

The TEXACO STAR



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Saying Good Morning in New Zealand

In the Maori way of greeting they clasp hands and touch foreheads

Self-Regulation

The vast volume of goods and services that daily flow through the land would cease instantly were it not for the instinctive dependence of our people upon the moral responsibility of the men who labor in the shops and farms and the men who direct our production and distribution.

In these times of muddled thought it is sometimes worth repeating a truism. Industry and commerce are not based upon taking advantage of other persons. Their foundations lie in the division of labor and exchange of products. We often lay too much emphasis upon the competitive features of commerce, too little upon the fact that it is in essence a great cooperative effort.

Our home-made bolshevist-minded critics to the contrary, the whole economic structure of our nation and the survival of our high general levels of comfort are dependent upon the maintenance and development of leadership in the world of industry and commerce. It must be realized that any contribution to larger production, to wider diffusion of things consumable and enjoyable, is a service to the community; and the men who honestly accomplish it deserve high public esteem.

We all need to consider searchingly the practical question of the method by which the business world can develop and enforce its own standards and thus stem the tide of governmental regulation.

The test of our whole economic and social system is its capacity to cure its own abuses. If we are to be wholly dependent upon government to cure these abuses, we shall by this very method create an enlarged and deadening abuse through the extension of bureaucracy and the clumsy and incapable handling of delicate economic forces.

— *Herbert Hoover.*

The TEXACO STAR

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The Government's Suit

The Attorney General of the United States has filed suit in the Federal Court at Chicago against a number of oil companies, including The Texas Company. The purpose of the action, as stated in the bill of complaint, is an injunction on final hearing. No temporary or preliminary injunction is sought, and no penalties, fines, or forfeitures are involved. The things sought to be enjoined on final hearing are certain alleged practices in the granting of licenses to operate under patents heretofore issued by the United States government on cracking processes, and particularly the insertion and observance of clauses restricting and limiting licensees in their operations, territorily and quantitatively, or clauses granting an option on the product to the Standard Oil Company of Indiana. It is alleged that these violate the antitrust laws.

When the suit was filed Mr. Beatty, in response to a request from the press, gave out the following statement:

It is a law suit and will doubtless be tried on its merits. It involves not only antitrust law but also the scope and effect of patent laws which have stood unshaken for years. The questions are of technical and strictly legal nature. We have acted throughout upon legal advice and feel sure of our ground. A discussion of the points would be of no use at this time. They can better be developed on the trial in court.

He thus brushed aside all inferences that might be drawn from the fact that the suit was filed in the year of a presidential election, at a time when the Democratic National Convention was in session in New York, when LaFollette was in the act of launching his campaign for radical votes from the Republican organization, charging that party with the toleration of gasoline trusts, patent clubs, and other devilment. Following the lead of the president of the Company, we shall deal with the subject as one of interest to employees and stockholders, imputing no sinister or ulterior purpose to the Department of Justice. The question on the trial will be, not the motive with which the suit was brought, but Has the Government a case and what is the defense? As indicated in Mr. Beatty's interview, the points will be rather legal and technical. This is true because the courts must construe and reconcile two sets of statutes, one of them our patent laws and the other our antitrust acts. The minutiae of this would be too much for the layman, and any effort to elucidate the points here would be energy expended at the wrong time and place and by the wrong expender.

But there are some general aspects of the matter which all of us can understand, and it may not be inappropriate to touch upon them here and now.

First of all, it is clear that the suit, even if successful, would not be very serious to our Company. Not being a suit to recover money or property, but being one affecting only a course of conduct, it can be viewed quite philosophically. Principle, to be sure, is not to be forgotten or laid aside for money, but when no moral turpitude is involved, or even a charge of poor sportsmanship, we can afford to go about our business and sleep soundly while the courts of the country are reaching their final pronouncement as to whether we

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may or may not insert and insist upon certain clauses in licenses issued to other refiners. The patents in question were issued by the Government, through a branch or bureau skilled in patent matters, the only one so skilled. And, while in this case there is an allegation that the principle of cracking is old, it is noticeable that no effort is made to cancel the patents. The principle or fact of electricity is old, yet even now we are not at the end of its development; and when one contemplates the hundreds of patents held by each of numerous large companies in the electric industries, the paths that the courts have marked out for each to travel without encroaching upon the rights of others, one realizes that there was not complete anticipation by Benjamin Franklin. There are numerous ways of cracking oil by the application of heat and pressure. Some are commercial while others would break the refiner more quickly than grand opera would break the commercial club at Rubensville. The law wisely denies reward to the dreaming inventor who can not make his dream come true and bestows it upon the practical man of science who can and does deliver something real, something that will work. What do we of this generation care whether someone sixty years ago patented a cracking process, if his invention was only partial and failed to embrace the vital elements essential to commercial use? It is of no interest in the twentieth century and of less moment to the courts. The law on this point is so well settled that its statement is not an invasion of the realm of legal discussion. We certainly know that the real invention was not made sixty years ago or else it fell into "innocuous desuetude" and there remained some fifty years. Such inventions once completed do not slumber. Those who have been in the refining business for the last twenty years know that the art of cracking oil had its genesis in this period. Anything back of that was theory void of commercial practice, a thing at which the law smiles in pity. The patent office knows the situation, and it would be an interesting picture if we could see what the patent office thinks. It has repeatedly decided the very issue now tendered on patentability, and in considering the numerous applications coming before it in recent years has carefully drawn the lines between what is old and what is new. The patent bar of the country has watched every step with critical eye, and many questions have been litigated to a

finish. True, patents are not always valid; but it is equally true that they are valid *prima facie*.

It is generally known that for a number of years the Standard group of companies enjoyed a monopoly of the cracking process. Patents were issued to Dr. Burton after the dissolution decree of 1911, and these patents were owned by the Standard Oil Company of Indiana. That company used the process itself and licensed other companies of the Standard group upon agreed terms. The value and importance of this method of producing gasoline, as well as the enormous advantage which it gave the companies employing it, did not escape the notice of our own organization. Our Refining Department, under the leadership of Vice President R. C. Holmes, was diligent in research work and omitted no effort to protect the Company. The Adams invention was acquired, including applications pending, and it was found that Adams was ahead of Burton in point of time, though Burton's patent was issued first. The Holmes-Manley patents followed, thus rounding out and completing our system as it stood. Then, after a thorough test on a commercial basis, with satisfactory results, we served notice of infringement on the Standard Oil Company of Indiana. This was in 1920. Ensuing negotiations resulted in an agreement, made in 1921, whereby each company acquired the right to operate under the patents of the other, and to license other refiners, giving them protection under both groups of patents. This was the beginning of a system of licensing which enabled refiners generally, large or small, to employ the art of cracking oil. The royalties charged were considered reasonable, and licensees not only enjoy the benefit of both groups of patents, but of the apparatus developed by the companies through years of experimentation and study and at enormous cost to themselves. Later, controversies developed with the Gasoline Products Company, controlling the Cross process, which was covered by patents issued to Dr. Cross, and with the Standard Oil Company of New Jersey, which controlled what was known as the Ellis patents, all of these pertaining to the production of gasoline by cracking. These controversies, after ripening into law suits, were adjusted so that all licensees were placed in position to receive immunity in their operations and not be subject to attacks for infringement from any of the companies mentioned.

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The Texas Company does not regret its part in these arrangements. But for them there would have been no certainty in the mind of any refiner. Everyone using a cracking process would have been subject to suit by the companies which had not licensed him. The companies holding patents would have waged legal war, not only between themselves but with other refiners. Jones or Smith, holding a license from one company, would have been sued by the other companies, and would have operated at his peril. The list of companies now sued by the Government shows that so-called independent refiners were not slow to appreciate the advantages offered, and statistics on gasoline yields from crude tell the story of whether this general licensing has borne fruit of the right kind.

There has been no secrecy or concealment of the facts. The LaFollette Committee two years ago had the benefit of full and free disclosure, and the same has been true of the Department of Justice from time to time. Licensees do not complain that the royalties are excessive, and neither does the Government. The low price of gasoline that has prevailed throughout the period is an argument that can not be answered.

It should be borne in mind that every patent is a monopoly. The word is a terrible one, but the statement is true. Patents constitute one kind of monopoly that is lawful. Perhaps it would be better to call it protection. But whatever the name the same rule applies whether the patent is held by a large company or a small one, by a millionaire or a pauper. Our forefathers had the wisdom to include in the Constitution of the United States a section empowering Congress to provide for the issuance of patents on inventions and improvements. The primary purpose of the patent grant is to promote inventions for the perpetual good of all the people by giving the inventor a temporary reward, which he can realize by holding the patent or by selling it. That which the Government grants is a seventeen year monopoly in terms. It carries the right to exclude others from using the invention during the life of the patent. The right to exclude implies the right to license with restrictions or upon any terms which the owner of the patent may elect to impose. The public comes into full and free enjoyment of the invention at the expiration of the patent period of seventeen years. So, after all, patents are not such a menace, especially when it is

remembered that they have served to stimulate invention, and that invention is the outstanding feature of our age and civilization.

Whether the patents are valid and what they include, and whether their validity can be tested in this action, and whether if any one patent in the several groups is valid and covers the process employed it is unlawful to impose restrictions and conditions in connection with licenses which need not have been granted at all—these are some of the questions for the lawyers and the court at the trial, and we are well assured that the defense will be fully developed and ably presented.

A Neuropathic Hospital

“Not for Detention—but for Prevention,” is the slogan of a most timely and encouraging enterprise which has been launched in New York City. The Neuropathic Hospital, a national institution, was organized in March 1924 under authority of the New York State Board of Charities. When realized it will offer a unique service.

The unique character of this new institution is expressed in its motto—not for detention, but for prevention. No existing hospital in New York will receive and treat patients suffering from mental disorders. Such sufferers generally lack remedial treatment until after the patient has been subjected to the shock of being brought by relatives or the authorities before a lunacy board and after enforced confinement. Large numbers of these unfortunates hovering on the border line between sanity and insanity can be saved if brought under proper medical care at the right time and in a right way. The number of “border-line” cases at large is tremendous, probably over 200,000 in New York City. Yet the law can do nothing until overt acts have been committed by the subjects or their relatives have applied to the state for relief.

Hitherto our organized charities have been mainly administered by those naturally disposed to impose by force every adopted purpose,—the same rule or ruin spirit that has been so much manifested in so-called progressive legislation, the same invasion of privacy and dictatorial methods growing out of the self-flattering ideas (so-called ideals) of individuals and groups.

In this neuropathic hospital attendance is to be entirely voluntary. No restraint is to be

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exerted as to the time of departure. Persons suffering from mental disorders, yet not willing to be classed as even partially insane, will be able to find relief. Patients will be thoroughly examined physically before treatment is prescribed, but they will not be subjected to the injury and mortification of imprisonment preceding the examination. The care and treatment of the patient will be based on the underlying causes, physical or psychopathic, if possible to ascertain them. In many cases mental derangement is brought about by physical ailment and cure or relief occurs when that ailment is removed; often a simple operation or the extraction of teeth will restore mental balance.

Unlike the ordinary reformers, the founders of this institution will be content to do successfully and well something that is possible, and will not destroy those who could really be cured by massing them with incurables. All hail to it; may its tribe increase—in the spheres of education and politics as well as in its own field.

The institution is to be highly equipped in staff and facilities. It is to be built at Bronx Boulevard from East 236th Street to East 237th Street. Its campaign headquarters are: Neuropathic Hospital, 1416 Broadway, New York, N. Y.

The man who wants to marry happily should pick out a good mother and marry one of her daughters; any one will do.

—*Through the Meshes.*

Courage

My tribesmen gladly yield me power.
I could be chief of all my clan,
A timorous folk, who still must cower
Beneath the wrath of god or man!
The wizard's curse, the foeman's threat,
The thunder's peal, the night-wolf's cry—
Before these things with fear they sweat,
And, but for me, of fear would die.
In all their terrors I was bred,
All—all!—their fears I share and own,
And have, besides, one further dread
That they have never shared or known;
Weak as the rest, I should appear,
More weak than all, myself I see,
But, since I am afraid of fear,
I have a name for bravery.

—*G. M. Horth.*

Courage from hearts, and not from numbers grows.—*Dryden.*

The multitude is always in the wrong.
—*Wentworth Dillon.*

Carry On

Strive now to reach the goal of your desire.
Although you struggle hopeless, do not tire;
For it is better, far, to struggle still,
Than lie supine with neither work nor will.

Fear not to strive. If Fate should seem to say:
"Retreat. Give up. You may not pass this way;"
If 'tis the chosen path you would pursue,
Continue on,—so Fate will yield, not you!

—*J. C. Tolman.*

Reward

Fate used me meanly; but I looked at her and laughed,
That none might know how bitter was the cup I
quaffed.

Along came Joy, and paused beside me where I sat,
Saying, "I came to see what you were laughing at."

LIFE WISDOM

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

—*Benjamin Disraeli.*

And what he greatly thought, he nobly
dared.—*Alexander Pope.*

If you wish to fear nothing, consider that
everything is to be feared.—*Seneca.*

No man can be brave who thinks pain the
greatest evil; nor temperate, who considers
pleasure the highest good.—*Cicero.*

Remember to be calm in adversity.—*Horace.*

The burden well borne becomes light.—*Ovid.*

Our fears do make us traitors.—*Shakespeare.*

Do not yield to misfortunes, but meet them
with fortitude.—*Virgil.*

Deliberate before you begin, then execute
with vigor.—*Sallust.*

Often the fear of one evil leads us into a
worse.—*Boileau.*

Nothing is so rash as fear; and the counsels
of pusillanimity very rarely put off, whilst
they are always sure to aggravate, the evils
from which they would fly.—*Edmund Burke.*

He will never have true friends who is
afraid of making enemies.—*Hazlitt.*

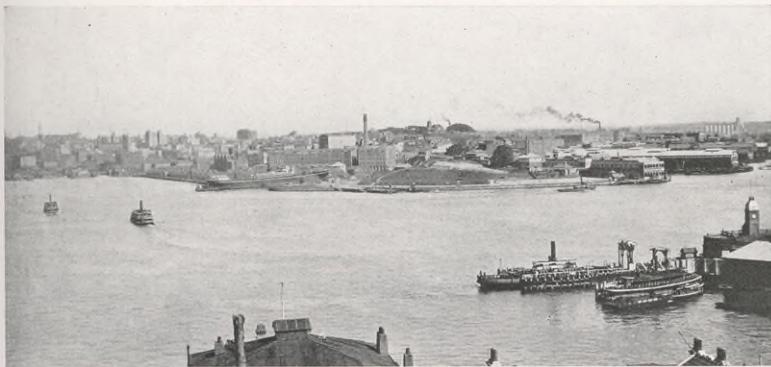
He that climbs the tall tree has won right
to the fruit.—*Sir Walter Scott.*

None but the brave deserves the fair.

They say pleasures are greatest in anticipa-
tion; this is true also of troubles.

Sleep is sweetest to those who have earned
their rest.

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Sydney, New South Wales, Australia—from the north

Around the World with Texaco—VI

AUSTRALIA—NEW ZEALAND

C. S. DENNISON, Advertising Division

It was monsoon weather when we left Java on a British liner plying between Singapore and Sydney that stops at Java ports. The choppy sea tried to prevent boarding the big ship by the steep stairway up her sides, but the last trunk was hoisted and the vessel nosed south toward the Land of the Kangaroo.

We steamed out of the monsoon into calm weather and the glassy blue-green waters of the Timur Sea. Each day the equatorial sun blazed till it dipped below the rim of the sea a huge disk of molten gold. At night the Southern Cross high in the heavens pointed its head to the Antarctic Pole surrounded by sparkling myriads of celestial bodies revealed in the clear nights of the southern hemisphere. After a week the low coast of North Australia appeared and we entered the harbor at Port Darwin and docked for six hours.

This little town of the Northern Territory is a lonely outpost with a state bank, telegraph and telephone office, and a small meat-freezing plant. The earth was scorched and the aspect of the country drear. The majority of our passengers were Australians returning from England or the Malay States, and they warned us not to be influenced by impressions of their country at Port Darwin.

For several days we sailed across the Arafura Sea and Gulf of Carpentaria to Thursday Island off Cape York Peninsula, a tongue of land projecting from the northeastern corner of Australia forming the most northerly point of the continent. Thursday Island is a little settlement of pearl fishermen. In the harbor you see many luggers (sailing boats) that go out to the oyster beds manned principally by Japanese. When the oyster beds are reached the nude Japanese divers jump overboard and dive to the bed of the sea and collect the bivalves. Their skill and endurance at this work give them a monopoly of it.

Passing through Torres Straits, the passage that divides the big Island of New Guinea from Cape York, the bleak shores present no sign of life other than an occasional bushman. Up to this point you have been traveling due east from Port Darwin, but here the ship heads southward for the four days journey down the east coast to the first port of call—Townsville. This takes you through the Great Barrier Reef, the longest coral reef on earth—1,200 miles long and in places 70 miles wide. It acts as a breakwater against the vast South Pacific from which it separates the Queensland coast. Skill is required in navi-

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View from Sublime Point, Bulli Pass, N. S. W.



The Three Sisters, Blue Mountains, N. S. W.

gating the channel and a pilot usually steers through. Many ships have come to grief through attempts to go without a skipper familiar with the course. You see their wrecks strewn along the rocks. Queensland's vast northern area lies in the hot belt. Being south of the line Australia's climate is the reverse of North America's—the farther south you travel the more temperate becomes the weather, when it's summer there it's winter here.

As your boat ties up at the passenger quay inside the Townsville breakwater you experience a bit of a thrill when you see Texaco cases piled high on the landing. Townsville is a clean thriving little marketing center. Continuing the voyage south, after several days you come to the mouth of the Brisbane River and steam up to the City of Brisbane, capital of Queensland.

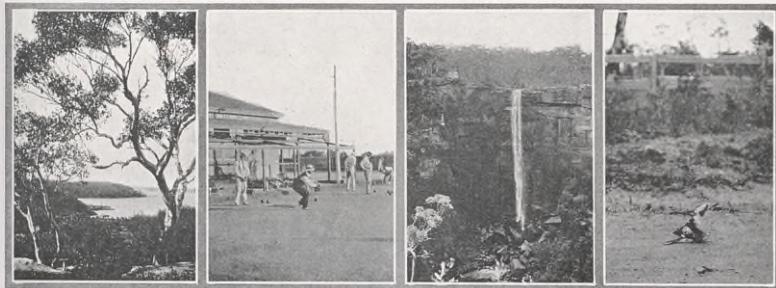
Australia captures your interest from the moment you set foot on its soil. The smallest of the continents, or the largest of islands, it has an area of 2,974,581 square miles—approximately equal to the United States. In this vast domain there is a population of only 5,688,000—fewer than live in the city of New York; but Australia is well developed in those sections where the population has settled.

Australia is 2,400 miles long and 1,721 miles wide at extreme points. Around the continent parallel to the coast are almost continuous mountains which in sections decrease to hills and in others mount into ranges with peaks 7,000 feet high. This fringe of highlands extends inward for distances varying up to 200 miles and is well supplied with rainfall. In the broad valleys and rolling country which slope toward the South Pacific on the eastern side, the Southern Ocean on the south, and the Indian Ocean on the west, 80% of Australia's people have settled. Back of the coastal ranges the land slopes into gigantic areas of

desert and bush country. This vast region, receiving in some regions ten inches of rain annually, in others none, justifies Australia's sobriquet "the empty continent." And Australia seems content to defer reclamation of this land until future generations, as she has so many acres of productive soil unsettled within the great coastal belt.

Scientists assert that Australia is one of the oldest land surfaces on earth. They draw this deduction from the trees, plants, and animals which exist nowhere else except in fossilized forms. As you leave Queensland you observe from the car window a difference in the trees. Many of them are giants growing 100 to 150 feet without branches except on the upper portions. They shed their bark, instead of their leaves and great hanging strips of dried shreds give them a battered appearance. The leaves are blue rather than green. You learn that they are eucalyptus trees locally called gums. There are over sixty species of the eucalyptus and they are very valuable. Their lumber is hard and heavy and almost impervious to water and fire, the bark is used for tanning, they discharge a resinous substance used for many purposes, and the thick leaves are the source of eucalyptus oil used in medicinal preparations. At the base of these trees the heavy bush also has leaves of bluish tint and this color gives to the Australian landscape a sombre appearance unlike the effect where foliage is green. Another strange forest specimen is the giant fern tree—beautiful fern leaves with tracery of lace spread out on the top of sturdy trunks. There are many other trees but the "gums" predominate. Some of these never get beyond the scrub height and their low growth covers great areas of the bush country. These scrubs grow in dry soil and the thick leaves absorb moisture from the air. Millions of sheep sub-

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Sydney Harbor—gum trees. Bowling green, Kiami, N. S. W. Fitzroy Falls, N. S. W. Kooka burra.

sist on this foliage which supplies them with food and drink.

Australia is a land with few but strange animals. The largest is the kangaroo, which lives in droves on the grassy plains and attains a weight of 200 pounds. They are harmless unless cornered. They stand upright balancing themselves on their thick tails and with their powerful hind legs they can rip anything that comes within range of the sharp claws of their three-toed feet. A favorite pastime is to drive out on the plains in a Ford at night and hunt the kangaroo; the glare of the headlight seems to fascinate him and he stands still until a bullet brings him down. There are twenty species and the smaller ones, called wallabies, range down to the size of a hare. The hide makes valuable shoe leather. Two-thirds of Australia's animals have a pouch for carrying the young. They have a zoological enigma in the platypus. This strange creature has a long round body covered with seal-like fur; its legs resemble flappers, but it has long claws webbed like a duck's foot; it has the bill of a duck detached from its skeleton and fastened to the muscles of its head; it lays eggs, yet it suckles its young; it is equally at home on land and in water.

Among the most characteristic birds are the black swan, seen elsewhere only in 'zoos', and a big powerful kin of the ostrich known as the emu—the national bird. A quaint little feathery native which you encounter everywhere is called the kookaburra. He is about the size of a pigeon, has big brown eyes and a long heavy beak. Early in the morning he perches in a gum tree and emits a loud, hollow, mocking laugh that startles you with its almost human qualities. They have dubbed him

the "laughing jackass" and he is a great favorite as a pet. Parrots, some of magnificent colors, abound in the bush country. The tree-climbing iguanas (big lizards) live out in the bush. They attain a height of four or five feet and feed on small insects on the ground during the day but sleep in trees at night. Stockmen on the ranches get from them a fat which they extol as a liniment. The rabbit is a pest in Australia. There are millions of them and they feed on the forage intended for the sheep. At one border line they built a six-foot wire fence 700 miles long to keep these pests from crossing from one state into the other, but even this proved ineffective. Thousands are killed yearly for their pelts and the carcasses frozen for shipment to Europe.

Australia is an important unit in that great Confederation of Nations, the British Empire, which covers a quarter of the land surface of the earth. It has a dominion status with a federal parliament. There are six states, Queensland, New South Wales, Victoria, South Australia, Western Australia, and Tasmania—the last an island off the South Coast, and each state has its own parliament. One large section, called the Northern Territory, is under federal control. The government extends its control into fields which in America are exclusively in the hands of private enterprise. The state governments run the railways. They have 23,500 miles of trackage but it does not comprise one uniform system. As you travel from one state to another you are forced to change cars at the border of each, necessitating five changes in the journey across the continent. The lines of each state have a different gauge or width of track. This condition grew out of the jealousies that existed between the

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different colonies, now states, before federation. A study of the problem is being made to standardize the gauge nationally. The government runs the telegraph and telephone systems; it runs street cars, ferry boats, and electric light plants; it has a line of steamers; it sells land and loans money to develop it; it sells meat and wheat and dairy products; it regulates wages and working hours and conditions. Most of these activities are carried on by the state governments. Queensland is the stronghold of the Labor Party and they have written in the statutes there some of the most radical legislation ever conceived.

Australia's principal income is derived from wool and wheat. In 1923 she had 82,000,000 sheep on her ranches, which are called stations. Many of these stations are of immense size; in the Western country we met men who manage stations of a million acres each. Most of them are located in the "back blocks" (Australia's parlance for remote sections) hundreds of miles from railway or human habitation. The usual station house is built of wood and corrugated iron with wide verandas on all sides. The ranch hands live in barracks. There are no stables as the sheep run in the bush and need no protection in the dry weather. The value of the land is gauged by the amount of it necessary to feed one sheep; if you can feed one sheep for a year on two acres it is considered good land. At intervals the country is drought stricken, the sun kills the forage and the sheep succumb by millions. When the rain comes, in a few months the forage returns and all's well. Many stations get water from artesian wells, called bores, some of which are drilled several thousand feet to reach subterranean springs that gush forth the life-giving water. Once a year many of the Jackaroos, as the ranch hands are called, go down to Sydney for the holidays to seek the diversion denied them on the lonely stretches of the bush. An interesting feature in station life is the driving of herds of the "woolies" hundreds of miles from the interior to freezing plants near the coast. The sheep are driven over routes laid out by the government and feed as they go from one water hole to another. The annual slaughter is large. The frozen carcasses are shipped in vessels having cold storage to England to feed her millions. In 1923 Australia produced 700,000 pounds of finest Merino wool, most of which went to England to keep the mills of Bradford busy.

Sheep are not the only product of pastoral

Australia. Millions of fine cattle, bred from England's blooded herds, and horses and swine are raised, but all these are found nearer the sea in the well watered areas.

The Island Continent is a world factor in the production of wheat. In New South Wales and Victoria you pass endless miles of magnificent wheat land, seas of waving grain. The annual harvest is around 125,000,000 bushels.

Many crops of America's temperate zone thrive in Australia, such as hay, oats, barley, maize, potatoes. In the north and sub-tropical Queensland sugar cane is a big crop. Cotton is also grown and it is planned to extend the acreage, so that Queensland is destined to compete with our own Dixie in the production of cotton for the British mills. Grapes are grown for wine making and Australia's fruits are comparable with California's.

Australia's mineral wealth is enormous; it is doubtful if any other country has equal variety and quantity of coal and of base and precious metals. Coal, gold, silver, tin, copper, zinc, iron, cobalt, nickel, lead, mercury, manganese, antimony, platinum, and aluminum are there in rich deposits, and one of the chief mining regions of the world is the Broken Hill Field covering 2,500 square miles in New South Wales. Precious stones are abundant, especially in New South Wales. In Brisbane you see magnificent specimens of the famous opals of Queensland in shop windows at prices much lower than elsewhere.

It is natural that Australia should be developing in industrial ways. The biggest steel mills in the southern hemisphere are at Newcastle, N. S. W., the "Pittsburgh of Australia." Here are the immense plants of the Broken Hill Company where Texaco lubricants have been used. These mills are near the coal beds while the iron ore comes principally from South Australia shipped in coasting vessels.

Australia is a rich country but she needs people to develop latent resources. After much experience with immigration she has organized with England a plan to move a certain number of settlers from the "tight little Island" each year to her big open spaces. In the past, Australians tell you, the immigration policy was defective. Settlers from England's cities were brought out and placed on land which had to be wrested from nature. The life was hard, the hazards many. The conditions required qualities of mind and body not possessed by many of these settlers. Dogged courage, a pioneering spirit, and a certain zest

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for adventure were needed. Many deserted their tasks and drifted to the towns. As a consequence 45% of the population lives in the five state capitals, which is not conducive to the proper development of a country dependent upon pastoral and agricultural resources. The new immigration policy aims to remedy this condition by providing for the settler financial assistance, water supply through irrigation projects, state help in his agricultural problems, *etc.*

The policy of Australia confines immigration to white races. It is their intention to maintain a "White Australia." Proximity to the Orient is the cause of this policy and rigid laws bar non-whites from the over-peopled lands of the East. Critics of this policy contend that it thwarts development of the sub-tropical north; they say the white man is not physically equipped to work the crops there. But they seem to be doing so in increasing numbers and Australia appears willing to renounce rapidity of growth to preserve the country for the white man.

The Australian has characteristics which impress you when you are in contact with him in his own country. About 97% of the people are of British descent. While they are loyal to the Empire tradition, they are very independent regarding their own country. They feel that they and not England have made Australia what it is. So long as their local interests are not jeopardized the Empire comes first, but if conditions are reversed Australia comes first. This is what you sense from talking with the "Aussie" on the subject.

The average Australian, man and woman, is a fine physical specimen, radiating health, well set-up and muscular. Their record in the late war was an enviable one. They are an outdoor people; whether on the land working as hands or managing the vast farms and ranches, or pioneering in the "back blocks," or living in cities and towns, the majority indulge in some form of outdoor recreation and sports. They have won international fame as tennis stars, swimmers, soccer and cricket players, *etc.* Every town of any consequence has its cricket and football fields and its bowling green. The latter is a plot of especially fine grass clipped to the shortest length like a billiard table where bowling is practised in the open. Yachting is a favorite sport and horse racing is a national pastime. Sydney and Melbourne have magnificent race tracks where vast crowds often reaching 100,000

attend the important events. Everybody bets on the races.

Somebody said the Australian is intelligent but not intellectual. It may be true, but he has provided well for his public school system, trade and agricultural schools, and universities. Lacking the reserve and polish of his English forebear the Australian is a carefree likeable chap, usually good natured and willing to meet you half way. Their accent has been termed a cross between Cockney and Yankee. Certainly many words have the twang of England's cities and our Down East farmer. He has a picturesque slang, distinctive and humorous, and you often find it necessary to call upon him to translate into English some of the terms used in his vernacular. All forms of labor are unionized, even the bank clerks, and each union has state recognition and its requirements are rigidly enforced.

The food follows the English customs somewhat modified. Australians are heavy meat eaters. Three times a day they consume beef or lamb. The quality of the lamb is unexcelled; their beef is "green" and isn't palatable to Americans who prefer meat aged a bit. Milk and cream are plentiful but Australia hasn't yet mastered the art of good ice cream. Their favorite desserts are heavy steam puddings totally unsuited to the hot climate.

You enter Sydney from the sea through a channel between two cliffs known as Sydney Heads, majestic portals of gray rock which mark the entrance to one of the finest harbors on earth. On the pinnacle of South Head stands a lighthouse in which Texaco kerosene is used. For seven miles the ship steams through a winding channel jutting off into exquisite little bays and inlets revealing beauties in changing vistas as the ship proceeds to Circular Quay—the heart of things. The shores rise in frowning cliffs or rolling hills and on these Sydney is spread, the city proper on one side and its suburban home district on the opposite. You pass beautiful bungalows clinging to the rocks, all different and artistically set in gardens or groves of blue gums and pines. Pert little ferries run across the sparkling waters constantly. Craft of all kinds anchor off shore or along the docks, from big liners "out from home" to five masted sailing vessels lumber laden from Seattle and little trading schooners that visit the South Sea Islands off Australia's east coast. As you pull up alongside the quay Sydney's business

The TEXACO STAR



Sydney: Business section.

Queen's Square.

Botanical Gardens.

section looms before you and you enter her throbbing streets amazed to find this big metropolitan city with its vitality, its size, and modernity so far from the beaten path.

Greater Sydney has over 1,000,000 people. It is the capital of New South Wales and the metropolis of Australia. It is a series of connected communities. Its earlier architecture is English but the more modern buildings resemble American types; many in the business section are ten stories high. When night falls she caters to the pleasure seeker. Eight theatres present vaudeville and drama and cafes and dance halls are gay and merry until the "wee small hours." A magnificent botanical garden faces the harbor and on the opposite shore is a wonderful "zoo," unique in having no cages—the animals living in open dens constructed so that they cannot reach you.

You leave Sydney on a train of the English corridor type. The coaches are called carriages and the baggage car a luggage van. Each passenger coach has a corridor along one side, one-fifth of the car width, and compartments seating two. At night a white trainman converts the seats into upper and lower berths. There are individual wash basins and clothes closets in each compartment which afford

greater privacy than the Pullman. The train travels through a wheat country, eucalyptus forests, and sombre bush, and after 500 miles pulls into the huge terminal at Melbourne, one of the largest railway stations in the world.

Melbourne, with its 816,000, is the capital of Victoria. Its principal streets are 100 feet wide and straight and the public buildings are superb. The difference between Melbourne and Sydney may be likened to that between New York and Philadelphia; Melbourne is of a conservative bent, big, prosperous, substantial. It is the seat of the Federal Government, but that is to be transferred to Canberra occupying a federal district on the border of New South Wales and Victoria, where a site of 900 square miles has been donated as a federal district modeled after our District of Columbia. There they are building a magnificent city from the ground up, designed by an American whose plans were successful in a competition.

You leave Melbourne for Adelaide, capital of South Australia, and find a city of 260,000 people on a beautiful plan. The business section is in a one mile square crisscrossed by broad streets lined with substantial buildings; around this square is parked land and beyond



Melbourne: Princess Bridge, Flinders Street, Railway Station

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Melbourne: Railroad station in foreground, River Yarra, parks.

Cathedral.

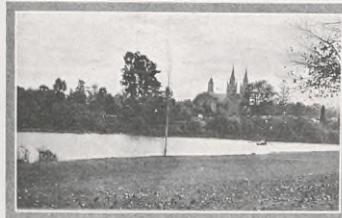
Street scene.

the parks residential sections in all directions. Adelaide's outlet is Port Adelaide, six miles distant on the Gulf of St. Vincent. This is one place in Australia where you find American grapefruit, grown in the vicinity with oranges and other Californian fruits.

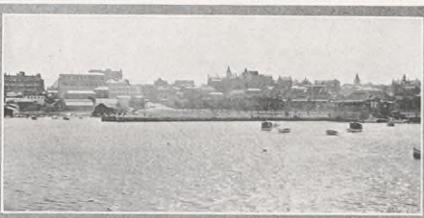
From Adelaide you travel north through rolling farm country in the State of South Australia to a settlement called Port Augusta. There you board a train on the Trans-Australian Line for the three days journey to Perth in Western Australia. This line cuts across the continent through the Never Never Land, the waste which extends in flat plains to the western rim of the continent. The train equipment is excellent but the scenery is deadly monotonous. Sandy and stunted salt bush with blue leaves is all you see. The only signs of life are droves of rabbits and now and then a camel caravan plodding along. At some of the stations groups of little aborigines gather to beg alms. There are about 50,000 of these primitive people. They are brownish black in color and are regarded as the lowest of the human race in mentality. They live a nomadic life depending for food upon rabbits, snakes, roots, and worms in the bush. They are thin,

hair curly black, eyes black and usually diseased. No connection has been established between them and any other races. They build no permanent homes but live in shelters of leaves and bark which they throw up as they wander. They have one trait which commands the respect of whites—an uncanny ability to follow the trail. This instinct akin to that of a blood hound is highly developed and they are sometimes used to run down fugitives from justice. Their characteristic weapon is the boomerang, a crescent shaped stick of wood, which is thrown at birds on the wing. It is so shaped that it will return to the hands of the thrower. They are repulsive to look at with their small eyes, big flat nostrils, receding chins, and wide mouths which do not protrude. Both sexes go nude in the back blocks but affect any kind of apparel when they go to see the trains pass.

As you travel into the heart of the Never Never the heat becomes intense, the dust is thick, and you wear a linen duster to protect clothing. On the last day of the journey you pull into the town of Kalgoorlie, a mining settlement which was the center of one of the gold rushes years ago. It is now a sleepy



Torrens River at Adelaide.



Perth, Western Australia, from Swan River

The TEXACO STAR



The straightest railway track, 300 miles without a curve.



Aborigines.



Never Never Land.

town surrounded by active mines and mine dumps, a shadow of its past importance. Here you board the Western Australian Railway for the final link in the long journey to Perth. Upon arrival there you find a delightful city of 150,000, capital of Western Australia, on the Swan River, a broad stream connecting the city with the Port of Fremantle about 12 miles away on the Indian Ocean. Perth has broad streets and fine public and business buildings.

For years The Texas Company's products were sold in Australia by R. W. Cameron & Co., but after the war the business was taken over by our subsidiary, The Texas Company (Australasia) Ltd. This thriving company has its headquarters at Merino House, Sydney, and branches in Brisbane, Melbourne, Adelaide, Perth, and Launceston in Tasmania. Distributors are located at Cairns, Townsville, Mackay, and Rockhampton. It also has jurisdiction over the New Zealand Territory. They handle a full line of Texaco Products and market kerosene under the brand Light of the Age. The Company's distribution is effected

through its own sales staff and agents who supply dealers who cover the continent. Texaco asphalts are being used in considerable quantities wherever new roads are constructed and Texaco roofing covers many buildings. We have a loyal staff, most of whom are Australians, and the Red Star and Green T is firmly established in the Island Continent.

It is reasonable to believe that Australia is destined to become one of the most populous countries in that part of the world. If this forecast is realized The Texas Company (Australasia) Ltd. is bound to grow with her.



Launceston, Tasmania



Post Office Taxi Rank, Perth, Western Australia. This rank consists of 22 cars of various makes all faithful users of Texaco products.

New Zealand

There is a tendency to regard New Zealand as an adjunct to Australia. They are distinct countries. New Zealand is a separate political entity, a British Dominion with its own Parliament. It is 1,200 miles from Australia, separated by the rough waters of Tasman Sea—a four days' journey. The people are 95% of British extraction but they came from different classes. They are quick to remind you of their independence of Australia and not a few business concerns have failed in their efforts to cultivate the New Zealand market by directing their activities from Australia.

The TEXACO STAR



Dunedin, South Island, N. Z.

The 103,000 square miles of land in New Zealand are in three islands, two large and one small, North Island, South Island, Stewart Island; these with small outlying clusters comprise the dominion stretching 1,000 miles.

New Zealand is a delightful country. It has a glorious climate attested by one of the lowest death rates in the world. The soil is rich and fertile and there is abundant rainfall. In this environment 1,200,000 people have created a homeland where contentment and prosperity are evident.

You enter North Island at Auckland, 30 miles from the sea, through the Rangitoto Channel. The city of 150,000 spreads over many hills. They don't hurry in Auckland—it has the languor of our southern cities. On the streets are many motors but the hitching post hasn't disappeared. You board a state railway, narrow gauge, for the 500 miles to Wellington. When the New Zealander travels he is always equipped with a steamer rug which he uses in the carriage; the guard checks tickets at every stop; at eleven and four the train stops at stations where tea is served. The North Island has a backbone of mountains 3,000 to 4,000 feet, and you see fine farms and ranches with houses and outbuildings. Thousands of sheep and cattle and horses feed on the ranges covered with grasses grown from seeds brought from England. Everywhere there seems to be peace and plenty. You see numerous freezing plants which slaughter sheep and freeze the carcasses to be transported in cold storage to England. New Zealand mutton is the finest in the world. It has reached the American market where it



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Polutu Geyser near Rotorua, N. Z.

commands a premium. There are many dairy plants where fine butter and cheese are made.

Toward evening you pull into the little town of Rotorua in the thermal regions. The air is charged with sulphur fumes and at your hotel you find tourists and health seekers from many lands. The rivers that flow from the highlands make a Nimrod's paradise; salmon, rainbow trout, and perch procured in America have been stocked in these waters and they thrive better than in their native home. The catch in Lake Taupo near Rotorua is enormous and the fish run from 6 to 20 pounds. The Government has built a sanitarium at Rotorua, but its larger fame emanates from the natural wonders near the town. You hire a Maori guide and enter an uncanny region. The earth has been piled into grotesque shapes by the convulsions which remodeled its surface about thirty-five years ago when the top of the volcanic cone of Tarawera blew off in a mighty roar heard 500 miles away. The country was coated with pumice and the gray ash gives the landscape an aspect like a dead world. The burnt crater of that cone, no longer active, stands out in this marvelous area filled with giant geysers, boiling streams, and roaring sounds.

Continuing southward you arrive at Wellington, capital of New Zealand, a city of 250,000. The Texas Company's headquarters are located here. It is the business center as well as the seat of Government. A magnificent Parliament Building is being constructed on a hillside in a dominating position.

The cities of New Zealand are like those of America but they have distinguished fea-

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Cook Memorial and Cathedral Square, Christchurch, N. Z.

River Avon.

Typical foliage.

tures; no soda fountains but tea rooms where men and women take a sup of tea during forenoon and afternoon; shop windows not dressed after American ideas, but are crowded with merchandise, the more the better; the New Zealand cities have no night life, it is a country of homes.

You leave Wellington for South Island. They call it a ferry trip but it is 175 miles. You land at Port Lyttleton 7 miles from Christchurch. In Christchurch live 110,000 and it is the best planned city in New Zealand. There are no slums and the heart of the town is Cathedral Square, a spacious plot in the business center. The River Avon rambles through the town and everywhere its banks are grassy to the water's edge and great elms hug the bank on either side. In its crystal waters big trout hide under the shadow of smooth rocks. There is an interesting monument to the memory of Captain Cook who gave his life in the interests of science while attempting to reach the South Pole. Port Lyttleton was the point of departure for his expedition and it is still generally used by explorers who enter the unknown regions surrounding the southern Pole. In the lower part of New Zealand you are only 700 miles from the Antarctic Circle. Christchurch is on the Canterbury Plains, 150 miles long and 50 wide, the largest flat area in the Islands. Here is the garden of New Zealand yielding cereals and great herds of stock. Dunedin is the most southerly of New Zealand's four cities, a beautiful marketing town settled largely by Scotch people.

Through the South Island run the great Southern Alps which rise toward the south into massive ranges capped by peaks crowned with eternal snow. The king of the range is Mt. Cook, a majestic pile 12,000 feet high. On the southwest coast where the mountains meet the sea there are numerous fjords or sunken valleys that penetrate into the heart

of the highlands winding between granite walls that rise almost perpendicularly out of the sea with forests on the lower reaches and snow on the summits. The west slope from the Southern Alps forms a grassy open country where the mass of the people live. On their western side the mountains are clad in magnificent forests of pine with ferns of all sizes and hard woods and gums woven together by vines and mosses and undergrowth.

There are no snakes in New Zealand and before the white man went there 150 years ago there were no four footed animals. He introduced the pig and cattle and horses. During the course of years many animals escaped from the domestic herds and reverted to their primal state in the forests, and today it is a popular sport to hunt these wild animals in the back blocks. Birds are numerous and one is notable for its destructiveness among sheep which it kills by pecking their kidneys with its sharp strong bill. It is called the kea parrot.

The people of New Zealand are of a solid substantial type. They are uniformly courteous to strangers to whom they extend a generous hospitality. They have a high appreciation of the value of coöperation; practically all the farmers are joined in Coöperative Societies through which they sell their products and purchase their requirements. The government is very active in business affairs. It regulates the agricultural and ranching industries, conducts inspections, provides schools for agricultural research, supplies old age pensions, operates the 3,000 miles of state railways, and maintains fine schools and colleges; it is in the insurance business, and is now building a great string of hydro-electric power plants which will ultimately render the country independent of coal.

The aborigines of New Zealand are called Maoris. They are a brown race descended from Polynesians—the stock that dominates

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Maori war dance, or haka, and a poi dance by women with pois in their hands, in the old native costumes, at a recent celebration in Auckland, New Zealand.

the islands of the South Seas. Magnificent of physique and classed as having the highest intelligence of all aboriginal peoples the Maoris have taken readily to the white man's civilization and have made a place for themselves in the community. They own thousands of acres of land and have had representation in the high positions of state. They live mainly in the North Island. One of the principal Maori villages is near Rotorua. The thatched huts are surrounded by a high stockade. The entrance to the outer wall is a magnificent specimen of wood carving—an art which reached high development among the tribes. In this village of Rotorua pools of boiling water are used for cooking. They have the peculiar custom of greeting each other by bending over and rubbing noses. They give an exhibition of their dances for a small fee and it is highly interesting. The dances symbolize various things and some of them are weird. The war dance is performed by men

while the women chant rhythmic notes and beat tom toms; it brings into play every muscle of the body including facial grimaces, and as it proceeds the performers seem to fall under a spell and become delirious with spirit and motion. The Maoris speak excellent English and act as guides in the thermal regions. There are about 60,000 left.

The Texas Company operates in the New Zealand market through The Texas Company (Australasia) Ltd. Its principal office is in the city of Wellington with a branch at Auckland. We have distributors throughout the islands. Light of the Age Kerosene, Texaco Motor Spirit (New Zealander's term for gasoline), and Texaco Lubricants find a ready market in this small but prosperous country. Our New Zealand organization is confined to marketing activities. Its travelers, as the salesmen are called, cover the entire territory intensively and the Red Star and Green T is becoming well known throughout the country.

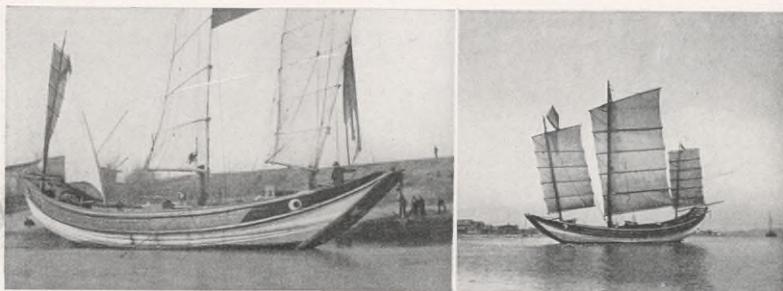
First Chinese Junk to Sail the Atlantic Ocean

Jacksonville, Fla., was recently visited by an extraordinary craft, the Chinese junk *Amoy*. The stranger excited much interest and many visitors went aboard. She was towed up and down the St. Johns River by a small tug, and although the *Amoy* herself has little use for petroleum products, Marine Salesman P. B. Divver saw to it that the tug towing her was supplied with Texaco Products. Mr. Divver also obtained the photographs and the follow-

ing well written and interesting story by Alfred Nilson, a member of the *Amoy*'s crew:

The Chinese junk *Amoy* was an instant revelation to me. She seemed like a marine organism, of the sea itself and not a mere craft built ashore and floated upon water. While it was oriental, it was something more; its adaption to the water was perfect. To followers of the sea the sight of a high bow, a capable bow, with a graceful sweep aft, brings a sense of delight. I have seen men in skiffs rest on their oars under a pretty bow dreaming as though in a trance. Slender,

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Chinese Junk "Amoy" at Jacksonville, Florida

Note the boat's "eyes"—by means of such eyes, set in place by the priests, Chinese craft "see" their way.

yachtlike, graceful bows! I sat on a pile at the end of the pier and watched the *Amoy* settle and rise, slowly and silently, hour after hour. I burned punk while she nodded in recognition. Even before I had ventured on the decks her spell was upon me. When I had seen the cabin, then sensed the mysterious perfume, a mingling of camphor wood, salt air, and hempen ropes, I was lured away.

Captain Waard was more interesting than all the sea romances I had ever read. He had run away from home in Holland when a lad and gone to sea. He has followed it ever since. He is a treasure trove of sea lore. He built the *Amoy* in China, and with Mrs. Waard, their son Bob, and a crew of two Chinese and a Formosan headhunter (who had 13 scalps to his credit) they sailed across the Pacific.

The passage to Victoria, British Columbia, was 87 days of dauntless carrying-on in the face of storms that would have changed the desires of a less persistent captain. In a gale off the Aluetian Islands the rudder was carried away and had to be replaced while running before the gale, requiring Captain Waard to spend two days lashed over the stern in icy water up to his shoulders. Seafaring men do those things. They are accepted and done as just another sea duty.

They undertook the passage from Seattle to San Francisco short-handed, and a gale that drove four ships to the bottom compelled them to stay at the tiller five days and nights without a chance to sleep—five days of a white sea with 80-mile norther whipping them south! But people who go down to the sea in small boats must expect hardships.

It was a rare holiday that day last spring when I sent my things to the wharf and "signed on" the *Amoy*. Legions of full grown men would have felt that same ecstasy I felt. All my senses seemed quickened; there were many new things to learn. The *Amoy* is steered with a tiller that is held in a heavy sea by tackle. It is a crude method of steering but very efficient. Running before a moderate gale to San Pedro I received my initiation into junk seamanship. The seas rolled in on us from the stern, making steering very difficult. The waves would lift the stern high in the air and we would lurch forward. Then a race between the junk and the wave, and finally the boat would slip into a hollow and the triumphant wave would fly on ahead. With each counter wave the tiller flew around causing the rope to burn through

our hands. I learned what it was to be called at midnight to go forward and in showers of cold spray reef the sails.

After summering in San Pedro the *Amoy* cleared for Key West on November 8. Out of Santa Barbara channel we struck a fair wind and were soon at Los Islas Guadalupe where we were taken on a wild goat hunt by a company of Mexican Marines stationed there guarding a herd of sea elephants. We had planned on catching the northwest trades and running down to the Canal in 26 days. A few days out of Guadalupe we met with a hurricane that drove us 700 miles to sea. Then came weeks of doldrums. Day after day the "watch" stood at the tiller dodging the boom that swung idly back and forth below a limp sail. Each afternoon Mrs.

Waard threw Chinese coins into the sea to induce the Joss to send favorable winds. We whistled for wind, a Chinese practice, although other mariners use it occasionally; when wind is needed the helmsman gives six short teeth-whistles to the quarter from which it is wanted. The heat was distressing, and while others sought shelter the helmsman stood dripping beneath a sun helmet with his feet in a tub of water. By



Captain George Waard,
wife, and son

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carefully nursing every faint breath that blew we picked our way back to shore. For three weeks we saw nothing but sky and water, not even a chip of floating wood. Then one night we saw mast headlights blink behind the waves on the horizon, and a few days later saw Mexico. We had been out 34 days and we were still 1400 miles from Panama.

We provisioned at Port Angel, leaving there December 18. On Christmas day a storm drove us to sea. On January 3 the Joss favored us with a glimpse of Panama and we poked slowly around Cape Mala and started up the gulf, only 85 miles from the Canal. Then came the monstrous ill luck that navigators have to be steered against; on January 4 a norther swept down the Gulf pushing us south. We ran for the opposite side thinking to get into the lee of Cape Corrientes; but the gale increased, blew steadily for a week, and drove us down to the equator. Our provisions ran out and for three days we were without food. Then we entered Buenaventura, Columbia, provisioned, and beat back up to Panama against light head winds, arriving there February 3, 87 days from San Pedro. After being towed through the Canal we put to sea again on February 18.

Leaving Colon we had a fair wind to Yucatan pass, and as we neared it on February 26 a nor-wester was met that caused us to heave to. The storm was followed by four days of calm, after which the Gulf Stream was picked up and on March 7 we sailed into Key West.

The itinerary of the *Amoy* is indefinite, but she will ultimately return to China through the Mediterranean and the Indian Ocean. Being the first junk on the Atlantic Coast the *Amoy* is creating a great amount of interest. In the strange craft there is so much of the color and musk of adventure and romance that the blood of one sensitive to these things tingles at the sight of her.

The foregoing was received in time for our June issue but was crowded out by other matter. Meanwhile the *Amoy* proceeded to New York Harbor where she attracted the liveliest interest. The newspapers gave much space to descriptions of the strange craft and

the long adventurous voyage of the hale and ruddy Captain, his Chinese wife, and their eleven years old son. The *Herald Tribune* told of the deprecatory blushes and gestures of Mrs. Waard when her husband extolled her virtues:

"She's worth a million of your so-called emancipated females. Some ask me whether I married mama because there were no white women in China. I tell 'em the truth. I'd have married mama ten minutes after I saw her hiding behind a bale on the deck of her dad's junk up the river above Amoy. When a Chinese girl hides from a man, you know, it means she wants to be found by that man. It didn't take us long to reach an understanding. Neither of us ever felt sorry—did we mama?" "No," answered Mrs. Waard. "All time glad," she laughed.

"Here's an illustration of mama's superiority over the American wife," Waard pursued. "Of course it's only an incident, but you'll get the idea. We were in mid-Pacific when there came one of those calms you read about. We were flopping about helpless under a foresail, when suddenly there came a willywaw that filled the sail, flung the boom over, and knocked me over the rail. Mama caught me by the slack of the pants and hauled me back. What d'you suppose she said? 'The gods be praised!' says mama, 'my master is unhurt and the soul of his slave swells with rapture.'

"Now mama ain't a slave, and I don't know whether she was in raptures or not, but anyway it was a civil thing to say, considerin' I'd been clumsy enough to get knocked flat by my own jib-boom. It's the Chinese way. They're a courteous and kindly people, and wives respect their husbands, even if they don't love 'em.

"Well, yesterday an American gent and his wife came off in a wherry to look us over. Their boatman had some trouble laying alongside on account the water was choppy. We hauled the lady aboard without wetting her feet, but the man lost his balance and fell in the bottom of the boat. His wife leaned over the rail and yelled at him: 'What's the matter, you poor fish? Can't you step over your own feet?'

Individuality and Personal Responsibility

The "Annual Essay," by Arthur Lefevre, Jr., at meeting of the Texas Press Association, Amarillo, Texas, June 18-20, 1924

Again we mingle in joyful reunion, feel the mellow glow of friendship's radiant smile, and shake with the hearty laugh of good comradeship. 'Tis well for man to be merry! I will not, however, dwell on such pleasant prospects. Rather, the time calls for reconsecration to high ideals and to those influences that build strong character. Let us pour our libations, for instance, to two splendid types of frontier life who did so much

to lift up and ennoble the struggling pioneer. I speak of the Old Fashioned Country Doctor and the Old Time Circuit Rider. What a pair of self-sacrificing, fearless, upstanding men who counted their greatest reward in duty done—no matter how trying! Where shall we find their like today? Blest is the social order that brings forth heroic characters.

The fruits of our time burden one with doubts! What have we? A generation who

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desire faith, yet cling to suspicion; who brag about humanity, while so many are filled with envy; who pose as freemen, yet seek legislative straight-jackets; who bury individual responsibility in mass action, yet hope to live above servility. Where is the physician to treat this case? The old doctor would have steered his patients from such psycho-analytic illusions by liberal doses of physical labor in the health giving open air, probably preceded by a strong physic. Such weak-kneed sentimentalism could never have flourished against the virile preaching of the circuit rider who feared not to damn and damn hotly. The old preacher may have been sometimes over zealous about his dogmatic theses, but it was never the cowardly cringing of a self-seeking opportunist. The old doctor and the old circuit rider were certainly two powerful agencies in fostering a healthy social condition. They did a great work and fulfilled an honorable career.

Times change, but the work of character-building and disease-curing must go on. Under the complexity of our modern civilization and the tremendous organization of our industrial life, great numbers of men and women are sinking their individuality in groups and blocs. Social decay surely follows the loss of individual responsibility. To retain material prosperity in health and vigor, the hour calls for such characters as the old doctor and the circuit rider to go out and enter into the life of the people and guide them in the paths of health and virtue, and by intimate example of heroic living keep constantly before the eyes of the people the true worth of noble effort and the dignity of duty done. It has been truly said: "With good leadership the people will do what is right. With bad leadership they will go wrong. With no leadership they will blunder along and go wrong as often as they go right. Leadership is in the individual, not in the leaderless multitude."

The country editor, with a spirit of honesty and courage and common sense, holds an important position and can wield an ever widening influence as a power for right and sane action in the life of the people.

"The city dailies often josh about the country press,
But the small-town country weekly is an all-round success.
It beats the daily paper for a sheet that's read clean thru;
And its patent insides function and are entertaining too.
There is less of bluff and bluster, less hysteria and pose,

Less ballyhoo and brainstorm, less divorce and human woes.
And the sanest folks will tell you, having watched the passing show,
There's a lot of frothy piffle that it's not worth while to know."

You editors have it in your power to guide humanity from the morass of class struggles fostered by ignorant prejudices and the deadening influence of campaigns of hate or abuse. What a wilderness of folly soon overtakes the gardens of worthy character and endeavor, if we remove the invigorating element of personal responsibility and initiative. Let us ever remember to respect the sacredness of the individual personality and it will protect us from being blinded by insinuating propaganda that works continually our undoing. Stand up in your integrity and resist proposals looking toward uniformity in all things. All cows are not black, although they may appear so if you are in the dark. True progress rests on courage, honor, and faith which are personal qualities; also remember, guilt is personal.

A Loyal Stockholder

Miss Susan Simons
23 Upton Park, Rochester, N. Y.

The Texaco Star.—I have been wanting to tell you for some time how much I enjoy your very instructive and entertaining journal—and now in doing so I have something else to tell you. Last month I took an auto trip into North Carolina from Rochester. As soon as we got into Pennsylvania we saw the attractive Texaco signs, and I told my friends they must buy only Texaco gas because I had stock in that company. We did use only Texaco for our entire trip—sometimes going on our reserve rather than buy any other gas—and we gave full credit to the purity of Texaco gas when we reached home from a very lovely trip on which we had not a single mishap.

Yours for Texaco,

Susan Simons.

June 26, 1924.

CRUDE OIL PRICES AT WELL

June 30, 1924

Penna., Bradford	... \$3.75	Homer	... \$1.50 to \$1.85
Other Penna.	... 3.25	Smackover	... \$85 to 1.20
Indiana	... 2.08	Caddo	... 1.50 to 1.85
Canada	... 2.75	DeSoto	... 1.85
Ragland, Ky.	... 1.00	Bull Bayou	... 1.50 to 1.80
California Light	... 1.40	Crichton	... 1.65
California Heavy	... 1.00	Gulf Coast	... 2.00
Kan. & Okla.	1.25 to 2.25	Mexia	... 2.00
N.&N.C.Tex.	1.25 to 2.25	Currie	... 2.25
Eldorado	... 1.75 to 1.85	Powell	... 2.00
Haynesville	... 1.65 to 1.75	Wyoming	... 1.50 to 1.95

The TEXACO STAR

Hints on Household Pets

GEO. W. VOS, Superintendent Advertising Division

Some anthropologist has stated that one of the most inspiring things that happened to our cave-man ancestor was when the primitive progenitor of the dog decided to come and share his cave and his fireside.

In any event this act symbolized man's conquest of the animal world. And so today, a man striding afield with a good dog trailing at his heels, looks, for all the world, like a conqueror.

But how different is the picture when a city bred man is seen being led by a pet dog! Then the man becomes the Symbol of Domestication. For in the city a man is slave to the dog and the dog is usually the property of the lady of the house. Yet there are some who will grow lyrical in discussing "Man's Best Friend."

In times gone by the eleven o'clock nightly patrol, with a pet dog, had some compensations. Those times are gone, yet today there are some dogs who know the route as well as the faithful horse of the milkman—and still try to turn in when they pass a swinging door. But enough of this!

Then there is the cat. The cat is indubitably no friend to man—to the male sex, I mean. And the feeling is mutual. Nine out of ten men can hardly restrain the impulse to shy something at a cat. The tenth man is probably a male milliner.

The cat, knowing all this, retaliates by her mocking nocturnal serenade, or by making it compulsory for the head of the house to engage in a nightly battle of wits to oust puss from the premises before he locks up.

From the foregoing you may gather that I am only lukewarm, to say the least, on the subject of cats and dogs as household pets. But since people apparently must have pets, may I say a kind word for the goldfish?

Did you ever know a goldfish to bite the hand that fed it?

Did you ever know a goldfish to demand your services as a chaperon on a windy night?

I ask you, did you ever have to coax a goldfish from your favorite easy chair?

Did you ever have to cringe before the wifely question whether you have fed the beast?

And what comfort there is in watching the goldfish weaving his mazy convolutions within the bowl. It is almost as soul satisfying as

watching through half closed lids the lazy upcurling spirals of your post-prandial cigar.

Unlike the accusing eye of the dog, or the complacent superior gaze of the cat, there is nothing disturbing in the incurious stare of the goldfish.

You owe him nothing. He asks for nothing. In his presence you are never reminded of any vague responsibilities.

And now, to show my complete moral obtuseness, I ask you to consider the question of household pets from the standpoint of your wife's summer vacation.

She shrouds the house in slip covers. She closes up the blinds, for all you do is sleep there. If there is a dog you board him with a friend. As the summer waxes you note a certain stiffness in your friend's attitude. Usually it is an expensive dancing slipper that the cur has devoured. Or a fabulous Valenciennes bed-spread that will never be the same—neither will the friend!

If there's a cat, then you are the one who is in for trouble. For it is traditional that a cat is so attached to the house that you cannot wish her on a friend. And faithfully you promise, as the train pulls out, to feed the cat regularly. (You may feed the kitty often but that's something else again.)

And then when the summer draws to a close you have a difficult time explaining why puss's ribs show out like an uncovered umbrella.

But with goldfish,—how simple! For a while you change the water religiously and you remember to drop in a few nibbles of his especially prepared comestible. Then, perhaps, you forget and one evening you go to look at the fish. If he were not floating belly up he might fix you with a glittering eye. So, with an untroubled conscience and no haunting memories, you decant the bowl, the late lamented fish and all. And the day before wife returns you bring home another.

Now goldfish are apparently turned out on a quantity production basis. One goldfish is as like another as one Ford is to the next. Fishes can't talk. You are discreet. No one is the wiser.

So, keeping these things in mind, am I not justified in urging on one and all the "Safety First" slogan—*If you must have a pet, let it be a goldfish!*

The TEXACO STAR

LAW CURRENT

Rob't A. John

Attorneys—Library.—It has been held in Texas that a statute exempting the libraries of attorneys from forced sale under execution does not apply where an attorney has been suspended from the practice of law. *Cravens, Dargan & Roberts v. McBrayer*, 255 S. W., 994.

Public Service Corporation—Right to Abandon Unprofitable Facilities.—The Supreme Court of the United States has finally decided that a franchise of a public service corporation may be abandoned and its physical properties dismantled where their operation is unprofitable. *State of Texas v. East Texas Ry. Co.*, U. S. Sup. Ct. Advance Opinions, March 18, page 309.

Income Tax—Residents Abroad.—One, who is a citizen of the United States, residing permanently abroad, as in Mexico, is subject to the payment of an income tax arising exclusively from Mexican properties. *Cook v. Tate*, U. S. Sup. Ct. Adv. Op., April 15, p. 507.

Exemplary Damages—Workmen's Compensation.—Exemplary damages, under the general rule, cannot be recovered except as based upon actual damages. However, a subscriber to compensation insurance, which is a substitute for actual damages, is liable to an injured employee for exemplary damages. *Robertson v. Magnolia Petroleum Co. (Tex.)*, 255 S. W., 223.

Drilling Offset Wells—Damages.—The Supreme Court of Oklahoma has held that the failure of lessee to drill an offset well to properly protect the premises he has under lease from drainage is subject to damages in favor of lessor, and that: "The measure of damages can be estimated by taking the amount of oil produced from the wells on the adjacent lands and apportioning it by allowing the lessor for a like amount of oil as the wells on the locations adjoining the lessor's premises, and base a right of recovery upon such estimate."

This is an unpublished opinion in the case of *Junction Oil & Gas Co. et al. v. Pratt*, and was rendered on April 15, 1924.

Mineral Lease—Date of Term.—The Court of Civil Appeals, at Beaumont, Texas, has held in the case of *Kishi v. Humble Oil & Refining Co.*, 261 S. W., 228, that the term

of a lease begins not as of the date of its execution and delivery, but as of the date recited in the instrument as the date of the same.

Mines and Minerals—Inactivity During Litigation.—Where lessor has interest in the litigation against the lessee, he will not be permitted to complain of the inactivity of lessee during pendency of suit. This rule of grace is set forth in *Hamilton v. Empire Gas & Fuel Co.*, 297 Fed., 422.

Free Fuel Oil.—The Court of Civil Appeals, at Abilene, Texas, has held that where a mineral lease authorizes the lessee to use such oil as may be necessary for fuel free of charge, that lessee may exchange crude oil to an adjacent refinery, the latter supplying him in lieu thereof with fuel oil, and that the same comes within the provisions of the contract. *Munger et al. v. Waggoner*, 260 S. W., 696.

Injury Caused by Escape of Oil.—In the case of *Avery v. Wallace*, the Supreme Court of Oklahoma has held that operators operating independently of each other, but the oil escaping from their operations causes injury to the land of an abutting property owner, that he may treat them as joint tort-feasors, and sue either the one, or the other, or both, at his election, and recover his entire damages. *Avery v. Wallace*, 224 Pac., 515.

Corporations—Ultra Vires.—A corporation, chartered with authority to store, buy, and sell tobacco, does not commit an ultra vires act where it loans money to the tobacco farmer with which to raise a crop. The holding is that it is one of the incidents of the business it was incorporated for, and, therefore, within its charter rights. *Holt v. Farmers Loose Leaf Tobacco Warehouse Co.*, 256 S. W., 6.

I.-G. N. Ry. Co. Receivership.—In the case of *I. & G. N. Ry. Co. v. Concrete Investment Co.*, the Commission of Appeals in an opinion of date June 6, 1924, which was adopted and approved by the Supreme Court, has held that the famous "I. & G. N. Statute," R. S., Art. 6625, is broad enough in its nature to cover claims of the class designated in the statute, such as supply claims. That such claims are a charge upon the properties acquired by the purchasers at a receivership sale, and that having acquired the same, accepting the old charter of the railroad, and taking and holding the properties under the agreement provided by this statute, makes the claim a personal liability of the purchasers and those holding under the purchasers.

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DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	W. H. McMurries, Jr., Port Worth
Ry. Traffic & Sales Dept.	J. A. Brownell, New York
Marine Dept.	H. Hassell, Port Arthur
Legal Dept.	H. Norris, New York
Treasury Dept.	H. Tomfohrde, Houston
Comptroller's Dept.	H. G. Symms, Houston
Insurance Dept.	R. A. Masterson, New York
Governmental Reports	B. E. Emerson, Houston
Sales Dept. S. Territory	P. A. Masterson, New York
Sales Dept. N. Territory	C. M. Hayward, New York
Sales Dept. M. Territory	Miss M. Marshall, N. Y.
Asphalt Sales Dept.	R. C. Galbraith, Houston
Export Dept.	Geo. W. Voss, New York
Purchasing Dept.	F. C. Hartung, Houston
Producing Dept.	J. J. Smith, New York
Pipe Lines	J. B. Nielsen, New York
T. T. Co. of Mexico S. A.	J. A. Wall, New York
	J. E. McHale, Houston
	J. T. Rankin, Denver
	Otto Hartung, Houston
	Fred Carroll, Houston
	C. W. Pardo, Tampico

REFINING DEPARTMENT

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

Refined—Coastwise.....	1,361,628 bbls.
Refined—Foreign.....	447,319 bbls.
	1,808,947 bbls.
Crude—Coastwise.....	308,239 bbls.
Total.....	2,117,186 bbls.



The faded photographs here reproduced are interesting in these days when filling station equipment has reached such vast and sumptuous proportions. They show a germ of the filling station idea in Houston, Texas, in 1908—only sixteen years ago. They were sent to Manager C. P. Dodge in a letter dated December 17, 1908, reporting that this automobile gasoline station located at a grocery store just across the S. A. & A. P. tracks going to the Brays Bayou Gun Club Road was receiving considerable patronage from automobiles. The writer of the letter F. J. Silsbee, says he observed "the filling machinery in the box bore the trade tag of Bowser Self-Measuring Oil Tanks manufactured by S. F. Bowser & Co., Inc., Fort Wayne, Ind." He concludes: "On my next trip to this neighborhood I shall endeavor to get more information as to the amount of oil this contrivance distributes over certain periods."

Term. Div. N. Y. Off.—Mr. L. R. Holmes spent a few days with us this month and it was a great pleasure to see him again.

RAILWAY TRAFFIC AND SALES DEPT. This Department is now located on the fourth floor of the Whitehall Building, up at the front commanding a fine view of the harbor, Ellis Island, Statue of Liberty, Governor's Island, Battery Park, etc. The latch-string is on the outside—drop in and see us.

The Atlantic City Convention in June was responsible for brief visits from William H. Barrows of Houston, J. F. Ryan of Chicago, and F. E. Sheehan of St. Louis. New York made a distinct hit with Frank Sheehan and Bill Barrows, the latter being especially impressed with the Hudson Tube.

We are sorry to report the death of E. J. Singleton's father, who died June 7 after a protracted illness.

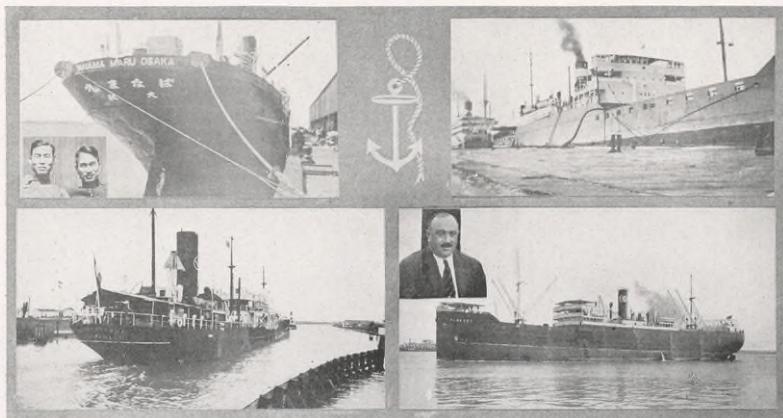
HOUSTON DISTRICT.

SALES DEPT. Stations making 100% on collections during May: Bay City, Bartlett, Charlotte, Floresville, Kirbyville, Rockport, Seadrift, Seguin, Smithville, Thorndale, Uvalde, Woodville. Their Agents believe a sale is not completed until the money has been collected.

M. K. Bercaw, Supervisor of Filling Stations, Houston, has resigned to accept a



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Marine Sales.—Above: (1) S. S. *Panama Maru* of the Osaka chosen Kaisha. The insert shows Chief Engineer Kurni and his First Assistant Engineer. Vessels of this line have long been successfully lubricated with Texaco Marine Lubricants. Mr. Kurni's opinion is that Texaco products are superior to any others he has ever used. (2) S. S. *Carrabelle* of the Cuba Distilling Company. Vessels of this company have been lubricated with Texaco Marine Lubricants for years, and Chief Engineer McAnna is strong in his praise of our products.

Below: (1) S. S. *Barendrecht* of the Ph. Van Ommeren Corporation, Rotterdam, Holland, enjoys efficient Texaco lubrication. Chief Engineer J. F. Wetering is unusually strong in praise of Texaco quality and service. Other vessels of this line are also successfully lubricated with Texaco Marine Lubricants. (2) Spanish Steamship *Aldecoa*, flagship of the fleet of vessels owned and operated by the Compania Maritima del Nervion, of Bilbao, Spain. This vessel is captained by one of the owners, Senor Aldecoa. Senor Miguel Eguia, shown in insert, the efficient and cordial Chief Engineer, uses Texaco Marine Lubricants exclusively.

position with Ford Agency at Alvin, Texas. We wish Mr. Bercaw all success.

While Agent W. A. Rittner of Yoakum was in the District Office on June 7 he received news of the sudden death of his father, a Yoakum banker. The entire Office extends sympathy.

Dallas District.—New stations opened: Clifton, Farmersville, Sulphur Springs, Lan-

caster, Mesquite, Gainsville A. F. S. No. 1, Hillsboro A. F. S. No. 1.

We are proud of our collection record for May: thirty-six stations made 100%, with a number of others falling slightly under 100%.

Mr. Quackenbush of the Tabulating Machine Company, New York, and Department Agent G. M. Worthington spent several days in June assisting our D. O. accounting force for the economical handling of the new system.



Oakland Sales Company

One of the stations operated at Lubbock, Texas, by our very good customer the Oakland Sales Company.

New Orleans District.—An interesting and fruitful meeting of Special Agents, conducted by W. H. Wagner and W. H. Noble of Houston, was held in the office of Superintendent Dyer May 19-20. The discussions were informative and inspirational in an exceptional degree. All united in extending Messrs. Wagner and Noble a rousing vote of thanks.

Meridian, Miss., A. F. S. No. 1 was opened for business May 31, and Special Agent Jones' report of the first day's gallonage was eminently pleasing.

C. G. Hamerick, who in the capacity of

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A homemade display stand

A display stand made by Truck Motorman Stephens of Morgan City, La. Station, intended to accommodate Texaco and Thuban Compound packages. It is now in use at the store of a customer in Morgan City and is doing its bit to stimulate sales of those products.

pepful pumpman at Jackson A. F. S. No. 1 aided materially in developing the splendid gallonage handled by that prize winning station, has been appointed Assistant Agent at A. F. S. No. 5, New Orleans.

Chief Clerk R. A. Jahraus has resigned to engage in business on his own account as Manager of the Lamiss Oil Company, Covington, La. The concern will handle Texaco products exclusively on a commission basis, therefore we feel that Bob is not really withdrawing from our organization. The best wishes of his multitude of friends are tendered him.

Word comes of the arrival of a 10-lb. boy in the home of Salesman J. B. Powell, Shreveport, La. We congratulate the happy parents.

Atlanta District.—Among visitors this month we had G. M. Worthington and H. G. Symms and C. P. Dodge, Jr. We were glad to see them and wish that their visits might be more frequent.

Night watchman O. Dutson at Charleston,



Chester, S. C.

Delivering oil in a rough country.

S. C. Station passed away May 24. This old gentleman entered the service of the Company at Charleston November 18, 1910. The boys at Charleston placed a wreath of flowers on his grave made in the form of a Red Star and Green T, which was appropriate as Mr. Dutson was very loyal to The Texas Company.

Special Agent T. E. Horton, of Birmingham, announces that on Friday, June 13th, Louise Tracey, weight 10 pounds 15 ounces, arrived at his home, and that those who say Friday the 13th is a day to beware of are all wrong. He considers it a very lucky day for him as he now has a boy and a girl.

Florida District.—Among recent D. O. visitors were G. M. Worthington and C. P. Dodge, Jr., who are always welcomed to Florida. We also had with us for short visits Miss Mary J. Liddell and Robert Harrell of the Atlanta D. O. Miss Liddell was enjoying a visit to Florida on her vacation, and Mr. Harrell was honeymooning with his young bride. We were mighty glad to see them and hope to have more visitors from Atlanta.

We sympathize with Mr. and Mrs. C. K.



Fort Valley, Georgia

Fort Valley Service Station is a mighty good representative for us at this point. Mr. Bennett Joiner, Proprietor, is standing by the Ford radiator; Mr. Bennett Joiner, Jr., has his hand on the door; Salesman Paul Battle of Macon is between the pumps; Agent Roy Davidson of Macon Station is holding Roy Junior.



Arlington Garage, Arlington, Fla.

Conducted by Mrs. Emma K. Reed and Mr. Paul Reed who are enthusiastic for quality and handle only Texaco.

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Braswell of the District Office for the recent death of Mr. Braswell's father in Atlanta.

Representatives from the Sales Department, Asphalt Sales Department, and Terminal Division of the Refining Department at Jacksonville recently formulated plans for a Texaco Club for Florida District employees. The organization of the Club, which will have for its object the promotion of good fellowship, entertainment, and recreation, is practically assured.

An interesting addition to the Texaco Family is A. Edward Bracewell, Jr., who arrived at the home of Mr. and Mrs. A. E. Bracewell on June 11.

SALES DEPT. W. TERRITORY

Denver District.—Stations opened in June: Westcliffe, Placerville, Gunnison, Glenwood Springs, La Junta, Colorado, and Farmington, New Mexico.

Rocky Ford, Colo. Station has been made a commission station, Agent W. P. Johnson.

Mr. and Mrs. Ernest Rogers announce the arrival of a 7-lb. 2-oz. little Texaco Star. They have named him Guy.



Airplane photography

W. F. Miles, piloting the Intermountain Aviation Company's plane, has been snapping various views in and around Grand Junction for exhibition at the Chevrolet Sales Company's office. These photographs present unique views of the Country Club, the Colorado and Gunnison rivers, Lincoln Park, the State School, etc. The Aviation Company plans to get views of Grand Mesa especially such as it has been practically impossible hitherto to photograph clearly.



Pueblo Indian
dance

Ileta, N. M.

Photo by
Agent Brodbeck
of Albuquerque, N. M.

We have lost our congenial Pat Saunders to Omaha District. We wish you good luck, Pat.

Everybody loves a winner. That is why we are so strong for The Texas Company and our Texaco Baseball Club—both are winners. Team work. That is the secret.

El Paso District.—We are happy to welcome the following new agents: R. S. Dawley, Melrose, New Mexico; M. W. Ogle, Mortales, New Mexico; B. C. Withers, Santa Rosa, New Mexico.



Alvarado Curio Building, Albuquerque

Hugh Bonham must have told a good one—see the Indian "shimmy." Photo by Agent J. J. Brodbeck of Albuquerque N. M. Station.



Pueblo Indian from Domingo, N. M.
Photo by Agent Brodbeck.

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McKinley Land and Lumber Co., Albuquerque, N. M.
Lubricated entirely by The Texas Company



Phoenix, Arizona

One of several beautiful service stations operated by
Crosbie & Gillespie.

Salt Lake District.—



Ogden, Utah Station

The three white-collar men, left to right, are: A. E. Halstead, Agent; M. E. A. McManus, Representative, Omaha District, a visitor; L. T. Bass, Representative, Salt Lake District.

Billings District.—We welcome the agents of four new stations: Joe Wester, Watford City, N. D.; Harry Solberg, Portland, N. D.; Magruder Motor Company, Glasgow, Montana; Rugby Milling Company, Rugby, N. D.

R. J. Roseth succeeds M. Hammer, resigned, as Zone Salesman No. 3, headquarters Great Falls, Montana. Welcome and success to him.

A disaster that might have resulted from a fire was averted by Assistant Agent Morrison of Billings, Mont. Station on June 17, when

the pump house blew up while a car of gasoline was being unloaded. No one was in the building at the time and the cause will probably never be known. A loud explosion was heard by Mr. Morrison who was in the office nearby and looking out he saw the roof of the pump house blown over the tank car on the siding and the building burst into flames. With great presence of mind he rushed to the storage tank and closed the valve, cutting off gasoline feeding the flames. The Fire Department was then called and within half an hour the danger to other buildings and storage tanks was over. The pump house was entirely destroyed and a portion of the station fence. The tank car being unloaded was subjected to terrific heat, evidenced by the fact that it was impossible to hold a hand on the car on the side opposite from the blaze after the fire was out. That the car did not burst into flames was undoubtedly due to the proper use of the unloading dome cover, which demonstrates the value of this equipment.

With heartfelt sympathy we record the death of the five years old son of Salesman H. A. Belknap, Valley City, N. D. The boy and a girl playmate fell from a wall into the river at Valley City on the morning of June 2, the girl being saved from drowning by falling into some wire along the wall. Passersby were attracted by her screams.

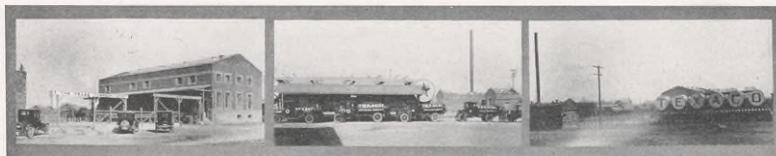
Our D. O. Texaco Bowling League has suspended for the summer. Tennis is now the principal "after hours" occupation of the boys. Whether it's need of exercise or the charm of certain of the feminine gender we make no guess, but the enthusiasm is apparent.

An applicant for a position in our credit department writes: "I have had considerable experience in credit on my own account and that is the reason I am looking for a job now."

Spokane District.—Superintendent Barton has just returned from a General Meeting in Denver and brings accounts of many fine things on tap. If the plans materialize we predict some mighty good records.

We haven't said much in the past about what we're doing in Spokane District—we've been too busy. But we've recently had a District Birthday and we're feeling pepped up, glad we're alive, glad we're in the good old Northwest and a member of the Texaco Family. We're not a bit ashamed of our first year's record, but our record for the second year is going to be better. Fellow

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Spokane, Wash. Station

One of the most modern of the Company's properties—a twin, varying in detail, of our station at Salt Lake City.

Districts, watch your step. We're out for the big prizes.

C. W. Leavitt, formerly Agent at San Francisco, California, has been transferred to Zone Salesman, Southern Idaho territory. Mr. Leavitt's long and varied experience with the Company makes him ideally suited to his work in this new territory.

We're glad to report that Zone Salesman Forde Johnson has recovered from his recent illness and is again out on the firing line. Mr. Johnson has been transferred from Southern Idaho and is now working the northern group of stations out of Spokane.

Omaha District.—In June we had visits from a goodly number of our agents and every one of them have left the D. O. assuring us that he would *Go get it*. What? Business. It's there, but you will have to meet it half way.

We take pride in Agent W. E. Lewis at Fremont, Nebraska. He is strong on local advertising and judging from his turnover he is well repaid. A. W. Sittler, Representative in this territory says Mr. Lewis is always handing out something to the trade in order that they may know Texaco is sold by W. E. Lewis in the city of Fremont. His latest is a road map. Agent Lewis is certainly moving the Handgrip cans; he assures us that every car in his city has one.

Agent J. H. Culp, Grand Island, Neb., and his partner D. A. Sarratt have opened their filling station and report nice business.

Agent J. P. Anderson, Winner, S. D., has opened his filling station and is beginning to enjoy a good business.

Except a living man there is nothing more wonderful than a book. A message to us from the dead—from human souls we never saw, who lived, perhaps, thousands of miles away. And yet these speak to us, arouse us, teach us, comfort us, open their hearts to us.—*Kingsley.*

SALES DEPT. N. TERRITORY

Effective June 26, 1924, G. W. Vos was appointed Superintendent of the Advertising Division (for all territorial Sales Departments) *vice* L. A. Jacob resigned.

Mr. Vos entered the Advertising Division February 10, 1910, one step above office boy. He became successively cub artist, advertising writer, and Assistant Superintendent. His new appointment is especially gratifying to the "old timers." It shows the opportunities for advancement within the organization.



George W. Vos in 1915

A recent edition of Marks' Hand Book of Mechanical Engineering shows that The Texas Company has been signally honored through the place therein awarded to Dr. Haskell, our Industrial Engineer. This Hand Book, known as the "Mechanical Engineer's Bible," is edited by Professor L. S. Marks, head of the Department of Mechanical Engineering at Harvard University, and is the most complete and authoritative work on the subject. The contributors are all recognized experts in the various fields of mechanical engineering. When Professor Marks was preparing a second edition he decided to include a chapter on "Lubrication," and it had to be drawn up by a leader in the field. He has been receiving our Magazine *Lubrication* for some time and was so impressed by the high type of technical material and the breadth and scope of the matter appearing in *Lubrication* that he made inquiries as to who was

The TEXACO STAR

responsible and was consequently referred to our Dr. Haskell. Dr. Haskell agreed to prepare a chapter for the Hand Book and its inclusion in this momentous work is another tribute attained by Texaco in the province of scientific lubrication.

New York District.—On May 14 a new Refined Station was opened in New Brunswick Territory at Newton, N. J. William L. Knoll, who came to us from the American Railway Express Company, is Agent, and from the "pep" he shows we look for very good gallonage at this point.

On May 15 another new station was opened in New Brunswick Territory at Hackettstown, N. J. Elmer E. Trimmer is the Agent and it is going to be a close race between this station and Newton for the highest gallonage.

A. C. Doty has been transferred from the



Wholesale Station at Norwich, N. Y.

One of the many wholesale stations operated by the Z & M Independent Oil Company, Distributors of Texaco Products in a large territory. Mr. Frank Zuber, President of the Z & M Independent Oil Company and of The Cortland Specialty Company, realizes the value of connecting up with the Texaco National Advertising Campaign.



T. B. Swennes

A host of friends, both in the Company and among the trade regret the resignation of T. B. Swennes after being with The Texas Company since April 26, 1915. Mr. Swennes has served as Agent of Clinton Street Station, Agent of Albany Station, Agent of Long Island City Station, and finally as Salesman in the Metropolitan Territory. All feel that they have lost a good comrade, still all wish him the best success in his new endeavor.

Morristown field to the field covering New Brunswick and Perth Amboy Stations. His new territory has the most possible gallonage of any part of New Brunswick Territory.

Salesman Walter Hochuli, recently with the American Radiator, has joined our force in New Brunswick territory covering the Hackettstown and Newton fields. We look forward, Mr. Hochuli, to some nice gallonage.

Boston District.—We congratulate our Framingham, Mass., Provincetown, Mass., and Springfield, Mass. Refined Stations and our Commonwealth Avenue Filling Station, Boston, upon winning Station Prizes for the first quarter of 1924.

We have opened a new refined station at Palmer, Mass., and will re-open Warren, R. I. Refined Station July 1.

We wish success to G. N. Beaton, recently appointed representative of Maine Territory, to A. L. Thompson representative of Rhode Island Territory, and to D. L. McCue who has been made agent at Providence, R. I. Refined Station.

Assistant Superintendent T. F. Mercer, in charge of Operation, being on a trip to Mexico for his health, our genial Construction Foreman, J. H. Thorburn, is handling matters of equipment and structures.

Salesman A. A. Parker is operating a personally owned Dodge Brothers business sedan instead of the red Dodge he formerly used, and he has transferred the lace curtains from the old Dodge to the new one.

The many friends of Mrs. F. A. Kerrigan, Superintendent's stenographer, will be sorry to learn that it was necessary for her to undergo an operation; but she is now at her home convalescing and it is hoped she will return to her duties July 1.



On the White Mountain Road

A Texaco filling station, with camp grounds for tourists, at Ganobie Lake, N. H., on White Mountain Road 45 miles from Boston. Chas. A. Dow, proprietor.

The TEXACO STAR

Philadelphia District.—We are about to start operations at our new refined station at Pottsville, Pa. Agent A. H. Schroeder has been transferred from Norristown to Pottsville.

We take this opportunity to congratulate the recently appointed Representatives, J. J. Rahill, A. M. Grier, F. J. McCormick, and D. E. Woodbridge, wishing them success in their new assignments.

Sympathy is extended to R. S. Ogilvie for the death of his mother.

The Accounting is now leading in the baseball series with the Sales, having won three out of four games.

Pittsburgh District.—A contract with the American Fruit Growers, Inc., Pittsburgh, Pa., has been closed by Salesman G. A. Orr. It covers delivery of Texaco products to customer's orchards and groves throughout the United States.

Chicago District.—W. R. Ellwood paid us a bi-annual visit to see that the tabulating outfit got off to a good start. If he will come oftener we will guarantee to keep the windows closed against drafts.

W. T. Leman, Representative Purchasing Department, is making plans for a trip to Alaska. We hope to hear a lot about totem poles and wonderful scenery when he returns.

Creditman E. T. Farley will soon be back from the New York meeting of credit manipulators. No doubt he will have some wonderful tales to tell.

Supervisor of Motor Equipment, Zipp Kizer, would much prefer that "his friends" practice driving nails somewhere else than in his tires.

C. H. Parker and S. B. Wright have re-



On the Jefferson Highway

Filling station of The Clay County Oil Co., Texaco Distributors, Liberty, Mo. It is on the newly paved highway between Kansas City and Excelsior Springs, Mo., which is a part of the Jefferson Highway of the National Highway System. Since the opening of this station last fall it has been 100% Texaco and proprietors King and Gordon are putting Texaco over in a big way with credit to themselves and The Texas Company.

ported that their "bait didn't try as hard as it could" on their fishing trip to Minnesota.

Mr. and Mrs. E. M. Biddle ("Bee" Schlie and "Gene" Biddle) have gone and done it, and are now learning to keep house in Portage Park with the tools and implements provided by their friends in the Company.

Willard H. Smith, Journal Clerk, has started on what we hope will be a most happy and memorable vacation by getting himself a wife. Congratulations, "Legs."

The boys fall off one by one but the C. A. still sticks by the ship.

Norfolk District.—Vice President C. E. Herrmann was a welcome visitor on June 5-6. We hope he will drop in often.

R. L. Saunders of the New York Office visited us recently. We are always glad to see you, "Dick."

The Capitol Oil Company on April 28



Consumers Service, 5201 W. North Avenue, Chicago

Have you ever seen anything prettier? This place is owned by Adam J. Miller, formerly of our Kingsbury Station. It is 100% Texaco, inside as well as outside, in lube oils and gasoline. He does 35,000 gallons of gasoline per month. He says if Texaco is good enough to work for as an employee for 13 years, it is equally as good to work for as a dealer.



Designed by Supervisor of Maintenance

A very attractive service station owned and operated by one of our distributors, Manley Baker of Burlington, N. C. It was designed by J. G. Mould, our Supervisor of Maintenance.

The TEXACO STAR

opened their 7th Refined Station at Fork Union, Va., H. W. Milhado in charge. This station opens under very favorable conditions.

We welcome to our ranks as a distributor The Rich Creek Supply Co., Rich Creek, Va.

Leaders in Distributors' contest for April: Class A—Virginia Oil & Supply Co., Petersburg, Va. Class B—Sprinkle Oil Co., Reidsville, N. C. Class C—Pope Oil Co., Clayton, N. C. Class D—H. M. Burden, Aulander, N. C.

F. H. Craft has been promoted to stenoclerk to Representative R. B. Allen, Greensboro, N. C. As a token of the esteem in which he was held by his fellow D. O. workers, he was presented with a handsome traveling bag.

Agent F. W. Overstreet of Christiansburg, Va., married Miss Madeline Jennings on May 30. We wish them much happiness.

ASPHALT SALES DEPT.

The first big open-air Road Machinery and Material Demonstration held in the United States was staged June 2-7 at the Central Carolina Fair Grounds at Greensboro, N. C. Although this is a busy time of the year for road builders there was a splendid attendance; engineers and others interested in the street and highway industry journeyed to Greensboro from far and near. It was more than national in character; on June 5 the Pan American Road Congress, now in this country on an investigation of American highway building practice, descended upon the Fair Grounds in a body.

Such an unusual congregation of highway builders could not pass unattended by The Texas Company. The booth of our Department, decked with banners which announced our presence from afar, stood at the entrance to the grounds. Texaco Asphalt literature was distributed and Texaco representatives were constantly present to answer all questions.



At Good Roads Show, Greensboro, N. C.

Encircling the lower part of the Texaco booth were three banners bearing the word "Welcome" in French, Spanish, and Portuguese. This greeting in their own tongues was an agreeable surprise to the Pan American engineers. To each of the members of the Pan American Road Congress we presented a handsome leather bill fold as a souvenir of the occasion and a reminder of The Texas Company.

The members of the Texaco delegation at the Greensboro Road Demonstration were: T. H. Reed, Superintendent, Asphalt Sales, Jacksonville; L. A. Moricca, Superintendent, South American and West Indies Division, Export Department; W. R. Macatee, Representative, Asphalt Sales, Richmond; C. H. Bailey, Asphalt Sales, Richmond; C. E. Murphy, Assistant Superintendent, Advertising Division; J. J. Smith, Asphalt Sales, New York.

Quite frequently the names of members of our Department appear in highway trade papers over articles treating the uses of asphalt in street and road construction and maintenance. The representative to 'break into print' most recently is J. E. Williams of Oklahoma City, whose article on "Surface Treating Gravel Roads in Okmulgee County, Okla." was published in *Manufacturers Record*, June 12, and in *Engineering and Contracting*, May 7.

Another record has been broken. Until recently the State of Texas boasted the greatest number of municipalities having Texaco Asphalt pavements. In truth, 93 was a goodly number and for a long time Texas stood at the head of the list. But one day, not long ago, Representative Charles Pratt of Kansas City startled the Department by announcing that the State of Kansas had increased its total of Texaco-paved cities from 75 to 125. So the title passes to Representative Pratt and the State of Kansas, and a great deal of credit with it.

The total number of Texaco-paved municipalities in the United States is now 750.

In the State of Florida a 50-mile highway is approaching completion which has been financed solely by W. J. Conners, a multi-millionaire with extensive holdings in the section of the State made accessible by the new highway. Exercising the same acute judgment which has gathered to him his millions Mr. Conners is using Texaco Road Oil exclusively for the surface treatment of his latest project.

The TEXACO STAR



A motor car passenger service was recently inaugurated between Beirut and Bagdad across the Syrian Desert, a distance of about 500 miles. Passengers indulge in hunting gazelles on the journey. Texaco products are used on this unique route.

EXPORT DEPT. R. T. McCoy, Assistant Manager at Shanghai, China, is now with The Texas Company (Australia) Ltd., Sydney, Australia.

T. R. Waterbury, Manager of the Continental Petroleum Co., Rotterdam, Holland, has returned to this country with his family for a short vacation.

R. G. McDermott is in New York on home leave from Shanghai, where he has been in the employ of The Texas Company for the last four years.

E. S. Erickson, Assistant Manager at Tokio, has returned to Japan.

Texaco roofing
for awnings



The awnings which shade the decks of this steamer, S. S. *Guanabara*, an Amazon River boat, are covered with Texaco roofing. Several other steamers on the Amazon are also using our roofing for the same purpose.



Texaco Athletes in Korea

Winning team at the annual athletic meet at Botanda, Heijo, Chosen (Korea). This team is composed of members of the staff of our agent, Lee Ho Kyung, and was the only team purely Korean entered at the meet. Their success was remarkable as they were opposed by the best Japanese athletic elements in Korea, such as the teams of the Bank of Chosen, Mitsui Bushan Kaisha, etc. The remarkable success of Mr. Lee's team wearing the Texaco Star gained considerable publicity for Texaco Products in Chosen.

PURCHASING DEPT. **Western Division.**—R. G. Dawson, Southern Purchasing Agent, spent some time

with us in Denver with the Houston Boosters during the Kiwanis Convention week of June 16. We had Mr. Dawson up in the air to the extent of 9,600 feet where the snow can be seen the year around. We trust he enjoyed his visit as much as we enjoyed his presence.

PRODUCING DEPT.

Illustrating real conservation, we send a photograph showing the type of steel gun-barrel tank in use on some of our leases in the North Texas Division.

The tank is so constructed that from one inch to three inches vacuum is maintained. Vacuum regulator is also shown. We have seven of these tanks in operation, from which we conserve 200,000 cubic feet of gas daily, not conserved previously, which is taken to our Electra gasoline plant.

This tank and others of like construction pay us good dividends. On the present market price of gasoline and residue gas sales, we figure that each three to four months these

The TEXACO STAR

tanks have earned their investment. Also, they greatly reduce fire hazard on our producing properties.

He either fears his fate too much,
Or his deserts are small,
That dare not put it to the touch
To gain or lose it all.

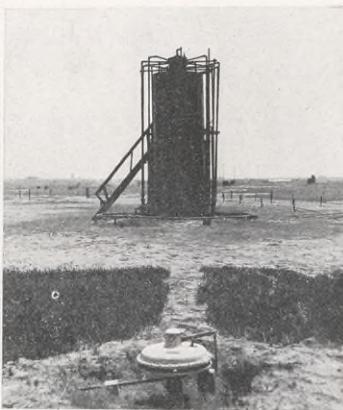
—Montrose.

Fearless minds climb soonest unto crowns.
—Shakespeare.

PIPE LINES E. O. Holland, of the Fort Worth Office, and Miss Robbie Wood, of Ranger, were married on April 19. Congratulations and best wishes.

Miss Floride Couvillon, telephone operator at Shreveport, and Mr. W. K. Chandler were married on June 3. Best wishes are extended.

R. C. Richter, of the Oil Accounting, and wife announce the birth, June 22, of a baby girl, Betty Jeanne.



Steel gun-barrel tank



Concord Pipe Line Station, Leon County, Texas. The side picture is not a winter scene: it is in June and the temperature is 100°. The ardent prospectors W. H. Golden and E. P. (Happy) Hale are digging for nuggets in one of the sand banks at Concord Station.



At the Agua Dulce Terminal of The Texas Company of Mexico, S. A.

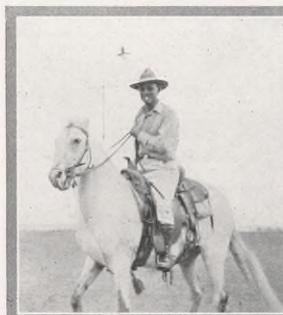
A 200-lb. sea turtle captured from the wharf.

A 500-lb jewfish

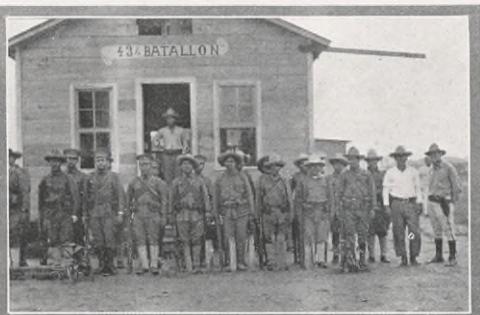
The TEXACO STAR



Agua Dulce Terminal, State of Vera Cruz, Mexico



R. A. Donaldson, Terminal Superintendent



Mexican soldiers at Agua Dulce

The Texaco Club of Houston

Members of The Texaco Club of Houston and their friends were admirably entertained on June 12 by the playlet "What Happened to Jones," an original farce in three acts. All the players are employes of the Company—the same cast that has so delightfully entertained us in their several playlets of the past. Ordinarily the amateur play is not without defects in some form or other, whether noticed or unnoticed, but in the rendition of "What Happened to Jones," under the proficient direction of James Durkin, Majestic Players Director, it must in all fairness be said that a professional set of players could not have rendered the play more pleasing to the appreciative audience. The exceptional ability of M. F. Clasby in his portrayal of Jones, supported by the brilliant acting of all the other players, made this play one of the best that has ever been given under the auspices of The Texaco Club.

"To students thirsting for knowledge of oil the second annual International Petroleum Exposition to be held in Tulsa October 2-11 promises a liberal education to those that make a pilgrimage to the mid-continent town," writes W. C. Higgins, of the Publicity Department of the Exposition, who scouted for The Texas Company in N. Central Texas Div., Producing Department, from 1917 to 1923.

Eleven different oil and gas associations organized for the study of the technical and scientific phases of the business will hold their annual meetings in Tulsa during the exposition.

Nearly all the exhibits will be demonstrated in use. In open spaces wells will be drilled with standard outfit, rotaries, and diamond core machines—using wood and steel derricks and portable machines of all sorts.



W. C. Higgins, Publicity Department, International Petroleum Exposition

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. Costs for Executives. Norman A. Hall.—*Industrial Management*, June 1924.

REFINING. Finding Gasoline Content of Crude, New Method. S. E. Campbell, Chief Chemist, Associated Oil Co.—*The Refiner and Natural Gasoline Manufacturer*, June 1924—Reprinted from *The Record*.

PRODUCING. Record Time Made in Drilling Burbank Well. Dudley W. Moore.—*Oil Trade Journal*, June 1924.

Long Stroke Pumps for Oil Wells. G. R. Taffe.—*Oil Trade Journal*, June 1924.

Safety Devices Sought for Bursting Brake Flanges. C. O. Sprenger.—*Oil Trade Journal*, June 1924. Oil Leases and the Commencement of Drilling. Albert Woodruff Gray.—*Oil Trade Journal*, June 1924.

ADVERTISING. How Many Shoddy Words Do You O. K. in Your Advertising? Richard Surrey.—*Automobile Industries*, June 12, 1924.

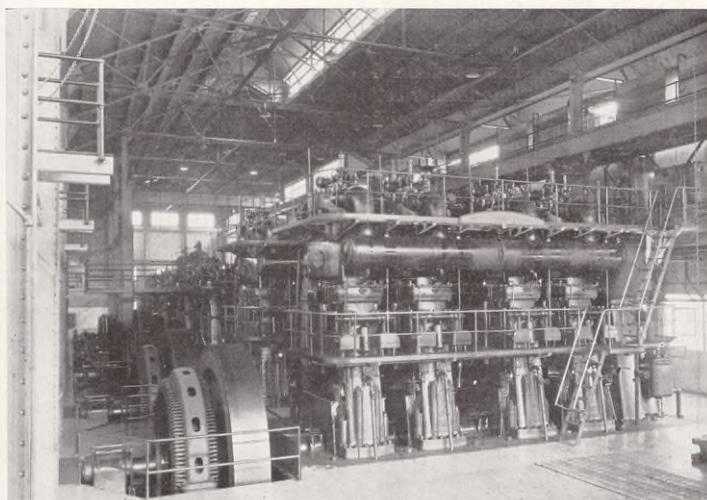
GENERAL. The Resolutions of the Meeting. (Twelfth Annual Meeting of the Chamber of Commerce of the United States.)—*The Nation's Business*, June 1924.

The Fifteen Commandments of Business. Edwin B. Parker.—*The Nation's Business*, June 1924.

Justice for the Trade Association. Col. George T. Buckingham.—*The Nation's Business*, June 1924. The Plea for a World Congress at Panama. W. W. Rasor.—*The Pan-American Magazine*, May 1924.

Our Colleges and Literary Disciplines. Lindsey Blayney.—*North American Review*, June 1924.

The Derrick's Annual Review of Oil Fields of United States, Mexico, and Canada for 1923. Pamphlet of 22 pages. 35 cents—*The Derrick Publishing Co.*, Oil City, Pa.



Moctezuma Copper Company's Diesel engine plant at Nacozari, Sonora, Mexico

This is the largest Diesel engine installation on the Western Hemisphere. It consists of four 1,250 B. H. P. and two 2,000 B. H. P. Diesels. They are of the two-cycle type, air injection with blast air compressors direct connected, manufactured by Nordberg Manufacturing Company of Milwaukee, Wis.

The fuel used in these engines is Mexican crude, about 14 gravity, containing 3% to 4% sulphur, and about 18,600 B. T. U. per pound.

The lubricating oils used are Texaco Ursa for cylinders, air compressors, and scavenger pumps; Texaco Algol in the circulating system lubricating the cross head bearings, shoes, crank pins, and main bearings. A De Laval purifier is used in cleaning the circulating oils with very good results.

The overall thermal efficiency of this plant as operated is approximately 25%.

A notable feature in this plant is that it is operated and kept in repair with 80% Mexican labor.

The use of Texaco Ursa Oil and Algol Oil play an important part in the high efficiency, low power cost, and smooth and steady operation of this great plant.—*El Paso District*.

WITH VISION AND DEVO-
TION VOLUNTARY FORCES
CAN ACCOMPLISH MORE
THAN ANY SPREAD OF THE
HAND OF GOVERNMENT

—Herbert Hoover