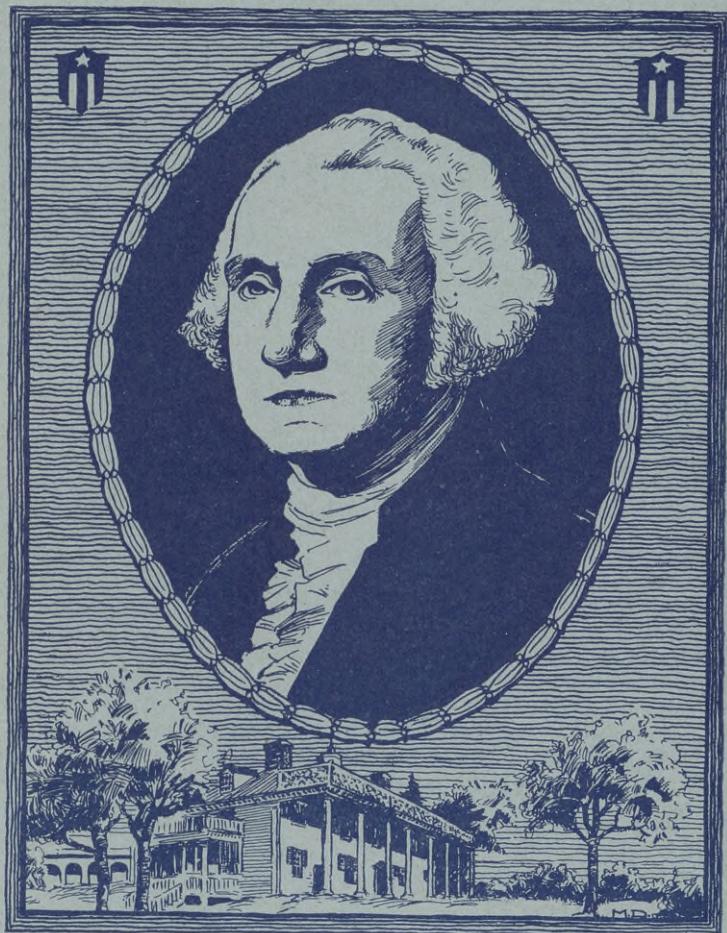


# The TEXACO STAR

*For Employes of The Texas Company*



Vol. XII

FEBRUARY 1925

No. 2

## Be Fit

*Nations have passed away and left no traces,*

*And History gives the naked cause of it—  
One single, simple reason in all cases;*

*They fell because their people were not fit.*

Now, though your Body be mis-shapen, blind,  
Lame, feverish, lacking substance, power, or skill,  
Certain it is that men can school the Mind  
To school the sickliest Body to her will—  
As many have done, whose glory blazes still  
Like mighty fires in meanest lanterns lit:  
Wherefore, we pray the crippled, weak, and ill—  
Be fit—be fit! In mind at first be fit!

And, though your Spirit seem uncouth or small,  
Stubborn as clay or shifting as the sand,  
Strengthen the Body, and the Body shall  
Strengthen the Spirit till she take command. . . .  
The even heart that seldom slurs its beat—  
The cool head weighing what that heart desires—  
The measuring eye that guides the hands and feet—  
The Soul unbroken when the Body tires—  
These are the things our weary world requires  
Far more than superfluities of wit;

Wherefore we pray you, sons of generous sires,  
Be fit—be fit! For Honour's sake be fit.

There is one lesson at all Times and Places—  
One changeless Truth on all things changing writ,  
For boys and girls, men, women, nations, races—  
Be fit—be fit! And once again, be fit!

—Rudyard Kipling.

From *Preface to Land and Sea Tales for Boys and Girls.*

# The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION  
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XII

February 1925

No. 2

---

*"All for Each—Each for All"*

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

Copyright, 1925, by The Texas Company

While the contents of this journal are copyrighted other publications are welcome to reprint any article or illustration provided due credit is given to The Texas Company.

---

## Circularizing Stockholders

In our December 1923 number it was said:

A new method of making money now being exploited is to circularize the stockholders of large corporations and tell them that by purchasing a certain service they can learn how to switch their investments and reap most remarkable profits.

Such bait is not swallowed by those who do their own thinking. It is not intended for them. If it works at all it must be with another class. The *Star* suggests for the benefit of stockholders not skilled in business matters, that before paying any attention to intermeddling strangers they make careful inquiry as to the responsibility and standing of the intermeddlers.

Stockholders of The Texas Company have never had cause to feel disappointed at the returns on their stock, and anyone who paints to them a false picture to lead them into speculation renders nothing that could merit the name of "service."

The practice then referred to has been indulged in at irregular intervals by a few concerns bent on making profit for themselves. It is hard to tell what effect their activities have had upon stockholders. That perhaps is not as important as the principle involved. Stockholders, of course, are at liberty to accept any advice that may appeal to them; it is their inalienable privilege. But it is conceived to be the duty of this journal to speak on the

subject; hence the reproduction of the editorial printed fourteen months ago.

There arises the question as to how and where the names and addresses of stockholders are obtained. They are not furnished by the company or any of its officials or employees. If any employee were to furnish a list he would be dealt with summarily. But the company is required by law to furnish lists to certain Federal and State authorities. These authorities are not supposed to make them public. What they actually do in some instances can only be surmised from the fact that lists are obtained. There is nothing that the management can do further than it does to prevent the practice; it cannot control the acts of public officials or their employees. The giving out of stock lists by public officials is an obvious misuse of their power, which is deplored. Let stockholders understand the situation and not blame the management when they are harassed by circulars.

---

## A Triangle of Forces

It has been said that every citizen wants to preserve what he thinks is good; that everyone desires to see improved what he thinks is bad; and that each seeks to advance his private gains. And this is true, barring those in whom destructive vices or envy and lust have utterly debased both intellect and character. For the majority, therefore, those three desires—all legitimate and conservative of individual and general welfare—constitute a triangle of forces which determines for each one his political and social proclivities.

To keep this triangle of forces in proper balance is an ever-present problem for the

## *The TEXACO STAR*

conscientious citizen. Here applies the doctrine of the "golden mean"—nothing in excess.

An excessive preponderance of the desire to preserve what is good may blind one to the need and feasibility of correcting some evil; when the triangle is thus thrown out of balance it makes what is called a "reactionary."

An excessive preponderance of the desire for improvement often leads men to uproot the wheat along with the tares; to forget the beam in one's own eye in zeal to remove the mote from his brother's eye. When the triangle is thrown out of balance in this way it makes a "progressive."

An excessive preponderance of the desire for private gain makes in politics the selfish opportunists and the office seekers and place-hunters. In its right balance in the triangle, the desire for private gain as the proper reward for useful work of hand or head lies at the very roots of the general welfare; in excess and out of balance, it leads to the ugliest deformations of judgment and conduct.

---

### Consistency and Taxation

Whatever one may think about consistency between a man's present opinions and his opinions previously held, it must be admitted that consistency between opinions held simultaneously is essential to straight thinking and wise action. It is irrational to pigeonhole in the mind contradictory opinions, or to urge conflicting courses of action, or to demand a result while neglecting or refusing the steps necessary to accomplish it.

In the matter of taxation all responsible citizens believe that they should be and could be reduced, yet schemes for new governmental extravagances are incessantly put forth by socialistic agitators and supported by thoughtless grumblers against heavy taxes.

President Coolidge told the Congress that our national and local governments are costing about \$100 a year for every man, woman, and child in the land—less than one-third for the national and more than two-thirds for the local; that only the national government is reducing its debt, and that the others are increasing theirs about \$1,000,000,000 each year.

The same people who talk so sentimentally about children are voting huge local debts upon their children and their children's children with unprecedented recklessness—bonds being frequently issued for purposes that should be met as current expense.

One special interest or industry after another is asking for new federal commissions or new places in the cabinet. But the creation of new departments of government is inconsistent with the economy for which the same men clamor, to say nothing of the paralyzing effects of governmental interference. Instead of any new department or activity of government, the need is for a reorganization of existing bureaus to eliminate duplication and consolidate closely related divisions. For instance, instead of a new Department of Mining, it might be better to unite the two or more bureaus already dealing with that subject.

Almost the last recorded words of President Lincoln bear upon the question of governmental commissions. Just before he started for the theater on the last evening of his life, he was visited by Mr. Ashmun who had been chairman of the convention that nominated Lincoln in 1860. "Mr. Lincoln," said Ashmun, "I am interested in a cotton claim, and I want you to appoint a commission to investigate the matter." Lincoln replied: "Ashmun, I have done with commissions. I think they are contrivances to cheat the government." Such were Lincoln's last words on the subject of government.

What would Lincoln say of the multiplicity of commissions and bureaus today? Some are very serviceable; but some interfere injuriously with business and a few tyrannically with the private citizen. By the joint effect of all of them, with their hordes of employees, the country is being eaten out of substance.

---

### Some Maxims of Geo. Washington

Think before you speak.

Let your recreations be manful, not sinful.

Speak no evil of the absent, for it is unjust.

Let your conversation be without malice or envy.

Speak not of doleful things in time of mirth nor at the table.

Be not apt to relate news, if you know not the truth thereof.

Let your discourse with men of business be short and comprehensive.

Be not hasty to believe flying reports to the disparagement of anyone.

Associate yourself with men of good quality, if you esteem your reputation.

Undertake not what you can not perform, but be careful to keep your promise.

Labor to keep alive in your breast that little spark of celestial fire called conscience.

## The TEXACO STAR

### THE MAN IN ME

Dimly my surface self has known  
That it is but the frame and mask  
For one who on an inner throne  
Compels my body to his task;  
For one who takes for lordly dress  
The trappings of my consciousness,  
And—all impalpable—has bent  
My spirit to his government!

Forever I have sought to touch  
This monarch castled from my clutch;  
This sovereign who derives his power  
From kings within a deeper tower:  
I probe the dungeons of my moods,  
But ever, ever he eludes  
Retreating through some misty gate  
My strength may never penetrate—  
The master mocks his questioning tool!  
The emperor will not greet his fool!

In some unfathomable hall—  
A wraith within this fleshly wall—  
He holds dominion; takes control  
Of my insurgent thew and soul,  
Thwarting my day-planned rebel leap  
By judgments in the courts of sleep;  
Mighty to mold me to his scheme  
By the frail sceptre of a dream!

—Daniel Henderson.

An inward cheerfulness is an implicit praise  
and thanksgiving to Providence, under all its  
dispensations.—Addison.

Children have more need of models than  
of critics.—Joubert.

They asked Lucman the fabulist, From  
whom did you learn manners? He answered,  
From the unmannery.—Saadi.

It is well that there is no one without a  
fault, for he would not have a friend in the  
world. He would seem to belong to a different  
species.—Hazzitt.

Nature seems to exist for the excellent.  
The world is upheld by the veracity of good  
men; they make the earth wholesome.

—Emerson.

The use of great men is to serve the little  
men, to take care of the human race, and act  
as practical interpreters of justice and truth.

—Parker.

The character, the counsels, and example  
of our Washington... they will guide us  
through the doubts and difficulties that beset us;  
they will guide our children and our children's  
children in the paths of prosperity and  
peace, while America shall hold her place in  
the family of nations.—Edward Everett.

*"This learned I from the shadow of a tree  
As to and fro it swayed upon a wall:  
Our shadow-selves, our influence, may fall  
Where we can never be."*

Example sheds a genial ray  
Of light that men are apt to borrow;  
So first improve yourself today,  
And then improve your friends tomorrow.  
—Vousden.

### LIFE WISDOM

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

—Benjamin Disraeli.

How far that little candle throws his beams!  
So shines a good deed in a naughty world.  
—Shakespeare.

Virtue is not left to stand alone. He who  
practises it will have neighbors.—Confucius.

Be noble! and the nobleness that lies  
In other men, sleeping, but never dead,  
Will rise in majesty to meet thine own.  
—Lowell.

Example has more followers than reason.  
We unconsciously approximate to the characters  
we most admire. In this way, a generous  
habit of thought and of action carries with it  
an incalculable influence.—Bovee.

If our virtues did not go forth of us, 'twere  
all alike as if we had them not.—Shakespeare.

Example is the school of mankind, and they  
will learn at no other.—Burke.

Examples draw when precepts fail.—Prior.

First find the man in yourself if you will  
inspire manliness in others.—A. B. Alcott.

He who should teach men to die, would at  
the same time teach them to live.—Montaigne.

If from society we learn to live,  
'Tis solitude should teach us how to die.  
—Byron.

The sin ye do by two and two, ye must  
pay for one by one.—Kipling.

The best worship is stout labor.—Carlyle.

To refrain from evil, to achieve the good, to  
purify one's own heart, this is the teaching of  
the awakened.—Dhammapada V. 186.

It is a wonderful thing to have some one  
understand you; it is more wonderful to understand  
yourself.—Through the Meshes.

Is it so bad, then, to be misunderstood? To  
be great is to be misunderstood.—Emerson.

## *The TEXACO STAR*

### How to Reach the Public through the Distributor

F. W. FREEMAN, General Western Manager

Address delivered before Annual Convention of Rocky Mountain Oil and Gas Association

The filling station is a development in the oil business of recent origin and is coincident in time and circumstance with the advent of the automobile, which by its invasion of the economic conditions and social life of this country has changed their character. By this same token motor power and motor lubrication have become outstanding problems and the subjects of greatest effort on the part of the oil industry in recent years.

One of the most significant aspects of the filling station as a factor in the present day oil industry lies in the fact that it has developed from an instrument of necessity and convenience, with its very modest equipment and investment outlay of ten years ago, to the marble fronted palaces with liveried service now expected and demanded by the consuming trade.

This change, like similar ones in other fields, has affected the price of gasoline delivered to the consumer, and we hear a great deal of complaint about what seems to be a disparity between the delivered price of gasoline and the price of crude oil. Sometimes this apparent disparity appears between local retail price and quoted tank car prices on the open market. The public seems to have come to the belief that we have a high price of gasoline without justifying reasons and, as usual, takes a broad shot at the industry as a whole without any effort to analyze one of the substantial contributing causes of the relatively high cost delivered through the filling stations. It is not so much the high cost of gasoline as it is the high cost of service which has now become necessary to satisfy the pampered tastes of the automobile owner, who also demands the ultra and last-minute accessories and improvements of our highway Pullman cars now being offered by all of the established automobile builders.

This belief makes the filling station, which is the point of contact between the oil industry and the automobile trade, a very sensitive point, since through it the mutual impressions between the consuming public and the oil industry as a whole are made. This consideration brings us immediately and directly face to face with the two broad divisions of filling

station operation: First, the filling stations operated and controlled directly by the larger companies engaged in the production, manufacture, and distribution of petroleum products, or, as they are commonly referred to, "company owned stations;" and second, the other group of stations owned by local individuals or corporations and limited to the immediate vicinity in which any such individual or corporation is operating. A proper appreciation of a filling station's legitimate functions by both groups of operators is important and highly desirable from the point of view of the industry as well as the public.

It is perfectly evident that there is a point of saturation as to the number of filling stations and the amount of investment that can be economically justified in any one place. In many places that point has been reached and passed, both in the number of filling station outlets and in the type of service and amount of investment. This condition grows out of the competitive zeal on the part of both groups of filling station operators, and the demand of the public for extremely elaborate and costly service.

At this point I will read a paragraph from the *Daily Oil Digest*, under date of November 22, 1924, in which the statement appears that in Indianapolis, a town of 315,000 people, there has been an average of an additional filling station every week for the year ending November 1, 1924, saying nothing of what was done prior to that time. It is not an exaggeration to say I think these figures could be duplicated in Denver.

This over development of the filling station factor is due to a variety of causes, among which is the popular assumption that the oil industry is prolific of profits in all departments and that once a man declares himself in by building a filling station he has underwritten his future not only in the matter of a day's earning for a day's service but of an extravagant return on an unwarranted investment in filling station equipment and service. There ensues an unhealthful and wholly uneconomic form of competition in that one operator will undertake to obtain an unfair and disproportionate advantage for his station and partic-

## *The TEXACO STAR*

ular location by lowering prices, which are builded upon general price level based upon the usual and unescapable economic items of cost of crude, piping, storage, refining, loss by evaporation and fire, and transporting from the refinery to the local distributing stations throughout the country.

This extreme competition becomes a prolific source of misinformation and irritation, and invites the uneconomic invasion by refiners in some part of the country which for the moment may happen to be glutted with over production and thereby have a low tank car price purely temporary and local. In the event this invasion is met with lowered prices by the larger companies, it becomes the occasion of arousing prejudice although the stronger companies have simply met the competitive situation in self defense, which is not only the first law of nature but also of industry. They are then charged with seeking to drive out the so-called independent, usually meaning the individually owned stations which have ceased to occupy their legitimate place as a part of a serving group and have become a price controlling or price making group in a given locality wholly without regard to the necessary economic items which enter into the price which should prevail in that particular district. The filling station thereby transcends its legitimate field and becomes a very disturbing element in the industry, perplexing and vexing beyond words to those in anywise responsible for the orderly and economic administration of any part of the industry.

I will give a concrete illustration of the improper implication from the spread existing between the prices quoted at the local filling stations in a given community and the tank car prices at another and remote place, which spread is always assumed to be a purely arbitrary matter on the part of the larger companies. The filling station generally gets its supplies in the morning and sells them that day, having practically a daily turnover. It can, therefore, operate on a small gross profit per unit as against the gross profit per unit needed by the larger company which has the cost of production, piping, refining, transporting from refinery to user, storage, and losses in transit and by fire—operations on which there is not better than a quarterly and frequently not better than an annual turnover. This fact is totally unappreciated and overlooked by the critical consuming public and the official public and an outcry is raised not

against the cost of service but against the practices of a supposedly controlled business; for it is always assumed by the public, both official and consuming, that the oil industry is controlled, a fact less true of the oil business than any other important business essential to the economic existence of the country.

It would appear that one of the legitimate functions of the filling station end of the industry, whether company controlled or individually controlled, would be to advise the public of the elements that enter into the delivered cost of gasoline at the point of consumption, by which I mean the charges of governmental agencies including ad valorem taxes, license taxes, public road taxes, and all the other multitudinous direct and indirect taxes charged against the petroleum industry, together with the freight rate, which is a quasi public charge for which the oil industry is nowise responsible. Such items should be contrasted with those items in the cost of the delivered product which are not wholly beyond the administrative control of the oil industry as such. If it were perfectly clear to the ordinary consumer that at least 3 and probably 4 cents of the cost of gasoline goes to the public in the form of taxes, and an equal amount in the form of railroad rates, and that the cost of serving the public through the filling station, under conditions now existing and apparently demanded by the public, represent from 2 to 3 cents per gallon, it would be apparent that the public is placing too much blame on the oil business and not enough on those things utterly beyond its control for the supposed grievances. In this case, as in many others, it is not so much the high cost of living as it is the cost of high living demanded by the public.

One of the economic results that the present situation seems to be pointing toward is the complete circle in the oil industry; that is, that companies can safely depend upon nothing as a permanent outlet except those outlets controlled by themselves. I think the major companies in the industry contemplate with anything but serenity such a development and, if it ever comes, it will be in response to the inexorable demand of economic self defense against a condition which has grown up along the lines herein indicated in the last few years.

The filling station being the point of contact between the industry and the public, it should legitimately fulfill the purpose of conveying to the public honest and intelligent

## *The TEXACO STAR*

information concerning the industry which it serves. And the buying public as well as the official public should understand that so long as petroleum is made the vehicle for collecting public and quasi public charges, amounting to a large percentage of the total delivered cost of the gasoline, those charges are ultimately against the consumer and enter in-

evitably into the consumer's price on the major products of the industry, to-wit, gasoline and motor oils. The builders of filling stations will have to understand that the service rendered by this part of the industry can only bear a certain investment, unless the public is willing to pay a larger price for the luxurious service expected and demanded.

---

## Uncles

GEO. W. VOS, Superintendent Advertising Division

This screed is for fathers of sons, or men who expect sons. Those who have or expect only daughters may turn the page.

Recently I read a book by an Englishman, Roland Bertwee, called "Our Wonderful Selves." In this story a middle class tea merchant attempts to impose his will and authority on his young, sensitive, delicate son. Naturally the son rebels.

And in this book the son's guide, counselor, and friend is a bachelor uncle.

The father would cramp and confine the son. The uncle shows the boy the way to a realization of his talents and a development of his personality.

Only a story, you say, and the father a mid Victorians!

Perhaps! But there's something to it. For in real life bachelor uncles have a certain way with young nephews. Ask any school teacher. She'll tell you how many times she's heard "My uncle says this," or "My uncle says that." "My uncle says that if you hang a guinea pig up by the tail his eyes will fall out." Or, "My uncle says Columbus did not really discover America."

Yes, "Uncle" is an authority on history and natural history.

Let us watch one of these uncles when he makes a call. The boy hears his voice; he drops whatever he is doing, rushes down the stairs or out on the walk. Here is no perfunctory greeting. It's often a gorgeous military salute, or some secret grip, and then an inquiry into the condition of the boy's health and a recital of all his adventures since they last met.

Later, when uncle takes off his coat, his pockets yield some surprise. Possibly a jumping frog, or some colored chalks for the black board. And one glorious day uncle unpacks

a red leather edition of "Just So Stories," and the two of them sneak off into the play room to find out how the elephant got his trunk, how the camel got his hump, or to chant the unrivaled sing song of "Old Man Kangaroo."

And, mark you, this uncle never laughs at the boy's play, whether it's Eskimos or grocery man. Or whether it means constructing a paddle wheel boat from a cigar box lid and a couple of rubber bands. Uncle goes the whole way.

And he is never too busy or too tired to answer questions, or to repair a broken toy. And then, later at the twilight zone when the little fellow must be hustled off to bed before the "oldsters" get their supper, uncle never issues a command or an order.

Uncle seems to know that the first taste of the tooth paste is unpleasant, so he creates a diversion in the form of a drill and he seems to know that even washing behind the ears can be turned into a game.

And how quickly the little fellow gets under the covers. Of course, there's just the right kind of a bed-time story, and then there's the bugle call that means "lights out."

It doesn't take long for the little head to find a soft spot, the eyelids droop and, smiling, the lad goes off to pleasant dreams.

Yes, uncles of that kind are a blessing and an inspiration to a kid, even later in life.

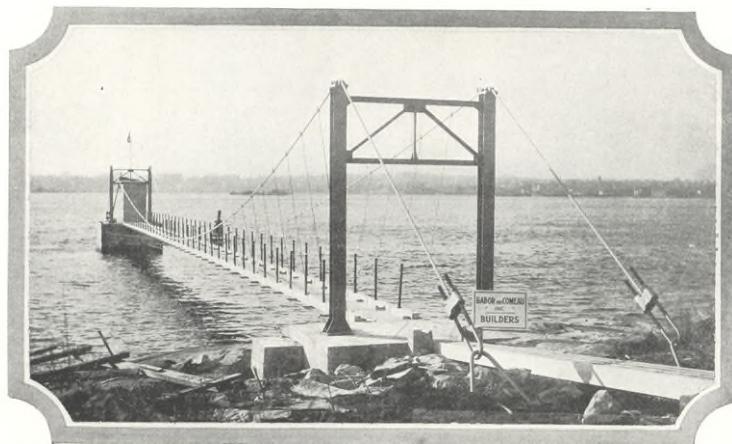
Now, what about the father while this has been going on. Perhaps he stands by a little wistfully, perhaps a little guiltily, perhaps thoughtfully.

But, why go on?

Here's the moral:

If you want to be a regular daddy, be an uncle to your kid!

## *The TEXACO STAR*



View of bridge and wharf—showing New London, Conn., in the background

### A Unique and Economical Bridge Design

*Utilized by The Texas Company for Barge Deliveries and Marine Sales*

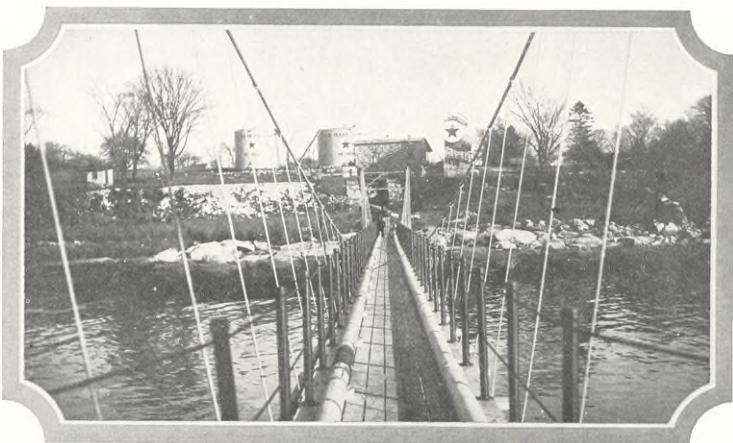
M. H. KORN, Assistant Superintendent, Equipment and Construction Division,  
Northern Territory Sales Department

Engineering and construction work, just like other human endeavors, often provides thrills in the way of unusual problems, the solution of which calls for the exercise of that inborn ingenuity which engineers are supposed to possess. Such problems may arise from a diversity of conditions ranging from geological or other peculiarities of the site to unusual facilities to be provided for in the structure itself. It is a rare occurrence, however, when a problem arises which presents an opportunity to the engineer to depart from the more or less well established standard types of construction, in order to obtain the greatest economy in the execution of the work. An excellent example of this type of problem is to be found at our new Refined Station at Groton, Connecticut.

This station is built on the eastern slope of the Thames River, opposite the southern end of New London and almost directly west of old Fort Griswold of Revolutionary remembrance. The entire easterly slope is an igneous, finely crystalline rock overlain by a thin cover

of glacial drift ranging from a few inches to several feet thick. The property itself extends from Eastern Point Road down to the shore line, a distance of about 750 feet. The shore is bare rock, much broken up and fissured by wave and ice action. The difference in elevation between Eastern Point Road and the Thames River is 58 feet, giving the property an average slope of  $7\frac{3}{4}\%$ . There is, however, a wide, almost level stretch near the lower end of the property, which provides a most ideal plot for the station structures and the tankage. A new sidetrack, branching off from that of the New England Ship & Engine Company, gives the station its rail facilities. As the Groton Station will serve a big territory, the bulk storage is quite large, consisting at present of one 6,600-barrel gasoline tank and one 2,850-barrel kerosene tank plus the usual elevated 23,000-gallon vehicle filling tank. The trade-marks on these tanks are plainly visible from the New London side, although the Thames at this point is about  $\frac{3}{4}$ -mile wide. Such large storage, of course, demands water

## *The TEXACO STAR*



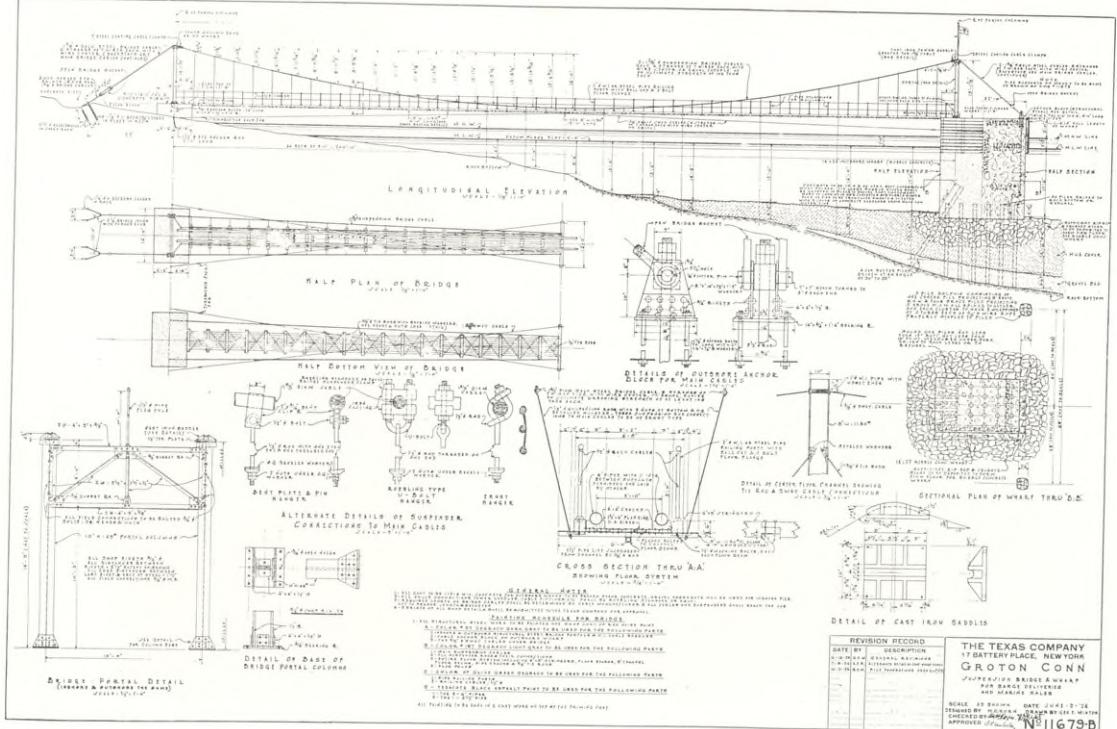
Center line of bridge—showing Texaco station and tanks at Groton, Conn.

deliveries to the station and this in turn means a wharf for barges to tie up to and pipe lines and walkway between the wharf and the shore. A proper wharf and convenient walkway are, in this case, particularly desirable for the development of marine sales, as the harbor and river about New London fairly swarm with local and transient yachts and tug boats and motor boats, especially during the summer season.

A glance at the drawing will show that up to 100 feet off-shore the river bottom is bare rock, and even at a distance of 170 feet off-shore the thickness of the mud cover over the rock bottom is only 8 feet, which will not hold piles. The usual design of pile wharf and pipe trestle, therefore, could not be used. Furthermore, although a sufficient depth of water (15 feet) is found about 150 feet off-shore, it is necessary, on account of the unbroken exposure to storm winds and waves and the rock-ribbed condition of the shore, to place the wharf at least 200 feet off-shore in order to make the landing attractive for marine sales and safe for The Texas Company's own barges.

The conventional method of bridging this water gap would have been to build a rock-filled timber crib wharf of required dimensions to withstand ice action and boat shock, 200 feet off-shore, and smaller rock-filled timber cribs about every 20 feet between it and the

shore, with a simple timber beam floor over them to support the pipes and to form a walkway between shore and wharf. This is by no means cheap construction, because of its continuous under-water character, and it was therefore decided to develop other designs. Two other schemes were prepared. One consisted of a concrete pile wharf and intermediate concrete pile trestle bents, with flooring the same as in the conventional design. The foot of each concrete pile was to be secured to the rock bottom by means of steel dowel rods. This entailed under-water drilling, which is also costly. The third and more unique design, consisting of concrete wharf and suspension bridge between the wharf and shore, completed the three possible schemes of procedure. A superficial estimate of its cost indicated that it would be the cheapest of the three designs, provided responsible and experienced contractors could be found who would not feel that this type of construction called for an exorbitant bid. All three designs were then submitted to each of six contracting firms located variously in New London, Fall River, Boston, and New York. The bids, when opened, vindicated the writer's choice of the suspension bridge design, as it was found to be the cheapest of the three by 20 to 25%. The main reasons for economy in such bridges lies in the fact that all carrying members, except the cable towers, are in ten-



## The TEXACO STAR

sion and therefore of the smallest possible cross-section. Other factors in its favor are that it is all of steel, except the floor planking, and since the out-shore wharf is of concrete, future maintenance and repair and painting, items will be very small. Moreover, from the standpoint of appearance, the suspension bridge is by far the most pleasing and attractive of the three designs.

The design of suspension bridges is always interesting to the engineering profession, but interest in this one is somewhat heightened by the fact that the out-shore concrete wharf had to be placed on piles cut off 4 feet above the mud bottom, because at a point 200 feet off-shore the rock bottom dips quite steeply and is therefore overlain by a considerable thickness of mud and silt. This fact made the computations and stress diagrams a little more complicated because the necessary stability of the wharf, into which one end of the bridge cables are anchored, had to be computed against overturning, sliding, and excessive pile stresses, first to the top of the pile heads and then to the foot of the piles, and the entire wharf consisting of piles and concrete block has to act as one monolithic structure.

The drawing and photographs, together, give a fair idea of the shore line, as well as the design of both bridge and wharf; but a few pertinent figures might be mentioned in addition. The out shore wharf is a solid block of rubble concrete, 14'x22'x26' deep. It weighs 435 tons and sets on 30 vertical and 4 inclined oak piles. Each of the two bridge towers consists of two braced steel columns. The main cables are 15 $\frac{1}{8}$  inches in diameter and are made up of 7 strands of 7 wires each. The suspender rods are  $\frac{1}{2}$  inch in diameter. The floor beams are 8-inch steel channels. The bridge carries two 6-inch and one 2 $\frac{1}{2}$ -inch pipe lines placed each side of the walkway which itself is 30 inches wide. All the stresses are computed for a snow and ice load of 25 pounds per square foot and a load of ten men on the bridge at one time, in addition to the usual dead load, wind load, and other stresses.

The designs and drawings were prepared entirely by the Equipment and Construction Division, Sales Department, N. Territory.

The work was started September 27 and completed November 29, 1924.

The saving in water deliveries over rail deliveries at this station is sufficient to pay for the entire work within two or three years.

---

### LAW CURRENT

Rob't A. John

**Minimum Wage Law.**—The United States Circuit Court of Appeals (7th Circuit) has held that the minimum wage law of the State of Wisconsin, as it applies to adult women, is unconstitutional.—*Folding Furniture Works v. Industrial Commission*, 300 Fed., 991.

**Riparian Owner—Sale of Water.**—One possessing riparian rights may sell to a non-riparian owner water rights so long as such diversion and sale is reasonable and not injurious to other riparian owners, is the holding of the Court of Civil Appeals of Texas, in *Humphreys-Mexia Oil Co. v. Arseneaux et al.*, 244 S. W. 280. The case is pending before the Supreme Court upon writ of error.

**Recitals in Ancient Deed.**—An ancient tax deed, by reason of its antiquity, is admissible in evidence without other proof. Yet, nevertheless, the recitals in the deed as to

necessary advertising, and as to place, time, and method thereof, are not admissible to prove such facts. It is necessary to prove the same aliunde.—*Land v. Banks*, 254 S. W. (Tex.), 786.

**Assignment of Lease.**—A purely optional mineral lease was assigned by lessee to third parties, he receiving therefor \$16,000 cash, the assignees promising to pay the original lessee a sum of money "out of the first oil produced from said lease, over and above the royalty reserved to the original lessor." Deeming said land unproductive, the assignee, without attempting to drill and earn the additional consideration promised, forfeited the lease. It was held that the lease being entirely optional in its nature, the assignee enjoyed the option and could permit the lease to revert to the lessor when surrounding circumstances justified. *Greenwood v. Tyrrell & Helm*, 264 S. W., 221.

**Royalty—Where Part of the Tract is Conveyed.**—In the case of *McRae et al. v. Japhet et al.*, the Court of Civil Appeals, at

## The TEXACO STAR

Galveston, Texas, has held that where lessor subdivides and sells a portion of the tract under lease to third parties, that they are entitled to their proportionate part of the royalty earned from the entire tract, whether the wells be located upon the tract sold or not. This case is not yet published.

**Trade or Assumed Names—Registration.**—A statute of Texas requires individuals or partnerships to register their trade name when it is other than their own or real name. The Court of Civil Appeals, at El Paso, has held that contracts made in the absence of such registration, where trade name is used, are unenforceable.—*Loving v. Place*, 266 S. W., 231.

**Right of Way.**—A right of way acquired by public service corporation for a consideration paid is not lost by nonuse. There must be some act showing a permanent abandonment.—*Knotts v. Summit Park Co.*, 126 Atl. (Md.), 280.

**Term of Lease.**—The usual clause found in oil and gas leases agreeing that the term of same shall be "as long as oil or gas is produced in paying quantities," does not terminate the lease by a failure, for a brief time, to actually produce oil, the rule being that the lease continues in force, "unless the period of cessation, viewed in light of all the circumstances, is for an unreasonable time." *Lamb v. Vansyckle*, 266 S. W. (Ky.), 253.

**Inheritance Tax—War Risk Insurance.**—The Louisiana Supreme Court, in the case of *In re Geier*, 99 So., 26, holds that the state inheritance tax does not apply to war risk insurance, although distributed to the heirs upon the pre-decease of the beneficiary named in the insurance policy.

**Oral Contracts—Statute of Frauds.**—An oral agreement between the remaindermen and the owner of the life estate, agreeing upon the division of royalty earned by an oil lease on certain lands, is not contrary to the statute of frauds, and for that reason need not be in writing.

The court also holds that this is not contrary to the statute requiring a contract, not to be performed within a year, to be in writing.—*Meredith v. Meredith*, 264 S. W. (Ky.), 1100.

**Licenses Distinguished from Leases.**—The principal test distinguishing a lease from a license is that the lease gives exclusive possession of the premises to lessee against

the entire world, including the owner, while a license merely confers a privilege to occupy under the owner. This is the holding of the Supreme Court of Alabama in *Holt v. City of Montgomery*, 102 So., 49.

**Consideration of One Dollar for Option.**—Option to purchase an interest in land given in consideration of one dollar paid, is based only upon a nominal and not a valuable consideration, and could be withdrawn by vendor at any time before acceptance.—*Hogan v. Richardson*, 266 S. W. (Ark.), 299.

**Easement—Homestead.**—The husband has the power to create a perpetual easement over the homestead occupied by himself and wife without the joinder of the wife, provided the exercise of such right does not destroy or materially affect it as such. This has been reaffirmed in the case of *Denton County v. Sauls*, 265 S. W. (Tex.) 1091.

**Mines and Minerals.**—A warranty deed reserving minerals, without expressly reserving the use of the surface necessary to recover the same, implies such grant, and under such circumstances all easements necessary are created *ex necessitate*.—*Hemler Coal Co. v. Kirk*, 266 S. W. (Ky.), 355.

### "Greatly Exaggerated"

Philadelphia, January 12, 1925.

Editor The Texaco Star:

Your issue of December 1924, page 32, referring to Rev. Dr. Conwell, reads: "... who recently died in Philadelphia."

Many other great men have been reported dead from time to time in the past. This report is like a similar one of which Mark Twain said: "greatly exaggerated."

Dr. Conwell is very much alive and ministers to one of the largest church congregations in this city—one of the great preachers of the time, and, further, and most unusual, he is a great philanthropist, "the" great preacher-philanthropist.

Dr. Conwell may or may not read the *Star*. If this article came to his notice 'would provoke a smile, and doubtless lead to a story drawn from his experience.'

Your attention has probably been called to this error of your correspondent, but this will do no harm, and may perhaps indicate to you a stockholder's appreciation of your magazine.

Yours truly,  
Charles Hubbell.

When the state is most corrupt, then laws are most multiplied.—*Tacitus*.

# The TEXACO STAR

## Station Prizes

The results of the Station Prize Competition for the Fourth Quarter of 1924 have been determined, and the names of the winners and honorable mention stations are listed below. In each instance the station first mentioned is the winner, and the second and third have honorable mention.

### Bulk Stations

#### Atlanta District

Selma, Ala.—Agent R. S. Hudson  
Bessemer, Ala.—Agent A. N. White  
Anderson, S. C.—Agent S. N. Mays

#### Dallas District

Dallas, Texas—Agent J. W. Patterson  
Quanah, Texas—Agent C. F. Winbry  
Texline, Texas—Agent Ed. F. Bryant

#### Florida District

West Palm Beach, Fla.—Agent E. B. Patterson  
Fort Lauderdale, Fla.—Agent M. C. Trammell  
Bradenton, Fla.—Agent C. R. Shannon

#### Houston District

Harrisburg, Texas—Agent C. G. Glass  
Kirbyville, Texas—Agent G. R. Reynolds  
Corpus Christi, Texas—Agent B. F. Coons

#### New Orleans District

Arabi, La.—Agent L. Develle  
Plaquemine, La.—Agent T. J. Porteous  
Morgan City, La.—Agent S. P. Rogers

#### Oklahoma District

Oklahoma City, Okla.—Agent W. J. Hein  
Tulsa, Okla.—Agent J. W. Wallace  
Muskogee, Okla.—Agent J. A. O'Niell, Jr.

#### Billing District

Plains, Mont.—Agent J. H. Delaney  
Basin, Wyo.—Agent D. H. Johnson  
Malta, Mont.—Agent Malta Auto Company

#### Denver District

North Platte, Neb.—Agent O. R. Robinson  
Greely, Colo.—Agent C. B. Tillman  
Rock Springs, Wyo.—Agent Norton Lee

#### El Paso District

El Paso, Texas—Ass't Agent J. W. Mitchell  
Deming, N. M.—Agent S. R. Ruebush  
Mesa, Ariz.—Agent C. E. Golding

#### Omaha District

Auburn, Neb.—Agent L. L. Johnson  
Pierre, S. D.—Agent C. A. Crow  
Murdo, S. D.—Agent G. A. Muck

#### Spokane—Salt Lake Districts

Nephi, Utah—Agent Russell Hawkins  
Ritzville, Wash.—Agent J. P. Koch  
Spokane, Wash.—Agent B. B. Gable  
St. Albans, Vt.—Agent R. C. Field

#### Boston District

Springfield, Mass.—Agent R. R. Kibbe  
White River Junction, Vt.—Agent F. J. B. Vincent  
St. Albans, Vt.—Agent R. C. Field

#### New York District

Ogdensburg, N. Y.—Agent L. E. Cleland  
Middletown, N. Y.—Agent W. L. Nash  
Bradley Beach, N. J.—Agent H. L. Collins

#### Philadelphia District

Malvern, Pa.—Agent W. H. Cledenin  
Norristown, Pa.—Agent A. C. Gibson  
Baltimore, Md.—Agent M. R. Bunting

#### Norfolk District

Portsmouth, Va.—Agent H. H. Herbener  
Martinsville, Va.—Agent G. M. Andes  
West Point, Va.—Agent S. Carlton

#### Chicago—Pittsburgh Districts

Twin Cities—St. Paul, Minn.—Agent J. L. Bero  
West Pullman, Ill.—Agent A. M. Waldner  
Kingsbury, Ill.—Agent W. L. Cole

### Filling Stations

#### Atlanta District

Valdosta, Ga., F. S. No. 1—Agent B. S. Lineberger  
Waycross, Ga., F. S. No. 1—Agent C. E. Lamson  
Anniston, Ala., F. S. No. 1—Agent J. C. Stanley

#### Dallas District

Paris, Texas, F. S. No. 1—Agent A. F. Ardian  
Abilene, Texas, F. S. No. 1—Agent H. G. Castle  
Dallas, Texas, F. S. No. 8—Agent E. W. Mayr

#### Florida District

Lakeland, Fla., F. S. No. 1—Agent C. C. Gillham

#### Houston District

Austin, Texas, F. S. No. 2—Agent I. C. Edwards  
San Antonio, Tex., F. S. No. 1—Agent C. A. Burkholder  
Houston, Texas, F. S. No. 9—Agent R. M. Griffin

#### New Orleans District

New Orleans, La., F. S. No. 9—Agent N. Chamel  
New Orleans, La., Filling Station No. 5—Agent J. A. Bergstrom, Jr.  
New Orleans, La., F. S. No. 10—Agent G. M. Beelman

#### Oklahoma District

Tulsa, Okla., F. S. No. 5—Agent C. A. Bell

#### Philadelphia—Boston—Chicago Districts

Hartford, Conn., Boulevard Filling Station—Agent J. W. Corbett  
Boston, Mass., Filling Station, Commonwealth Avenue  
—Agent T. B. Ford  
St. Louis, Mo., Filling Station, Washington Boulevard  
—Agent D. P. Young

#### New York District

Brooklyn, N. Y., Filling Station, Lefferts and Washington Sts.—Agent P. V. Bacon

## The TEXACO STAR

Jersey City, N. J., Filling Station, Pavonia Avenue  
—Agent H. Gianella  
Jersey City, N. J., Filling Station, Communipaw Avenue—Agent J. L. Clegg

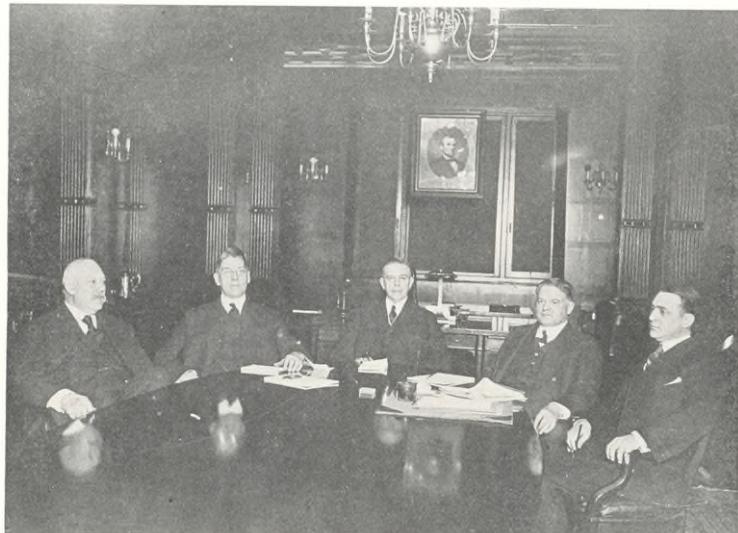
Denver—Omaha—El Paso—Salt Lake—  
Billings Districts  
Denver, Colo., F. S. No. 10—Agent J. R. Howe

For the Third Quarter, omissions in awards as previously published, affecting filling stations, are now supplied as follows:

Florida District  
Pensacola, Fla., F. S. No. 1—Agent L. W. Sullivan  
Houston District  
Yoakum, Texas, F. S. No. 1—Agent W. A. Rittner  
New Orleans District  
Shreveport, La., F. S. No. 1—Agent L. P. Bushey  
Philadelphia—Boston—Chicago Districts

Providence, R. I., Filling Station, Dorrance Street  
—Agent J. F. McHale  
Hartford, Conn., Boulevard Filling Station—Agent J. W. Corbett  
St. Louis, Mo., Filling Station, Washington Boulevard  
—Agent D. P. Young  
Denver—Omaha—El Paso—Salt Lake—  
Billings Districts  
Salt Lake City, Utah, F. S. No. 3—Agent Wm. Yeates

The winners of the bulk station National Cash Prizes of \$1000 for first place, \$750 for second place, and \$500 for third place, will be announced in the March issue of the *Star*. There were numbers of excellent station records made in 1924, and careful consideration is being given to the claims of all. The March *Star* will tell the tale.



First meeting of the Federal Oil Conservation Board, appointed by President Coolidge to study the oil situation with a view to conserving oil deposits. Left to right: Secretary of War Weeks, Secretary of the Navy Wilbur, Secretary of the Interior Work, Secretary of Commerce Hoover, Chairman of the Board, and Edward S. Rochester, secretary of the Board.

How often is the ambitious man mortified with the very praises he receives, if they do not rise so high as he thinks they ought.

—Addison.

Flatterers are enemies of the worst kind.

—Tacitus.

The prosperity of fools shall destroy them.

—Solomon.

# 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 each month. All are invited to coöperate.

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

### REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF JANUARY, 1925

Refined—Coastwise.....	983,038 bbls.
Refined—Foreign.....	478,137 bbls.
Crude—Coastwise.....	332,062 bbls.
Crude—Foreign.....	26,663 bbls.
Total.....	1,810,900 bbls.

### A Giant Speaks:

#### I am the Pressure Still!

Over me men have labored as does a mother with child; by me they have watched as for a new day; aye! about me they have fought as for the favor of a maid.

I am a mighty tool of a huge industry! Through my veins are charged the dark and sluggish flows; into my hot and pulsating heart they make their way to be purged of their dross, to have their best brought from them; and from my arteries they emerge in cleaner, purer streams, as clear as the waters of Hebron, to quench the thirst of the panting motors of the world of machines.

I have taken my place with those other devices of Man, conceived in sweat and blood, to cut distance asunder, to conquer the heights in building, to produce growth where was barrenness—briefly said, to aid in making the

most of the resources of a bountiful, yet ever poorer, Nature.

I shall be an Emancipator. I shall help in freeing Men from the bondage of Waste. I shall make that rich viscous fluid—stubborn in yielding its all from the day of its disturbance in the bowels of the Earth, as though in reproach at its finding—render its last iota of volatility. There shall be two glistening liquid volumes, restless with latent power, where there was but one before—when only my crude ancestors assayed the task.

I am a Youth, but I am tried. Watch me! I am the Pressure Still.

—From *Port Arthur Works*.

### SALES DEPT. S. TERRITORY

### Houston District.—

Ed. M. Steves was checked in as agent at Shiner, Texas, effective January 1, 1925, vice C. R. Longorio, resigned. We wish our new agent every success.



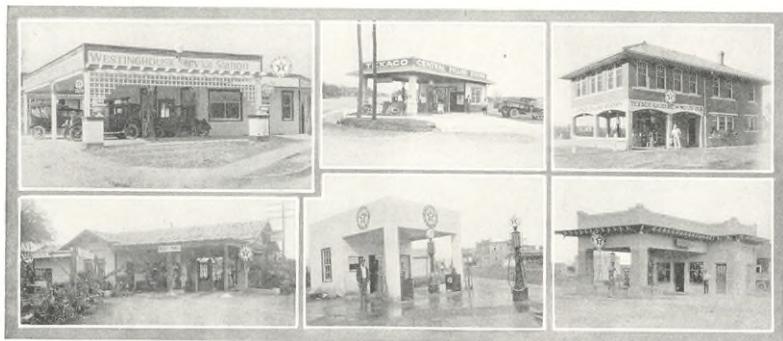
New Filling Station, Smithville, Texas

Recently opened by Agent E. C. Williams. It is on record that all the pump operators were surely weary when the opening day ended. The attractiveness of this station is evident. Note the indubitable appearance of Texaco. Agent Williams is shown third from the right and Special Agent W. R. Coons next to him.



Assistant Agent John Steiner of San Antonio, who puts on overalls on Sunday and absorbs Texaco motoroils and greases so as to be well lubricated for an early start Monday morning.

## The TEXACO STAR



Some representative filling stations in Houston District

Upper, left: Westinghouse Service Station, Beaumont, Texas, is of the highest type of automobile service station, and its neat attractive appearance combined with the Texaco products dispensed places it in the front rank of Beaumont stations.

Lower, left: Tourist Park Filling Station, Brownsville, Texas, is a picturesquely station with a tourist camp in conjunction. Its commodious driveways are enticing to the traveling autoist, and the Texaco signs on the dispensing equipment readily decide the consumer to 'fill up' at the 'Tourist Park Filling Station.'

Upper, middle: Central Filling Station, Fredericksburg, Texas. The source from whence this attractive station derives its supplies is evidenced by the Texaco truck seen in the picture. The customer here is met with the Texaco smile and Texaco service, and the ultimate results obtained from Texaco products captivate each user.

Lower, middle: R. & L. Filling Station, Rosenberg, Texas, an exclusive Texaco dealer. A neat building strategically situated, Texaco compariscopes on the lubricating oil containers show the clean, clear, golden color of the contents. The whole aspect of the station is that of a successful Texaco dealer customer.

Upper, right: J. M. Emmer Filling Station, Gonzales, Texas, has a most pleasing and imposing appearance. Our good customer, Mr. Emmer, is utilizing one of his very few spare moments to show us what his dog can do.

Lower, right: This filling station of L. Meane & Co., Robstown, Texas, is of rather unique architecture. Our good customer has the right perspicacity and is 'cashing in' on Texaco.



Uncle Sam's Filling Station

Having shown in this issue some representative Texaco filling stations in Houston District, as a matter of contrast we show this "Uncle Sam's Filling Station," Houston, Texas. Words rather fail us in describing this station. It is situated close to the Houston Turnip Basin, and in a few years (who knows?) European tourists disembarking at Houston will enquire as to "Uncle Sam" when they observe the sumptuous station at which Texaco is so much in evidence. It may be mentioned that the melons shown in the photograph are not intended to entice autoists to the station, the Texaco signs being sufficient for that. Also, in order to obviate any misunderstanding, it should be mentioned that 'Uncle Sam' is not even distantly related to our esteemed Houston District Superintendent.

The only way to have a friend is to be one.

**Dallas District.**—There have been a number of changes in the organization as of January 1, and all the boys appear pleased with their new duties. Dallas District regretted to lose H. J. Dougherty, transferred to Oklahoma.



**Gardner No. 2 Filling Station, Santa Anna, Texas**  
 "Agent G. E. Adams sends this picture with the remark: 'I serve three stations just like this'. We like the expression 'serve', which probably accounts for the fact that this good customer recently purchased a straight carload of Texaco lubricants for distribution through his stations."

## The TEXACO STAR



**Marine Sales Division.**—U. S. Navy S. S. "Lydonia." This vessel for many years has maintained perfect lubricating record with Texaco Marine Lubricants, and the engineer officer, Lieut. John Wyer, gives them his undivided approval and praise. Officers of the "Lydonia," left to right: Ensign H. J. Petersen, Deck Officer S. B. Grenell, Chief Engineer Officer John Wyer, Captain H. A. Cotton, Deck Officer W. G. Gibson, Lieut. W. G. Craib.

Our District is being audited by D. M. Davis and R. C. Willett. Both of these gentlemen are natives of Texas, and we are glad to have them with us after their sojourn in the North. We are all working together to have Dallas show the best audit ever.

"Texaco" Jones, our agent at Eastland, arranged a splendid exhibit of Texaco Products at the recent Eastland Flower Show and Merchants Fair.

January 17, at 7 p. m., at Cliff Temple, Miss Doris Stephenson of our Accounting was married to Mr. Lee Eubank. Congratulations.



Our new A. F. S. No. 1, Gainesville, Texas

Never buy on credit unless means of redeeming the obligation are in sight. The budget book is the starting point of many a successful career.

Correction is good when administered in time.



Christmas Eve at Gainesville A. F. S. No. 1

Through employees of The Texas Company small gifts were presented on Christmas Eve to 287 unfortunate kiddies. On account of severe weather this photograph was taken before all arrived. The station was beautifully decorated for the occasion. Agent Hancock, Ass't Agent Earl Chapman, and Tank Wagon Driver Woolfolk (who made a wonderful Santa) are shown in the picture.

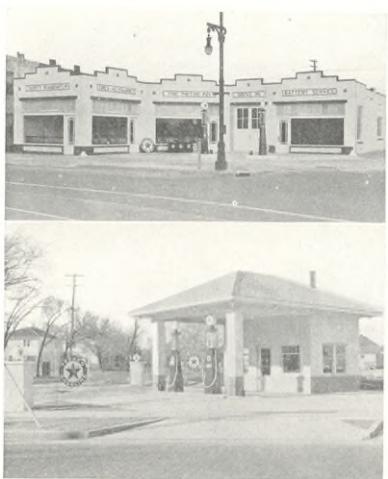


Cooper, Texas

M. Y. Early's 100% Texaco filling station, recently opened in Cooper. Left to right: Buzzy Good (attendant), Clyde Early (attendant), M. Y. Early (owner and general manager).

**Oklahoma District.**—The annual audit just closed reflects 100% verification of accounts, our third consecutive audit showing

## The TEXACO STAR



The Motor Inn, H. S. Wise, Proprietor, Sycamore and Douglas, Wichita, Kansas.

Fairechild Bros. Filling Station, 17th and N. Lawrence, Wichita, Kansas.

Agent McCoy and Special Agent Rawls, better known as Mac and Freddie, have landed a couple of fine accounts in Wichita, the "hotbed of competition," and the boys are so proud of their customers' crackerjack stations they have insisted that their pictures go in the *Star*. We are sure Texaco will not only increase the gallonage of these two fine stations, but make them leaders in Wichita.

this desirable feature. In addition thereto ten stations collected 100% of November balances during December, and several others missed the mark by only one account. The ten stations mentioned were: Ft. Smith, Ark.; Waurika, Okla.; Anadarko, Okla.; Magnolia, Ark.; Erick, Okla.; Tonkawa, Okla.; Ft. Scott, Kas.; Nevada, Mo.; Wewoka, Okla.; Elk City, Okla.

We trust Messrs. Breeding and Yeatman will return next year when we can again repeat our 1924 performance.

In announcing our new policies for the new year and our determination to shoot at higher marks than ever before attained in the Oklahoma District, we do so knowing we shall have the help of H. J. Dougherty, our new Assistant Superintendent in charge of Operations. Mr. Dougherty comes to us from the Dallas District and all who have had the pleasure of meeting this affable gentleman feel that he is with them from the start and will be ready

at all times to assist in every way possible. Welcome to Oklahoma District and to Oklahoma City, Mr. Dougherty.

Agent L. M. Belser, Jr., of Dermott, Arkansas, visited the D. O. in January, lining up some new business on which he has been working for some time. Good boy, Louie, more power to you!

The Oklahoma District regrets to lose from its midst J. E. Williams, Representative for the Asphalt Sales Department in Oklahoma. We counted Mr. Williams one of our family in Oklahoma City. We cannot find words to express our esteem for this honorable gentleman, and we trust the bunch he is going to join at Memphis, Tenn., will appreciate his true worth.

**New Orleans District.**—During December the following stations made 100% in collections: Columbia, Corinth, Logansport, McComb, Philadelphia, Wiggins. Ninety-five per cent or better was achieved by Arabi, Vinton, Crowley, and Vicksburg.

The commendable enthusiasm and spirit of Agent Paul Rogers and Ass't Agent C. W. Phillips, Vinton, La., is shown in this quotation from a letter received from them the first of the year: "Years may come and years may go, be it sunshine, sleet, or snow, there will forever be a use for Texaco."

We are pleased to report the safe arrival of little Miss Marion Kidd shortly after the advent of the New Year, at the home of Chief Accountant M. B. Kidd. Mr. Kidd is justly proud of this latest addition to the Texaco Family in New Orleans.

**Atlanta District.**—W. H. Noble and L. A. Ramage, of Houston, conducted a Texaco B Q meeting in the District Office on January 7-8. There were many interesting discussions of cotton growth, weevil life stages and habits, and various means of combating the weevils' increasing inroads upon the South's most famous product. Moving pictures were exhibited showing the weevil and effect of Texaco B Q on the pest.

The D. O. had the pleasure of the presence of Department Agent G. M. Worthington for several days commencing January 16.

Assistant Agent R. E. Stafford, Dothan, Ala. Station, and Miss Inez Townsend, of Daleville, Ala., were subjected to rice showers and old shoes on January 14. The couple have our sincere wishes for a continuous honeymoon, prosperity, health, and happiness.

## *The TEXACO STAR*

### Hartsville, S. C.

An exceedingly attractive service station—wholesale and retail. The round sign in the window is the Texaco B Q. Left to right: Agent C. R. Rouse, Special Agent L. B. Black, Wallace Graham, John Gardner, John McAlpin.

Born to Agent J. W. Cunningham and wife, Bennettsville, S. C., Dec. 23, Emily Lydia, weighing 7 lbs., black hair and blue eyes.

Arrived: *January 12, 1925*

Willidine (Texaco)

Weight: *eight pounds*

*Mr. & Mrs. A. D. Clements*

Salesman Chas. W. Levy writes:

"Another 15-years Texaco dealer has taken my authority to name his first son Willidine Texaco Clements. Eight pounds is the weight of this Texaco, the same weight as one gallon (504) Aleph. So upon receiving the above news I at once proceeded to a Texaco station, also to a department store, and ordered to be sent by parcel post Castoria, 721 Castor, asafetida, diaper cloth, 00 and 3 Cup Grease."

### SALES DEPT. W. TERRITORY

Denver District.—All mourn the passing of William J. Mevers who died January 21. For two and one-half years he had been Cash Sale Clerk in the District Office. He was of high moral character and an untiring worker, and his untimely passing takes away from us one of the most faithful and loyal employees of The Texas Company.

E. C. Harlow, Credit department, has re-



signed to accept a position in another field. We hate to see him go and wish him success.

Zone Salesman Bob Hoffmeister has been made superintendent of all filling stations in Denver District. We are confident that Bob will more than fulfill our expectations of him.

A. R. Dunphy, who has taken over what were formerly Zone 10 and Zone 11, is beginning to make things hum. We expect great things of him.

Jack Leas, our crack Motor Inspector, is leaving us to take a consignment agency in Spokane District. We hate to see Jack go, but our loss is Spokane's gain.

Agent C. M. Cooley, Chama, N. M., is the proud possessor of a newly arrived Assistant Agent. That this youngster is a born Texaco booster is shown by the fact that he is already able to pronounce the word *Texaco* with unmistakable clearness.

Denver is enjoying the most successful National Western Stock Show that has ever been held. Several of our Agents who were lured to Denver by this attraction have paid us short visits, among them Agent Munson from Lander, Wyoming, Heathington from Longmont, McIntosh from Fort Collins, Green from Haxtun, Addington of New Raymer, and Brennan of Durango, Colorado. We enjoyed their visits and hope that they will not wait for a Stock Show before paying us another.

L. R. Holmes of Houston, Assistant Manager in the Refining Department, paid us an enjoyable visit recently.

A day off is generally followed by an off day.



Westcliffe, Colo. Station

"Just finished—ready to start. Gray & Fenton, Painters."

## *The TEXACO STAR*



New Station facilities at Colorado Springs, Colo.

It became necessary to give up our old station because the railroad on which it was located was abandoned. This new station is on the D. & R. G. tracks at the outskirts of Colorado Springs on the main highway entering it from the north. It is a wholesale and retail station in one and we believe all will agree is unusually attractive in appearance. It was designed and constructed by H. J. Clark, General Construction Foreman, Western Territory.

### Salt Lake District.—



An enviable sales record in 1924

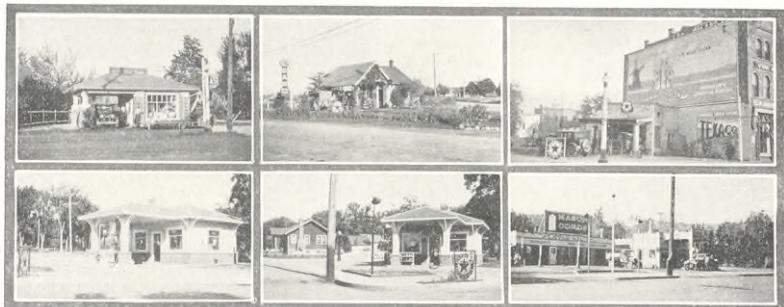
Nephi, Utah, is one of the leading stations in Salt Lake District with an enviable record for 1924. At left, Lynn Jackson and his International truck; in center, Agent R. Hawkins and his Chrysler roadster; at right, A. Salisbury and Ford truck.

**El Paso District.**—We extend greetings to the newest Agent in our District, M. P. Walker at Wilcox, Arizona, who will represent us on a consignment arrangement handling

the full line. Mr. Walker also represents us at Lordsburg, N. M.

A. B. Hulsey, Consignment Agent on lubricating products at San Simon, Arizona, is increasing his facilities to take on our gasoline and kerosene. Live business men are taking advantage of the demand for Texaco.

**Spokane District.**—A hearty welcome to Earl Rosenbaum and M. E. Duncan, Jr., new agents at Baker, Oregon, and Nampa, Idaho. Mr. Duncan is no stranger, having been assistant to Agent E. M. Rogers, Boise, Idaho, since the opening of that station, and we know from his Boise record he will give a splendid account of himself. While not so well known to us, we have equal confidence in Mr. Rosenbaum.



Some representative filling stations in Spokane District

Top row: Evergreen Service Stations, Nos. 1, 2, and 3, in Lewiston, Idaho, and Clarkston, Wash., owned and operated by Messrs. Teipner, Hoyt, and Barton. We'll back these against any three chain filling stations in the country for attractive appearance and practical design. And when it comes to gallonage,—they're there!

Lower row, left: Two views of a very attractive station at Union, Oregon, 100% Texaco, owned by Merton A. Davis. Mr. Davis has an ideal location at the center of the town and directly opposite the Tourist Park and famous Union Hotel. Note the display rack under the canopy. Mr. Davis tells us there is scarcely a day this Silent Salesman doesn't 'kick through' with sales.

Lower, right: A splendid service station at La Grande, Oregon. Nothing but Texaco can be obtained there. Audmer Playle directs its destinies, which means bang-up direction for a bang-up station.

## The TEXACO STAR

Up here in the Great Northwest, where men are men, *etc.*, the old line does fit in now and then, as witness following from our Newport, Wash. Agent:

On my road there, I found seventeen trees that had blown across the road. It was necessary for me to take through the woods in several places, and in trying to get there tore the transmission out of my truck. I then hired a team and sled and delivered the Crystallite to the store at Tweedie. I am sure we will gain this concern's business at both Blanchard and Tweedie sooner or later.

Service of this sort can not fail to win.

The tenderfoot in the Pacific Northwest hears much of the famous winter "chinook." But after six weeks of sub-zero weather and daily snowfall, this tenderfoot has classified the winter chinook along with the Fountain of Youth and Perpetual Motion. We're still gullible enough to believe there may have been a chinook some time in the misty past, but as for the future, we have to be shown.

Dan Cupid has been drawing his bow around the D. O., judging from rumors current. We expect to have some announcements for the next issue of the *Star*.

**Omaha District.**—The nominations for the Fourth Quarter Prize in the Omaha District for the year 1924 were:

- 1st—Agent L. L. Johnson, Auburn, Nebr.
- 2nd—Agent Charley Crow, Pierre, S. D.
- 3rd—Agent G. A. Muck, Murdo, S. D.

Agent M. Schamber, Mobridge, S. D., was the winner of the Third Quarter Prize. We quote Mr. Schamber's remarks as to what he attributes his success in winning the prize:

To begin with, when I read in *The Texaco Star* the prizes offered by The Texas Company at the beginning of my employment as Agent, my chief consideration has been my duty to my employers, customers, and community. Of course, I have studied my contracts, rules, and regulations, and followed all requirements as far as possible.

Must say, however, that the careful instruction from The Texas Company, the prompt and cheerful advice, assistance, and patience of the District Office at all times have been a great help to me.

The D. O. had the pleasure of a visit from Manager H. W. Dodge on January 17.

**SALES DEPT.** Chauffeur and Mrs. R. S.  
**N. TERRITORY** Keator, Cooperstown, N.  
Y. Station, are the proud parents of a daughter, Dorothy May, born December 20, 1924.



Agent W. L. Knoll, Newton, N. J., delivering gasoline to a Service plane which uses only Texaco Gasoline and Texaco Motor Oil Super Heavy. Knoll is seen standing on the lower wing.



Linden, N. J.  
Filling Station of F. Ulrick—100% Texaco.



### How they have grown

The first photograph shows the building in which the A. & B. Garage of Middletown, N. Y., started business. The second shows their new garage reputed to be the finest between New York and Binghamton. This garage is 100% Texaco.

## The TEXACO STAR

**Boston District.**—The annual Christmas Eve party was again indulged in. Of course "Nick" Carter has had plenty of experience in trimming Christmas trees at home and naturally is a Past Master of the art, but we have to say he outdid himself in his decoration of the Office tree, the final touch being the star with a green T in the center. Games and later dancing to victrola music were thoroughly enjoyed. While it may seem a long way off, we are all looking forward to Christmas 1925 and the good time it brings with it. We extend our thanks to the Committee for their efforts.

G. C. Wright has succeeded in signing up Sutton's Mills, at North Andover, Mass., on contract covering their entire lubricating requirements for 1925. This is one of the oldest woolen mills in New England, having been established in 1802.

A. H. Chappell spent the week-end in New York where he attended the banquet of the famous Yale Olympic Crew held at the Waldorf-Astoria.



Worcester, Mass.

Tom Corey's Filling Station is one of the best locations we have in Worcester, situated on the main thoroughfare. Each year Mr. Corey makes new strides in the oil business and we extend to him our congratulations.

**Philadelphia District.**—The D. O. Christmas party was held as usual. The minstrel show was a great success. Everybody enjoyed the refreshments and dancing, and all had a good time.

Miss Jean Hughes, whose engagement was announced recently, has tendered her resignation. We are all sorry to see Miss Hughes leave, and all extend hearty congratulations.

The General Lubricating department has closed a big contract with the Illinois Glass Company, Bridgeton, N. J. We understand that this is one of the very best accounts in that vicinity.

**Pittsburgh District.**—The District Office mourns the loss of David W. Horan, who died after an illness of about three weeks. Mr. Horan was convalescing when he suffered a sudden relapse and passed away on the morning of January 6. Dave was with the Company for more than eight years. He was transferred from the New York Office to Pittsburgh in September 1920.

M. E. Williams, Salesman, Wheeling Station, was married on Christmas Day. We have not yet learned the name of his Christmas "gift".

**Chicago District.**—Superintendent S. B. Wright and wife, who have both been down with pneumonia, have improved enough to be moved to Hot Springs, Ark., to recuperate.

Nathan H. Steindler, Supervisor of Smokestack Sales, announces the arrival of a son, Emanuel Mathews, on January 7. The young man, his mother, and grandmother will all celebrate their birthdays on the same date.

All in the D. O. extend sympathy to Elmer Vennerdrow and August Johnson each of whom recently lost his mother.

Miss Marion Lempke and Miss Marie Clausen have been wearing beautiful solitaires since Christmas. Here's hoping they stay with us until nest building time—"Nobody knows."

"Charlie My Boy" is becoming expert in all kinds of licenses.

Ass't Sup't "Zip" Kizer has had another visit from friends. This time they were pleased with his Super Het. Radio outfit, so they took it away with them and forgot to close the doors and window.

**ASPHALT SALES DEPT.** The 22nd Annual Convention and 16th National Good Road Show of the American Road Builders' Association was held during the week January 5-9 in Chicago. Engineers, public officials, contractors, and material and machinery men from all parts of the country give one week of their time to this Convention and Show. Manufacturers of paving materials, such as our own company, and of machines of all descriptions concerned with modern highway building set up their products in the Coliseum and adjoining buildings for examination by the visiting thousands. Texaco was represented, and in such a fashion as to leave our name indelibly in the minds of the majority of visitors.

Two papers read at the Convention deserve special mention here. One was entitled "Final

## *The TEXACO STAR*



The Noyack Road, Southampton, Long Island, N. Y., is a typical example of what is being accomplished by the towns of Long Island with Texaco Road Oil.

An automobile pressure distributor applying Texaco Road Oil to one of the roads of Long Island. Another view showing the application of Texaco Road Oil being covered with sand.

Link of the Lincoln Highway through New Jersey," by Harry D. Robbins, Division Engineer of New Jersey State Highway Department, in connection with which the new Lincoln Highway motion picture produced by our Asphalt Sales Department was introduced. The other was "Smooth Asphalt Pavements," by Walter L. Hempelmann, Engineer of our Middle West Division. One of the charter members of the Road Builders' Association expressed the opinion that "Hemp's" paper was one of the two best on the program.

At the Road Show Texaco was given a distinction worth mentioning. One of the most important exhibitors was the U. S. Bureau of Public Roads, which is regarded as a high authority by the industry. We were examining their exhibit one afternoon when we ran across two series of photographs which we instantly recognized. One set featured the well-known Oiled Roads of Long Island, in the perfection of which Texaco Road Oil has played the leading part. The other set presented the construction of the splendid Sand-Ashphalt roads of the State of North Carolina, in which Texaco played an almost exclusive part. In exhibiting these photographs the Bureau of Public Roads expresses its approval of both types of construction.

Friends of Louis W. Gay, Asphalt representative in Buffalo, learned with keen regret of the death of Mrs. Gay on January 12.

Second only to the excitement created by the recent eclipse of the sun, was the stir caused by the illness of Chief Accountant W. E. Henry, Eastern Division. For a week Mr. Henry and members of his family suffered

from ptomaine poisoning from chocolate eclairs. The entire output of eclairs of the neighborhood bakery was tainted in the same way, causing an epidemic of ptomaine poisoning. The Henrys recovered from their illness shortly after New Year's Day and sighs of relief were breathed in this office, for "Bill" is a general favorite.

A number of the engineers and representatives of our Department have held the position of City Engineer. For instance, Hugh Crawford, in Iowa, was the City Engineer of Independence, Kansas, before becoming associated with Texaco; Colonel A. D. Stivers, Superintendent and Engineer Southwestern Division, was City Engineer of Independence for five years; other representatives who have served as City Engineer are Chief Engineer A. R. Young, Representative J. E. Williams, Representative Charles Pratt, E. F. Durfee, and G. A. McClellan.

**EXPORT DEPT.** J. M. Smith, Managing Director of The Texas Company (Australasia), Ltd. is in New York on a short visit.

Quoting from the Chicago Sunday Tribune of December 28, 1924: "Announcement is made by Mr. and Mrs. Edward Everett Dow, of Redlands, Cal., of the marriage of their daughter, Fern, to William Henderson Pinckard, son of Mr. and Mrs. W. R. Pinckard of 6200 Kenwood Avenue, which took place on September 19 in Kobe, Japan." Mr. Pinckard served for a number of years on the staff of The Texas Company (Philippine Islands), Inc., in the Manila Office, afterwards going to

## *The TEXACO STAR*



Johannesburg, Transvaal, So. Africa

Prompt and efficient delivery is a watchword of our South African organization and goes a long way to make customers satisfied. This up-to-date delivery equipment is keeping our reputation in Johannesburg, Transvaal, at a point where it simply can't be beat.

Shanghai, where he joined the China Branch. He is now in Shanghai in charge of Lubrication Sales. Mr. Pinckard has many friends throughout the Far East, and his colleagues in the Company join in extending to him and Mrs. Pinckard their congratulations and best wishes.



Office of K. Rasiklal & Co., Ahmedabad, India

Distinguish between the civilization of quantity and the civilization of quality.

—George Sand.



In West Africa

This is the Dakar (Senegal) branch of the Cie. Francaise de l'Afrique Occidentale, pioneer distributors of Texaco products in West Africa, where they have numerous branches and agencies through which our products have been sold during thirteen years.



Sugar Mill of Lendinara, Italy

Using Texaco Lubricants throughout. The great success of Texaco products in this mill is one more of the striking achievements where the highest possible efficiency goes hand in hand with reduction in cost of lubrication.

## The TEXACO STAR

### PRODUCING DEPT.

The friends of T. J. Mooney, formerly in the Executive offices of this Department, were saddened by the news of his death in an automobile accident on December 13, 1924. He had been connected with the Company for seven years, in Houston and at Tampico, Mexico. Our heartfelt sympathies are extended to his family. He is survived by his mother, Mrs. M. M. Mooney, of San Antonio, Texas, and four sisters, Mrs. Iago Mueseboch, Phelan, Texas, Mrs. J. W. Pool, Marfa, Texas, Mrs. J. F. Murray, San Antonio, Texas, and Mrs. Frank G. Mathiessen, Los Angeles, California.

Who's Who in the Producing Department:—Ernest J. Nicklos is a man of wide experience in the oil business. Since early manhood he has been actively and directly interested in the producing end of the business and has seen the oil industry grow from an unimportant enterprise to one of the largest industries of the world.

Before coming to Oklahoma he was active in the fields of Old Mexico and South Texas. In addition to his experience in the United States and fifteen years in Mexico as producer, drilling contractor, and manager for a major company, he has operated in other fields of the world including Canada and Poland and other Central European countries.



Ernest J. Nicklos  
Gen'l Superintendent  
Oklahoma-Kansas  
Division

He has brought to the Oklahoma Division extensive knowledge of production methods and, backed by his long experience, is pushing the Oklahoma Division to the front.

**PIPE LINES** D. G. Gray, who has been connected with our Oil Accounting for many years, has resigned and moved from Houston to Wichita Falls. Mrs. Gray and their little daughter are now visiting relatives in the East and will join Mr. Gray at Wichita Falls, where they will make their home. They will be much missed by a large circle of Houston friends.

P. A. Angenend has succeeded Mr. Gray in the Houston Office.

Deepest sympathy is extended to L. J. La Rue, whose wife died January 10. Services were held at the home and at the Annunciation Church, and the body was taken to Galveston for burial. The high regard of many friends was expressed by beautiful floral offerings.

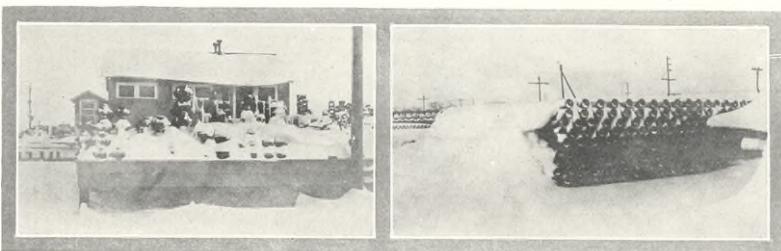
The home of Mr. and Mrs. Byron B. Robinson of Shreveport was saddened on January 27 by the death of their infant daughter.

### CRUDE OIL PRICES AT WELL

January 31, 1925

Penna., Bradford	... \$3.60	Homer	... \$1.20 to 1.55
Other Penna.	... 3.50	Caddo	... 1.45 to 1.80
Indiana	... 1.88	DeSoto	... 1.65
Canada	... 2.48	Bull Bayou	... 1.30 to 1.60
Ragland, Ky.	... 1.20	Crichton	... 1.45
California	... 1.00 to 1.82	Gulf Coast	... 1.75
Kan. & Okla.	1.15 to 1.95	Mexia	... 1.70
N.&N.C.Tex.	1.15 to 1.95	Luling	... 1.00
Eldorado	... 1.35 to 1.45	Currie, Powell	... 1.80
Smackover	... 1.15 to 1.45	Wortham	... 1.70
Haynesville	... 1.35 to 1.45	Wyoming	... 1.04 to 1.65

A horse will do a better day's work if driven with a loose rein—and so will a man.



Warehouse, Holliday, Texas, January 24, 1925—Photographs by F. S. Reid  
The worst storm North Texas has experienced in many years. The snow was 15 inches deep on the level.

## SUGGESTIVE INDEX—CURRENT ARTICLES

Journals cited are gladly loaned, if in our library, to persons connected with the Company. The journal or journals called for will be sent by return mail, unless in the hands of some one who has made a previous request—and in the latter case, as promptly as possible. Please give full and exact mailing address.

EXECUTIVE. Costs for Executives.—V. Norman A. Hall.—*Industrial Management*, January 1925.

Getting the Facts of Power Costs. J. P. Jordan.—*Industrial Management*, January 1925.

ENGINEERING. This Plant Has 100% Salvage Value. W. Lee Sloan.—*The Refiner and Natural Gas Manufacturer*, January 1925.

Engineers build gasoline unit with purpose of smallest possible loss in moving.

PRODUCING. The Relativity of Waste.—I. Alfred Pierce Dennis.—*The Nation's Business*, January 1925.

LUBRICATING. Can We Standardize Power Plant Lubrication? I.—What Lubricant Specifications Mean. Allen F. Brewer.—*Industrial Management*, January 1925.

GENERAL. A Year of Intensive Effort.—*The Commercial and Financial Chronicle*, January 17, 1925.

Old As the Hills Is State Regulation.—II. James E. Boyle.—*The Nation's Business*, January 1925.

The Strikes That Never Happened. Robert S. Henry.—*The Nation's Business*, January 1925.

Thieving Grows, But Why? W. W. Symington, Vice President, United States Fidelity and Guaranty Company.—*The Nation's Business*, January 1925.

BOOK. Land and Sea Tales for Boys and Girls. Rudyard Kipling.—Doubleday, Page & Co., 1923. \$1.75.

Kipling's first book of fiction since 1917, his first book for children since *Rewards and Fairies*, made up almost entirely of stories and poems never before published. This book will charm and strengthen both young and old.



Texaco Asphalt under severe test in Sydney, Australia

Darling Harbor Railway Goods Yards at Sydney, Australia, was recently reconditioned with Texaco Asphalt which we are informed is standing up exceedingly well considering the heavy traffic. This picture was taken during the period of shipping the wool clip.

### The Character of Washington

A penetrating vision which beheld the future of America when it was dim to other eyes, a great intellectual force, a will of iron, an unyielding grasp of facts, and an unequaled strength of patriotic purpose.

—*Henry Cabot Lodge.*