

# The TEXACO STAR

*For Employes of The Texas Company*



Vol. IX

SEPTEMBER 1922

No. 9

## INDUSTRY AND CIVILIZATION

**I**NDUSTRY is civilization in action, and its saving salt. It is the answer to the primal law: "In the sweat of his face man shall eat his bread."

Industry has three phases—necessity, utility, and luxury—which represent the progress of man and his civilization. The industries of necessity are primary and provide food, shelter, and protection. Those of utility deal with the assembling of raw materials, their transformation into more useful forms, and their economic distribution. The industries of luxury are esthetic, decorating utilities and supplementing necessities.

The necessities of man are constant and unchanging, but his wants increase as civilization expands; and increasing wants mean increasing demands, which multiply and vary the industries created to supply them.

Industry to thrive must sell its product at a profit, incidentally each unit must compete with every other unit in the process of manufacture and distribution and sale.

Competition works along two lines, cheapness in price and excellence in product. Competition that is merely cheapness in sales prices is unscientific, and hazardous, and in the end slays industry. Competition based on fair prices and superiority of product is not only the life of trade but the spur to the productive activity of industry.

The competition that assassinates industry deserves death and receives it in bankruptcy. The competition that is guided by economic wisdom and productive superiority best serves the community and enables its industry to endure and outdistance its rivals.

—*The Three Partners.*

# The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION  
TO EMPLOYEES OF THE TEXAS COMPANY

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*"All for Each—Each for All"*

Address: The Texaco Star, The Texas Company,  
HOUSTON, TEXAS

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## The Cost of Unreasonableness

"MOST of our troubles," says a wise commentator on current events, "are due to hallucinations of one kind or another, but their serious character is sometimes relieved by a streak of humor, as when Mr. Henry Ford varies the charges against Wall Street with his theory that the Street controls the Labor organizations." The people are, it is true, confused by agitation and suspicious hallucinations; but the best present help in time of trouble, for that quite normal and age-long condition, lies not in attempts at persuasion or exhortation or any of the arts of psycho-analysis. The best advice to the sane and calm, who know and understand the facts, would be: Forget your 'psychology,' talk straight, without invective except for conscious deceivers, and with a sincere respect for the generic worth and virtue of mankind.

The sons of men, it may be admitted, are a foolish race, but the race ever approximates rationality, and, although tact should always be used in *approach*, truth and right reason are the only worthy and effective grounds of argument with men of whatsoever degree of education and refinement. We should remember also the advice attributed to Abraham Lincoln: "If you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart which is the great high-

road to his reason, and which, when once gained, you will find but little trouble in convincing him of the justice of your cause, if indeed that cause be a just one. On the contrary, assume to dictate to his judgment, or to command his action, and he will retreat within himself, and close all the avenues to his head and his heart; and though your cause be naked truth itself, transformed to the heaviest lance, and though you throw it with more than Herculean force and precision, you shall be no more able to pierce him than to penetrate the hard shell of a tortoise with a rye straw. Such is man, and so must he be understood by those who would lead him, even to his own best interests."

Among exercises of reasoning powers which would be particularly helpful to the average citizen is the application of a little arithmetic to some of the problems over which he agitates himself so passionately. For instance, although the cost of an extensive strike to the whole people is too immensely complex and far reaching to be accurately estimated, every striker could count his own immediate loss and compare it with the amount the strike demanded for him. Every railroad worker who walked out July 1 has already lost more than he would get back in three years if he were now reinstated at the wages demanded in the strike. How many would be willing for such a cause to impose huge losses upon the producers of food and every other commodity and on every business and profession? Can he not realize that he himself, as a member of the injured commonwealth, must bear also his share in the general loss?

In the more permanent aspects of his situation, every member of the union knows the amount he pays in dues and assessments, and he knows something of its officials and delegates drawing salaries of \$3,000 to \$15,000 a

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year and heavy traveling and hotel expenses. There is much talk about the salaries of railroad presidents, but here again a little arithmetic would do away with hard feeling. If it were possible to reduce the salaries of all railroad officials to the scale paid by the unions to their own officials, it would not furnish more than a few cigarettes a day to each of the members of the unions. Without argument about skill and responsibility and the consequences to everybody, would men quarrel bitterly over such a trifle if they made use of the reason with which they are endowed? If the member of the union does not turn in his dues in cash, he equally knows how much is deducted from his pay checks in the industries where the corporations thus act as forcible collectors for the unions. In such cases, whatever those corporations might separately suffer for their foolish compliance would not exceed poetic justice; but in the consequent troubles many bruises are suffered by innocent bystanders.

There must be a reasonable way out, which is blocked by the labor unions as now organized and directed. In a letter setting forth the present favorable financial and business conditions in this country in every respect except for the strikes, David A. Boody rightly comments: "There should be no strikes in this country. A strike is an instrumentality of force and injury. It has no element of construction, helpfulness, or humanity. All the relations of men should be lifted above all that the strikes stand for."

It would be profitless to argue over the division of blame for vices and errors in the past which brought about wrong attitudes between "capital" and "labor." It is sufficient to assume that at the present time the majority of *capitalists* and *laborers* are honest and well-meaning, and to give all endeavor to the intellectual task of revealing their essential community of interest and indispensable mutual relations.

### A Way Out

Referring to the immense increase in the area of civilization in modern times, the multitudinous variety of its activities, and the present "velocity of world movement," Theodore Roosevelt asked: "Are all these to mean merely that the crash will be the more complete and terrible when it comes?" "We can not be

certain," he said, "that the answer will be in the negative; but of this we can be certain, that we shall not go down in ruin unless we deserve and earn our end. There is no necessity for us to fall; we can hew out our destiny for ourselves, if only we have the wit and the courage and the honesty."

The way out is befogged by the dust of present turmoils; but details should become apparent if we progress in the right direction, and ultimately a good constructive program could develop. But "wit," as Roosevelt declared, is as necessary as courage and honesty in order to move in the right direction. After repressing red outbreaks with courage and honesty, wisdom will be needed for the next steps.

As this is written the Department of Justice is submitting to the Court evidence that in the last 70 days railroad strikers have been responsible for 25 murders, the burning of 14 railroad bridges, tampering with 60,000 railroad cars, and innumerable other deprivations for which evidence against strikers has not been obtainable or has not been completed. It is the plain duty of the government to punish every convicted criminal; and it is the plain duty of the labor unions to purge their organizations of "red" elements. The fundamental problem will still confront us.

More than forty years ago the political economist Arnold Toynbee maintained that the organization of laborers was inevitable and desirable, but that the organization ought not to be of all laborers on one side against all capitalists on the other side. The right and helpful way, he counseled, would be groups of capitalists and laborers organized together and competing with other groups of capitalists and laborers.

Toynbee's advice was disregarded. Men of the type of character that made the "socialists" began mouthing about *Labor* and *Capital*, and sought to break society by a class cleavage. This was not a mere misstep, it was a turn to a downhill direction. As long as men talk and think "Labor" and "Capital" in place of *laborers* and *capitalists*, they are on a wrong road. Long ago Francis Bacon, in the Fifth Book of his *Advancement of Learning* and in the First Book of his *Novum Organum*, showed how false and inapt uses of words "are the deepest fallacies of the human mind; for they do not deceive in particulars, but from a corrupt predisposition of the mind which distorts and infects all the anticipations of the under-

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standing." John Ruskin, in whose writings errors imposed by misused words are continually pointed out with astonishing force, says: "There are masked words abroad which everybody uses, and most will also fight for, live for, or even die for, fancying they mean this or that or the other. There were never creatures of prey so mischievous, never diplomats so cunning, never poisons so deadly, as these masked words; they are the unjust stewards of men's ideas."

In the case in question the result has been national, followed by international, organizations of laborers *against* all owners of capital, with the most unreasonable class cleavage the world ever saw. For in these days millions of laborers are owners of property—capitalists themselves, and fair opportunity is open to all who will do honest work and be thrifty with their earnings.

Along with the direct industrial waste and social disease caused by this class warfare, has come a general political corruption and weakness growing out of the election of many foolish or cowardly lawmakers. It is probable that controversies over basic railroad wage rates would not have arisen if the rules and classifications imposed by the Director General of Railroads during the governmental operation had not caused the waste and demoralization which brought the matter to an intolerable pass. Here is an instance of colossal damage done by one man "drest in a little brief authority." It would never have entered the heads of honest workmen to want the rules and classifications which "macadoodled" the railroad workers and disorganized and robbed the railroad systems of the entire country. That labor union leaders proposed the outrageous rules and classifications is no excuse for the Director General. The union leaders wanted to be "doing things" and to show their power; but, I repeat, no honest worker was demanding or desiring a "helper" whom he could not use, or calling for six men of three different classifications to do a hand's turn which any one of the six had been wont to do without any complaint or dissatisfaction. Those rules are still in force extorting pay for forced idleness, for superfluous helpers, for work rated in a class to which it does not belong, and for fictitious work—work never performed. These abuses rob the owners, exasperate the managers, debase the workmen, and burden the general public. If the unions, the roads, and the public would suspend the question of wages for a little while and give

undivided attention to the adoption of decent rules and classifications, all parties might shortly discover that wage questions had settled themselves.

The constructive program must evolve. None should be expected as handed down with full blueprints and specifications. Signs of new growth have already appeared. Some men and business enterprises have been discarding the way of class organization and are trying to substitute coöperative schemes in place of the hostile alignments in industry. Speaking approvingly of such men as Mr. Mitten of the Philadelphia Street Railway Company, and Mr. Atterbury of the Pennsylvania Railroad, *The Outlook* says: "They are endeavoring to promote coöperation between the capitalists and laborers in one organization to compete on the basis of service and efficiency with other similar groups of laborers and capitalists." And the writer concludes: "If the executive branch of the Government will courageously suppress violence and protect the right of every individual to work when and where he pleases under the regulations of the general law; if the legislative branch of the Government will see to it that regulatory law applies to individuals and groups with an even hand and without fear or favor; and if American industrial leaders, both capitalistic and laborite, will constantly preach and practice the doctrine of coöperation in industry, we shall secure, not only more comfort, but more justice."

There is no panacea. The difficulties will never be surmounted by passionate struggles, but only by careful constructive joint effort. A little gain here, another gain there, and at last the problems will be solved.

### Business Ethics

Twenty years ago the managers of some large corporations apparently believed that conduct within the law was all that was obligatory, and others while not agreeing with that theory gave little effort for the establishment of sound business ethics on a basis that would enforce respect by all who valued honorable reputation. But that condition, at least for practically all large responsible corporations, has been entirely changed, although many persons are still echoing the old accusations which were once largely true but now have no general application. In a recent address at Northwestern University,

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Elbert H. Gary, Chairman of United States Steel Corporation, bore witness as follows:

"Business throughout the United States is today transacted on a higher plane than ever before, though of course there is always need for further improvement. The world is surely growing better. The large majority of business men now conduct their affairs in accordance with the avowed belief that right is superior to might; that morality is on a par with legality and that the observance of both is essential to worthy achievement; that the rights of customers must always be respected; that employes are associates rather than servants and should be treated accordingly; that stockholders of corporations, as well as partners, are entitled to any information immediately upon receipt of the same by any officer or partner, so that under no circumstances can there be preferential rights or opportunities; that destructive competition must give way to humane competition; and that full and prompt publicity of all facts involving the public weal is demanded. . . . We object to fulsome praise, even from our best friends, but we shrink and suffer from deserved adverse criticism. This natural instinct in the hearts of well-intentioned men and women has had a decided influence in reforming business methods. But it may be added with propriety that many self-appointed and self-styled reformers who never took any interest or action in regard to business or its reformation until long after it was voluntarily reforming itself, have been conspicuous in claiming credit. They were Pharisees offering prayer on the public streets. . . . There is another convincing reason for the changes resulting from the adoption of ethics in business. While the motives are not equally worthy with others, they are very practical and influential with many who would not otherwise be converted. Ethical management brings additional profits to business. Sooner or later it pays in dollars and cents. Any man or concern that firmly establishes a reputation for honesty and fair dealing which is not questioned has a business asset of great pecuniary value and profit. In the United States the door of opportunity for progress and prosperity is open to all; but to reap the full advantage one must be actuated by the principles of morality. . . . From considerable experience, I assert with confidence and emphasis that, taken as a whole, year after year, the pecuniary gains of a large or small business will be greater if it is fairly, humanely, and honestly conducted."

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## Better Gasoline

The semi-annual motor gasoline survey by the Bureau of Mines shows that the average gasoline sold in the United States is of a better grade than has heretofore been the case. Tests of gasoline sold during the month of July show that this year's gasoline is much more volatile than that sold two years ago, and has better distillation range than last summer's samples.

Comparison of the figures compiled by the Bureau of Mines for several years shows that motor gasoline has been becoming more uniform in character. The large seasonal change is disappearing. Winter gasoline still has a lower initial boiling point than summer gasoline, the difference in volatility being made intentionally to facilitate starting the motor in cold weather. The end point shown in the survey just concluded is not only lower than that of the summer of 1921, but also slightly lower than that of last winter.

Increase in volatility of gasoline means increase in its rapidity and intensity of explosion. It means less carbon residue will be found clogging the cylinders.

## The U. S. Lighthouse Service

The Texas Company was recently awarded the contract by the Lighthouse Service to furnish its annual requirements of Lighthouse Kerosene, being the kerosene which is burned in the vapor lamps of the lighthouses on the Atlantic and Pacific coasts.

In our July issue a statement was made that the Cape Henry Light used our Texaco Family-lite brand of kerosene. That was a mistake. Ordinary brands of kerosene are purchased by lighthouses in which oil engines are installed for use in the engines; but all the kerosene used for vapor lamps must meet special specifications, and "Lighthouse Oil" is the name in our Texaco schedule for this special kerosene.

## The Texaco Libraries

A new unit of the Texaco Libraries—the eighth to be installed—is being prepared for shipment to Tampico. Additional donors of books since the last report have been: J. A. Hill, Providence; Arthur Lefevre, Houston; A. J. Matthews, New Rochelle, N. Y.; Edwin B. Parker, New York; A. G. Price, Providence; Texaco Club, Port Neches; M. C. Van Gundy, Port Arthur; W. H. Wilson, Houston. Hearty thanks are returned to these generous friends.

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### KNOW THIS

Know this: no race of men however stern—  
Though they have millions dead for liberty  
And through the ages may have learned to yearn  
For those things which upheld to deity—  
If, with a tolerance of puerility,  
They let intolerance invade their laws,  
And, careless, suffer wrongs to multiply  
Without an instant checking of the cause,  
They perish and consign their sons to Demos' jaws.  
—J. C. Tolman.

He that loses his conscience has nothing left that is worth keeping. And in the next place look to your health; and if you have it praise God and value it next to a good conscience, for health is the second blessing that we mortals are capable of—a blessing money can not buy. And as for money, which may be said to be the third blessing, neglect it not, but note that there is no necessity of being rich, for there are as many miseries beyond riches as on this side of them; and if you have competence enjoy it with a meek, cheerful, thanking heart.—*Isaak Walton.*

This law of nature is, that a certain quantity of work is necessary to produce a certain quantity of good, of any kind whatever. If you want knowledge, you must toil for it; if food, you must toil for it; and if pleasure, you must toil for it. But men do not acknowledge this law, or strive to evade it, hoping to get their knowledge and food and pleasure for nothing.—*John Ruskin.*

The great truth which must be the guiding star for a truly successful life is that all material achievement, and all wisdom concerning it, has its *value* in the ends and purposes for which it is used. The value of everything is fixed by its inner aspects. A successful life lies not in doing this or possessing that as mere external facts. Sane attention to right means of securing the physical bases for flourishing life is necessary for success, but the essence of the success itself lies in the *quality* of our daily life. To use a homely illustration: to be just and courteous to all—servants, companions, the chance comer, is a plainer mark of successful life than the attainment of wealth or high social position. In short, an achievement must have its spiritual value to have high significance.

The reason the burden seems heavy is that too many dodge their share of the load.

All we have of freedom, all we use or know,  
This our fathers bought for us long and long ago:  
Ancient right unnoticed as the breath we draw,  
Leave to live by no man's leave, underneath the Law.  
—*Kipling.*

All Power, each Tyrant, every Mob  
Whose head has grown too large  
Ends by destroying its own job  
And earns its own discharge.  
—*Kipling.*

### LIFE WISDOM

**The wisdom of the wise and the experience of ages may be preserved by quotation.**  
—*Benjamin Disraeli.*

They that can give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.—*Benj. Franklin.*

Circumstances are the rulers of the weak; they are but the instruments of the wise.  
—*Samuel Lover.*

There is always room for a man of force, and he makes room for many.—*Emerson.*

There are two things needed in these days; first, for rich men to find out how poor men live; and second, for poor men to know how rich men work.—*Atkinson.*

Man grows rich by the use of his faculties, by the union of thought with nature. Property is an intellectual production. The game requires coolness, right reasoning, promptness, and patience in the players.—*Emerson.*

Riches amassed in haste will diminish, but those collected little by little will multiply.  
—*Goethe.*

To acquire wealth is difficult, to preserve it more difficult, but to spend it wisely most difficult of all.—*E. R. May.*

Money is a handmaiden if thou knowest how to use it; a mistress if thou knowest not.  
—*Horace.*

Make all you can, save all you can, give all you can.—*John Wesley.*

The philosophy which affects to teach a contempt of money does not run very deep.  
—*Henry Taylor.*

When vice prevails and impious men bear sway, the post of honor is a private station.  
—*Addison.*

Step aside a little oftener to talk with God and thine own heart.—*Flavel.*

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Hankow, China—City Agent's Shop

The facing of the building is gray; the sign board has dark red background, characters in white; the circle around the Texaco Star is yellow, with red Star, green T, and Texaco in black letters.

Standing at the door are Mr. Tung, the agent (in the middle), Mr. O. M. Fernham, Hankow manager, Mr. S. P. Ho, marketing assistant, all three pioneers for The Texas Company in the Hankow District.

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Rear of Hankow City Agent's Shop, against the Han River  
 Translation of Chinese characters: Cheng Kee, Agent, The Texas Company, Red Star, Yinfoo, superior quality kerosene oil, wholesale merchant. These characters are so big that they can be seen miles away.

The wise ruler says: "If I can keep from meddling, the people will grow rich."

Who is there that can make muddy water clear? But if allowed to remain still it will become clear of itself.

Conform to the Infinite Will and everything will be done for you.—*Lao-Tsze.*

It is not the wine which makes a man drunk—it is the man himself.

If you suspect a man, don't employ him—if you employ him, don't suspect him.

—*Chinese Proverbs.*



Lubricated exclusively by Texaco products

Four 2-ton White trucks sold by the China-American Trading Company to the Chinese Government.



Texaco Exhibit at South China Automobile Show

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Mukden, Manchuria

The Texas Company's staff in Manchuria, at the entrance to the Company's office in Mukden, April 1, 1922. Back row: Harry Bell, Marketing Assistant, Harbin Territory; C. Roesholm, Manager; J. M. Hansen, Chief Accountant. Front Row: M. F. Byrne, Marketing Assistant; J. W. Skains, General Office Assistant; H. A. Edgar, Marketing Assistant.



Texaco going abroad

On the Magdalena River, Columbia. Snapshot sent by one of our geologists in South America. The Texaco cases were not a part of the geologists' equipment.



Farcienne, Belgium

Continental Petroleum Company's up-to-date station at Farcienne, Belgium. Since this station was re-started after the war by one of our departmental clerks the sales of kerosene for 1921 nearly doubled the sales of 1920 under the management of his predecessor. Mr. Guinee, Chief of Station, and his wife are shown at the right of the photograph; at the left his clerk and warehouseman; in the middle are his car man and kerosene wagon, gasoline truck, etc. The kerosene tank at this station has a capacity of 30,000 liters.

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Well operated by engine whose walking beam operates two other wells

### MAKING THREE BLADES OF GRASS GROW WHERE ONE GREW BEFORE

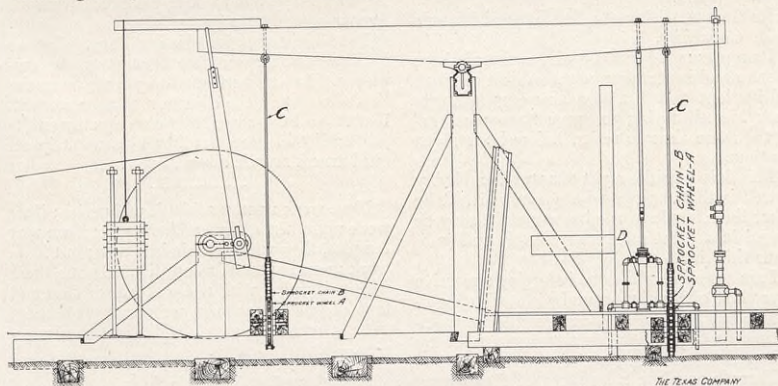
A. B. STEEN, Chief Engineer, Mechanical Engineering Division, Producing Department

The accompanying diagram illustrates the method devised and put into operation by C. H. McDuff of the Producing Department, Homer District, Louisiana, for operating three wells from one engine; that is, while pumping its own oil Lewis No. 7 pumps Lewis No. 6 and No. 8, and Langston B 1 pumps Langston B 2 and B 4.

The engine operates band wheel, walking

beam, and rods in the usual manner, and to the walking beam are attached rods C and C, to which are attached sprocket chains B and B. These chains are carried approximately 90 degrees around hold down sprocket wheels A and A, and in turn attached to pull rods running to other wells where they are connected to walking beams or jacks.

The hold down sprocket wheels are shown at



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right angles to walking beam, but, of course, can be set at any angle to suit location of wells.

The pick up pump D takes oil from one or more wells and delivers it to a field tank, of 100 to 1200-bbl. capacity, depending upon amount of production, from which it is pumped to the Pipe Line receiving tank.



Lewis No. 7

Showing casinghead and the polished rod operated direct for the first well, and one of the chains from the walking beam leading off to another well.

## CRUDE OIL PRICES AT WELLS

September 1, 1922.

Pennsylvania.....	\$3.00	Bull Bayou.....	\$1.15
Corning, O.....	1.75	Crichton.....	1.00
Cabell, W. Va.....	1.86	Caddo Light.....	1.25
North Lima.....	1.98	Caddo Heavy.....	.75
South Lima.....	1.98	Vinton.....	1.25
Indiana.....	2.03	Jennings.....	1.25
Princeton.....	1.77	Orange.....	1.25
Illinois.....	1.77	Spindletop.....	1.25
Canada.....	2.63	Sour Lake.....	1.25
Somerset, Ky.....	1.65	Batson.....	1.25
Ragland, Ky.....	1.00	Saratoga.....	1.25
California Light.....	1.95	Humble.....	1.25
California Heavy.....	.60	Goose Creek.....	1.25
Wyoming.....	1.20	Markham.....	1.25
Kansas and Okla.....	1.25	West Columbia.....	1.25
Eldorado.....	1.25	Corsicana Light.....	1.00
Cushing.....	1.25	Corsicana Heavy.....	.65
Hewitt.....	1.25	Mexia.....	1.25
Healdton.....	.75	Electra, Petrolia.....	1.50
Homer.....	1.25	Ranger.....	1.50
De Soto.....	1.25	Burkburnett.....	1.50

The fellow who says "Howdy" once a week to a receiving teller misses lots of excitement dodging bill collectors.—*The Lamp*.

## THREE LINKS

F. W. ROBERTS, Claims and Right of Way Division, Legal Department

If I were called upon to write a scripture defining the relations of the employe to his employer, I would write: "Behold, we have Loyalty and Energy and Capability, and the greatest of these is Loyalty." And if I were to illustrate the thought by diagram, I would draw a chain of three links, making the first of gold, the second of silver, and the third of steel; within the link of gold I would write *Loyalty*, within the link of silver I would write *Energy*, within the link of steel I would write *Capability*.

I am persuaded that Loyalty is a trait born in man and is therefore not a subject of much cultivation; and I advise any employe, who finds himself trying to serve "two masters" at the same time to resign before he is given his time.

This link of gold is a gift of nature, and lucky indeed is the employe who possesses it. The other links, made of the baser metals, may be forged in a great measure by habit and judicious thinking.

I am sure that while one is forging a massive silver link of Energy around his stock of business habits, he will at the same time be cultivating his Capability; for men learn to do by doing.

There is no place in business for the laggard

who lies off his job for any reason other than physical disability.

Babe Ruth's first step toward his home runs was taken at the cradle side with all the doubts and misgivings of babyhood. From that first faltering step, by means of the constant application of Energy, he at last became capable of converting the baseball diamond into a link of steel. Shall I say his lack of Loyalty may have at last detracted from his former good reputation?

Let us be *Loyal*, for it is our duty. Let us be *Energetic*, for our time belongs to our employer. Let us be *Capable* by exercising our best thought in the direction of achievement. If we are all these we shall probably stay on the job until Old Man Senility bids us strip off our harness and lie down to rest.

If we work upon marble, it will perish; if we work upon brass, time will efface it; if we rear temples, they will crumble into dust; but if we work upon immortal minds, if we imbue them with principles, with the just fear of God and love of our fellow men, we engrave on these tablets something which will brighten all eternity.—*Daniel Webster*.

Ambition often kills principles.

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### ALL FOR EACH—EACH FOR ALL

J. J. BROWN, Stake-Motorman, San Antonio, Texas

Picking up an issue of The Texaco Star, I notice the expression "All for Each—Each for All," and after studying it in my mind I think that it is wonderful. How many of us know the true meaning of it? Each employe is a member of our large Texaco family, no matter what line of work he does. Take yourself for instance: when you do your daily work you are "Each for All," in other words, you are doing your bit for the rest of us by doing your daily work; and in turn we do our part of "All for Each" by doing our daily work.

Do not feel ill will toward the man over you because you think that he makes it hard for you. Do not knock him to the big boss, with a feeling that you will get his job. For if such a thing should happen you would never profit by it. Help him by doing as he tells you to the best of your ability. Always boost him to the big boss. Help him to rise higher. When he gets his promotion, then the vacancy may be left to you. In this way you have helped him and yourself up the same ladder. Help every member of our vast Texaco family, as they are helping you all the time.

Stick by the golden rule. Speaking of the golden rule brings to my mind a happening which I shall never forget. It happened between two men whom I shall name Bill and John. Bill and John were very good friends, but held different theories. Bill loved the golden rule, which is, "Do unto others as you would that others should do unto you." But John had a rule of his own. John's rule was a part of the golden rule, but he had omitted the most important part of it. John's rule was, "Do unto others as others do unto me." Now John's rule may seem all right to some of us. I must say that a great many have adopted and followed John's rule, which is wrong, and I will explain why. I am not going to explain Bill's and John's argument to you, but I am going to tell you what I think about it.

Bill was the smarter man of the two. Bill liked John and desired that they should remain friends. But he saw that their rules were different, so he tried to think of a way to get around this difficulty. He planned and studied, and at last he came to this conclusion. "Now, as my rule is 'Do unto others as I would that others should do unto me', and

John's rule is 'Do unto others as others do unto me', if I live up to my rule and do unto John as I would that John should do unto me, I am sure John will live up to his rule and do unto me as I do unto him." So Bill tried his plan, and it worked, and they were from then on the best of friends.

If you have a very good friend and one of you follows Bill's rule and the other John's rule, then in time your friendship may be staunch, but where would you get if both of you followed John's rule? The best way is to follow Bill's rule, and make Bills out of your friends instead of Johns.

When you do a thing do not feel that you are doing it for some one else; you may be helping some one else but you are helping yourself more than anyone.

Do not envy the other fellow because you think that he thinks that he is better than you. But follow Bill's rule, and help him as you want him to help you.

Remember that "All for Each—Each for All" has an awful big meaning; and that if you are for him, he is bound to be for you. Even if he is not a Bill he will at least be a John, and if you are a Bill and he a John, he will soon see that it is best to be a Bill.

In this way you can best act your part of *Each for All*, and at the same time bring him in on a part of *All for Each*. Let every one of us show the rest of us that we are *Each for All*.

By everyone's being *Each for All* we will be *All for Each*.

There are a great many things wrong with the world, and a lot of clever people are having the time of their lives telling you so. But in the course of two or three thousand years the world has achieved some big things and we ought to go mighty slow about scrapping them. The idea that everything which Americans thought worth while twenty years ago is rotten to the core may prove to be more of a fad than of a permanent state of mind. It is worth while for some men to stand on guard and make the people who want to "sell" us their ready-made millenniums prove that what they offer is better than what we've got.

—The Weekly Review.

If principles are right policies are likely to be.

# 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 cooperate.

Refining Dept.  
Natural Gas Dept.

Ry. Traffic & Sales Dept.  
Marine Dept.

Legal Dept.  
Treasury Dept.

Comptroller's Dept.

Insurance Dept.  
Sales Dept. S. Territory  
Sales Dept. N. Territory  
Sales Dept. W. Territory  
Asphalt Sales Dept.  
Export Dept.  
Purchasing Dept.

Producing Dept.  
Pipe Lines  
T. T. Co. of Mexico, S. A.

C. K. Longaker, Houston  
W. H. McMorries, Jr.,  
Fort Worth  
J. A. Brownell, New York  
J. Nicholle, Port Arthur  
H. Norris, New York  
H. Tomfohrde, Houston  
H. G. Symms, Houston  
R. Fisher, New York  
B. E. Emerson, Houston  
P. A. Masterson, New York  
C. M. Hayward, New York  
R. C. Galbraith, Houston  
Personnel Committee, N. Y.  
F. C. Kerns, Denver  
J. J. Smith, New York  
J. B. Nielsen, New York  
J. A. Wall, New York  
J. T. Rankin, Houston  
Otto Hartung, Houston  
Fred Carroll, Houston  
C. W. Pardo, Tampico

### REFINING DEPT.

We send a picture of the catch of a very successful fishing trip which was indulged in and enjoyed by those whose faces you will recognize. Assistant Manager P. C. Scullin came to Port Arthur Wednesday evening, August 16, for an inspection of the Works and Terminal. Mackerel were reported running by one of our pilot friends; so the party was made up Thursday night and went out on the pilot tug *Florida*, leaving Sabine at 4 a. m. The Texas Company's launch *Juliet* picked them up off the jetties, where they fished for about three and a half hours. The picture shows Mr.



A "choppy sea"

Snapshots of what Captain Larsen designated "choppy sea," by L. F. J. Wilking, Assistant General Superintendent of Port Arthur Works, crossing the Atlantic on our S. S. *Iuivoo*.

Dodge holding in his right hand the fish caught by Captain Livingston. The others, numbering seventy odd, were caught by Park, Scullin, Wilking, and Dodge. This was, to us, a wonderful experience. Mackerel do not run



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A great  
mackerel  
catch

Right to left: Joe S. Park, Vice-President of the First National Bank, Port Arthur; P. C. Scullin, Assistant Manager, Refining Department; Captain Livingston, one of the Pilots, largely responsible for our entertainment; L. F. J. Wilking, Assistant Superintendent, Port Arthur Works; Captain Elam Rogers, of Launch *Juliet*; F. P. Dodge, Superintendent Port Arthur Works.

## The TEXACO STAR

every day in the year. It was the first catch ever made by either Mr. Scullin or Mr. Wilking. Breakfast and dinner were enjoyed on the *Tug Florida*, and the party returned on the *Juliet* to Port Arthur, where the fish were distributed among friends. It is safe to say that Friday night more than two hundred persons enjoyed the mackerel shown in this picture.

### WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF AUGUST 1922

Refined...Coastwise.....	1,163,344	bbls.
Refined...Foreign.....	545,692	bbls.
	1,709,036	bbls.
Crude...Coastwise.....	149,320	bbls.
Crude...Foreign.....	14,530	bbls.
	163,850	bbls.
Total.....	1,872,886	bbls.

### MARINE DEPARTMENT

#### TEXACOS

They're mastsheads showing on the starboard bow,  
They're coming across the horizon now;  
They're painted buff to the deck below,  
And with the ship roll to and fro.

Her topmast stays and shrouds are white  
And looming clear in the warm sunlight;  
Her bridge is white and spick and span,  
I'll swear by that she's American.

Away to the stern I see her stack,  
The top of which is shining black;  
There's a band of white and green around,  
And a big red T stands up and down.

She's clean midships and fore and aft,  
And floats old glory from her buff flagstaff;  
Her house-flag white and green and red,  
Floating aft from her mainmast head.

Her houses clean and shining red,  
And decks are too, but dull instead.  
Her hull is black to the water line;  
She's a lusty ship and looking fine.

She's white and black and red between,  
And neatly trimmed with a dash of green;  
Her buoys are white with green below,  
And we know by these she's a *Texaco*.

Her brass is clean and polished bright,  
The skylights aft are lined with white;  
Her galley stove is roaring hot  
Boiling a fragrant scented pot.

She's speeding on and it seems a joke  
That from her stack there comes no smoke,  
While her mighty engines do seventy turns;  
It's because of *Texaco* fuel she burns.

In her great huge hulk there's nothing frail,  
And she's loaded down to the gunnel rail;  
Whether rain or shine she always goes,  
For she belongs to the fleet of *Texacos*.

—J. Carlisle Phillips,  
*Third Mate M. V. Solitaire.*

### RAILWAY TRAFFIC AND SALES DEPT.

For the information of friends in the South, J. A. Brownell is sporting a new hat. Joe eats his lunches at a certain restaurant owing to the quality of the coffee, but we never knew before that their menu included *hats*. Somebody got a cheap hat the other day, but it wasn't Joe.

No one who knows would question the physical capacity of anybody in the Railway Traffic and Sales Department, but their physical prowess should not lead them into combat with members of the animal or insect world. Witness: Signor Campanini Riani, whom a bumble bee backed up to and pushed.

Peter Berger was seen with a bundle of gasoline gauge sticks under his arm; either the Berger household needs new shade sticks or his Chevrolet is a great digester of *Texaco* gasoline.

A. C. Speer, Rate Division, visited his home town in Arkansas after many years of absence. We were all glad to welcome him back.

Some fair minded friend should advise Devermann's "better half" of his present location; we don't think it fair to move while your wife's away and keep the matter a secret.

Oscar Lasse, Traffic Division, spent a novel vacation in New England, walking 600 miles in 10 days. They are now calling him Hiker Lasse.

They tell us that Bill Kenny spent the greater part of his time while on vacation in the Adirondacks waiting for the "Daley" mail.

### SALES DEPT. S. TERRITORY

The body of Lieutenant Edward Trafton Hathaway, brought from France in March 1922, was buried at Arlington, Virginia, June 8, 1922. Readers of *The Texaco Star* will remember a series of letters from Lieut. Hathaway in the January 1918 issue, and an account of his death at the front in the September 1918 issue. The following is from a letter written by his brother, Frank B. Hathaway, to his mother, Mrs. Lily B. Hathaway, who was too ill to attend the funeral:

The military funeral was most impressive and dignified. A company of soldiers and band with colors came from Fort Meyer. They stood at attention, at present arms, while the band played *Nearer My God to Thee*. Chaplain Scott read the episcopal service. The firing squad fired three volleys. The bugler advanced and sounded taps, the band playing the chords; the bugler saluted, took his place, and it was over. Members of the Field Service were there to show him honor. The grave was completely covered with beautiful flowers from friends, one bunch from XXI Club

## The TEXACO STAR

of Denison, Texas. The Red Cross ladies sprinkled the casket with flowers. Trafton's grave lies on a beautiful slope overlooking the river and city. You will be comforted to know of the high regard and affection in which he is held by his associates. I am sending the Flag which covered the casket from the time it left France.

**Houston District.**—Another official, Charles Ries, arrived August 1 to take up his permanent abode at the home of Chief Clerk J. H. Glass. Mother and son are doing well and Johnny's smile, as he welcomes each customer these long hot days, has broadened into a decided grin. Congratulations to the proud parents and a warm welcome to the newcomer from the entire District.

A little miss, weighing nine pounds, decided to make her home with Agent J. W. Van Niewenhuysen and wife at Carrizo Springs, Texas. She arrived at her destination on August 8. A long and happy and useful life for this latest arrival is the wish of the District Office.

W. D. Corder has been appointed Agent at the station recently opened at Burnet, Texas. We wish much gasoline and more lubricating gallonage for this new agency.

A new station has been opened at Sealy, Texas, with R. R. Hillebrand in charge. Just one more reason for Sealy's having a prominent position on the map.

L. E. Lindeman has been appointed agent at Bartlett, Texas, *vice* William Howard resigned. Mr. Lindeman has interesting duties ahead of him.

### TEXACO

- T is for *Texas*, the home of its origin.
- E is for *Everlasting*—so shall it be.
- X is *Distinguished Cross* of best quality.
- A is for its *Ability*, the best to be had.
- C is for the *Comfort* it gives when employed.
- O is for the *Oath* it has taken to remain forever of the highest and best quality.

Put them all together and they spell Texaco, a word that means the world to Lubrication.

—J. J. Brown,

State Motorman, San Antonio, Texas.



They succeed in any "line" they select  
J. E. Brophy, of the D. O., and R. H. Rupley, of Houston Station Garage, took a business trip to Galveston.

### A fisherman's mascot

J. O. Anderlich, owner of Five Points Station in San Antonio, on a fishing trip at Rockport. Note the Texaco advertisement on his tire carrier; we believe his luck in catching fish is due to it.



**Dallas District.**—We heartily welcome El Paso Station and employes, transferred from Denver.

W. R. Scott has been transferred from Special Agent in charge of Zone No. 10 to Lubricating Salesman City of Dallas. We rejoice with W. R. in this deserved recognition.

Announcement has been received of the marriage of Agent J. V. Myhand, Hubbard, Texas, and Miss Mary Staples of Ennis, Texas, on July 26. Congratulations and best wishes.

**Oklahoma District.**—We had the pleasure of entertaining for a few days Executive Assistant W. E. Bradford and his visit was greatly enjoyed by every one who had the opportunity of being with him.

Hurrah! Hurrah! Oklahoma is 100% on Verification. Again it has been done and we are all proud. Even as hard as times are, we have collected between 90% and 95% of the June 30 outstanding balances.

News from the Stork: Agent R. M. Hale of Pine Bluff, Ark., says it is a fine 8-lb. boy; P. J. Smith of Altus says it is the finest little girl you ever saw; and Fred C. Jones of Ardmore wires that Betty Jane owns their house from now on. Congratulations! Oklahoma District wishes the best of luck and good health to the little ones.

### R. T. Herndon

The Oklahoma District certainly regretted to have El Paso District secure the services of R. T. Herndon, who was transferred from Tulsa to El Paso as Assistant Superintendent. Our best wishes go with Mr. Herndon, or Dick as all in Oklahoma know him.



## The TEXACO STAR

**Atlanta District.**—Motor Inspector R. C. Johnson, of the State of Florida, will use his kodak whenever the case justifies. When tank motormen keep their trucks in the best condition, clean, lubricated, and the cost of repairs down, he rewards them by taking their pictures and sending them to the D. O. for publication in the *Star*. The drivers of the trucks here shown must have been bashful, not wanting their "pitchur took," and the only thing we can do for them is to furnish their names: R. Alderman, J. B. Bennett, W. L. Brazel.



Lakeland, Fla. Station

Inspector Johnson says about these trucks: "This is the best kept equipment that I have ever seen, considering station as a whole. Would like for you to give these men a write up as they certainly are entitled to it. When you consider the fact that there is no wash rack at the station, that the garage is only a shed, and that the station yard is nothing but a sand bed, and that even under these conditions the trucks are kept clean, lubricated, and in good condition mechanically, you will realize that these men are doing very exceptional work. Agent Bell is to be congratulated for this and for the fact that he has such a man as Driver Alderman to assist him in maintaining such good conditions, the good conditions being greatly the result of Mr. Alderman's efforts and interest."



Bainbridge, Ga. Station

The front tires on the stake truck have been run 27,000 miles and the front tires on the tank truck have gone over 36,000 miles. They have never been removed from the wheels and they have never been flat. Agent P. H. Battle, Stake Motorman S. P. Rhoden, and Tank Motorman G. L. Young are shown in the picture.

We offer heartiest congratulations to H. B. Tate and his bride, formerly Miss Gladys Rast. Mr. Tate is our agent at Camden, S. C.



Recently opened A.F.S. No. 1, Tuscaloosa, Ala. The gentleman in palm beach suit leaning against the post is Agent W. H. Abrams, Tuscaloosa Station.



Motor Inn Service Station, Miami, Fla.

F. L. Alsbrook, proprietor, standing second from the left. One of the prettiest filling stations in the South and one of our staunchest customers.

**SALES DEPT. DENVER DISTRICT.**  
**W. TERRITORY** On Saturday, July 29, the Texaco Club held its second annual picnic. Two hundred and fifty employes and families and friends, left Civic Center at 8 a. m. in Company trucks and a fleet of private cars and enjoyed a real outing in the mountains near Morrison, Colorado. Games, races, *etc.*, were the order of the day, a suitable prize being awarded to the winner in each contest. After lunch, the event of the day was the ball game between the D. O. and Denver Station in which the D. O. trimmed the Station bunch 16 to 3. Every one returned to Denver in the late afternoon having had the "best time ever." (See inside page of back cover.—*Ed.*)

**SALES DEPT. NEW YORK DISTRICT.**  
**N. TERRITORY** The campaign for the sale of Easy Pour Cans, which covered the period from February 1 to May 31, was taken hold of with much interest by the boys in this district. Some of them received handsome prize checks, and others who did not fare so well will again be given an opportunity to make some loose change for

## The TEXACO STAR

Christmas, as on August 1 we put the campaign back into effect for two months, open to all employes and under the same rules as the first one. We sent out 93 checks on the last campaign and the seven winners were:

1st Prize G. E. Davis, Agent, Millerton, N. Y.  
2nd Prize C. E. Trainor, Salesman, Metropolitan Ter.  
3rd Prize S. A. Alston, Salesman, Metropolitan Ter.  
4th Prize J. F. Keenahan, Salesman, Albany Territory  
5th Prize B. J. Schwalbach, Salesman, Albany Ter.  
6th Prize A. N. Doyle, Salesman, Long Island Ter.  
7th Prize W. Lauck, Salesman, Long Island Ter.

Our crank case service is going strong. Lafayette and Prince Street Filling Station reports thirty cars the first two days of the month. We long since passed the one thousand mark since our service was installed.

Salesman J. F. Keenahan is stepping some, as he had 87 new accounts during the month of July. We hope he can continue his Babe Ruth batting.

It may be interesting to the other territories to know that New Jersey Territory claims to have the only Maintenance Foreman, in the person of J. P. Mitchell who can deliver an after-dinner speech and hold the attention of everyone present. Please omit pickles and olives.

Mr. Nicholas Beisheim, Clerk and Cashier at Newark, N. J. Refined Station, has taken unto himself a wife, Miss Marie Moffatt. It occurred on June 27 and Mr. Beisheim has been very secretive, but we all join in best wishes.

Miss Anne Anderson, Superintendent's stenographer, has been transferred as stenographer to Mr. Woodbridge. During her long stay in the District Office she made many fast friends, and it is with much regret that we lose her. Everyone wishes her all the success that is possible to attain.



The Locker Marine Filling Station

At 173rd and North River, New York City, operated by R. N. J. Locker. The gentleman on the right of the float is no less a personage than our Metropolitan salesman W. E. Mahon. The Red Star and Green T is a very prominent factor, and the Easy Pour Can display shows up well.

On Sunday July 31 an outing was held at Van Wie's Point on the Hudson, about ten miles below Albany, by the employes of Albany, Schenectady, Watervliet, Chatham, and Saratoga Stations. It was a clambake and everyone had a good time. Visiting stations opposed Albany Station in a baseball game, Albany winning by a large margin. There were several races including a hundred yard dash and a half-mile relay. The dash was won by W. Conroy, clerk at Watervliet Station; the relay, by Rep. G. R. Penchard's team. A run and broad jump was won by Agent U. J. Delahay of Watervliet Station.

Interdepartmental game played by New York District and Refining Department baseball teams at Prospect Park Tuesday evening, August 8, was won by New York District 10 to 9. This was the most interesting game of the series, as it meant the elimination of one of the Departments from the Championship.

### STANDING OF THE LEAGUE ON AUGUST 11

Team	Won	Lost	Per Cent.
New York District.....	4	1	.800
Sales General.....	4	1	.800
Treasury.....	3	1	.750
Purchasing.....	3	1	.750
Export.....	3	2	.600
Refining.....	1	2	.333
Marine.....	1	2	.333
Insurance.....	1	2	.333
Executive-Legal.....	1	4	.200
Asphalt.....	0	2	.000
Stationery.....	0	3	.000

The VanGytenbeek, Inc. Company is offering beautiful silver cups for the teams finishing 1st, 2nd, and 3rd. This makes the competition all the more keen, but the N. Y. Dist. team still feel the first prize should come to them, as do the other teams.

### A scientific pose

R. I. Crowther, Marine and Order Clerk, recently returned from a vacation which he and his family spent in the Catskills. The weather was against him—only three fair days. He flashed some "Never Fail" trout flies before he left and according to his story landed some dandies. The photograph shows him in the act of landing a nice one. Note the scientific pose which only fishermen of long experience attain.



## The TEXACO STAR

**Boston District.**—We send pictures of Keith's Filling Station, recently opened at Putnam, Conn., carrying Texaco products exclusively. This station is located on the main highway between Worcester and Providence and from present indications will prove one of our best accounts in that section. Agent Jarvis of Putnam Station, who is shown standing alongside of his Ford, is enthusiastic about this location and if effort on his part can make it a success its future is assured.



Keith's Filling Station, Putnam, Conn.



Agent Jarvis of Putnam, Conn. Station

H. S. Connor Motor Supply Company, Worcester, Mass.

These Texaco boosters, under their present contract with us, have sold since April 1, 1922, an average of 10,000 gallons of gasoline a month, besides a goodly quantity of lubricating oils and greases. In conjunction with their filling station business they maintain parking space and enjoy about 75% of the gasoline and oil business of their parking trade. At the left-hand corner of the picture is shown a grease rack where cars are thoroughly greased for \$1.00.



Mr. Woodward, Secretary of The Texas Company in Australia, with Mrs. Woodward recently visited the District Office to get suggestions as to the best way to view the interesting and historical points in and around Boston.

**Philadelphia District.**—July collections in this District were good. Agents are advised to raise their averages by working with the salesmen and by educating chauffeurs to use tact in making collections. The smile that some of our chauffeurs wear would chase the glooms from old man Pessimist himself. Show them the way and they'll go over the top!

Chief Accountant D. J. Woodfall awaits with interest the comparative stock variations report for the first six months of 1922, since the Philadelphia District has made a determined effort to be among the leaders in Northern Territory. The agents who are not among the leaders are asked to adopt the slogan: "Stop the Small Leaks—Be Among the Minimum Leaders."

Strange how some customers want to deal only with our creditmen. Creditman C. H. Turner is a good example. It is said of him that when the customer's pump doesn't work right he lends a hand or sees to it that it gets attention. Turner says: "To keep a customer's confidence, nothing is too trivial to be regarded."

The La Plata Oil Co., owned and operated by A. V. Mahoney at La Plata, Md., has joined our forces and is offering a complete line of Texaco products.

Chauffeur W. A. Wilson of Eddystone, Pa. Station marked himself as a hero when in masterly fashion he saved the life of two years

## The TEXACO STAR

old Jennie Grange, daughter of Mr. and Mrs. Joseph Grange of Chester, Pa. The little girl, playing in the street with playmates, failed to notice the heavy Texaco truck approaching and fell beneath it. Wilson swerved and stopped the truck with the rear wheel within a few inches of the child's body. Her parents took special pains to notify Company officials of Chauffeur Wilson's work.

Superintendent McCarthy is enjoying a vacation in New Hampshire, fishing, swimming, and chopping wood.

K. S. Cullom of the Lubricating Division has become a member of the Melta Boat Club of "The Schuylkill Navy." H. J. Wilson, J. K. Murphy, and J. M. Lynch of the D. O. are also members of this club which is preparing to participate in the Middle Atlantic States Regatta. James Daley, Dan Killion, Frank Ford, and Edward Knowles are members of the Crescent Rowing Club.

The C. R. McCarthy Interdepartmental Baseball Trophy was won by the Sales Department, the fourth and final game of the 1922 series ending 8 to 2 in their favor. The Accounting Department swears vengeance in another season.

The Firestone Tire and Rubber Co.'s team fell victims to the diamond stars of the Sales Department, with the final score 17 to 14. Backed by confidence and plenty of victories the Philadelphia District Champions have extended an open challenge.



P. H. Boran

Maintenance foreman at the recently established loaned equipment warehouse, 2625 South Broad Street. He was formerly filling station inspector.

Pup—pup—pup—, pup!

"Guess it's dry," says Pat.

He gets out of the Lizzy, puts the rule in the tank.

"It is dry!"

Nearest filling pump three squares back.

**Pittsburgh District.**—We had the pleasure of having with us for a few days this month J. T. Groves, G. R. Rowland, and E. M. Crone of the New York Office.

V. T. Becker, Chauffeur and Warehouseman at Cleveland, O. Station, has been promoted to Assistant Agent at that point, to replace B. A. McGannon resigned. Clarence J. Daughenbaugh will act as Warehouseman.

Ray S. Lentz has joined our forces as a general and motor oil Salesman out of Cleveland Station. Ray is a cousin of S. F. Lentz, Chief Engineer of the Chicago District.

"Texaco" is to be included among such thoroughbreds as Morvich, Whiskaway, Man-O'-War, and a few others, from the following news item in a Portsmouth, O., newspaper:

**Texaco Is Some Pacer.**—Ralph Calvert is feeling mighty good over the splendid work of his green pacer Texaco, which won two races at the Lucasville fair. The horse was obliged to pace one heat in 2:27 which is nifty going over a third of a mile track.

Texaco is owned by Ralph Calvert of the Portsmouth Oil Co., our Distributors at Portsmouth, O. We are very pleased that Mr. Calvert named his horse Texaco.

### Baird's Mascot

Baird's Tire Shop, Warren, Pa., now our Dealer at Warren, is boosting Texaco in that section. The dog shown in the picture has a Texaco pipe in his mouth; he sits on the motor oil tank nearly all day and gives a loud bark when a customer drives up for Texaco Motor Oil at Baird's. This picture was taken by our Mr. H. A. Hurt, who recently spent two weeks with Baird's Tire Shop assisting them to establish our products at Warren.

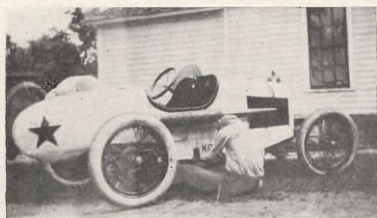


**Chicago District.**—On Friday, August 11, employes of the District Office journeyed to Delwood Park, near Joliet, Illinois, for a picnic in conjunction with employes of Lockport Works. Games and other pastimes were indulged in, which, with dancing in the evening, afforded a very pleasant day. Among those present were H. T. Snell and S. B. Wright of the Chicago Office and G. B. Bogart and J. P. Noble of Lockport Works.

The Sympathy of the Chicago Office is extended to Leo Shaw of the Accounting Department for the death of his father.

Miss Ruth Bray, Assistant File Clerk, suffered the loss of her father on August 16. Sympathy is extended by the entire local organization.

## The TEXACO STAR



Racing Car

Belonging to Jim Loucks of Grand Rapids, Michigan. Note the Texaco Star on the rear end of the car.



A Get-Together

The girls in the Chicago Office believe that a little "get together" once in a while is a good thing. The picture shows some of them with a few friends who are having a good time. These good times are to be continued.

**Norfolk District.**—The forces of the Norfolk, Portsmouth, and Berkley stations, including barges *Houston* and *Anna*, were entertained at a dinner and get-together meeting at Ocean Park on the evening of August 3 by Agent W. A. Stokely. W. A. Ludwick, D. T. Glenn, and J. C. Fokes of the D. O. attended as guests, making a total of thirty present. As a provider of good things to eat Skipper Stokely is the Cat's pants. Everyone did his best but it was impossible to eat all set before us, and with sighs of regret we finally adjourned to room reserved for the meeting.

Agent Stokely called the meeting to order and, after a short talk on the purposes of the meeting, introduced Captain Ludwick, the principal speaker. Captain Ludwick made a splendid talk on The Texas Company, its origin, growth, products, facilities, organization, and ideals.

After Capt. Ludwick's great speech, which impressed his hearers strongly, Agent Stokely spoke on coöperation among the men of the

company, also pointing out the necessity of courtesy to the trade, prompt service, good habits, and proper upkeep of equipment. He emphasized that proper service by station men was a tremendous factor not only in retaining old business but also in securing new customers, and brought vividly to notice the fact that the station men are the connecting link between the company and the consumer, and as a chain is only as strong as its weakest link, how important it is that they form an efficient link in the chain.

Following Agent Stokely a short talk was made by J. C. Fokes on the place occupied by the Norfolk-Portsmouth-Berkley stations, their strategic positions, etc., and on the importance of the Norfolk District in the company's structure.

All were invited to make comments and good talks were made by Ass't Agent Dodson of Norfolk Station, J. H. Watson of Berkley Station, T. Herbener of Portsmouth Station, and by Chauffeur Strawbridge, of Norfolk Station, who as an orator is second only to the one and only L. C. Peck, the gentleman from West Virginia.

The bathing pavilion, concessions, and cafe were turned over to "Texaco" for the evening.

Many expressions have been heard that such meetings should be held more frequently. There is no doubt but that it does an organization good for the members to get together periodically and become acquainted, strike common ground for friendship, renew old companionships, exchange ideas concerning the work in hand and difficulties encountered, and learn at first hand the interest of the company in welfare and success of each and every one.

Since Henry Maclin has taken charge of Danville, Va. Station he has doubled the gallonage; therefore, on the night of August 17, in fulfillment of a promise made last spring, Superintendent Williar Thompson footed the bill for a banquet to the Station. Due to pressing engagements elsewhere the Superintendent was unable to attend, but on the afternoon of August 17 he wired Agent Maclin:

"Your letter 16th. Regret unable to be with you tonight to take supper with you and your organization. I wish you to express to your men the gratification that we feel at the nice increase in business at Danville station, especially that on kerosene. Your kerosene gallonage for July showed 50% increase over July last year. This is a fine showing. Your gasoline also shows a big increase, as does also your lubricating oils. It is lubricating and kerosene gallonage that we are particularly interested in. Best wishes to you and your organization."

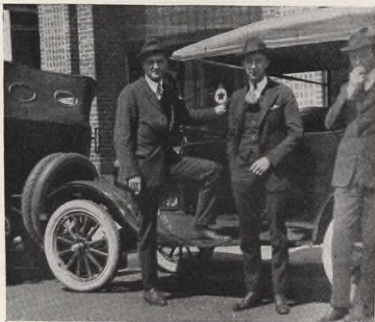
## The TEXACO STAR

Miss Blanche Smith stole a march on us. On August 19 she resigned her position in the D. O. collection department, and at the same time announcement was made of her marriage on the 20th of last March to Mr. Joseph P. Christenbury, of Norfolk. Though not yet recovered from the surprise, all join in congratulations.

F. L. Shively, Supervisor of Equipment, failed to show up on August 19, but phoned that he was taking the day off to celebrate the arrival at his home early that morning of a Stork Special bearing a 9-lb. son. We'll give our latest D. O. father credit for being one of the proudest we have ever seen. All extend best wishes for the future Supervisor.

H. V. White, chauffeur at Lynchburg, Va., announces the birth of a daughter on July 25.

The members of the Texaco baseball team at Norfolk who made the July 4th trip to Elizabeth City, N. C., where they were trimmed by the local team 6 to 5, wish to extend to the kind and hospitable citizens of that enterprising city their thanks for the many courtesies shown them and to assure them that they had a most enjoyable trip. They also wish to thank Miles Clark for his efforts in their behalf, which were much appreciated. The boys report themselves as being delighted with the progressiveness of our North Carolina neighbor, the hospitality of its citizens, and the beauty of its young ladies, and they hope to have an opportunity to meet the Elizabeth City ball team in a return engagement.



J. R. Walker, H. E. Bowen, C. R. Fentress

All future Department Agents. Just couldn't keep Jack Walker and his new "Henry" out of the Star. Jack says it may be a "Henry" by name, but in action its a "Ham-dinger." Has only rammed two or three cars and been rammed by a couple of others, escaping with a slightly bent guard, but, says Jack, "you oughter see the other fellers."

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### ASPHALT SALES DEPT.

Superintendent John J. Gartland, Jr., of our Eastern Division, has received many reports from his representatives on cooperation received from other Departments of the Company in securing business:

Representative W. J. King, Philadelphia District of this Department, reports that Superintendent McCarthy of the Philadelphia District and Superintendent Clifton of the Pittsburgh District of the Sales Department have kept their agents and salesmen advised of the activities of the Asphalt Sales Department, and many inquiries and much assistance in securing business has resulted. C. S. Wampole, Perkasie, Pa., secured the road oil business of the Borough of Perkasie, and the following agents and salesmen also have been of assistance: George Orr, Pittsburgh, Pa.; Mr. Nelson, Bridgeton, N. J.; C. V. Poole, Hagerstown, Md.; Mr. Holden, Easton, Pa.; F. J. Doran, Allentown, Pa.; John P. Lewis, Trenton, N. J.; Charles Baldwin, Camden, N. J.; Geo. O. James, Frederick, Md.

Representative J. B. Stuart, of our New York District, reports considerable cooperation and assistance by J. A. T. Knapp, Middletown, N. Y.; Al. Yatto, Monsey, N. Y.; W. F. Bilyou, Kingston, N. Y.

Representative W. R. Macatee, of our Richmond District, reports special cooperation by the District Office of Norfolk District, Sales Department, and Agents W. H. Cope, Charleston, W. Va.; L. L. Breedon, Roanoke, Va.; L. C. Peck, Bluefield, W. Va.; Miles Clarke, Elizabeth City, N. C.

Representative L. W. Gay, Buffalo District, wishes to express personal appreciation for the cooperation of the distributors of the Company in his territory: Frank Zuber, The Z. & M. Independent Oil Co., Norwich, N. Y.; The Cortland Specialty Co., Mr. Russell Bucklin, Courtland, Auburn, and Oneida, N. Y.; The Deyo Oil Co., Binghamton, N. Y.; The Ellicott Motor Service Corp., Buffalo, N. Y.; J. G. Watson, Redwood, N. Y.; The Steuben Oil Co., Corning, N. Y.

On July 27, a week after he left his sick bed to which he had been confined for several weeks, C. H. Bailey of our Richmond office sold sufficient Texaco Asphalt to the State of North Carolina to pave 6.21 miles of the highway system of that State. There is no doubt but that C. H. has recovered from his illness, and we all are glad to learn that he is back on the job. So far this year North Carolina has awarded contracts for the construction of over 150 miles of Texaco Asphalt paving on its State routes.

For some time the city of Kenosha, Wisconsin, has employed a specification for asphalt paving which barred Texaco Asphalt and admitted only the material of one of our competitors. J. F. Gallagher decided to enter the ring on the advantages of open specifications and healthy competition, and when he finally withdrew from Kenosha it was with a signed contract calling for 215 tons of Texaco No. 54 Paving Cement.

## The TEXACO STAR

Cities in different parts of the country which have invested in Texaco Asphalt pavement show the satisfaction they feel with their investment in different ways. For example, many write letters to The Texas Company and to others telling about the excellence of these pavements. But Lake Linden, Michigan, showed how well pleased it is with its Texaco asphaltic concrete pavement in a rather novel manner. When the pavement had been completed this city hired a band and staged a dance on it.

Those of us who play tennis have at one time or other played the game on clay courts, sand courts, and grass courts; very few, probably, have experienced the novelty of playing on asphalt macadam. During 1919 a number of courts were laid out at West Point Military Academy, and the authorities decided to pave them with asphalt macadam using Texaco for a large part of the work. A smooth, dustless, and water-proof surface was thus provided which proved to be ideal for tennis. After the tennis playing season has closed the courts are flooded and converted into a skating rink, so that an all-season playground is provided.



West Point Military Academy

Asphalt macadam tennis courts, flooded and frozen in winter for skating, laid in 1919, photograph taken 1921.

### EXPORT DEPT.

George P. Pichel, former Superintendent of The Texas Company (So. Amer.) Ltd. at Bahia, Brazil, paid us a visit a few days ago on his way to his home in Pennsylvania.

C. H. Nelson from Port au Prince, Haiti, is in New York on vacation.

J. M. Smith and family arrived in Sydney, Australia, August 15.

F. C. Karpp recently arrived in New York from Bombay, India.

H. Reynolds has returned from Demerara, B. G., to duties in the Export Department.

W. G. Moore sailed on S. S. *Paris* for Europe August 2.

Frank Lopez sailed on S. S. *Paris* August 2 on his way to Spain.

John A. McKinney, our agent in Nassau, Bahamas, spent two or three weeks in New York and paid us visits during his stay.

Ben Hart returned to New York after a prolonged stay in Europe.

Joseph A. Dolan of the Terminal and Equipment Division and Miss Florence Lillian Notton of Mount Hope, N. Y., were married on August 15. Here's wishing bride and groom the best of luck.

### PRODUCING DEPT.

Master minds conceived the idea of a picnic for employees of the Producing Department, The Texas Pipe Line Company, and the Sales Department, and the idea was brought to realization on August 30, when approximately 1500 people, from the heads of all Departments and their families to the humblest employe and his family, gathered at Old Settlers Grove near Iowa Park for a wonderful day's outing. Why this idea was never worked out before we know not. Perhaps we supposed we were all too busy to take a day off and get acquainted with our neighbors. At all events the feeling that we should get acquainted with those in other Departments prompted this splendid gathering—not to be put off any longer.

Several weeks ago the Superintendents and heads of Departments met and worked out plans for this picnic. Nothing was left undone to make the occasion a fitting one. Committees were appointed for the eats, music and dancing, barbecue, and sports; they all worked diligently and harmoniously, and to them are due the thanks of everyone who participated.

The grove where the picnic was held was easily accessible, being on a concrete road through Wichita County, so it was easy for everyone to get there by auto. A 40'x60' dancing platform had been constructed, also swings for the children, platforms for the barrels of lemonade, benches, etc. The best barbecuer in the country prepared the most delicious barbecue ever made. Four yearling beeves were provided, which was barely enough to satisfy the hungry appetites. Perhaps it was because the meat was so good. Five thousand lemons were provided for the lemonade, so we were assured of anything but "circus lemonade." A twenty-piece band furnished music from ten o'clock in the morning until six at night.

The gathering was opened by a splendid talk on Coöperation by one of our Producing Department officials.

## The TEXACO STAR



Texaco Picnic, Iowa Park, Texas, August 30, 1922—A portion of the 1500 who gathered



Band—Taylor leading  
Snapshots by F. S. Reid.



Texaco Baseball Team, Wichita Falls  
Left to right: Beggs, Harris, Sandifer, Davis, Conner  
Gordon, Gaichney, Norris, Dahl.

Dancing was a feature of the day. We all danced and danced and danced, and then as soon as we rested danced some more, the younger people starting off, the older ones getting into the swing, until we found ourselves dancing everything from the modern dances to old fashioned square dances and Paul Jones.

We stopped long enough for dinner. Well filled baskets provided by the different families combined with the barbecue and lemonade thoroughly satisfied our appetites. Then on with the dance until the ball game was called between a picked team from Electra and our Wichita Falls boys. The score was 9 to 2,



One merry party  
Ass't Gen'l Sup't McGuigan with his back to the camera



Another merry party  
J. L. McMahon and E. E. Clayton in background.

## The TEXACO STAR



Some officials of The Texas Pipe Line Company and wives



Some Denison officials

for seven innings, in favor of Wichita Falls.

After the ball game, dancing and other amusements continued until the party broke up. The affair was a huge success from every standpoint. In the North Texas Division the spirit of cooperation is strong among all departments. We have many fine men in every department whom it is a great pleasure to meet and know, and our big party served to make us better acquainted with them and their families.

Our well Koehler 32 at Humble, which is a drilling well, has reached the 5,000-foot mark and is drilling in hard shale. This is next to the deepest well drilled by The Texas Company at Humble; our Wheeler & Pickens 17 was the deepest, completed July 13, 1916, at 5,410 feet in rock salt. The formations of these two wells are altogether different, as in

Wheeler & Pickens 17 we struck the rock salt at 2,342 feet and continued in the same to the bottom of the hole. Koehler 32 has had hard broken formation. The last 1,000 feet has been shale. E. T. Junkins is the day driller and W. H. Corgey is the night driller.

Our well C. O. & G. 27 at Humble, was completed August 16, 1922, with an initial production of 125 barrels. It was placed on pump jack and is now producing 350 barrels a day. This well is 1,000 feet northeast of any other production.

### PIPE LINES

The Houston Office, and especially the Green Tree Hunting and Fishing Club, will miss greatly C. F. Bowman, who was transferred to Casper, Wyo., on August 1.

Among temporary transfers to Casper, Wyo.,



Barbecued meat

One of many pans. Mr. Sandrum, in the middle, prepared the meat.



The two biggest men

A. D. Doyle, Sup't at Burkburnett, J. G. Quinn, Gen'l Pipe Line Sup't.



A chip off the old block

Foreman Ikard of Petrolia and daughter Margaret.

## The TEXACO STAR

are: C. D. Ruff, Chief Accountant, from Tulsa; and H. T. Robinson, Superintendent's Clerk, from Wichita Falls.

The longest automobile trip so far attempted by any of the Houston office force was made last month by S. J. Granger and R. H. Blake. They made the round trip from Houston to Tucson, Arizona and return in two weeks, the trip out there, 1136 miles, taking only five days.

The Houston Office was favored with a visit by Miss Nina Mae Durham of Wichita Falls. Miss Durham, accompanied by a friend, was *en route* to Galveston, and stopped at Houston only long enough to impress us as an ardent The Texas Pipe Line Company—Wichita Falls Division—supporter.

M. C. Breaker passed the cigars around the Houston Office upon the arrival of a fine 8-lb. boy on August 6.

Among recent arrivals at Shreveport were a baby girl at the home of Mr. and Mrs. Mack A. Holland, and a baby boy at the home of Mr. and Mrs. Lynn Stanly.

On July 15, at the Church of the Redeemer, C. A. Thomas, of the Houston Office, and Miss Maud E. Roberts were married. Our best wishes are extended to them at their new home, 2217 Noble Street.

The home of Emil Schiller of the Houston Office was saddened on July 25 by the death of his two years old son, Harold Joseph. We all extend our sympathy.

### THE TEXAS CO. OF MEXICO S. A.

To demonstrate the fact that the Sales Department of The Texas Company of Mexico S. A. is in operation, a photograph is offered showing a collection of barrels of lubricating oils on the wharf at Las Matillas (Tampico Works) awaiting shipment to various destinations.

In May 1922 the Corona Company's well No. 5 Pazzi at Panuco, offsetting one of The Texas Company wells, got beyond control and

scattered oil promiscuously over the lease for a considerable time, not only injuring adjoining wells but creating a serious menace by the immense amount of oil which was being deposited on the surface of the lease. The well was finally brought under control, but the surface oil continued as a menace. The Texas Company offered to undertake the salvaging of this oil without cost to the Corona Company, which was agreed to. Pits were constructed equipped with heater coils, and pumps were installed to convey the oil to The Texas Company's tanks on the Chote Lease, to be transported down the river in barges to the Tampico Works—Las Matillas Terminal.



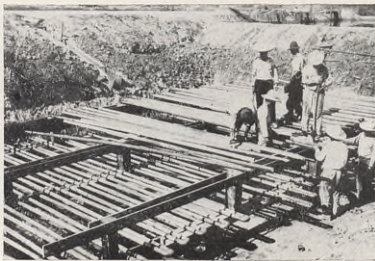
Sump oil on Corona Chote Lease, Panuco



Inspecting pits for handling sump oil  
A. Bruyere, W. H. Lyne, Jr., R. Ogarrio.



On wharf at Las Matillas



Heater coils  
Installing heater coils in pits to handle sump oil

## 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.** Chartering as an Aid in Stabilizing Profits—IV, by Percy A. Bivins.—*Industrial Management*, August 1922.

**REFINING.** Asphalts: Methods of Tests.—*Petroleum Age*, August 1, 1922.

Making the Study of Combustion Profitable in Your Own Plant, by Browning Robinson.—*Industrial Management*, August 1922.

**PRODUCING.** Adapting the Diamond Drill to the Oil Field, by Frederick C. Gill.—*The Oil Weekly*, August 26, 1922.

Oil Reserves, by Dr. David White.—*Oildom*, August 1922.

Individual Crude Storage Policy Big Step in Advance for Oil Industry.—*National Petroleum News*, August 23, 1922.

Gigantic Storage Construction Campaign On for Salt Creek Field.—*National Petroleum News*, August 16, 1922.

Salt Creek is 39 Years Old, by Everett J. Lippard.—*Petroleum Age*, August 15, 1922.

**FUEL OIL.** Colloidal Mixture with Coal May Give Fuel Oil Wider Use, by Lindon W. Bates.—*National Petroleum News*, August 16, 1922.

Paper before International Railway Fuel Association.

**SALES.** What Counts More than "Experience" in Selling, by Frederick H. Bartlett.—*System*, September 1922.

Adjusting the Sales Force to the Business Map, by Ralph Barstow.—*System*, September, 1922.

**LUBRICATING.** Factors Affecting Oil Consumption in Engines.—*Automotive Industries*, August 10, 1922.

Novel methods used in comparing consumption under various conditions.

**ASPHALT SALES.** Proper Highway Finance Essential to Automotive Progress, by A. J. Brosseau.—*Automotive Industries*, August 17, 1922.

**GENERAL.** Guarding the Segments of Good Will, by Roy Dickinson.—*Printer's Ink Monthly*, August 1922.

"Every employe has in his possession a definite segment of this good will."

A Plan That Keeps Us Pulling Together, by George A. Galliver.—*System*, September 1922.

The Mind of the Modern Worker.—*Industrial Management*, August 1922.

Oil Industry Sixty-three Years Old—The Story of Col. Drake.—*Oildom*, August 1922.

On the 27th of August the Oil Industry celebrated its sixty-third birthday.

SECOND ANNUAL PICNIC  
OF THE TEXACO CLUB OF DENVER,  
JULY 20, 1922, IN THE MOUNTAINS  
NEAR MORRISON, COLORADO





and full-bodied-

CLEAR

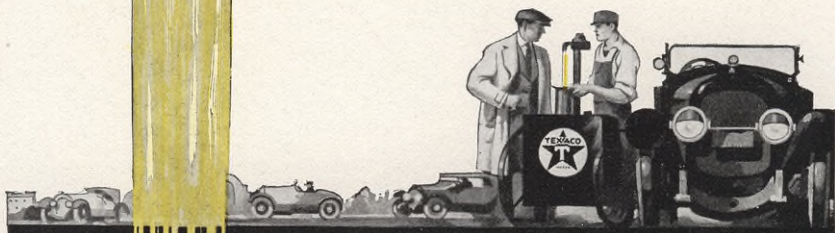
NO one thing you can do for your car will make so much difference, so immediately, at so little cost, with so little trouble as this: Drain out your crank case, and refill with Texaco Motor Oil. Clean, clear, full-bodied—watch its golden color as it is poured in. Less than a mile and you will notice something new and livelier in the performance of your engine. (Something permanent, too, for it will not form hard carbon.)

Light, medium, heavy and extra-heavy. Wherever you see the Texaco red star.

THE TEXAS COMPANY, U. S. A.

*Texaco Petroleum Products*

RUN IT WITH TEXACO GASOLINE  
SAVE IT WITH TEXACO MOTOR OIL



**TEXACO**  
MOTOR OILS

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