let them do anything, so long as they didn't interfere with other plans. A favorite scheme to keep the geologist harmless was to keep him busy jumping from place to place hurriedly examining the prospects submitted by brokers or wildcatters. This kind of acreage was taken purely on a friendship basis or on "hunches," and a geological report was immaterial otherwise than to furnish a convenient excuse to turn the prospect down if it had been previously decided not to take it. Geological work of this type was of no benefit to the Company and consumed the time which should have been devoted to a systematic examination of prospective territory. Following out the idea of a belief in geology but not in geologists, there has been a tendency to use the geologists as scouts or collectors of information which, if it fits the case, is then casually interpreted to suit the arguments to put across a new project. If the information does not fit, it is ignored; but in either event,



WHY-- ★★★--DON'T THEY USE  
PLAIN ENGLISH!!!

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upon the prospect turning out bad the alibi is: "Well, there was good geology on it." The Geological Department has been an excellent institution to whom to pass the "buck." A graceful way to ease out of a new project without hard feelings, other than towards the geologist, is to use his opinion as the reason for not being interested.

The path of the geologist has not been a bed of roses. Oil has a habit of being found by wild wildcatters in the most unexpected places and particularly in those which the geologist has turned down, in some cases because of the lack of favorable indications on the surface, in others because of errors. Then, what is worse, oil is not found where there was every reason to think the prospect was favorable and oil should have been present. Perhaps at a later date after more information is available the reason for the failure is obvious. The geologist does not like to be reminded of these failures, he feels bad enough over them, but generally there are a few around who make it a point to recall them periodically.

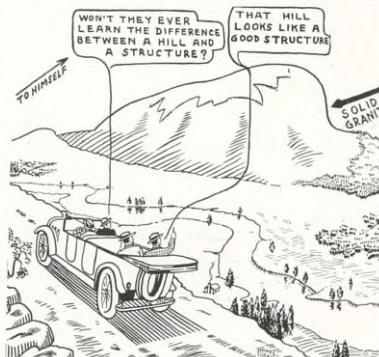
It sometimes happens that in an area where it is important to have all geological information there has been little drilling and the surface formations are of such a character that the true structure can not be determined. Then all the time and work spent on the prospect is for naught and he can only report, "Nothing to recommend, nothing to condemn." This is disgusting to the one desiring the information, who sometimes does not quite comprehend the difficulties encountered and is more inclined to think the trouble is with the geologist and not the formations.

There are several fallacies which will prob-

ably forever keep coming up to disturb the peace of mind of a geologist.

In spite of long and repeated explanations, the common idea that water sand and oil sand are different formations will not be downed. Sand is sand and although sands may differ in texture and composition, the same sand can and often does carry oil in one locality and water in another and all oil sands after being drained of their oil become water sands without change in their composition.

As long as oil is produced and geology is used, in the eyes of a layman a ridge or a hill will be a structure. Structure is the general term used by geologists to describe a condition where earth forces have moved the rock formations from their original horizontal position, forming a reservoir which experience shows will serve as a trap to hold oil. When the formations, which may be likened to the leaves of a book when held horizontal, have been slightly folded so that all the strata or individual formations dip in all directions from a common point, a simple form of structure is found and may be likened to a huge inverted bowl. The oil is trapped in the top of the bowl and kept there by the pressure of the water around the edge of the structure. This attitude of the formations is independent of, and bears no definite relation to, the configuration of the earth's surface as seen in hills and valleys which are purely the result of erosion cutting into the rocks, excavating the valleys and leaving the ridges behind. Many people have a hazy idea that a structure is a "high point," but do not realize the distinction between high points on the surface and a high point of an individual formation with respect to the eleva-



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tion of other points on the same formation. The crest of a structure frequently is in a valley and may or may not coincide with the surface configuration of the land.

Another popular belief is that the oil is in large caverns or hollow spaces under ground; that each region has a "Mother Pool" from which the oil feeds into the local pools where it is obtained by drilling. Oil probably does very little migrating underground, especially after it is trapped in a structure. The bulk of the oil obtained is contained in the pore space between sand grains, which usually amounts to from 20% to 35% by volume of the sand formations. Each separate field is a unit by itself and cut off from other fields by salt water.

Ten years ago the Petroleum Geologist was merely a "Structure-Hound" with general instructions to cover all the ground he could as fast as he could. His employers only wanted him to find structures and they did the rest. This type of work was merely dabbling with geology. It was like examining a book by reading the title and table of contents; to get the full benefit the reader must get inside the covers and study its content. So it is with petroleum geology. The geologists soon found that to obtain the full benefit of the application of geology to the oil fields, they must "get underground." By this they mean study well logs and formation samples to picture the structure and character of the oil sands and to apply geology in districts where they could not find information on the surface.

This branch of the work has gradually increased until it now amounts to over half of all geological work. From an occasional examination of samples of oil sand or estimating depths to producing sands, this work now takes the form of a systematic study of subsurface conditions with respect to structure, producing sands, texture of sands, and encroachment of salt water as the oil is withdrawn. This type of work gives the most accurate and reliable information. The surface formations are still being mapped and studied as they give the first clue to the presence of new prospects, but as soon as development of a new field begins the geologist devotes all his time to studying subsurface conditions.

In many localities the geologist is utterly unable to obtain reliable information from the surface formations and is then compelled to base all his work on well logs and samples. When there are certain easily recognized for-



mations or markers underground that all drillers know and record in their well logs this work is fairly easy. Its accuracy is dependent upon the accuracy with which drilling records are kept, and the importance of reliable well logs can not be over emphasized. This kind of geological work has the big disadvantage that it is entirely dependent upon drilling for the information and the presence of structure can not be foretold in advance of drilling.

For a long time the structure of the Salt Dome Fields of the Louisiana and Texas Gulf Coast were baffling problems for the geologists. No information as to structure could be obtained on the surface and little from well logs owing to the fact that all the formations are very similar in character and could not be separated into the individual members. In looking about for a method of differentiating between the many formations it was found that they were full of minute fossils. These fossils are the shells of various forms of marine life which were entombed in the formations as they were formed. The most useful fossils are known as foraminifera. They are microscopic in size, but there is an advantage in their smallness in that they are not broken up by the drill and a small sample of formation may contain thousands of them. It is found that each formation has its own individual assemblage of these fossils by which it may be readily identified. This information is obtained and interpreted by a geologist, called a paleontologist, who specializes in the study of the fossils. But before the geologist can work up this data it is necessary that representative samples of

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### Foraminifera

These small fossils are found in countless numbers in the formations of the Texas Gulf Coast. Each formation contains a distinctive assemblage of these little fossils by which it can be identified. This engraving, reproducing a micro-photograph, magnifies about 33 diameters. The assemblage shown on the front cover is magnified fifty diameters.

formation be taken from each well as it is drilled, as frequently as is practical and forwarded to headquarters. By this method the structure of the salt dome fields is being gradually unraveled.

The value of subsurface geology has been thoroughly tested and proved and has been instrumental in discovering a number of new oil fields. For example, the first clue to the presence of the very prolific Tonkawa Oil Field in Kay County, Oklahoma, was found in an examination of the well logs of two dry holes near the present field. To confirm this evidence a number of shallow diamond drill test holes were put down. In this instance the shallow tests proved the presence of a favorable prospect and a deep test was drilled which opened up the field.

The Geological Department is being more and more recognized as an integral part of a Producing Organization, and their work is expanding accordingly. The executives have learned the limitations of geological work and when not to take geologists too seriously. There is more of a spirit of co-operation than when geology was first introduced, and the success of the application of geology is absolutely dependent upon the complete co-operation and exchange of information with the executives, the lease department, the scouting department, and the men drilling for and producing the oil. In diverse ways all are working with one end in view—to produce more oil. This can not be accomplished by one man or group of men working alone, but requires the efforts of all coördinated into a single efficiently working organization.



It is yet a little too early to tell whether the political issue of 1924 will be the World Court or the origin of species.

—Macon (Ga.) News.

Henry Ford's paper says tobacco is killing too many people and should be put out of

business. If things that kill are to be put out of business, \_\_\_\_?—Marion Star.

According to Lord Curzon, any fool can make war. Some of them can make peace too.

—Punch (London).

Wrecks are numerous on single-track minds.

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### A Circular Letter

From J. L. McMAHON, General Superintendent North Texas Division, Producing Department

To All Employees:

Our Company could not exist if it were not for the crude oil produced and purchased by it. It could not exist if our Sales Department failed to market and receive cash for the products it carries on its shelves and in its tanks when sold.

The Texas Company in its various branches has in its employ over 25,000 men. Every one of these men should be a salesman for Texaco products, not directly but indirectly. They should know the superior quality of The Texas Company goods. They should acquaint themselves with the advantages to be gained by the use of a good product, and once knowing should proclaim it to their friends to the end that instead of 25,000 of us employees using Texaco products we should have in addition at least 150,000 of our acquaintances use them.

It will be interesting for you to know that a certain large oil company sent their chemists to Tulsa, Okla., where about twenty of the leading oil companies sell oil products. The sending of these chemists was for the purpose of impartial investigation of the products sold there. The investigation proved the superior quality of Texaco products. It

was found that the company getting the highest price for their product had the poorest quality, while The Texas Company had the better quality products and was the "king pin" of them all. Think of it! This information from our competitors.

We must remember that all oils, greases, and gasoline are not good. Texaco products are good. They stand the test and show superiority. So why use inferior products in any kind of machinery, and especially a rather delicate type of machinery which costs much and should be conserved for efficient service?

Coöperation and service are the words in our every effort, in every branch of our Company's endeavor, and we must assist our Sales Department. Those companies that do not have coöperation and service, and do not assist their sales department, and every other department for that matter, are daily digging their industrial graves. Let it not be said that the Producing Department is in the grave digging business. It is a pleasure to give service, and in giving it we acquire a greater and broader education.

Yours for Coöperative Service,

J. L. McMahon.

### Always Reveal the Facts

F. W. ROBERTS, Breckenridge, Texas

Facts are stubborn things, and when adverse to the business policies of an organization, such as our own, the highest order of skill and energy is required to successfully deal with them.

A thorough knowledge of all the facts affecting—whether favorably or unfavorably—our individual work should be in the possession of every unit of every department depending for its success upon the combined efforts of all the individuals.

I am thinking that the knowledge of any such fact within our possession, however trivial it may seem to us, should be at once imparted to our superior in line; for, within his mental grasp, it may be of vast importance to the Company. If any one of us should have created a condition of fact detrimental to the success of the Company, and its consequences have passed from our power of correction, there should be no concealment, but we should

at once reveal the matter to the proper authority, and prepare to "take our medicine." Never let us forget that concealed truth is half a lie.

Youth with its inexperience is constantly coming into the ranks of our workers, and must answer for its errors to Age with its experiences ripened by long service. To the young man thus entering the service I would say: Think straight, avoid error, and never make the same mistake a second time. If you commit errors sack them up in a clean package and deposit them at the feet of the "Big Boss," instead of trying to conceal them or slough them off upon the head of some comrade.

"I hate the man who builds his fame,  
Upon the ruins of another's name."

Conceal some facts from your business rival.  
Reveal facts to your business partner,—and he is the superior from whom you receive orders and to whom you must answer.

## The TEXACO STAR

### The Friendly Stars

GEO. W. VOS, Assistant Superintendent Advertising Division

The general trade mark of my Company is a Star. And many of the lubricating oils we make are named after constellations and stars. Therefore, I became interested in the Heavenly Bodies.

I am not an astronomer. This calling is too technical and too mathematical for the average man. But I have dabbled somewhat in one of the tributaries of Astronomy—I have acquired a small knowledge of the geography of the Heavens.

I commend this to you as a hobby. A little study of the names and position of stars and constellations will repay well the student.

All you need is an inexpensive Star Map, or an ordinary pair of opera glasses, if you wish to go further than I have.

You can pursue this study on a city roof or in a country field. In a little while you will get to know the major constellations or star groups, and many of their component stars. It is no more difficult than learning the names and positions of the States and Cities of this country from a map.

Gentlemen, I tell you it is up-lifting to raise your eyes to the north and watch the slow backward swing of the Dipper around the North Star, and to see the big flattened W of Cassiopea following the Big Bear around the pole. Or, as in the early evenings of last November, to see Orion showing up in the Southeast sideways like a boy scaling a fence.

And what a sense of grandeur you get as you contemplate the long line from Arcturus to Spica and watch them follow each other below the sky-line. Then you trace the outstretched wings of Cygnus, the Swan, or the big ungainly square of Pegasus, or the twisted shape of the Serpent.

Later you get to know some of the stars individually. The spurt of blue-white,—that is Sirius. The orange beam of Betelgeuse, and the sullen red glower of Antares where he shines in the heart of the Scorpion.

And especially on a summer night you trace the lazy flow of the Milky Way, while above you glitters that heavenly circlet so well named Corona Borealis, the Crown of the North.

You get to know the planets, too. The beautiful lambent glow of Venus, the bright white glitter of Jupiter, the elusive glow of Mercury, and the red glare of Mars.

Season after season old friends swing back into view. It is good to go star-gazing once in a while and only a passing acquaintance with the starry friends will give you much joy. It makes you look for them. It lifts up your face; it elevates your spirit.

Some night, after an interrupted, badly broken up day, when you've taken home work to finish, all unconscious of the slow invasion of the clock hands to the wee small hours, you work till brain rebels and writing hand cramps in revolt, you make a finish and you go down to the cellar and bank the fire. Just before you bolt the cellar door you tap out the heel of your pipe, you take one last look at these friends of yours; the cool night-wind brushes your face, the Stars wish you a peaceful Good Night, and somehow sleep is much easier to attain.

And then you might say, as Napoleon did when some 'clever' men, walking with him at night in a garden, debated on the existence of a Divinity. Napoleon was silent for a while, then, flinging his hand heavenward, he said: "Gentlemen, who made them?"

#### CRUDE OIL PRICES AT WELL

December 1, 1923

|                  |                  |             |                    |
|------------------|------------------|-------------|--------------------|
| Penna., Bradford | ... \$2.60       | Homer       | ... \$75 to \$1.10 |
| Other Penna.     | ... 2.35         | Haynesville | ... .90 to 1.00    |
| Indiana          | ... 1.23         | Smackover   | ... .40 to .75     |
| Canada           | ... 1.83         | Caddo       | ... .75 to 1.10    |
| Ragland, Ky.     | ... 75           | DeSoto      | ... 1.10           |
| California Light | ... 76           | Bull Bayou  | ... .75 to 1.05    |
| California Heavy | ... 60           | Crichton    | ... .90            |
| Kas. & Okla.     | ... .75 to 1.25  | Gulf Coast  | ... 1.00           |
| Powell           | ... 1.00         | Mexia       | ... 1.00           |
| North Tex.       | ... .75 to 1.25  | Currie      | ... 1.00           |
| N. C. Tex.       | ... .75 to 1.25  | Corsicana   | ... .40 to 1.00    |
| Eldorado         | ... 1.00 to 1.10 | Wyoming     | ... .45 to .95     |

#### CRUDE OIL PRICES AT WELL

January 1, 1924

|                  |                  |                 |                     |
|------------------|------------------|-----------------|---------------------|
| Penna., Bradford | ... \$3.25       | Homer           | ... \$.90 to \$1.25 |
| Other Penna.     | ... 3.00         | Haynesville     | ... 1.05 to 1.15    |
| Indiana          | ... 1.33         | Smackover       | ... .55 to .90      |
| Canada           | ... 1.93         | Caddo           | ... .90 to 1.25     |
| Ragland, Ky.     | ... 75           | DeSoto          | ... 1.25            |
| California Light | ... 76           | Bull Bayou      | ... .90 to 1.20     |
| California Heavy | ... 60           | Crichton        | ... 1.05            |
| Kansas           | ... .75 to 1.25  | Gulf Coast      | ... 1.25            |
| Oklahoma         | ... .90 to 1.40  | Mexia           | ... 1.25            |
| North Tex.       | ... .90 to 1.40  | Currie & Powell | ... 1.25            |
| N. C. Tex.       | ... .90 to 1.40  | Corsicana       | ... .50 to 1.25     |
| Eldorado         | ... 1.00 to 1.10 | Wyoming         | ... .45 to .95      |

# The TEXACO STAR

## NOTICE

### Correspondence School Course

It has been decided to suspend the administration of the Correspondence School for an indefinite period. Lessons sent in will be returned without comment. The present supply of pamphlets will be distributed among the various Departments that desire them, so that those students who are anxious to finish the course can obtain the balance of the pamphlets (so far as the present supply will permit) from their Department Office by writing for specific lessons. In the future students will not send in answers to lessons for examination and correction as in the past.



The Balcones Fault

Balcones Creek, from which the great Balcones Fault System received its name, is the boundary between Bexar and Kendall Counties, Texas. This photograph shows the creek and fault at the crossing of the San Antonio & Aransas Pass Railway, 26 miles north of San Antonio. The Balcones fault begins on the Rio Grande near Del Rio, trends eastward to Austin, thence northeasterly to a crossing of the Red River east of Denison. It is along this system of faults and because of them that the great oil fields of Corsicana, Powell, Mexia, Thrall, and Luling were formed.

On the bridge is seen a Single Unit, Four Cylinder, F. W. D. Motor Car owned by the railway. Photograph contributed by the Passenger Traffic Dept. of the S. A. & A. P. Ry.

Referring to the Pictorial Report from Panama, given in the October issue, Mr. McDermond writes:

"These pictures are fine. Our entire crew, as well as myself, look at them with pride and extend to you our sincere thanks for being so liberal with the space in our good magazine. This wonderful three and a half pages shows our Company's appreciation. It helps wonderfully to spur us along and gives us a thought, along with our work, of other than the dollars we earn."

"Our men ask that I request a few extra copies of this issue. While they are getting a copy of each issue they send it home to relatives in the States and it is now the desire of everyone to keep a copy of this issue."

"The books sent us from the Texaco Library are coming in very handy. They go a long way with the men in helping to keep them contented in the lonesome tropics."



C. C. McDermond



Stockholm, Sweden

Mr. R. G. Shulz, European Managing Director of S. F. Bowser & Co., Inc., London, writes:

"Through the courtesy of your Export Department I have been put on your mailing list, and have had the pleasure of reading the splendid articles constantly appearing in your house organ. I have noticed a number of reproductions of photographs of filling stations in different parts of the world. The European Branch of The Texas Company have some splendid filling stations in Europe. . . . I therefore take pleasure in sending with this letter photographs of filling stations in Stockholm, thinking that perhaps you would care sometime to reproduce these for the pleasure of the readers of your house organ."

Space is available to show only one of the two photographs kindly sent by Mr. Shulz. Our Company has so many filling stations that it is impossible to use the majority of such photographs received, and the editor has sometimes been authoritatively criticized for admitting more pictures of filling stations and fair exhibits than should be used.

## The TEXACO STAR

### DEPARTMENTAL NEWS

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

|                           |                                    |
|---------------------------|------------------------------------|
| Refining Dept.            | C. K. Longaker, Houston            |
| Natural Gas Dept.         | W. H. McMorris, Jr.,<br>Fort Worth |
| Ry. Traffic & Sales Dept. | J. A. Brownell, New York           |
| Marine Dept.              | A. Bass, Port Arthur               |
| Legal Dept.               | H. Norris, New York                |
| Treasury Dept.            | H. Tomphohde, Houston              |
| Comptroller's Dept.       | H. G. Symms, Houston               |
| Insurance Dept.           | R. F. Fisher, New York             |
| Governmental Reports      | B. E. Emerson, Houston             |
| Sales Dept., S. Territory | P. A. Masterson, New York          |
| Sales Dept., E. Territory | C. M. Hayward, New York            |
| Sales Dept., W. Territory | Miss M. Marshall, N. Y.            |
| Asphalt Sales Dept.       | R. C. Galbraith, Houston           |
| Export Dept.              | Personnel Committee, N. Y.         |
| Purchasing Dept.          | F. W. Kern, Denver                 |
| Producing Dept.           | J. J. Smith, New York              |
| Pipe Lines                | J. B. Nielsen, New York            |
| T. T. Co. of Mexico S. A. | J. A. Wall, New York               |
|                           | J. T. Rankin, Houston              |
|                           | Otto Hartung, Houston              |
|                           | Fred Carroll, Houston              |
|                           | C. W. Pardo, Tampico               |

#### REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF NOVEMBER 1923

|                   |                 |
|-------------------|-----------------|
| Refined—Coastwise | 831,722 bbls.   |
| Refined—Foreign   | 288,464 bbls.   |
|                   | 1,120,186 bbls. |
| Crude—Coastwise   | 389,537 bbls.   |
| Crude—Foreign     | 15,725 bbls.    |
|                   | 405,262 bbls.   |
| Total             | 1,525,448 bbls. |

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF DECEMBER 1923

|                   |                 |
|-------------------|-----------------|
| Refined—Coastwise | 978,891 bbls.   |
| Refined—Foreign   | 480,570 bbls.   |
|                   | 1,459,461 bbls. |
| Crude—Coastwise   | 641,262 bbls.   |
| Crude—Foreign     | 226,494 bbls.   |
|                   | 867,756 bbls.   |
| Total             | 2,327,217 bbls. |

**Bayonne Terminal.**—We inaugurated our 1924 Safety Campaign with a motion picture entitled "Paying the Price," secured through the courtesy of the Industrial "Y" and Travelers Insurance Company. The picture was introduced by Employment Supervisor J. F. Sheean with a short address on safety and accidents which had occurred during the year 1923. He spoke of the danger of not having slight accidents attended to at the First Aid Room, the results of men doing things

that they knew invited danger, and the value of the ounce of prevention.

The picture shows an automobile mechanic at work, and in his anxiety to maintain a comfortable home for his wife and two little children he works late into the night. A screwdriver slips and punctures the palm of his hand. He does not stop to have the wound properly dressed, but winds a handkerchief around it and keeps on working. When he goes home his hand bothers him, but he does not attend to it and goes to bed. He dreams of the wound in his hand, with the usual blood poisoning and loss of his arm. He sees himself looking for a job, with one sleeve empty, his wife sick, and his children selling newspapers. In the agony of his thoughts he tosses around in the bed and knocks his hand against the dresser. This awakens him and he rushes immediately to the doctor. Fortunately he reaches the doctor not too late, and after much loss of time the arm is saved, and he returns to work.

We feel safe in saying that in the future all cuts and bruises, no matter how slight, will be given immediate attention.

A diamond flashing on the ring finger of the left hand of our telephone operator Miss Ethel D. Somerset, is evidence of another decisive victory scored by Dan Cupid. Albert W. Olson, of Bound Brook, is the lucky boy, and our good wishes are with them both.

**Delaware River Terminal.**—Alvin Habbart, one of our oldest employees in point of service, finally succumbed to Cupid's darts. He and Miss Mary M. Bogart, daughter of Mr. and Mrs. Geo. H. Bogart of Wilmington, Del., were united in the holy bonds of matrimony on Thanksgiving Day, Mr. Habbart's uncle, Rev. Wm. E. Habbart, pastor of the Harrison Street M. E. Church, Wilmington, officiating. All join in wishing the couple joy and peace and prosperity in their journey together on the pathway of life.

**Providence Terminal.**—We welcome C. H. Merrick, our new Chief Clerk, and assure him of our best efforts and hearty coöperation.

H. C. McAnalley, Chief Clerk for the last four years, resigned November 30 to take a position in town. We extend to him our best wishes.

**Norfolk Terminal.**—Herbert Curtis, of the Laboratory force, was married on November 24, 1923. This is of particular interest to Norfolk Terminal, as the bride was formerly our capable File Clerk, Miss Katie Poyner.

## The TEXACO STAR

Miss Fannie Mercer has the sympathy of all for the loss of her mother.

Charley Ruffin, one of our faithful and steady colored employees, whose service dates back almost ten years, died at his home on Thanksgiving Day, following an operation for tuberculosis of the throat. He was well thought of among his people and was one of the leaders of the community in which he lived.

Bowling and Basket Ball are in full swing. We have a team in the Industrial Bowling League and a team in the Industrial Basket Ball League of Portsmouth and Norfolk.

Our Terminal Quint in the Basket Ball League played their opening game against the Ledger Dispatch Quint on the evening of December 3, winning the game 29 to 21.

Our Bowling Team is going strong, but we lost one of our mainstays when Charles H. Merrick was transferred on Dec. 1 to Providence Terminal. On the evening of Dec. 6 we met our friendly enemies, the Office Team of the Portsmouth Cotton Oil Refining Corporation. It was an exciting match, as is every event in which we meet the boys from that corporation. Both teams bowled high average scores, but Texaco bowled the higher.

### A Tale of a Wild Goose and a Tame Duck

An enthusiastic sportsman in the duck hunting regions of Virginia sent Mr. Hallager a wild goose permanently crippled by a broken wing to use as a decoy. She was a very sorrowful goose and refused to take any nourishment, and was gradually wasting away.

Mrs. Rowland, who has charge of the Commissary and a very large heart, decided that the crippled wing should be removed. She performed the operation with instruments from the First Aid Room and bandaged the goose from head to toe and nursed her along until she recovered from the operation. The goose had quartered itself in the after part of the dog kennel, Mr. Aspinwall's bird dog Laddie occupying the front of the kennel. Mrs. Rowland believed a feathered fowl would be better company and might incidentally wean the wild goose from its wild ways, so she brought one of her tame ducks from her home for company. This worked well for a few days; but soon the little duck acquired the wild spirit of the wild goose and flew over the fence and swam around in the river, refusing to return to the yard by the office.

Faithful Whitey discovered the tame duck, now wild, swimming out of bounds. He got a row boat and paddle and a piece of string with a grain of corn attached to one end, thinking that the duck had become hungry and would swallow the corn and then could be towed to shore. But the duck kept swimming away at a safe distance ahead of the boat, and when nightfall came Whitey returned empty handed.

The next morning the goose was found dead, half eaten by a muskrat, and the poor little tame duck paid the price of being shot by a hunter and served for dinner that day.

**MARINE DEPT.** Captain Richard Quick returned just before Christmas from a trip, lasting months, to France, West Africa, and Brazil, and finished by going to Port Arthur and bringing back the tug *Pan American* to New York. How Captain Quick enjoyed his first Christmas at home is told in a newspaper clipping from Bath, Maine:

Among the diners at the Rotary club luncheon Wednesday noon none were more enthusiastic over their Christmas than Captain Richard Quick who enjoyed his first Christmas at home on Tuesday although he has had a home in Bath for 27 years. One of the Christmas greetings which he prized the highest was a wireless message from Captain Swanson of the steamship *Derbyline* of The Texaco Company. The ship at the time was in Lat.  $30^{\circ}30' N.$ , Long.  $75^{\circ}2' W.$ , about 700 miles south of Fall River from which she sailed last week for Port Arthur, Texas. Captain Swanson was second and first mate with Captain Quick for four years in the Bath built ship *Edward Sewall* and proved beyond a doubt by Christmas greeting that he had not forgotten his old friend.

**SALES DEPT.** **Houston District.**—  
**S. TERRITORY** New Agent and a New Station: R. W. McCreery at Elgin, Texas. This is a Barrel Station and will be the means of increased gallonage and poundage.

I. B. Walker has been appointed Agent at Pleasonton, Texas, *vice* Wm. Kehoe who has returned to Houston to a position in Territorial Office.

With great regret we announce the death of Agent J. W. Hill, Dayton, Texas. Mr. Hill was a very efficient man highly respected by all who knew him. Our sympathy is extended to his family.

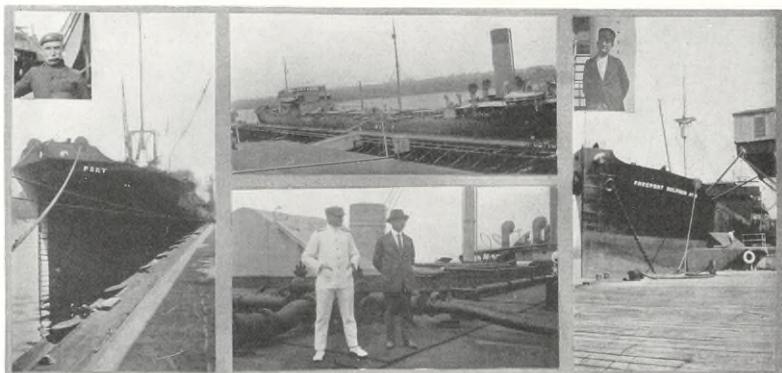
Agent V. J. Leone, at F. S. No. 4, Houston, suffered the loss of his mother on Dec. 20. Vick has the sympathy of the District Office.



Robstown, Texas Station  
Agent F. E. Sands is ever on the job in his territory.

**Dallas District.**—Again the wedding bells are ringing in Dallas District. Miss Elizabeth Stiles, our telephone operator, and Mr. H. J. Bryan, of Dallas, were married on December 4. Congratulations and best wishes.

## The TEXACO STAR



### Marine Sales

*Left:* Steamer *Fert* belonging to Soc. di Navagazione Alta Italia, Genoa, Italy, successfully lubricated with Texaco Marine Lubricants. Chief Engineer Prusateri is shown in the insert; his praise of Texaco is unbounded.

*Center:* S. S. *Dordogne*, French Naval Collier, Chief Engineer Cudennes, at Port Arthur, Texas. In the lower picture are shown Lieut. De Viasseau, Commander of the *Dordogne*, and M. Vaschetto, French Naval High Commissioner in the United States. French naval vessels at American ports prefer Texaco lubricants to all others.

*Right:* S. S. *Freeport Sulphur No. 5*, of the fleet of Freeport Sulphur Company, successfully lubricated with Texaco. Chief Engineer Simon Garriga (see insert), courteous and genial, is a strong believer in Texaco Marine Lubricants—based on his experience with them.

Special Agent M. K. Hunter paid D. O. a visit recently. It is not difficult to understand the wonderful record made in Zone No. 7 the last year, when Mr. Hunter's enthusiasm plus ability is taken into consideration.

**Oklahoma District.**—While in Muskogee, don't fail to Gas and Grease with "Al" Scott. "Al" is a real Texaco booster. At his Battery Station he has selected the Red Star and Green T Line over all competitive brands.

Creditman Shirley has a long face; he says he is running nothing but a matrimonial bureau. As soon as he gets acquainted with his stenos, up comes some genial chap, buys a license, and runs away with them. His office has just suffered the loss of Miss Ethel Hutchinson, who was married to Bob Kroutil, of Yukon, Okla., on Dec. 19. The young couple have their home all furnished, ready to begin housekeeping. The D. O. extends all good wishes.

We almost forgot to mention the Charley Chaplin a-la-mustache Club just organized in the Oklahoma District. Superintendent Daniel is President; R. T. Shirley, V. P.; F. A. Affleck, Treasurer; with B. F. Secor and George Barrier as honorary members. Nig Jackson

started to join but got 'cold feet' and bought a razor. We understand Harry Fiellin also started out with one, but his girl objected. Agent McCoy of Oklahoma City Station is the main squeeze, 'cause his is a pippin, black and thick, regular Charley style. Full particulars given on request.



Cripple Wagon

Chief Clerk Jackson, of Oklahoma D. O., acting as Conductor of the "Cripple Wagon" on the day of the Shrine Parade in Oklahoma City—the day the new \$1,500,000 Temple was dedicated. The most important "cripple" of the day in this wagon was Superintendent Daniel, who was hopping around on one foot, the other in a rubber bandage. Johnnie Wilson, Mack Truck Agent, Oklahoma City, is in the driver's seat proudly driving the 3-ton Mack sight-seeing bus.

## The TEXACO STAR

**Atlanta District.**—John E. Reynolds, of Atlanta Station and son of "Uncle Bill," Lubricating Assistant, was married to Miss Jessie May Clark of Clarkston, Ga., on December 16. May their married life be filled with happiness.

Agent H. F. Lancaster, Greenville, S. C., and Miss Mary Agnes Griffin of Greenville were married on November 29. Floyd has made a good Agent for the Company and let us hope that he will make just as good a husband.

The Winder Filling Station, Winder, Ga., is one of our strong boosters in Northeast Georgia.

Clifford B. Fair, of the D. O., reports the arrival of a 7-lb. boy at his home on December 17. Congratulations.

Leon Carlin Levy, son of Salesman Chas. W. Levy, died December 21 from the effects of being wounded and gassed on the battle front in France. Two years ago his brother Cedric Marks Levy died from the same cause, and the oldest brother—the only one left of the three brave soldier sons—is still in the government hospital at Asheville, N. C. Utmost sympathy is extended to the bereaved family. In the April 1918 issue of *The Texaco Star* pictures of Cedric and Leon are shown,—when they were both in Co. L, 167 U. S. Infantry, Rainbow Division, France, in their 21st and 19th years respectively. The following from a Birmingham paper gives some particulars of the distinguished service of these brave young men:

Leon Carlin Levy, one of Birmingham's outstanding heroes of the world war, today made the supreme sacrifice for his country. He died at midnight at a local infirmary from the effects of being wounded and gassed.

Levy was a member of the Rainbow Division and



Waycross, Ga.

Tankerman H. E. Smith, here seen with his two children, is making a good showing with his truck.

was twice decorated for heroic exploits. He was one of the few distinguished service medal men in Birmingham. He also wore the *croix de guerre*.

Levy was 24 years old and is survived by his parents, Mr. and Mrs. Chas. W. Levy, 8121 First Ave., two brothers, two sisters, and his widow.

Levy had been west in an effort to regain his health and was brought home several days ago.

A military funeral by the American Legion will be conducted from the home tomorrow afternoon at 2:30 o'clock.

**Florida District.**—November 26-27 Florida District held a meeting of its newly appointed Special Agents, presided over by Superintendent E. H. Browder. Present also were W. E. Bradford, Assistant Manager; P. E. Waggoner, Chief Accountant; F. K. Dorrance, Roofing Assistant; and F. B. Ramey, Creditman, of Atlanta. It was purely a business meeting, and was a pronounced success.

When Florida District was created June 1, 1923, promise was given Assistant Manager Bradford that a certain high mark would be achieved during the peak months of the 1923-24 season. The best months in Florida are usually February and March, yet November came within 3,000 gallons of the high mark promised; which means that we will go over the top with many points to spare when our peak months are recorded. Since the creation of Florida District each month has shattered previous records, and with the pep and enthusiasm of our organization it is safe to say that we shall continue to break all records for many months to come.

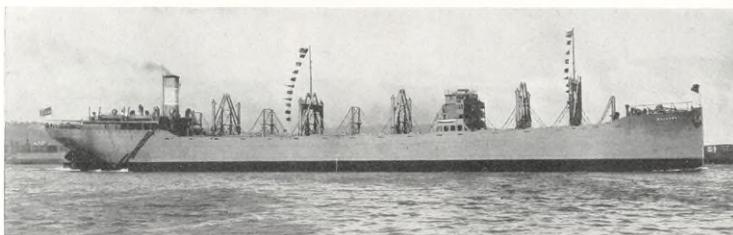
Motor Inspector R. V. Church has been promising some news for the *Star* for a long time. Like all his other promises, he has made good. It's a fine baby girl weighing 8 lbs., and R. V. C. looks more important than the national debt and wears the smile that won't come off.

Agent C. R. Shannon, of Bradenton, Fla. Station, reports that on November 19 form S-11 was issued taking into stock for his Station two new members of the Texaco Family: viz., Mrs. C. R. Shannon, and Lloyd Lee Hefner, weight 8 lbs., son of Assistant Agent J. H. Hefner.

### SALES DEPT. W. TERRITORY

**Marine Sales Div.—**  
The accompanying photograph of S. S. *Chilore*, of the Ore Steamship Company, is contributed by S. Mills, our San Francisco representative. The *Chilore* is a new ship constructed by the Bethlehem Shipbuilding Corporation. The vessel is equipped with Bethlehem Curtis tur-

## The TEXACO STAR



S. S. "Chilore" of Ore Steamship Company — Texaco Lubricated

"Did you ever," asked W. G. Craig, "work on a piece of business and find you were away out of line in price, and you made a quality talk that would make the Statue of Justice lift her blindfold and take a squint at you, and you swear that your oil will do everything but lay the course for the ship, and you finally got the order for a four-months cruise supply, and after the boat had sailed and can't 'phone you to come and take the stuff off, and you wonder if you have put the right grade on, and you worry yourself sick, and then the agent who sells the engines that were installed in the boat calls on you and says he had word from the Chief Engineer that Texaco Algal Oil is the finest oil ever made for an Atlas Diesel Engine and he has cut his oil consumption down over 50%—Oh! Boy, ain't it a grand and glorious feeling?"

"Well," continued Craig, "this thing actually happened on the Motorship *Apex* of the Wilson Fisheries Company, using 300 h.p. full Diesel solid injection engines, and we now hope to land the entire lubrication of that company."

bines with Falk reduction gears, and is lubricated with Texaco Marine Turbine Oil Heavy. Chief Engineer Chandler of the *Chilore* has expressed himself most favorably toward Texaco turbine oils, declaring them superior to others he has used. All of the vessels of this line are Texaco—which means successfully lubricated.

**Denver District.**—A new station has opened at Buena Vista, Colorado, L. V. DeWitt, Agent. Welcome, Mr. DeWitt.

Phillip Hunter, of D. O. Accounting, has established a new record in this District for keeping secrets. We wouldn't be surprised if he has established a record for the Company.



W. G. Craig,  
Marine Salesman,  
Seattle, Wash.

Surpassing any structure erected by a steamship company on the Pacific Coast, the new Matson Building, on Market Street at Main, San Francisco, is now virtually completed. In addition to the Matson Navigation Company, the owners, this building will house the American-Hawaiian Steamship Co., the McCormick S. S. Co., and a number of other shipping firms.

The entire fleet of the Matson Navigation Company use Texaco Crater Compound for deck winches, worm gears, and general lubrication aboard ship. The elevator cables and gears of this new building are also lubricated with Texaco Crater Compound.



Matson Navigation Co.  
Building,  
San Francisco, California

Phillip was married in May of this year to Miss Charline Van Lieu, and the secret was not divulged until December 15. Congratulations, Mr. and Mrs. Hunter, and good wishes unmeasured.

We also offer heartiest congratulations to Fred Jolly and his bride, formerly Miss Lora Whitney of Perry, Oklahoma. Mr. Jolly is employed in D. O. accounting.

**El Paso District.**—Superintendent Herndon has returned from an enforced vacation of a week. Hot on the trail of some business he arrived in Hot Springs, N. M., just in time to greet one of the worst blizzards in the history of this part of the country. Zero temperature, snow fall ranging to two feet, and

## The TEXACO STAR

eighty-mile gale were features of a storm that took heavy toll of life and did much property damage. For three days Hot Springs was without communication of any kind with the outside world. Three hundred tourists were marooned in Nogal Canon, a little to the north.

Motor Inspector Reardon was another storm victim. Leaving El Paso on the 9th with a relief truck for Clovis, N. M., by way of Alamogordo and Roswell, he dropped out of civilization until the 14th. He said he was lucky to get to sleep on an adobe floor for three nights, which was better than the truck seat.

E. W. Golden, we're proud of you.



Jack Dempsey at Las Vegas, N. M.

Surrounded by the Judge of District Court and the Mayor, Agent F. O. Blood, who is Mayor of Las Vegas, is standing at Dempsey's right.

**Billings District.**—Our friends at Denver have feared that the winter would go hard with us, but every day the sun rolls along the roof of the city hall, looking right into our offices and scorching the backs of our necks. We expect (Dec. 18) to have frost almost any night.

Traveling Salesman Munn was sick, but Matt didn't forget the Company; from his sick bed he sent letters to his Agents, urging them to collect accounts.

Chief Clerk and Mrs. G. R. Haun and their two small sons, Bobby and Billy, are under quarantine, all having had scarlet fever. Their many friends are hoping for a speedy and complete recovery.

**Omaha District.**—Lubricating Assistant J. T. Edwards will soon know this territory like the oft-mentioned "book." He has been spending some time with each salesman in the District.

J. H. Barton is lining up his territory, and will soon have the dealers in such shape that when they see him they'll welcome him with open arms and open minds. He'll reciprocate by having an order book open.

C. E. Kinser is out in the wilds of South Dakota, hitting the high spots and low spots too. Keep hitting, old boy, and they'll respond.

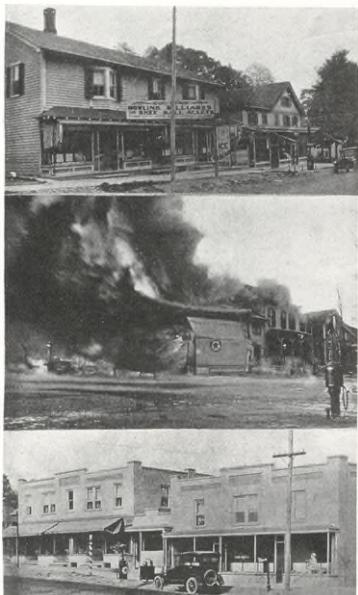
**SALES DEPT.** **N. TERRITORY** On November 30 the initial combined meeting of all General Lubricating Oil (Smokestack)



Dinner in honor of W. M. Wilson and L. D. Wheeler

W. M. Wilson having been made Representative on September 1 in New Brunswick Territory, and L. D. Wheeler having been transferred from New Jersey to Connecticut smokestack work on December 1, the Crude Club of New Jersey, consisting of Texaco employees only, gave a dinner at the St. Francis Hotel, Newark, on December 3, at which Messrs. Wilson and Wheeler were presented with handsome walrus traveling bags together with exercising apparatus. The dinner was followed by a mock trial at which Wilson and Wheeler were brought up on serious charges and, needless to say, were convicted.

## The TEXACO STAR



### A Fire Test

These photographs show D. F. Collins' stores in Bloomingburgh, N. Y.—before they were destroyed by fire; the blaze; the new stores and flats over the stores. Mr. Collins is a 100% customer of ours. Our curb pump was almost a total loss, but the tank which was installed under the barber shop floor did not burst or receive any damage. The fire test that this equipment went through changed the opinion of many who had been skeptical about having a gasoline tank installed anywhere around their buildings, and has proved to them that they need have no fear.

salesmen of our District was held. A complete basic program to govern future work was laid out by the new Supervisor, H. M. Hobson, under the captions:

1. Systematic Canvassing and Regulation of Expenses.
2. Promptness and Completeness of Reports and Correspondence.
3. Samples and Demonstration Orders.
4. New Accounts.
5. Old Business.
6. Contracts.
7. Your Knowledge of Your Business, Your Products and Your Field Conditions.
8. Service: (a) Lubricants. (b) Engineering.

We expect real progress from this department.



Staten Island

A. Stoer's filling station recently constructed on Amboy Road and Richmond Valley Road, Staten Island. This is the second station Mr. Stoer is operating on the Island. He is a good Texaco booster.



Nassau Garage, Mineola, N. Y.  
Our largest dealer in this section.

### Bromides

If you wouldn't buy the goods you are selling, then sell a line you would buy.

Cash in on courage and conviction. Timidity keeps many a man from crossing the proper door sill.

Don't try to win the "Derby" with a bull dog. Handle the knock with a knack. If the prospect is "from Missouri," show him.

Tack hammers won't drive ten-penny nails.

Lubricate your salesmanship machinery with a friendly atmosphere."

—W. E. Colestock, Salesman, Jersey Territory.

**Boston District.**—The three-masted schooner *Blossom* set sail on October 29 from New London, Conn., with her sixteen men for a two years voyage through South Atlantic seas in quest of undiscovered animal and bird life. While she will visit various islands her objective will be Bouvet Island, mystery island of the South Atlantic Ocean. The expedition will be conducted under the auspices of the Cleveland Museum of Natural History, and by the time the *Blossom* returns the new building will be completed and Cleveland promises to have an institution rivaling the famous Museum of Natural History in New York.

## The TEXACO STAR



Expedition to Bouvet Island

Schooner *Blossom* at New London, Conn., loading Texaco products for the expedition to Bouvet Island.

Captain George Finlay Simmons, who is in command of the expedition, will have as his Chief Assistant Prof. W. Kenneth Cuyler of Austin, Texas. To Mr. Cuyler we owe the privileges of supplying the *Blossom* with her requirements of Texaco products. Knowing the dependable quality of our oils and the fact that they came from his home State, Mr. Cuyler felt that he was making no error in his recommendation.

During the week of October 29 the Boston Textile Show was held in Mechanics Building. The Texas Company was very much among those present. All of the general oil men were on duty at our booth sometime during the week. They worked in pairs under the supervision of Engineer J. E. Johnson who spent practically all of his time at the booth. We entertained about three thousand people and collected a list of interested prospects to the number of seventy, who will be assigned to the salesmen in whose territories they fall and will be closely followed up. Small cans of Texaco Home Lubricant were eagerly sought and taken away as gifts by a large number of the ladies.



Lowell, Mass.

Sage Filling Station at Merrimac and Pawtucket Streets, one of most attractive stations on main road between Boston and the White Mountains. It was built in June 1923 by Dr. Mignault of Lowell, Mass., and is operated under the management of Edward LaSage, a true Texaco booster.

Mr. and Mrs. C. E. Sorensen are the proud parents of William Ward Sorensen, born December 18, 1923. Congratulations.

**Philadelphia District.**—The Tri-State Oil Co., Thomas E. Cotton and James J. Bickelman, proprietors, Phillipsburg, Center County, Penna., is now a distributor for Texaco products in that territory, and a refined station is under construction at Phillipsburg.

Jenkins O'Donnell Corporation, Blossburg, Penna., Texaco Distributor, has taken on some more territory and is constructing another refined station at Towanda, Penna.

Brown Bros., 30th Street and Hunting Park and Allegheny Aves., Philadelphia, are erecting a filling station to handle Texaco products exclusively. This station will be one of the most up-to-date and attractive in the northwest section of the city.

J. F. Burke, Clerk in Equipment and Structures Division, has resigned, and H. S. Hendel, Clerk in Lubricating Sales, has been appointed to succeed Mr. Burke. We were sorry to see Mr. Burke leave, and glad that Mr. Hendel was advanced.

We were sorry to lose the services of Howard R. Marr who resigned to go in business for himself at Pittsburgh, Penna.

Oscar Friberg, Painter, Equipment and Structures, had the misfortune to fall off a ladder while painting a Texaco sign, fracturing a bone in his ankle. We are glad to report that he is rapidly recovering and will soon be back with us.

We congratulate Mr. and Mrs. Wm. H. Albrecht on the arrival of a baby boy. Mr. Albrecht is Cashier in the D. O.



Frederick, Md.

Frederick Filling Station, operated and owned by H. R. Poole. Agent H. T. James, Jr., Frederick, Md., is seen stepping into his Ford coupe.

**Pittsburgh District.**—We have organized a Duckpin Bowling League comprising four teams. Up to this writing the teams have

## The TEXACO STAR

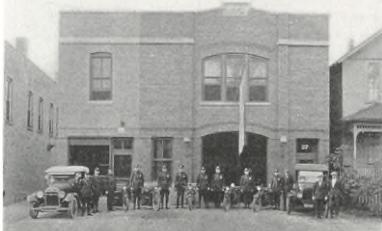


Lyons, Ohio

Central Garage—100% Texaco Motor Oil user. Mr. L. L. Viers, owner, is standing back of the motor oil tank.

met only once, but that "Pittsburgh fighting spirit" has already shown itself. Several 200 scores have been turned in, and we'll soon be ready for all comers.

### Chicago District.—



La Grange, Illinois

The beautiful village of La Grange, a short distance from Chicago, is very proud of its Police and Fire Department—which has an enviable réputation in the vicinity. Chief Matthews and his able assistant Captain Plummer are shown standing at the left in the lower picture and in white coats in the upper. Their equipment is the latest type and Chief Matthews is very particular about motor fuel and lubrication. The use of Texaco gasoline, kerosene, and four grades of motor oil is significant.

**Norfolk District.**—We enjoyed the visit of Mr. Nils Falk, who will take charge of the sales of Texaco products in Sweden.

C. H. Parker, New York, attended the meeting of Representatives at our D. O.

Agent F. P. Rose, Franklin, Va., reports the arrival of a bouncing boy. Congratulations.



Rock House Filling Station

On the National Highway, about three miles out of Charlotte, N. C., one of the most up-to-date rural stations in this section of the country. This is also a free parking site with every convenience afforded the tourist.

**ASPHALT SALES DEPT.** George W. Vos, Superintendent of the Advertising Division of the Company, is so enthusiastic over the excellent quality of Texaco Asphalt pavements that he was moved to write the following poem:

### The Road of Texaco

Take a good well-drained foundation,—  
that's the way to start a road.  
Next crushed stone and use a roller,—  
that's the way to spread the load.  
Now over that distribute some Texaco Cement,  
Next your screenings and your seal coat,—  
and that road is permanent.

On that road of Texaco  
Let the autos speeding go,  
Summer heat or winter's snow,  
It's resilient, is that surface of the Road of Texaco.  
For it stands the hoof-beats blow,  
Yes, it saves the country's dough,  
For you have a road that's lasting  
when you pave with Texaco.

As an indication of the activity of the Southwestern Division of the Asphalt Sales Department, it is interesting to note that eighty-eight cities and towns of the State of Texas have constructed Texaco Asphalt pavements. Also, following item from Superintendent Stivers is a striking indication of this Division's successful efforts to put Texaco ahead of all other materials:

"Texaco No. 96 Asphalt will be used in the construction of approximately forty-two miles of inverted penetration macadam road in Eastland County, Texas. This county has already built more than thirty miles

## The TEXACO STAR

of roads, using Texaco Asphalt throughout. These roads are in such excellent condition that the county would not consider the use of anything but Texaco Asphalt. All of this work is on Federal Aid Projects."

Mrs. Leila Kepler Williams sends the following note and verses:

As the wife of the Oklahoma representative of the Asphalt Sales Department of The Texas Company, naturally I am interested in Asphalt. Reading something of its earlier history in an extract from Herodotus—"The Walls of Babylon"—I was moved to write the enclosed lines.

### 538 B. C.

Although she flourished years ago  
Old Babylon was not so slow;  
And while she was, perhaps, aggressive,  
Her works have proven her progressive.  
'Cause why? My friend, do you recall  
That most amazing city wall  
Built up compactly out of bricks,  
With now and then a course of sticks?  
A ditch was 'round the city girl,  
And as they dug they heaved the dirt  
Into a brick plant on the border  
Where bricks were made to royal order.  
Four score five feet these walls were wide,  
The height, four times and more beside:  
The Babylonish gentlemen  
Drove chariots a-top of them.  
Perchance some dark skinned traffic cop  
Stood in the way and made them stop  
When charioteers essayed to speed,  
Drive without lights and without heed.  
The Royal palace was most classy:  
The brazen gates extremely brassy:  
The altars made of solid gold,  
Adorned with jewels—wealth untold.  
Most splendid city of her day  
Was Babylon, and yet I say  
Her very foremost claim to greatness  
Was based upon this up-to-dateness:  
The engineers that did the fixin'  
Used hot asphalt to lay the bricks in.  
You don't believe that this was done?  
Then see *Herodotus—Book One*.

—Leila Kepler Williams.



Newcastle, Indiana

J. L. Watkins, of our Middle West Division, earlier in his career served as Mayor of Newcastle, Ind. This photograph shows Mr. Watkins standing on one of Newcastle's six years old Texaco asphalt pavements. Could anyone criticise the high quality of Texaco asphalt or the fair name of the town of Newcastle?

**EXPORT DEPT.** During the last month L. Sagen left for Copenhagen, Nils Falk left for Stockholm, H. A. Hurt,

Jr. left for Rome.

W. G. Moore returned to New York December 21 after a prolonged stay in Europe.

A. Seaman, Manager of The Texas Company (S. A. Fr.), is now in the United States.

In Sweden  
One of our many filling stations in Sweden.



At an Advertisement Ball at the Paloma Hotel, Delagoa Bay, Portuguese East Africa, Mrs. U'Ren, wife of our Branch Manager there, attracted admiring notice in her Texaco costume.



Many persons fail to appreciate the cost and trouble connected with the calendars they receive gratuitously. Such people would price calendars at their true value if, in order to secure one, they had to produce an epistolary masterpiece like the following received by The Texas Company (South Africa) Ltd.:

To Toagatan, November, 1923.

The Texas Company Ltd.  
Cape Town.  
South Africa.

Dear Sir:—

I hereby certify that the new year 1924 is just nearly here. I beg inform that Please send me one of your Calended for 1924. And it will be of much pleasure you if you can sent it as quick as you can.

Awaiting for yours reply.  
I am yours Faith Fully

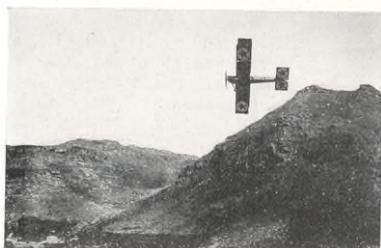
(Signed)

## The TEXACO STAR



### Going strong in Sweden

1. On an inspection trip made during Mr. Herrmann's recent visit to Sweden. Photograph taken at Vaxholm Station. Left to right: Mr. Pettersson, Sup't at Telegrafberget; Mr. Becker; Mr. Horrigan; Mr. Herrmann; Mr. Wallace; Mr. Nilsson. 2. Bulk barge *Texaco No. 3*, used to deliver kerosene and gasoline from our Terminal at Telegrafberget to Stockholm—a distance of five miles. This barge is equipped with pumps and pipe lines to facilitate quick delivery at the city. 3. Truck delivering gasoline in 25-liter flasks in Gothenburg. 4. Water front gasoline filling station under construction at Gothenburg. Mr. Knutson, our Agent at Malmo Station, is seen in foreground. 5. Vaxholm marine station—Capt. Wirstrom, Agent. Many motor boats take gasoline and lubricating oils here daily. 6. Old Vaxholm Fort, just opposite our Vaxholm Station. Photographs sent by C. F. Brush.



### Advertising

Aeroplane *Hercules* flying over Muizenberg, near Cape Town, advertising Texaco products.



### In Holland

Man's faithful friend is also man's helpful friend in Holland. These canines cheerfully do their bit to distribute our kerosene. Mr. Black (all smiles) of the Continental Petroleum Company Terminal is standing behind the tank wagon while Mr. Bloom, our agent at Groeningen, is seen at the left.



### Havana, Cuba

Calle Mayia Rodriguez, S. A., paved in May 1923 with asphalt macadam using *Texaco No. 54 Paving Cement*.



### Havana, Cuba

Seventeenth Street, near G Street, paved with asphalt macadam using *Texaco No. 54 Paving Cement*.

## The TEXACO STAR



Liverpool, England

The Royal Liver Building, where the Liverpool Branch of The Texas Oil Co. Ltd. is located, is nearest at the center of the picture. The next square building is the Cunard Building. The third is that of the Mersey Dock and Harbour Board which is the authority in control of the River Mersey.

### PRODUCING DEPT.

We are indebted to General Superintendent J. L. McMahon of the North Texas Division for the following account of interesting experiences with an enormous gas well:

The unexpected usually happens in some form when and after the drilling of a well is begun. At times trouble comes from causes uncontrollable by man; at other times it is due to carelessness, lack of forethought with a mixture of unsound judgment, granting too that our hind sight is always better than our foresight.

Our "Big Bertha," shown in the photograph, is a 16-inch gate valve, with a 4-inch by-pass for the purpose of releasing any pressure which would retard the speedy operation of the larger valve. Big Bertha weighs 3,200 pounds and will with safety stand a working pressure of 500 pounds. She came to us from Seneca Falls, N. Y., by express for the purpose of handling a difficult and unusual gas condition in our Gist "A" No. 1 well sixty miles east from



Big Bertha

Wichita Falls, Texas. In this well the gas was found at the grass roots, so to speak, and in the "big hole" with an enormous volume and a pressure approximating 300 pounds to the square inch. The gas in this well was first encountered at a depth of 574 feet, and on account of the gas destroying the seat for the 15½" pipe a couple of great geysers were the result 200 to 500 feet away from the well. These geysers were

eventually overcome by various methods used to prevent the gas getting outside of the large pipe.

The well was finally drilled to a depth of 850 feet, passing through five distinct gas strata which would produce daily if allowed a free range through the 15½" pipe approximately one hundred million cubic feet.

Thanks to "Big Bertha" for her efficient warring on this well, not only at the outbreak of the war but in subsequent battles.

### PIPE LINES

The excessive rains during December caused all roads to become impassable and made the usual Christmas trip of the Green Tree Club impossible. Instead of trying to reach the children in their homes, Christmas trees were erected at Dayton and Liberty and invitations were sent into the surrounding country. The plan was successful. Almost two hundred children who would have had nothing at Christmas came to the trees and were provided with toys, fruit, nuts, candy, and some with clothing.

E. E. Griffin, of Mr. Dowling's office, is all smiles over the arrival at his home on December 14 of a fine baby boy, E. E. Griffin, Junior.



Surf boat at Port Lobos—Riding 'em high

## SUGGESTIVE INDEX OF CURRENT ARTICLES

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

EXECUTIVE. Executive Problems and Policies for 1924.—*Industrial Management*, December 1923.

Yes-Men and No-Men. Fred Saunders.—*Industrial Management*, December 1923.

Handling the Finances of a Business. Frederick K. Rupprecht, Chairman Executive Committee, Consolidated Textile Corporation, and President, Converse and Company.—*System*, December 1923.

PRODUCING. Drilling Wells with a Diamond Core Drill. F. R. Rees.—*Oil Trade Journal*, December 1923.

LABORATORIES. Obligations in Physical Science: A discussion of What we Owe to Posterity, How We should Safeguard the Research Worker, and some Good Advice to budding Chemists who wish to make their Mark in Industry. Elwood Henrick.—*Industrial and Engineering Chemistry*, News Edition, Dec. 10, 1923.

The Lubricant and Asphaltic Hydrocarbons in Petroleum. Charles F. Mahery.—*Ind. & Eng. Chemistry*, December 1923, p. 1233.

Recent Researches bearing upon the Origin of Petroleum. E. H. Cunningham-Craig.—*J. Inst. Pet. Techn.*, October 1923, p. 344.

Some Physical Properties of Lubricants. Elliott A. Evans.—*J. I. Pet. Techn.*, October 1923, p. 380.

Asphalt in Lubricating Oils. Elliott A. Evans.—*J. I. P. Techn.*, October 1923, p. 384.

SALES. Here's an Idea That Helps Me Remember.—*System*, December 1923.

Did You Forget Kerosene? A Big Potential Market Lies at the Door of Most Station Owners in Small Towns. George E. Piper.—*Petroleum Age*, December 15, 1923.

GENERAL. Government in Business. George E. Roberts.—*The Nation's Business*, December 1923.

Business Economics Taught to Workers. Harry Tipper.—*Automotive Industries*, December 13, 1923.

Lecture before the Institute of Political Science, Williamstown, Mass. Dr. Zeballos.—*Pan American Magazine*, November 1923.

Independence. Rudyard Kipling. The Address delivered on his installation as Rector of the University of St. Andrews. The Rectorial Address of Sir James Baine last year was upon "Courage."—*The Living Age*, November 10, 1923.

BOOK. Judicial Review of Legislation. By Robt. von Moschzisker, LL. D., Chief Justice of Pennsylvania. Published by *The National Association for Constitutional Government*, Washington, D. C. \$1.



From Para, Brazil

Some of the utensils manufactured in Brazil from Texaco kerosene and gasoline cans.

LOYALTY BEARS THE  
SAME RELATION TO  
A SUCCESSFUL OR-  
GANIZATION THAT  
MORTAR BEARS TO A  
BRICK BUILDING

*See*      *See*

—*Roger W. Babson.*