

The
TEXACO STAR

May 1926



Vol. XIII

No. 5

LONE TREE



P along the road leading to High Drive in Estes Park grows the lone tree shown on the front cover. For the photograph from which our engraving was made we are indebted to *The Road*, official magazine of the Motor Club of Colorado. The photograph was made by Oscar E. Lindevall, landscape photographer for the Ossen Photo Supply Company of Denver.

The tree, which is not large, grows out of a solid rock formation on the very top of a mountain, and the high winds blowing constantly from the south have caused its trunk and branches to point directly north.

It is probable that the lone tree has only short life ahead of it because of the rapacity of those devastating agents called relic hunters. Not content with breaking off twigs and branches to add to their disgraceful collections, they are now beginning to cut out with their jack-knives patches of the bark.

“Why is a relic hunter?”—queries *The Road*.

The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XIII

May 1926

No. 5

"All for Each—Each for All"

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

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Our New and Better Gasoline

In this issue of the *Star* is an article on our new Texaco gasoline, to which the attention of our readers is directed.

As a result of years of study and experiment by its refinery experts The Texas Company has placed on the market a new and better Texaco gasoline.

We may well feel proud of the fact that our organization has been the first to offer to the motoring public of the world the advantage of this new gasoline with a combination of qualities found in no other motor fuel. It was a wonderful achievement to turn the immense output of The Texas Company's refineries into this high grade unusual product, and the prestige of the Company will be enhanced materially by this latest example of its ingenuity and progressiveness.

Harmony and Real Wages

There is a wide-spread and well-founded opinion that closer and more harmonious relations have developed in this country between employers and employes than have been experienced since "organized labor" was instituted. Experience, better information, and

more straight thinking are bringing both employes and employers to a realization that their interests are mutual and that they can be conserved only through harmony and intelligent cooperation.

Meanwhile the trend of real wages (that is, wages measured by the goods they will buy) has been steadily upward for several years. At the end of 1925, according to the index figures, real wages stood at 137 compared with 100 in 1913. The same trend is continuing in 1926, since the level of money wages has been stable and the level of commodity prices has been slowly falling. Irving Fisher's index of commodity prices gave an average of 152.0 for March and 150.7 on April 10. The "Conditions Map" also shows fairly full employment, good wages, and lower prices on many commodities for which wages are spent in many of the large cities and manufacturing centers.

The Oil Industry

Within the last decade research and invention have greatly increased the quantity of gasoline that can be produced from a barrel of crude oil, thus conserving the supply and holding down prices. Also, the industry in that period has built over 60,000 miles of trunk pipe lines and many thousands of miles of branch lines serving new oil fields, which has lowered the ultimate cost to the public.

The Bureau of Labor statistics show that since 1913 the index number for prices of gasoline has always been much lower than the index for all commodities, and, except in two years, lower than the number for farm products. The Bureau's figures are as follows, the prices of 1913 representing 100 and the figures

The TEXACO STAR

for the following years being percentages of the 1913 figures.

	<i>All Commodities</i>	<i>Gasoline</i>	<i>Farm Products</i>
1913	100	100	100
1914	98	83	103
1915	101	75	104
1916	127	121	123
1917	177	132	190
1918	104	139	218
1919	206	142	231
1920	226	170	218
1921	147	143	124
1922	149	140	133
1923	154	112	141

If one will consider these statistics intelligently they afford conclusive evidence of how steadfastly the petroleum industry hewed to the line of supply and demand under free and sharp competition during those trying years. Note how gradual were the fluctuations of its prices compared with the prices of all commodities. Consider also how the cost of drilling oil wells, in wages and material, was increasing, and how refining and marketing costs were mounting. In spite of these conditions the prices of crude oil and its products were kept far below the general rise of prices of other commodities.

The prices of crude oil and of oil products have necessarily fluctuated with oil production and supply and demand and the enormous increase of competition.

P. C. Scullin

P. C. Scullin is a native of New York, born in Sullivan County in the Catskill region. He attended the common schools and, after teaching school a few years to obtain funds, completed a general college course.

In 1898 he moved to Texas and after spending a few more years teaching school decided to change to a business career, and as a means of doing so learned shorthand and typewriting as an evening diversion. After a year spent in different offices, he entered the service of The Texas Company on April 30, 1903, at Port Arthur.

Beginning as a stenographer, he filled all the different office positions in the Port Arthur Works, such as timekeeper, storekeeper, shipping clerk, and stock clerk, becoming the first



P. C. Scullin

chief clerk when the organization grew large enough to need one.

As some of this work required visits nearly every day to some or all parts of the plant, he became generally familiar with details of refining construction and operation, and the knowledge thus acquired has been of great value in the varied work he has handled.

In January 1910 he was transferred to the Houston Office as Secretary to the Manager of the Refining Department, and on January 1, 1917, was appointed Assistant Manager of the Department.

A little over three years ago he was transferred to the New York Office as Assistant to Vice President R. C. Holmes, and held this position to the time of his appointment, April 1, 1926, as Manager of the Refining Department.

Besides performing the duties of the positions mentioned, Mr. Scullin has served on various committees, among them being the Efficiency Committee of the Refining Department and the Manufacturing and Marketing Committee. He has the distinction of being the first Chairman of the original Refining Department Efficiency Committee, organized in 1914, of which he remained Chairman until transferred to the New York Office in 1923,

The TEXACO STAR

when he became Vice Chairman of the Manufacturing and Marketing Committee. Coincident with his appointment on April 1, 1926, as Manager of the Refining Department he was made Chairman of the Manufacturing and Marketing Committee.

Mr. Scullin's gradual advancement in the organization from the "ranks" attests his application, perseverance, and innate ability, which have been more than equal to the increasing responsibilities that have devolved upon him with the growth of The Texas Company from the very beginning. His successful career is a further vindication of the Company's policy to fill the higher positions from within.

Mr. Scullin's experience as an oil man has been gained mainly within The Texas Company, he having spent only a short time with a producing company prior to his employment by The Texas Company. He therefore brings to his present position thorough training and long experience with the facilities and policies of the Company. With his quick grasp and ability to get at the heart of a problem and analyze it correctly, he is exceedingly well equipped to 'carry on' in his new position with the high degree of success that has hitherto marked his career.

His sincerity of purpose and willingness to lend a helping hand in all matters, regardless of how small, have endeared him to those under his jurisdiction, and their loyalty will always support him in his increased responsibilities.

F. T. Manley

Effective April 1, 1926, F. T. Manley assumed his new duties as Manager of the Sales Department, Southern Territory, headquarters at Houston, Texas.

Mr. Manley entered the service of The Texas Company on December 2, 1902, his first activity being in the famous Spindle Top field. He was transferred to our Port Arthur Works early in the following year and for twenty-three years has devoted his time and effort to the progress of the Refining Department.

Starting actually at the bottom of the ladder, his energy and activity, coupled with native talent, met their normal reward in the various steps of promotion representing his steady



F. T. Manley

climb to the top. In 1915 he was appointed Assistant Manager of the Refining Department, and on January 1, 1923, he was made Manager of that immense branch of The Texas Company.

Mr. Manley's achievements in the refining of petroleum have made him a national figure in the oil industry, and his name is intimately associated with the highest accomplishments of modern research and invention in this line.

Although most distinctly identified with the refining end of the petroleum business, Mr. Manley has been at the same time one of the most prominent of what we term the Texaco Family and he is at home in every department of our organization. It is, therefore, with the sincerest appreciation of their good friend and co-worker that the Sales Department extends to Mr. Manley a most hearty welcome as their guide and director, assuring him of instant and faithful coöperation in every undertaking.

Immediate and lasting success in this new position may be predicted with assurance, for every employe in the Sales Department is inspired to give the best that is in him and apply devoted effort to the advancement of Southern Sales and The Texas Company under the leadership of their friend and Manager, F. T. Manley.

The TEXACO STAR

Repetition and Reputation

One great factor in advertising, as in all teaching, is repetition. Repetition is reputation. Of course it makes a difference what you repeat. Repetition makes reputation, but foolish repetition makes a reputation for foolishness.

Although there is a difference between the mere power of repetition in itself, and the other great power in writing attractively and convincingly, mere naked repetition has a power of its own.—*Arthur Brisbane.*

Barrels or Gallons

The Bureau of Mines recently sent out a questionnaire asking for opinions on the proposed change from *gallon* to *barrel* (42 U. S. gallons) as the unit for liquid refined products.

The results of this canvass on the date April 30 were:

For the change.....	700
Against change.....	175

The Bureau judged that the majority in favor of the change justified its adoption of the barrel as the unit of measurement of liquid refined products.

The main argument of those who opposed the change was that the value of past figures and graphs would be impaired. But the Bureau of Mines has announced that it will meet this objection by changing its back figures and graphs to the new basis. That is a big task and time will be required to complete it.

The Gift Tax Unconstitutional

Justice Hand of the United States District Court for the Southern District of New York has held that the gift tax imposed under the Federal Revenue Act of 1924 was unconstitutional. The court stated that the gift tax was "a tax upon a necessary incident of the ownership of property and is, therefore, forbidden by Article 1, Section 2, Clause 3 of the Federal Constitution."

The court upheld the contention of counsel for the plaintiff that the gift tax was unconstitutional because, "There is no authority for the taking of the part of a man's property in the form of a tax upon his exercise of inherent rights of ownership.... it is invalid because

it undertakes to regulate the uses and rights of property."

Furthermore, the law was invalid because it was a direct tax, because it was not uniform throughout the United States, and because the classification in the law is based upon "no reasonable or just relation to the things sought to be classified, and because the classification attempted in the law was arbitrary and capricious."

It was stated by counsel that in operation the law would amount to "confiscation, or the taking of property without due process of law." Finally it was contended that the law was invalid, because it constituted an invasion of man's inherent right of ownership of property.

This decision upholds the opinion expressed by President Coolidge when he signed the Revenue Act of 1924. He said: "The gift tax is a further invasion of the rights of the citizen, both unusual in nature and of doubtful legality."

As a source of revenue, the tax was not important; but as an attempt to expand the field of Federal taxation it was an insidious encroachment with far reaching evil consequences. If this decision that the gift tax provision of the 1924 law is unconstitutional is sustained by the Supreme Court, it is of far greater import than would be suggested by the mere money involved.

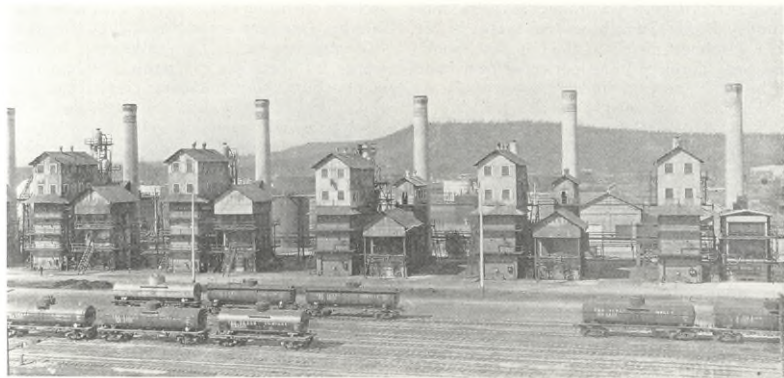
BEYOND

I've lived the life all earthbound spirits know--
Some pleasant toil, love, fear, loss, joy, and woe;
I've seen fair morrows turn to drear today,
And golden aspirations change to clay.
I've locked my anguish close within my breast,
And shown a stoic calmness to the rest.
Soon I'll fulfill my time and pass away
Into eternity, where is no night nor day.

My days of mortal learning being spent,
Shall I awake to calmness and content.
The well-springs of my being opened all
Until existence seem a mighty call
Of aspiration reaching past the stars,
With naught of limit or restraining bars?
As labors vast before me loom, shall strength
Be equal to each task; knowing the length
And breadth and height my spirit could attain,
Shall I reach to them all without a strain,
My being know no anguish, feel no fear,
Since only Truth and Love and God are near?
I've always hoped that I would draw such breath
When I shall pass from transient life through death!

—*J. C. Tolman.*

The TEXACO STAR



An installation of six batteries of Holmes-Manley Stills

The New and Better Gasoline

Now it can be told.

In military parlance, the movement has been executed according to plan and our first objective has been reached. At the time of this publication every tank at our sales stations has been thoroughly cleaned and refilled with a new and better gasoline.

Naturally, a movement of such nation-wide scope could not be successfully concealed; and so it was that The National Petroleum News in an article, entitled "Trade Awaits News of Texaco Gasoline Program," anticipated our official announcement by about a week. With a journalistic enterprise that is commendable (except for the aforementioned but forgivable factor of publishing somewhat in advance of our announcement), this journal dug out some of the facts, with no assistance from us.

One activity they noted and reported is highly interesting and important because of what it stands for. They said: "*In a few instances The Texas Company has loaded gasoline from over-stocked branch plants into tank cars and moved it back to the refinery in order to replace it before May 1st with a different material.*" That is true—and it speaks eloquently.

Consider this: the Texaco gasoline sold by us before the first of May was second to none in quality, and yet we sent some of it back to the refinery to make room for the new

gasoline! Analyze that and you get two implications: First, that the new gasoline must be appreciably superior to an already highly regarded product and hence superior to any motor fuel in the field—and that is so; Second, what a picture it gives of the jealous care for quality—and keeping faith with the public. For we might have taken any one of three courses:

- (a) Sell the remaining product at a lower price to move it.
- (b) Mix it with the new product.
- (c) Ship it back to the refinery.

Although more costly, we chose the last, indicating our faith in the new product and our knowledge of its performance.

The reader unfamiliar with the details might ask at this juncture:

"Is there anything put in this gas?"

"Is it a new invention?"

"Why is it better?"

Answering these questions in their order affords a reasonable delineation of the facts.

There is nothing put into this new gasoline in the sense of adding any chemicals, coal tar products, or mixtures of "dopes" of any kind. The new and better Texaco gasoline is pure unadulterated gasoline—free from poisons.

Nor is it strictly speaking a new invention,

The TEXACO STAR

because it is definitely a product of the Holmes-Manley Process, which, as was shown in Mr. R. C. Holmes' article in the *Star* last month, has been developed and perfected over years of research and experiment.

What has happened is this:

Our Refining Department announced some time ago that through perfected methods of control, they were producing certain quantities of a superior grade of gasoline—so superior that they hoped in time to turn all our facilities over to the manufacture of this product. That time has arrived. And now the new and better Texaco gasoline is being made in commercial quantities on a grand scale. Over two million barrels (about six weeks' supply) are now on hand; all our stations are stocked; all Texaco pumps are selling it; and it is now our established grade.

In answering the third question—"Why is it better?"—we need not indulge in generalities. We need only to present the facts.

The reader will understand that when practically all of our gasoline was "straight run," or the natural yield from crudes refined by the ordinary method of distillation in use a few years ago, it was extremely desirable that the distillation specifications permit of as large a yield as possible under the conditions in order to provide enough gasoline to meet the requirements. And it can be said of those who had to do with the making and adoption of the U. S. Navy Specifications that they met the situation in a very satisfactory way and there can be no criticism of the Government specification as it stands. It will be realized, however, that a gasoline can be too heavy or too light to meet the exact requirements from the standpoint of the most efficient and satisfactory operation of motors. Our new gasoline is the result of a large number of experiments and tests, carefully and thoroughly made, to determine on a product which would generally be the most satisfactory under all conditions for motor fuel; and having determined this, we have at the same time perfected our pressure stilling and other refining processes to a point where we are now able to put all of our production into this new product.

This method of manufacture produces and saves a larger percentage of the lighter and more volatile fractions which are not obtained, or are lost, in other methods. The presence of these fractions and the carefully balanced distillation throughout give the product the easy starting, quick and maximum acceleration, and, at the same time, the power and

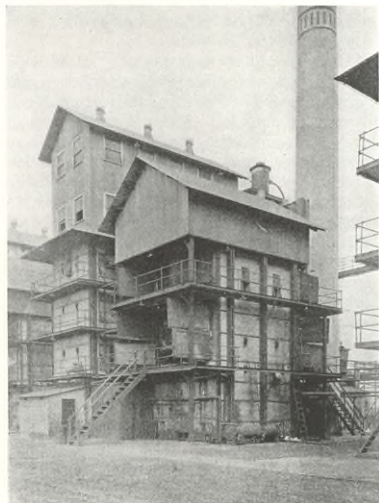
smooth operation of the motor that is so satisfactory. One reason for this is that this gasoline vaporizes rather than atomizes. In other words, it forms a dry gas, permitting of perfect combustion and minimizing crank case dilution, dilution of the oil in the crank case being most severe with gasolines which do not entirely vaporize and are pushed down by the cylinder rings into the crank case.

A comparison of the distillation range of our stocks now on hand with the U. S. Government Specifications is as follows:

	<i>U. S. Gov't Specifications</i>	<i>New Texaco Average Tests</i>
<i>Initial</i>	131°	89°
20%	221°	187°
50%	284°	260°
90%	392°	355°
<i>End</i>	437°	396°

Those familiar with gasoline specifications will note the low initial point, the close range of distillation, and the low end point.

Our methods of manufacture and our close and accurate control will insure uniformity of the product. The motorist is assured of the same high quality week in and week out and from city to city and state to state. We can say to the tourist: "Your carburetor knows no state lines."



Holmes-Manley Vertical Stills

The TEXACO STAR



Cottages for employees, West Tulsa Works, Tulsa, Oklahoma

Building Texaco Workers

III. As the Twig is Bent

A. A. NICHOSON, Employment Supervisor, Port Arthur Works



HE never ending struggle of the human race is for greater happiness—since the first pages of history were written it has been thus—so will it be when the final sentence has been completed. Humans have learned that happiness is but a state of mind, largely brought about through created impressions of sight and sound, and in which there figures no greater agency than the agency of home.

The influence of home in large industries has probably been felt more during the last quarter of a century than during the entire century preceding. This has been vividly brought to our attention by any number of national advertisements which encourage the building of more substantial homes, a more attractive painting or decorating, a finer finish for the floors, harmonious wall decorations and draperies—in fact items of every description, all aimed to make the home beautifully attractive without approaching the borderline of impossible luxury. One must pause to appreciate the gap that has been spanned in home building—between the primitive log cabin or the shanty type of home found in the early industrial era, and the present day home of the average American workman.

Home must indeed be something more than just a place in which to live. For the worker it must be the inspiration that daily furnishes

him a new impetus to be about the world's business, as well as being a haven of peace and comfort at the close of busy trying days; to the housewife it must become the physical expression of her finer ideals of life and the anchor with which she unconsciously helps to hold a nation; to the child it becomes the bulwark of character development, overcoming primitive instincts and replacing them with the home-influenced characteristics of adolescence which germinate into strength of man and beauty of woman as the years of maturity come on.

More and more, industry realizes the far reaching influence of home life over its workers—not only through the possible comforts afforded, but through the genuine human happiness created within them and their families. During more recent years, there has been skyrocketed a number of homing and housing schemes for working people, some on a cooperative basis, some on a community basis, and undoubtedly some on a pure profit making basis. Industry, however, has thoughtfully and carefully begun to assist its workers in the permanent acquirement of substantial homes.

The Texas Company was among the first industries to give careful consideration to the problem of adequate housing of employes and their families. Plants were built at or near which there were no permanently established communities; but tracts of land were purchased, cut into lots, thoroughly improved,

The TEXACO STAR



Superintendent's house and some cottages, West Tulsa Works, Tulsa, Oklahoma

and then sold to employes on a cost basis and on a plan of payment which liberally satisfied even the minimum wage.

Furthermore, provisions have been made for the erection of homes built according to the choice and design of the employe, and sold to him at a figure lower than average rental. These houses are each distinct in their architectural design and layout, conforming to the taste of the employe purchasing, and ranging in value from \$1,000 to \$7,000. Such is the creation of homes, rather than the building of houses.

Neither have the single men been overlooked. Their comfort and environment have been considered as well as the interests of the workers who possessed families. At plants where conditions require it, spacious homelike

dormitories, fitted out with every possible comfort and convenience, have been provided for the unmarried men. These may well be likened to an exclusive club for Texaco employes, because, aside from the homey atmosphere of the dormitory, there are maintained club rooms, ball room, billiard rooms, libraries, barber shops, tailor shops, laundries, etc. In fact, nothing has been left undone that would tend to add to the pleasure of these single workers during their hours of freedom from work.

In a number of plants there is found a foreign element among the work force, and it has been the desire of the Company not only to provide them with comfortable living quarters, but to inculcate in them and their children the ideals of the American home.

Interior view in one of the cottages shown in the photograph at the head of this article.



The TEXACO STAR

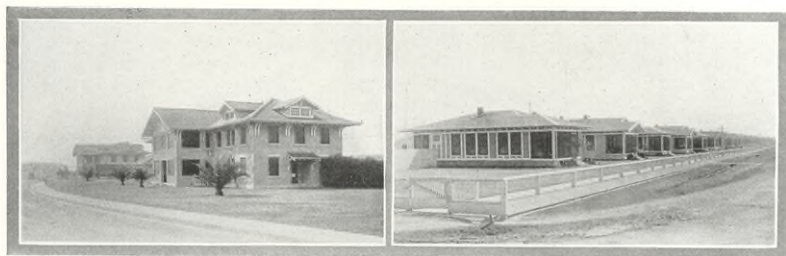


Houses built by the company and sold to employes—Port Arthur Works



Subdivisions, for the most part, are located near the plants and the homes are built to fit the needs and financial circumstances of the various employes. Water and electricity and steam for heating purposes are provided from the plants. Also, they are given adequate street lighting and fire protection, and in most cases, the Company furnishes gratis ice delivery and garbage disposal. Through painstaking landscaping these areas, as well as making provision for playgrounds and recreational spots, there is unconsciously instilled in the individual tenants a desire to really Americanize through better homes and better surroundings. Whether the houses are rented or pur-

The TEXACO STAR



Dormitories and cottages, Port Neches Works, Port Neches, Texas

chased, the company maintains a rigid systematic inspection of these subdivisions, and all tenants or owners are required to maintain their occupied property according to the specifications set for sanitation, repairs, and general attractiveness.

The problem of housing is serious and important. It squarely faces America, and inasmuch as there are some thirty million workers in America it most certainly carries a deal of influence in great ranks of production. It is not simply a question of providing shelter—it is not a question of just building houses. It is a gigantic problem of creating real homes



At Riverside Fullers Earth Plant, Riverside, Texas

Cottages for employes
at
Delaware River
Terminal,
Claymont, Delaware



Below:
Staff Houses,
Tampico Works,
Mexico



The TEXACO STAR

where workers will find genuine happiness through human incentives; where wives and mothers may be able to implant the seeds of real domestic contentment; and where children may be reared, happier and healthier, whose recreation will be felt through a constant improvement of the generations ahead.

Human hands may build a house, but

human hearts must build the home. And industry always improves the quality of its product when it interests itself in the home life of its work force.



Cicero Camp at Las Patillas,
near Tampico,
Mexico



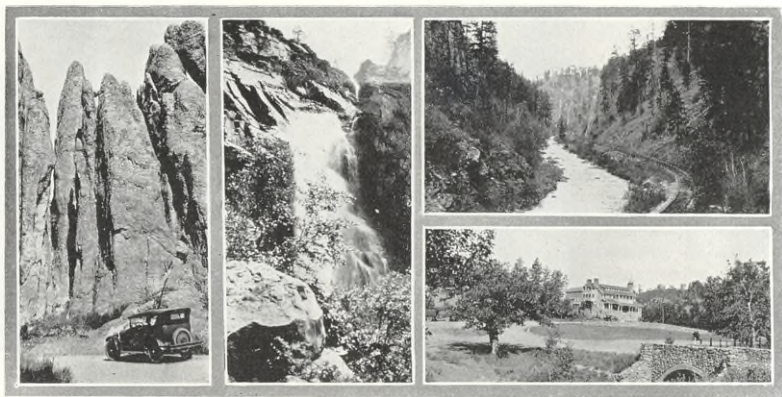
A party of stockholders of The Texas Company visiting Port Arthur Works, March 22, 1926.

Left to right—Front row: T. G. Dellinger, F. T. Manley, F. J. Shepard, Albert Rockwell, R. C. Holmes, W. J. Deady, C. C. Blackman, E. R. Davis, Murry Titus, R. J. Dearborn, R. L. Drake.

Middle row: D. J. Moran, F. M. Rhodes, H. G. Lapham, T. J. Donoghue, Sherman Ford, J. H. Lapham.

Top row: R. E. Mossman, H. M. Snyder, Elliott Jones, S. Searcy, Edgar Park, Mr. Haskell, F. W. Hall, F. P. Dodge, Amos L. Beaty, John T. Scott, Joe Frost, S. C. Fox, H. M. Herron, Travis Holland, W. K. Holmes, M. Halpern, H. A. Fouts.

The TEXACO STAR



1. Along the Needles Road. 2. Bridal Veil Falls in Spearfish Canyon. 3. The Crouch Line entering the 34-mile Rapid River Canyon. 4. State Game Lodge in Custer State Park.

The Black Hills—South Dakota Playground

By E. F. LUCK, Editor of the "Rapid City Journal," written for The Texaco Star

Photographs by Rise Studio, Rapid City, South Dakota

The Black Hills lure the tourist from coast to coast to their sheltered and isolated beauty, rich in history and legend as well as scenery. This year will see an increasingly large army of sightseers and travelers bound for the Pa-ha-sapa because it is the semi-centennial of their opening and the founding of wild-western mining towns, and also because Gutzon Borglum will be at work on the gigantic statue of Washington, the first of a group of four to be hewn from the granite side of Rushmore Mountain as the great Northwest Memorial.

The numerous semi-centennial celebrations of the founding of Hills towns will add a touch of western frontier color for the traveler this year, and will link closer the history of the Black Hills with the romance and beauty of these pine-clad granite mountains.

"The Days of '76" at Deadwood, the middle week of August, is among the more important gala events scheduled. Who has not heard of Deadwood Dick, Calamity Jane, and Wild Bill Hickok? All but Deadwood Dick have long ago left their haunts among the Hills, but they will live again for a week at the annual

celebration at Deadwood. "The Days of '76" is not a week of carnival such as is seen at the average city celebrations, but is becoming as widely known as the Mardi Gras at New Orleans for its individual characteristics. The entire city enters into the spirit of the affair, and whiskers bloom on the cheeks of lawyers and bankers as the sons of the original notorious pioneers re-live the days of their fathers. The stores and buildings are sheeted with logs and the "Gulch City" of the gold rush greets the visitors. Miners of old mingle with gamblers, gunmen, Indians from the many neighboring reservations, and the Fourth U. S. Cavalry in the blue issue of '76. History is re-acted: Wild Bill is shot down in the gambling den as he was many years ago; Preacher Smith appeals to the hardened gold seekers and girls from the saloons and dance halls, and is finally killed by Indians; ox teams deliver the express; the Deadwood stage coach rumbles into town with fresh loads of visitors. The old days live again and if the tourist sees some begrimed prospector filled with lead and his poke snatched, fear not; it is only part of the continuous

The TEXACO STAR

performance of other days, and the culprit may be strung up around the corner a few hours later to complete the drama.

The Tri-State Round-Up, July 2-4 at Belle Fourche, is well known. Here the championship of the world for bull dogging and wild horse riding is determined. Much zest will be added to the bucking contest this year by the use of members of the White Herd captured by Russ Madison this year. This herd of wild horses with Arabian strain has roamed the Bad Lands for 25 years, and they defy taming.

The discovery of gold by a member of the ill-fated General Custer detachment in '74 will be depicted in pageant at Custer on July 27 as usual. General Custer and his famous cavalry detachment were in the Hills just before their march to the Little Big Horn, where they were massacred by the Sioux. Many of the old Sioux who were in the battle with Custer still attend and take part in the Custer Pageant annually.

Many other pageants and celebrations are planned by the different towns this summer, in addition to the county fairs late in August which exhibit some of the best horsemanship of the Western ranges. The tourist season will be closed October 1 by the dedication of the first unit of the Northwest Memorial.

The Northwest Memorial as planned is to be four colossal figures of Presidents of the United States, carved from a wall of solid granite, typifying the development of the West and Northwest. The figures will be carved by the sculptor Gutzon Borglum, who planned the Stone Mountain Memorial to the Confederacy. He says this monument will be greater than the one near Atlanta. Borglum is also noted for his Lincoln in the rotunda of the national Capitol and many groups of statuary in America and Europe.

The first of the figures in the Northwest Memorial will be that of Washington, because he was the first President of the United States and with keen foresight looked westward for expansion and was influential in the formation of the Old Northwest Territory—the first great movement toward the West.

Thomas Jefferson will be the second,—the purchaser of the Louisiana territory which insured the growing new country free room for expansion.

Abraham Lincoln is to be hewn from the mountain face as the third great leader in westward development of the United States. A pioneer himself and a product of the then

edge of civilization, he was capable of understanding the problems of settling new territory, and sponsored kindly and beneficial legislation for the sparsely settled and unsettled stretches of this nation west of the Mississippi.

Theodore Roosevelt, leader, historian, and developer of the West, will complete the Memorial.

Below the 400-foot figures will appear the following entablature carved on the smoothed side of the mountain 50 by 100 feet in dimensions:

THE GREAT AMERICAN MEMORIAL

Fifteenth Century. Columbus revealed the American continent to the Christian nations.

Sixteenth Century. Intrepid seamen explored American waters and vaguely mapped the coasts.

Seventeenth Century. Cavalier and Pilgrim planted Anglo-Saxon civilization on the Atlantic seaboard.

Eighteenth Century. The Spanish brought Latin culture of the Gulf Coast to the headlands of the Pacific. The French sprinkled it along the great interior valleys.

Washington founded the Republic to embrace the eastern parts.

Nineteenth Century. Jefferson conceived the continental Nation and by honorable and peaceful negotiations eliminated the flags of France and Spain. Lincoln destroyed slavery and established the equality of men.

Twentieth Century. Roosevelt awoke the public conscience to that civic righteousness that exalts the nation.

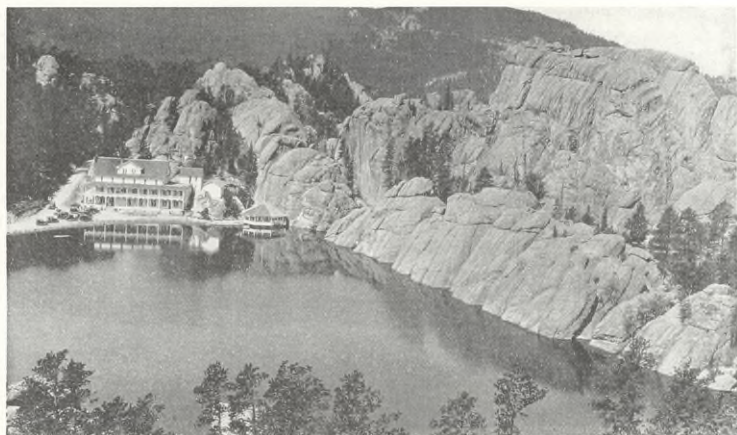
These four are chosen for this memorial as typifying the Genius of America.

Sculptured by Gutzon Borglum in the twentieth century.

The Black Hills are the highest elevation between the Rockies and the Alps, an irregular dome-shaped uplift 125 miles long and 60 miles wide with the main axis trending northwest and southeast. Though rising from a semi-arid plateau, these mountains have sufficient rainfall to support an abundant plant growth; they derived their name from the fact that their slopes are dark with heavy forests.

The Black Hills are becoming an important playground for the entire nation during the summer months. Last summer 10,214 tourist cars spent the night in Rapid City tourist parks and officers of the Custer Battle Field Hiway,

The TEXACO STAR



Sylvan Lake. The Sylvan Lake Hotel is owned by the State of South Dakota.

one of the important roads to the Hills, state that 52,000 out-of-state cars used their highway in 1925 to visit this resort.

The Hills are easily accessible by cars over good roads. Three highways lead across South Dakota east and west, and one of these, the Custer Battle Field Hiway, furnishes a hard surface from Chicago to the Black Hills with the exception of 100 miles much of which is to be graveled this summer and all of which is well graded. Good roads from the south and north lead to this main artery of Eastern travel. Well marked and well surfaced roads lead from Denver to the southern part of the Hills and the Custer Battlefield Hiway and Black and Yellow Trail are main roads leading west to Glacier and Yellowstone National Parks. Tourists bound from the East can conveniently add enjoyment to their vacation by seeing these Hills and taking advantage of these wonderful highways.

The main roads in the Hills themselves are all weather or hard surface avenues. The many beautiful side roads are largely unsurfaced but well taken care of for the benefit of the sight-seer bent on finding isolated spots of beauty.

Towns through the Black Hills have built excellent tourist camps equipped with cabins or tent space and many conveniences for the traveler. Hotel accommodations are ample in the towns and several summer hotels have been constructed at beautiful spots in the Hills.

Camps have been established having cottages for rent with all equipment for a few days or an entire summer.

The increasing interest in the Hills is shown by the fact that a Chicago hotel company has announced the building of a \$700,000 hotel in Rapid City this year and three branches or summer hotels in the most scenic sections of the Hills connected with the main hotel by bus lines. The summer hotels of this company, as do most of the resorts in the Hills, offer tennis, golf, trout fishing, saddle horses, dancing, and other diversions in addition to the hiking and mountain climbing. A group of Evanston, Illinois, men are opening two new cabin and camp resorts this summer, one of which will be almost at the foot of the Mount Rushmore where Borglum will be at work on his Memorial; and a third resort is to open in the northern Hills near Tinton.

An attempt to describe the interesting spots of the Black Hills in any amount of space is always a failure, and this article will only mention a few outstanding places within easy driving distance of Rapid City, the Gate City of the Hills, to give the reader at least some idea of what the Black Hills hold for his enjoyment.

CRYSTAL CAVE.—If beauty and enjoyment appeal more than hurry and time, the traveler will not miss this wonderful cavern, an extinct geyser, extending miles underground with 1,500 chambers of mystic beauty. The visitor

The TEXACO STAR

will enter from the automobile highway, but the natural entrance is 270 feet above the tortuous Elk Creek rippling down the canyon. If elfin hosts had piled high the stalagmites or chiseled off stalactites for the adornment of this cave, no more grotesque effects could have been secured. Every conceivable formation of crystal beauty, lakes and pools of limpid water, and gleaming projections of calcite crystal show the work of ages as the cave was made.

RAPID CANYON.—The deep narrow canyon of the Rapid River has been cut through granite and rock for 34 miles. It is of great beauty in rock formation, coloring, and mountain, water, and trees scenery. The tourist may follow the course of Rapid River either by car or by rail. The rail route is the most scenic 34 miles of railroad in the United States and is appropriately termed "the road of a thousand turns and a hundred bridges." Soon after leaving Rapid City the train enters the narrow canyon and at many places the right of way has been hewn from the walls, so narrow is the gorge. Each turn of the thousand brings new vistas and surprises. Here and there in the widened spots of the canyon are nestled log cabins, summer homes or camp sites, tourists camps, and hotels. Deserted flumes of the placer miners and leads to old gold mines are often passed by the train. Here too are sites of deserted cities that boasted thousands in the gold rush.

WIND CAVE.—The Wind Cave National Park in the Southern Hills was established to preserve the immense Wind Cave and the territory surrounding it. The cave comprises 100 miles of explored passages and 3,000 rooms. In the early settlement of the Hills a cowboy was startled while climbing a mountain side by a strong gust of wind coming from behind a bush with sufficient force to blow his hat away. Investigation showed a small entrance to a cave; later the entrance was enlarged and the cave explored. Wind cave has the deposits made by the waters which created it and there is a wonderful variety of formations. Competent guides are in charge and the passageways are open and not difficult. Any person who is able to walk two or three miles will get through without inconvenience, and the cool bracing atmosphere will invigorate the visitor so that there is no sense of fatigue.

THE BAD LANDS.—Forty miles east of the Black Hills nature has played queer antics in producing the Bad Lands. In the region be-



Bad Lands near Rapid City

tween the White River and the South Fork of the Cheyenne River. The area extends for 120 miles and varies in width from 30 to 50 miles. These Bad Lands were once a fairly level plain, but intricate stream erosion produced the labyrinth of ravines and ridges with their gorgeous coloring for which the region is famous. The Bad Lands of the White River are also noted for their wealth of animal fossils, which have been found in such quantities as to cause geologists to believe that vertebrates perished there in droves during severe storms or floods. From this "burying ground of the ages" immense stores of prehistoric animal remains have been taken to museums all over the world. Here the fossilized remains of the largest tortoise in the world were found, which are now in the Harvard Museum. The development of the horse can be traced from the specimens gathered in this treasure house. The saber toothed tiger and his contemporaries are common finds. Many extinct varieties of animals that inhabited North America millions of years ago are dug up by the exploration parties from museums who visit this region every year.

SPEARFISH CANYON.—Another of the more famed of the many canyons of the Black Hills is Spearfish Canyon which is traveled by road and rail. This canyon with precipitous cliffs is much broader than most of the canyons in these mountains. Its width takes nothing from its beauty and many consider it the most beautiful section of the Hills. Spearfish creek, famed for its trout and water falls, has cut this gap in the Hills and tumbles for 25 miles between the canyon walls. The railroad from Deadwood to Spearfish along the canyon rises to mountain summits to reach mining camps and has the greatest incline of any railroad for

The TEXACO STAR

commercial purposes, with a rise of 828 feet in six miles and a rise of 2778 feet and fall of 2078 feet in its 25 miles.

CUSTER STATE PARK.—This area has aptly been called the most beautiful 100,000 acres in the world. The lover of gentle mountain slopes with luxuriant meadows may find them here, and the enthusiast for giant mountain peaks, granite obelisks, wild game, and rippling trout streams will find all these in abundance. Harney Peak, highest point between the Atlantic Ocean and the Rocky Mountains, towers above all; from its crest a forest ranger can direct the eyes of tourists to five States. Nestled at its base is beautiful Sylvan Lake with its placid waters protected on all sides by towering mountain walls. Sylvan Lake Hotel provides accommodations for summer sightseers and also for lovers of winter sports. A few miles away, the Needles pierce the sky in description-defying magnificence. From their base the visitor looks across bottomless canyons to forested walls of pine and cedar speckled here and there with the white of birch or quaking asp. He catches a glimpse of Rushmore Mountain on which Gutzon Borglum is carving the National Memorial that will make that giant cliff of granite a shrine for thousands of patriotic visitors. Beyond is Custer State Park Lodge, where tourists may stop at meal time or for the night or catch glimpses of the wild buffalo, elk, deer, mountain sheep, and goats that haunt this wild-game paradise. In pens may be seen bear, bobcats, badgers, racoons, coyotes, and wild waterfowl. The Lodge is a beautiful structure, after the Swiss chalet order, perched on the side of a cliff with a driveway retained by massive walls of rustic cobblestones. The roads through the park are broad and smooth with gentle grades and curves. At convenient places are tourist camp grounds where tents or cottages may be rented. Caretakers are in charge of stores where the family luncheon kit may be replenished. The State maintains control and permits no profiteering.

No account of the Black Hills should be written without at least a mention of the king of game fish, the Locklavin, speckled, rainbow, and brook trout. They abound in all the streams and creeks of the Hills. The State and Federal Government fish hatcheries add millions of small fry annually to the stock, and all the fishermen of the four surrounding States would make small inroads on the game fish.

Deer abound in the secluded parts of these



Looking over the Black Hills from the summit of Harney Peak, the highest peak between the Rockies and the Alps.

wild regions and each November (an entire month of open season) sees thousands of hunters from all over the country tracking the wild bucks through the forests and mountains. Hundreds of decorative horns in homes and stores and resorts are mute testimony to the ability of hunters and the plentifulness of game.

Winter sports are becoming one of the many attractions of this country, and the Chicago hotels plan to increase the natural interest of the Hills people and the winter visitors in skiing, tobogganing, and snow shoeing by tours and winter festivals.

Proximity

Bad boys used to catch two cats, tie their tails together, and hang them over a clothesline; finding themselves in distress and close together, each cat would blame the other, and they would fight furiously.

Human nature, too, lays troubles to whatever is nearest. Intimate associates tend to blame each other for irritations that are due to circumstances or inevitable in such relationships. Teacher and pupil, husband and wife, labor and capital, France and Germany, furnish endless examples.

Wisdom examines into causes. If we give way to the resentment we feel when someone else's program interferes with ours, reason flees, and a deep feeling of resentment takes its place.

Husbands and wives find themselves bound

Continued on page nineteen



Southern entrance to Wind River Canyon, five miles south of Thermopolis, Wyoming.
The Burlington Railroad enters the canyon at the left and the Yellowstone Highway at the right.

Wind River Canyon Road

CHAS. J. BANGERT, Thermopolis, Wyoming

The building of Wind River Canyon Road, five miles south of Thermopolis Hot Springs, Wyoming, has united two great empires of the West. Until the construction of this highway the northwestern and southern and eastern parts of Wyoming were separated by natural barriers which prevented vehicular traffic except light passenger conveyances, and that was possible during only 100 days of the year.

The Big Horn Basin in the northwestern part of Wyoming, comprising 20,000 square miles, is separated from the eastern part of the State by the Big Horn Range of the Rocky Mountains and on the south the Owl Creek Range pokes its peaks to heights of 2,000 feet. Until the building of the Wind River Canyon Road, Birdseye Pass, an old stage route over Owl Creek Range, furnished a rough precipitous way for light vehicles during the three summer months; snow made it impassable at other times. Wind River Canyon Highway is serviceable all the year round.

The north mouth of Wind River Canyon is five miles south of Thermopolis. The road through this box canyon is 12 miles long. The grading is 94% through solid rock, black and

red granite (diorite), so hard that specially made tools were required for drilling the three tunnels having an aggregate length of 832 feet. Five steam shovels, 400 men, and many teams worked for two years to complete the road, the cost of which was upwards of \$750,000. It is a federal aid project. Work on the road commenced in June 1922. The first automobiles passed through the canyon January 22, 1924. The highway was thrown open to traffic July 1, 1924. It is a road of a maximum 6% grade, 20 feet wide, 3-foot ditches in cuts, and a maximum curvature of 200 feet radius. The three tunnels are 18 feet wide and 14 feet high. At two places there are 70-foot cuts through solid granite. At the southern end two miles of the highway cost \$100,000 a mile.

The southern mouth of the canyon is located at Boysen Dam, where, in 1906, Asmus Boysen, banker and member of the Iowa State Senate, became interested in Copper Mountain in the Owl Creek Range. The Denver-Billings line of the Burlington Railroad was building at that time. Many prospectors for gold and copper came to take advantage of the Carey act, among them Boysen who took up

The TEXACO STAR



Wind River Canyon—Yellowstone Highway

40,000 acres under the provisions of the Wyoming law which stipulated that irrigation should be provided, among other things, before title should finally pass.

In 1906 Boysen built a dam across Wind River at the southern entrance of Wind River Canyon. It was intended to supply electrical power and irrigation to the vast territory taken up, and later to be sold in parcels. Tunnels were drilled into Copper Mountain, one of them said to be nearly a mile long. The building of the dam and other operations cost upwards of \$450,000. Traces of gold and copper were found but not in sufficient quantities to operate successfully. Boysen, seeing the oncoming disaster, sold his banking interests and came to a financial crash.

There are men in the Rocky Mountains who have spent their lives prospecting for gold. Across Fremont county, to the southwest, at Atlantic City and South Pass, are clusters of old houses that represent a teeming settlement of 20,000 people in the days following the Civil war. Old timers point to diggings and holes in the mountains; to abandoned tipples of gold mines; and especially to the Miners' Delight mine where the lode is said to have been lost. These settlers are convinced that under some different method of mining the lost lode will be found and millionaires pop up overnight. Wonderful is the bite of the goldbug!

Twenty years ago prospectors were swing-

ing into Wind River Canyon from its high walls, sliding down hand over hand on ropes. Traces of gold were found in the rocks and panned from the numerous small streams as well as from Wind River. The sight of traces convinced many that there was more gold, but continued efforts failed to locate greater quantities. The traveler today who goes through Wind River Canyon on the new highway will see an occasional prospector spending his life in search and unconvinced that only traces are to be found.

Wind River becomes Big Horn River as it flows north and passes out of the canyon near Thermopolis. At the southern entrance there is room only for the river, but the highway and the Denver-Billings line of the Burlington Railroad bore their ways on each side of the river through tunnels, three tunnels for the



The TEXACO STAR

highway and six for the railroad. For the first five miles the southern end of the canyon is so narrow that great engineering skill was required to locate the highway. Solid rock walls rise to 1,000 feet above the river. Eagles are occasionally seen in flight across the top. Elk and bear are numerous on the heights. Before the building of the railroad and highway these animals made trails, desperately dangerous, to the river at the bottom of the canyon.

In the canyon are many interesting formations. Oblique rocks rise in sphinxlike shapes 1,000 feet above the river. There are castle formations. Waterfalls come tumbling out of the walls of the canyon, falling hundreds of feet, joining their voices with the voice of the river in a mighty chorus that resounds with an echo through the canyon as the river flows north, then east, and then south to the sea.

It is an interesting automobile experience to dash out of a tunnel of solid rock onto a granite shelf several hundred feet above the roaring river, then over a smooth highway with plenty of room for protection and without a dangerous spot in the whole distance. There is real thrill in the trip without the dangers usually attendant upon such a sensation.

There are several springs of ice water in the canyon. Some of the peaks are covered with the eternal snows of the Rockies. In crevices are perpetual remains of ice and snow that endure with summer's sun beating down upon them. The highway twists and curves with the river which shimmers and dances whitecapped, making a fall of 200 feet in the 12 miles. At the north mouth of the canyon is a spring of hot mineral water.

It is possible that Jim Bridger, hero of the screen play, "The Covered Wagon," early scout and guide in these mountains, made a trip through the canyon on a raft in the '60's. There is no authentic record that he did so, but

tradition has it that he accomplished the feat. Before the building of the railroad and highway many attempts were made by white men to get through the canyon, most of which were unsuccessful. Some resulted fatally. The first successful trip through the canyon of which there is a record was in November 1900, by Frank McManigal, still a resident of Thermopolis, and Tom Mizar, now living in California. McManigal says the trip was made in two small boats and required fifteen days. One of the boats was wrecked. An ordinary flivver makes the trip now in 30 minutes.

Wind River Canyon adds another attraction to the trip to Yellowstone National Park. Centrally located in the canyon is a spot a few hundred feet square, on Indian lands, leased by and under the supervision of the Thermopolis Chamber of Commerce. There are several springs of ice-cold water, room to park a hundred or more cars, and a chance to stop and contemplate the wonderful scenery.

So the stamping and hunting grounds of many Indian tribes and nations has become a pleasure ground for tourists of America and the world.



Short Stop Service Station, Thermopolis, Wyoming
H. W. Maret and M. G. Maret, Proprietors

Continued from page sixteen

together by many ties, some inevitably tending to limit freedom and to produce irritation. The necessity for mutual consideration, demands upon hospitality, care of children, need for good management, all may restrict freedom, though they give quality to life. Men and women, like the cats over the clothesline, tend to blame each other for difficulties that are inherent in the circumstances. When mutual

accusation begins, it grows by its own activity.

Homes are successful, as a rule, only as men and women realize that their problems are due to limitations of human nature and of circumstance, and that true homes result only from mutual mastery of those problems and the mutual achievement of harmony. commonplace as that statement seems, failure to realize its truth is a chief cause of domestic discord.

—Antioch Notes.

An Inspiring Visit to Port Arthur and Port Neches

D. L. LINDSAY, Editor of "The Texaco Order Book"

A report on my recent trip to Port Arthur, I believe, is in order, and as no two people see things from exactly the same point of view I hope what I have to say will not lack in interest. I shall touch only the high points.

Most of the first day of my four days visit was spent in the Employment Supervisor's office at Port Arthur Works observing its methods, discussing educational matters with Captain A. A. Nicholson, and watching the general interest taken in the opening day of the big safety drive.

Monday evening, April 5, at the initial meeting of the safety campaign I was given a place upon the program and spoke on the subject, or rather slogan, "Every Employee A Salesman." This meeting was attended by 450 or 500 men and included all plant officials, foremen, subforemen, and heads of clerical forces. The gathering was held in the Cafeteria at the Case and Package Plant shortly after 7 p. m. We were served with an excellent and delicious meal. The service rendered by women selected from the Can Factory was most efficient and would do credit to a first-class restaurant.

The purpose of the meeting was the attuning of forces to carry on the Safety First drive during the week of April 5. All subjects, with the exception of mine, related to the importance and practice of working safely. In my talk I took the position that the time is here when every employe must lend aid to our sales forces by "selling" our Company to friends and relatives. I firmly believe that if we sell our Company, we sell our products and, therefore, give our sales forces valuable assistance.

The slogan "Every Employee A Salesman" met with instant favor and seemed to be a new thought. I do not recall that I ever heard of this slogan, but I believe it a good one and worthy to follow up. Unless I am called off, I propose to follow it vigorously with both written and spoken word at every opportunity. I was glad of the opportunity to speak, for it served as a means of introducing me to Plant Foremen who received me very courteously the following day.

The speech evidently made an impression, for everyone I came in contact with Tuesday and the days following commented on the idea and was of the opinion that the subject was

timely and should be brought to the attention of all employes.

Tuesday was spent in visiting points of interest around Port Arthur Works and talking with a number of foremen. I did not lose an opportunity of putting this question to them: "If you were a salesman, what points would you stress in your selling talk?" Of course I knew what part of their answer would be—"quality"—but to this they invariably added "service and courtesy."

They took the position that the why of our quality was an outstanding factor, and they did not believe a man was in position to make the most of it unless he were given an opportunity to visit Port Arthur Works and see for himself the wonderful facilities provided for the manufacture of petroleum products and the extreme care taken to turn out an unexcelled product. This would involve a great expense and a long period of time to accomplish and in my opinion is out of the question; but I do believe a number of "key" men should be afforded this privilege, so that they may be placed in position to carry their personal observations to other employes.

Wednesday morning was spent at the Case and Package Division. I was impressed with the number of improvements made since my last visit some four or five years ago and the fact was driven home that our great Company is very progressive, even in things that may be considered a side issue, although this side issue is an integral and important part of our business.

My visit here was interrupted by a call from Port Arthur Works to report there at a noon meeting to speak to a gathering of employes on the subject of accident prevention. At the request of Mr. V. R. Currie I spoke again on the same subject Thursday before a like gathering at the Case and Package Division.

Part of Wednesday afternoon was spent in listening in on the Central Safety Committee, which was in session at Port Arthur Works. I also witnessed a fire drill. I do not know what we are doing in the Sales Department regarding accident prevention, but I do know that our Refining Department people have made great strides in this field and, although our hazards are comparatively small in the Sales

The TEXACO STAR

Department, I think we could profit by making one of our employes responsible for this branch of activity.

It was my intention to return to Houston Wednesday night, but learning that we had a new agent at Port Arthur I thought a profitable day might be spent with him. I met Mr. Flynn, our new agent, early Thursday morning and learning that he had thus far made only a flying trip through our Port Arthur Works, I proposed that we make the rounds together and discuss our products and sales policies as they might be suggested by what we saw.

As I was billed to speak on Accident Prevention at the noon hour at the Case and Package Plant, we went there first in order that we might cover the plant by noon. As I expected, Mr. Flynn was tremendously impressed with the magnitude of our island factory and greatly surprised at our modern methods of making and lithographing cans. I was pleased to hear him remark about the neatness and cleanliness of the factory and gratified in the extreme when he exclaimed, "If our people here take such great pains to turn out such an excellent package, certainly we in the field should at least see that it is unmarred and clean when delivered." Frankly, this was the idea I wished him to get when he was invited out to see the plant. He also commented upon the order, neatness, and cleanliness of the plant, and I took advantage of his remarks to drive home the importance of our Clean Up Campaign.

I learned during our chat on matters in general that considerable roofing manufactured in Philadelphia was sold in Port Arthur during 1925. I was also informed that there is a good potential market for roofing in Port Arthur. Mr. Flynn seemed anxious to be well posted on the strong points of our roofing, so I thought an hour or so with our Roofing Plant Foreman at Port Neches would be time well spent.

Mr. Fisher, Roofing Plant Foreman, received us most cordially and gave us every at-

tention while conducting us through the roofing plant. He took all the necessary time to point out the superior qualities of Texaco Roofing to Mr. Flynn. I am sure that our new agent gained much information and inspiration from this visit, and I am inclined to think that Eastern competitors at Port Arthur are going to have a harder fight to sell roofing there and in the surrounding territory this year.

It was too late to go to the Refinery when we returned to Port Arthur, but Mr. Flynn will again be conducted through Port Arthur Works in the near future. Our Refining people (the foremen and others with whom I came in contact) have promised every cooperation and I confidently expect to see an increased gallonage put through our Port Arthur Station during 1926.

Mr. P. W. Gauss, a Foreman in the Case and Package Division, gave me his views on the sales situation at Port Arthur and why he thought the Gulf Refining Company was getting the better of the argument in gallonage at that point. He said that all our Refinery employes were getting their gasoline and motor oil at the Refinery, while the G. R. Co.'s employes were purchasing their requirements at an up-town station. Thus their cars are seen stopping at the G. R. Co.'s up-town station, while only a few of our cars are served at our station. Mr. Gauss called attention to the psychological effect of this. People are prone to follow the crowd, I believe Mr. Gauss' argument is sound and that the matter deserves attention.

My trip to Port Arthur has given me much material for use in *The Order Book* and placed me in position to speak with greater enthusiasm on our product and facilities. Rubbing elbows with the men who make the goods is of inestimable value to any employe and I believe that every man who is given the opportunity to visit this great plant becomes a stronger selling force in our organization and will help to bring about the realization of the slogan "Every Employe A Salesman."

Keep your head cool—your feet warm—your mind busy. Don't worry over trifles. Plan your work ahead and then stick to it—rain or shine. Don't waste your sympathy on yourself. If you are a gem someone will find you.—*Doings in General.*

Give your employer the benefit of your intelligence even if you imagine you are paid only for the work of your hands.

Command attention because of the attention you give your job.

LAW CURRENT

Rob't A. John

ROAD DISTRICT BONDS.—An epitome as to the status of road district bonds, whose validity has been brought into doubt by the case of *Browning v. Hooper*, 46 Sup. Ct. Rep. 141 (70 L. Ed.), Supreme Court Advance Opinions of February 1, 1926, page 153, is here given:

(1) The Constitution of the State of Texas prohibits political subdivisions from issuing bonds, but by amendment to the Constitution a proviso has been added, authorizing, "under legislative provision," the issuance of bonds by "any political subdivision of a county, any number of adjoining counties, or any political subdivision of the State, or any defined district, now or hereafter to be described and defined within the State of Texas," after an election approving the issuance by two-thirds of the electors, for the purpose of "construction, maintenance, and operation of macadamized, gravel, and paved roads and turnpikes, or in aid thereof."

The Supreme Court of the United States, in the *Browning* case, held, by implication, that the authority so granted by the Constitution to the legislature was the granting of additional authority to an *existing* political subdivision or "defined district," that is to say, an additional power to the other functions of a political subdivision, or defined district, already existing, and that it did not authorize the creation of road districts as an initial creation by an election, said road district being otherwise sterile in its powers except only the power to issue bonds. In other words, defined and described districts must be districts described and defined for other purposes, and that it was those only that might be given the added power upon the approval of two-thirds of the voters to issue bonds for the purpose of constructing, maintaining, and operating roads. This ruling of the Supreme Court was in precise contravention of the ruling of the Attorney General's Department of the State of Texas.

(2) The major portion of the road bonds issued by road districts in Texas (including Road District No. 2 of Archer County, the one involved in the *Browning* case) were efforts to create districts by carving the district out in the petition for the election authorizing the creation of the district, and thereby creating it solely for road purposes.

The syllabi of the decision of the Supreme Court may be given as follows:

(a) That the proposed tax could not be sustained as a levy of a general tax.

(b) That the boundaries of the district were not defined by the legislature, but left entirely for those petitioning for the creation of the district, subject to the vote of the district of their own choice.

(c) That the legislature did not determine the rate or amount of the tax.

(d) That there was no legislative determination that any included property would be benefited by the improvements, and that the property owners were given no opportunity to be heard on the question of benefits.

One of the intermediate courts of the State of Texas has followed the *Browning* case, and has held that the creation of such road districts, and the bonds issued thereunder, are *absolutely void*. *Scaling v. Williams* (not yet published.)

(3) There are some of the bonds, however, that have been issued and outstanding; which were issued by road districts which precisely conformed to the boundaries of the county where it is created, and such is the status of the Tom Green County mandamus now pending before the Supreme Court of Texas. As the county is undoubtedly a political subdivision, and as to such one of the objections noted does not apply, hence, when the Attorney General declined to approve the Tom Green County bond issue, a writ of mandamus was sued out to compel his approval. This case is now pending.

The basis of the refusal of the Attorney General to approve the Tom Green County bond issue, requiring court decision as a necessity for his action in the matter, is stated in the following:

It will be seen that in authorizing "political subdivisions" to vote, and, upon an elective approval by two-thirds of the voters, to issue road bonds (See Art. 637 *et seq.*, Revised Civil Statutes of Texas), the legislature authorized the assessment and levy of taxes in such districts to create a sinking fund to pay the principal and interest on the bonds to be issued; and that the tax so authorized by the legislature was a general tax, that is to say, an ad valorem tax which was to be assessed and levied upon all of the property lying in such road district equally, in proportion to value, regardless whether the benefits derived from the road built or maintained were beneficial to a particular piece of property subject to said tax.

It will be seen that the *Browning* case holds that the tax to be assessed and levied is not a general or ad valorem tax, but a *special tax*

The TEXACO STAR

in the nature of an assessment, and that such assessment and levy of such tax must not be upon the value of the property included in such a district, but must be assessed according to the benefits to the property so included,—the property receiving no benefit to be excluded, the property receiving small benefits to be assessed a smaller tax than property receiving larger benefits, and that either the legislature, in its sovereign capacity, must determine the question of benefits *vel non* with general application, or it must provide some tribunal in which the taxpayer shall be heard as to whether his property is to be benefited by the road so built and maintained, or whether

his taxes should be proportionately less because his benefits are less. This rule has not been followed either by the legislature in its enabling statute, or in the political subdivisions like Tom Green County, and the Browning case holds that without providing methods of judicial ascertainment as set forth, the assessment and levy, as a general ad valorem tax, is in violation of the due process clause of the Constitution of the United States, and hence *absolutely void*. At least, such a contention makes it absolutely necessary to obtain a final judicial determination of such cases.

There are some \$80,000,000 of such bonds already issued and outstanding.



The main road into Michigan from the West

Grand Beach Road, LaPorte County, Indiana, is the main highway leading into Michigan from the West. The road, as completed in November 1917, is a resurface over old macadam. The two-inch Texaco Asphaltic Concrete top was constructed with slag aggregate, instead of the usual limestone. Neither curbs nor stone shoulders were provided. The pavement width is 14 feet.

Grand Beach Road has taken extreme punishment since 1917. During the war it carried all of

the heavy traffic plying between Chicago and such important Michigan centers as Detroit, Kalamazoo, and Muskegon. In the summer the intensity of passenger automobile traffic is comparable to that of some main thoroughfares of Chicago.

In spite of such conditions throughout its nine years of hard service this Texaco road has required no repairs. It is a first-class pavement today and represents a remarkable economy in the construction of hard-surface highways.

The TEXACO STAR

DEPARTMENTAL NEWS

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

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

REFINING DEPT.

Since the needless toll of human life began to be seriously considered there has been nothing of greater importance in spreading human sunshine than organized safety work. The week of April 5 was set aside at the plants in Jefferson County as Safety Week during which intensified activities were carried on for the purpose of getting Texaco workers and their families to stop, look, and listen. Approximately 3,500 employees were directly affected, and a conservative estimate places the total number reached, including the members of the families, at 20,000. This sort of work will not only have salutary effects today; it will be strongly felt tomorrow. The Texaco Safety Committees realize that laws and regulations do not make people safe; but that practical education, in which the value of life and happiness are pointed out, does. The gigantic safety drive just completed is a part of the educational program which the committees are 'putting over' to the workers and their families.

WATER SHIPMENTS BY THE TEXACO COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF APRIL, 1926

Refined—Coastwise.....	1,194,206 bbls.
Refined—Foreign.....	601,825 bbls.
	1,796,121 bbls.
Crude—Coastwise.....	255,026 bbls.
Total.....	2,051,147 bbls.

Rightmindedness, not mere learning, is the highest goal of education.—*Lindsey Blayney.*

Page twenty-four

The 18-years old photograph on the next page is shown by courtesy of *The Look Box*, whose editor comments as follows:

This picture was taken many years ago when men really worked and when the days were not measured in terms of a steam whistle. Those men who appear in the picture and who are still a part of The Texas Company are still on the job and at work—they still refrain from gauging a day's work by the pulling on a whistle cord in some boiler house—they are getting their pay for the doing of things which they were not hired to do—that's what made The Texas Company what it is today—that's the thing that has made possible a job for the most of us, and if we have any appreciation for the opportunity which we today have, then we have men like these to thank for it. As years go, we are prone to measure them in terms of time—these men measure back in terms of accomplishments; as for work, we are prone to measure it in terms of hours per day—these men measure it in terms of a job well and completely done.

Nor has the climb been easy. We look at them today, when they are reaching the pinnacle of success and regard them as lucky—little do the most of us know how the hands were blistered on the first rough rungs of the ladder which they have climbed—little do the most of us realize the aches that came to both back and mind in wrestling with the problems which must have sprung up before them in the early days of the business—little do the most of us appreciate the years of careful building of character that these men have painstakingly carried on. But they have never forgotten, and they have grown into really big men because they have always been big enough to be little enough to look after the humblest man in the organization—they have cut the pattern for thousands of other men coming on behind to conform to.

So, the chap who thinks that opportunity doesn't pass any more, who thinks that the chances are all gone, who believes in pull instead of push, and who thinks that a man's success is measured by the number of diplomas which he possesses ought to take a long hard look at this picture and then check up on the present day status of those who are still a part of The Texas Company. Success never comes in a day, failure may, but not success. It is wrested from the years through hard work and sincerity of purpose, and every employe of The Texas Company ought to feel a sense of pride in knowing that they are serving under such well earned and proved leadership. The biggest part of the pay which these men are receiving now is in knowing that they have been able to help thousands of other men. In the future years, will you be able to draw the same kind of pay? It's up to you.

It never occurs to an honest man to assure you that he is honest.—*Through the Meshes.*

The TEXACO STAR

At P. A. Works
in May 1908

Front row, left to right: M. C. Van Gundy, R. G. Dawson, B. E. Hull, W. M. Frazer, Tom Corrigan, L. F. J. Wilking.

Middle row: Joe Dilworth (colored), C. C. Blackman, L. D. Fletcher, H. Gibson, S. C. Fox, Dan Monroe, C. K. Longaker, Joe Witherup (office boy).

Rear row: M. E. Crawford, C. W. Owsley, H. K. Spelacy, L. R. Holmes, R. C. Holmes, E. E. Nickols, C. Kofahl, F. T. Manley.



In Memoriam

(Those who go down to the Sea in Ships)

The "Gulf of Venezuela" calmly lay
At anchor, waiting for the break of day.
A few short hours more and she would be
Far out upon the restless tossing sea.
Her cargo in, her engines primed,
The very hour and minute timed
To lift the anchor; all seemed well,
When grim death changed his funeral knell.

A blast that shook the sleeping town—
Flames that were seen for miles around,
And the "Gulf of Venezuela" lay
A charred burned wreck at break of day.
And of her brave and cheery crew
And officers, death left but few.
Helpless, they perished in the fire;
The ship they loved, their funeral pyre.

Some were our own, and others came
From far away; we grieve the same,
With tender hands we drape each bier,
And for the strangers shed a tear,
And breathe a prayer of sympathy
For those who ne'er again will see
Their sailor boys who've sailed once more
And anchored at the heavenly shore.

But if we would their memory keep,
Think not alone of those who sleep;
Daily our ships come into port
With lonely boys of every sort;
And many a one, home-sick and sad,
Afar from home, could be made glad
By just a few kind words of cheer,
To let him know a friend was near.

We've heaped our morgue with choicest flowers,
We've shed our tears like summer showers;
All that was well,—now lets keep faith
With those who live. The dead are safe,
Safe from all storms of land or sea,
From every pain and sorrow free;
Safe in the Harbor of the Blest,
Anchored in peace, their souls shall rest.

—Ethel Osborn Hill.
Port Arthur, Texas.

SALES DEPT. S. TERRITORY

Effective May 1, E. A. Rulfs, long associated with Southern Territory Sales, is transferred to larger fields of activity in the North with headquarters at New York.

Mr. Rulfs is one of the original "charter members" of our organization, having entered the service in the early days of 1908 when our headquarters were at Beaumont. Since that time he has filled a variety of important positions, both in District work and in Houston General Office, and has well earned an excellent record for faithful and painstaking service. His versatility and adaptability to new conditions will serve him in good stead in his new field. We extend to him our heartiest good wishes for his success.

Houston District.—We extend a hearty welcome to our new agent at Goose Creek Station, J. S. Damon, who has succeeded L. D.

The TEXACO STAR



Western Public Service Co., Conroe, Texas

This plant is managed along economic and scientific lines by Manager S. R. Hereford and Chief Engineer M. P. Jefferson. These gentlemen speak very emphatically of the wonderful success with Texaco oils in the efficient running of their plant. According to the interesting figures given us, last year showed a most satisfactory lubricating and fuel cost per ton of ice. The plant averaged 9.23 tons of ice for every working day. There is storage for 9,000 tons which is filled during the winter months. It is always gratifying to know that our claims for the quality of Texaco products are borne out by such practical and experienced men as Mr. Hereford and Mr. Jefferson.

Epperson resigned. Mr. Damon is a young man who is a business getter and is already commencing to prove his mettle.

Our good customer, the Highway Filling Station at Seguin, is all ready to handle the tourist trade that will pass along the Seguin Highway this summer. It is a neat attractive station, ready to give true Texaco service, and our signs leave no doubt in the minds of the public that they will receive quality products when they 'fill up' at the Highway Filling Station. (A little photograph received with this notice was too dark to make an engraving.—Ed.)

Dallas District.—At the recent annual meeting of the Dallas Wholesale Credit Men's Association our District Creditman, H. J. Flake, was elected president of the association. We are proud that he has been given this well deserved honor.

Arrived on March 15: Donald Martin, weight 5 pounds 4 ounces, whose proud father, A. E. Martin, Salesman, El Paso, will have to buy a new hat. All luck to the Martins.

Health Hint: Eat greens and avoid the blues.—Nuggets.

Page twenty-six

Oklahoma District.—Our annual audit has closed and Auditors Davis and Jenkins must leave us. Their kindly suggestions and constructive criticisms have inspired us anew. By reason of one debtor taking his life, jumping off an Atlantic Coast steamer, early this week, we failed to get our usual 100% verification—our record for three previous consecutive audits. The field men who helped in this matter are heartily commended, especially those of zones under the supervision of Messrs. Kinney, Warden, Arnold, and Underwood. Good luck, Messrs. Davis and Jenkins. Come again.

Wonders will never cease! Again Polly Prewitt breaks into the limelight (Bill Reynolds of Atlanta take notice). Miss Barbara Esther Prewitt, weighing 8¾ lbs., has made her appearance at the home of Mr. and Mrs. J. N. Prewitt and expects to reside there. Congratulations have been showered on these good people. Extra Notice: J. N. rushed into District Manager Daniel's office on the 20th and after receiving congratulations handed Mr. Daniel an order for *three tank cars of red oil* just taken over the 'phone for immediate shipment. That's why we say, "Wonders will never cease!"

Monday evening, April 12, Miss Myrtle Hobson entertained the girls of the D. O. in her home, at a bridge party, in honor of Misses Fay Smith and May Tink who recently joined the D. O. force from Joplin, Mo. Station.

On March 30 Agent John O'Neill of Muskogee Station received a wire from his Assistant Agent, dated Tulsa, Okla., reading: "Hooray for the Irish nine pounder it's a boy (signed) Dave." Recently D. M. Davis was transferred from the Lubricating Division to Muskogee Station and it seems everything has been in his favor,—a nine-pound youngster is something to be proud of.

At the time Star notes must be forwarded Oklahoma City is a seething mass of people. The people who made the Run in 1889 for land in Oklahoma have gathered for the Yearly Celebration and Rodeo. Nothing of its kind can be seen anywhere else. The run will be reenacted with the old time schooners, wagons, etc. stretching for many miles, bringing to mind in a picturesque way the hardships and squalor experienced by these 89-ers. We wish all readers could witness this three-days celebration. Miller Brothers' 101 Ranch Circus is assisting in the event.

The TEXACO STAR



Golden Rule Service Station, Meridian, Mississippi

Left to right: Two station attendants; Representative J. G. Davis of Meridian, to whose commendable efforts we owe this desirable account; C. M. Hart, proprietor and manager; his assistant R. J. Clark. This station employs 12 men, has space for serving 25 cars at one time, and on its opening day in March served about 600 automobiles. Mr. Hart claims his station is more attractive and better equipped for service than any other station in Mississippi. Needless to say, it handles Texaco products throughout.

New Orleans District.—D. O. employees have formed a pleasure club—the “Golden Texaco.” The first meeting was a great success. A delightful spaghetti supper was served. The following officers were selected: Mrs. M. E. Frechet, President; A. I. Roth, 1st Vice President; H. O. Aime, 2nd Vice President; C. G. Eisel, Secretary and Treasurer. District Manager Dyer was elected honorary President, and Agent Nick “Von” Zimmer, of Harvey, La. Station, was elected Honorary Member. Mr. Zimmer (sometimes referred to as the Czar of Jefferson Parish) won his spurs through his excellent cuisine for his many shrimp boils of the past. The organization is committed to nothing save pleasurable enjoyment and affording opportunity to learn the friendly side of its members. One week after the first meeting the members were regaled at a crayfish supper, and it is evident there is latent histrionic talent in the orators the meetings bring forth. The sessions are well attended and everyone enjoys the spirit of jollity and good fellowship that prevails.

Atlanta District.—We recently secured the services of J. B. Walker as Lubricating Engineer, assigned to the territory in South Carolina formerly worked by J. W. Littlefield resigned. Mr. Walker has been associated with some of the largest cotton mills in South Carolina and has made an enviable record. Although he has “been on the job” only a few

days, he has already caught the real Texaco Spirit. Several contracts have been received covering business we had not enjoyed before.

The many friends of Bennie Brown of the D. O. were surprised when they learned two or three weeks afterward the event, that he and Miss Louise Spinks of Atlanta were quietly married on March 25 in Chattanooga, Tenn.



S. S. “Glendoyle” and Chief Officer F. M. Milne

On February 22, 1926, this ship of the Atlantic Navigation Company was supplied with one barrel of Texacoat, and now Texacoat is being used on the sides, deck, winches, etc. Mr. Milne states that he has tested out Texacoat and has found it to be one of the best paints he has ever used during his twenty-seven years as an officer. He is recommending it highly to other navigation companies.

The TEXACO STAR



Mobile, Ala. A. F. S. 2

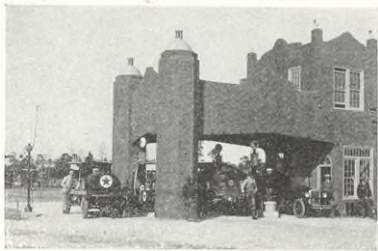
This is one of the most up-to-date filling stations in Atlanta District and Agent C. M. Farrell is moving a good gallonage.

The old saying is, "When a fellow marries his troubles begin." Bennie has had some experience of this. When he was getting his jitney filled up with Texaco Gasoline for the honeymoon trip, he being a little nervous struck a match to light a cigarette, and the result was his car and most of his clothes burned up. Mr. and Mrs. Brown have our very best wishes.

Mechanic J. F. Moody, Atlanta Auto Repair Shop, suffered the loss of his father, D. T. Moody, on March 25. Our sincere condolences are offered to the bereaved families.

Florida District.—Florida is proud that she led the Southern Territory in collections last month, but the average was too low for us to be satisfied with. Heretofore unattained heights for the District, and for Southern Territory in some instances, were reached. In March, however, we were "just getting started."

The D. O. extends sympathy to Ass't Chief Accountant Wooten in the loss of his mother, who died April 5 at Fitzgerald, Georgia.



Texaco Filling Station at Panama City, Florida, owned and operated by Commission Agent A. M. Lewis of Millville Station. The photograph is illustrative of the efficient manner in which Agent Lewis puts Texaco Quality before the public.

Page twenty-eight

"Good morning, Mr. Mueller," Accountant Mueller heard from a familiar voice, Monday morning, March 22, "this is Jack. I will not be able to get down to work this morning, I am very busy." It developed that Jack Garner, Utility Clerk, had set sail on the Sea of Matrimony the previous day, with Miss Willie Burch, of Perry, Florida.

SALES DEPT.
N. TERRITORY

Chicago District.—

Arthur Fregeau, General Equipment Clerk, has been transferred to Minneapolis District to assist Chief Accountant Ross. We did not realize how much Art missed Ray until we learned of his request for a transfer.

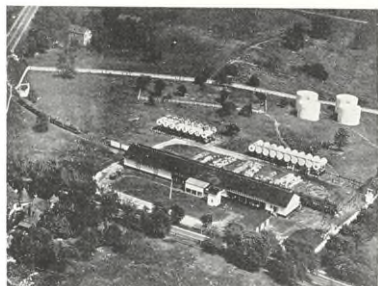
The Representatives have so much trouble trying to ask for Eugene Wullschleger, Ass't Creditman, that "Gene" has been making inquiries as to proper procedure to change his name to Butler. A pencil inserted in the telephone book happened to stop on *Butler*. There are still shorter names, Gene; if you had selected *Bo* then Sup't Knight never would have forgotten it.

Representative "Moon" Turner—came—saw—said "that's good"—and went home. Springfield is a beautiful little city nestling near the heart of Illinois; in fact it *is* the heart, for the capitol is there. It is a safe city, too, compared with the vicious big city ways. Come again, Moon. Note: Springfield opened for business on April 10.

On the evening of March 25 the girls from the Chicago Office attended a shower and farewell party at the home of Miss Blitch, Contract Clerk. The shower was given in honor of Miss Catherine Stark who is to be married in June; the farewell party was in honor of Miss Marie Claussen who will embark for Europe on April 15 for an extended trip. After dinner Miss Stark was presented with a 15-piece cereal set, and Miss Claussen with a steamer robe. The Charleston was danced, only as it should be, by Miss Bessie Coombs, our telephone operator. Miss Coombs will not take any chances on the proper music for her dance, so she carries her own orchestra record with her. After the dance "500" was played. After a very enjoyable evening the party came to an end about 11:30 p. m., and the girls all arrived on time for work the next morning.

We hear that Miss Claussen stopped long enough in New York to be very nicely entertained by the Motor Equipment department. Thanks, Zip, we knew you would not forget Chicago folks.

The TEXACO STAR



St. Louis, Mo. Refined Station

We understand there was great excitement in Berwyn, Illinois, on April 21—big portion of said excitement being experienced by the party of the second part. Mr. Erhard Joranson of the D. O. said "I do" on that date. Congratulations, Mr. and Mrs. Erhard.

Archer Station employes have a bowling team in the Central Manufacturing League comprised of eighteen big national companies. Our boys are now tied for second place, being only seven games behind Wilson & Co.—the leaders. The boys of Archer have the high team game, second high team average, and individual high average.

It is reported that the boys at Youngstown drink water in the Spring, but prefer kerosene for the balance of the year. We are considering the addition of good water to their Selling Schedule, and for "Company use."

Spring has not arrived out this way, so we will have to postpone bragging about Spring business until next time. Right around the corner, boys, there is lots of it—right there back of that snow drift.

Minneapolis District.—G. S. Mayo, formerly Superintendent of Operations of Spokane District, has succeeded J. O. Yelverton in the same capacity in Minneapolis District. Mr. Mayo was already known to a number of our D. O. employes from the old Billings D. O.

We were sorry to lose our old friend Chief Accountant "Percy" Waggoner who resigned to enter other fields. He is succeeded by R. W. Ross, formerly Ass't Chief Accountant of Chicago D. O. In the short time we have known Mr. Ross we have learned to respect him for his sincere interest in the welfare of employes.

J. J. McFadden, recently promoted to City Salesman from Tank Truck Salesman, made a

record for the month of March as the first salesman in the history of Twin Cities Station to make 100% Collections. They tell us that when it comes to getting the money Mac's record is one for others to shoot at.

Representative F. G. Wilkenson of Zone 4 has reported on the subject "Mud Holes and Collections." Upon receipt of a wire from Creditman Miller to effect certain collections, he started out in his Dodge roadster. Before reaching his point of destination he had to be pulled out by two teams of horses at two different places. He reached the destination after dark, collected the money, and made three sales. Persistency wins many a battle.

Messrs. Carl Shapiro and John Bero, officers of the Northern Oil Company, were recent



Minneapolis District Office

The D. O. occupies the entire eighth floor of the Thorpe Building, 523 Marquette Avenue, Minneapolis, Minnesota—State of Ten Thousand Lakes. The Thorpe Building is only a year and a half old and in every respect of the most modern construction.

The TEXACO STAR



Nebraska Oil Company, Omaha, Nebraska

This plant of The Texas Company's agents at Omaha is a good example of a wholesale station with a splendid array of equipment. The background is of such beauty as few stations can boast.

D. O. visitors. We thoroughly enjoyed their visit and hope they will come again.

Our Twin Cities correspondent reports that Assistant Warehouseman Edward Plack came to work on the morning of March 25 with his face beaming with happiness. He announced the arrival of a daughter. Congratulations.

The Texaco Athletic Club closed their basket-ball season by a game with the Soo Line Basket-Ball Team on March 16 for the Championship of the Commercial League. They lost 15 to 9. Though they lost the championship of the league, they made a good record for their first year—winning championship of their division and 7 out of 10 games.

Denver District.—Welcome, R. C. Cathart, to Denver District again, "Where the West is Best."

Wallace Strimple has been transferred to Zone Representative, and outside of flivvering into the ditch on his first trip—caused, he says, "by a crazy Ford driver"—the indications are that everything is going nicely with him.

The Texaco Club enjoyed a party at the Denham Theatre on April 8, "White Collars" being the attraction. This party was sponsored by the Purchasing Department, who are to be warmly congratulated on its success.

Spokane District.—The District Office regrets the loss of Gordon L. Mayo, Superintendent of Operations, who has been transferred to Minneapolis District. We wish Mr. Mayo the best success in his new location.

April temperature records were shattered at Spokane on April 15, when the thermometer registered 84 in the shade. What'll we do this summer?

The Texaco Bowling Team of Spokane is now in second place in the Northwest Bowling Congress being held at Tacoma, Washington. The following is an extract from a news item in Spokane and Tacoma papers:

The Texaco Oil five of Spokane made their bid tonight for honors in the five-man event in the northwestern international bowling congress, being staged here this week, with a total of 2832, a mark that gained second place and one that should hold to the finish, as but 12 more five-man teams are to shoot in the tourney.

The Texaco Baseball Team is starting out strong this year. They have played seven games, winning six of them and making a draw of the seventh. They play at Rose Lake on Sunday, April 18.

ASPHALT SALES DEPT.

The Richmond, Va., unit of the Asphalt Sales force is working with splendid results. The Virginia State Highway Department will use 590,000 gallons of Texaco No. 96 Paving Cement this year. In securing 300,000 gallons of this business J. R. Branch, who only recently left his office job for the field, played an all-important part.

O. F. Reynaud, who for some time has been promoting Texaco Asphalt in Southern Texas, will henceforth preach the gospel of Texaco roads and streets in Southern Florida, with headquarters at Miami. O. F. R. is a versatile young man; besides being an excellent salesman, he is also an accomplished pianist. While in Texas he frequently broadcasted *via* one of the Dallas radio stations.

In order that he may cover his territory with greater efficiency J. E. Williams, whose headquarters have been at New Orleans, is moving up to Little Rock, Ark.

The TEXACO STAR

Colonel A. D. Stivers, our Southwestern Division Superintendent, recently drove over the new 35-mile stretch of Texaco asphalt road in Palo Pinto County, Texas. His description of this highway is an invitation to everyone owning an automobile. He writes: "It is a beautiful job. I have driven over it in the last month and when it comes to speed, you can let your conscience be your guide!"

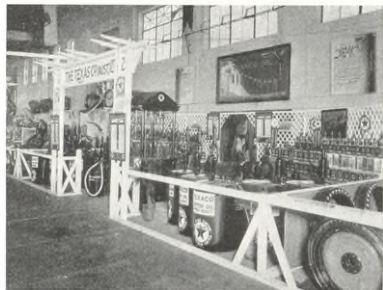
A new use has been discovered for Texaco asphalt, due to its well-known waterproofing quality. The Jardier Company of Milwaukee, manufacturers of jardineres for potted plants, spray the bottom of their product with Texaco asphalt to keep it watertight. The amount of asphalt involved is not very large.

W. L. Hempelmann, Engineer of our Middle West Division, has the distinction of being a member of the Asphalt Technologists Association, an organization whose membership consists of authorities on asphalt paving from all parts of the country.

EXPORT DEPT.

We are very sorry indeed to report a cable from our Shanghai Office telling that C. R. Sadler was killed in an automobile accident on April 19. Mr. Sadler entered the service of the company at Shanghai in July 1922 as accountant and was promoted to the position of cashier in December 1922. We extend our sincere condolence to relatives and friends of Mr. Sadler.

It is our sad duty to announce the death,



Sydney, New South Wales, Australia

Exhibit of The Texas Company (Australasia) Ltd. at Sydney's recent Auto Show. Such shows in Australia always attract large crowds of visitors, and our people there feel that the results of this attractive exhibit amply recompense the labor and expense involved.



Taft Avenue Auto Station, Manila, P. I.
Showing Mr. Carlos Villareal and his two helpers.

after a prolonged illness, of G. S. Holmquist, Superintendent in the New York Office of the Holland, Belgium, and Scandinavian Sales territories. Through the death of Mr. Holmquist The Texas Company has lost a valued and loyal employe whose intelligent efforts, thoroughness, and interest in his work make it hard to replace him. Mr. Holmquist entered the service of the company in June 1919 with the Terminal and Construction Division and in March 1922 was promoted to Sales Superintendent. Our heartfelt sympathy is extended to Mr. Holmquist's relatives and friends in their bereavement.

In the death of Miss S. L. Peckham, which occurred on March 28, the company lost a figure familiar to and appreciated by everybody in the New York Office. Miss Peckham entered the service with the New York General Department in October 1910. She was transferred to the Accounting Division of the Export Department in July 1915. The staff of the Export Department joins the relatives and friends of Miss Peckham in mourning their loss.

R. T. McCoy, who first entered the service of the company in the New York Office, afterwards transferred to China and to Australia, arrived here from Sydney on April 1. Mr. McCoy has been stationed in Australia as Assistant Manager of The Texas Company (Australasia) Ltd. for the last two years. After spending some time with the Export Department management consulting on marketing matters in his territory, he will avail himself of the opportunity to visit friends and relations in New England before returning to Sydney.

The latest addition to the family of Texaco "house organs" is "Texaco Revue" published in

The TEXACO STAR

the Danish language at Copenhagen, in the form of an eight-page magazine with attractive cover design. Volume I, Number 1 appeared in January 1926. Welcome—and all success!

PURCHASING DEPT.

On April 8 the Texaco Club of Denver held a gigantic theatre party at the Denham Theatre, whose programs on preceding days announced: "The Texaco Club is having a big party at the Denham on Thursday night of this week."

The Purchasing Department made a wonderful success in sponsoring this party. Much credit belongs to B. A. Lagarde, for his unflagging zeal in disposing of the tickets (C.O.D.) They got the seats at bargain rates, and almost everyone went. During intermission candy was passed to everyone who was in a position to reach it, or had a private drag with anybody named Joe. C. A. (Red) Cecil in view of his recent advancement was very bashful about proclaiming the fact that he belonged to the club, sporting only the top of a Texaco calendar as his badge. The night was especially adapted to the advertising of "Boost Winter Run Gasoline."

All of us are looking forward to the next Texaco party.

PIPE LINES

In line with the suggestion that we report items concerning employees which reflect special merit or better than the average performance, we are giving an account of an accident that happened on April 2, 1926, to Steve Dodash, Line Walker on our 10-inch pipe line from Ardis Pumping Station to Haynesville Pumping Station in Louisiana.

While walking the usual route Dodash encountered high water at Mussel Shell Bayou that he was unable to cross and he walked along the east side of the bayou to the trestle of the L. & A. Railroad and proceeded to cross the bayou on the trestle. When he was near the middle of the stream a large dredge excavating the bed of the bayou just south of the trestle attracted his attention, and due to the noise of the dredge he did not notice the approach of an eastbound freight train until it was almost upon him. Not being able to swim he would not jump into the bayou, and the train being so close he was unable to escape. He made an effort to leap upon the pilot of the oncoming locomotive. The impact was so great that it rendered Dodash unconscious,

but his clothing caught on some projection on the pilot and he was dragged for several hundred feet until the train was brought to a stop. The train crew offered every assistance and expected to take him to Shreveport for medical attention. As soon as Dodash regained consciousness, however, he refused their aid, saying that he must finish walking his line. This he proceeded to do, reaching the usual end of his day's work at 4:50 p. m. The accident occurred at 2:15 p. m. and the distance covered between 2:15 and 4:50 was about four miles. After phoning in report on the pipe line he was taken to Shreveport and given medical attention. There were so many wounds on his body that the doctor required two hours to dress them. After this he was referred to a specialist in order that his nose, which was badly crushed, might receive attention.

If Dodash had failed to walk the remaining four miles of the line no doubt there would have been no serious consequences to the Company; that walk, however, was his duty and his performing it in the condition he was in indicates a rare devotion to the responsibility placed upon him.

CRUDE OIL PRICES AT WELL

April 30, 1926

Penna., Bradford.....	\$3.65	Eldorado.....	\$1.75 to 1.85
Other Penna.....	3.55	Smackover.....	1.00 to 1.40
Indiana.....	2.00	Haynesville.....	1.75 to 1.85
Canada.....	2.63	Homer.....	1.60 to 1.95
Ragland, Ky.....	1.15	Caddo.....	1.85 to 2.20
California.....	.85 to 2.74	DeSoto.....	1.85 to 2.05
Okla. & Kas.....	1.40 to 3.32	Bull Bayou.....	1.70 to 2.00
N.,N.C.,C.Tex.....	1.40 to 3.32	Crichton.....	1.85 to 1.85
Luling.....	1.20	Wyoming.....	1.35 to 2.15
Gulf Coast.....	1.25 to 1.95	Colorado.....	1.25 to 1.60

New Things Under the Sun

In various ways I've wandered o'er the earth
And found some sad and others full of mirth.
I have observed all things within my view
With open mind to finding something new;
But most of things that can be bought or sold
In every place I've been seemed rather old.

Of course the Woolworth Building is quite high,
But think of Babel's tower to the sky;
The Oceanic is a mighty bark,
Yet does not cast in shade old Noah's Ark;
Icarus beat the Wright boys on the fly;
Prince Geber's sweetheart wore her dresses high.

If through the List of Things we calmly go
We find that nearly all is old and slow.

—J. C. Tolman.

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. Lengthening Motor Season (caused by closed cars) Indicates Record Gasoline Demand. H. J. Struth.—*The Oil Trade*, April 1926.

PRODUCING. Gear Reduction Drive Proving Popular in the Oil Fields. Dudley W. Moore.—*The Oil Trade*, April 1926.

PIPE LINE. Inexpensive Oil Purifying System Used at Pipe Line Station. Daniel W. Gifford.—*The Oil Trade*, April 1926.

SALES. Lesson in Profit from California. J. V. Murray.—*Petroleum Age*, April 15, 1926.

Paint Up and Clean Up, First Keys to Success. W. T. Deacon.—*Petroleum Age*, April 15, 1926

LUBRICATING. The Essentials of Industrial Truck and Tractor Lubrication. Allen F. Brewer.—*Industrial Management*, April 1926.

GENERAL. Herbert Hoover's Priceless Work in Washington. By Julius H. Barnes, followed by a symposium: American Industry Acknowledges Its Debt to Herbert Hoover.—*Industrial Management*, April 1926.

Teaching Economics to Industrial Employees. J. R. Barbor, Westinghouse Technical Night School.—*Industrial Management*, April 1926.

The Business of Wifehood. Emily Newell Blair.—*Harpers Magazine*, April 1926.

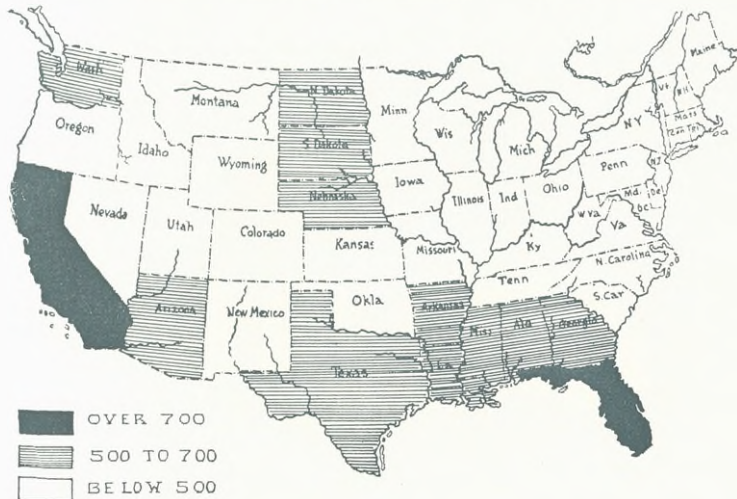
Fascism in Theory and Practice.—*The Living Age*, April 17, 1926.

Concerning Endowments. Hanford Henderson.—*North American Review*, March-May, 1926.

Impatience on a Monument. H. G. Dwight.—*Harpers Magazine*, April 1926.

A Drop of Water. Henshaw Ward.—*Harpers Magazine*, April 1926.

The Desire for Immortality. Harry Emerson Fosdick.—*Harpers Magazine*, April 1926.



Annual Gasoline Consumption—Gallons per Motor Vehicle

From the article by H. J. Struth in April issue of *The Oil Trade* cited in the Index above—the first item.

IF A MAN PUTS A NEW IDEA
INTO SUCCESSFUL OPERATION
HE ALWAYS HEARS THAT OTH-
ER MEN HAD THOUGHT OF IT
BEFORE HE DID. BUT THEY
ONLY THOUGHT OF IT.