

# TEXACO STAR

FOR EMPLOYES OF THE TEXAS COMPANY



WILSON DAM, TENNESSEE RIVER, FLORENCE, ALA.  
LARGEST DAM IN THE WORLD

Texaco oils and greases used almost entirely  
in construction work

The expansion joints in the dam  
will be made of  
Texaco Asphalt



The  
MAGAZINE  
Lubrication  
IS PART OF  
TEXACO SERVICE

**B**EFORE we decided to begin publishing LUBRICATION again, we gave much thought to the way in which we could make it of greatest service to the readers.

We decided to discard all purely abstract discussions—to reduce or eliminate the purely “oil man’s” terminology—to get, if possible, close to our readers’ interest.

Therefore, we contemplate running one after another, leading articles dealing with some practical application of the science of lubrication. Thus, last month, we wrote an article on “Cutting Tool Lubrication.” This month, an article on “Refrigerating Plant Lubrication,” and each month hereafter, we shall try to present some big, broad division of the practical science of lubrication in a practical way.

This should make a file of

the magazine LUBRICATION valuable for two reasons: First, for the man who desires a general outlook on the whole field or the purchaser who must buy oil for a large plant or for a number of plants.

Second: For the man on the job—who may not be running an ice machine right now, and may not be called into consultation on the lubrication of a machine shop this week, but all of us change our positions from time to time—and all special knowledge should be “grist to the mill.”

Finally, we want you to consider LUBRICATION *your* magazine and you are invited to write to us asking questions, making suggestions, or indicating your interest in any particular point, and in every case we shall do all within our power to comply with your known wishes.



Lubrication  
THE TEXAS COMPANY  
17 Battery Pl., New York City

This announcement appeared in the March LUBRICATION. We think it points out clearly the kind of names wanted for our mailing list.

ADVERTISING DIVISION.



I have only just a  
minute,  
Only sixty seconds  
in it.  
Forced upon me—  
can't refuse it,  
But it's up to me  
to use it.  
I must suffer  
if I lose it,  
Give account  
if I abuse it.  
Just a tiny  
little minute,  
But eternity  
is in it.

—Jerry McQuade.

#### THE USUAL WAY

He worked by day  
And toiled by night,  
He gave up play  
And some delight,  
Dry books he read  
New things to learn,  
And forged ahead  
Success to earn.  
He plodded on  
With faith and pluck,  
And when he won  
Men called it luck.

—Detroit Free Press.

#### SPARE TIME

Are you looking for opportunity—your chance to get ahead?

Look, then, to your Spare Time. Coin your idle hours into special training. Get ready for the Future—Now. It is Opportunity itself.

Spare time spent in sheer loafing, or worse than useless dissipation, places a heavy mortgage on hope. Wasting your leisure means blasting your future.

Take the testimony of the Down-and-Outers. Every man of them will tell you that he spent his yesterdays Killing Time.

Tomorrow's failures are being recruited from Time Wasters now.

What are you doing with the eight hours that remains to you every day after work and sleep—the hours that are all Yours?

Are you using them so that when opportunity comes—your Big Chance—you'll be trained and ready? Or, are you just killing Time?

Fifteen minutes each day of regular physical exercise will make you fit for either work or recreation.

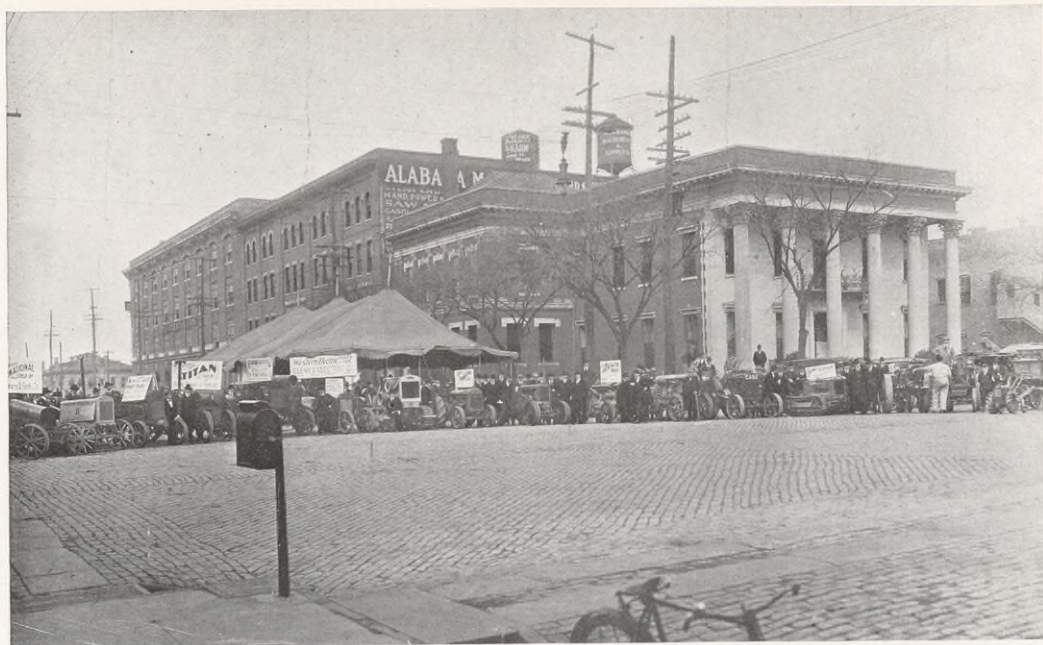
Thirty minutes of careful study each day for a couple of years will make up for lack of early education, increase the education you already have, develop brain power that you never dreamed of, give you a keen intelligent mind—make you what the world is everlastingly seeking—a real thinker.

If you're a Time Waster, halt and about face! It's not too late to begin over.

Learn to cultivate Time—not to kill it. Seek in leisure hours better health, better education, better training. Make every minute count for something worth while.

Begin a new Time Valuation.

—Safety News.



#### TRACTOR DEMONSTRATION—MONTGOMERY, ALA.

Every tractor in this group was using Texaco Ursa Oil, Tractor Oil C, or 622 Tractor Oil. The Western Electric were using Texaco Ursa Oil and recommending it; the Cleveland Caterpillar, 622 Tractor Oil; the Hart Parr, Titan, and J. I. Case, Tractor Oil C. All, excepting the International, used Thuban Compound.

Engineer Salesman Hugh Bonham and Agent Evert Youngs of Montgomery, Ala. Station, who were looking after The Texas Company's interests during the Tractor Demonstration, secured this photograph. The location is across the street from the Alabama Auto Company, who buy lubricating oils from us in carload lots. In the picture, at the right, a man in white overalls is standing in front of the International Tractor, and between the International and the Cleveland Tractor are standing Mr. Youngs and Mr. Bonham and Mr. Mason, Demonstrator for the Cleveland Tractor.

# TEXACO STAR

VOL. VII

APRIL 1920

No. 6

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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Address: Texaco Star, 401 The Texas Company Building, Houston, Texas

**P**RESIDENT BEATY SENDS HIS GREETINGS AND THE FOLLOWING MESSAGE:

I trust that every employe of this Company fully realizes his opportunities.

There is no greater industry than the one we are in, and there is no greater company than The Texas Company. This is a broad statement, but it is true. And it is also true that in our Company those who do the work are not precluded from participating in the results.

We have reason to feel proud of our past achievements, and we can face the future in supreme confidence.

I think one of the most important things for heads of departments and others in authority to keep in mind, no less than doing the daily work efficiently, is the matter of personal merit and promotion. It may not be easy to keep up with what this one or that one is doing, but it is something well worth whatever effort it may cost. Let it be a part of our creed that merit will be rewarded, and that the reward will come without unreasonable delay. I do not believe in keeping an employe too long in the same position. The fact that he may do the work well is an argument in favor of change rather than against it. Those who show aptitude and capacity should be given a chance. We must recognize the fact that the office boy of today may be the president of tomorrow.

★ ★

Since our last issue several changes have occurred in the official personnel of The Texas Company:

E. C. Lufkin, President since November 1913, has become Chairman of the Board of Directors and of the Executive Committee, with the title of Chairman of the Board, and Amos L. Beaty, who has been with the Company since August 1907, and General Counsel since 1913, is now President.

Edwin B. Parker, of the firm of Baker, Botts,

Parker, and Garwood, of Houston, Texas, has been elected General Counsel to succeed Mr. Beaty.

Guy Stevens, for the last nine years a member of the Legal Department, becomes Assistant General Counsel.

W. W. Bruce, Assistant Secretary since 1912 and Assistant Treasurer since 1914, is promoted to the office of Treasurer. He will continue to act as an Assistant Secretary.

These changes were accomplished at recent board meetings, and all of the gentlemen named have entered upon the discharge of their new duties, except Judge Parker who will take office on the first of May. His headquarters will be in New York.

★ ★

A leading article in this issue treats the obligation of the employe to avoid wasting minutes of the time for which he is paid—which, in simple honesty, belongs to the employer. This important obligation will be reinforced by considering the subject in its widest aspect, in which the duty to others will be seen to coincide with one's own highest advantage. The editor can not offer the appropriate suggestion more pointedly than by quoting a passage in a book of his authorship, on the Organization and Administration of Institutions of Higher Education, published just before he undertook his present work with The Texas Company:

If I may address one word directly to undergraduate students, I will submit a suggestion of the importance of the *industry of the minute* not only for ease and success in college studies, but as a life habit. It is, also, at every stage of life, the best guard against all minor vices. If this item of life-wisdom be heeded in youth, both the accomplishment and the pleasures of life will be greatly enlarged. Among the younger generation of men who profess scholarship I observe some who have never read a great book and few books of any sort. They have looked at passages in some great books and have read articles about them, but a whole volume is too much for them. Had such men learned to *use the minutes*, this intellectual timidity would not have weakened them as it has, nor would they as teachers

# TEXACO STAR

## ANNUAL STATEMENT OF THE TEXAS COMPANY INCOME ACCOUNT—FOR THE YEAR ENDED DECEMBER 31, 1919.

Gross Earnings.....	\$102,986,596.84
Less Operating Expenses, including Taxes and Insurance .....	73,782,479.94
<b>Net Earnings</b> .....	<b>29,204,116.90</b>
Less Added to Reserve for Sinking Fund and Depreciation .....	\$6,768,227.54
Less Added to Reserve for Replacement of Marine Equipment .....	673,511.66
Less Added to Provision for Taxes in Addition to Taxes Paid .....	3,000,000.00
Less Added to Provision for Bad and Doubtful Accounts .....	90,961.70
<b>Available for Surplus and Dividends</b> .....	<b>10,582,700.90</b>
Dividends Paid .....	\$18,671,416.00
	7,718,750.00
<b>Balance for the Year</b> .....	<b>10,952,666.00</b>
Adjustment Surplus to comply with rulings of Bureau of Internal Revenue affecting Reserves for Depreciation, Amortization, and Taxes.....	6,552,418.75
Surplus December 31, 1918.....	60,000,406.71
<b>Surplus December 31, 1919</b> .....	<b>\$77,505,491.46</b>

### BALANCE SHEET AS OF DECEMBER 31, 1919

ASSETS.	LIABILITIES.
Plant Account: Investment in Real Estate, Tankage, Refineries, Ships, Cars, Terminals, Distributing Stations, Leases, Oil and Natural Gas Wells, and Equipment.....	Capital Stock Issued.....
Corporate Bonds and Mortgages.....	Received on Stock Subscriptions, New Issue.....
Stocks in Subsidiary Companies.....	Six Per Cent. Debentures.....
Other Investments.....	Accounts and Bills Payable.....
Storehouse Supplies.....	Provision for Interest on Debentures.....
Stocks of Oil (crude and refined and in process of manufacture).....	Provision for Taxes.....
Unexpired Insurance.....	Provision for Bad and Doubtful Accounts.....
Accounts and Bills Receivable.....	Insurance Reserve Fund.....
Advances to Subsidiary and Affiliated Companies.....	Reserve for Replacement of Marine Equipment.....
Contract Advances.....	Reserve for Amortization.....
Cash on Hand.....	Reserve for Sinking Fund and Depreciation.....
	Surplus.....
<b>\$261,329,655.34</b>	<b>\$261,329,655.34</b>

Houston, Texas, March 16, 1920.

Respectfully submitted,  
Guy Carroll,  
Assistant Treasurer.

have brought up a generation of students who would be dismayed if a book were assigned for collateral reading—students who expect only a paragraph on a given page assigned and not too many of them. This attitude and practice has developed many men who try to pass off rumors of culture and scholarship, gathered from magazines and fragmentary references to the literature of special subjects, in place of the vital and comprehensive grasp which could easily have been attained by better courage and the industry of the minute. Most men have had plenty of time during youth to read, independently of school or college tasks, all the greatest monuments of universal literature (which is the surest way to become a free and strong man), and during manhood to read all the most important masterpieces of their specialties—re-reading the while everything in the former pasturage that appealed most vitally, as recalled in after life. Every important book should be read (at least for the first time) as an organic whole; no great or valuable work can be otherwise comprehended. With the industry of the minute, youth and man may do all this and yet give much more time to gracious intercourse with friends and family and to rejuvenating relaxations than is usual in our present civilization.

\* \*

When a man does not find repose in himself it is vain for him to seek it elsewhere.—*French Proverb.*

Page four

Encouragement is the best stimulant to greater effort.

Start the day with a smile and end it with sound sleep.

In the old days a child could manage to get to school 500 yards distant without incurring an expense for gasoline.—*Geo. M. Bailey.*

#### CRUDE OIL PRICES AT WELLS

April 1, 1920

Pennsylvania.....	\$6.10	Bull Bayou.....	\$3.15
Mercer Black.....	2.73	Crichton.....	3.00
Corning, O.....	3.75	Caddo Light.....	3.50
Cabell, W. Va.....	3.82	Caddo Heavy.....	2.00
Newcastle.....	2.23	Vinton.....	2.50
North Lima.....	3.73	Jennings.....	2.50
South Lima.....	3.73	Spindletop.....	2.50
Indiana.....	3.63	Sour Lake.....	2.50
Princeton, Ill.....	3.77	Batson.....	2.50
Illinois.....	3.77	Saratoga.....	2.50
Canada.....	4.13	Humble.....	2.50
Somerset, Ky.....	3.75	Goose Creek.....	2.50
Ragland, Ky.....	1.75	Markham.....	2.50
California Light.....	2.83	West Columbia.....	2.50
California Heavy.....	1.48	Corsicana Light.....	3.00
Wyoming.....	2.75	Corsicana Heavy.....	1.75
Kansas and Okla.....	3.50	Petrolia.....	3.50
Cushing.....	3.50	Electra.....	3.50
Healdton.....	2.75	Ranger.....	3.50
De Soto.....	3.40	Burkburnett.....	3.50

## TEXACO STAR

"May the Easter joys  
Within your heart abide,  
Long after all the flowers  
Of the Eastertide have died."

### SPINNING FATES.

We are spinning our own fates, good or evil, never to be undone. Every smallest stroke of virtue or vice leaves its never-so-little scar. The drunken Rip Van Winkle in Jefferson's play, excuses himself for every fresh dereliction by saying, "I won't count this time!" Well, he may not count it, and a kind Heaven may not count it; but it is being counted none the less. Down among his nerve-cells and fibers the molecules are counting it, registering and storing it up to be used against him when the next temptation comes. Nothing we ever do is, in strict scientific literalness, wiped out.

Of course this has its good side as well as its bad one. As we become permanent drunkards by so many separate drinks, so we become saints in the moral, and authorities and experts in the practical and scientific spheres, by so many separate acts and hours of work.

Let no youth have any anxiety about the upshot of his education, whatever the line of it may be. If he keep faithfully busy each hour of the working day, he may safely leave the final result to itself. He can with perfect certainty count on waking up some fine morning to find himself one of the competent ones of his generation in whatever pursuit he may have singled out. Silently, between all the details of his business, the *power of judging* in all that class of matter will have built itself up within him as a possession that will never pass away.

Young people should know this truth in advance. The ignorance of it has probably engendered more discouragement and faint-heartedness in youths embarking on arduous careers than all other causes put together.—*William James*.

★ ★

There is much lecturing about bad moral habits, while little is said or thought of bad intellectual habits; yet the latter may be more injurious—even leading into worse immorality—than the former.

Knowledge may be gained from study, but wisdom comes rather through inspiration.

Be just before you are generous.

*Prince Henry*.—Thus we play the fool with time, and the spirits of the wise sit in the clouds and mock us.—*Shakespeare*.

*Clown*.—Well, God give them wisdom that have it; and those that are fools, let them use their talents.—*Shakespeare*.

### LIFE WISDOM

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

—*Benjamin Disraeli*.

A man is commonly either made or marred for life by the use he makes of his leisure time.—*Jeremy Taylor*.

More opportunities are lost in our leisure time—those golden moments wasted in frenzied search for health and pleasure—than cross our paths in all our working hours.—*Sheldon*.

Much may be done in those little shreds and patches of time that every day produces and which most men throw away.—*Colton*.

Too much idleness fills up a man's time much more completely and leaves him less his own master than any sort of employment whatsoever.—*Burke*.

Very few people are good economists of their fortune, and still fewer of their time.—*Chesterfield*.

The vices of sloth are only to be shaken off by occupation.—*Seneca*.

Dost thou love life? Then do not squander time, for that is the stuff life is made of.—*Benjamin Franklin*.

Look forward with courage or you will look back with tears.—*Spanish Proverb*.

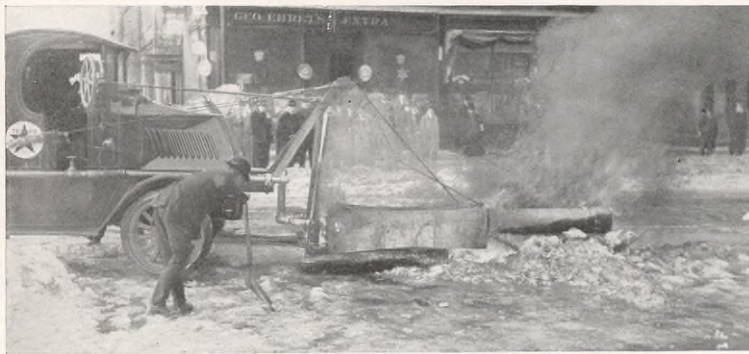
It is a matter of supreme importance how one educates oneself.—*Hamilton W. Mabie*.

I imagine nobody had ever such pains to learn a trade as I had; but I slogged at it day in and day out; and I frankly believe (thanks to my dire industry) I have done more with smaller gifts than almost any man of letters in the world.

—*Robert Louis Stevenson*.

It is good and comely for one to eat and to drink, and to enjoy the good of all his labor that he taketh under the sun all the days of his life, which God giveth him; for it is his portion.—*Ecclesiastes*.

## TEXACO STAR



Oil burner melts snow on New York Streets after big storm

A demonstration of how crude oil could be used to rid city streets of a heavy snowfall was made in New York after the big storm early in February. L. V. Stevens, inventor of the Automobile Snow Melter, which, it is said, is used by the Canadian Pacific Railroad, is shown giving a demonstration at Avenue C and 17th Street in Brooklyn. Feed pipes connected with the tanks of an auto tank truck feed crude oil to the burners traveling in front of the truck. The flame melts the snow so rapidly that the truck can be kept moving constantly clearing a roadway.—Copyright, Underwood & Underwood.



Auto Snow Remover attacking Father Knick's big snow  
Traveling 5 miles an hour, the crude oil fed to the burners from an 1,800 gallon tank truck of The Texas Company.—Copyright by Western Newspaper Union.

Our Steamship *Northwestern* was partially destroyed by fire at Port Neches on Feb. 11. She had sailed from Tampico Feb. 6, arriving at Port Neches Feb. 9, and the part of her cargo destined for Port Neches had been discharged. On Feb. 11, at 1 a. m., an explosion in No. 1 cargo tank blew off hatches and set fire to the oil.

Attempts to use the smothering lines were of no effect, the lines having probably been blown out by the explosion. To prevent the fire from reaching the dock sheds and warehouses, the head lines were let go to permit the vessel to move free of the dock—the stern being kept at the dock.

At 3 a. m. the Tug *J. N. Gilbert* arrived from Port Arthur, and it was decided to move the vessel from the dock and beach her to save her from sinking. A hawser was made fast to the stern of the *Northwestern* and the *Gilbert* towed her across the Neches River and beached her on the mud flats opposite our Works. Two lines were made between the *Northwestern* and trees on shore to keep her beached; the *Gilbert* went alongside the burning hull and played two streams on her in an effort to keep the flames from No. 3 Tank.

Before the vessel was beached, the pilot house, captain's quarters, officers' quarters, and other woodwork were burning fiercely; and the hatches of No. 3 Tank were blown off during the passage across the river.

Our Tug *North American* arrived at Port Arthur at 2 p. m. and was immediately dispatched to Port Neches. She began pouring water on the fire about 6 p. m., and by 10 p. m. the fire appeared to be under control. By this time the *Northwestern* had sagged considerably, and about 1 a. m., Feb. 12, she was on her beam ends. At 2 a. m. she turned over on her port side and became a mass of flames.

There is possibility of salvaging this vessel. Her port side, which was almost submerged during the worst of the fire, is in fair condition, and the bottom is thought to be in good condition; but the starboard side—entirely exposed to the fire and effects of explosions—will probably have to be completely renewed.



Wreck of S. S. "Northwestern" on mud flats opposite Port Neches Works

## TEXACO STAR

### "WAIT A MINUTE"

By RICHARD SPILLANE in "Commerce and Finance"

The head of an industrial establishment that employs thousands of men summoned the manager of a time recording concern the other day and told him something had to be done to "speed up" the "clocking" of the men, which means the recording of the time they go to work, lay off for the day, go to luncheon, return from eating, etc. The manager of the time service company said the machine was not at fault. It was the lack of order in which the men "punched" themselves in and out. "Whatever the trouble," said the great employer, "correct it. A minute costs me \$203."

Another business man, this one the head of an organization that requires an office force of 8 persons, astonished his office workers by pointing out to them the loss in the waste of a minute of the time of any one of them. He made a calculation in which he included rent, equipment, phones, salaries—all overhead charges. On the basis of an office day 8.30 a. m. to 5.30 p. m., he showed that his bill was a trifle more than 24 cts. a minute for his 8 assistants.

His assistants looked at the report and some of them were a bit piqued. It was nonsensical, they argued, to say one minute of a \$20 or \$25 a week girl costs 3 cents. Three cents a minute would be \$1.80 an hour. Eight hours a day at \$1.80 an hour meant \$14.40. Nonsense!

But when the items on the sheet were examined in detail it was different. The clerks began to appreciate what a minute meant. The boss made no suggestions. He merely laid the cost of a minute schedule before them and let it go at that.

It is queer what suggestion, properly presented, will do. They are more punctual in arriving, they do not gossip so much as formerly, they are not watching the clock in the last halfhour of the day. They are not given to so many long conversations on the phone.

They know the boss is a kindly, good man. They know that his life is bound up in his business. They know he is paying them all he can afford today and that they will not be forgotten if he makes the fine success which seems to be well under way. What is more they have a consciousness of not being fair or decent when they

waste his time. The hands of the clock point to them as to the elapsing minutes.

There you have the idea.

Suppose you could spread it this nation over! The business of the U. S. exceeds \$75,000,000,000 a year. That is about \$250,000,000 a day if you figure on 300 working days. That is more than \$173,000 a minute for 24 hours. But work, in a broad sense, is confined to 12 of the 24 hours. That would make the money worth of a minute in a business way \$346,000. "Wait a Minute" three times a day by American producers would mean the wasting of a million dollars.

But what does "Wait a Minute" mean? The term has come to be so common as to be almost mechanical. The hello girl uses it. The saleslady uses it automatically. So do nine persons out of ten. Uttered with asperity it makes a person fighting angry. Spoken cheerily it sometimes is quite heartening. But when it comes to you in flat spiritless monotone it is depressing when it is not irritating. To the majority of people it simply means "wait."

In the shop, the mill, the factory the "Wait a Minute" worker is as strongly in evidence as in the office or the store. He can find more reasons for halting his work or for seeking information or direction or for giving it than is of profit to his employer. And the great trouble is he does not appreciate the fact.

Mr. Vanderlip probably never considered the "Wait a Minute" item when he drew his scathing indictment of the American people as economic illiterates, and yet it is doubtful whether any one habit today is more costly.

Somebody could do a mighty good piece of work in this country enlightening the people as to the cost of the minute. No one who is sensible wants any one to toil beyond what is right and reasonable and no one who is honest wants to under work. But there is a tendency in every branch of business to dawdle, to be slack, to "wait a minute." That's bad, very bad. Nothing will stop it so quickly as enlightenment, together, perhaps, with a little satire.

"Wait a Minute" should be taboo. It costs too much.

## TEXACO STAR

# AZTEC POLYCHROMY AND THE FLORAL DEITIES PROFESSOR WILLIAM NIVEN'S MOST RECENT FIND

By SR. R. MENA

Member of the Mexican Academy of History, City of Mexico

Written for the Texaco Star



Professor Wm. Niven

In view of the interesting archaeological explorations and discoveries being made by Professor William Niven, week after week in the vicinity of Azcapotzalco of the Federal District of Mexico, I have deemed it important to the cause of antiquarian research to present a brief study of the wonderful specimens here illustrated, which have since been donated by the discoverer to the National Museum of Archaeology in this Capital.

In Ahuizotla, at a depth of 1.50 meters, reposing in one of the underground strata which reveals the most absolute Aztec characteristics, these precious miniature figures were found. It can safely be asserted that they may be regarded as without equals, not only for their representation, but also owing to the wonderful art of coloring employed which has practically conserved its freshness down throughout all the long ages—no doubt, since the beginning of the sixteenth century at a date considerably previous to the landing of the Castilian legions and their subsequent arrival in the valley of Anahuac.

The discovery to which I refer was made on December 7, 1919; the miniature figures were found in an irregular stratum composed of beds of ashes, burned and charred fragments of upper ceilings, and vegetable earth, as well as material constituting the remains of mud-brick and plaster floorings; and in the midst of this subterranean debris were lying the figures, which are made of terra cotta or hard-baked clay uniquely painted and varying in height of from 7 to 12 centimeters. Flower and feather representations adorn the specimens, these adornments having been added to the original models by means of the applique

work so peculiar to the Aztecs, and afterwards painted with a mixture of whitening, cinnabar, and copper.



Xochipilli (Photo. 1)

flowers, as also a short garment resembling a cloak adorned with yellow, white, and red flowers in alternating design. A red handkerchief covers the face, and the eyeplaces are hollow. No hands are visible, but the position of the forearm indicates the characteristic attitude of one who is carrying nosegays or bunches of flowers beneath the folds. On the legs are polychrome bands, and anklets of yellow flowers, while the feet are ornamented with beautiful green flowers.



Centeotl (Photo. 2)

*Xochipilli*, the god of flowers, of fire, and in part, of the generative principle in nature (Photo. 1), is recognized at once to be a masculine figure and displays quite an elaborate headdress consisting of a row of red feathers encircling the forehead, as well as a band of yellow circular flowers, with red ribbons falling down and over the green ear disks or coverings. Below is a species of neck armor consisting of double frills of green

flowers, as also a short garment resembling a cloak adorned with yellow, white, and red flowers in alternating design. A red handkerchief covers the face, and the eyeplaces are hollow. No hands are visible, but the position of the forearm indicates the characteristic attitude of one who is carrying nosegays or bunches of flowers beneath the folds. On the legs are polychrome bands, and anklets of yellow flowers, while the feet are ornamented with beautiful green flowers.

*Centeotl*, the Imolated Virgin (Photo. 2) was found near the first mentioned specimen. On a miniature earthen couch, surrounded by herb offerings and the green leaves of corn, in three-quarters relief work, is a young girl having on her head the *Xipe* conical cap, another of the advocations of *Xochipilli*. During those festivals a young virgin was always sacrificed to the gods.

Feathers from the *quetzal*, that sacred bird of the Aztecs, in the form of two lateral groups adorn this conical cap which is peculiar to the deities considered as governing the generative principle in nature, and it is white in color. The face is painted red, with a green jade ring as the nose ornament; green coverings drop over the ears; then a collar of green flowers or of jade beads, and also a red

## TEXACO STAR

cloak or mantle with a white band running across with an ornamentation of green flowers, the fringed portion of which is composed of green feathers. The *cuicillo* or short skirt, appears in stripes or bands of alternating green, white, and red. Also alternating red and yellow flowers embellish the bracelets and anklets; green flowers are around the feet. All is floral profusion. The hands had evidently grasped a floral sceptre. The little earthen couch of the Aztec maid is the *cincalli*, the traditional refuge or bed of corn.

The horrible festivals referred to were held during the period of the twentieth cycle, and known as the month of *Tlacaxipehualisli*, the age of the development of the people.



Xochipilli (Photo. 3)

Other figures also were found; a *Xochipilli* (Photo. 3), in a squatting posture; another one in the act of dancing, with empty hands ready to receive the floral gifts; also a little old hump-backed female (Photo. 4). All were in yellow coloring, and of faultless workmanship as regards the facial modeling.



Huehuetotl (Photo. 4)

Ah! but a most wonderful little red head surmounted by a tuft of green feathers, perhaps the *Xochiquetzal* was also unearthed, and encircling the object was colored applique work as miniature incense burners—the signs of fraternal union or bonds of fire, if not the famous symbol "*nahuatl* olin."



Xochipilli—skinned (Ph. 5)

A little nude figure (Photo. 5) with open hands ready for the purpose of carrying floral offerings, is also a *Xochipilli*, but a representation of one without shame. The paint on this one has faded away.

And the fragmentary face mask. This (Photo. 6) is made of white onyx. Over the cheek bones are incrustations of two fine



Face Mask (Photo. 6)

jade disks appearing as if tattooed; the teeth showing from between the lips are really human ones. The eyes are of pyrite of iron but now oxidized, which technically denotes its relation to a very distant and prehistoric epoch antedating by far the coming of the Spanish conquerors.

This is indeed a most wonderful archaeological discovery. In the flowers which make up the head decoration of the *Xochipilli*, the centers can be seen to be identical with the form of those little paper whirligigs which the natives still continue to hang in the village churches and pulque shops; and here we certainly have a reviviscence or transmission of an ancient ancestral art down to the present day in the manner described.

And the victim's cap? Does its shape not serve at once to suggest and to reveal that it no doubt represents the model taken for the palm-leaf hats generally worn at the present time by the lower classes? Who has ever traced the history and written of the palm-leaf Mexican hat?

The following letter from Mr. W. W. Rasor, member of the editorial staff of the *Pan American Magazine*, dated at Valparaiso, Chile, October 4, 1919, received by the editor of the *Texaco Star* only about a month ago, makes an interesting reference to the "Switzerland of all the Americas." Among recent very informing articles in the *Pan American Magazine*, the reader is referred to "Bolivia Today and Tomorrow" and "The Heart of South America," in the December 1919 and January 1920 issues, both by Mr. Rasor:

On my arrival here this week I was pleased to find a letter from you addressed to Pan-American Magazine. . . I am again, as you see, on my annual trip around South America. I left New York late in July, since when I have made stops at Havana, Lima, Antofagasta, Bolivian cities, and here in South Chile. The Trans-Andine Railway, which has been snowbound since May, will be opened for through traffic again within another two months, when I shall go on to Mendoza and Buenos Aires, and thence northward for Rio and other cities of Brazil.

Just now is the beginning of springtime in Chile, which reaches its mid-summer season in December and January. Until then it is the region of most wonderful flowers and fruits. You should come to the lake region of the Chilean Andes from February to May. Here, everyone says, is the Switzerland of all the Americas. And so, inasmuch as the Chileans are themselves among the finest people in the world, I am sure that we North Americans will discover them to be our closest affinities on the continent.

## TEXACO STAR

### THE STUDY HOUR

COL. H. R. AKIN, Agent at Joilet, Ill. Station

Salesmen are not "born," they are "made"—developed. This development of the individual involves, necessarily, the element of time. The world wasn't built in a day, neither can one achieve success in the selling game over night. It takes experience, practice, and study. All this takes time.

What would you think of a man who went around continually scattering silver dollars in the street? Yet the average individual is doing something even more foolish—throwing away the golden minutes and hours of his life, which he might turn to profit.

We complain that life is too short, yet we live each day as if it were a thousand years. The men who have achieved success are the men who have worked, thought, and studied more than was absolutely necessary; who have not been content with knowledge sufficient for the present need, but have sought additional information and stored it away for the emergency reserve. It is the extra labor that equips a man for everything that counts in life.

Time is your only asset and the way you invest it is going to decide whether you will be a success, or whether you will go down on the other side in the evening of life without ever having accomplished much of anything. If you are in earnest, if you really want to do something and be something, invest your spare time wisely.

Suppose we resolve *right now* to spend one hour every day to increase our ability to render service and hence our earning power. What sort of a program will we adopt? Allow me to offer a few suggestions, which, if followed, will work wonders.

In the first place, if you are going to set aside sixty minutes a day for self-improvement, you should arrange to get away somewhere by yourself for that hour where you will not be disturbed. Concentrate on your study; figure things out for yourself. You have a God-given brain power; *use it*. Review the events of the day; study the difficulties and objections met with. In some cases you may think that you should have made a sale, and didn't; try to remember what you said or what you did, or what you did not do or

say, or what happened during your talk with the customer, that lost the sale. Bill Nye once said: "Bein' a fool don't consist in makin' mistakes but in makin' the same one twice."

As much as possible plan your work for the next day. In order to do your best work you must know, absolutely, what you are going to do before you start out. If you get on the job in the morning and scratch your head and say to yourself, "Now, I wonder what I'll do today," you spend the best part of the day wondering. Plan your work ahead of time.

Study the goods you are selling; find out all about them. Study them from every angle and from every view-point. It is impossible to know too much about them.

These are suggestions for a study hour. I realize fully that this one hour a day program isn't easy. It's real work, but it pays. Because it isn't easy, there will be lots of sales people, perhaps, who won't do it. So much the better for you. You'll have the advantage of them.

#### THRIFT IS POWER

PRODUCE MORE                      EARN MORE  
ECONOMIZE MORE                  SAVE MORE

INVEST IN  
GOVERNMENT SAVINGS SECURITIES

They earn four per cent. interest, compounded quarterly, and are absolutely safe

#### PRICES IN APRIL

Thrift Stamps for twenty-five cents	
\$5 Government Savings Stamps for	\$4.15
\$100 Treasury Savings Certificates for	\$83.00
\$1000 Treasury Savings Certificates for	\$830.00

For Sale at Banks and Post Offices

GOVERNMENT LOAN ORGANIZATION  
120 Broadway                      New York

Some get rich on a small income; others keep poor on a large income, and the difference is Thrift.—*The Strathmorean*.

It is what you save, not what you earn, that insures your prosperity and happiness in the years to come.

"You could win and lose and win again while you fuss and muss and hem and haw."

## TEXACO STAR

### DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	D. P. Harrington, Port Worth
Fuel Oil Dept.	E. B. Fryner, Houston
Railway Sales Dept.	J. A. Brownell, Houston
Marine Dept.	A. V. Cooley, Port Arthur
Legal Dept.	H. Norris, New York
Treasury Dept.	H. Tomfohrde, Houston
Comptroller's Dept.	Lee Dawson, Houston
Insurance Dept.	B. E. Emerson, Houston
Sales Dept. S. Territory	P. A. Masterson, New York
Sales Dept. N. Territory	Roy B. Waight, New York
Asphalt Sales Dept.	R. C. Galbraith, Houston
Export Dept.	Personnel Committee, N. Y.
Purchasing Dept.	C. E. Murphy, New York
Railway Traffic Dept.	J. B. Neilsen, New York
Producing Dept.	J. E. Byrne, New York
Pipe Lines	J. T. Rankin, Houston
The Texas Steamship Co.	J. M. Fleming, Houston
	Otto Hartig, Houston
	A. M. Donoghue, Houston
	A. R. Weber, Bath, Me.

**REFINING DEPT.** In the March issue of the *Texaco Star* we announced the beginning of the Texaco Co-

operative Store. March 17 marked the opening of our business, which is proving a great success. Our sales have been:

March 17...\$ 765	March 19....\$3,000
March 18...\$1,300	March 20....\$4,000

The West Side Cafeteria opened March 1 to Port Arthur Works employees who are doing full justice to the excellent meals served there. Besides serving about 1,000 meals every day the management has furnished the Terminal with lunches.

Former members of the Texaco Athletic Association of Port Arthur recently held a meeting to re-organize. W. T. Donaldson, P. L. Pickard, Webster Bollinger, and P. T. Williams, of the Works, were elected members of the T. A. A. Council; the Terminal will elect three additional members. When the Council has been fully organized they will appoint the officers.

The Texaco League will form four teams, and present plans embrace a schedule of twenty games.

**WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF MARCH 1920**

Refined—Coastwise.....	1,083,795 bbls.
Refined—Foreign.....	308,179 bbls.
	1,391,974 bbls.
Crude—Foreign.....	11,905 bbls.

**BAYONNE TERMINAL.**—The Lone Star Club, composed of several of the young men of this office, has planned to hold a reception and dance on April 9. A large attendance from the terminal is expected.

We were all glad to welcome Miss Paine back with us again, she having fully recovered from a long siege of illness. Ethel, why do you retain your "Paine" when Harold is so willing to change it?

It is not an uncommon thing to see a Dodge Roadster parked in the middle of the road on Fourth Street. However, Mrs. Ott doesn't mind having to get out and walk.

Algy met a bear,  
The bear ate Algy;  
The bear was bulgy,  
The bulge was Algy.

Timekeeper Tallman of the Cooper Shop, who is also Fire Commissioner in his home town—by gosh, tells of a very heated argument that took place before the Fire Committee as to the purchase of thirteen feet of new fire hose. It seems that the Committee thought ten feet was sufficient, but Commissioner Tallman, by his wonderful oratory, won out.

Jack Hogan tells a story of how "How do you know" Piercy reminds him of a fellow up home. One day Jack was standing near a railroad when this man was crossing the track. Seeing the train, Hogan yelled: "Hey there, look out, here comes a train." The fellow stopped on the track, turned around, and said: "How do you know?" Jack gathered him up in a pall.

**PROVIDENCE TERMINAL.**—J. J. Shermerhorn, at the end of a long journey home, found a fine baby boy waiting for him.

W. M. Rhodes, while trying to board a jitney the other morning, let it run over him.

We are glad to see M. Edwards and F. W. O'Brien, also Stillmen Carroll and Gilday, back on the job, as the wives of Kennedy and Robbins were wondering if they had changed their addresses to Allens Avenue.

**DELAWARE RIVER TERMINAL.**—Dan Cupid is still working, the latest victim being Stillman Arthur E. Webster. The Texaco Family extend congratulations to Mr. and Mrs. Webster.

We are sorry to learn of the serious illness of Miss Marjorie Mercer, daughter of Ass't Sup't T. F. Mercer, and wish her a speedy recovery.

Our sincere sympathy is extended to Miss Ann B. Reilly whose grandmother died this month; also to Miss Bess Swanger whose uncle died quite suddenly.

W. E. Esthimer of the New York Office is acting as relief for A. M. Dickinson, Chief Clerk, who has returned to his home in Norfolk to undergo an operation for removal of tonsils.

E. L. Vaughan has completed the Students Personnel Training Course and has returned to his position as Timekeeper.

Warehouseman Fred. H. Baird has resigned to accept a position with the New York Central R. R. as City Passenger Agent.

**NORFOLK TERMINAL.**—Through a letter from Mrs. H. Clark of Toronto, Canada, we learn that Lt. Duff-Nesbit was her brother. She writes to acknowledge the receipt from his associates at Norfolk Terminal, of roses sent by them and to thank Lester E. Brown who accompanied the body to Toronto. It was a last request that Lt. Duff-Nesbit had made.

Marty Williford is busy with his force erecting the trim of the structural steel

## TEXACO STAR

work. The work is adding a touch in appearance that gives our men a feeling of wanting to spruce up and keep spruced up in harmony.

"Billy" F. Baxter was receiving congratulations upon the arrival of a son on February 28. He will be trained to take his father's place on the basket ball team as well as in business.

Basket ball ended March 9 to be succeeded by baseball; the opening game will be played April 17.

A certain party of the construction force will make sure in the future that the Launch *Ursa* has reached the Berkley Slip before landing, having stepped in for an unexpected dip and three-minute swim in Elizabeth River.

Charley Moore and Len Whitson were out for the last fox hunt of the season. They had thirty dogs, put up two foxes, and got one of them.

### RY. SALES DEPT.

There is rejoicing in this department over the closing of a contract with the Santa Fe System covering the lubrication of their equipment. This is one of the largest and best railroads in the country, and we predict it will be larger and better than ever with Texaco goods and service installed. Hats off to Jno. J. Flynn, Chicago! Ride the Santa Fe!

The headquarters of F. E. Sheehan have been transferred from Chicago to St. Louis, J. B. Flynn succeeding as Representative at Chicago.

We take pleasure in announcing the appointment of J. E. Symons as Mechanical Supervisor, effective April 1, headquarters at Houston. Mr. Symons comes to us from the Santa Fe at Cleburne, where he has been Master Mechanic for a number of years.

The latest news from L. M. Jacobs, Mechanical Expert, who recently underwent an operation, indicates that "Jake" will soon be back in the game, and then everything will be "jake" with both of us.

We extend a cordial welcome to the following new members of this department:

W. D. Bennett, Chicago Territory  
E. G. Rathbone, Chicago Territory  
A. W. Larsen, Chicago Territory  
H. F. Cunning, New York Territory  
W. H. McAmis, Atlanta Territory

At Warren, Pa., on March 26 a daughter was born to Mr. and Mrs. Louis R. Dallam. A hearty welcome is extended to the young lady and congratulations to the father and mother.

### MARINE DEPT.

Ernest Hansell, Jr., of the Accounting Division, New York, was married on March 18 to Miss Lenore A. Melvin at the home of the bride's parents in Jersey City, N. J. Our hearty congratulations.

We are glad to report that J. C. Getting, of the New York Office, who has been in the hospital with a case of appendicitis, will soon be among us again.

The Marine Department is organizing its baseball team and expects soon to be in the field with a fast collection of stars. Many of last year's players are still with us and some new men will strengthen the team. Challenges are issued to all Departments in the New York Office. Address challenges to Manager Marine Dept., Baseball Team, New York Office.

Page twelve

Captain J. A. Pattson, formerly Master of S. S. *Georgia*, is "skipping" on S. S. *Roanoke*, recently launched from yards of The Texas Steamship Company at Bath, Me. The *Roanoke* has already delivered her first cargo to Bayonne.

Captain Pattson's position on the *Georgia* is now filled by Captain Jack Hansen, for several years Master of our sea-going Tug *Pan American*.

Motor Vessel *Maryland* arrived in New York harbor Feb. 10 with a cargo of linseed from Buenos Aires. When Captain Ferrell sailed from New York on Sep. 2 for Port Arthur to load for South America, he informed us that he would be back in New York for Lincoln's birthday—and he was. The *Maryland* sailed from Buenos Aires on Dec. 30, making the passage in 42 days. She is now at shipyard drydocking and after repairs have been completed will probably proceed to Port Arthur, to load another cargo of Texaco Products for South America.

Sailing Vessel *Edward Sewall*, which has been at Mobile, Ala., since the middle of November undergoing repairs, for damage sustained in the Gulf of Mexico hurricane, is again ready for sea. She will proceed to Port Arthur to load case oil for South American ports.

HOUSTON DISTRICT.—  
SALES DEPT. In the March issue New S. TERRITORY Orleans District claimed Southern Territory championship in mailing reports on time to Home Office, challenging other districts to show otherwise. For their information, the records will show that whereas New Orleans District has not had a late report since May 1919, Houston District has not had a late report since March 1919, beating the New Orleans record by two months. We congratulate our worthy competitors, however, upon their excellent showing.



One order from Gonzales Station  
For Robinson Bros., Waelder, Texas.

OKLAHOMA DISTRICT.—Superintendent Dodge and wife have returned from a ten-days trip to New York and other Eastern points. The Oklahoma District looks good to him.

February, though short, was a good month with us; but wait till the figures for March come in. If we keep up our stride, and everyone promises to do so, we'll surprise ourselves. We have had to enlarge the D. O. to take care of things.

## TEXACO STAR



Improvised Transfer Engine, Fort Smith, Ark.

Fort Smith Transfer Engine built by Construction Company with Texaco Regal Auto Oil barrel serving as a water tank for the engine. This was taken at the new concrete bridge which is being built over the Arkansas River.

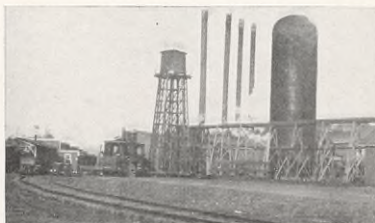
Our new Chief Accountant is the best ever, and has been nominated for membership in "the-One of-Us-Club."

The most important event, right now, is the brand new ball team organized by the District Office. The air is humming with curves and such, a regular bee-hive of "big league stuff." As soon as the grass grows a little taller in the pasture, we're going out and practice; but so far all the playing is being done in swivel chairs, feet on the desks. Send in your dates early and avoid the rush, but we want to tell you we have a Christy Matheson with us.

NEW ORLEANS DISTRICT.—Superintendent Dyer is back from a ten days trip to New York where he attended the Superintendents' Meeting. He is full of new ideas that will work toward keeping New Orleans in step with the march of progress. Incidentally he thinks New York is "some town"; and we venture to say that his views are shared by Mrs. Dyer, who accompanied him.

Assistant Manager W. E. Bradford spent a fortnight with us in March. It seemed like old times to see his genial countenance in our midst.

New Orleans is the only District in Southern



Arkansas Land and Lumber Company, Malvern, Ark.

Just begun the use of Texaco Products: Draco Cylinder Oil at a saving of one-fourth gallon per day over oil formerly used; Pelican Oil put castor machine hot boxes out of business. Manager Mattison is highly pleased with our products.



Unusual feature at the Malvern Mill of Arkansas Land & Lumber Company, 700-ft. steam line carrying steam from boiler house to planing mill.



New idea in exhibit at Automobile Show, Denver, Colo., March 2-9, 1929.—

This was the most outstanding exhibit of the show and an unusual amount of interest in Texaco Products was manifested by visitors.



Efficient service of Texaco Lubricants "on land," "on sea," and "in the air."

Salesmen Donaldson and Copping and Agent Holland did themselves proud in this striking exhibit.

## TEXACO STAR

Territory that made its quota on lubricating increases for both January and February. Our increased percentages of 28½% for January and 38% for February exceeded quotas handsomely.

Auditors A. R. Wilson and D. M. Davis are here for the annual audit of the D. O. We are glad to have these gentlemen with us and would wish their visit to be a long one, but are afraid that the excellent condition of our accounting and other records will shorten their stay.

Chief Motor Inspector Spear was with us for a week. We were greatly benefited, as the new auto repair shop at New Orleans Station is a model of its kind. We are equipped to take care of all motor equipment in first-class style. It will be good news to all our agents that we are now in position to turn out trucks in factory condition at a high rate of speed.

Our collections for February were 79.87%. Creditman Dodge thanks each and every agent and salesman for the earnest effort which made this showing possible.

The Marine Department's most recent acquisition is Marine Salesman Renaud, formerly City Salesman.

Equipment Clerk Eddie Doshier is the proud father of a bouncing baby girl, arrived March 19. This makes four little ones in Eddie's flock—girls every one of them. Doshier won't tell us what he will name the little darling; but we know that for some time past he has been considering the good qualities of a cognomen such as "Eddie Junior" and possibly he may name the little lady Edwina, as a sort of compromise.



One of the "Big Five" of Meridian, Miss. Station C. S. McLemore, tank wagon man, during the short month of February distributed 16,893 gallons of refined oils and lube. His specialty sales are O. K.—axle grease and roofing. His song is "You want the best, I know, Therefore use Texaco— Sold by C. S. McLemore."

If about 90 per cent of the propaganda in this country were dispensed with and the gandists switched to productive labor it would be a mighty help. It would probably create a postal deficit of \$250,000,000, however.—Geo. M. Bailey.

There's only one way to acquire wisdom; but when it comes to making a fool of yourself, you have your choice of a million different ways. —B. R. & P. Ry. Employees Magazine.

Your boss does not determine your salary. You do.—Forbes Magazine.

Some of us "live to learn," but many of us need also to learn to live.

ATLANTA DISTRICT.—When the auditors reached the Atlanta District we determined in our minds to break all records on the percentage of verification of accounts. Immediately we marshalled our forces and marched forth on the field of battle with plenty of reserves and ammunition. The result will be gratifying to all friends interested in the progress of this district.

In the beginning of this campaign all agents and salesmen were promised that their names would be reported in the *Texaco Star* if they would make 100% on verification. In keeping with this promise we show lists of agents and salesmen who made 100%, and another list showing the percentages attained by stations making less than 100% of the verifications which included government, miscellaneous, fuel, and crude accounts. The net percentage for the entire District of all accounts carried on our books was 98.68%. This shows how close all of them came to perfection. We believe the average for the District is a remarkable figure and a record for the Company.

### ATLANTA DISTRICT—STATIONS MAKING 100% IN VERIFICATION OF ACCOUNTS ANNUAL AUDIT FOR 1919

Albany, Ga.	Johnston, S. C.
Americus, Ga.	LaGrange, Ga.
Anderson, S. C.	Lakeland, Fla.
Anniston, Ala.	Leesburg, Fla.
Arcadia, Fla.	Live Oak, Fla.
Athens, Ga.	Macon, Ga.
Atlanta, Ga.	Miami, Fla.
Bainbridge, Ga.	Milledgeville, Ga.
Bartow, Fla.	Monroe, Ga.
Batesburg, S. C.	Montgomery, Ala.
Bennettsville, S. C.	Newnan, Ga.
Bessemer, Ala.	Ocala, Fla.
Brewton, Ala.	Orangeburg, S. C.
Camden, S. C.	Orlando, Fla.
Carrollton, Ga.	Pelham, Ga.
Chester, S. C.	Roswell, Ga.
Columbia, S. C.	Sandersville, Ga.
Columbus, Ga.	Sanford, Fla.
Cordele, Ga.	Savannah, Ga.
Decatur, Ala.	Selma, Ala.
Dillon, S. C.	Sunter, S. C.
Dothan, Ala.	Tallahassee, Fla.
Douglas, Ga.	Thomasville, Ga.
Evergreen, Ala.	Troy, Ala.
Florence, S. C.	Tuscaloosa, Ala.
Gadsden, Ala.	Vienna, Ga.
Gainesville, Fla.	Washington, Ga.
Gainesville, Ga.	Waycross, Ga.
Greenville, S. C.	West Point, Ga.
Griffin, Ga.	Miscellaneous
Huntsville, Ala.	

### SALESMEN MAKING 100% VERIFICATION AT EVERY STATION IN THEIR TERRITORY

L. J. Blackstone	G. V. McCarsen
E. P. Bowman	C. M. Price
A. W. Gavin	A. M. White
J. A. Groover	

VERIFICATION OF ACCOUNTS			
STANDING OF STATIONS NOT MAKING 100%			
Abbeville, S. C.	94.44	Birmingham, Ala.	97.76
Augusta, Ga.	98.51	Brunswick, Ga.	98.14

## TEXACO STAR

Charleston, S. C.	95.43	Pensacola, Fla.	98.61
Clinton, S. C.	95.24	Quitman, Ga.	97.14
DeLand, Fla.	92.86	Rome, Ga.	96.00
Dublin, Ga.	97.62	Seneca, S. C.	96.78
Fitzgerald, Ga.	97.00	Sheffield, Ala.	97.30
Greenwood, S. C.	95.65	Spartanburg, S. C.	94.44
Jacksonville, Fla.	99.05	Tampa, Fla.	97.30
McCormick, S. C.	95.82	Union, S. C.	66.65
Mobile, Ala.	93.56	Valdosta, Ga.	96.25
Moultrie, Ga.	97.50	Government	86.11
Palatka, Fla.	95.65	Fuel	92.54

Average for District—98.68%



B. L. Peason

In a Gainesville, Fla., paper one of our customers is running this advertisement:

### A COSTLY MISTAKE

That is, thinking that you can pay a good price for a good automobile, feed it any old sort of oil, and expect service and satisfaction from your car.

Do you realize that over 75% of motor breakdowns and engine trouble is traceable directly to flint, or hard carbon? Would you not believe a man crazy to deliberately place a handful of gravel or broken glass in the cylinders of his car? Naturally you would. Yet you place oils in your motor that produce carbon flinty enough to cut any metal surface, no matter how hard it is. This is expensively foolish, but you did not understand it before, but:

If you will bring your car to me, I will have your engine washed out at no cost to you, fill it up with Texaco Motor Oil Extra Heavy, and if you do not immediately get more mileage per gallon of gas and per quart of oil, and notice an improvement in the performance of your motor, I will give you the six quarts of oil necessary to fill up your car.

### TEXACO MOTOR OILS CANNOT MAKE

#### A FLINT CARBON

Therefore, by using it you eliminate imperfect lubrication.

Remember: A "Cheap" oil does not mean an "Inexpensive" oil.

### STAR GARAGE

J. R. Fowler, Prop.

Gainesville,

Florida.

"Nature proceeds with her arrangements without taking yours into account. Opportune moments are too rare to be wasted."

"Time will not wait for laggards; minutes are too precious—they hold the profit and loss of the century."

Do not run into debt unless you see plainly a way to get out again.

Tank Wagon Driver  
B. L. Peason of Bess-  
emer, Ala. Station,  
made deliveries during  
three months:

November—20,432  
gallons.

December—19,961  
gallons.

January—20,338  
gallons.

This made an average of a little over twenty thousand gallons a month, eighty-five percent being cash sales.

D. G. Jackson, Ass't Agent at Sumter, S. C., died of pneumonia on March 6. He leaves a wife and two small children. Mr. Jackson had been in the Company's service since Sept. 23, 1917, and his friends and co-workers extend to his family their sincere sympathy.

M. C. Thomas, Tank Wagon Driver, Sumter, S. C., died of pneumonia on March 8. His family consists of mother, brother, and sister. Mr. Thomas had been in the Company's employ since Oct. 8, 1918, and all friend and co-workers extend to his family sincere sympathy.



Frank J. Davis

It is with more than genuine sorrow that we announce the death of Frank J. Davis, Lubricating Representative, Atlanta District, for in him we not only lose a friend, whom to know was to love, but Frank was the embodiment of loyalty, a true friend, devoted husband and father.

Frank was formerly connected with the Atlantic Coast Lumber Corporation of Georgetown, S. C., where he held the position of Superintendent of Electric Department, and where he designed and supervised the construction of one of the largest electrically driven saw mills in the United States. After a service of fourteen years with them, where he was

a noted success as a saw mill man and engineer, he became an enthusiastic admirer of Texaco Products, and made application to The Texas Company for a position as Engineer Salesman. He felt that with such a superior line there were greater possibilities. In this he was not mistaken. Through an established personal confidence in his line, he began the task of making converts for Texaco products among the industrial plants of South Carolina, where his friends are legion—made through recognition of the dependability of his representations and his well known mechanical ability and wide range of experience as an erecting and operating engineer.

Frank was not only regarded as an authority in saw mill and textile lubrication. He was regarded as without superior in refrigerating work, so much so that he was extended the freedom of the plant by many of the managements in Atlanta District, all of whom will regard his death as a personal loss.

For the last two years he made Atlanta his home, but covered the entire territory. He

## TEXACO STAR

came in contact and worked with almost all of the agents and salesmen. He made himself invaluable in promoting the spirit of cooperation and loyalty. He it was who said: "Where we pay salaries and fail to get Loyal Service, is money lost, regardless."

He was as practical in friendships as in mechanics, realizing that the other, like himself, was human and needed encouragement; therefore, instead of taking credit for business secured personally, when working with an agent or salesman, or in his territory, he modestly and generously passed the credit to him whom he wished to make a better man.

Frank, as a name, was never more consistently applied, still he was noted with all for his want of ego—his consideration and devotion. If harm was ever done by him, it was not to another.

Our hearts go out to his good wife and two splendid boys, and we rejoice with them that he accepted Christ and is at rest.



Atlanta District Office

### A WORLD WIDE GOOD NAME

The Texas Company has grown because, in America and all over the world, there is a demand for the proper kind of lubrication.

It has grown, because the users of their products have given The Texas Company a good name, as conscientious manufacturers.

Such a good name is, of course, almost priceless in value.

The first thought that follows, wherever their products are seen, is the thought of an oil that is reliable.

The three words, The Texas Company, are an advertisement, in themselves, not only in America, but the wide world over.

Even when their products appear at mines, mills, factories, garages and department stores, these products instantly mean something special, to satisfy.

They realize that such a name is a perpetual promise to the public, which must be fulfilled by a high class product.

As long as The Texas Company's trade mark is seen on their products, you may depend upon safeguard and protection.

Chas. W. Levy—504.



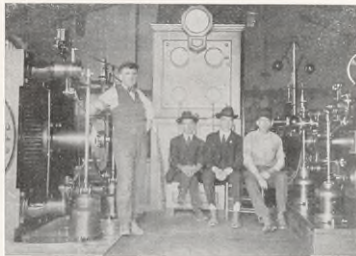
Griffin, Ga. Station

Left to right: C. C. Hamric, Warehouseman and Clerk; C. Bullard, Motor Truck Driver; Riley Jones, Assistant Filling Station Clerk; J. F. Dickinson, Agent; Don E. Crawford, Filling Station Clerk; J. W. Hatson, Tank Wagon Driver.



Motor Equipment at Asheville, N. C. Station

A well organized corps lined up for inspection.



Engine room of Rabell Manufacturing Co., Selma, Ala.

This mill has about 50,000 spindles and manufactures ducking. It was closed for some years, but started up again three years ago on Texaco.



M. L. Brown, Truck Driver, Miami, Fla.

Sales for January were over 70,000 gallons. His motto is: "All the Line All the Time."

## TEXACO STAR



Piedmont Manufacturing Company, Piedmont, S. C.—Original Mill  
At first operated by hydropower, now grown to a 2,500 h. p. steam plant.



Second Mill of Piedmont Manufacturing Co.—Across the river from the first  
Operated by 5,000 k. w. generator. President W. E. Beattie and Superintendent S. T. Buchanan  
are in the forefront of textile success and are firm believers in Texaco Quality.



Ware Shoals Manufacturing Company, Ware Shoals, S. C.

This cotton mill regarded as one of the most progressive textile plants in the South, uses Texaco Products exclusively.  
A large garage operated in connection with the mills handles Texaco Motor Oils and Thuban Compound exclusively.



Carolina Public Utilities Corporation—Columbia, S. C. plant

This plant and all their other plants use Texaco lubricants for safety, efficiency and economy. Incidentally they have great faith in Texaco Service, which includes our engineering staff—Frank Davis in particular.

Gain at the expense of reputation should be called loss.—*Syrus*.



Panola Cotton Mill, Greenwood, S. C.  
Lubricated by Texaco Products.

A wise man thinks before he speaks; but a fool speaks and then thinks of what he has been saying.—*French Proverb*.

One begins by being a fool and ends in being a rascal.—*French Proverb*.

## TEXACO STAR



Merrill-Stevens Shipbuilding Corporation, Jacksonville, Fla.—North Side Plant



Merrill-Stevens Shipbuilding Corporation, Jacksonville, Fla.—South Side Plant

One of the South's representative ship building concerns whose output is noted for dependability. The prime factors of dependability are quality of material and workmanship. This applies to lubricants, and it was on the basis of quality that Frank J. Davis presented The Texas Company's proposal which was sustained and amplified in the endurance test. Crater Compound is used here to protect stacks of sheet steel, chains, wire cables, etc. Mr. R. O. Brown, Purchasing Agent of the Corporation, always extends a cordial hand to Texaco representatives.



Putnam Lumber Company Plant, Jacksonville, Fla.—Using Texaco Products Exclusively



Eppinger and Russell Creosote Works, Jacksonville, Fla.  
Using Texaco products exclusively.



Light and Power Plant, Gainesville, Fla.  
Using Texaco products exclusively.

## TEXACO STAR



City Water Works, Jacksonville, Fla.  
Using Texaco products exclusively.

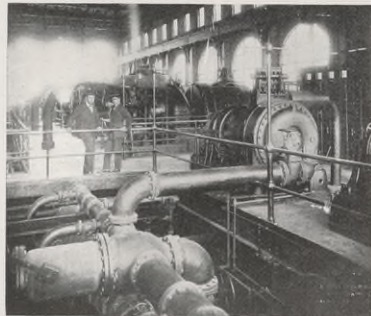


City Water Works, Jacksonville, Fla.

Lubricated with Texaco Leader Cylinder and Naboh Oil and Texaco Grease. This plant would be a credit to any city for beauty and efficiency and Superintendent Murphy can be justly proud of it. Left to rt.: Agent P. A. Jones, Engr. Salesman J. L. Austin, Chief Engineer L. D. St John.



City Electric Light Plant, Jacksonville, Fla.  
Using Texaco products exclusively.



Turbine room and condenser in City Electric Plant. They now have three units of from 2,500 to 4,000 k. w. and are installing another 12,000 unit. Texaco Regal Turbine Oil is used and is becoming a favorite with all operatives. Engineer-Salesman J. L. Austin says there will never be a better turbine oil than Regal. Left to right: Engineer Salesman J. L. Austin, Chief Engineer J. D. Kennedy.

NEW YORK DISTRICT.—  
SALES DEPT. N. TERRITORY We note with pleasure that New York District holds first place in the percentage of credit losses for the year 1919, beating their nearest opponent, Norfolk, by the narrow margin of one-hundredth of one percent.

It evidently was a surprise to Norfolk District when the results for 1918 were announced and New York was shown to be the victor. Apparently they resolved to make such a good showing for 1919 that New York could not possibly reach first place. In fact, as we understand it, they were willing to bet on it. They evidently decided to reduce their losses by one-half, believing New York could not do as well. Their ambitions were realized and for this they deserve great credit, but New York again made a better showing, holding first place by the narrow lead of one-hundredth of one percent.

What will be the results for 1920?

New York's good showing is due in a great measure to the loyal and whole hearted cooperation of the men in the field, and the boys say that 1920 will again show New York in the lead.

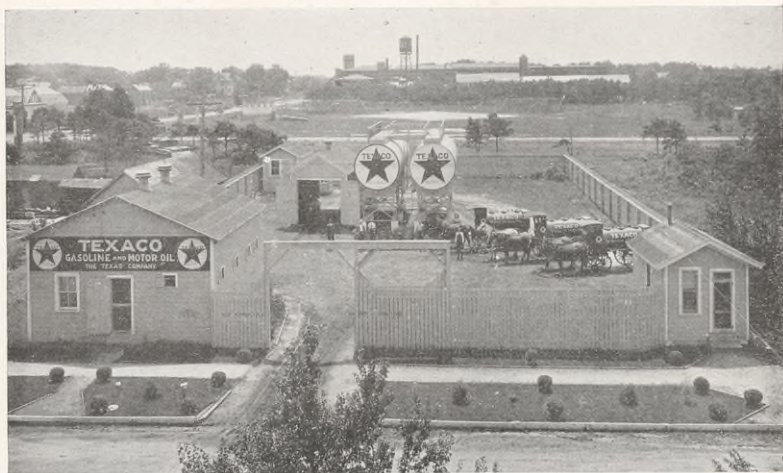
COLLECTION EFFICIENCY—FEBRUARY 1920  
HONOR MEN (32)—Getting 90% or Better  
100% Means Everything on "A" List January 31,  
Collected in February

H. H. Wende	Agt.	Buffalo	99.26%
S. A. Alston	S'n.	New York City	97.1%
C. E. Trainor	S'n.	New York City	95.5%
C. E. Lanchantin	S'n.	New York City	92.8%
C. G. Beatty	S'n.	New York City	91.2%
F. E. Hutcheon	S'n.	New York City	90.3%
E. I. Decker	S'n.	New York City	90%
G. E. Davis	Agt.	Millerton	100%
T. J. Brook	Agt.	White Plains	92.13%
J. T. Dale	S'n.	White Plains	100%
A. N. Doyle	S'n.	Brewster	95.78%
F. C. Mott	Agt.	Sag Harbor	100%
G. A. Jackson	Agt.	Riverhead	99%
F. J. Silkworth	Agt.	Port Jefferson	88.7%
P. E. Warren	Agt.	Passaic	100%
P. C. Murray	Agt.	Bayonne	92.8%
B. Dimler	Agt.	Perth Amboy	92.2%
L. K. White	Agt.	Red Bank	91.7%
G. V. A. Conger	S'n.	Newark	100%
H. B. Gould	S'n.	Morristown	100%
W. M. Wilson	S'n.	Morristown	100%
H. K. Berger	S'n.	Red Bank	97.2%
E. T. Spencer	Agt.	Cobleskill	100%
P. J. Gohl	Agt.	Hudson	100%
S. E. Montgomery	Agt.	Redwood	100%
W. P. Bilyou	Agt.	Watervliet	91.44%
T. L. Cochrane	S'n.	Saranac Lake	100%
J. H. Allen	S'n.	Albany	98.10%
Fred Peck	Agt.	Monsey	97.78%
H. P. Decker	Agt.	Newburgh	95.22%
V. T. J. Knapp	S'n.	Middletown	100%
W. G. Marsden	S'n.	Newburgh	99.67%

Showing not so good as in previous months because of heavy snow storms, bad roads, influenza, etc. Better showing expected for March.

Upon a recent visit by a member of the credit department of the District to one of the best known New York financiers, he was pleased to receive unsolicited commendation of the courteous and efficient

## TEXACO STAR



Bradley Beach, N. J., Station

This picture of the Bradley Beach, N. J., Station indicates that Agent C. F. Burney takes a personal pride in the appearance of his station.

service given by the agent of Barge 149, New Rochelle, N. Y., during last summer. Agent Harry Le Viness was in charge at the Barge at that time; he is now agent at Portchester, N. Y. Filling Station. The customer said that Agent Le Viness was very courteous and efficient and certainly knew his business.



"The man with the smile wins"

Salesman H. B. Gould of New Jersey Territory about to start a good day's work.

In spite of the heavy storms along the Jersey shore this winter, the stations at Perth Amboy, Red Bank and Bradley Beach are doing a good winter business and have made the best showing in the territory on an increase in kerosene sales.

The exhibit at the Perth Amboy Automobile show was a success, each of the agents taking charge of the booth on different nights.

The Bradley Beach station has a new Federal truck and Chief Burney is planning a garden of rambling roses.

Red Bank recently "kicked out" sixteen barrels of lubricating oil in one day—as Mr. White expresses the delivery of that amount.

Agent Dimler is again at Perth Amboy Station after his severe illness and says he is a wiser man.

Recent floods damaged the bridge over the Raritan River, and deliveries to South Amboy are being made by freight.

From all three stations comes the prediction that the ensuing season will show the largest gallonage ever known in their section.

**BOSTON DISTRICT.**—With regret we announce the death of Fred L. Harper, Equipment Clerk, who passed away with pneumonia. We extend our sympathy to Mrs. Harper and family in their great bereavement.

Lester M. Henderson and E. A. Beverly kept the Texaco Star shining during the recent Automobile Show. Patrons of the show were much pleased with the souvenir wrenches given away by The Texas Company and greatly appreciated the talks given them by Engineer Salesman Beverly on our Motor Oils and Thuban Compound. We know there will be a considerable increase in business on these products due to the untiring efforts of Mr. Henderson and Mr. Beverly and the City Solicitors from Stations throughout the District.

There are plans now under way for a Boston Business Men's Baseball League. The League will consist of eight teams, and from the looks of the Texaco Athletic Association team the other seven will have to step some to keep up with us.

If the Daylight Saving Bill is passed in Massachusetts, games will be played as twilight games, which will tend to give each team a larger following than it would have if the games were played at any other time.

## TEXACO STAR



Davison Auto Supply Company, Lynn, Mass., carries complete line of Texaco Products, supplied from Swampscott Station



Agent O. M. Goodwin is still on top, but his station at Lakeport, N. H., was nearly buried beneath the snow during the recent storms that visited the New England coast.

Echoes from the Order Clerks' phone:  
 "Say! Where is my car of Fuel Oil?"  
 "When are you going to get me a car?"  
 "Did that barrel of oil get out yet?"

You all know what Sherman said about war. War and the Order Division are synonymous.

**Taxations.**—We are all wondering why Walter West, yardman of Boston Station, is making so many visits to Stoughton. We are venturing to say that he will soon pass up the life of single blessedness and join the rest of the martyrs.

Walter Schortman and Nick Carter are seriously considering a partnership in a new enterprise the nature of which they have not disclosed. What is it, boys? Snake Oil?

We are wondering how Alroy tore his pants leg. We hope he wasn't wrestling with Kadlec again.

### GLEANED FROM CONTEMPORARIES.

Make the best product you know how out of the best materials obtainable.

Then advertise it everywhere.

Don't be afraid of it, charge every cent it is worth. Believe in it.

But play straight. Play above board. Don't ever do anything crooked.

Give service, first, last and always.

Look ahead as far as you can see.

Ask for all the advice you can, from anybody you can, and take all you can.

Treat your employees the way you would want to be treated in their place.

And Work.

If you want to exercise your will power and be proud of it, exercise it in getting rid of some of your foolish habits; that will give your will power a chance to show how strong it is.

A modest man is usually admired—if people ever hear of him.

It is often said of a man who tells a lie: "He is honestly mistaken."

No, he isn't, he knows he is a liar. All liars know they are liars.

Of those in the leisure class most objectionable to plain people, women are the worst offenders. Rich men have usually come up from poverty and know the value of the workers; but their wives and daughters are usually insolent. If such men would regulate their women folks better they would get rid of much of the dangerous prejudice against them.

The love stories please the women but scare the men.—New York World.

When you give a man scope you are then able to give him credit for successful results. And since I am always prepared to give credit to those working under me, these men learn to give credit, in turn, to those under them, and this in time permeates the whole organization. Nobody, therefore, goes around strutting and claiming that "I" did this and "I" did the next thing. Everybody avoids the first person singular pronoun, and talks about what "we" accomplish. This creates what we on the Pennsylvania System call the organization spirit. We all feel that we are working, not for any one individual, not for any one boss, but for the good of the Pennsylvania Railroad.

—W. W. Atterbury.

**NORFOLK DISTRICT.**—The Sixth Annual Meeting of Salesmen, Agents and Representatives of Norfolk District and their friends was held in Norfolk Feb. 16-17. All out-of-town representatives arrived Sunday and early Monday morning the Office was overflowing with Texacos, while many a hearty greeting could be heard "when olde acquaintance mete."

The first session, in the City Armory at 10 a. m. Feb. 16, was attended by all our representatives, and among visitors were F. D. Gatchell, C. H. Parker, G. R. Rowland, J. T. Groves, A. E. Davenport, J. R. Bolt, W. N. Holt, and Attorneys Hersey

## TEXACO STAR

and Block—from New York, and Superintendent H. W. Dodge of Oklahoma District.

After the second session during the afternoon of the 16th, everybody boarded cars for Cape Henry where a repast of Lynhaven oysters, Princess Anne turkey, and Smithfield ham was heartily enjoyed. During the evening "Widmer's Noisy Six" furnished music for dancing and the majority tripped the light fantastic toe. An entertainment of songs and sketches was furnished by Texaco talent.

After business sessions on the 17th, Thubanite Chapter of Crater Compound Club gave an entertainment, and at 4:30 p. m. held its yearly business meeting and initiation. Among about 50 new members added, the following will vouch for the entertaining manner in which they were put through the mysteries: Captain W. A. Ludwick, E. J. Bray, E. A. Beasley, W. A. Stokely, R. G. Guy, H. L. White, J. H. Godwin. After the initiation the members of the club dined at the Fairfax Hotel and were later entertained at a Theatre Party.

The entire meeting was a real success and representatives returned to their duties filled with new determination to set new records far beyond those yet attained.

At the meeting of agents and salesmen, Superintendent Williar Thompson called Agent Morgan of Wadesboro, N. C., to the witness stand on the output of his 150-gallon Ford tank during the year 1919. A few days afterward he received the following letter from Mr. Morgan:

Wadesboro, N. C., Feb. 22, 1920.

Mr. Williar Thompson,

Norfolk, Va.

Dear Sir: I thank you for the boost among the agents at the meeting on February 16, and I can say that I have a different spirit for selling oils and greases. I am satisfied that it put a different spirit among some of the agents as to selling lubricating oil; and one more thing, I have got to go after the business better than ever before if I stay ahead, for I had several of them tell me that they were ashamed of themselves and that they were going to give me a race. I told them to go to it, that I would be on the job.

I have already taken two lessons of the correspondence course and I would thank you to have the third lesson forwarded to me at once. I know it is necessary to take this course.

I wish to state that I started to get 25,000 gallons in one month and before I stopped I ended up with 31,158. I have now set my figures up to 45,000 gallons of refined oil and 3,000 of motor oils, and if you get me another storage tank I will change my figure, and will thank you to bear in mind that I will not get bigger than my job,—as so many turn out that way.

Yours very truly,  
E. M. Morgan

ASPHALT  
SALES DEPT.

Allen D. Dimmick, the eminent authority on asphalt filler for brick pavements, was very much absent from our office in Chicago on Saturday, March 6. On Monday, however, he could be heard coming a mile off announcing the arrival of daughter No. 2 at his home.

V. L. Seddon—"Vic", Agent of The Texas Oil Company at Monroe, La., is being congratulated upon his cooperation with the Asphalt Sales Department in Northern Louisiana.

On February 11, 1920, The Texas Company's steamer *Northwestern*, with part cargo of asphalt in bulk, burned to the water's edge in the Neches

River at Port Neches. A diver, sent to examine the condition of the boat, stuck in the asphalt and it took several men several hours to free him—a new argument for the binding quality of Texaco.

An article entitled "Carreteras Asfaltadas en la Zona del Canal," describing the use of Texaco Asphalt in the Panama Canal Zone, appeared in the January issue of *El Comercio*.

An article entitled "Asphaltic Concrete Laid on Gravel Base," by E. P. Petersen, Consulting Municipal and Highway Engineer, Texarkana, Ark., in a recent number of the "Engineering News Record," described the use of Texaco No. 54 Paving Cement in the construction of asphaltic concrete pavements in Texarkana.

EXPORT  
DEPT.

J. C. Hinman and family, after an extensive stay in America, have started on their trip to South Africa. They sailed March 21 on the S. S. *Sonoma* for Australia where they will stop before proceeding to Capetown.

Mr. and Mrs. Armstrong sailed on the S. S. *Sonoma* for Australia to join the staff of The Texas Company (Australasia) Ltd.

On February 21 W. P. Gillies arrived in South Africa.

PRODUCING  
DEPT.

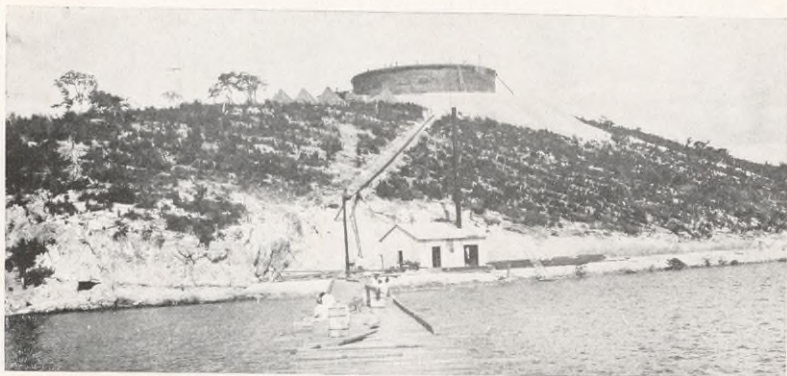
More than 2,000 people gathered about tables loaded with good things to eat, placed out in the open in front of The Texas Company's Office at Moonshine Hill, Humble, Texas, Friday night, March 12, 1920. The occasion was a visit by The Texaco Band to give a concert for employes of the Company at Humble. When word was received of the Band's plan to visit Humble, the employes in that town decided to show their appreciation by giving a barbecue.

Some months ago officials of The Texas Company held a barbecue at Humble. Word passed around that it was a good barbecue. Accordingly when it was announced that another barbecue was to be held, prepared by the same parties who served the former one, appetites began to pick up. The added feature of a concert by The Texaco Band doubled the attraction. Consequently when the time arrived the few hundred employes at Humble had as guests all the citizens of that oil town and the farmers and ranchers from miles around. This number was increased to more than 2,000 when the band arrived with 500 or more employes from Houston, who came in the Company's trucks and private cars.

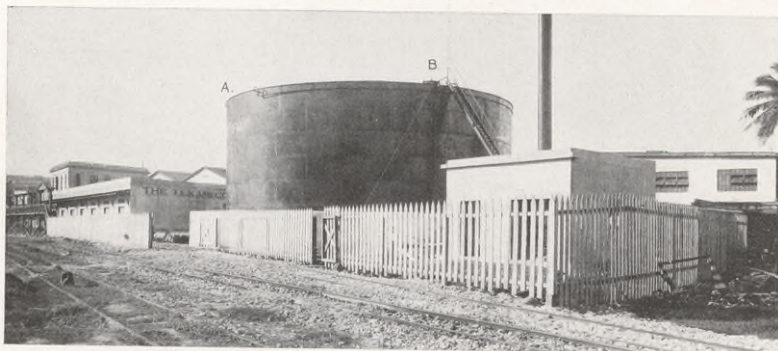
When the electric lights strung over the tables were lighted and the guests saw the tables spread with barbecued beef, goat, fish, and the other good things that go to make "A Real Barbecue," and the band began playing, they knew that they were in for an evening to be long remembered. It was nearly midnight before the affair was brought to a close and those in attendance returned to their homes.

The program played by the band was excellently rendered and was received with enthusiasm. The

## TEXACO STAR



The Texas Company's Guaynilla, Porto Rico Station  
Pump and boiler house at entrance to pier. Note pipe line under construction from pier to tank on top of hill, where other buildings belonging to this Station are located.



The Texas Company's San Juan, Porto Rico Station  
Pump and boiler house in foreground; loading rack, offices, and package warehouse in background next to fuel oil tank.

Texaco Band of 45 pieces is rapidly becoming one of the leading bands of the State, due to splendid musical talent in the organization and the enthusiasm of its members. Had those, who by encouragement and financial backing made The Texaco Band possible, been at Humble on the night of March 12, they would have been proud of their part in it. They would also have left with a feeling of satisfaction for their part in giving more than 2,000 people a delightful evening, with anticipations of many more to come.

"You're under arrest," exclaimed the officer, as he stopped the automobile.

"What for?" inquired Mr. Chugins.

"I haven't made up my mind yet. I'll just look over your lights, an' your license, an' your numbers, an' so forth. I know I can get you for something."—Ex.

### PIPE LINES

Members of the Tulsa Texaco Club had an enjoyable time at a box party on St. Patrick's night in The Texas Company's warehouse. The hall was appropriately decorated and all in attendance were dressed in quaint costumes representing every phase of old Erin. The Irish green shone from every man's necktie and the ladies' ribbons and headdress. The boxes were auctioned off to spirited bidding, as no man wished to see his best girl eat lunch with the other fellow. There was dancing during the whole evening, a special

## TEXACO STAR

feature being a square dance which afforded great fun and amusement. All had the enjoyable time that Texaco gatherings always experience.

The stork recently left a little bundle at the home of W. A. Carnes, head order clerk in the Purchasing Division. He has been named William Edward.

Earl Lewis, stenographer in Purchasing Division, and Miss Estell Kilman were married on Thursday evening, March 18, at Oak Lawn Presbyterian Church, Houston, Texas.

THE TEXAS STEAMSHIP CO.

It is surprising how many ex-Navy radio operators are at work in the yard of The Texas Steamship Company. All ratings are represented and nearly all have passed through the Naval Radio School at Harvard. Some are still following it up as a pastime, and as Bath is an ideal location for radio reception their efforts are meeting with some success. One man recently copied a station in the Ascension Islands, a distance of 6,400 miles, on home-made apparatus. Messages from San Diego, California; Honolulu; Nauen, Germany; and Lyons, France, are copied regularly. The city now boasts of forty amateur radio stations, many of which are owned and operated by employes of The Texas Steamship Company.



At the Yard for repairs  
Barge "I. D. Fletcher," owned by Coast Transit Company and under charter by The Texas Company, at the yard of The Texas Steamship Company, Bath, Maine, for repairs.

As a dear old East Aurora lady remarked the other day, "Nobody can tell where this peace is going to end."—Roycroft.

Page twenty-four



This photograph shows the launching trophy presented to Mrs. W. A. Thompson, Jr., Sponsor of S. S. Roanoke. The fragments of the champagne bottle encased in gold mesh are mounted on a mahogany panel with glass frame. The engraved plate below reads:

The Texas Steamship Company,  
Bath, Me.

S. S. ROANOKE

Launched Jan. 3, 1920

Mrs.

Lucy P. S. Thompson,  
Sponsor

Our sympathy is extended to the parents of Clarence Miller in their sad bereavement.

Bob Dyer is back on the job again after a long and severe illness. The Machine Shop joins with him in extending thanks to Doc Patton.

Rollin Stevens, Foreman Anglesmith, his son Warren Stevens, and C. O. Thompson, Jr., had an enjoyable day Feb. 22 by venturing out to Wright's Crossing to hunt rabbits. They bagged twelve and claimed they could have bagged twelve more had not the snow been so deep and their snowshoes so cumbersome. The only slip in the day's program occurred at six o'clock that morning while crossing the Kennebec River. The three were so busily engaged in conversation and planning for the day that they failed to hear the warning whistle of the ferry boat, denoting their arrival at the opposite shore. As a result they journeyed back to Bath on the same ferry and returned once more to Woolwich, where they had failed to get off the first time. The funny part is, they refused to pay for the extra rides on the ferry and got away with it. All in all it was a great trip and the Helion Club had a treat on the rabbits, as Mr. Thompson picked out four dandies and took them to the Club where he resides.

Mrs. E. Jennie Creasey of Manchester, widow of Willard M. Creasey who died Jan. 27 from broncho pneumonia, is about to become a beneficiary of the insurance department of The Texas Steamship Company, by whom her husband was employed. This provision is deeply appreciated by the sorrowing widow, coming as it does as a great surprise to her. Mrs. Creasey was not aware of the insurance department of this industry at the time of her husband's death, and when notified by officials of The Texas Company, of which the local shipbuilding plant is a subsidiary, she expressed her gratitude in no uncertain terms.—*The Bath Daily Times*.

Earn money before you spend it.

## SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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.** Visualizing Facts for Control—III, by L. V. Estes.—*Industrial Management*, March 1920.

The Future of Industrial Relations, by Dudley R. Kenedy.—*Industrial Management*, March 1920.

**REFINING.** Relation of Motor and Oil Industries.—*National Petroleum News*, March 17, 1920.

"What might be done were more intensive study given to the motor fuel question from a chemical standpoint."

**NATURAL GAS.** Gasoline from Dry Natural Gas, by Harry Botsford.—*Petroleum Magazine*, March 1920.

Giant Dynamite Extinguishes Gas Well Fire, by A. H. Clough.—*Lubrication World*, February 1920.

**MARINE.** Novel Craft Winds Its Way Up Hudson Valley, by William T. Donnelly.—*Nautical Gazette*, March 13, 1920.

The craft was propelled by electrical power generated on another boat.

**COMPROLLER'S** Scientific Basis for Cost Accounting, by G. Charter Harrison.—*Industrial Management*, March 1920.

**SALES** My Method of Setting Quotas, by Joseph R. Hyde.—*System*, March 1920.

Planning a Drive-In Filling Station—Free Air Service, by F. W. Bean.—*National Petroleum News*, March 10, 1920.

**LUBRICATING** Physical Phases of Lubricants, by W. F. Osborne.—*Petroleum Magazine*, March 1920.

Petroleum Rich in Colloids, by Edward G. Atcheson.—*Lubrication World*, February 1920.

"To these colloids lubricating oils owe their greasiness and unctuousness. The problem of lubrication merely a special problem of colloidal physics."

Internal Combustion Engine Lubricating Oils.—*Lubrication World*, February 1920.

Dilution of Lubricating Oil in Engine Crank Case, by Gustave A. Kramer.—*Lubrication World*, February 1920.

Bronze and Babbitt Bearings, by W. K. Frank.—*Lubrication World*, February 1920.

The History of Ball Bearings, by Commander H. D. McGuire, U. S. N.—*Lubrication World*, February 1920.

Includes discussion of kind of lubricant required and methods of application.

**EXPORT** South American Advertising.—*The Americas*, February 1920.

What South America Will Contribute to the World's Rehabilitation, by Frederick Todd.—*The Americas*, February 1920.

**PRODUCING** How to Measure Casing, by M. H. Soyster and John H. Dougherty.—*Oil News*, March 1920.

Water in Oil and Gas Sands, by Roswell H. Johnson.—*Petroleum Magazine*, March 1920.

How to Hunt New Oil Fields, by David White, Chief Geologist, U. S. Geol. Surv.—*Petroleum Magazine*, March 1920.

Geologic Distillation of Oil, by Bailey Willis.—*Petroleum Magazine*, March 1920.

**SHIP YARD** Recent Technical Progress in Shipbuilding.—*Nautical Gazette*, March 6, 1920.

Applications of Electric Arc Welding—II, by C. B. Auel.—*Industrial Management*, March 1920.

Fabricated Ship Termed a Failure.—*Nautical Gazette*, March 13, 1920.

**GENERAL** Making Time By Saving It, by A. V. Levering.—*System*, March 1920.

"A dozen plans that catch the minutes before they turn into wasted hours."

"Are You Too Busy to Read?" by Edward Hungerford.—*System*, March 1920.

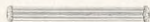
State Control of Shipping Scored.—*Nautical Gazette*, March 6, 1920.

"Sir Norman Hill's masterly analysis of government management summarized by our London correspondent."

Superstition vs. Science in Hunt for Petroleum, by A. J. Hazlett.—*Oil Trade Journal*, March 1920.



# Under the White Lights at an Important Exposition



**W**E cannot help being proud that the Bullard Machine Tool Company selected Texaco Soluble Oil in their ten-day practical demonstration of the Bullard Multi-automatic at the Machinery Show in Atlantic City.

This is indeed praise, for the Bullard Machine Tool Company, in their forty years of manufacturing have always maintained that the question of lubrication is of paramount importance.

Naturally, this is not the first case where a manufacturer, in order to give his machine or unit the best possible showing, has selected Texaco Lubricants.

For instance, very frequently machine tool builders make it a point to lubricate all the gears of their machines with our product, Texaco Crater Compound, right at the plant before shipping, so that the machine,

when set up, will start off with the proper lubricant so that it will operate with greatest possible quiet and ease.

As a matter of fact we can go right through a list of all kinds of machines and power units and find builders recommending that their product be operated with Texaco Lubricants.

Often, this recommendation is arrived at by themselves through competitive tests and often we have the privilege of enabling them to select the lubricant most suitable for their type of unit.

Our service in selecting the right oil for any purpose is available to every one from the man who ships thousands of machines a year to the man who is running an engine as his daily occupation, and if you ask us you will be pleased to learn how promptly and gladly we will co-operate with you.



**THE TEXAS COMPANY**  
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