

# TEXACO STAR

AUGUST 1916

VOL. III — N° 10





“We have been using  
**TEXACO MOTOR OIL**  
in our Pierce-Arrow truck  
for two years and nine  
months continuously.

“We have yet to grind valves  
or clean spark plugs.

“This truck traveled 38,000  
miles.”

Extract from a letter from a large Sand  
and Gravel Company.

**THE TEXAS COMPANY**

GENERAL OFFICES: HOUSTON, TEXAS

Agents Everywhere

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## ROTHSCHILD'S MAXIMS

Alphabetical list of maxims framed and hung in the Rothschild's London Bank. Baron Rothschild used to recommend these rules to young men who wished to 'get on' and achieve success.

**A**ttend carefully to details of your business.

**B**e prompt in all things.

**C**onsider well, and then decide positively.

**D**are to do right, fear to do wrong.

**E**ndure trials patiently.

**F**ight life's battles bravely, manfully.

**G**o not into the society of the vicious.

**H**old integrity sacred.

**I**njure no man's reputation or business.

**J**oin hands only with the virtuous.

**K**eeep your mind from evil thoughts.

**L**ie not for any consideration.

**M**ake few acquaintances.

**N**ever try to appear what you are not.

**O**bserve good manners.

**P**ay your debts promptly.

**Q**uestion not the veracity of a friend.

**R**espect the counsels of your parents.

**S**acrifice money rather than principle.

**T**ouch not intoxicating drinks.

**U**se your leisure time for improvement.

**V**enture not upon the threshold of wrong.

**W**atch carefully over your passions.

**X**tend to every one a kindly salutation.

**Y**ield not to discouragement.

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## TWELVE THINGS TO REMEMBER

1. The value of time. 2. The success of perseverance. 3. The pleasure of working. 4. The dignity of simplicity. 5. The worth of character. 6. The power of kindness. 7. The influence of example. 8. The obligation of duty. 9. The wisdom of economy. 10. The virtue of patience. 11. The improvement of talent. 12. The joy of originating. —*Marshall Field.*

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## THREE

These things forbear: debts, which eat up earnings; hatreds, which embitter existence; idleness, which shortens life; habits, which come to be masters; and pretense, which involves one beyond his ability to perform.

These things cast away, antipathies, for which a reason cannot be given; anger, which breeds hard words; and desires, which destroy peace.

These things husband: pennies, which make dollars; minutes, which make opportunity; acquaintances, who are potential friends; and sympathies, which makes life worth while.

—*Leander Turney.*

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TEXACO STAR

The Texas Company "Godown" (Warehouse) at Canton, China

# TEXACO STAR

VOL. III

AUGUST 1916

No. 10

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

**"ALL FOR EACH—EACH FOR ALL"**

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ADDRESS: TEXACO STAR, 311 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

**N**OTICE—The Texas Company announces that all employees who are now in the National Guard of any State and who, prior to this date, have left their duties with the Company in answer to the call of the President for the mobilization of the National Guard, will be paid one-half of their wages or salaries from the beginning of such service until December 31, 1916, unless released from their military duties before that date.

Prior to December 31, 1916, the Company will again consider what further action it will take in this connection.

Instructions will be issued covering details of handling these payments.

Houston, Texas,  
July 20, 1916

E. C. Lufkin,  
President.

\* \*

At the last annual meeting of the Chamber of Commerce of the United States (in Feb. 1916) retiring President John H. Fahey, after making his official report on the Chamber's business, felt free in laying down the responsibilities of office to offer personally a bit of advice to business men which ought to be heeded by citizens of every vocation. He might have put the case much more strongly than he did:

"Laying down the responsibilities of office, as I am at this time, I feel a certain sense of freedom in talking about some things which under other circumstances I would avoid because my remarks might be misinterpreted and involve the Chamber.

"One matter to which I would like to direct the attention of business men is the very common carelessness with which we give our names to commercial organizations and civic associations of various kinds.

This subject has nothing whatever to do with the Chamber, but it is involved in the organization problem as a whole. Within the last two years I have had occasion to observe closely the activity of a very considerable number of absolutely unnecessary and superfluous associations, drawing their resources on one pretext or another from the business men of this country. In many cases persuasive promoters have convinced a few public spirited men of the virtue of associations for which they were soliciting money, and as a result of the standing and character of the men who gave their approval, on very little investigation, thousands of dollars have been raised and wasted with almost no resulting advantage. In numerous cases of which I have knowledge half a dozen different associations are engaged in or pretending to do exactly the same work. In most instances these associations are mere paper affairs. The men whose names appear as officers know little or nothing about them. They are too busy with their own enterprises to keep posted. As a result these organizations serve only as excuses for providing unwarranted salaries for men of doubtful talents. It is high time that we, as business men, stopped this sort of thing. We should not give our names to organizations which we have not carefully investigated and about the operations of which we know nothing. Occasionally these institutions are exposed in the public press but usually the men who have been deceived say nothing about their experiences. I am sure that the amount of money annually wasted in this way runs into hundreds of thousands of dollars."

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If the United States Government would accept helpful criticisms and suggestions offered by the Chamber of Commerce of the United States for a businesslike management of its various departments and bureaus, immense benefits should result. The government has been extremely active in recent years in innumerable undertakings to direct the internal affairs of big business, which have not always been helpful or serving any good purpose. There exists abundant occasion for some reciprocity of advice. Many of our best business men are ready and willing to help in this way the Government and the nation at large. Incompetency or inexperience on the part of administrators is more injurious in governmental activities than in any other business of organized society.

\* \*

London financiers have expressed admiration for the skillful management of our captains of industry in keeping their heads and refusing to pay mammoth dividends just because they had ample money to do it with. The dividend increases announced have been for the most part highly conservative. Whenever a corporation these days has been tempted to become extravagant, some new development in Europe or Mexico has generally directed attention to the world-war and the abnormal conditions that have resulted from it. This is saving the nation from the folly of counting its chickens before they are hatched.—*First National Bank of Philadelphia.*

\* \*

When the U. S. Government brought suit to dissolve the United States Steel Corporation, as a "bad trust," it scoured the whole country for witnesses to testify against it. Yet not one rival, not one customer, not one employe, not one member of the public, came forward with one word against it! The only complaints made were by lawyers and others under the pay of the government.—*In biographical sketch of E. H. Gary, by B. C. Forbes, Leslie's Weekly.*

\* \*

The Fall River Shipbuilding Company, Quincy, Mass., recently determined to see what could be done to improve the quality of employes and to increase the efficiency of its rapidly expanding plant. A committee of employes was carefully selected and sent to inspect manufacturing plants and shops in a number of cities. General Man-

ager H. G. Smith, as reported in *The Iron Age*, says, when the committee, upon their return, were called before the Board of Directors, all were enthusiastic over what had been seen on the trip and prepared to submit many ideas for improvements. A report was prepared and a summary printed. The latter was then sent to 200 men in leading positions in the plant. Comments were received from 167 of these, and in 140 cases the comments were of considerable length. After final deliberations on the opinions of the individuals thus consulted, many improvements were instituted. As an illustration of some of what may seem the little things attended to, the simple practice was adopted of sending someone along with a new employe to the department to which he is assigned rather than letting him flounder about the shops in search of his berth. This courtesy, says Mr. Smith, gives the new employe a stimulating conception of his importance to the Company.

\* \*

Only one in every twenty improvements in machinery and methods was devised by employes. The other nineteen came from outsiders. Did you know that?—*Stephen T. Williams.*

\* \*

Every one of the twelve directors of the firm of B. Altman & Co., one of the most successful dry goods companies in New York, started as a cash-boy, office-boy, or driver, and worked his way up.—*Outlook.*

\* \*

I don't think much of the man who does not know more today than he did yesterday.—*Lincoln.*

\* \*

Self-conceit is ashamed of being instructed, but is not ashamed of being ignorant.

\* \*

Modesty becomes a young man.—*Plautus.*

\* \*

The Fruit Dispatch Company is making this appeal to its agents and salesmen: *Save A Bunch.*—Do you realize that every telegram saved is almost equal to the price of a bunch of bananas? It's a fact! And how these items do mount up from day to day! Won't you all co-operate in reducing these expenses? Saving a word here and there, and judicious use of your code book, will accomplish wonders: *Watchful Wiring*, so to speak.

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The manufacturer's goods and his reputation are his foremost persuaders. The salesman still lives as the link between him and his customer, but needs no longer to scheme or bribe department buyers. He needs only to tell the facts in most instances. Today his highest accomplishment is presenting plausibly a series of thorough and exact truths.

Salesmanship is no longer a fly-by-night craft. Big business is directed far into the future—that is why millions are spent in advertising and building up trade-marks and firm names. One sale no longer means anything. The salesman who would succeed today in selling a retailer more of a commodity than that dealer could reasonably expect to sell would be reprimanded by his firm. His firm now realizes that the retailer's prosperity and sound buying are vital factors in the wholesaler's prosperity and sound credits. . . .

If you can't conceive or won't believe that business has grown honest, consider for a moment what chance a man would have to misrepresent or to "stick" a buyer with any of the thousand things which have corporations worth millions behind them, which have become household words through advertising, and which—and this is as important as any of it—are the greatest pride as well as the source of sound future to the manufacturers. . . .

For these reasons we find here at the congress of salesmen no discussions as to how to get in to see buyers, how to get them to listen, how to flim-flam them into loading up and that kind of primitive talk. The worries now are how to make the retailer and consumer get more out of the goods sold, so that his profits and economies shall be great, and so that his business and his capacities shall expand, and so that, through these healthy steps in upbuilding wholesome demand, the seller may create a broader market for his merchandise and thus earn the rewards of meritorious commodities approved by multitudes.

These are the methods and principles of today's business which have founded and are building the huge institutions of this era.—*Jack Lait in Chicago Herald.*

\* \*

When the buyer understands his business the salesman for a good product has an easy time.

### THE POWER OF PRAISE

A little word of praise—what joy it brings,  
And how it cheers the very soul of things!  
'Mid starless night, 'mid sunless day,  
'Mid dust and thorns along life's way:  
A word of praise—and lo,  
About us lilies blow!

A little word of praise—how quickly said,  
How far its kindly influence is shed!  
The pain, the grief, corroding care,  
Life's loneliness, so hard to bear:  
A word of praise—and then  
The world is glad again!

A little word of praise—we cannot know  
The bounds to which the spoken thought may go;  
For words have wings of woe or weal,  
And thoughts have power to harm or heal:  
A word of praise—a gem  
In Fortune's diadem!

A little word of praise—so short the time  
Ere it will be too late to heed this rime:  
Go forth and find some weary soul  
Where raging seas of sorrow roll:  
A word of praise—and "Peace!"  
Shall bid the tempest cease.

—*Clarence Urmy.*

### FOURTEEN MISTAKES OF LIFE

Judge J. A. Rentoul of the City of London Court gives the following as "Fourteen Mistakes of Life":

Setting up one's own standard of right and wrong and expecting others to conform to it.

Trying to measure the enjoyment of others by our own.

Expecting uniformity of opinion.

Looking for judgment and experience in youth.

Endeavoring to mould all dispositions alike.

Estimating men and women by their nationality or by any outside quality.

Refusing to yield in unimportant trifles.

Looking for perfection in our own actions.

Worrying ourselves and others about what cannot be remedied.

Not alleviating as much suffering as we can.

Not making allowances for traits in others, apparently unfitting themselves for success in life.

Considering anything impossible that we ourselves cannot perform.

Refusing to believe anything that our finite mind cannot grasp.

Living as if the present moment would last forever.

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# UNIFORM GASOLINE PRICES AS EVIDENCE OF COMBINATION

AMOS L. BEATY

General Counsel

An argument prepared by Judge Beaty and filed by him on behalf of The Texas Company with the Federal Trade Commission, in connection with their recent inquiry into the question of gasoline prices.

It is remarkable how often one hears the charge that, because various oil companies sell gasoline at the same price, there is unlawful combination or conspiracy in restraint of trade.

This ridiculous heresy has been a favorite with some newspapers, and it has even found utterance in the halls of Congress.

Experience teaches that, as a rule, combinations and trade conspiracies do not work out their mischief through uniform prices. When competitors cease to be competitors the fact is usually evidenced by division of territory, consolidation of organizations, common sales agencies, or something of that kind. It is scarcely conceivable that the companies coming into the oil business in recent years would all go on building stations and territorially extending their operations as The Texas Company and other companies have done and are now doing, thus enormously increasing their investment and overhead expenses, if they were acting in a program with each other or with the Standard Oil Company. And in the face of the fact that throughout the country, in small towns as well as large cities, there are now numerous reliable oil companies, often from three to a dozen in a small town, each with salaried agents, warehouses, storage tanks, tank wagons, and all equipment necessary to carry on the business, it is preposterous to say that there is no competition.

Suppose The Texas Company today establishes a station and undertakes to market gasoline in a locality where the Standard Oil Company has a station, which is about the same as saying anywhere on the globe. It will find gasoline being sold at some fixed price. To obtain any business it will have to meet that price and sell at least as low as the Standard Oil Company. It can hardly expect to secure any business at a higher price. If it undertakes to sell at a lower price the difference will not exist long, for the simple reason that the Stand-

ard Oil Company will lower its price. It will not remain supine and see its customers taken away. The result will be that both companies will charge the same price. And if on the next day, or during the next month, the Standard Oil Company should reduce the price, The Texas Company would be forced to do likewise or else cease its business, and thus from time to time at points where both companies are in business the process could be repeated, and the result would be similar every time.

It is true, of course, that neither of these companies might heed low prices made by an insignificant competitor who had only a limited supply, but when there are several marketers, each capable of taking care of the business, no one can doubt for an instant that their prices will seek levels. The prices may vary during the short intervals required for them to reach levels, but it is safe to say that during the fiercest competition the prices will correspond twenty-nine days out of thirty. Each marketer can be relied on to see that his competitors do not sell at prices lower than his own, and the buying public can be relied on to see that no marketer sells at prices higher than the prices charged by his competitors. In short it is axiomatic that two responsible competitors can not contemporaneously sell the same article in the same community at different prices. The one who charges the higher price may offer but he will not sell.

But some one may say that, while it is true that when one company reduces the price the others must do so in self-defense, this does not apply when the price is being advanced, and that there is no reason why prices should not vary when the market is ascending. Let us therefore consider that aspect of the matter. Suppose that, instead of one company reducing the price of gasoline and the others being forced to follow or else lose their trade, one company advances the price: What would the others naturally do and what should they do? It depends of course on conditions of supply and demand. If gasoline is plentiful and the price is already high

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enough, it is almost certain that the other companies will hold to their existing prices and take the business of the company which advanced its price or else force it to drop back. If, on the other hand, gasoline is scarce, or a scarcity is anticipated, it is fair to assume that other companies will quickly advance their prices. Naturally the first company would not advance its price unless conditions seemed to warrant. This is true because it would know that if conditions did not warrant an advance the others would not take like action and the result would be a loss of some of its business. When a product or commodity is becoming scarce or dear, those having stocks are not eager to sell; they prefer to hold for higher prices. Marketers may advance their prices and follow advances by competitors for no other reason than to conserve their stocks. It does not follow that because when one company advances its prices others meet the advance there is collusion. Indeed, it often happens that all of the companies for a long time believe that the price is too low but none has such scarcity of stocks as to warrant a price advance in view of the probability that others will lag behind and get an undue share of the business. For this very reason an advance is seldom made until conditions warrant and even require such course. They are not often made until the marketers reach the point where they would rather conserve their stocks than sell at prevailing prices. Stated otherwise, the law of supply and demand controls when prices are ascending just as truly as it does when they are descending, and uniformity of prices is no more evidence of collusion in the one case than in the other.

No one should lose his self-respect by arguing that these corporate merchants are not always glad to see better prices. They are not charitable or eleemosynary institutions but are corporations created for profit. If company A advances the price and the new price is not outrageous or out of line with existing conditions but is reasonably warranted by supply and demand, common fairness and the instinct of manhood will suggest to companies B and C that they advance their prices correspondingly and promptly. There need be no concealment of the fact that in recent months there have been many advances in the price of gasoline. These have occurred

in practically every section of the country. And there need be no concealment of the fact that when company A has advanced the price companies B and C were both glad of it and as a rule have not hesitated to advance their prices. What of it? If there was no agreement or collusion it was perfectly legal. If there was agreement or collusion it was of course illegal and severe punishment should be inflicted on the participants. This is a plain statement of a simple proposition. It strips the matter of all evasion and circuitry. The public is wronged and has just cause of complaint if in connection with these price advances there has been agreement or collusion. Otherwise the public has not been wronged and has no cause of complaint and must await the restoration of lower prices in the ordinary and natural course of competition. Lower prices are certain to come, sooner or later, if supply and demand warrant them and there is not unlawful combination or conspiracy among the companies.

If a farmer has corn to sell and is selling it at 50 cents per bushel, and if other farmers having corn to sell advance their prices to 60 cents per bushel, is there any reason why the first farmer should persist in selling his corn at 50 cents? Is it not more natural that he should charge 60 cents and thereby get all he could? And would he not advance his price quickly, especially if he thought the price would soon go to 80 cents, and more especially if he felt that there was a market for all he had at the latter price? Common sense answers these questions. And common sense governs not only farmers but all mankind.

The reader may ask how then The Texas Company and other new companies have built up their trade, seeing that they can not obtain much new business by low prices. Those who have passed through the ordeal can testify in volumes on this point. If any one thinks it has been an easy matter he is deceiving himself. It has been necessary for the new companies to make better goods when they could or at least convince themselves and then the public that they were doing so, and to find salesmen who were more efficient or would do more work than the salesmen of their competitors. In either case, and even when the sale was of a mixture of gasoline and personality, it was true efficiency. And it is

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safe to say that in these and similar ways, more than by low prices, have they built up the trade which they have. Of course they may have made some inroads by lower prices here and there, but it stands to reason that such advantages have been temporary and that they have been lost sooner or later when the Standard Oil Company itself made still lower prices.

I have not undertaken to discuss the fact that prices in some sections are out of line with prices in other sections when cost of production, manufacture, and transportation are taken into consideration. My company has had nothing to do with bringing about such disparity. It has taken conditions as it found them and among other things has found it necessary to meet prices of competitors in order to sell its goods. In the past it has often happened that gasoline has been sold without profit or even at a loss in certain localities.

This was done because it was necessary to maintain the organization in those localities and keep in contact with the trade. Otherwise it would have been an easy matter for a strong competitor to accomplish a monopoly. One vital benefit of having several strong companies in the business is that when one institutes a price which is below cost the others will not disappear from the market but will hold on and fight for the future. Nothing could be more simple for a strong company than to do away with weak competitors by selling for a time at a loss.

My company is practically a new-comer in these markets. It has taken what it could get, and I feel certain that the reports which have been made to the Federal Trade Commission and the independent investigation which the Commission has made will disclose that this company is not responsible for the present disparity as between localities.

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## A MOTORCYCLE TOUR

This sketch of a motorcycle tour by Miss Della Crewe has especial interest for readers of the *Texaco Star*. Mr. W. F. Parish, to whom this account was sent, says: "Miss Crewe probably knows more Texaco representatives than anyone in the country outside of the Company. . . . Somehow in reading this I seem to get the idea that Miss Crewe sees a part of our nature that the rest of us do not often write about. According to her, we all seem to be simply delighted with our jobs, equipment, oils, and everything. As observations of an outsider having an intimate view of the Texaco family, her article, it seems to me, will be greatly appreciated by the organization." Miss Crewe has just started on another tour from New York to Los Angeles; the one here described was made over a year ago. "This story of my first long tour," she says, "expresses only a small portion of my appreciation of all concerned":

The call of the road is in everyone; the cry of the heart is to get near to nature. The answer to this call brings the question how best to "hit the trail." To jump the rails on a limited for *seeing things* is a misnomer. Sea travel gives plenty of its kind, but most of us cling to the bunk room and can't even tell whether the waters were blue or green—remembering, however, a feeling of their being mostly green. But on *terra firma*, we see the over-land travelers enjoying life with automobile, motorcycle, bicycle, and even the old horse—people really living. So I purchased a Harley-Davidson motorcycle, Rogers side car, and gathered up the needed accesso-

ries with the demand that each one must contribute utility, quality, and reliability for a no-trouble long-distance trip.

The motorcycle was guaranteed to hold up as long as good lubricants and proper care were administered, and looking around for good mixtures I was told that Texaco gas had a supremacy all its own and that Texaco Motor Oil E. H. was perfection for



Miss Della Crewe and her dog "Trouble"

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any motor driven machine. So I got them, and with my dog "Trouble" set out from the city of Waco, Texas, on a beautiful day overhead with much black gumbo under foot.

At Dallas, Texas, I had my first introduction to The Texas Company's Stations. On mentioning to their estimable representative, Mr. Noble, that Texaco products had surely proved their quality on the first very bad hundred miles of my journey, and that I would like to continue using them, he was keenly interested to know just what Texaco would do to a motorcycle on such a tour. He arranged a list of stations of The Texas Company between Texas and Wisconsin so that I could use their gas and oil exclusively.

The Texas and Oklahoma roads were beastly, Kansas too wet, Missouri too dry, Illinois not much. The Wisconsinites marveled at their Harley-Davidson pulling through so well on the much dreaded southern roads, and wanted to know what oil and gas I used. I answered that I had kept the sturdy little roadster fed well on Texaco gas and oil, and that only once had I been held up and that was with fouled plugs owing to having to supply another oil for about fifty miles; in that distance I stopped four times for the cleaning process, but after reaching Texaco again everything ran smoothly.

Off for New York. Arrived there December 12th, ten above zero, weighted down with four pairs of stockings, sheep skin, storm shoes, heavy dress, one sweater, two coats, two hoods. The Harley-Davidson sales company of the city built up a roaring fire which melted away the remains of snow and ice storms encountered on the road. The *New York World* reporter wanted to know how the dog stood such a trip: "Oh, she's been smuggled in the bottom of her car with Texas gas and oil, and there's nothing freezing about them."

I had pictured The Texas Company in the big metropolis in comfortable quarters with a few more genial representatives quartered there than at the large stations afield. Ushered into the esoteric office of Mr. W. F. Parish, manager of the Lubricating Division, a cordial greeting was extended by that courteous gentleman, with the pleasant surprise of introductory letters to southern and foreign representatives: "We thought it might make you

feel more at home in strange lands if letters were written in advance of your coming. And now would you like to see our New York home? We used to be housed on one floor, then two, now three, and want more." When you look at that massive Whitehall Building, 17 Battery Place, and see Texaco's shining lights glittering on three enormous floors with a mass of human souls busy as bees in a nest; see their enormous storage tanks across the bay flirting with Miss Liberty; when you see all this and their perfectly appointed offices and assembly rooms where heads of departments meet and discuss "preparedness" of good Texaco Products and square deal to everyone, how every employe from office cub to manager is working in harmonious unison—the explanation of their rapid and great success is deeply impressed, Reluctantly you leave this happy family.



Morro Castle, Entrance to Habana Harbor

By sea along the eastern coast to land's end, Key West, Florida; thence to Habana, Cuba. In Habana the name Texaco sounded everywhere. Mr. Fisher, the new manager for The Texas Company, who arrived there about the same time I did, had his sleeves rolled up for the increasing business. "Garage America" in Habana handled Texaco Products exclusively, and the



"Garage America"—Texaco Products Exclusively

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manager was loud in their praise; his garage was a large up-to-date housing for motor cars and I was well cared for while there.

Sailing for Panama—land of America's master-work, a wireless reported a day out at sea that Colon, the American port side, was all on fire; but soon after landing I found one clean wholesome building standing all by its lonesome with the word Texaco and the star hovering by it. This American possession has not over 200 miles of motoring roads, and the climate necessitates the best lubricants for comfortable riding. I found many motorcycleists using Texaco goods, smilingly satisfied.



Welcomed to Panama by President of Canal Zone Motorcycle Club at the Big Chief Monument at Mount Hope, U. S. Government Burial Grounds

Again at sea—a day's trip to that beautiful English isle Jamaica, indeed the "Gem of the Caribbean Sea." I had hardly finished the customs inspection when a white helmet raised before me. The wearer, Mr. C. E. Johnston, The Texas Company's representative at Port Antonio, with much English courtesy welcomed me to Jamaica: "Miss Crewe, we have been on the lookout for you. We have a beautiful and interesting land here, and I take pleasure in



End of a ten-mile coast on Jamaica's highest mountain road

handing you the best itinerary for seeing it all. Don't worry if you find yourself alone on high mountain peaks; there aren't any wild beasts, snakes, or bad natives. You'll find Texaco lubricants all along the way, and if you have any trouble just telephone The Texas Company." Put this island of Jamaica down on your touring list. It may be doubted if anywhere else in the world more grandeur is presented. All nature seems hushed in profound repose, lulled to sleep with the brilliantly colored and sweet scented flowers abounding everywhere.

Now for our own island, Porto Rico, another land of wonderful tropical scenery.



Porto Rico—2,100 feet above sea level—Note stones behind wheels to hold machine from going back on steep climb

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Native Washerwomen—Porto Rico

Here the same hearty welcome, and Texaco housed in an up-to-date concrete building on the water's front of San Juan. I galloped away to see the largest sugar mills at Guanica, the largest sugar plantations in the world at Fijardo, coffee and banana farms, all using Texaco lubricants on their machinery. Porto Rico presents a mercurial spirit quite American. Its diffused mingling of flowers, coffee, fruits, and vegetation everywhere, with perfect roads, fills one with inspiring memories.

Hurrah! for the good old U. S. A.! The old worlds are beautiful, their people glorious, but when you turn homeward there's a longing to lay your head on Mother America's bosom and thank the Lord for our beautiful world. With joy I took up the long tour at Tampa, Florida.

If you desire to test the quality and strength of your motor and gas and oil, to say nothing about human endurance, the western coast of Florida to the Georgia line will put all to the proof. Everywhere is an aspect of sterility—heaps of sand populated with pines, but scarcity of human habitations. President Miller of the good roads association says "Florida is going to have envied highways;" but until then, permit me to say, let this wilderness alone, although with Texaco lubricants you can pull through all right.

The tribulations of the Florida roads vanished as soon as I reached Atlanta. The Texas Company's District Office appeared to me to be "all dolled up," but I found that all their buildings, storage tanks, etc., were wearing Sunday clothes and shining all the time. There may be a few jollier men than Southeastern Representative D. A. Vann and Superintendent W. E. Bradford. These gentlemen formerly hailed from Texas, Mr. Bradford being at Waco

at the time I started on my journey though not then aware that I was going to carry Texaco gas and oil. "Miss Crewe, we welcome you with an apology," said Mr. Bradford, "I joined the many in saying you would be back in Waco in a few days; but stepping into the Waco Auto Supply for a chat with Mr. Monty, he told me you were going to try out Texaco gas and oil. 'If that's the case,' said I, 'I think I shall have the pleasure of meeting the lady in Atlanta,'—and here you are. Meet the boys, Miss Crewe; we're proud of our home, too. We have written to our representatives and this route is the best to follow northward. But before you go, you and our families are going to see Atlanta."

Throughout the long return to New York surprise and admiration attended me, see-



Leading Garage at Greenville, S. C.



A happy Texaco branch at Spartanburg, S. C.



Motorcycle Texaco Boosters at Charlotte, N. C.

## TEXACO STAR



The shining light of Washington, D. C., from top of Fort Runyun

ing everywhere The Texas Company's vast expansion. The distributing and filling stations all wore a Beau Brummel appearance. Old Vesuvius's coloring might be shaded if it were shown on the top of Fort Runyun as one gazes on Texaco's brilliant stars lighting the roadway to Washington, D. C. Mr. G. E. Parsells in his quiet modest manner said he really would like me to see their new auto-truck just arrived, besides five others, also five horse trucks and one stake wagon and could use more. And such a beautiful home for them—and the horses! It is evident The Texas Company belongs to the humane side of life. Baltimore said: "Just watch our smoke; come and see us next year and we'll have a Vesuvius-dimmer too." Philadelphia stood a

shining light for the motorist. Everywhere was seen a picture of The Texas Company's progress.



Atlantic City, N. J.—Agent A. N. Guild

I am sending a few pictures taken along the way. The absence of views of many plants and agents is due to not always having a camera or inclement weather. Nevertheless the photoed and unphotoed souls of the big Texaco Family will always be remembered by me with gratitude for their deeds of kindness. And some day I'm going down to Port Arthur and thank their parents too, and tell them how I covered 10,778 miles on a motorcycle using exclusively Texaco Gasoline and Motor Oil E. H. without any trouble—except my dog "Trouble."

Human labor, through all its forms, from the sharpening of a stake to the construction of a city or an epic, is one immense illustration of the perfect compensation of the universe. The absolute balance of Give and Take, the doctrine that everything has its price, and if that price is not paid, not that thing but something else is obtained, and that it is impossible to get anything without its price—this doctrine is no less sublime in the columns of a ledger than in the budgets of states, in the laws of light and darkness, in all the action and reaction of nature.—Emerson.

\* \*

What we know determines what we are, what we will be, and finally the remuneration we shall receive. . . . Guesswork is a bad thing to indulge in. To be accurate is to be strong. Accuracy bestows confidence in oneself, creates confidence in others, and confers a certain prestige upon the individual who is at all times sure of what

he says. . . . The lot of those who guess their way through life is failure. Accuracy wins the world over. For that reason be accurate in everything, even to the detail of filling in a blank. Be sure that all blanks are filled up accurately. Failure in doing so loses minutes and money—and more, it loses you a certain degree of respect in the Office. Don't be a detail dowdy. Be accurate in all things at all times, until accuracy becomes an accomplishment.—Eugene Arnett's "Studies in Salesmanship."

\* \*

There was a talk once of honeymoons, and the ideal places to visit; and a Wise Man observed that if it mattered to the honeymooners where they went, it didn't matter *where* they went; and if it didn't matter *where* they went, why, then it didn't matter where they went.—F. P. A. in *New York Tribune*.

An enthusiastic motorist speaking to her friend of a certain young man's slowness at proposing:

"Charley seems to start easy," she remarked, "and he speeds up well; but just at the critical moment he always skids."—*New York American*.

# TEXACO STAR

## SAFETY AND SANITATION

ST. C. B. BYRNE, Chairman Central Committee on Safety

### COMPARISON OF ACCIDENTS FIRST QUARTER 1916 WITH FIRST QUARTER 1915

ACCIDENTS IN PERCENTAGES OF NUMBER OF MEN EMPLOYED, AND PERCENT OF WORKING DAYS LOST

	Accidents				Percent of Working Days Lost	
	Without Disability		Causing Disability		Days Lost	
	1915	1916	1915	1916	1915	1916
Port Arthur Works.....	16.14%	27.49%	5.00%	6.90%	.39%	.45%
Port Neches Works.....	63.95%	18.43%	1.74%	1.79%	.06%	.07%
West Dallas Works.....	5.71%	3.17%	2.86%	1.58%	.11%	.16%
West Tulsa Works.....	7.50%	7.80%	2.50%	1.58%	.11%	.05%
Lockport Works.....	.....	4.93%	5.00%	3.70%	.11%	.16%
Case and Package Div....	24.48%	29.51%	7.10%	6.49%	.63%	.50%
Northern Terminals:						
Portland.....	.....	14.28%	28.59%	.....	2.38%	.....
Providence.....	4.88%	2.95%	.....	2.95%	.....	.51%
Bayonne.....	5.55%	2.33%	4.44%	.....	.96%	.54%
Delaware River.....	6.06%	2.96%	1.51%	9.62%	.10%	.98%
Baltimore.....	20.00%	.....	.....	.....	.....	.....
Norfolk.....	.....	.52%	.....	1.04%	.....	.03%
Southern Terminals:						
Charleston.....	.....	.....	.....	.....	.....	.....
Jacksonville.....	.....	.....	.....	.....	.....	.....
Mobile.....	5.55%	.....	.....	3.84%	.....	.04%
Amesville.....	.....	.....	.....	5.88%	.....	.26%
Port Arthur.....	3.84%	37.16%	7.66%	1.49%	.17%	.82%
Galveston.....	.....	.....	.....	.....	.....	.....
Totals	18.91%	20.81%	4.76%	5.68%	40%	.42%

Several German insurance societies and the Zurich Building Trades Association have for years been carefully compiling statistics showing the relation of intoxicating liquors to accidents. The latter, in records covering seven years, found that on the average 22 per cent of the accidents of the week occurred on Monday, an average of 15.7 per cent on the other days of the week; that is, there were about three accidents on Monday to two on the other days. Statistics compiled by the German Imperial Insurance Office for twenty years showed that Monday invariably averaged the highest record for industrial accidents. Our records for 1914 and 1915 show a similar condition.

Without going into the many details incident to the hundreds of experiments conducted by some of the leading scientists in different parts of the world, it may be said that scientific tests have shown that intoxicating liquor increases accidents because (1) it impairs the faculties that would take the necessary precaution against danger; (2) it impairs nerve control, causing unsteadiness in hand or a dangerous misstep; (3) it lessens one's ability to recognize danger; (4) it interferes with ability to avert danger when recognized.

CARELESSNESS is our greatest enemy. He is more powerful than the combined armies of the world, more deadly than bullets, as he destroys more men than all the wars of the world and wrecks more homes than the mightiest siege guns. He steals in the United States alone over \$300,000,000 each year and spares no one, as he finds his victims among the rich and poor alike; the young and old, the strong and weak, widows and orphans know him.

CARELESSNESS looms up to such proportions that he casts his shadows over every field of labor, from the turning of the grindstone to the moving of every railroad train. He massacres thousands upon thousands of wage earners every year. He lurks in unseen places and does most of his work silently.

CARELESSNESS is relentless. He is everywhere; in the home, on the streets, in the Works and Terminals, at railroad crossings, and on the seas. He brings sickness, degradation, and death; and yet so few seek to avoid him although often warned.

CARELESSNESS destroys, crushes, maims, takes all and gives nothing. He is your worst enemy.

If a man looks and thinks he usually has an opportunity to "get on his guard," but if he stumbles around blindly he makes of himself a fit object for the danger trap.

\* \*

Wood can catch fire from the slaking of even poorer grades of lime. Very poor limes may produce a temperature of 300 deg. Cent., which is sufficient to char wood on exposure to air. The best limes can produce a slaking temperature of 400 deg. Cent.; so it is dangerous to ship lime in contact with wood.—*Scientific American*.

## TEXACO STAR

### BY THE WAY

Mr. George O'Connor encloses in a cordial letter the following contribution, sent from the Company's farthest outpost in the United States. The letter is dated July 30, at Butte, Montana, where, he says, "the boys have more of the real Texaco spirit than have some of the home guard, and it may do them good to see their names in the Company journal." Mr. O'Connor sends kindest regards to all old friends.

On the evening of July 22 under cover of darkness, the Fletcher Brothers of Butte, Montana Station assembled their fishing and camping paraphernalia and challenged Construction Foreman Baird and Geo. O'Connor to a twelve mile ride on the 10:45 p. m. train, a nine-mile hike, one hour's sleep by a camp fire, and fourteen hours of continuous casting of Royal Coachman Flies on the waters of the Big and Little Pipestone in an effort to lure the lusty mountain trout to the hook. Baird and O'Connor, being of aggressive natures, were easily induced to accept the challenge and the game was on.

The hike to the stream was uneventful save for one little incident, which as yet remains inexplicable. Buel Fletcher, whether becoming alarmed at the twitter of a mountain lion or merely shying at a passing locomotive, suddenly separated himself from the party, and when next seen was wearing a countenance similar to that of an overzealous pipeline after a Saturday night in town. Once at the stream, O'Connor's style of fishing furnished much amusement for the more experienced mountaineers, and was in sharp contrast to that of Philip Fletcher, who, on one occasion at least, demonstrated his ability to tree a trout and catch it with his hat. Though George's methods may have been crude, we have it from a reliable source that he brought home fifteen fine trout. This may be accounted for in part by the fact that O'Connor carries about forty pounds avoirdupois more than do most of the other members of the party. The entire party are loud in their praises of Edgar Fletcher's ability as camp foreman and cook, and to his untiring efforts was due much of the pleasantness of the trip.

While it is a far call from Texas to Montana, there is always a welcome and a good time awaiting one and all of our fellow workers who become so adventurous as to pay us a visit.

\* \* \*

A negro mammy had a family of boys so well behaved that one day her mistress asked:

"Sally, how did you raise your boys so well?"

"Ah'll tell yo', missus," answered Sally. "Ah raise' dem boys with a barrel stave, an' Ah raise' 'em frequent."—*Everybody's*.

Wild-Eyed Customer—"I want a quarter's worth of carboic acid."

Clerk—"This is a hardware store. But we have—er—a fine line of ropes, revolvers, and razors."—*Yale Record*.

\* \* \*

Superintendent G. H. Reinhardt sends a clipping on Enthusiasm, from which we take the following:

Cash can buy, but it takes enthusiasm to sell. . . Enthusiasm is the witchery of really wanting to do. Enthusiasm is earnestness of purpose, eagerness to be up front. The despondent, hopeless, forlorn fellow is sometimes tolerated on the pay roll out of deference to those who are dependent on him, but it would be cheaper to pension this pessimist. Self-reliance, self-confidence, hope, expectations, are some of the pillars of man's prosperity.—*Quoted in Miller's Auto Topics*.

### LACK OF AMBITION

By Fred D. Kistendger, Clerk at Pelham Manor, N. Y. Station

There's many a man who works with a wrench,  
If he had but a spark of ambition,  
Would pass beyond his tools and the bench  
And rise to a better position.

And many there are engaged night and day  
With little to get for their labor,  
Whose talents, if used in a different way,  
Would make them the peer of their neighbor.

It's lack of ambition that keeps a man down,  
And makes him a servant forever;  
While others will smile, he only can frown,  
That some of his fellows are clever.

While seldom success will come to the man  
Who is lacking in honest ambition,  
He who for his life has a definite plan  
Is bound to improve his condition.

For plenty of push, with good common sense,  
Will crown with success an endeavor;  
But lack of ambition brings only expense  
To its victims, who suffer forever.

### APHORISMS OF THE TEXACROW

DID YOU EVER NOTICE TH' WAY  
A MARRIED WOMAN PATRONIZES  
A OLD MAID? AN' DID YOU EVER  
NOTICE TH' WAY A MARRIED  
GUY ENVYS A BACHELOR?



## TEXACO STAR

### DEPARTMENTAL NEWS

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

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

**PIPE LINE DEPT.** Agent C. E. Clancy, of Pipe Line Office at Shreveport, has

resigned to be associated with Mr. P. J. White in the casinghead gasoline business. Mr. Clancy has been in our service for a number of years and we regret very much his leaving. He is succeeded by B. C. Walker, who for several months has been in Houston in the Fuel Oil Department, but prior to coming to Houston was in our Shreveport Office.

A number of employees from Tampico who arrived in Houston early in July have returned to Mexico to take up their duties again as much as conditions will permit.

**REFINING DEPT.** Wm. T. Donaldson, a graduate of University of Texas Law Dept., has been appointed to a position in the Houston Office.

R. D. Longley, a graduate of the Rice Institute, has been appointed to a position in the Engineering Offices at Houston.

H. P. Dunn has been transferred to Port Neches Works from the Terminal Division Office in New York.

The many friends of Mr. and Mrs. R. P. Dorris, of West Tulsa Works, extend sympathy in the sad affliction that has come to them in the death of their 18 months old son Robert Pierce Dorris.

The Stork paid a visit to the home of Mr. and Mrs. A. S. Bailey, Providence, R.I.—a boy.

John Garey, a graduate of Sheffield Scientific School, has joined the Bayonne Laboratory force.

Max Taradash has been transferred from Bayonne to the Terminal Division Office in New York.

Jack Clark has been promoted from Switchboard Operator to Filing Clerk. Robert Vreeland is his successor.

Howard Ford has been promoted from Office Boy to Messenger between Bayonne and New York. Joseph Gooley is his successor.

Charles Jaekle has been appointed Clerk in the Bayonne Office.

Louis Nalitsky has resigned as Clerk to teach commercial subjects in a preparatory school. We know that Louis will make a good instructor as he has had both college training and business experience in these subjects. The boys are all sorry to lose his company.

Due to the good management of Mr. Harry Baum, the Texaco A. A. has won popularity as one of the best organized teams in the Manufacturing League. This season the team has played six games with semi-professional and manufacturing teams of New York and New Jersey and have not as yet been defeated. The teams and scores were:

Mechanics Trust Co., Bayonne	2	Texaco A. A. 16
Tide Water Oil Co., Bayonne	2	Texaco A. A. 18
Standard Oil Co., Jersey City	11	Texaco A. A. 13
Austin-Nichols Co., Brooklyn	3	Texaco A. A. 8
Standard Oil Co., Jersey City	9	Texaco A. A. 10
Worthington Pump & Mch. Co., Harrison, N. J.	3	Texaco A. A. 7
Totals	30	72

Fred Rade leads the team in batting, hitting for the grand average of 650 in five games, getting 13 hits in 20 times at the bat. Arthur Smith leads in fielding, having a perfect average in six games. Smithy took care of 16 chances. The feature of these games has been the steady pitching of young Wilson.

R. W. Ford has been transferred to Norfolk Terminal from the New York Office. We are glad to have him with us again.

Norfolk Terminal employees who have responded to the call of their respective regiments to mobilize:

S. White, Jr., Clerk	C. Armstrong, Pipe Fitter
T. A. Eaton, Stillman	H. Cobb, Car Repairer

G. Dollard, Hyman Cohn, and R. E. Oborski have entered the service of The Texas Company as stenographers at Port Arthur Terminal.

E. E. Stuckey has returned to Port Arthur after a pleasant visit with relatives in the East. His son, who has been at school in Brooklyn, N. Y., returned with him.

On July 10 the Engineering Corps of the State Militia of Port Arthur, Texas, was mustered into Federal Service. C. C. Moore, Will P. Irwin, J. N. Matthews, and

## TEXACO STAR

J. R. Bailey, of the Case and Package Division, are members of the Corps. Port Arthur has the distinction of having two infantry companies and one Engineering Corps.

On July 9 the Texaco Island Stars and the Liberty Baseball Team crossed bats at Port Arthur. The Island Stars won—7 to 1. The Liberty team classed themselves champions of Southeast Texas.

Water Shipments by The Texas Company from Port Arthur, Texas, Month of July 1916:

DATE	VESSEL	BARRELS	DESTINATION
		Refined	
1st	S.S. Hotham	27,665	London
1st	S.S. Northwestern	22,503	Bayonne
2nd	Brg. Dallas	16,613	Providence
4th	S.S. Georgia	49,695	Amesville, La.
5th	S.S. Batoum	34,903	Dartm'th, Eng.
5th	S.S. New York	73,693	Delaware River
6th	S.S. Alabama	29,788	Amesville, La.
6th	S.S. Texas	72,215	Charleston and Jacksonville
8th	S.S. San Edvarado	60,796	Dartm'th, Eng.
9th	S.S. Dan	32,991	Messina
12th	S.V. Corrie A. Lane	5,931	So. Africa
12th	S.S. Georgia	50,402	Cristobal
14th	S.S. Alabama	28,563	Amesville, La.
15th	S.S. San Gregorio	104,613	Dartm'th, Eng.
17th	S.S. Oraonne	35,943	Australia
17th	S.S. Illinois	54,492	Providence
18th	S.S. A. E. McKinstry	249	Cuba
19th	S.S. Alabama	29,016	Amesville, La.
20th	S.S. Texas	70,833	Bayonne
23rd	S.S. ArciducoStefano	23,432	Italy
23rd	S.S. San Silvestre	59,662	Dartm'th, Eng.
25th	S.S. Alabama	28,150	Bayonne
25th	S.S. Taizan Maru	26,799	China and P. I.
25th	S.S. New York	67,524	Norfolk
25th	S.S. Oyleric	72,621	London
26th	Brg. Tulsa	7,851	Amesville, La.
26th	S.S. San Valerio	63,850	Dartm'th, Eng.
30th	S.S. Georgia	13,769	Bayonne
30th	Miscellaneous	4,314	
		1,168,876	
		Crude	
18th	S.S. A. E. McKinstry	3,465	Cuba
30th	Miscellaneous	446	
		3,911	
Total: 1,172,787 bbls.			

MARINE DEPT. George N. Francisco, formerly captain of Steam Lighter *Nina C.*, has been appointed U. S. Inspector of Hulls at Albany, N. Y. Captain W. P. Francisco, a cousin of the former master, has been appointed Captain of the *Nina C.*

Mrs. Fred Gober and Mrs. J. B. Kelly have been having a lengthy trip on the S.S. *Georgia*—sailed from Providence, R. I., have been to Tampico twice, to Port Arthur three times, to New Orleans once, and to the Panama Canal. They now think that

they are on their way to Bayonne, and they say if the ship really gets that near home it will be hard to see them for the dust.—Signed: *Mrs. Gober and Mrs. Kelly.*

SALES DEPT. Houston District.—We ex-S. TERRITORY tend sympathy to Mrs. F. W. Stewart and family on account of the loss of husband and father. Superintendent Monroe gave the District Office force a picnic lunch in Eastwood on Saturday, July 15.

A. A. Davis of Houston District Office has been transferred to the Territorial Office.

E. M. Barler, formerly an instructor in the University of Texas, has entered the service as Bookkeeper in the Dis't Office.

El Paso District.—J. N. Perritt has been appointed Tank Wagon Driver at El Paso, succeeding G. C. Tatum. Mr. Perritt is an old-timer with the Company, and we welcome his return to the ranks.

M. O. Simms has been appointed Agent at Clifton, Arizona, succeeding E. L. Howell, who resigned to accept a position with his father, Agent W. Howell of Clovis, N. M. Station.

C. S. Jones, Clerk and Cashier at El Paso Refined Station, has been on the sick-list for some time suffering from inflammatory rheumatism.

Birmingham District.—Agent Patterson called at the District Office on July 3 *en route* to Buffalo to attend Shriners' convention. He is making the trip in his automobile on which there are banners advertising Texaco Motor Oil.

Ass't Gen'l Sup't Rieber of Port Arthur Works paid us a very pleasant visit recently.

R. Trahan has been transferred from Order Clerk, Atlanta District Office, to Agent Anniston, Ala. Station, succeeding H. S. Robertson resigned.

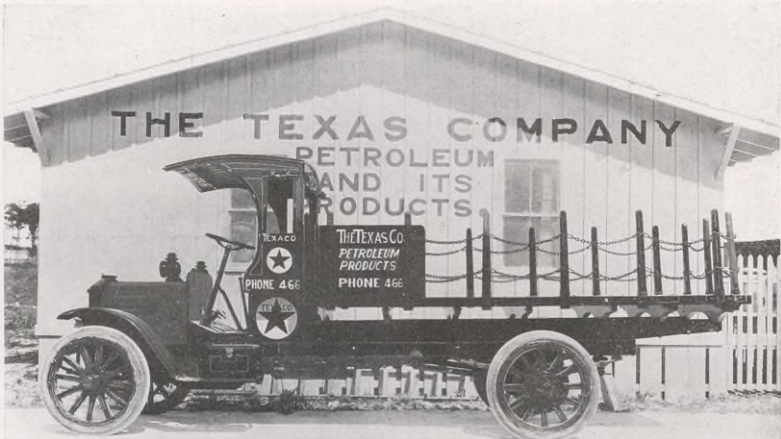
Atlanta District.—Rene Trahan, formerly Agent at Meridian, Miss., for the last year Order Clerk in Atlanta District Office, has been transferred to be Agent at Anniston, Ala. He is succeeded by C. G. Wright, who in turn is succeeded as Stock Clerk by R. R. Jackson.

G. A. Wright, Southeastern Representative Vann's secretary, has been appointed salesman in South Georgia, headquarters Americus, Ga., succeeding R. A. Peeples, Jr. resigned.

## TEXACO STAR

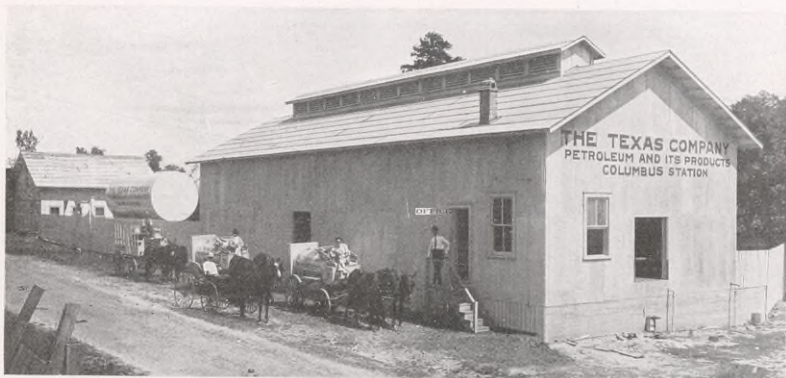


A recent addition to the equipment of Houston Station of which Agent H. W. Dodge has just reason to be proud



Miami, Fla. Station is proud of this Auto-Tank-Truck

## TEXACO STAR



Columbus, Ga. Station



Agent Roberts, of Columbus, Ga., who during the last three months has collected each month all past due accounts at his station, standing at the head of Atlanta District agents in collection percentage efficiency. His example is worthy of emulation, and nine other agents attained the same result for June.

R. J. Swain, after an absence of three months, is again at his old position as secretary to Southeastern Representative Vann.

Mail Clerk Billie Allen has been transferred to Atlanta Station Office, B. H. Hill taking his place as Mail Clerk.

June Collection Bulletin shows the names of ten Agents on Honor Roll, which means

that ten stations had no past due accounts on June 30.

C. E. McEwen led the salesmen in number of future orders taken in June.

Craig Harris has been appointed Roofing and Specialty Salesman for Atlanta District. We welcome Mr. Harris to this District and he will find all the co-operation he is looking for.

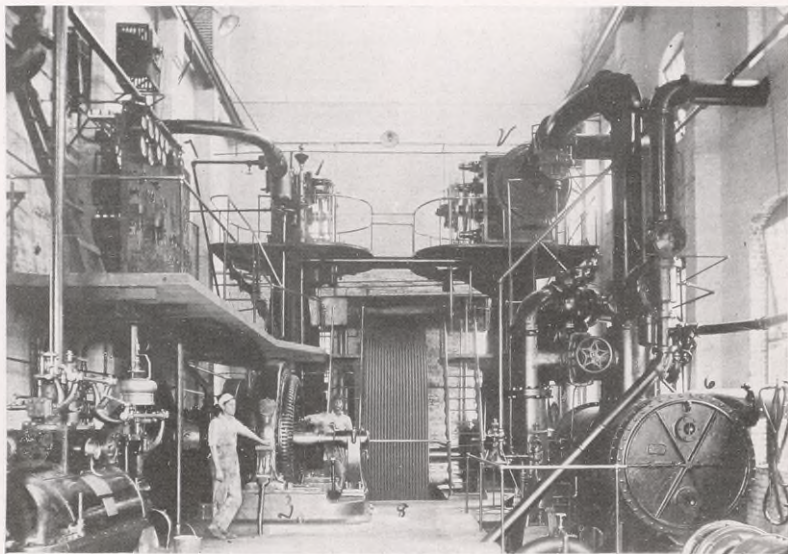


Rome, Ga. Station during the recent unprecedented flood



Pictures taken July 11, 1916

## TEXACO STAR



Engine Room, Burton-Swartz Cypress Co., Perry, Fla.

This is one of the largest saw-mill plants in the South. They use Texaco products exclusively. Engineer Maxwell keeps this engine and room as neat as any parlor and is justly proud of the machinery in his charge, which is an Edwin P. Allis Long Range Compound. He says it is too good for anything but Texaco.

**SALES DEPT.** Boston District.—We had the pleasure of a visit from  
**N. TERRITORY** First Vice President T. J. Donoghue, who spent a day with us in Boston on his way to Maine.

J. H. Morrison, who is making a careful inspection of all our stations in New England, on a recent trip unintentionally assisted in pulling down a large tree, fortunately escaping with few scratches. Out on a country road a laborer, who was endeavoring to remove a big tree, had stretched a small wire cable from the tree across the road to a telegraph pole. There was not enough clearance for Mr. Morrison's car to pass beneath the wire, and one of the results was a decapitated machine.

F. R. Morris, formerly with the Philadelphia Office in charge of Motor Oil Campaign, has been assigned to take charge of the campaign in Providence, R. I.

### Transfers and appointments:

H. C. Hall, from Motor Oil Salesman to Salesman in charge of Motor Oil Campaign at New Haven.

W. A. Jordan, employed as Motor Oil Salesman.  
W. E. Dorn, Motor Oil Salesman, resigned.  
G. L. Sawyer, General Salesman, resigned.  
C. W. Reed, employed as Kerosene Route Man.  
M. J. Crowley, from Clerk in the District Office to Motor Oil and Coupon Book Salesman, Metropolitan District.

T. F. Cawley, from Collector to Traveling Agent.  
J. W. Riley, from Operating Inspector to Salesman Agent at Fall River.

F. F. Hale, Representative, will take over Mr. Riley's territory.

J. E. O'Connor, Agent at Hartford, Conn., succeeds Mr. Hale as Representative.

W. S. Brinsmade, Salesman in charge of Motor Oil Campaign at New Haven, succeeds Mr. O'Connor as Agent at Hartford.

New York District.—On Saturday, July 8th, the Texaco Greasers held a picnic at Boehm's Picnic Grounds, New Dorp, S. I. Agent F. E. Bell, of White Plains, has contributed these verses describing some of the events:

The Greasers had an outing down Staten Island way,  
'Twas their annual picnic when they take time to play.

They invited several Agents and Mr. Gruet, too,  
And played a game of baseball, a proper thing to do.

## TEXACO STAR

Fatty Leggett was the pitcher they put in the box to twirl;  
He attracted all the Agents as a nut attracts a squirrel.  
They hit him all around the lot until he began to beg,  
And finally he quit the game (because he hurt his leg).

Superintendent Gruet for the Agents pitched "some ball"  
And made the Greasers surely feel that they were very small;  
They boldly walked up to the plate to give the ball a clout,  
But Umpire Jacobs had some eye and the whole darn bunch "struck out."

Cupid Quirk, the Greasers' worthy head, engineered the game,  
And the way the boys all guyed him, it really was a shame.  
Arthur played a good left field and the bunch began to shout  
When Renz hit him a liner and the umpire called "You're out."

Nealy at third base could pick them off the grass,  
And Druquer playing shortstop certainly showed class.

The Agents won this little game, the score was nine to four,  
And when the Greasers practice up, we'll play with them some more.

The reason now our Greasers lost this little game of ball,

Is because they are so full of lubrication, one and all.  
Their very hands are slippery with the greases we all know,

Which only proves the merit of our well known "Texaco."

Philadelphia District.—General Representative I. B. Connor is the proud possessor of a few weeks old son, Richard Lewis by name.

Friends will be glad to hear that Mrs. John H. Webb is recovering from the effects of a fall at her home in Baltimore.



Winning team in the Work Horse Parade at Quincy, Mass., July 4, 1916.

### Appointments and transfers:

John Weller Holden, acting Agent at Easton, Pa., succeeding R. E. Fields, who will have charge of the new Refined Station at Camden, N. J.

J. M. Michener of Collingwood, N. J., Solicitor at Camden, N. J.

Edward A. Killduff, Stenographer in the Operating Department, has resigned and Louis J. Bayer, until recently with Standard Oil Co. on the Pacific Coast, has succeeded him.

Hugh O'Neill, promoted from Assistant Agent to Agent at York Road and Spencer Street Station. John J. Rogers is now Assistant.

J. B. Doyle, formerly Agent at York Road and Spencer Street, is Agent at the 2735 N. Broad Street Station, with Frank Nevins as Assistant Agent.

J. J. Dougherty, formerly Agent at N. Broad Street, has been transferred to the Office Sales force.

Thomas McKernan, Stock Room Clerk, succeeding Daniel McKenna resigned.

H. F. Shaen, Bookkeeper, succeeding John Green resigned.

Miss Lavinia Fairheller, File Clerk, succeeding Miss Marie Meagher resigned.

Salesman H. W. Shaner has joined the Plattsburg Military Training Camp as a plain and ordinary rookie, where, according to a postal received from him, he addresses everyone as "Sir," not excluding the pet cat. Mr. Shaner is noted as a strong swimmer and it is an every day occurrence when he is at his home in Atlantic City to dive off the Steel Pier and swim about in the sea. We do not doubt Mr. Shaner's bravery, but probably he is not missing his swims so much since the trouble has arisen from man-eating sharks on the Jersey Coast. Those who have met Mr. Shaner will agree that he would furnish excellent bait for a good sized shark.

Norfolk District.—We received the following from Salesman "Bill" Holt, dated July 4, 1916: "Announcing the arrival at my home this a. m. a 7¾ pound Oil Salesman!" Here's luck to young Bill.

On July 21 a new Manager reported for duty to take charge of the Baseball Team.

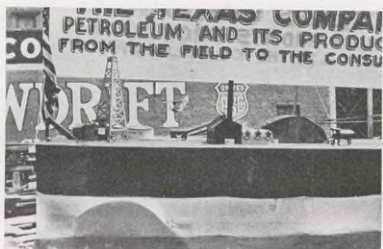


The first prize was awarded to The Texas Company for its handsome team and masterly lady driver in the Work Horse Parade at Quincy, Mass. The lady is the daughter of Agent Bruce.

## TEXACO STAR



"The Victor," using Texaco products, winner of the motor boat race on "Good Will Day," July 4, 1916, at Elizabeth City, N. C.



The Texas Company's float in the parade on "Good Will Day" which was mentioned by newspapers as being the best in the parade. Note the miniature derrick, refinery, tanks, tank cars, tank wagons, and aeroplane, all worked out by Agent M. L. Clark.

Doc. Sr. hated to give up his berth as manager, but by unanimous vote "little Doc" was elected manager on first ballot. "Doc" reports that the youngster arrived at 6 a. m., weighs 7 pounds, and that Mrs. Haden is doing well. W. R. E. is going to furnish a baseball uniform for the new manager, and as soon as the uniform arrives we will get a photograph of him and send it to the *Star*.

J. W. Coffman of the District Office was taken to Saint Vincent's Hospital on July 7 with a case of typhoid fever. We are hoping for his rapid recovery.

J. MacHenderson, Jr., Voucher Clerk, was called for recruiting services at Richmond, Va., on July 17. "Mac" has been anxious to go to Mexico and we hope they send him to Chuckatuck, Va., for services.

Harold Sydnor has resigned his position in the District Office to accept one with the Southern Railway. Harold was one of the brightest office boys we have had. Robert Wilson has taken Harold's work and Lee Dongan will take Robert's.

Captain Henry Henke, who last year entertained the District Office employees on

his yacht *Ilasca*, again entertained us on the 15th and 22nd of July. The first party was chaperoned by Mr. and Mrs. Clifton and Mr. and Mrs. Thompson looked after the second party. Captain Henke has won the hearts of all for the good time he has shown us each year. All employees of the Office except those on the baseball team make the trip. Manager Haden refused to let the players go as it would necessitate forfeiting a game and this we cannot afford to do, for we are out to win the pennant during the second half of the season.

On July 16 our Asheville, N. C. Plant was washed away by a flood. All railroad and county bridges are down and telegraphic communication was cut off for several days. The first wire we received stated that a tank car of gasoline and one tank wagon had been rescued and we were giving the usual Texaco service. Cars of kerosene and gasoline are being traced through with instructions to enter Asheville over the first line open to that point. Our competitors were entirely wiped out, and the one tank car we had did not last long. Salesman John S. Watters and Operating



Driver Holland and "Miss Norfolk," whose arrival at Norfolk Station was recently announced

## TEXACO STAR



Office and Warehouse force at Chicago North Kingsbury Street Station. Clerk C. E. Edwards, second from left, is now with U. S. troops on the Mexican border. Agent W. L. Cole in center of group.

Inspector T. J. Stocks are in Asheville in charge of the situation.

The Texaco Team in the Norfolk County League has been greatly strengthened by the addition of "Marty" Martell, who hails from the Norfolk Terminal. In throwing to the bases Jimmie Archer has nothing on "Marty."

Chicago District.—The Chicago Office looks as though "somebody" was moving. We regret to see the Purchasing and Railway Traffic Departments leave us, and are all wondering how we are going to get along without them. The Sales Department, however, can well utilize the vacated space, which will meet a longfelt need.

We want to express our thanks to the editors of *Lubrication* for the space given the Chicago District in July, an article by O. J. May and a report of S. S. Jackman's taking up nearly all of that issue.

Engineer C. M. Larson has returned after a two weeks honeymoon spent in northern Wisconsin. We all extend congratulations to bride and groom.

EXPORT DEPT. E. C. Perkins, Jr., formerly with Pierce Oil Corporation, has joined the staff of the Export Department.

A. E. Holliger sailed on July 29 for Cape Town, South Africa, to join the staff of The Texas Company (South Africa) Ltd. as engineer.



Chicago North Kingsbury Street Station. Driver A. J. Miller's auto-tank-truck is at all times good advertising and a credit both to The Texas Company and to himself. His results show what a conscientious driver can accomplish in both gallonage and the appearance of his truck.

Charles M. Claeys and Irving C. Tarler are now in South Africa.

R. Cullinan is now in South America.

E. T. Wrack left the services of the Company on August 1.

The Manager of the Purchasing Department and also the Manager of the Traffic Department, both located at Chicago, have mailed to all of their business friends directly or indirectly connected with The Texas Company, and also to concerns out-

## TEXACO STAR



Mr. Gabriel Ferrer, our Agent at Arecibo, Porto Rico, and members of his family

side the Company with whom they have business the following notices:

THE TEXAS COMPANY  
announces the removal of its  
Purchasing Department, A. F. Colling, Manager,  
from

332 South Michigan Avenue, Chicago,  
to  
17 Battery Place, New York City,  
August 1, 1916.

THE TEXAS COMPANY  
RAILWAY TRAFFIC DEPARTMENT  
NOTICE OF REMOVAL

Chicago, July 15, 1916.

Effective as of July 20, 1916, the general office of this department will be removed to the Whitehall Building, 17 Battery Place, New York City, to which address all communications intended for this office should be directed on and after aforesaid date.

All matters appertaining to the maintenance of Rolling Stock, including requisitions for repair material and car repair bills, should be addressed to C. W. Owsley; junction cards, per diem, mileage, and all other reports relating to the movement of cars, together with remittances for mileage and car repairs, to J. O. Wilson; all other communications to the undersigned, in care The Texas Company, 17 Battery Place, New York City, N. Y.

Wm. Jervis,  
Manager.

Those connected with the Purchasing Department who will be transferred from Chicago to New York August 1 are:

A. F. Colling, Manager Purchasing Department  
J. E. Byrne, Western Purchasing Agent  
R. J. Curtis, Chief Clerk  
W. B. Kenaga, Secretary to Manager  
Raymond Ives, Accountant  
F. C. Brons, Accountant  
Howard Lang, File Clerk

Those connected with the Traffic Department who will be transferred from Chicago to New York August 1 are:

Wm. Jervis, Manager Traffic Department  
Chas. Ervin, Secretary to Manager  
J. O. Wilson, Department Agent  
A. J. Stukenborg, Chief Rate Clerk  
C. W. Owsley, Chief Inspector



Texaco Products are evidently the *hobby* of the whole family

W. W. Wilson, Chief Accountant  
C. E. Kelley, Cashier  
E. M. Martin, A. J. Burkhardt, C. R. Wakefield  
F.C. Corwin, R.G. Scaring, H.L. Brown, C.H. Fowler

PRODUCERS John F. Black, General Superintendent of the Oklahoma Division of the Producers Oil Company, died at his residence in Tulsa Sunday, July 23, after an illness of several months, and was buried the following Tuesday, under the auspices of the Catholic church of which he had been a faithful and earnest member for many years. He is survived by his widow and sons, Wm. A., John J., and Chas. A., and daughter Mrs. G. W. Carney, all of whom were present when the end came.

The officials of the Producers Oil Company from Houston and the Division Superintendents of the Company from Texas and Louisiana, together with the officials and employes of the Producers Oil Company and The Texas Company in Oklahoma, and a large concourse of friends from Tulsa and the Oklahoma oil fields attended the funeral.

Mr. Black has been prominently identified with the oil industry during his business career, beginning in Pennsylvania, where he was born, and afterwards in New York, Indiana, Ohio, Kansas, and Oklahoma, and was thoroughly familiar with oil production in all its phases. He became interested as a stockholder in The Texas Company when it was organized, and as that Company grew and increased its capital stock, he increased his holdings until his death. When the Producers Oil

## TEXACO STAR

Company entered Oklahoma in 1907 Mr. Black became General Superintendent for that district for the Company and so remained until his death, and the success of the Company in that district was largely due to his sound judgment and business ability.

John Black was one of Nature's Noblemen. He was true to every trust reposed in him, and discharged faithfully his duty to his employes, his employers, his fellow men, his family, his country, and his God. Quiet, modest, and unassuming, you had to know him intimately to appreciate his true worth. He was loved by the men working under him to a remarkable degree, and was respected and prized by his employers, and most highly esteemed by his business associates and fellow citizens who had opportunity to know him. He was an exemplary citizen in all the walks of life, and the world is better for his having lived in it. His splendid character, his successful and exemplary life and the reputation he established, is a noble heritage left to his relatives and friends that will ever be a source of comfort and satisfaction and an inspiration to a better life. A good man and true is gone, but he has not lived in vain. May he rest in peace and in the final judgment receive the reward for faithful service well performed.—*R. E. Brooks.*

Miss Dorothy Dean Stutzman, of Houston Heights, and Mr. Robert W. Curry of the Accounting Department of Producers Oil Company were quietly married on August 5 at the home of the bride's parents, Mr. and Mrs. Arthur Garrison. The wedding was quiet, with only a few friends and relatives of the bride and groom present. Mr. and Mrs. Curry will be at home at No. 1117 Allston St., Houston Heights, after August 20.

J. C. Wilson, formerly Field Superintendent Electra Pool, has been made As-

sistant General Superintendent Wyoming Division, headquarters at Billings, Mont.

F. H. Greenhill and O. A. R. Samuelson were transferred from our Houston Office to Billings, Mont., where Mr. Greenhill was made Chief Clerk, Wyoming Division, and O. A. R. Samuelson Stenographer.

A meeting of the Land and Lease Department was held in Houston for three days beginning August 1, which was attended by the following out-of-town parties:

E. C. Kuhlman, Land and Lease Dep't, Oklahoma Division

J. F. O'Donohoe, Land and Lease Dep't, North Texas Division

L. B. Webster, Jr., Land and Lease Dep't, North Louisiana Division

F. E. Kistler, Land and Lease Dep't, Wyoming Division



First cars of compression gasoline shipped by Producers Oil Company from their Caddo Plant, showing Jos. Meagher, Superintendent Gasoline Plants, North Louisiana Division, standing by car and "Indian Pete" Dauphin on top of car. This picture was furnished for the *Texaco Star* by B. B. Rayford, Oil City, La.

The *Suggestive Index of Current Articles*, to which this page is regularly devoted, has been crowded out for this month. There is space to mention, however, that a series of articles by B. C. Forbes on Our Fifty Greatest Business Men—Men Who Are Making America was begun in *Leslie's Weekly*, July 27, the first article being on E. H. Gary; on Theodore N. Vail, August 3; on Minor C. Keith, August 10. The *Iron Trade Review*, May 25, 1916, gave the strong Minority Report by Wisconsin Congressman E. E. Browne on the measure

prohibiting scientific management in government establishments.

A new book has just been published which is a valuable addition to the literature of oil and gas: "Principles of Oil and Gas Production," by Roswell H. Johnson, Professor of Oil and Gas Production, University of Pittsburgh, and L. G. Huntley, Lecturer on Foreign Oil and Gas Fields in the same institution, John Wiley & Sons, Inc., New York, publishers; 148 maps and illustrations, pp. 371, \$3.75 net.

# “URSA” IS THE OIL

This was the dictum of an Erecting Engineer from a large Diesel Engine Manufacturing Plant after checking up a field test on

## TEXACO URSA OIL

And, incidentally, he is by no means alone in his conviction that TEXACO URSA OIL is THE oil for Diesel Engines. Several of the larger manufacturers recommend it with the utmost confidence.

While this engineer was greatly pleased with the oil economy, the cool bearings and the absence of troublesome deposits, the thing which aroused his enthusiasm was the fact that URSA lubricates the ENTIRE unit. It takes care of the lubricating requirements of the power cylinders, air compressors, and all other parts.

## ONE OIL FOR ALL

TEXACO URSA OIL is a rich lubricant, and of such a uniform nature that it does not distill or decompose in the cylinders. When this oil works past the piston into the combustion chamber it BURNS CLEAN. You never find carbon troubles where URSA is used.

URSA is one of the carefully prepared lubricants made by The Texas Company. Each Texaco Lubricant is designed to meet a certain set of mechanical conditions, and each one is the right oil for the purpose. We will be pleased at all times to give further particulars and prices.

## THE TEXAS COMPANY

HOUSTON

NEW YORK



Boston  
Atlanta  
Norfolk  
Philadelphia

### BRANCH OFFICES:

Dallas      El Paso      St. Louis  
Youngstown      Chicago      New Orleans  
Birmingham      Oklahoma City      Denver



# BUCKING THE WAVES AT 54 MILES AN HOUR

**"DISTURBER IV"**—The sensational 40-ft. racing boat—the winner of the Wrigley Trophy and other aquatic honors—maintain this remarkable speed over a thirty-mile course in the rough water of Lake Michigan.

This was a gruelling test for her 1800 H.P. engine.

Commodore Pugh, the owner and driver, gives Texaco products a fair share of credit for this splendid performance. He used Texaco gasoline, Texaco motor oil, and Texaco transmission lubricants throughout the race.

The way Texaco products withstood this rack and strain and kept the engines free from trouble is a typical example of Texaco quality.

Unusual cases like this serve to bring out forcibly the high quality of Texaco products.

At the same time their success in the every day work of providing lubrication efficiency and economy in every conceivable industry, is putting and keeping Texaco Lubricant in plant after plant.

## THE TEXAS COMPANY HOUSTON NEW YORK



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