

# *The* TEXACO STAR

*For Employes of The Texas Company*

**THE TEXAS COMPANY  
PETROLEUM PRODUCTS**




**ILLUMINATING AND  
MOVING AND LUBRICATING  
THE WORLD OVER**



Vol. XI

FEBRUARY 1924

No. 2

EN give me credit for  
some genius. All the  
genius I have lies in  
this: when I have a subject in  
hand, I study it profoundly.  
Day and night it is before me.  
I explore it in all its bearings.  
My mind becomes pervaded  
with it. Then the effort which  
I have made is what people are  
pleased to call the fruit of  
genius. It is the fruit of labor  
and thought.

—*Alexander Hamilton.*

# The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION  
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XI

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*"All for Each—Each for All"*

Address: The Texaco Star, The Texas Company,  
Houston, Texas

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## Woodrow Wilson

The Nation is now mourning for the man who led it through the World War. In that gigantic struggle he earned and received unlimited admiration and applause. If he failed to fully realize his dream of a League insuring everlasting peace it can nevertheless be said that he succeeded in impressing his views strongly upon the world at large. The strain which attended his effort to carry the issue by force of his own intellectual power was too much for any mortal, much less one of his age and physical limitations. The stroke, the days and years of lingering, the final pathetic picture of a broken piece of machinery, and the "I am ready" are incidents fresh in the minds of the American people. It is a dispensation of Providence that we can turn from the grave in forgetfulness of quarrels and wrangling; that the good in men can be enshrined and their human faults forgotten and forgiven. Truly it is the good that lives, and goodness is the chief attribute of greatness. No man void of these qualities could become president of the United States. Woodrow Wilson was one of our great presidents.

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## The Port Arthur Accident

An intense feeling of sorrow pervades our organization on account of the loss of life and

injuries which resulted from the explosion and fire on the 14th of January. In large and intensive operations extending over years accidents may be expected despite all precautions that can be taken. Still this occurrence has cast a pall wide and dark. The human touch that applies throughout the Company is illustrated by the anxiety and sympathy that were displayed on this occasion. It was more than a mere recognition of devotion to duty, more like grief at a personal bereavement. The officers of the company, speaking for themselves, for the company as a whole, and for each and every group, have given expression to that feeling. We add our voice to theirs.

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## The Industry Itself

We may as well admit the fact; the petroleum industry is not popular. Orators harangue the multitude, yellow journals ply their trade, and cartoonists run riot, outnastig Nast. And there is just ground for resentment at some of the transactions recently disclosed at Washington. All of the wrongdoers will suffer, as they should. If they do not suffer in one way they will in another. But the onslaught will not stop there. Unjust as it may seem, the whole industry is frowned upon. Already the talk is about the oil smell, the oil taint, and the like. One qualification for attorneys to represent the government is that they have no oil companies among their clients. Radical legislators are ever ready to start a drive against big business, no matter how lawfully conducted, and when the oil business is mentioned they see red.

Petroleum is one of the most useful products that nature's storehouse has ever yielded to man. He takes it internally and applies it externally, cooks with it, builds with it, rides with it, flies with it. Light, heat, power, and



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other essentials of modern civilization flow from its use. It is now almost a prime necessity in transportation, by land and water. Motors, trains, and ships move or stand as there is oil. Also with oil the battles of the world are fought and the fate of nations is determined.

We should not be ashamed of our business. It is legitimate and laudable. Yet here we are. It is the oil business and a good howling ground. The welkin will ring, once gasoline ceases to sell at a loss, or if anything else goes wrong from the agitator's standpoint. Thinking people will discriminate. They realize that every merchant is entitled to a fair profit. They know that gasoline costs money in its production and distribution, and are disposed to be reasonable about business in general. They will not confuse legitimate enterprise with the other thing. It might have happened in any other line of business. The industry is not responsible for the acts of those who do not represent it. The industry is one with the government to remedy wrongs and punish wrongdoers. In turn the government and the people should be careful to avoid wholesale treatment and injustice. The practice of piracy never constituted a reason why legitimate shipping should be stopped.

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### **The Slow But Sure Way**

We all have opportunities of taking short cuts. Those who let the opportunities pass are not entitled to any special praise. It is only what they should do. Pure selfishness, coupled with good judgment, wholly apart from moral considerations, demands square dealing. Happily enough, however, there is no conflict between morals and business. When there is a change in the eternal order of things, when water flows uphill, when day no longer follows night, and when devious methods are rewarded by enduring results, it will be time to decide which is the better, decency or sanity. Until then the two can be coupled together.

This applies all the way up and down the line. It applies not only to the big problems but also to the small ones. The principle is exactly the same, the difference being only one of degree. Take the matter of sales: What a mistake it is to descend from a high plane of business ethics to tricks and schemes for temporary advantage. Suppose competitors do get business here and there by such methods. They cannot retain it, or if they do it will cost

them more than it is worth. A reputation for fairness is an asset in dollars and cents. Every sales manager in this company knows, and long has known, and every salesman must know, if he does not know, that he is expected to conduct the business in accordance with law and to observe the highest standard of business ethics. Failure on that score is a discredit to the individual involved and is so regarded. To the extent of every such failure the company will suffer.

The way to get business is by salesmanship. One good idea is to rise early enough to see the morning stars occasionally. Diligence, perseverance, tact, and straightforwardness are the qualities. The spectacular may appeal to some but it is short lived.

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### **Modern Advertising**

As the day of the big-hatted loud-spoken salesman has passed, so has the period of the ballyhoo advertiser gone forever. P. T. Barnum of circus fame was a genius at obtaining publicity for his show, and the spectacular methods he pursued were typical of his day. He probably would have been equally adept as a publicity getter were he now in harness, but his methods would doubtless be different. He probably would succeed in having the same stories published, but they would be dressed in different garments; they would be designed to give straightforward information about the show, rather than wild romantic yarns of the purely imaginative variety.

Advertising today, to be effective, must be sincere and truthful. No matter how it be surrounded by artistic decorations and eye-catchers, the heart of the message must tell an honest story. Alert forward-looking people know that it is necessary to follow current advertisements in order to keep thoroughly abreast of the times, for to read modern advertising is an education in itself. It is incumbent upon business men to read at least some advertising in order to keep in touch with what competitors are doing, to discover new outlets for their products, to make improvements in their own businesses or industrial equipment. Consequently an advertiser cannot risk exaggerated statements even though he wants to, for the modern reader of advertising is intelligent; and nine out of ten times can discern the quality of highly colored declarations and puffed-up claims.

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Advertising is an adjunct of selling, and modern selling methods, generally speaking, have reached a much higher plane of honesty than was the case a decade or more ago. Advertising must keep even ahead of actual selling in this respect, for printed words are more lasting than those spoken, and once broadcasted to the world they stand as perpetual evidence of the assertions or claims they make. The advertising fraternity itself has done much to improve the standards of truth and honesty in the printed messages contained in our magazines and newspapers.

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### The Stock

Many employees of this company are stockholders. They and all other stockholders are naturally interested in the value of their property. Some watch the quotations on the New York Stock Exchange and measure their wealth accordingly. Others think more about actual results, and pay little attention to what traders think or do. To both classes it should be pleasing to know that the company is doing well. Its business is good, and prospects are bright for a record year. The ill effects of low prices and the declining value of inventories during the latter part of 1923 were but temporary, of course, and are quickly offset by better prices and appreciating inventories early in 1924. Ours is a dividend paying stock. Its record in this respect is unsurpassed for regularity and certainty. In point of rate or amount the showing has been quite satisfactory. No comparisons will be indulged in, but if the reader will take the trouble to see the rate of return to stockholders in other large and well established oil companies, the rate per dollar on the selling price of the stock, he will see how well this company has sustained itself through thick and thin. Very little is said officially on this subject, and not often does this journal take an excursion into that field, but at this time it is not deemed inappropriate to point with pride.

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One of the things that makes a newspaper man sore is to print a good story and have some paper copy it without giving credit and then have other papers copy it and give the credit to the paper that stole the story in the first place.—*Inland Oil Index.*

### Sales Department Competition

On page four of this issue is the announcement of a cash prize competition among the Company's bulk and filling stations. Everyone, whether participant or spectator, enjoys a contest. Here we have a situation in which the very large number of employees engaged in sales station operation are participants with all other Texaco adherents as spectators.

There have been contests of varying kinds within the organization from time to time. In fact there are several territorial and district salesmen races now under way, but this is the first time that a nation-wide plan has been adopted for bulk and filling stations with substantial cash prizes as the awards for special merit.

To *The Texaco Star* is assigned the important role of posting the results. Sixteen districts with a total of say one thousand bulk stations competing for the quarterly and annual positions and nine districts with a total of one hundred and seventy filling stations competing in that section creates something in the way of contests. The Olympian Games of Ancient Greece or the "three rings—two stages" circus of our own golden days fade to insignificance by comparison.

The race is now on and everyone connected with the Company is interested in its progress.

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### His Favorite Reading

My bank book is my favorite reading, I confess. I do my work for the love of it because my heart is in it. But a bank book can be thrilling—the best literary thriller in the world. The edition of the bank book is too limited. Every man should have his copy. And he should keep it for private circulation—very private. No other one in the world should know what is in that precious bank book. The Scots have a proverb: "Aye keep something to yoursel ye scarcely tell to ony!" That's your bank book. On every page there should be something nicer than on the page before. And every bank book should have a happy ending. On the last page the end should be: "Continued in our next." The bank book should be the foundation of the family library. People open the check book too often and the bank book not often enough. The check book's too full of reading matter!—*Sir Harry Lauder.*



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### Station Prizes

For the year 1924, The Texas Company will give prizes to company operated stations in domestic sales territory, including subsidiary corporations and The Texas Oil Company, as follows:

**National Prizes.**—To the successful bulk stations, first prize \$1000, second prize \$750, third prize \$500, making a total of \$2,250. These prizes will be awarded at the end of the year.

**District Prizes.**—For bulk stations, \$200 to the successful station in each of sixteen sales districts, quarterly during the year, a total of \$12,800. These prizes will be awarded at the end of the quarters, March 31, June 30, September 30, and December 31.

**Filling Station Prizes.**—\$100 to the successful filling station in each of nine districts hereinafter defined, quarterly during the year, a total of \$3,600. These prizes will be awarded at the end of the quarters, March 31, June 30, September 30, and December 31.

Prizes will be for the best showings made. Each prize will be apportioned between the successful agent and his force. The method of determining the award and of apportioning the money will be in the hands of the Management, and every element constituting a factor will be considered. Gallonage, revenue, marketing cost, collections, accounting, stock variations, maintenance of property, office system, appearance of station, equipment and employes themselves, the character of service to customers, the observance of business ethics and the policies of the company, and every other material factor will be considered.

Due allowance will be made for disparity in locations and other handicaps, so that no station need be out of the running. Indeed, it will be possible for the smallest station in the poorest location to be a prize winner. Improvement over past performance will be an important factor.

Stations having won a quarterly award will not be eligible for another quarterly award during the year, but such stations will retain their standing in the competition for the national prizes. New stations will compete for the quarterly prizes only when they have been in operation for the complete quarterly period. New stations will participate in the national competition only when they shall have been in operation prior to July 1. All awards will be published in *The Texaco Star*, and in the quarterly competition the names of stations ranking second and third will be announced and published.

For the purposes of this competition bulk stations of the Pittsburgh District will be included in the Chicago District and bulk stations of the Salt Lake District will be included in the Spokane District. The filling stations of Philadelphia and Chicago Districts will be grouped with those of the Boston District. The filling stations of Western Territory will be grouped as one district. In other respects the present divisions applicable to sales districts will be observed.

The competition is now open.

Charles E. Herrmann,  
Vice President.

February 1, 1924.



Travis Holland

Mr. Travis Holland has severed his connection with The Texas Company to become President of the First National Bank of Port Arthur, Texas. His associates in our Company regret the separation but join with all other friends in wishing him the greatest success in the responsible and distinguished position to which he has been called. Mr. Holland

has been in the service of The Texas Company or its interests since 1910 when he assumed the management of the Southern Trust Company of Houston, afterwards absorbed by the Midland Securities Company of which he became representative. Especially do the old-timers regret to lose "Trav," and his absence will be felt at all future barnyard golf tournaments and dominoes contests.

Mr. and Mrs. C. C. Blackman wish to express their appreciation of the many flowers and telegrams sent them on the fiftieth anniversary of their wedding. May each one of you enjoy as many happy years of wedded bliss as we, and as many more.

Mr. and Mrs. C. C. Blackman.

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Mount Fuji

Japan's sacred mountain whose snow-capped peak pierces the blue 13,000 feet above the sea.

## Around the World with Texaco—I

### JAPAN

C. S. DENNISON, Advertising Division

Few among the big Texaco family realize the extent of The Texas Company's foreign marketing activities. Engrossed in our immediate duties in the Company's interests, there is little time or occasion to become acquainted with its position in the great markets beyond the seas. With this thought in mind the writer will attempt to record in a series of articles some casual impressions of foreign lands visited in the Company's behalf, and in a broad way familiarize *Star* readers with its far-flung export operations and with some characteristics of the countries and peoples which form their background.

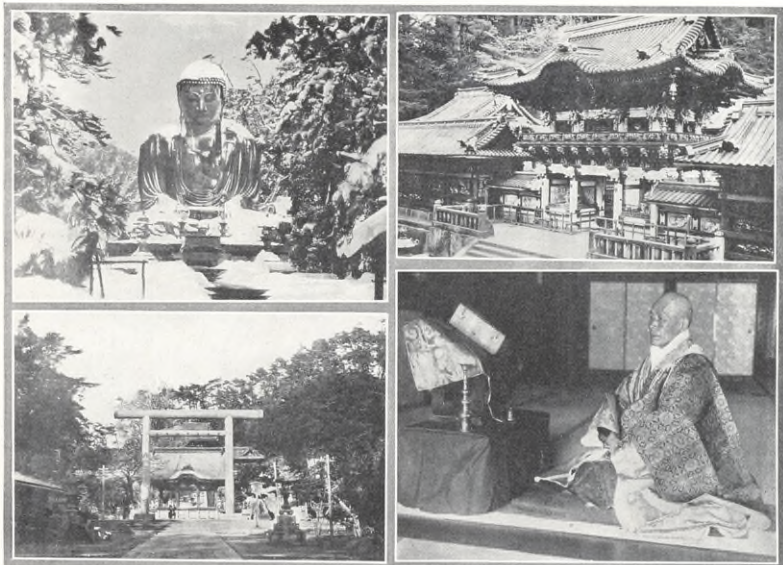
Japan, the island empire of the North Pacific, occupies six major and some six hundred minor islands that string out in an archipelago off the Siberian and China coasts. To these islands must be added Korea on the Asiatic mainland and the Island of Formosa just north of the Philippines. In Japan

proper live 56,000,000 people, 17,000,000 in Korea, and 3,600,000 in Formosa comprising a total for the Empire of 77,000,000. The area of Japan proper is only one twentieth of that of the United States, but it holds a population over half as great. This accounts for the enormous congestion of people there, averaging 360 to the square mile.

As you step ashore from your steamer at Kobe, or any other Japanese port, you stand at the portals of the East—that mystic group of countries whose origin has been lost in the mists of antiquity; that East which had established its own civilization, its arts and culture and its own philosophy when much of Europe was still in barbarism. So fixed were the standards of life engendered by these old civilizations, that only in recent years have western ideas made any inroads. The contrast between Occident and Orient is manifest in every aspect of life there and gives it a new



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Upper—left: The Daibutsu or "Great Buddha" of Kamakura under a mantle of snow. Made of bronze with solid gold eyes. This shrine is 49 feet high and has withstood earthquake and tempest since the twelfth century, including the recent disaster. It is hollow and contains an inner shrine. It is visited annually by thousands of ardent adherents to Buddhism.

Lower—left: Typical Japanese shrine.

Upper—right: A masterpiece in Japanese architectural expression. One of the shrine structures at Nikko.

Lower—right: A Shinto priest at the Shrines of the Shoguns, Nikko.

interest and fascination which captivates the Westerner immediately when he comes into contact with it.

Japan is fascinating. Her cities teeming with millions, her colorful bazaars, her quaint and distinctive villages, her picturesque shrines and temples, her artistic achievements, her orderly and intensive farm life are all woven into a harmonious picture of compelling interest. This is set against a background of delightful scenery studded with placid lakes, dreamy rivers, rugged mountains, and fertile fields.

Japan is mountainous. Two major ranges break the country's surface into many peaks, foothills, and valleys; but the Northern Island, Hokkaido, contains seven spacious plains. The rivers are necessarily short. Harbors and bays are numerous.

As you travel through Japan you are never out of sight of human habitation. Cities, towns, and villages crowd each other, and

farms averaging less than three acres in area fill the country between. This intensive use of the land impresses the American accustomed to our great open spaces. All tillable land is under cultivation, even the mountain sides yield to the ingenuity of the farmer who constructs terraces for planting his crops.

Farm methods are crude and antiquated. The man on the land has been little influenced by the mechanical farming of the West and seems content to follow precedents established by generations of his forebears. Perhaps this may be attributed to the prevalence of poverty, to the abundance of cheap labor, and to the restricted size of the average Japanese farm.

Instead of individual farm houses, the Japanese farmers reside in little groups of houses huddled together, around which the productive acres spread. It is in these snug villages that the true picture of Japanese life is revealed. The quaint houses, of lightest construction, are usually one story in height, unpainted, and



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The dining hour in a Japanese home.



Gissha dancers in movements characteristic of their dance.

roofed with tile. Instead of doors and windows paneled walls which slide in grooves are used. Instead of glass, oiled paper fills the panels and admits light. The floors are covered with thick matting and the only furniture is a small cabinet of drawers not unlike a doll's dresser. No chairs, beds, nor tables. Light is supplied by kerosene lamps, large Japanese lanterns, or incandescents. Ornaments are simple and few. When the Japanese eat they sit on the floor with legs crossed. Raw fish with condiments, boiled vegetables, dry rice, *etc.* are favorites in the dietary list. Chop sticks substitute for knives and forks and bowls for plates. The food, if cooked, is served piping hot and raised to the mouth in small bowls to be deposited within it with the chop sticks. When the stocky little Nipponese retire for the night they stretch out on a quilt on the floor, cover the body with another quilt, and rest the head upon a roll of plush. Families usually share one large room.

The Japanese are a cleanly people, even the humblest home has its bath—a high wooden tub oblong in shape made of wooden slabs three or four feet in height. A charcoal stove is built into the tub, which heats the water. The Japanese lather the body, rinse off, and then jump into the hot water. Mixed bathing is indulged in; at times the entire family bathe at once. When the cold autumn rains or frigid blasts of winter descend upon Nippon charcoal braziers affording but little warmth are used to warm the hands while padded kimonos retain the body heat. These braziers also function as cooking stoves. In the summer the houses are opened by sliding back the walls.

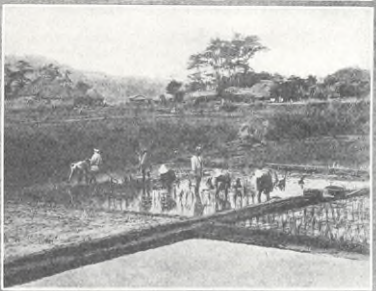
The Japanese are born horticulturists and the love of flowers and plants is universal.

Some manifestation of their skill in this direction is usually found in or about the homes. Little shops, displaying foods, kimonos, brass, sandals, and other necessities of the daily life of the villages line the roads. The oil shops, many of which carry the Texaco trademark, are always conspicuous.

Dominating the village is the shrine, usually set back from the highway in a grove of Cryptomerias—those giant evergreens resembling our California Redwoods. The shrine may be a simple statue of Buddha, or an elaborate temple with lacquered decorations and porcelain tile roofing from which dangle tiny bronze bells that fill the air with soft melody. They are usually ancient and time scarred and evidence the devotion of a people. At the more important shrines old Buddhist priests clad in black kimonos with shaved heads and ascetic faces welcome you into the sacred precincts. At Nikko, in the mountains 90 miles from Tokyo, the celebrated Shrines of the Shoguns attract annually thousands of pilgrims and tourists. These Shrines express the superlative in Japanese art and architecture and in their magnificent scenic background they are one of the wonders of the East.

Modern highways are not numerous, but a road building program has been adopted for the cities involving millions of dollars. Ancient roads between settlements wind their way in and out among the fields. Along these you behold a quaint and delightful pageant. Men, women, and children of all ages, in kimonos that run the gauntlet of color from sombre hues to the multicolored, pass in constant streams. Tiny horses or oxen labor under loads that almost envelop them. Rickshaws, handcarts, and bicycles (bicycles are immensely

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Cherry blossom time in Tokyo.  
in the symbolism of the Far East.

The Lotus in bloom; this exquisite flower is extensively featured  
Winter in Nippon. Typical paddy or rice field in Japan.

popular in Japan) are the modes of transport.

A study of these rural Japanese reveals an industrious sober people inured to the hardships of primitive conditions of life. The farmers usually engage in subsidiary occupations to augment the family income, such as making straw mats, sandals, rope, *etc.* from rice straw. The farm yield includes a variety of crops, the principle one being rice. Rice is the staple food of the people, over half the farm area being devoted to it. Next in importance is sericulture—the cultivation of silk worms—without which many lower class farmers could not subsist, and following this in economic importance is tea which is cultivated on a large scale.

Japanese waters abound in edible fish which largely substitute for meat. Great quantities are tinned for export and the industry looms large in importance. Mining, too, engages thousands. Japan has rich deposits of copper, gold, silver, iron, and other metals.

Life in rural Japan pursues an even course grooved by centuries. It is delightfully quaint,

intensely interesting, but void of western creature comforts. You 'live on the land' as you travel in the interior and find but little compromise with modern ideas.

In the big cities it's different. There are nine of these, exclusive of Tokyo and Yokohama, having populations in excess of 100,000.

It is here you encounter that blend of the Old and New called Modern Japan. In Kobe, the principle port, Osaka, the industrial center; Kyoto, the artistic city; Nagoya, *etc.* you find abundant evidence of the New Japan taking form. It must be remembered that Modern Japan dates back only about fifty years when she first opened her gates to commercial intercourse with the West. The last half century has witnessed tremendous changes in the structure of the Japanese state and social system. She has drawn freely upon the West for advice and guidance, sending thousands of her sons to American and European centers of learning for educational purposes. She has remodeled her government on Occidental lines, rejecting what she considered unfit and modifying



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standards to meet her requirements. In this brief period she has emerged to take her place among the World Powers. She has accomplished impressive results in the face of great and manifold difficulties—convincing evidence of the energy and intelligence of her people.

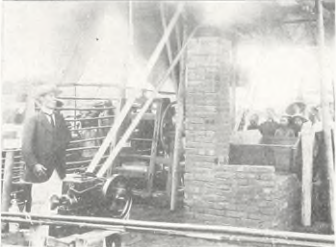
Some are prone to criticize modern Japan as a crude imitation of Western civilization inexpertly applied. This is not fair. Through comparisons you arrive at true values. If you compare Japan with the nations of the West, she is crude and confused; things are not done in the precise manner of the West. But comparing Japan with other countries of the Orient, her achievements are revealed. Japan is in a state of transition and in another half century it is reasonable to predict she will have discarded entirely the shackles of the past.

Her cities smack of contrast. All the appurtenances of modern life are enjoyed, while round the corner you find ancient Japan untouched by the New. It must be confessed that the newer sections of the cities are not comparable in interest with the old native quarters.

Japan with admirable foresight is planning an industrial future. Modern plants and factories for the manufacture of steel, paper, cement, electrical supplies, dockyards, *etc.*, abound in the cities and the Nipponese aspire to become in time the England of the East. The War gave this movement great impetus, but the post-war depression strained the country seriously. It was on the brink of recovery when the earth shook and two of her great cities disappeared in the fires that followed. New cities will arise from the ashes of the old, bigger, finer, more modern, typifying the indomitable courage of her people.

The Japanese in business are courteous, alert, and clever with well developed commercial instincts. The writer interviewed scores and found them an agreeable people to meet. Physically they are small with well knit balanced physiques and capable of great endurance. In the country the traditional costume—the kimono—is worn, but in the cities many are adopting European dress, with questionable results as they appear to better advantage in regalia native to them. The kimonos worn by men are usually sombre in color, but the women go in for vivid hues. Sandals substitute for shoes. European hats are favored by the male element, but elaborate hair dressing is preferred by the ladies to the millinery creations of their Western sisters.

Illiteracy is comparatively low in Japan, even among the coolie classes. The people seem intent upon acquiring knowledge and the schools can not accommodate the hordes of youth who apply for admission. Vernacular newspapers and magazines are numerous and



Placing Texaco Kerosene before the public at a religious festival in Formosa.

Advertising Texaco brands at a tea exhibit in Formosa where the machinery was operated on Texaco products. Mr. J. V. Crowe, Formosa manager of Sale & Frazar, Ltd., our representatives, is in the center of the picture behind the bottles. These bottles wore labels in the native language and were given away as samples. They contained the real stuff, namely, the unbeatable Texaco Kerosene.

Model tea curing plant shown at a Tea Exhibition in Formosa, Sept. 24, 1923. The engine operating the tea curing machinery used Texaco "Scale" kerosene for fuel and Texaco oil and grease for lubrication. These Texaco exhibits were arranged by Sale & Frazar, Ltd., our representatives in Formosa.

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1. Unloading Texaco products from S. S. *Comerie* at Yokohama, Japan. 2. Looking down one of the hatches. 3. Texaco saturated felt going over the side. 4. Forwarding Texaco gasoline from the canal side into the government warehouses. 5. Entrance of Texaco godowns at Yokohama. 6. Texaco asphalt stored in a compound.

are eagerly read. The more important newspapers have circulations of half a million, rivaling American dailies. Advertising is used extensively by Japanese business interests. Moving pictures are popular with all classes, thousands attending daily shows featuring American and Japanese films. The theatre has a place in Japanese recreation and the native classics as well as contemporary drama are presented in all large cities.

Sports make a powerful appeal to the people. Wrestling, which is well organized and elaborately staged, is the national sport, while mountaineering, archery, swimming, and skating have a strong hold. The universities have adopted football, baseball, and the track and field athletics of the West.

In religion the Japanese are Buddhists or Shintoists. Christianity has not progressed far in Nippon, although actively exploited by missionaries. Buddhism and Shintoism are active religions, powerful and influential, and have millions of adherents. Buddhism is divided into twelve sects, much as Christianity is divided into denominations; Shintoism, a semi-religion which is more a code of ethics than a dogmatic faith, has thirteen sects. Orthodox Shintoists worship the Sun Goddess. She is regarded as the ancestor of the Imperial Family, which accounts for the semi-religious veneration in which the Emperor is held by his subjects.

Japan is an important petroleum market. Although she produces about 50% of the oils consumed, locally, the market for high grade lubricants, gasoline, and burning oils is extensive. The Nippon Oil Company, a native corporation, largely controls local production.

The Texas Company is well and favorably known throughout the country and our kerosene, lubricants, and specialties are finding a gradually broadening market. Our Company's products are marketed under the American brand names.

Our headquarters office is in Tokyo with storage facilities in that City and Yokohama. Branches are located in Osaka and Moji. These offices are supervised by Americans while Japanese are employed in both sales and operating departments. Only case oil is marketed, the Company having no facilities for bulk storage. Our products are distributed through agencies who have exclusive sales territories and they in turn distribute through thousands of dealers all over the country.

Japan is advancing industrially and will grow in importance as a consumer of petroleum products, and our present position there augurs well for the future of The Texas Company in that most Western of Eastern Nations.

A perfect vase never came from a bad potter's wheel.—*Japanese Proverb.*



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### Your Family Name

By L. C. O., New York

Not everyone has a telephone, and not quite everyone has a Ford. But everyone has a family name, and from it may be inferred some fact about the ancestor (or in more cases than is usually supposed, the ancestress), dust for centuries, whose name is your heritage.

If you descended from a migrant from the British Isles, your surname is practically certain to be derived from one of four sources: given name of a parent; name of a place of origin or residence; trade or calling; nickname from a characteristic or exploit.

Originally, in England, a man or woman was satisfied with a given name. As these were few, and population increased, some distinction became necessary. If there were, say, six Matthews, one who lived near an ash tree would be Matthew At-an-ash, and the Nash family traces to him. Another might live in a valley (*den* or *dene*) among oak trees; he would be Matthew at (or of) Oak-dene, and the Ogdens trace to him. Another might be a late arrival in the vicinity, and he would be Matthew Newman, Newcome, or Newcomer. If named for his father, another would be Matthew Matthewson, Madison, or Matson. If another lived by making bows, he might be Matthew (the) Bowyer: or if arrows, Matthew (the) Arrowsmith, or Matthew (the) Fletcher —(from French *fleche*). If a dwarf, one might be Matthew Little (Welsh, Vaughan; Gaelic, Begg).

Watkin, Watkins, and Watson are clearly enough names of sons of men named Walter; but who would recognize Hopkinson as a descendant of a Robert? We give the nickname Bob from Robert, but other rhymed forms are Hob and Dob. Hopkin was little Robert. Rhymed forms of Richard are Hitch, Rick, and Dick, now Higgs, Riggs, and Diggs.

The Scotch *Mac* and Irish *Mc*, of course, signify *relative of* and there was an old cognate Welsh *Map*, shortened to *Ap*—now appearing as *P* before many given names. Very commonly the Welsh added *s* to a given name, as in Jones, Evans, Hughes, Edwards, Williams, Roberts, *etc.*; but Price was once *Ap-Rhys*. From Robin we might have Robbins or Probyn, from Howell, Howells or Powell, from Hugh, Hughes or Pugh, from Richard, Richards or Pritchard, from Owen, Owens or Bowen (for Pown), as Blood from Lloyd.

Besides *Mc*, the Irish had prefix *Fitz*, as in Fitzgerald and Fitzpatrick. This is transplanted French, *fiils*, in turn from the Latin *filius*, a son.

Place names were commonly of residence. Thus, the tenant of the priest's cottage was a Prescott; of the East cottage, Escott (compare Westcott and Norcott); of the central cottage, Medicott. The first Townsend was a suburban dweller, and the first Woodbridge lived at the end of one. An interesting parallel is Pierrepont, good French for stone bridge. Danvers and Dabney indicate that the first ones of the names migrated respectively from Antwerp and Aubigny, and the original Parrish is quite as likely to have come from Paris as to have lived in any special parish. Our Packards trace to a man from Picardy.

Brewer, Baker, Dyer, and Weaver (compare German Weber) are common trade names. Feminine forms are Brewster, Baxter, Dyster (Dexter), Webster, usually with no more implication of social discredit than Widdowson.

Long, Short, Stout, and Armstrong were once nicknames, as were Wolf and Fox, though some Foxes could trace to a Foulk. Tod is Scotch for fox. Campbell meant wry-mouth; Cameron, crooked nose; Cochrane, snub-nose. Courtney is near-French for short nose. Cruickshank is, of course, Scotch dialect for bow-legged. Uzzle is corrupted from Oswald, or from the French *oiseau*, a bird. Frequently, a characteristic word prefix a name, as in Littlejohn. Pettijohn looks like a compromise between this and the French Petitjean. Grosjean was Big John (Scotch, Meiklejohn). Snell means swift, or valiant. Coffin is from the French *chauvin*, bald. Calvin is from Latin, *calvus*, bald.

Time and use wrought strange changes before spelling was standardized by being a common accomplishment. Elwood, once Aylward, is all that is left of the Anglo-Saxon Aethel-weard, noble guardian. (Compare Hayward—fodder-keeper). Stebbins is still discernible from St. Aubyn; Seymore, from St. Maur; and Sinclair, from St. Claire. Dibble, Tibbles, Tebo are from Theobald (French Thibaut); Kimball, from Cynebeald; and Herbert was once Herebeohrt. Jerome is from Hieronymus.

Jewish names from German words are nearly

## The TEXACO STAR

all new, dating from early in the last century, when Austrian, Prussian, and Bavarian laws required Jewish families to adopt fixed surnames. Some chose personal names, as Abrahams, Levy, Moses; Schwartzschild is black shield, and the Rothschilds were named for a red shield on their house. Others chose fanciful names as Schonberg, Blumenthal, Lilienfeld (Fairmount or Belmont, Flowerdale,

Lilyfield). But if the householder were not able or inclined to bribe a census-taker, he might appear as Isaac Hate-God, or Aaron Belly-ache, the degree of unfitness for print being limited only by the malice or ingenuity of the public servant at interest.

Readers interested in the subject may consult Professor Ernest Weekley's *Romance of Names* from which most of this matter was taken.

### LAW CURRENT

Rob't A. John

**Deed—Description of Land.**—The phrase "upper half" was the only description in the deed which identified the land on the ground. The Supreme Court of Texas in the case of *Caddell vs. Lufkin Land & Lumber Company*, 255 S. W., 397, held that the tract of land conveyed lying on the river, that the upper half meant the half up-stream regardless of the direction of the flow of the river.

**Highways—Limiting Weight of Vehicles.**—It has been held that it is within the police power of a State to prohibit the use of a public road by vehicles weighing in excess of a certain limit. *State ex rel Bonsteel vs. Allen*, 26 A. L. R., 737.

**Severance of Estates in Land.**—An owner of the fee mortgaged the entire fee. He then sold the timber to one party and the land to another. The Supreme Court of Mississippi in the case of *Day vs. Hogans*, 93 Sou. 570, holds that the estates are severed and the two purchasers, one of the land and the other of the timber, are not tenants in common; that neither owed a duty to protect the mortgage as to the other, and either one could be the purchaser of the other's estate at forced sale.

**Minerals.**—Making the rule of decision almost unanimous, the Supreme Court of Kentucky holds that a deed granting or reserving in general terms "all minerals" includes in the same both oil and gas. *Hudson vs. McGuire*, 223 S. W., 1101.

**Mineral Leases.**—The phrase "reasonable diligence" as applied to the lessee's duty to develop an oil lease means "that degree of diligence which would be exercised by a person of ordinary prudence and foresight and possessed of ordinary skill and ability in the performance of the work" imposed. *Jacob vs. Stephenson* (Tex. Civ. App.) 254 S. W., 1117.

**Mineral Estate—Conveyances.**—A conveyance of, as for example, an undivided one-half interest in the minerals lying in and under a tract of land where there exists a vital prior mineral lease conveys only an interest in the reversion to the lessor and does not include a share in the rental or commutation money which lessee may pay to postpone drilling. *Leonard vs. Caruthers* (Texas Supreme Court) 254 S. W., 780.

**Wills—Intention of Testate.**—A will which was executed as a part of the ritual in an initiation ceremony in which a person was being initiated in a secret order is assumed to be intended as a valid will, and will be upheld without proof that no such intention existed. Of course the maker of the will could modify by codicil or revoke entirely by subsequent testament. *In re Watkins*, 198 Pac. 721.

**Leasehold Assignment—Innocent Purchaser.**—The Court of Civil Appeals of the Fort Worth District of Texas, following closely the analogy of the case of *Stephens County vs. Mid-Continent Oil & Gas Company*, has held that a mineral lease, regardless of whether in the form of a conveyance or a demise, is a sufficient basis for pleading the rule of innocent purchaser for value. This overrules the celebrated case of *Teel vs. National Oil & Pipe Line Company*, 68 S. W., 979. This is the case of *Jennie Barker vs. The Texas Company*, not yet reported.

**Infringement of Patents—Oil and Gas Separator.**—The case of *Lorraine vs. Townsend et al*, 290 Fed., 54, is an interesting case to oil patent attorneys. In this case the apparatus covered in the patent consisted of an expansion chamber into which the oil containing gas was discharged at the top, means for spreading the oil over the wall of the chamber, and an outlet at the bottom equipped with a valve that is float-controlled so as to maintain a submergence of the outlet. The Court held that the patent was limited to a structure wherein substantially the whole body



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of oil is spread in a thin film or sheet on a wall without the formation of droplets.

The defendant was charged with infringement by three separators. In one there was a baffle plate which interrupted the incoming flow of oil with some atomization but only a slight filming action. In another a bell-shaped delivery nipple was employed to divide the oil into small drops and streamlets. In the third device the oil projected upon the baffle plate was spread in approximately unbroken condition to the wall of the chamber down which it flowed, as in the Trumbull separator.

The Court reversed the District Court, hold-

ing that the first two structures did not infringe and affirmed the District Court that the third device did infringe.

### Mines and Minerals—Limitation.—

Where a party in possession conveys the minerals, reserving the surface, to a tract of land, his conveyance is not such a severance of the possession of the vendor that his possession will not inure to the owner of the minerals on a question of title by limitation. This has been held by the Court of Appeals of Kentucky (this being their highest court) in the case of *J. B. Cathright Land Co. v. Begley et al.*, reported in 255 S. W., 837.

With the salutation quoted beneath the picture, Mr. C. N. Conover, C. E., on board U. S. S. *Bache* at Port Arthur, Texas, writes:

"I would like to get on the mailing list of *The Texaco Star*, so as to keep in touch with 'you all.' I use Texaco products and I feel as if I were working for The Texas Company."



C. N. Conover

"Meet one of your large stockholders—300 lbs."

The executive office in Houston sends the following letters to the *Star*, thinking that the references to early days in Texas should be interesting.

Richmond, Texas, January 17, 1924.

The Texas Company,  
Houston, Texas.

Gentlemen:

I am 78 years of age, an old Confederate soldier, Company H, Terry's Texas Regiment, 8th Texas Cavalry. Joined at Houston at 16 years of age, served 3 years.

I write a fair hand for a man of my age and love to write. I am not begging, but would like to engage with your Company. I have some shares of your stock and my wife also has shares. She and I always speak of your Company with highest terms, and always will. If you can give me a job in Houston or Galveston or Richmond, *Virginia*, I would be pleased.

I am a son of Captain Randal Jones, one of the first white men in Texas. He bought negroes at \$1 a pound in 1812 on Galveston Island from Lafitte, the Spanish pirate. My father and his brother, James Jones (whence my name) brought out Jane Long, Mother of Texas, from Louisiana to Texas on horseback and carried her to Galveston. The Bay was frozen over from bank to bank.

I love to peruse the beautiful *Texaco Star*.

With many kind wishes for your future prosperity,  
Yours respectfully,

J. M. Jones.

Richmond, Texas, Jan. 23, 1924.

The Texas Company,  
Houston, Texas.

Gentlemen:

Yours of 22nd to hand. My wife and I are perfectly willing for you to publish my letter in the *Star*.

I wish you could get a History of Fort Bend County, where you can see a history of dear old Father's exploits in Texas in 1812, when there was nothing but Indians, buffaloes, and wild horses. He lived here nine months with nothing to eat but buffalo meat *jerked*—no bread, no matches. Used flint and steel and punk to make fire, and fought with flint and steel guns.

Yes, dear Sir, those were days that ought to be remembered, but so little is thought of those old soldiers. The same way they treat the old Confederates who tried so hard to save the country. But I hope and pray The Texas Company will always remember the old soldiers.

I hope you will live a happy and long life and love the Lord as well as we do—my wife and I.

Remember me,  
Your patron and admirer,

J. M. Jones.

Cape Town, December 28, 1923.

The Editor, The Texaco Star,  
The Texas Company, Houston, Texas.

Dear Sir:

The following report on a cricket match may be of sufficient interest to insert in *The Texaco Star*.

December 15, 1923, was a red letter day for the Texaco Cricket Club at Cape Town.

During the period leading up to that day from the commencement of the cricket season they had played seven matches, winning six (including their old rivals the Vacuum Oil Company) and drawing one.

A big hurdle which had still to be overcome was the United Tobacco Company's Cricket Team. They with the Texaco Club were the only undefeated teams in the League, both standing level on the log.

It had been anticipated that the game would be most exciting, and it certainly was. F. N. Yell, Captain of the Texaco side, succeeded in taking nine wickets for eighteen runs, and was the cause of the downfall of the United Tobacco Company. Excitement amongst the supporters of the sides was running high, and no doubt both teams were affected. Yell maintains that his first ball, which was responsible for the dismissal of

# The TEXACO STAR

their best batsman, was a contributory cause to their unforeseen collapse.

That there was a true sporting instinct in the game was apparent, as the United Tobacco Company had 'phoned their opponents that if any player took eight wickets their firm would present him with double the quantity of cigarettes usually given. At the beginning of the cricket season the U. T. C. had promised that any player in the Merchants League who either took eight wickets or made one hundred runs in any one match would receive 500 cigarettes.

The United Tobacco Company's Directors were so impressed with Mr. Yell's performance that they presented him with a gold Elgin Watch on which was inscribed: "Presented to F. N. Yell by the United Tobacco Company's Cricket Team in recognition of his excellent performance—9 U. T. C. wickets for 18 runs—U. T. C. (S) Ltd. vs. Texaco, Merchants League, 15-12-23."

The most astonishing part of Yell's performance was the fact that he bowled twelve overs of which four were maidens, 11 runs being scored off the first two overs for one wicket, so that in the remaining ten overs only 7 runs were scored for 8 wickets. The final scores were:

U. T. C. .... 70 all out  
Texaco ..... 76 for 4 wickets  
Result: Texaco won by 6 runs and 6 wickets.

Very truly yours,

The Texas Company (South Africa), Ltd.

J. C. Hineman, General Manager.

## CRUDE OIL PRICES AT WELL

January 31, 1924

Penna., Bradford.....	\$4.50	Haynesville.....	\$1.30 to \$1.40
Other Penna.....	4.00	Smackover.....	.80 to 1.15
Indiana.....	1.73	Caddo.....	1.15 to 1.50
Canada.....	2.33	DeSoto.....	1.50
Ragland, Ky.....	.90	Bull Bayou.....	1.15 to 1.45
California Light.....	1.01	Crichton.....	1.30
California Heavy.....	.85	Gulf Coast.....	1.65
Kansas.....	.75 to 1.25	Mexia.....	1.60
Oklahoma.....	1.15 to 1.75	Currie.....	1.75
N.&N.C. Tex.....	1.15 to 1.75	Powell.....	1.60
Eldorado.....	1.40 to 1.50	Corsicana.....	.75 to 1.60
Homer.....	1.15 to 1.50	Wyoming.....	1.10 to 1.55

"Competition is met on the outside; it is beaten on the inside." Young salesmen who think the factory could not run were it not for their efforts will not like this thought, but experienced salesmen, who have tried to sell the product of an inefficient factory, will recognize its truth.—*Through the Meshes.*

Never let your wish-bone take the place of your backbone.

The laden almond tree by the wayside is sure to be bitter.—*Japanese Proverb.*



This building is situated at the entrance to the Vedado, the principal residential section of Havana, Cuba. It houses some accoutrements saved from the Battleship *Maine*, including gun turrets and other parts of fighting equipment. This salvaged equipment was placed here temporarily; it is to be used as part of the decoration of a monument which the Cuban government intends to erect to commemorate the sinking of the *Maine*. In consideration of donating the Texaco Roofing used on this building The Texas Company of West Indies, Ltd. was permitted to display our trade sign, a splendid advertisement on one of the most prominent boulevards in Havana.

Photographs contributed by Joe H. Thompson. For an account of his recent trip to Havana see Departmental News, Producing Department.



## 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.  
Governmental Reports  
Treasury Dept.

Comptroller's Dept.

Insurance Dept.  
Purchasing Dept.

Sales Dept. S. Territory  
Sales Dept. N. Territory  
Sales Dept. W. Territory  
Asphalt Sales Dept.  
Export Dept.  
Producing Dept.  
Pipe Lines  
T. T. Co. of Mexico S. A.

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

#### REFINING DEPT.

M. C. Van Gundy, Chief Chemist of Railway Lubrication of The Texas Company, has been requested by the American Chemical Society to serve on the Committee of Awards in the prize essay contest among students of the high schools and secondary schools of the United States. An effort is being made to bring about a wider interest in the science of chemistry and its relations to modern life. Among others requested to serve on the committee are: H. W. MacCracken, President Vassar College, J. R. Angell, President Yale University, Charles H. Mayo, Surgeon, H. B. Weisner, Professor in The Rice Institute, Judge J. C. Hutcheson of Houston, Texas, J. S. Bailey, Professor in University of Texas.

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

Refined—Coastwise.....	667,142 bbls.
Refined—Foreign.....	369,375 bbls.
	1,036,517 bbls.
Crude—Coastwise.....	322,669 bbls.
Crude—Foreign.....	100,998 bbls.
	423,667 bbls.
Total.....	1,460,184 bbls.

**N. Y. Off. Term. Div.**—The bowling team representing the Refining Department in the Inter-Department Handicap Tournament is firmly entrenched in first place. In their first sixteen games they have fifteen victories

against such strong teams as the Marine, Stationery, N. Y. District Sales, and Bayonne Terminal. The two games taken from Bayonne Terminal were hard fought, but our boys had visions of finishing in first place and bowled like real champions.

**Bayonne Terminal.**—We regret that illness makes it necessary for Mr. Taft, our Chief Clerk, to be away for some time. If the "three-mile limit" on the ocean voyage he is taking will have a good effect on his health, here's hoping!

The Bulk Oil department announces an increase in personnel. Les Nahrelyj, pumpman helper, is the possessor of a brand new son.

**Delaware River Terminal.**—Our Dottie, or Dorothy Brizendine, entered the employ of the Company October 19, 1917, serving very efficiently in the shipping department, and everything was serene until we received this card: "Mr. and Mrs. Wm. M. Burrows announce the marriage of their daughter, Dorothy M. Brizendine, to Mr. C. S. Johnson of Pittsburgh on December 31, 1923, at Philadelphia." Well, we gave Dottie a nice traveling case with all appurtenances thereto as a token of our affection and wished them God speed and the best of luck and happiness.

**Providence Terminal.**—During the last month we were pleased to have as visitors W. S. S. Rodgers, Jr., H. M. Herron, F. B. Roach, and W. F. Esthimer of the New York Office, and St. Clair B. Byrne of Houston.

We have two more newly made papas at our plant, Ray Mulligan and Jim Gunn. Mrs. Mulligan presented Ray with a bouncing boy, and Mrs. Gunn made Jim the father of a dainty little girl. Congrats, boys!

#### RAILWAY TRAFFIC AND SALES DEPT.

E. J. Singleton, representative of the New York Office, has of late been selling one of the prominent railroads a considerable quantity of waterproofing material. Ed's handling of this business has been such that one of the officials inscribed the following to him:

Let's hope each day, so well begun,  
From rising to the setting sun  
Will find your work so nobly done  
That orders flock in ton by ton,  
And least of all a *Single ton*.

We learn with deep regret of the death of Miss Theresa Tanet, sister of Lloyd Tanet of our New Orleans Office, who succumbed to an attack of appendicitis December 31.

## The TEXACO STAR

### PURCHASING DEPT.

of January 14.

With sorrow we announce the death of T. N. Dawson, Sr., who passed away January 13, 1924, after an illness of two weeks. Mr. Dawson was one of the old employees of The Texas Company, and had been with the Purchasing Department, Houston, Texas, for a number of years. He is survived by his wife and his sons, Roger, Southern Purchasing Agent, Lee, and Terris N. We extend our deepest sympathy to the family.

### SALES DEPT. S. TERRITORY

**Houston District.—C. J. Jungerman** has been appointed Agent at our recently opened Thorndale Station. He has every good wish for success from the D. O.

**I. D. Furlong** has been appointed City Salesman in Houston and is busy calling on

Manager A. F. Colling of New York visited us at Houston during the week



Dorchester Filling Station, Port Arthur

The most up to date station in Port Arthur, dispensing Texaco gasoline and lubricants exclusively. That the manager, E. D. Dorchester, Jr., is a live wire is proved by his record ever since his station was opened on October 6, 1923.

old friends and new in the interest of Texaco.

Mr. W. R. Arnold, the owner of an ideally located filling station on the Fiskville road,



Marine Sales  
Division



1. Captain G. Profumo and Chief Engineer A. Vigliani of S. S. *Giove*, of the Societa Cooperativa Garibaldi, Genoa, Italy. The cordial and genial Chief Engineer Sig. Vigliani expresses himself briefly but clearly in the following testimonial:

"I have used for external lubrication Texaco Marine Engine Oil manufactured by The Texas Company, and am able to declare that it possesses every requisite that makes for the very best lubricant."

2. S. S. *Mar Negro*, Cia. Maritima del Nervion, of Bilbao, Spain. Senor Don C. Fernandez, Chief Engineer (insert). Vessels of the Cia. Maritima del Nervion are generally lubricated with Texaco Marine Lubricants. In addition to being a staunch believer in Texaco Marine Lubricants, Senor Fernandez is one of the most courteous and most friendly of engineers.

3. S. S. *San Gil*, United Fruit Company, on the ways at Mobile, Ala. Several months ago the *San Gil* foundered at sea in a heavy gale. Considerable damage was sustained but the vessel was eventually towed into Mobile and repaired. The vessel was abandoned at sea and first reports were that the ship had been lost. The *San Gil*, as are other vessels of the United Fruit Company, is successfully lubricated with Texaco Marine Lubricants. Mr. Stean is Chief Engineer.

4. S. S. *Cerea*, of the Societa di Navigazione Alta Italia, Genoa, Italy. Sig. Placido Burlando, Chief Engineer (insert). Successful lubrication is enjoyed aboard the vessels of the Societa di Navigazione Alta Italia: they are Texaco lubricated. Photographed at Houston, Texas.



## The TEXACO STAR

Austin, Texas, shows that he 'knows his stuff' when it comes to gasoline and lube oils, because Texaco signs are much in evidence at his place of business.

Chas. W. (Buster) Dickson, Jr., D. O. Invoice Clerk, and Miss Mildred Stayton were married at the home of the bride's parents on January 13. We wish for them unmeasured happiness and success through all the highways and byways of life.

**Dallas District.**—Chief Accountant A. Brentano has been transferred to Atlanta District, after many years of service in Dallas. The Dallas force regrets very much to lose him. I. B. Elliott, successor to Mr. Brentano, was promoted from Ass't Chief Accountant. Both men have our best wishes for success in their new positions.

We extend sympathy to Mr. R. S. Allen and family for the death of his wife who passed away on January 14. Mr. Allen is a son of our Agent at Jacksonville, Mrs. W. R. Allen.

Mr. and Mrs. T. R. Scott, of Brownwood, announce the birth of a daughter on January 3. Mr. Scott is Agent at Brownwood Station.

R. M. Lowe and Miss Marjorie Alford were married in Dallas on December 28. Mr. Lowe is employed in D. O. Accounting. Congratulations and best wishes for this happy couple.

**Oklahoma District.**—The first Zone Meeting of 1924 was held on Jan. 19 in Zone 12, with Special Agent P. J. Smith, at Hobart, Okla. Officials of the D. O. attended the meeting, as well as the Agents in the Zone. The Meeting was called to order at 9 a. m. by Superintendent Daniel who laid the foundation for a successful meeting. A regular pro-

gram had been arranged. Most earnest attention was given to each subject. The consensus of opinion, as expressed by Special Agent Smith and the Agents under his jurisdiction, was that the meeting had been 100% satisfactory to them.

T. F. McCoy, our agent at Oklahoma City, associated with C. E. Northcutt, City Salesman, and assisted by Polly Prewitt, Engineer, have done some wonderful work toward securing the State Institution business in lubricating oils and gasoline and kerosene, and by the requisitions before us they have more than made good. Congratulations, boys.

D. O. had a short visit the other day from Ed Underwood, of Muskogee Station. This energetic agent is promising us great things for 1924 at his Station.

We had the pleasure in January of a short visit from G. M. Worthington and E. A. Rulfs of Houston. We are looking for you both again for a longer stay. Even our old friend W. E. Bradford wired he was passing through the city, but did not get off the train to shake hands. Looks like our friends don't desire to stop long enough to get really acquainted and enjoy our atmosphere.



Wichita, Kansas

General Salesman Fred Rawls writes: "This is one of about fifteen independent filling stations in Wichita where the famous Texaco Motor Oil can be conveniently obtained by the motoring public. If possible, please show it to the world through The Texaco Star."

The editor is sometimes criticized for showing too many pictures of filling stations, but he can not resist the appeal in Mr. Rawls's last sentence.

**New Orleans District.**—The traffic cop in New Iberia has another worry on his mind. Uncle Jeff Forgey now is at the helm of a Ford coupe showing curves as a fast driver. Uncle Jeff asked if he was insured for driving a car, as some of those fellows might hit him.

Driver Ivey Faulk, Jennings, La., is rejoicing over a baby girl at his home on January 5.

Nobody is prouder than Ass't Agent D. H.



Bartlesville, Okla.

This filling station in Bartlesville, owned by W. V. Vincent and E. J. McCallister, is a 100% up-to-the-minute Texaco station. The owners give Texaco credit for 50% of their wonderful success, for Agent C. V. Davis of Bartlesville gives us to understand that they have made a wonderful success.

## The TEXACO STAR



Plant of Eastman, Gardiner & Company, Laurel, Miss.

Pioneer lumbermen of South Mississippi, operating three separate mills, manufacturing long leaf yellow pine, hardwood, and box shooks for domestic and export trade, 100% Texaco for the last eight years.



Plant of Gilchrist Fordney Company, Laurel, Miss.

Also pioneer manufacturers of long leaf yellow pine for domestic and export trade, 100% Texaco for the last four years.



Wausau Southern Lumber Company, Laurel, Miss.

This plant specializes in long leaf yellow pine timbers for domestic and export trade—100% Texaco for the last four years.



Force at Laurel, Miss. Station

Left to right: J. F. Wooten, Stake Truck Motorman; Ernest Moulds, Stake Truck Motorman; J. C. Green, Jr., Assistant Agent; J. C. Green, Special Agent; A. L. Steinwinder, Tank Truck Motorman; Carl W. Lyon, Warehouseman, "Little Six" had the best audit report in New Orleans District, and for the year 1923 up to November 30 sold 149,576 gallons of lubricating oil, the greater part of which was delivered to the "Big Four" sawmills.

Brown of Vicksburg, Miss., whose wife presented him with a 10-lb. girl on December 13.

Johnny Collins, Shipping Clerk at New Orleans Station for many years, on January 21 was presented with twins. Johnny now has another boy and another girl in the family.



Marathon Lumber Company, Laurel, Miss.  
Specializing in domestic trade—Texaco lubricated.



Lake Charles, La.  
Inspector Boudreaux's car leading parade, Rice Carnival.



## The TEXACO STAR

**Atlanta District.**—January 1924 will be long remembered in our District and especially in the D. O. We now have with us as Chief Accountant A. Brentano, who comes to us from Dallas District. We welcome him and feel sure that his connection with the Atlanta Office will be pleasant for us and for him.

Almost in the same breath that we welcome our new Chief Accountant, we must bid farewell to some members of the accounting office. An accounting office has been established in Florida District and most of the men for it were transferred from Atlanta. We hate to lose these but wish them all success.

On January 18, instead of the usual night work that goes on in the D. O., desks were pushed aside and the force gathered for one more jolly time before the breaking up of the old line-up. Music and refreshments were provided. Department Agent G. M. Worthington was present and started the evening off by directing a grand march headed by Superintendent Jones and wife. Then began a dance which lasted until midnight, when the party broke up with expressions from all that a wonderful evening had been enjoyed.

The stork has been in our midst again: Special Agent Dan O'Connell and wife of Americus, Ga., were visited by this wonderful bird and received a fine baby girl on December 28. Filling Station Agent E. B. Parker and wife, also of Americus, were presented with a baby boy on January 3.

W. V. McC Carson and Miss Bessie Barker of Atlanta were married on January 13. Mac is an old timer in our D. O. and we wish him and the Mrs. a happy journey through this world of ours.

Sam Logan, D. O. porter, tells us that one of his big Christmas presents was a baby girl who arrived December 24. This makes the fifth girl and seventh child. The number seven means a whole lot to Sam.

**Florida District.**—Continuing the report begun last month, on how our District is fulfilling the promise given Assistant Manager Bradford when the Florida District was created June 1, 1923,—in December we passed the high mark set by over 150,000 gallons. Practically every Station broke previous records. February and March are usually the peak months in Florida and we are looking for still higher records.

Tank Salesman W. H. Vernon, of Sanford Station, is receiving congratulations on the arrival of a 9-lb. baby boy at his home.

The proposed Gulf-to-Ocean Highway across southern Florida is a matter of paramount interest to that part of the State. When completed it will extend from Fort Myers on the west coast to Palm Beach on the east. Captain J. J. O'Brien, our agent at Clewiston, is president of an association of county commissioners which has for its only object the completion of the missing link in this highway. He was also recently made president of an association of trade bodies which has for one of its purposes the same object.

To prove that a round trip across South Florida may be made in one day Captain O'Brien and a party made the trip from Fort Myers to Palm Beach and return. Leaving Fort Myers at 4:15 a. m. they were driven to Clewiston by Agent Sam Stalls of our Fort Myers Station; from Clewiston by boat across Lake Okeechobee and down the Hillsboro Canal to Belle Glade. There Agent E. B. Patterson of West Palm Beach met the party and brought it by motor to West Palm Beach. In this pioneering party were George E. Hosmer, General Manager of the *Fort Myers Press*; Carl C. McClure, Fort Myers Realtor; O. B. Yates, of Miami; R. E. Fairbanks, Special Agent of our Company, of West Palm Beach. The party reached Palm Beach at 11:15 a. m., having made the trip from Gulf to Atlantic in 7 hours. The return was started soon and they got back to Fort Myers at 6:15 p. m., completing the round trip in 14 hours.

The entire enterprise received great publicity through the press and the interest shown by the communities all along the route was intense.

In a letter to Superintendent Browder, Captain O'Brien says:

I deeply appreciate the cooperation and courtesy you and your agents at Fort Myers and West Palm Beach gave me in establishing the record trip across Florida and return. The Texas red cars have put up a record which will stand.

It will be a great help in my task of getting this highway across Florida completed. We have only twenty miles to build, and I am working hard to get that done. You can imagine what it means to have received the support of your organization in this advertising of the road.

Mr. Patterson, Mr. Stalls, and Mr. Fairbanks entered into the job with as much vim as myself and chiefly because of them we made a success of the undertaking. Palm Beach and Fort Myers will remember the red cars which brought home to their people how nearly complete this road is.

We are planning a ferry for automobiles this winter so that we can put some cars over the route shortly. The Texas Company, because of your wide vision and keen sense of publicity, has done a lot for us in our task of getting this last link closed.

## The TEXACO STAR

### SALES DEPT. W. TERRITORY

### Marine Sales Division.

—During December 1923 the Port of San Francisco attained its record gallonage of Texaco Marine Lubricants. Progress is pleasing at Tacoma, Washington, our "youngest" distributing port. At Seattle we are building a firm foundation for future marine business; there is not a ship belonging to that port that is not carrying Crater Compound and the efficiency of this product has been the means of making many friends for Texaco Marine Lubricants.



S. S. "Barcelona"

Vessels of the Pinillos, Izquierdo & Cia. Line of Cadiz, Spain, have long been successfully lubricated—Texaco lubricated. "Better lubrication with less consumption," is the declaration made by Chief Engineer Fruazo, of their S. S. *Barcelona*. Senor Fruazo is shown in the insert.

**Denver District.**—Of the four grand prizes offered in the Handy Grip Motor Oil Campaign, November 1 to December 31, 1923, Denver District took three. The winners were:



S. A. Street  
Winner of First Prize

1st Prize: S. A. Street,  
Denver District.

2nd Prize: E. W. Golden,  
El Paso District.

3rd Prize: T. F. Coppinger,  
Denver District.

4th Prize: F. O. Reed,  
Jr., Denver District.

Superintendent Rooke of Denver District won the solid gold watch fob awarded the superintendent scoring the highest average number of points per contestant.

We more than made good on our slogan, "Ten Miles of Handy Grip Cans, End to End," selling a total of 8,651 cases; 8,000 would have been exactly ten miles.



Texaco Bowling Team

This team at Denver, Colorado, has been very successful. Standing: C. D. Eastman, G. W. Littrell, M. H. Floyd. Kneeling: W. F. Devermann, Captain; A. D. White; L. A. Doty. Seated: W. L. Skinner, Scorer.

G. W. Littrell, Clerk in D. O., announced the arrival of a 9½ lb. boy at his home on January 14. Congratulations!

P. L. Hanson, D. O. Accounting, started the New Year right. On January 1 he was married to Miss Alice Evans. Best wishes.

**El Paso District.**—The Handy Grip Campaign in Western Territory, which closed December 31, 1923, has furnished us inspiration enough to last through the year 1924. Our District secured only second place, but we oversold our quota nearly 100%, placed Texaco Motor Oils with over 200 new dealers, and, best of all, found that when we have a real job to do we can count on the 100% co-operation of every member of old El Paso District.

To Agent J. H. Shapard, Douglas, Arizona, goes the honor of closing in December the biggest contract in the District—calling for minimum deliveries of 1,891 barrels of lubricants. In the same month he renewed an expiring contract for 1,309 barrels, and for good measure threw in an eleven-barrel renewal, a total of three contracts closed during the month covering 3,211 barrels of Texaco lube oil and greases. We doubt if this record will be beaten soon.

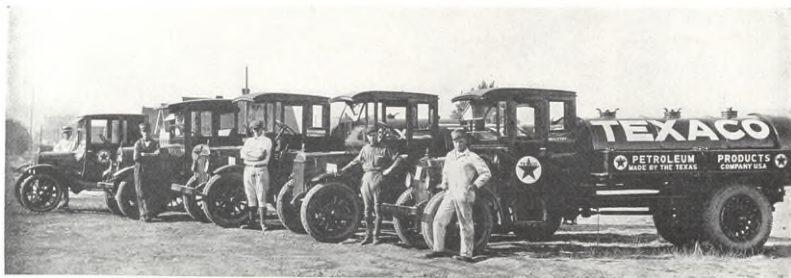
**Billings District.**—G. R. Reed wins our District's Motor Oil and Thuban Campaign by a short nose length, H. A. Belknap running a close second.

New stations opened in January:

Bozeman, Montana	Mandan, North Dakota
Grafton, North Dakota	Medina, North Dakota



## The TEXACO STAR



Our first Station in the State of Washington

Agent B. B. Gable's peppy Motor Transportation Corps at Spokane, Washington, where Texaco is making notable history.

Stations achieving 100% collections during the month of December:

Valley City  
Anaconda  
New Rockford  
Sidney  
Stanley  
Casselton  
Richey

Wibaux  
Wahpeton  
Terry  
Milton  
Lambert  
Devils Lake  
Langdon

**Spokane District.**—We have thirty-three stations now operating. This completes our building program with the exception of two stations which will not be started until spring.

The Spokane Office will be moved on February 1 to the seventh floor of the Hutton Building where very desirable quarters have been secured.

Agent Gable, Spokane, is holding up his gallantry in spite of zero weather.

**Omaha District.**—J. W. Harville, General Roofing Salesman, Western Territory, spent several chilly days with Superintendent Seawell in South Dakota. Mr. Harville says South Dakota may be all right for some, but as for him, "Give me New Orleans or give me Denver."

The appointment of G. V. Bailey as Agent at West Point, Nebr., starts our District with every station going at full blast. We now have Heinz's famous number as the number of our stations, 57, all constructed since last June, and by June of this year we expect to join the "Million-Gallon Club."

We announce with pleasure the birth of Patricia Lock, daughter of Mr. and Mrs. T. W. Lock, Central City, Nebraska. Patricia, born January 17, has the honor of being the second baby born since the Omaha District was started, Mr. and Mrs. Weiss at Lincoln being the proud parents of the baby taking first honors.

### SALES DEPT. N. TERRITORY

The following letter will be highly appreciated by the many friends of Miss Hermine Peiter, Secretary to Manager C. E. Woodbridge for a number of years. Miss Peiter is retiring at her own request to attend to home duties that will occupy her entire time. Everyone regrets that she is leaving.

Pomona Farm, Southport, Conn., January 2, 1924.

To my recent associates in The Texas Company:

I take pleasure in expressing my sincere thanks to one and all for making of my retirement such a pleasant occasion. The fine time-piece and other gifts with which you presented me, and the beautiful flowers and kind words of commendation and regret at my departure, all served to make a most happy ending to my almost nineteen years of service.

When I came with The Texas Company in June, 1905, "Uncle Sam" had an easier job than now, for only from Beaumont, Texas, and No. 8 Bridge St., New York City, did he have to handle our mail. Since then, as you all know, the ascension of the Red Star with the Green T is such that its visibility is assured from practically all parts of the globe. Men who can achieve a sound business growth of such enormous proportions in so short a time have rare outstanding qualities, and I feel it was a privilege and an education to have served as one of the lesser cogs in such a remarkable system of perfect gears.

Whatever else of satisfaction the future may hold for me in my life on the farm, a large part of it will come from recollections of my long and pleasant association with the Texaco family at No. 17 Battery Place, New York City, and occasional contact with our visiting members from other parts of the country.

In closing I wish to express a thought born of your homage, which I struggled to voice while your smiling faces were grouped about me, but which did not then come forth as clearly as conceived,—namely: As in our human relations there is nothing *more* to be desired than the good will of our fellow men and women, the overwhelming revelation of your good will toward me has filled my heart with gratitude.

With best wishes for a Happy and Prosperous New Year to the officers and all members of The Texas Company, believe me,

Sincerely,  
Hermine Peiter.

## The TEXACO STAR

### New York District.—

#### Personal Efficiency Tests for Salesmen

1. Do I appreciate the importance of my position as a "Cog" in the Texaco wheels of progress?
2. Am I determined to be an honor to The Texas Company, rather than being honored by it?
3. Do I look upon competition as an opportunity to develop my selling ability?
4. Do I make knowledge and action the basis of selling; not trusting to luck and guesswork?
5. Have I developed the work habit that will enable me to stick to it and produce results when genius fails?
6. Have I fearless courage? Self confidence? Enthusiasm and the spirit of "Keepin' On"?
7. Do I believe in myself, in The Texas Company, its products, and the possibilities of my territory?
8. Do I entuse the prospect when he grows indifferent? Keep cool when antagonized, and act the gentleman on all occasions?
9. You are the only man in the world who can help you.
10. Success is for sale at a price. The price is—Work, Study, and Ability. Pay the price.

—Salesman W. E. Colestock,  
New Brunswick, N. J., Territory.

He who hunts two hares, leaves one and loses the other.

If there are two fires in one room both will smoke.—*Japanese Proverbs.*



Cook's Auto and Supply Co., Cooperstown, N. Y.

This attracted a great deal of attention during Fair Week. Mr. Harry Cook, proprietor, is a live wire dealer in Texaco.

**Boston District.**—Many happy returns to R. G. Hill on the observance of his—th birthday. We are not going to mention his age, he might not like the publicity. On his arrival at the office on January 18 he was surrounded by congratulations. Among other gifts was a sky-rocket cigar which decided to explode just as Mr. Hill was in a very heated discussion on Credits and Collections in the Superintendent's office.



Bartlett, N. H.

Snow surrounding J. H. Mead & Son, our distributors. Mr. Mead had just finished digging out sidetrack to take delivery of a car of oil.

**Philadelphia District.**—Easton, Md. Station comes forward with the information that everyone of their accounts receivable on the November 30 list was collected by December 31, and that their gallonage was increased 50% in December 1923 over December 1922. All employees at the Easton, Md. Station are to be congratulated.

The sympathy of the District is extended to R. L. Wellman and Aubrey Vandever for the death of their fathers.

There has been an epidemic of weddings recently. Clerk-Cashier A. W. Caley, of Malvern, Pa. Station, Agent H. T. James, Jr., of Frederick, Md. Station, and Miss Katherine V. McElhenny (now Mrs. Katherine V. Hilliard), Stenographer in Superintendence Division, have taken the fatal step. We extend our congratulations to each and all.

We congratulate Mr. and Mrs. J. M. Lynch on the arrival of a baby daughter, Helen Frances. Mr. Lynch is Assistant Supervisor of Buildings and Structures.

**Pittsburgh District.**—We congratulate D. O. Salesman J. M. Cunningham as winner in our District's Salesmen Contest; congratulations also to Agent P. L. Rapp, Toledo, O., who finished a close second.

The Fayette Green Oil Company, Uniontown, Pa., have recently contracted with us as exclusive Texaco Distributors. Their requirements for the first year are estimated at 500,000 gallons of gasoline and 30,000 gallons of motor oils.

We have again been successful in renewing contracts for the year 1924 with the Youngstown Sheet & Tube Company and the Republic Iron & Steel Co., Youngstown, O.

We extend sympathy to Agent A. J. Gunter, Cincinnati, for the loss of his father on Jan. 13.



## The TEXACO STAR

Aerial photograph of The Texas Company's Elizabeth City, N. C. plant. On Goat Island, across the Pasquotank River from the city are located two 7800-bbl. vertical storage tanks, an 8'x30' tank, and a 10'x30' tank. There are boat connections, a pier, boat house, and necessary pipe lines. On the Elizabeth City side, marked by the arrow, is located the warehouse and wagon fillers for loading of tank trucks. The Elizabeth City plant supplies not only land trade, but serves by two tank boats refined stations in Currituck, Albermarle, and Pamlico Sounds.



**Norfolk District.**—Chauffeur J. T. Thomas of Norfolk, Va. Station, driving 1000-gallon truck A-1715, during the year 1923 delivered 1,009,635 gallons of gasoline. Mr. Thomas' truck was not out of commission a single day during the year on account of repairs. We believe this is a record.

H. T. Baldwin of Farmville, Va. Station and Miss Pauline Owen of Roseboro, N. C., were married December 22, 1923. Best wishes to this happy couple.

Mr. and Mrs. J. R. Hubbard of Farmville, Va., announce an 8-lb. boy on January 5.

Mr. and Mrs. C. C. Hudnell announce the birth of Margaret Elizabeth Hudnell on January 5. Clark and Hudnell, Inc. are Texaco distributors at Hamlet, N. C.

### ASPHALT SALES DEPT.

An annual event which has come to occupy a more important place in the highway field than that held by the Auto Show in the automobile industry, is the Road Show at the convention of the American Road Builders' Association. During the week January 14-18 more than 16,000 people visited the Coliseum in Chicago to inspect the machinery, materials, etc. brought there by manufacturers in all parts of the country. So large was the exhibit that the Coliseum was not equal to holding it; the Coliseum, Coliseum Annex, and the adjoining Greer and Wilson Buildings were not

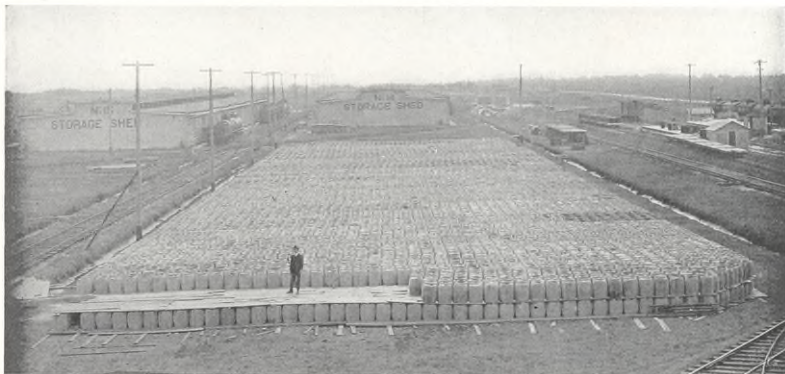
sufficient. Some equipment was exhibited in the street and a neighboring lot.

Of course, the Asphalt Sales Department was on hand to impress the fact that Texaco Asphalt is the best paving material on the market. Our representation included an attractive booth in the ballroom of the Coliseum and a large room at the Congress Hotel where the meetings of the Association were held. This Texaco Room was the stamping ground of scores of our friends and others associated with the highway and street paving industry. Texaco representatives were constantly on hand at the Coliseum booth and the Congress clubroom to care for all who visited us. Certainly the Road Show and Convention was a splendid opening to bring Texaco Asphalt to the attention of those who should use it, and we made the most of the opportunity.

Charles M. Upham, Business Manager of the American Road Builders' Association, gave much credit for the success of the Show to the aides whom he appointed to assist in the management. Among the aides who rendered distinguished service were W. R. Macatee, our Representative at Richmond, Va., and R. R. Barrett, Assistant Superintendent, Eastern Division.

Colonel A. D. Stivers, Superintendent of our Southwestern Division, has been a frequent contributor to highway trade journals. The December 20 issue of *Manufacturers*

## The TEXACO STAR



Ready for shipment

A view of 3,000 tons of barrel shaped cakes of Texaco Asphalt Coating Material at the Port Neches Refinery ready for shipment. Employees of The Texas Company and other readers of *The Texaco Star* will have some faint conception of the production and consumption of Texaco asphaltic products when it is stated that these 3,000 tons of this coating material alone will have been shipped out to customers and entirely replaced in less than three weeks.

Consider the other Texaco Asphalt products and their world-wide consumption and you'll arrive at some idea of the great shipments made each year.

*Record* contains an illustrated article by the Colonel entitled *Saving a Concrete Road*.

As a lecturer, F. H. Gilpin, Assistant Engineer, Eastern Division, with his comprehensive knowledge of asphalt paving, supplemented by his silver tongue and graceful gesture, is irresistible. "Gilp" recently delivered lectures on asphalt paving construction at Johns Hopkins University and Stevens Institute.

The Chicago office guessed it as soon as "Bill" Perrin, Jr. hove into view with a box of cigars. "A boy," Bill proudly informed, "and we're going to name him William C. Perrin, Third."

About the time Perrin made his appearance with cigars, Allan Moynihan, a member of our Chicago sales force also came forth with announcement of the birth of a son, his second. We don't know what young Moynihan's name will be. Allan called for suggestions. He needn't be particular about the first name, since the last one tells the youngster's nationality plainly enough. Hearty congratulations to Allan and Bill.

### PRODUCING DEPT.

An interesting event of the month was the wedding of Joe H. Thompson, Secretary to Manager D. J. Moran, and Miss Inetha Fink of Yoakum, Texas. The wedding was solemnized at the home of the bride's parents,

Mr. and Mrs. W. A. Fink, on January 10 and was beautiful in every detail. Mr. and Mrs. Thompson left immediately after a reception for Galveston where they boarded the *Henry R. Mallory* for Key West. Mr. W. R. Porter of the Porter Dock Company took charge of the newly-weds at that point and they enjoyed many hospitalities, one being a dinner-dance in honor of the officers of the U. S. S. *Wright*. From Key West the honeymooners proceeded to Havana, where A. J. Corlett of The Texas Company, West Indies, Ltd., entertained them. From Havana they returned to Key West and made the Ocean Railway trip to Miami and there enjoyed the hospitality of Mr. and Mrs. W. S. Bowles of The Texas Company. From Miami to Jacksonville the trip was made by automobile as guests of Mr. and Mrs. Francis M. Holt who also were on their honeymoon. From Jacksonville to Houston by rail. Mr. Thompson has many friends in both Houston and New York offices who attested their good wishes by presenting the happy pair a handsome chest of silver. Mr. and Mrs. Thompson are at home to their friends at 1106 Bremond Avenue, Houston.

Never follow on the heels of sorrow or it may turn back.—*Japanese Proverb*.



## 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.** What's Ahead for Business in 1924? Elbert H. Gary.—*System*, January 1924.

Let '23 Be Warning for 1924. H. G. James.—*Petroleum Age*, January 15, 1924.

Neglect of Politics Handicaps Business Men. Stephen S. Tuthill.—*The Nation's Business*, January 1924.

Is Any Man Big Enough for the Job? Henry Bruere, Vice President, Metropolitan Life Insurance Company.—*The Nation's Business*, January 1924.

"Under such principles and practice the mere size of the system might take care of itself—the superman would be an efficient organization guided by a high policy of service and using with skill the methods of scientific administration."

**PRODUCING.** Drilling Wells with a Diamond Core Drill. II. F. R. Rees.—*Oil Trade Journal*, January 1924.

Some Methods of Dealing with Paraffin Problems in Oil Wells. R. Van A. Mills, U. S. Bureau of Mines.—*National Petroleum News*, January 2, 1924.

Making Evaporation an Ally. Charles P. Buck.—*Petroleum Age*, January 15, 1924.

**LABORATORIES.** Fluidity Anomalies in Refined Mineral Oils. Eugene C. Bingham, William L. Hyden, and G. Raymond Hood.—*Ind. & Eng. Chem.*, January 1924, page 25.

The Separation of the Components of Petroleum. Part I. Industrial Processes. P. F. Gordon.—*J. Soc. Chem. Ind.*, October 19, 1923, page 405T.

Heat Transmission in Coolers, Heaters, and Condensers. Basil Heastie.—*J. Soc. Chem. Ind.*, November 23, 1923, page 443T.

**FUEL OIL.** Interest in Furnace Oil—Standardization Seems Need. Roger B. Stafford.—*National Petroleum News*, January 2, 1924.

**EXPORT.** Spain and Italy—Your Competitors and Customers. Frederick Simpich.—*The Nation's Business*, January 1924.

**GENERAL.** The Illusion of Federal Commissions. G. E. Roberts.—*The Nation's Business*, January 1924.

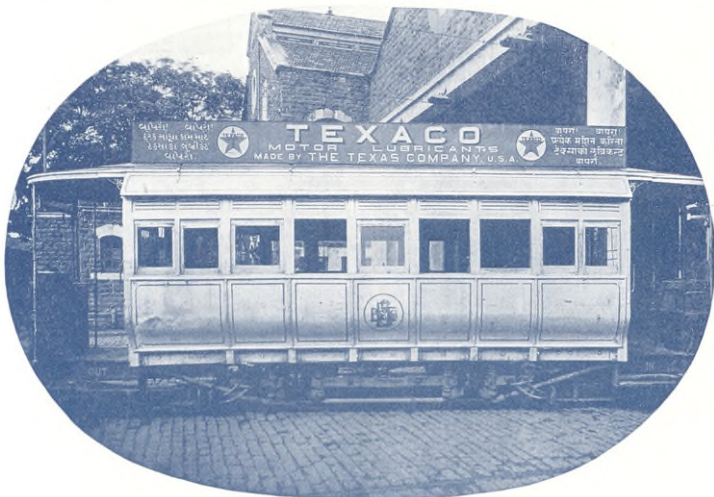
Politics on the High Seas. John Callan O'Laughlin, formerly Assistant to the Chairman of the United States Shipping Board.—*The Nation's Business*, January 1924.

A Capitalist Unashamed. James B. Morrow.—*The Nation's Business*, January 1924.

The Logic of Capitalism. J. Laurence Laughlin.—*Sale Review*, January 1924.

The Perpetual Covenant in the Constitution. George Stewart Brown.—*North American Review*, January 1924.

A Debate on China.—*The Living Age*, January 19, 1924.



**Bombay, India**

Advertisement arranged by our Bombay Office to further the sale of our motor products in that territory.

HEAVEN  
NEVER HELPS  
THE ONE WHO  
WILL NOT ACT.

—*Sophocles.*