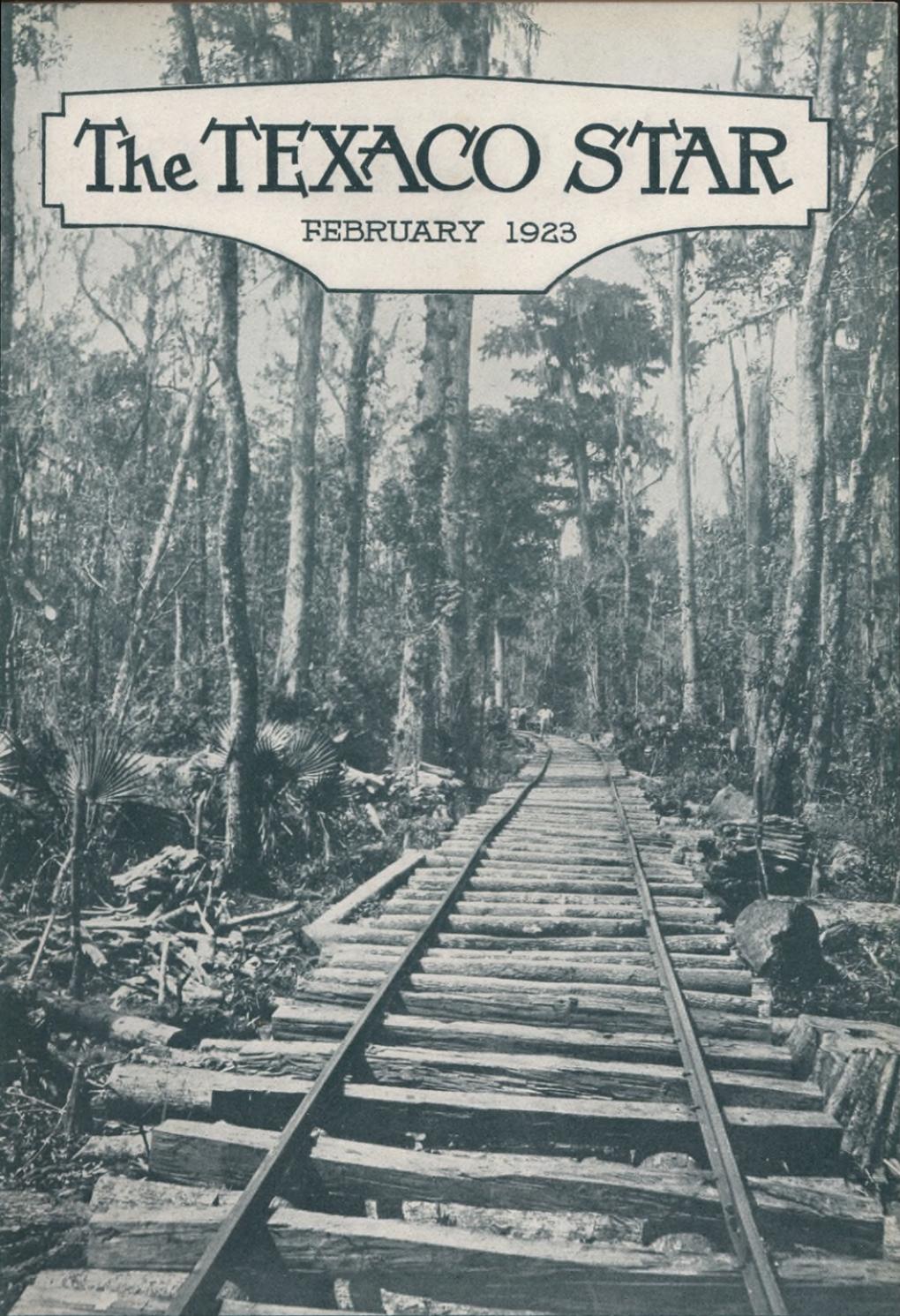


The TEXACO STAR

FEBRUARY 1923



Three Great Schools

THE THREE greatest educators are Work, Society, and Books. Our work is an essential part of our life, and can be made a drudgery or a delight according to our mental attitude. We can make it yield us great mental riches, or we can hate it and make it a poison that will kill success.

Not only is a man judged by the company he keeps, but he becomes like the company he keeps. We may seek out companions who are rich physically, mentally, and spiritually; or we may loaf with those whose lives breathe failure and all that militates against growth. Inspirational, intellectual, aspiring companions will stir the best in us into life. Their society will make us desire to do a man's work in a man's way for a man's reward.

And no one can estimate the power of good books and good magazines and good papers. They bring us the riches of the richest minds of this and past ages.

Those of us who love our work and seek to better it daily, who associate with inspirational companions, and who read only those books that are rich in ideas that make for upward growth, have no need to worry because our parents did not send us to college.

—Builders.

The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. X

FEBRUARY 1923

No. 2

"All for Each—Each for All"

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**"Words are deeds. The words we hear
May revolutionize or rear
A mighty state."**

IT IS TRUE, as Emerson said: "The world is upheld by the veracity of good men; they make the world wholesome." Also, this upholding by words of truth and wisdom must be a process continually renewed from generation to generation. But the good and wise of any generation make the wisdom and experience of the Past the foundation for their own development and possible progress. A generation that severs or ignores this preserving continuity of experience precipitates to disaster.

Especially dangerous is it, when lawmakers are ignorant even of the few great original contributions to the matter in which they undertake to lead. It is sheer impertinence, if his ignorance is from his own neglect; it is sheer incompetence for the political franchise of many of the voters, if a lawmaker is elected who from natural incapacity is unable to read or understand great works.

For uncounted centuries the Chinese have required their lawmakers and magistrates to pass examination in their classics. That, in detail, may seem absurd to us; but the underlying principle is worth our prayerful consideration. How would the principle work with a better curriculum for the examination?

It was the good fortune of this country in beginning its independent existence to be under

the leadership of men who had studied diligently Aristotle's *Politics* and Montesquieu's *Spirit of Laws*—the two great original mines for political knowledge and governmental prudence. If the former be thought too archaic to be comprehended by the poorly educated men of this day, or the latter too abstruse, surely acquaintance with *The Federalist* could not be regarded as above the mental strength of this generation. Those essays of Alexander Hamilton and his collaborators put much of Aristotle and Montesquieu in popular garb, and they were well comprehended by our immediate forefathers and accomplished as a practical result the adoption of the Constitution of the United States.

Of course, in general, it is not the comparative mental ability that is in question, but habits of intellectual vigor. Our forefathers were not "scared off" by the length of a real book or essay. It appears now that few will read anything (except scandal or the reports of baseball) that runs over a few paragraphs. Our universities are to blame; they have been giving our young men, as some wit has said, everything but an education.

Not By Bread Alone

No apology is needed because we have given two pages in this issue to poetry and a little life-wisdom symposium on the philosophy of poetry. "Man shall not live by bread alone," is a statement of fact rather than a command. The enjoyment of beauty, truth, and wisdom are essential to flourishing life. Without these, human life is starved, not as a figure of speech but in stern reality.

By the very constitution of his nature a man thus starved can not compensate himself by material possessions, or by sordid intellec-

tual pursuits. On the contrary, the uncultured rich are in a worse case than if poverty enforcing hard labor left them no time to occupy thoughtless and tasteless leisure with empty or vicious trifles.

Never was there more need than now that men of all walks of life should consider the fact that right development of mind and character must keep pace with scientific control of the forces of nature and the material prosperity thereby handed over to multitudes who have done nothing to earn it, or civilization must fall through the follies and vices (governmental and personal) of a people unfit to enjoy leisure or material prosperity. The individual may reflect that unless he will gain the grace of mind and soul to, as one may say, *adorn* wealth, it may be better for him that he should not possess it.

If a man does not read good literature, he has no advantage over the man who is unable to read. If he reads *only* the froth of newspapers and meretricious magazines, he is much worse off than one who can not read. The young need no strict or specific directions for profitable reading. If they will read much of what has been long known to be great or beautiful, the taste of each will form itself to the capacity of his endowment for knowledge and enjoyment. If, after having read much of the strong and beautiful in literature he nevertheless still likes the weakness and ugliness he will chance upon in so much of current "literature," it must then be said of him in John's words of doom in his *Revelation*, "He that is filthy let him be filthy still," or as Peter said of certain backsliders, "It has happened unto them according to the true proverb: The dog is turned to his own vomit again, and the sow that was washed to her wallowing in the mire."

In the January issue of *The Alcalde*, published at the University of Texas, Leonard Doughty (himself a poet of no mean skill and power) gives an outburst of scorn which should help the inexperienced to understand in advance the nature and character of that class of the new books which the "blurbs" on their covers and newspaper and magazine reviews present as of peculiarly modern and artistic significance. The following excerpts (condensed on account of space) give the main point of his diagnosis after extended study:

Against the splendid and immortal representation of life and the deep and significant meaning of life in the great books of the world, there exists, according to current belief among the unthinking, a revolt; and a

vague rumor moves in the half-formed and wholly uninformed thought of the streets and the clubs, that the world has marvelously awakened to the realization that all the old divine expression of the thought of those Elect of Mankind are but dead and withered words, and that suddenly, upon the mind of ignorant and idle youth of these latter years there has shone a great light in the beam of which there is a great re-counting of the old values and a recasting of the old truths.

It has seemed to me that some man within these States should speak unreservedly the truth concerning what is called "modern literature" by the tribe of "producers" of it, and by those hangers-on the "critics" and "reviewers" of the "literary" magazines of today. Not in mincing words, . . . but merely to say what to the simplest *sane* mind of any of Adam's sons must be seen to be the truth. . . .

I have read for many months with the purpose of learning what after all it meant—this strange babblement of advertisement and solicitation that meets us everywhere in cheap print, and in cheaper comment by the young men and women of today, and to learn what was the cabalistic something (if, indeed, there was something) hid under the titles and covers of the "books" that choke the front of the book-stalls. I read, and it was made known to me.

For many months now there has passed before me the whole ghastly array, and what goes with it as devil's broth—the "ballyho" of the magazines in "review" and advertisement. I have read the "books"; the "fiction" and the "verse"; the "drama" and the "essays"; the "sketches" and the "criticisms" . . . I make no reference to the magazines themselves, or to what reeks upon their pages. I speak of the sewage of the mental slums of New York and Chicago, which monthly and weekly and daily is moulded into briquettes of crude and obscene emotion in the form of "books" . . . It is this by-product of congenital deficiency, perverted dissipation, and adulterated narcotics run into the molds of "popular novels" and "new verse" and the like, which I refer to as "modern literature."

Of the millions of men in America capable of reading English with a fair understanding, it is inconceivable that any considerable portion either care to read, or do read, or even condone this abnormality of exhibitionism represented in the "books" of the last decade and today, . . . these flabby and senseless assaults upon that ancient decency that for unnumbered generations of the white Northern races of mankind, at least, has grown and strengthened, as a seed cast upon kindly soil. . . . There is a clientele and a paying one for this noisome mayfair of freaks, however; that, too, is manifest. The front shelves of every pandering book-seller advertise the fact like the "pictures" of the crassest "side-show" at a chamber of commerce "carnival" . . . The "authorship" that . . . emits these volumes, as the insane emit shrieks, . . . is of those weak and wicked morons of every generation whose activities sometimes take the direction of overt and ghastly crime, sometimes of mere secret social sin, and again, as now, the shameless and, indeed, unconscious "exhibitionism," as plainly seen in these books of "prose" and "verse," as in the unconscious and continuous action of the sexually insane who tear and rend all vesture placed upon them. . . . All things that are pure or true or of fair repute come to them through the muddied haze of a bestial fancy, as objects of no worth, and as senseless and weak restrictions. . . .

The TEXACO STAR

In a book store in Austin, Texas, a few days ago, I saw enter what I took to be a Jew "drummer" for "gents' furnishings," accompanied by two average prosperous American business men with those frank, clean, unexpressive faces, without a shadow or a line to indicate that a thought or a mental process of any kind had at any time vexed their consciousness, and with that not unpleasant twinkle, or twitter that sparkles upon such countenances, indicating that the bearer is "wise to the world," and altogether capable of taking care of Number 7. These two were evidently the invitees of the Hebrew bibliophile, and had come forth upon his voluble assurances, to see that the devil was in truth as black (and as comely) as he was painted. Thus entered the three, and the Jew, half-fawning, half-patronizing, led and beckoned them to a staring shelf of these "modern books," and without a lost motion, abstracted one, with half-whispered, unctuous sputtering to this effect:

"Here it is; they've got it back ever'where, now. It was suppressed, all right. Of course, that might have been a bluff to make it sell, but I guess not. Ever'body says it is the greatest book ever written, and you know ever'body wouldn't say it if it wasn't great. I've read part of it—here," and he whisked a paper from his pocket and, glancing at some figures thereon, he rapidly turned to a page of the book and thrust it into the hands of one of his companions, with a look comical and detestable upon his half-foreign, dark, ugly, sinister face. "Read it, by God! What do you know about that! Oh, they suppressed it, all right, but it got by, you see. Get it while you can; they may cut it out again."

The "book" around which the three hovered like blue flies around a wound, was one, the title of which I had seen many months ago on every "review" and advertising page of the magazines, and in the scattato chatter of those pages it was referred to as mankind's highest effort toward art and literature; it was "grand," it was "dazzling," it was "spiritual." For the intervening months I had heard nothing of it, and all the "grand" and "dazzling" and "spiritual" manifestations of slumdog had other names, though, as I found upon my reading, much the same contents. But it had come back, and here was its clientage. Think, that this "book" has been the subject of "criticisms" and "reviews" and "essays," all strident with senseless and slavering praise in the *Dial* and the *Literary Review of the New York Post*, and the whole group of like journals, and not so much as the breath of mention of its perverted indecency and inhuman obscenity, so gross and so terrible that it tickled even the over-fed and jaded palate of the unspeakable Israelite.

There is one aspect of the whole matter, half-comic upon consideration of the disheartening effect upon the tribe of present day "writers" whose addicts must keep a list of numbered pages with which to whip and regale a jaded appetite,—should there arrive a "leader" among the nameless swarm, with a satyriasis of expression that would render every page a clot of psychopathic emotion, and which would enable the dullest or the most eager devotee to revel, without index or numerals, in a marsh of bliss.

A chorus of frogs, it seems to me, surrounds us, as we, like Dionysus, with little help from Xanthias, labor through these marshes of darkness, we hope, toward the abode of poets known of old.

In particular reference to the branches (the roots rather) of literature properly called poetry, the most practical advice leading to enjoy-

ment is—read aloud and try to give every phrase (not the words separately) the time and cadences it would take in natural fervent speech. But *read aloud*, and the meanings and beauties will open to you—albeit gradually. And be not discouraged by the loss, when allusions are lost upon you: you might as well refuse to listen to music, because some of its motifs are obscure for you. You may get much of the magic beauty of Stevenson's lines on page five if repeatedly read aloud, even though you have forgotten or never knew about the ship *Argo* or Bethesda's healing pool.

Finally, read the great article *Poetry* in the *Encyclopaedia Britannica*. You will find it in any edition; even the deteriorated *Eleventh* retains that unmatched essay in criticism by Theodore Watts-Dunton—one of the great monographs which made the *Britannica* what it once was.

The Texaco Libraries

If all who have taken, or should take, interest in the libraries for employes and their families that are being established, through the generosity of stockholders and other members of the company, at points where they are most needed, will read the little item from Tampico on the last page of this issue, we believe that many of them will recall the fact that they neglected to make any response to the "Christmas Reminder" offered on the first page of the December issue. The names of donors since the last report would occupy very little space, but we can not give it in the absence of Arthur Lefevre, Jr., who has this matter in charge. Send books or cash to Arthur Lefevre, Jr., The Texas Company, Houston, Texas.

Cleverness is serviceable for everything, sufficient for nothing.—*Amiel*.

CRUDE OIL PRICES AT WELLS

February 1, 1923

Pennsylvania.....	\$3.80	Homer.....	\$1.40 to \$2.10
Indiana.....	1.98	Haynesville.....	1.40 to 2.10
Canada.....	2.58	Caddo.....	1.05 to 2.10
Ragland, Ky.....	1.00	DeSoto.....	1.90
California Light.....	1.45	Bull Bayou.....	1.70
California Heavy.....	.60	Crichton.....	1.55
Kansas.....	1.20 to 2.30	Gulf Coast.....	1.25
Oklahoma.....	1.20 to 2.30	Mexia.....	1.90
North Tex.....	1.20 to 2.30	Currie.....	2.30
N. C. Tex.....	1.20 to 2.30	Corsicana Light.....	1.20
Heldton.....	.75	Corsicana Heavy.....	.70
Eldorado.....	1.40 to 2.10	Wyoming.....	1.35 to 1.80

The TEXACO STAR

BLUE PRINTS

Come, let us model a marvelous poem,
Somber or purple of hue,
Close to our age as the wood to the phloem,
Madly, flamboyantly new.

Full of cacophonies, crudeness, and clamor
Such as delight the Elect;
Free of all trammels of meter and grammar—
Form is a fatal defect.

Let it be mordant, discordant, satiric;
Only the loathsome is strong;
Hullabaloo, and we'll call it a lyric;
Shriek, and we'll call it a song.

Schooled by the craft of your shrewd prede-
cessors,
Revel in argot and slang;
Erudite critics and vaudeville professors
Praise the colloquial tang.

Clearness, remember, is always absurd;
Scorn as the ultimate crime
Beauty of thought, beauty of word,
Melody, rhythm, and rhyme.

Ears that are tuned to the croak of the raven
Hear not the thrush in the glen;—
Still shall the soul, as the ship to its haven,
Turn to the Poets again—

Masters of tragedy, comedy, passion,
Ancient but new as the spring;
Singers, who, careless of foible or fashion,
Wrangle not, rage not, but sing—

Giving new eyes for the world and its splendor,
Shields to the world and its darts;
Lovers of loveliness, truthful but tender,
Yielding the depths of their hearts.

Makers! who cherish in fame and derision
Courage that dares and endures,
Knowing the transient but holding the vision,
Guard well the gift that is yours:

Utterance, vibrant with something half-heard,
Old as the wing-beat of Time,
Fervor of thought, magic of word,
Melody, rhythm, and rhyme.

—Arthur Guiterman.

THE WINGLESS VICTORY

Niké of Samothrace,
Thy godlike wings
Cleft windy space
Above the ships of kings.
Fain of thy lips,
By hope made glorious,
Time kissed thy grand Greek face
Away from us.

Our Niké has no wings;
She has not known
Clean heights, and from her lips
Comes starvèd moan.
Mints lie that coin her grace,
And Time will hate her face;
For it has turned the world's hope
Into stone.

—Hervey Allen.

It is not meters, but a meter-making argu-
ment that makes a poem. —Emerson.

Page four

THE CRAFTSMAN

Once, after long-drawn revel at The Mermaid
He to the overbearing Boanerges
Jonson, uttered (if half of it were liquor,
Blessed be the vintage!)

Saying how, at an alehouse under Cotswood,
He had made sure of his very Cleopatra,
Drunk with enormous, salvation-contemning
Love for a tinker.

How, while he hid from Sir Thomas's keepers,
Crouched in a ditch and drenched by the midnight
Dews, he had listened to gipsy Juliet
Rail at the dawning.

How at Bankside, a boy drowning kittens
Wincèd at the business; whereupon his sister—
Lady Macbeth aged seven—thrust 'em under,
Sombrely scornful.

How on a Sabbath, hushed and compassionate—
She being known since her birth to the townfolk—
Stratford dredged and delivered from Avon
Dripping Ophelia.

So, with a thin third finger marrying
Drop to wine-drop domed on the table,
Shakespeare opened his heart till the sunrise—
Entered to hear him.

London wakened and he, imperturbable,
Passed from waking to hurry after shadows.—
Busied upon shows of no earthly importance?
Yes, but he knew it!

—Rudyard Kipling.

TO A POET A THOUSAND YEARS HENCE

I who am dead a thousand years
And wrote this sweet archaic song,
Send you my words for messengers
The way I shall not pass along.

I care not if you bridge the seas,
Or ride secure the cruel sky,
Or build consummate palaces
Of metal or of masonry.

But have you wine and music still,
And statues and a bright-eyed love,
And foolish thoughts of good and ill,
And prayers to them who sit above?

How shall we conquer? Like a wind
That falls at eve our fancies blow,
And old Maeonides the blind
Said it three thousand years ago.

Oh, friend, unseen, unborn, unknown,
Student of our sweet English tongue,
Read out the words at night alone:
I was a poet, I was young.

Since I can never see your face,
And never shake you by the hand,
I send my soul through time and space
To greet you. You will understand.

—James Elroy Flecker.

Poetry is the blossom and the fragrance of
all human knowledge, human thoughts, hu-
man passions, emotion, language.—Coleridge.

Self-forgetfulness is of the essence of enjoy-
ment.—Augustine Birrell.

The TEXACO STAR

THE SEEKER

I, too, was born in Arcady;
Yet all your wise men's wit
Can never lead me back, and I—
Try as I do, and try and try—
Must work and wait and live and die
Remembering and regretting it!

I see your whole world sick to be
One moment like my Arcady—
My native, lost, loved Arcady—
In these last days of Time;
And, oh, before your dull sun drops
Behind your prisoning mountaintops,

I want to shout:
"Come out! Come out!
One step beyond those peaks will be
The flowered fields of Arcady;
Take heart, be brave, and climb!

"Just there, across the eternal snows,
Eternal summer buds and blows;
Could we a little farther see,
Could we but hear—and oh, we can!—
There are the nymphs upon the lea;
There—hark!—there sound the Pipes of Pan.
One brief ascent, and even we,
The slaves of Time,
Shall hear and see,
Be glad and free—
Oh, climb!"

And then—and then I know in vain
I plead with you, since even I
Can nevermore return again—
Must work and wait and live and die
An exile out of Arcady,
With nothing left but memory
Beneath your peaks of snow:
"I, too, was born in Arcady"—
But that was long ago.

—Reginald Wright Kauffman.

THE SONG-THROE

By thine own tears thy song must tears beget,
O Singer! Magic mirror thou hast none
Except thy manifest heart; and save thine own
Anguish or ardor, else no amulet.
Cisterned in Pride, verse is the feathery jet
Of soulless air-flung fountains; nay, more dry
Than the Dead Sea for throats that thirst and sigh,
That song o'er which no singer's lids grew wet.

The Song-god—He the Sun-god—is no slave
Of thine: thy Hunter he, who for thy soul
Fledges his shaft: to no august control
Of thy skilled hand his quivered store he gave:
But if thy lips' loud cry leap to his smart,
The inspir'd recoil shall pierce thy brother's heart.

—Dante Gabriel Rossetti.

Poetry begotten of passion is debasing;
poetry born of real heartfulness ennobles and
uplifts.—A. A. Hopkins.

The string o'erstretched breaks, and the
music flies, the string o'er slack is dumb, and
the music dies; tune up the sitar neither low
nor high.—Edwin Arnold.

POETRY

The magic light that springs
From the deep soul of things
When, called by their true names,
Their essence is set free;
The word illuminate,
Showing the soul's estate,
Baring the hearts of men!

Poetry!

—Annie L. Laney.

ET TU IN ARCADIA VIXISTI

Alas! in evil days Thy steps return,
To list at noon for nightingales, to grow
A dweller on the beach till Argo come
That came long since, a lingerer by the pool
Where that desired angel bathes no more.

—R. L. Stevenson.

LIFE WISDOM

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

—Benjamin Disraeli.

The doctrine of inspiration is lost; the base
doctrine of the majority of voices usurps the
place of the doctrine of the soul.—Emerson.

It is the soul itself which sees and hears
and not those parts which are as it were but
windows to the soul.—Cicero.

The beautiful is a manifestation of secret
laws of Nature, which but for this appearance
had been forever concealed from us.—Goethe.

It is the secret of the world that all things
subsist and do not die, but only retire a little
from sight, and afterwards return again.

—Emerson.

Poetry comes nearer the vital truth than
history.—Plato.

Poets utter great and wise things which
they do not themselves understand.—Plato.

They learn in suffering what they teach in
song.—Shelley.

How does the poet speak to men with
power, but by being still more a man than
they.—Carlyle.

Poetry is the key to the hieroglyphics of
Nature.—Hare (*Guesses at Truth*).

Wisdom married to immortal verse.

—Wordsworth.

Olympian bards who sung
Divine ideas below,
Which always find us young
And always keep us so.

—Emerson.



Typical stand of Tupelo timber—From this timber your case is developed

Your Case

R. L. DRAKE, Superintendent Case and Package Division

When we take your case, for instance, it is due much consideration. When one stops to consider the trials and tribulations that have been borne to make your case all that it is, there is more respect due it than you, yourself, might think.

Your case can date its history away back to a swamp age where it started as a tree midst a jungle of Palmettos, Bamboos, Cyresses, and stagnant water. Your five-gallon cans of oil and the cans containing nearly every other Texaco product are carried in cases made of Tupelo Gum, sometimes called Bay Poplar. This wood occurs most plentifully in the southern cypress swamps. All of that making up Texaco cases is obtained from the lower part of Louisiana. Cypress, known as the everlasting wood because of its great rot-resisting qualities, and Tupelo grow together in nearly all the southern swamps. These woods are probably the most difficult of any to log, as they must be cut by men sometimes operating

waist-deep in water and must be got to navigable streams or railroads through dense jungle-like growths.

A Tupelo grows to a height of 60 or 80 feet. The tree is usually very shapely. Starting up from the ground with a large conical shaped base 6 or 8 feet in diameter, the lower part of the trunk tapers until at 10 or 12 feet above the ground the normal diameter of the tree is 18 to 24 inches. The trunk then grows straight and round for 20 or 30 feet before the first branches begin.

These trees are cut oftentimes when the swamps are flooded, negroes working waist-deep in water. These negroes are in a class by themselves, living on the edges of these swamps, and it is a difficult matter to get one of them to live and work outside the swamps. They make their way back and forth from camp to the place of cutting in pirogues—small, narrow, round bottom boats shaped from tree trunks.

The TEXACO STAR.



Rafted logs in Bayou
Cut logs are held in this manner until wanted in the sawmill.

The Tupelo trees are cut sometimes 6 to 8 feet above the ground and either floated to a navigable stream where they are made up in rafts for towing to the mill, or when operations are being carried on in an unflooded area the logs are handled through the woods to the nearest bayou by pull boats. These pull boats are barges equipped with boiler, engine, and drums. From these drums is run out through the woods and over a return sheave a heavy steel cable sometimes a mile in length branching off from which are short spur cables. As the trees are cut down, trimmed, and made ready for rafting, the logs are attached to these

spur cables and on proper signal the drum is started reeling in the heavy cable. With this cable come four to six logs, splashing and jumping through the water and underbrush out to the bayou, where they are formed into a raft. When a raft containing a thousand or more logs has been built up it is ready for towing to the mill. Sternwheel steamboats pick up these rafts and tow them sometimes 60 or 100 miles from the place of cutting to the sawmill.

At the mill the logs are fed to an elevating chain that carries them beneath the saw that cuts each log into the proper length for the



Pull Boats

Pull Boats are used for pulling logs from the woods into the bayou. Steel cables run into the woods to pull the logs to the stream when logs are to be rafted from forest to mill.

The TEXACO STAR



The Texas Company's Morgan City Shook Mill

The sawmill in the distance cut the 10,000,000 feet of lumber at the right. The flowing field in foreground is sugar cane.

boards. The log is then passed to a log carriage which operates back and forth past a huge bandsaw that shapes the log to a square timber which then passes on to a gangsaw. This gangsaw is a large machine carrying 12 to 20 saws spaced approximately 1 inch apart. These saws work vertically as the log passes through them and in a very short time the heavy timber has been reduced to 11 to 19 boards measuring 1 inch in thickness, which when trimmed are then put through an inspection and are ready for piling in the yards.

As these boards pass to the yards they con-

tain a great percentage of moisture; 50% to 75% of the weight of the board is sap and water. These boards must, to be bone dry, age from six to eight months in the yards. The yards shown in the accompanying photographs contain approximately 10,000,000 board feet. One mill cutting lumber for Texaco cases has a capacity of 100,000 board feet per day, but it takes the production of this mill and much lumber from other mills to make enough lumber to meet the daily Texaco demand.

A shook is the top, bottom, sides, and ends of a case and a mill cutting up lumber into box parts is known as a shook mill. The Morgan City Shook Mill, belonging to The Texas Company, is located next the sawmill shown in the accompanying photograph. The lumber in these yards is the property of The Texas Company and much of it will pass direct from these yards to the shook mill where it will be cut to length and width, resawed into



In the swamp

Tupelo and Cypress grow together in the lowlands of the Gulf Coast region. The tree having the smoother bark toward the right in the picture is a Cypress. All the others are Tupelo.



Breadwinners

This bread line at Morgan City Shook Mill earns the 'dough' to pay for the biscuits and cane syrup.

The TEXACO STAR



To be manufactured into cases
Tupelo lumber—10,000,000 feet of it—drying in the yard of our Morgan City Shook Mill plant.



How the lumber dries
The lumber dries for six months or more before being cut or cases.

two pieces, planed, and after bundling will be ready for shipment to Port Arthur to be put together to form the cases.

At the Morgan City Mill 18,000 to 20,000 shooks are made daily. The sawdust and

shavings from the machines are gathered by air suction and burned underneath the boilers where steam is produced for operating the plant. This mill has both rail and water connection with Port Arthur so that shooks can be handled either by car or barge to the point of manufacture into cases.

At Port Arthur is located a second shook mill with half the capacity of the Morgan City Mill. This mill is supplied with lumber from various sawmills located in southern Louisiana. The shooks from this mill go direct to the nailing machines where they are made up into cases.

The production from these two shook mills is further amplified by shipments of shooks from the Pacific Coast. California and the Puget Sound region are producers of great quantities of shooks. Coastwise steamers from that region now bring shingles and shooks to Texas.

Your case is developed mighty quickly in Port Arthur. Printing machines are provided

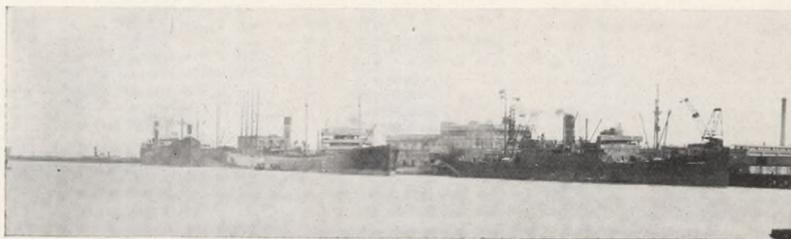


Going home
All aboard for town—with 125 aboard.



One group
Here are the boys and girls who saw the lumber into the shooks that make the case to carry the cans containing the oil for Shanghai.

The TEXACO STAR



Case oil and bulk oil boats at Port Arthur Casing Plant and Terminal

The boat in the foreground is loading case oil for Brazil and Argentine; the sailing vessel is taking on case oil for Porto Rico; the second boat in the foreground is taking on fuel oil for France; the other two tankers are going to Gulf and Atlantic ports.

for putting the one, two, and three-color imprints on the case ends and for producing the printing matter of different kinds that is carried on the sides of the cases. For shipments to China Chinese characters are used; for shipments to South Africa Dutch reading matter is supplied for the Boers; for South America Spanish reading matter is produced. The printed ends and sides and the bottoms are then placed to the boxmaking machines, nails are placed in hoppers, and at the rate of 1,800 an hour complete cases are made automatically by each of two machines.

The cases pass to conveyors from the end of the boxmaking machines and thence to the filling rooms where the filled cans are placed in the cases. The cases are then conveyed to the covernailing machines where the covers

are automatically nailed on and the cases are then taken up by the conveyors running to the warehouses. While passing along these warehouse conveyors the case is passed through a spiral that inverts the case so that it travels upside down for a distance of 100 feet or more. By this method any leaks in the top of the can are shown when a strained case reaches the warehouse.

It may be that you have never stopped to figure that the amount of lumber used in your cases would in 26 years build a plank walk 1 foot wide to the moon and to avoid the pitfalls of the craters there would be lumber enough left to run the walk once around old Luna. Perhaps you won't believe it but it is a fact that 1,620,000 nails are used each day for putting these cases together. From the

time the tree is cut in the swamps to the moment a case is filled there have been some 450 men engaged in producing that case.

When one stops to think that the manufacture of lumber, shooks, and boxes is only one branch of the business, he can not but draw conclusions of the enormous field of activity foreign to and outside of the production of oil that is put into being in supplying the vast amount of materials used by The Texas Company.

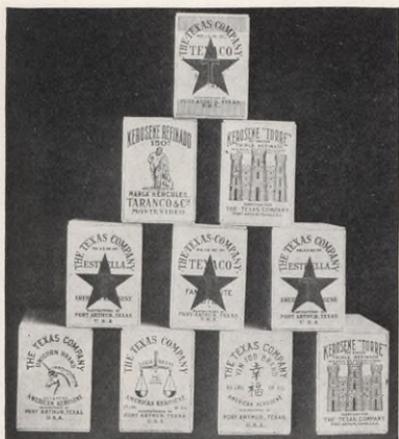


Employees' Service Building and Specialty Can Factory

In this building are six complete manufacturing units for the many different sizes of small cans used for Texaco products. On the top floor is a cafeteria; and the ground floor is intended for lockers, wash rooms, etc.

There is no excellence without great labor.

The TEXACO STAR



Various Brands

They go to different countries—to South America, Africa, Australia, China, and elsewhere.



An export trio

A Shanghai man reading the characters on the top case from right to left would think: "American Merchandise Manufactured by The Texas Company, Scale Brand Kerosene Oil."

The lower left-hand case is for the Dutch in the South of Africa.

The lower right-hand case goes to South America.

Can a Package Make Sales?

The customer steps into the retail store—he has read your advertising—his money is ready—your product is on the shelves.

Will he buy it?

This is the final moment of the entire sales-campaign.

Every manufacturer wishes that his own salesman might be on hand at this moment. A few words to the buyer would clinch the sale.

Behind the counter, or on it, your salesman is actually standing—your package.

Does it speak out?

Does it catch the buyer's eye like the one lighted house in a row of dark ones?

Does it drive home your big selling-thought?

—J. Walter Thompson Co.



In Palestine

Camels carry Texaco Case Oil—1922

Waste of Fuel Oil

"Jack" Downey, Electra, Texas

Thirty percent of the oil used in industrial plants could be saved without changing existing equipment.

Saving oil is a human rather than a mechanical problem. Machinery can perform marvels, but it lacks any incentive to do better. The power to do better, to improve, is exclusively human and too often ignored in the routine of business and industry. This power becomes fruitful under the incentive of reward.

Among the points requiring careful attention are:

Neglect in cleaning boilers. Carelessness of the fireman to see that his oil and steam are performing perfectly. Watching his steam so that the safety valve does not blow off and cause loss of steam. Seeing that his dampers are controlling the heat. Watching the water and blowing it off according to the conditions. Where there are two or more shifts they should all consult each other and work in harmony.

Not the size of the task, but the spirit shown in the task, is the measure of the man.—H. C. King.

Don't buy anything you have no need for.

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Transportation in the Oil Fields

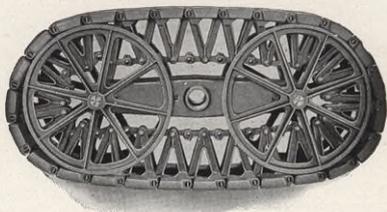
W. V. BOWLES, General Superintendent South Texas Division

Transportation has always been one of the large items to contend with in the oil fields. In nearly all cases the fields are located at some distance from the railroad depots, and the roads leading to the fields from the depots are generally very bad and from the large amount of hauling and the heavy loads soon become almost impassable.

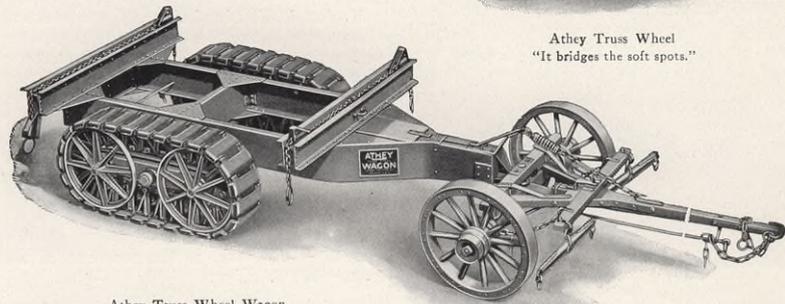
About a year ago we started using the Athey Truss Wheel and they have proved very satisfactory.

West Columbia furnished a good example. Shortly after this field came in, the road from the depot to the field became almost impassable from the heavy hauling and continual rains. It was a common sight to see six head of mules pulling a wagon with about three joints of 6-inch casing—a load of approximately 1,500 pounds. About this time we purchased

an Athey Truss Wheel Wagon and one of its first loads was the base of an air compressor machine weighing about 20,000 pounds. A number of mules were sent over to pull the load, but we found that eight head had no trouble with it. We have had any number of similar loads and every time the Athey Truss Wheels have held up perfectly.



Athey Truss Wheel
"It bridges the soft spots."



Athey Truss Wheel Wagon
10-tons capacity.

The Wife in Business

EDWIN B. PARKER

"The man will do. What of his wife?"

That question was put to me today like a bolt from a clear sky. The questioner was a titled Englishman, an industrial leader, whose signal service to his country during the world war made his name a household word. He was looking for an executive manager for a large business which he and his associates control, and in response to his inquiries I had given him my impressions of a comparatively young man who had come under my notice during and following the war and had demonstrated his strong character, rare ability, great industry, and driving force. He had all the qualities, including experience, vigorous youth, and wholesome ambition, which my friend was seeking.

"The man will do. What of his wife?"

"I have barely met his wife," I replied, "but she seems to be a pleasant, amiable, rather negative young woman, fond of her husband and two children, may be a little spoiled by indulgent parents. Most of her life has been spent in a small town in the Middle West and she is a little dazzled, perhaps a trifle hypnotized, by the bright lights and the froth of the social life of the City."

"The man I am looking for," my friend replied, "has ahead of him twenty-five years of the hardest kind of continuous, exacting work, requiring a strong body, a courageous spirit, a clear mind, unimpaired by worries, domestic or otherwise, or by social distractions which will engross the time and sap the energies which the business must have to put it over the top. I cannot afford to risk a man in this important position handicapped by a wife, no matter how devoted, who will not delight in his advancement, share his ambitions, encourage and cheer him should reverses come—make for him a restful home more attractive than his club, keep pace with his growth and development, entertain his friends and make them hers,—in other words, be a very real partner and helpmeet that he may put into this work the very best there is in him. Will she measure up to these standards? If so, I will give him a chance; if not, I cannot afford to make the experiment."

What could I say? Here my brilliant young friend, of whom I am very fond, has a chance which comes to few men, a chance of a lifetime,

provided only his wife has a sane and wholesome attitude toward life, and is able and willing and anxious to second her husband's efforts. My responsibilities were great. I would have given much had I been able to say: "She's a trump, she will deliver the goods." I hesitated between my great desire to see my young friend have his chance, and my duty to my English friend, whose confidence I could not, of course, abuse. My course was clear.

"I will ask you, the young man and his wife, and some other friends to dine with me," I said. "You shall take her measure."

Poor girl! She does not know, and may never know, that the impression she will make on my English friend at dinner next week, will make or mar her husband's career.

I believe and am glad to believe that most wives delight in making their homes attractive, restful, and free from annoyance and worries, and that they are alive to the importance of assisting in conserving the time and strength of their husbands and thus increase their efficiency and effectiveness in the prosecution of their careers. I wonder, however, how many wives fully realize how frequently they directly as well as indirectly contribute toward shaping their husbands' careers? I wonder how many of them appreciate the very real business opportunities which are within their reach and their consequent responsibilities—responsibilities which cannot be delegated—as their husbands' silent partners.

Typist. "I'm going to get married, sir, and I'm marrying a poet."

Boss. "Dear me. Then I'm losing you?"

Typist. "Oh, no, sir, I sha'n't leave, but I shall need more salary."

—*The Passing Show (London).*

Mothers still worry when their boys are out late at night, but they don't care when the girls get in.—*Wilbur E. Sutton.*

ART

"Oh, I just love art," said the soulful maid,

And she heaved a soulful sigh.

"Art who?" asked the flapper. "I don't believe I have ever met the guy."

—*Harlow's Weekly.*

DEPARTMENTAL NEWS

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

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

REFINING DEPT.

Port Arthur.—We had the pleasure last month of a visit from Mr. and Mrs. Jno. Lapham and Messrs. R. C. Holmes, F. T. Manley, and B. E. Hull. The party spent two days inspecting the Works and Terminal.

The annual meeting of the stockholders of the Co-Operative Store was held in the North Side Cafeteria on January 8. The elective trustees, H. A. Fouts and P. H. LaGrone, were returned to office. The company will announce its appointments later. The trustees reported a very prosperous year and detailed plans for future expansion.

WATER SHIPMENTS BY THE TEXACO COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF JANUARY 1923

Refined—Coastwise.....	1,022,310	bbls.
Refined—Foreign.....	520,804	bbls.
	1,543,123	bbls.
Crude—Coastwise.....	308,380	bbls.
Total.....	1,851,503	bbls.

The ultimate success of any manufacturer depends absolutely upon the general excellence of his product.—*Andrew Carnegie.*

You're bound to make mistakes, but let them be new ones, not the same old ones.
—*Horace Greely.*

A man without self-control is like a barrel without hoops, and tumbles to pieces.

N. Terminals Office.—When it became known that L. R. Holmes was to be promoted to Assistant Manager of the Refining Department and that he was to move to Houston, his associates in the New York Office of the Northern Terminals Division arranged a dinner in his honor on Friday evening, January 12, at the Columbia University Club. It was an event which will be long remembered.

After a fine repast Toastmaster Amundsen, speaking of the purpose and sentiment of the dinner, said that while we all regretted Mr. Holmes' removal to Houston we felt honored that he had been selected for the high position of Assistant Manager of the Refining Department. He said that Mr. Holmes had not only been a general superintendent to us, but had been a genuine friend to every man in the department at all times.

K. G. Mackenzie was the first speaker called upon. After several entertaining jests he spoke seriously of his first meeting with Mr. Holmes at Port Arthur on September 7, 1911, which was the beginning of a long friendship. He recalled the pleasant relations which had existed between Mr. Holmes and himself in his work as Supervisor of the Bayonne Laboratory. He felt a great personal loss in the transfer of Mr. Holmes. He jokingly remarked that we can never expect something good unless we give something good in return, and that when Mr. Scullin was transferred to New York he had a fear that we would have to give somebody real good in return, and in sending Mr. Holmes to Houston he felt that we were giving the best we had.

In introducing the next speaker, F. T. Manley, the toastmaster spoke of his spectacular rise in the industry—twenty years ago a laborer and now Manager of the Refining Department. He emphasized the hard work leading to this advance. Mr. Manley spoke of the work necessary in building up an organization. He gave an interesting synopsis of the part the Refining Department plays in the organization of The Texas Company. He told of the importance of the work to which Mr. Holmes was assigned and how necessary it would be that he have the assistance of everybody. All were greatly impressed with Mr. Manley's reference to the close connection with other departments which it is necessary for the Refining Department to have and to the work which we do for the other departments.

H. M. Herron, the next speaker, told humorously of his first experience in The Texas Company as stenographer at Port Arthur Terminal, where he assumed the duties of stenographer to everybody. In order that he might be kept real busy a representative of the Marine Department occasionally stepped in to give him work. Speaking seriously, he told of the consideration which had always been given to every employe by Mr. Holmes and how everybody was going to miss him greatly. On behalf of the New York Office of the Division Mr. Herron presented Mr. Holmes with a diamond stick pin.

Assistant General Superintendent A. B. Cox was next introduced. He related briefly some of the history of the Terminals Division in order that all might realize the expenditure of thought, time, and energy given by the man who is now leaving us:

In August 1910 L. R. Holmes was appointed General Superintendent of Terminals, and in the latter part of that month he left Port Arthur upon a tour of inspection. The Division at that time consisted of six small

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plants located at Providence, Bayonne, Marcus Hook, Baltimore, Charleston, and Amesville. During 1911 Norfolk Terminal was put into operation, Mobile Terminal taken over from the Sales Department, and three new plants were built at Corpus Christi, Galveston, and Portland.

In October 1911 the Terminals Division was divided into Northern and Southern, the former in charge of W. M. Fraser, the Southern in charge of L. R. Holmes. In February 1912 Mr. Fraser resigned and the Division was reunited, Mr. Holmes being transferred to New York as General Superintendent.

In September 1912, the Division was again separated with T. J. Mullin in charge of the Southern Terminals. Two years of rapid growth followed.

In December 1914, T. Rieber was transferred from Superintendent at Bayonne to General Superintendent of Southern Terminals at Houston. And in October 1916 another good man, F. B. Roach, was taken from the Northern Staff and made General Superintendent of Southern Terminals.

X When we review the tremendous expansion in plant and personnel and consider the foresight and study required in planning as well as in the carrying out the construction program which has placed at the Northern Terminals an investment of over \$9,000,000, we realize what a tribute it all is to Mr. Holmes.

In concluding his remarks, Mr. Cox, with words expressive of the feelings of all present, presented Mr. Holmes with a beautiful L. C. Smith shotgun with case.

Mr. Holmes, in responding with a great deal of feeling, told of his regret at leaving the many friends he had in the North. He said that he felt his promotion was due in a large measure to the coöperation he had received from them all; that there are probably no other plants in the country that compare plant for plant with The Texas Company's; and that this had been made possible only by the hard work of all having a part in their development. He rendered hearty thanks for the gifts which had been presented and assured us that they would always bring back to him pleasant memories of the friends left in the North.

At the conclusion of Mr. Holmes' remarks all arose to toast his future health and happiness and followed this by singing "Auld Lang Syne."

The Toastmaster read a telegram from Colonel Harvey at Washington saying that he could not be present to talk on the European situation, but that he knew of no one better qualified to speak on that subject than Mr. Frank Nester, who, he understood, would be present at the dinner.

Mr. Nester told of his experience in Antwerp, Belgium, relating many funny instances of his attempts to make the Frenchmen understand him. His description of the rules and regulations applying to oil plants was interesting. All tanks built on the other side must be erected according to certain laws. The gasoline tanks must be painted white so that in the event of fire the firemen will immediately know which tanks contain gasoline. Mr. Nester said he had frequently climbed stairs of the office building in Belgium rather than take the elevator because the politeness of the Frenchmen took up so much time when they left at different floors.

F. B. Roach was next introduced. He spoke of the kindness extended to him and to the Engineering Department.

T. J. Gilsenan spoke on behalf of the members of the New York Office. He said the memory of Mr. Holmes' leadership would always be an inspiration

to give the best we have for the interest of the Company. He spoke of the many high qualities of Mr. Holmes and particularly of his absolute fairness.

The Toastmaster then introduced the anchor man of the banquet, W. V. Winslow. Mr. Winslow explained that the duties of an anchor man were to make up for defaults in case speeches had not been good or the jokes had not been humorous; but that in view of the fact that the speeches during the evening had been excellent and the jokes above average, his present duty was light. He then spoke in a serious vein of how Mr. Holmes had never failed us and that business is a matter of coöperation and requires perfect understanding between all engaged. He said that perhaps we did not fully realize the accomplishments that have centered about Mr. Holmes—not a gray-haired leader but a young man looking straight ahead, firm eyed, and confident, and he proposed a last toast to Luther Robinson Holmes who goes to Houston but leaves an indelible imprint of his personality upon the Terminals Division, whose straight thinking has quickened our daily life, whose candor and courage have enriched our business standards, and who carries with him the good wishes and high hopes of all his associates and friends.

During the dinner and between speeches many old-fashioned songs were sung, and one song entitled "So long, Mr. L. R. Holmes, we sure are sad to see you go," was repeated several times with increased vim on each rendition. The singing was led by H. R. Gates of the Houston Office, and M. Halpern, recently appointed Superintendent of Delaware River Terminal, entertained throughout the evening at the piano.

Much credit is due to the committee of arrangements, especially R. W. Van Deerlin, who supervised the arrangements at the Columbia University Club.

Those present at the dinner included: L. R. Holmes, F. T. Manley, K. G. Mackenzie, J. L. Wilson, H. M. Herron, A. B. Cox, R. Amundsen, F. B. Roach, T. L. Hughes, W. V. Winslow, R. W. Van Deerlin, A. E. Manley, T. Wall, J. J. Folan, D. W. Carswell, F. Nester, S. Hallager, E. C. Tower, J. E. Blake, M. Halpern, H. R. Gates, R. W. Taylor, C. C. Moore, T. J. Gilsenan.

J. J. Salling has left the service to represent the Kelly-Springfield Company in a southern territory.

Jerry Gleeson is also leaving us this month. Most of us will remember several interesting articles written for the *Look Box* by Jerry. Being a versatile athlete, the Terminal Division will miss his support.

We are sorry to hear of the illness of Mrs. J. A. Thomas, but look forward to a speedy recovery.

Our Knights of the Pin, notwithstanding their double defeat at the hands of the Railway Traffic and Sales Department, have not abandoned hope of finishing in the first three, and are off on a new winning streak, having won their last six games. After taking two easy games from the Insurance Department they ran into real opposition from the New York District Sales team; but Captain Ferguson, exponent of Coue's autosuggestion theory,

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was bowling better and better each game, and was ably assisted by Buckley, the three-cushion billiard champion of Bergen Point and neighboring hamlets, so that Conahey's temporary lapse of form did not affect the outcome. To date the team has won 14 and lost 6 games and stands in fourth place. Their high team score of 566 still stands.

Bayonne Terminal.—"Big Jim" Riseden, for the last two years Assistant Superintendent of Bayonne Terminal, has decided that cold weather and shoveling snow may have compensations but that the Sunny South is the place to live in. Mr. Riseden has left us to assume the duties of Superintendent at Amesville Terminal. Everybody here will miss Big Jim's sunny smile and cheery disposition and we are arranging to have a sign printed with the magic words, "Let your conscience be your guide," to follow out his daily counsel.

We were all shocked and grieved to learn of the death of Mrs. Charles F. McCarthy, nee Grace D. MacBride, who up to the time of her marriage was telephone operator at Bayonne.

We are sorry to announce the death of J. J. Chapman, barrel painter in the Cooper Shop, at the Bayonne Hospital after a serious operation. Mr. Chapman was in our employ for over five years, and our deepest sympathy goes out to the bereaved family.

Providence Terminal.—M. Halpern, our Assistant Superintendent since January 31, 1921, has been transferred to Delaware River Terminal as Superintendent. "Mike," as he is familiarly known, won the respect and confidence of all with whom he came in contact. He has shown that he is a clear thinking and quick acting executive of foresight and ability, and has demonstrated that above all things he is square and always working for our interests as well as for the Company. Before his departure he was presented with a wardrobe trunk, gift of the Terminal employes.

We welcome J. E. Blake as our new Assistant Superintendent, and assure him of our best efforts and hearty cooperation.

We are sorry to see our old friend A. S. Patrick, Engineer, and "Providence Terminal's Champion Debater," leave our midst, but happy to learn of his good fortune in being transferred to Port Arthur. Our best wishes go with you, Pat.

The man who trusts men will make fewer mistakes than he who distrusts them.—*Cavour.*

TEXACO PRODUCTS

The oil supreme that
Every one admits is best,
Except our competitors,
And even they will
Concede that it is
Oil right!

Power in our gasoline
Excels!
The motorist who has been over the
Road and is a judge of
Oil is the one that
Lauds it the loudest
Every time. If
U have to be shown to be
Made a convert, we'll show you!

Past experience
Removes all doubt
Of Texaco superiority in
Developing gasoline with
Uniformity of combustion and in
Concordance with
The most exacting
Specifications!

—D. A. Calloway, West Dallas Works.

RAILWAY TRAFFIC AND SALES DEPT.

Effective January 15,
Mr. G. L. Noble's head-
quarters were changed
to Houston. The following letter was written
to him signed by employes of the old Railway
Sales Department:

New York, December 28, 1922.

Dear Mr. Noble:

The news that after January 1st you will return to Houston and no longer be identified with the Railway Sales brings a keen regret and a strong sense of loss to your fellow workers in the department.

In our association through the years that we have all worked together in building up the Railway Sales to its present strong position we have had a kind and thoughtful leader, one who has ever been considerate in pointing out mistakes and unstinting in praise of good work performed. He possesses those rare qualities that inspire cooperation and endear him to his men. Mere words cannot express the loss that his associates will feel in his going.

Since we cannot keep you with us, it is pleasing to know that you will still be identified with Texaco, helping to direct its destiny in an executive capacity at Houston. However, we know you will still feel that the Railway Sales is largely your own department and that its success is your success.

So, as individual friends and jointly as your old department, we wish you Godspeed and all kinds of success in your new duties at Houston.

Sincerely,
The Old Railway Sales Bunch.

J. F. Ryan has been appointed District Manager, Eastern District, headquarters New York.

F. E. Sheehan has been appointed Assistant District Manager, Western District, headquarters St. Louis.

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Hugh Bonham has been transferred from Lubrication Division to Representative at Atlanta.

Lubricating Engineer W. L. Gibbs has been made Assistant Superintendent, Lubricating Division, headquarters Chicago.

J. E. Riker, Assistant Foreman, Bayonne, has been transferred to Car Foreman, Casper, Wyoming.

George M. Darlow has been transferred from the New York office to Traffic Representative, Denver.

A cordial welcome is extended the following new employees of the Department: H. V. McKedy, Representative; E. E. Nixon, Lubricating Engineer; W. B. Blackwell, Lubricating Engineer.

Miles Askew is going strong in his work of lining up the eastern roads for better shop lubrication.

Manager William Jervis and Southwestern District Manager William H. Barrows collaborated in the solicitation of an equipment lubrication contract during the latter part of January, and as a result we are in receipt of a joint wire from them reading: "*Blank Railroad's equipment lubrication awarded to us for two years. Leaving for Houston tonight.*"

Reminds us of the old saying, "Where there's a will there's a way." Revised version for our department: Where there're two "Wills" there's a rail-way brought into the Texaco fold.

NO DELAYS VIA THIS LINE

D. L. & W., please note.



Bobbie—our Passenger Traffic Expert—the happiest member of our Department.

Something to Chew On.—"Have you The Literary Digest?"

"No. Nothing but Wrigley's and Beeman's."

—The Hudson Observer.

SALES DEPT. S. TERRITORY

The Sales Department has been much congratulated on the Texaco Club entertainment on January 18 which was under their management. Upwards of 700 were present.

The entertainment opened with a 45 minutes minstrel show that would have done credit to Al Field. D. L. Lindsay as Interlocutor added to the professional air of the performance, and Jimmie Stevens and W. A. Feather as end men brought forth much applause. It is evident that we have with us real minstrel talent, and also material for light opera. One of the visitors from New York wanted to know if Henry Juenger was a Victor artist.

All of the balladists were a delight to the music lovers in the audience. Lee Dawson, who is always a favorite, opened the solo numbers. "Macushla" by B. Shanahan, and "Swanee River Moon" by S. J. Baxter were real hits. The Minstrel was followed by a dance, Park's Orchestra furnishing the music.

Entertainment Committee: G. M. Worthington, Chairman; J. H. Glass; F. G. Beeler.

Minstrel: D. L. Lindsay, Chairman; Musical Directors, Mark Wescott, Harry Hughes; Stage Manager, J. E. Feldt; Costumes, Chris Ming Production Co.

Reception Committee: E. E. Dattner, J. H. Glass, L. A. Millican, P. H. Burger, J. A. Frederick.

Minstrel: The Interlocutor, D. L. Lindsay; Comedians, Jimmie Stevens, W. A. Feather, L. J. LaRue, M. F. Clasby, Justin Ivy, F. G. Beeler, Wm. Kehoe, Jr., A. Alessandra.

Balladists: Henry Juenger, D. Shanahan, S. J. Baxter, Lee Dawson, M. K. Bercaw.

Harmonists: L. A. Washington, V. B. Comstock, A. L. Moodyman, H. Treadway, F. N. Ward.



S. S. "Mar Rojo" at Galveston, Texas, January 1923

Of the Compania Maritima del Nervion, Bilbao, Spain. Senor Benito Alguerra, Chief Engineer. This vessel and many other vessels of the same line are successfully lubricated with Texaco Marine Products.

Houston District.—It was our intention to list the stations in Houston District showing an increase last month, but as 90% of them would be on this honor list space would not permit it. Galveston Station, however, should be mentioned and Agent Mitchell, Marine

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Salesman Horton, and assistants commended on their excellent work. Last month this station had a 6,274-gallon increase in lube oil; and with seven straight cars of lube oil shipped and delivered to the 23rd of this month we are anticipating over 100% increase in January over December.

We regret to report the death of "Dad" Means, our Robstown Agent. His death occurred Dec. 30, 1922. He has been succeeded by F. E. Sands.

The following highly appreciated letter came to us wholly without solicitation or hint on our part:

HI-WAY FILLING STATION

Kenedy, Texas, 12-20-22.

Mr. S. E. Monroe,
Supt. Texas Company,
Houston, Texas.

Dear Sir:

Just a line to advise that I'm going to handle Texas products again for 1923.

The 28th of this month will mark the first anniversary of my start in Kenedy in this line of business, and I must say that I am more than elated at the success I have had. Within three months after opening for business I found it necessary to install a second pump and hire additional help, and right now I'm going to have to enlarge still further.

I can safely say that my wonderful success has been due to the extensive advertising campaign carried on by The Texas Company, to the very high quality of their products, and to the cooperation received from their salesman, Mr. Langford, and their agent here, Mr. Atkinson. I have never received a complaint on any Texas products and as my motto is "If you find a good thing stay by it," I'm going to remain all Texas for the coming year, and expect to treble my business.

Here's hoping you keep up the good work of *Big Advertising*, for there is nothing like it to boost business for the people selling Texas products. It keeps the name "*Texaco*" before the public eye and they are going to look for that name when they buy.

Wishing you the compliments of the Season and a very prosperous New Year, I am,

Truly yours,

C. Barker.



Harlingen, Texas Station

Agent Joyner, who is shown standing at the doorway, has been advertising Texaco Products very energetically. The booth he erected at the Rio Grande Valley Fair recently held at Harlingen attracted much attention.



S. V. Brandon & Son, Weslaco, Texas

This filling station is 100% Texaco. Mr. Brandon is Mayor of Weslaco. He has a sign in his station, the only one of its kind we know of: "Please Do Not Use Profane Language." The picture shows Mr. Brandon and Salesman B. L. Kowalski.



Agent Langford, Pleasanton, Texas

"The last large deer I killed."



Agent C. C. Cox, San Antonio, Texas

Dallas District.—Mr. and Mrs. Walter Newton Lazenby announce the marriage of their daughter Alzene Louise to Mr. Austin Ernest Denny on December 20, 1922, at Waco. Mr. Denny is our popular Agent at Waco F. S. No. 2. Congratulations and best wishes.

The TEXACO STAR

Saturday night, December 30, the Texaco Club of Dallas gave a dance at the Oriental Hotel. Music was furnished by Krouse's Novelty Orchestra—one of the "Novelties" being Mr. Lester Cervain who sang several popular songs. Our loyal Fort Worth members were over, as usual, also the Refining Department and Pipe Line. Some members of the Sales Department were conspicuous by their absence, but vacations and New Year celebrations previously planned were responsible.

The Entertainment Committee is planning a chicken roast at our own wonderful "White Rock" for this month's entertainment and everyone is most cordially urged to participate. After this the social activities of the Club will subside until Lent is over, when we are going to surprise some of you with a big April Fool's Frolic. Watch for it!

—Elizabeth Dennis, Secretary.

We extend sympathy to H. L. Ingram for the loss of his mother who passed away at her home in Dallas on January 6. The remains were sent to Waxahachie for burial.

Dallas District welcomes another new station—Moran Texas, B. R. Webb as Agent.

Thos. R. Scott has been appointed Agent, Gainesville, transferred from Atlanta District. Welcome to Dallas District, Mr. Scott.

Superintendent McNemer reports a delightful hunting trip taken shortly before the holidays. He claims to have killed the biggest buck that has come out of the Rosillos Mountains this year, and says he will furnish proof at a later date in the way of photographs.

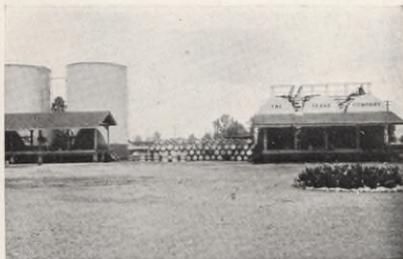
Oklahoma District.—Tulsa A. F. S. No. 3 led the District last month in the sale of Coupon books, with Ft. Smith A. F. S. No. 3 coming second. Hot Springs A. F. S. No. 1 led the filling stations on gallonage, with Tulsa A. F. S. No. 4 a close second. Rivalry is getting high and we expect to see a new leader next month.

P. J. Rhodes is now giving out "Snappy Service" at A. F. S. No. 2, Oklahoma City. Agent Shortes says it's their "Snappy Service" that is getting the business.

Agent T. F. McCoy of Oklahoma City Station, newly appointed to succeed A. W. Wilson, says he is rapidly getting acquainted with his trade; and we guess that's right, for he brought in a contract this month calling for Qckwork Metal Polish and Liquid Wax Dressing. How's that for a contract? We say it's good, Mac.

H. P. McElroy, our busy little Agent at Blackwell Station says a cranberry merchant really never knew what it was to be busy. They've just opened up a new field around Blackwell and Mac and his driver have been going day and night. Superintendent Carroll has taken pity on them, however, and has given them another truck and driver.

The Dryden boys, John and E. L., are lucky dogs. They struck a big gasser on their farm this week and the figures were so big we are afraid to quote them. The prospect for oil is good around Chickasha and we hope the boys will strike a gusher the next time from which our good 555 Ursa Oil is made; that's E. L.'s special brand of oil, he holds the title of Carload King, if you will recall his past record.



Little Rock, Ark. Station

A beautiful picture, but it is the every-day look of this Station. Agent R. L. Howell and his force are always on the job.



Motor equipment at Little Rock, Ark.

Motor Inspector Hubbard is so proud of this equipment, all in A-No. 1 condition, that he sends a picture of it. Agent R. L. Howell says he is just as proud of his station and sends a view of it.

Arthur Ward Wilson arrived at the home of A. W. Wilson on January 11. A. W. says he always thought all little babies looked alike, but now he has changed his mind. Evidently he thinks young Arthur is a prize winner.

Agent J. R. Reed of Durant Station says

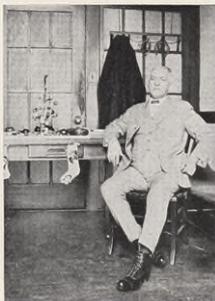
The TEXACO STAR

he's got the finest little girl at his house you ever saw. Miss Mildred Drusilla, who arrived on Jan. 9, is now residing in Durant and her father says when she gets to be a big girl her daddy will have someone to help him write his letters.

New Orleans District.—C. C. McDermont, General Scout in Mexico, stopped over here several days on his way to New York, and told us some interesting stories of the tropics. Mr. Mac impresses one as being a very live wire, and we think that he must be a Good Scout.

W. E. Bradford also paid us a visit for two or three days, and as usual made us feel a lot better than we did before he came.

The accompanying photograph shows Captain H. M. Eldredge, Vice President of The Texas Oil Company, sitting beside his Christmas tree. The Captain looks as proud as other kids do over this event. We send two letters—original communications which passed between Santa Claus and the Captain. After investigation your correspondent ventures the opinion that ladies in the D. O. were implicated in this correspondence between the Captain and the venerable Saint.



Capt. H. M. Eldredge

Deer Santy Claus:

Plees bring me some gum and raisins and nuts and candy and all the sweet things what you got in your bag.

And Santy dear if you would only bring me a dimone ring I would be a awful good boy.

Yours truly,

Capt. Eldredge.

P. S. And Santy would you please be so nice and bring me a Xmas tree?

The North Pole
Headquarters.

Dear Cap:

As you have been such a good boy all year and tried so hard to reform those sharp shooters in your office, I could not refuse your request.

With all good wishes for your prosperity and future as Vice President of The Texas Company I add the gladdest wish of this Holy Season:

Merry Xmas!!!!

Santa Claus.

Atlanta District.—The sympathy of Salesman C. W. Levy's friends throughout the District goes out to him for the loss of his father who died in Cincinnati, Ohio, on Jan. 12. An obituary notice in the Cincinnati *Enquirer* of January 13, under the heading "Oldest Odd Fellow Dies," says:

Nathan Levy, 94 years old, retired restaurant and cafe owner, who was said to be the oldest Odd Fellow in the United States, died at the Jewish Hospital yesterday, following a lingering illness.

At one time Levy was proprietor of one of the most notable places in the city, where he entertained many of Cincinnati's notable visitors. The restaurant was located on Central Avenue, opposite City Hall.

Surviving Mr. Levy are two sons, Charles Levy, Birmingham, Ala., and Joseph Levy, San Francisco, and one daughter Miss Hattie Levy, 303 Goodman Street, teacher at Raschig Public School.



Fort Pierce, Fla. Station—December 1922

People pay railroad fare and hotel bills every summer to spend a few days in a place like this, yet we pay our agent at this point on the Dixie Highway a salary—the same as at any other point.

Recently we lamented the fact that Atlanta District had no births to report. Upon reading the item Agent C. J. Weatherlow addressed a lengthy communication to us pitying our blindness and lack of information. Weatherlow does not claim to be much on mnemonics but recalls at least the following generous acts of the stork at Pensacola:

Gus Brewton, Stakemotorman, has a baby girl. This makes the fifth girl for Gus.

The TEXACO STAR

Dewey McLelland, Tankmootorman, is the proud father of Dewey, Jr., who arrived November 4.

J. M. Sims, Ass't Agent, reports the arrival of J. M., Jr., on January 6.

Agent Weatherlow adds with emphasis that he was presented with a fine bouncing boy January 10, on his eighth anniversary with The Texas Company.

We congratulate each of the proud fathers and promise not to neglect our post at the radio in the future.

Agent C. A. McMurray, LaGrange, Ga., reports the arrival of a baby girl on December 19. We extend congratulations to Agent McMurray and wife and best wishes to the young lady.

E. R. Kay, Greenville, S. C., A. F. S. No. 1, reports that the stork made a visit to his home Christmas morning and left an 11-lb. baby girl. We know this was one Christmas present that Mr. Kay is proud of.

SALES DEPT. W. TERRITORY

Denver District.—The

Texaco Girls held their Christmas Party at the home of Mildred MacQuarrie on Saturday afternoon and evening, December 23. There was a wonderful Christmas tree, lovely gifts for all, and a dinner which no words could fully describe. The guest of honor was Mrs. Thompson Freeman from Casper, formerly Mrs. Helen Haines of the District Office.

T. V. Kirk, Sales Desk, celebrated Christmas Day by taking unto himself a wife. Mrs. Kirk is a charming young lady, formerly Miss Gladys Morris of Georgetown, Illinois. We wish them much happiness and success.

Our former co-worker, Miss Dora Phillips (now Mrs. W. R. Elliott) in a recent letter told us that there are ten men to one girl in Long Beach, California. Of course we do not mean to insinuate, but Ruth Hartman leaves Feb. 8 for a month's vacation in California.

"Art" Doty, our estimable General Clerk, walked all the way home some twenty or thirty blocks, went to the garage for his car and suddenly remembered he had parked it down town. Of course, we realize that a young son in the household often makes one absent-minded.

Our new station at Burlington, Colorado, is starting off like a winner. Agent R. C. Johnson is a live wire, and in addition to lining up a lot of desirable lubricating business under contract, he recently sent in a carload order for immediate delivery.

Fred Golding, City Salesman in Denver for the past year, has returned to his first love, having been transferred on January 15 to City Salesman at Houston, Texas. He has been succeeded in Denver by W. F. Paul.

L. T. Bass, for the past six months in North and South Dakota, has been transferred to Denver District as General Salesman. Welcome, Mr. Bass and family.

Billings District.—George W. Schwert, Department Agent, officiated at the formal opening of the Billings District Office on Jan. 2. George is always the "life of the party." The third branch of old "Denver District" was divided off without blare of trumpets and the race for the coveted goal is on. G. W. says he will be back next summer and look us over. There's always a welcome for you, George, and we'll show you "some district" when you arrive. *Billings District Up Front* is our motto.

We welcome Major K. Patrick to our ranks. Pat has a job as Agent at Billings to test his mettle. However, after bucking Wyoming breezes these many years we believe he has the push that will get results. Texaco customers in Wyoming will miss him, we know, but Denver District's loss is our gain.

Manager Dodge spent the week of January 17-24 in Billings District, visiting stations and holding Agents' and Salesmen's meetings. Mr. Dodge's energy, enthusiasm, and determination is contagious. Every Texaco representative was exposed and we are hoping all got it. What we need is an organization of *Overcomers*—that's the kind we are gathering—a force of Agents and Salesmen who recognize no obstacles as too great to be overcome by persistent intelligent work. We hope to see Mr. Dodge up this way often.

Representatives of the Hughes Oil Company were officially initiated into The Texas Family by Manager Dodge on January 17 at an Agents' and Salesmen's meeting in Glendive, Montana. Mr. Dodge reviewed for their benefit the history of The Texas Company, and then took up the products produced and marketed by the Company and the ideal back of them. Finally he outlined the plans of the Company from a marketing standpoint, the advertising program, etc., for 1923. The meeting was both educational and inspirational. Agents of all the Hughes Oil Company stations were present and went back to their work with enthusiastic determination to put Texaco on the map in Eastern Montana and North Dakota. We welcome you, boys!

The TEXACO STAR



100% Texaco

C. O. Getman's "Old Plank Road Filling Station," Johnstown, N. Y.

SALES DEPT. N. TERRITORY

New York District.— H. L. Renz, Representative of Metropolitan Territory, has been transferred to Assistant Superintendent, in charge of Sales, Boston District. His many friends in New York District wish him success.

J. R. Haden, Chief Accountant, better known as "Doc" Haden, has been transferred to Representative Albany Territory. His many friends regret his going, but every one wishes him good luck and success.

Wm. Richardson, our Supervisor of Expense, has been transferred to Chief Accountant. He is going to his new position with the best wishes of all. He is succeeded by L. F. Logan, from N. T. D. S. office, whom we also welcome and wish success.

G. R. Penchard, former Representative of

Albany Territory, was transferred to Representative in Metropolitan Territory on January 15. Before he left Albany a meeting of the Agents and Salesmen of Albany Territory was held at his office to bid him farewell and meet the new Representative. The boys presented him with a gold watch and chain as a token of the high esteem in which they held him. J. R. Haden, former Chief Accountant of New York District, was cordially welcomed and we know he will make a capable and genial Representative.

During the Christmas holidays Albany Station had the pleasure of a visit from former Representative H. S. Gruet whom they were very glad to see.

Here's a new one! While driving from Argyle, N. Y., to Fort Edward, N. Y., on November 27, 1922, Salesman J. H. Allen of Albany Territory, having complete control of his bright red Hudson, sighted an animal in the road ahead, which he thought was a cow. He slowed down to about ten miles an hour, for "Jimmie" says you can never tell what a



Elizabeth and Hawthorne F. S., Newark, N. J.
Assistant Agent McQuirk at left, Agent Brice at the right.



A unique advertisement
Delnet Garage, Boston Post Road, Mamaroneck, N. Y.

The TEXACO STAR

cow is going to do, and as he pulled up alongside of the animal he discovered it was a bull. The bull, enraged by the vivid red, charged the right side of the car. The story goes that Jimmie took the left-hand exit and proceeded to the fields and climbed a tree until the battle was over. The car was damaged to such an extent that it was turned in to the Albany Repair Shop. A friend of Jimmie's told the reporter that Jimmie has seen the bull since and that one of his horns is gone.

Boston District.—The dance and luncheon, which took the place of the annual banquet, held by the Texaco Athletic Association at the Brighthelmstone Club on December 21, was a huge success. We had the pleasure of hearing Mr. Steele's deep rich bass voice ac-



On the main road to the Berkshires

R. C. Mauck's Filling Station, Danbury, Conn. Mr. Mauck is one of our strong Texaco Boosters in this part of the country.



Dolco Garage, Norwich, Conn.

A new 100% Texaco garage on the main highway through the city, having the traffic from New York, New Haven, and New London to draw on from the south, and from the north the traffic from Worcester, Providence, and Putnam. Left to right: F. P. Callahan, our Agent at Norwich; Messrs. LeMay, Olsen, and Des Jardines, the owners; "Pipe" Gallivan, who made the pump and tank installation; Don Williams, T. T. Co. chauffeur.

companied by Superintendent Hopkins. Whist prizes were distributed to the lucky ones, and also the season's bowling prizes to the best men. To the Committee of Arrangements we extend our thanks.

Robberies are still going on in Boston District. In the most recent, thieves entered the apartment of Messrs. Dennis and Luke in Allston. The robbers, however, had not such violent taste in haberdashery as "Jim" Luke's, as was evidenced by the fact that they refused to take his shirts.

Philadelphia District.—We do not accept excuses any more for stock losses. We have contended and proved that it is the "man." By this we mean an employe who knows what *responsibility* means, who accepts it and acts it, and does not let the other fellow have anything to do with it. He is the sole owner of the job when stocks are involved. We know when we have such a man, for results prove him, and no time is lost in giving explanations. Occasionally we compliment such men, our idea being to let them know there is real appreciation for good work. We have some such employes and we are going to have more. Before long, we shall lead the Districts of Northern Territory. It is the forgetful fellow who fails to realize what the word "responsibility" means, and who always makes excuses, that keeps a District out of the front row.

Collection campaigns are unnecessary. It is the Agent's and the Salesman's duty, on receipt of his "A" list, to study it and arrange to call on every account past due, and further arrange, from the fifteenth of the month to make time apart from his regular selling work to stay with his "A" list until every account has been collected. No one should wait for action on the part of the Credit Department when he has a past due account. The action should materialize in his cash report. If he is unsuccessful, Form S-150 will show the reason; but even then he should keep on trying until finally his efforts "cash in" on the Cash Report. We have always admired the man that came to see us if we owed him something that was due. We admired him for one good reason—because he was "on the job." The time to be on the job is between the 15th and the last day of the month, collecting the odds and ends of the previous month's business.

Maurice C. Eppheimer is the Agent at our new station at Pottstown, Pa. He comes to

The TEXACO STAR

The Texas Company after valuable experience in the automobile business. George W. Oberle is Clerk-Cashier at this station.

A. F. Gerecke, of the District Office, was united in marriage to Miss M. Julie Melancon of Columbus, Ohio, on December 21, 1922. The couple spent their honeymoon at Winona, Minn. Mrs. Gerecke is a graduate of Devon Manor and the Leschetizky School of Piano Playing.

Robert T. Leister was married January 1, 1923, at Perkasio, Pa., to Miss Eva Harr.

At the end of the first round of the Petroleum Bowling League the Texaco team came in strong, but, owing to a little tough luck at the start, we finished with a tie for second place. But the end of the second round will be another story. This time we got off with a good start and are all "gassed" up (that good old Texaco peppy gas) for a whale of a finish!

The "Alley Rabbits" who will bring about the acquisition of the old rag next May are C. H. Furness, C. A. Reddy, P. H. Boran, E. D. Hidy, and D. A. Killion.

ADVICE

If you want to be sure that your engine will go,
It's time you got wise to that brand "Texaco";
For then you'll get home whenever you like,
And not have to "hoof" it through dawn's early light.

—D. A. Killion, Phila. D. O.

Pittsburgh District.—It gives us great pleasure to announce that we have renewed our contract with the Weirton Steel Co. of Weirton, W. Va., for their lubricating requirements. There will be a short story, with photograph of the 35,000 h. p. Blooming Mill Engine we are lubricating at this plant, in our technical journal *Lubrication* in the near future. T. J. Engstrom, Engineer of Shanghai, China, recently made a visit to the Weirton plant of this concern and saw this engine in operation; he stated at the time that if he were to tell the trade in the Far East that an engine of this class was being lubricated with Texaco Aleph Oil, or any other oil of this viscosity, that the fact would not be believed. One of the reasons, therefore, for publishing this picture is to give Mr. Engstrom's trade an idea of the immensity of this job, which is being successfully lubricated with Texaco Aleph Oil.

We also have pleasure in stating that we recently succeeded in again securing the contract of the Youngstown Sheet & Tube Co. of Youngstown, Ohio, after a lapse of three years during which we did not enjoy this much appreciated lubricating business.

Our congratulations are extended to J. M. Cunningham, winner of the 1922 Salesmen's Contest in Pittsburgh District.

Chicago District.—



Rochelle, Illinois

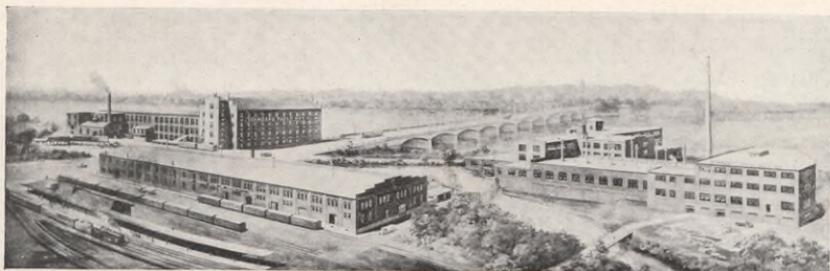
Office and equipment of R. E. Anderson, our Distributor at Rochelle.

Norfolk District.—Supervisor of Expense Kilgore has just completed his 1923 budget on expense and gallonage. He invites the field organization to do their "darndest" to so reduce the gallonage cost that his estimates at the end of the year will prove to be much too high—the more the better.

Traffic Clerk Searing is about to fall out with the railroads: Up to the time of the recent strike on the railroads "Bob" had kept the company stations in Norfolk District supplied with stocks for an entire year without allowing one to run out of stock. Due to congestions since the strike and consequent delays Bob's record has been broken several times for no fault of his. He is girding on his armor now for an attempt to beat his former record as soon as the railroads get normal again, and we are betting on him.

We welcome into the organization The Red Star Oil Company, Arrington, Va., our newest Distributor, for whom we prophesy a bright future under the red Star and green T.

The TEXACO STAR



Standard Paper Manufacturing Company, Richmond, Va.

This is the largest manufacturer of blotting paper in the world. They have a most modern plant and it is 100% Texaco. This account is handled by Salesman B. F. Morgan.

The D. O. had the pleasure of a short visit on Jan. 19 from D. B. Tobey of the New York Office.

Harry L. Hampton of the D. O. and Miss Margaret Woods of Charlottesville, Va., were joined in the holy bonds of Wedlock at Charlottesville on December 16, and will make their future home in Norfolk. Congratulations, Harry, and welcome into the Texaco family, Mrs. Hampton.

E. N. Hudgins of the D. O. answered the call of the Wild on January 22, when he led to the altar Miss Mary Margaret Dure of Norfolk. Quite a bunch of D. O. Texacos attended the ceremony, which was held at Christ Church.

Henry Maclin, Jr., is satisfied with life in general and with his own personal activities in particular. Henry used to be Assistant Agent at Greensboro, N. C., until he was promoted to Danville, Va., as Agent. He doubled the gallonage at Danville in a year. Effective January 15 our popular Henry is made Agent at Greensboro, succeeding C. W. Meyers transferred to Salesman, Greensboro Territory. We understand Mrs. Maclin isn't displeased at the change, Greensboro being her home town. With Charley Meyers handling the outside territory as salesman and Henry Maclin looking after the Greensboro trade there is nothing for us to look forward to but a hum of activity from the Tarheel State.



W. M. Denning, Norfolk, Va.

One of Norfolk's principal filling stations and garages, on Princess Ann Avenue, Park Avenue and Denning's Avenue. Exclusively Texaco.



Cayton & Weiskopf, Norfolk, Va.

A very attractive and popular station, 2719 Granby Street, exclusively Texaco. An example of Texaco advertising in Norfolk.



Chesapeake Corporation, West Point, Va.

Paper boards and pulp. Uses Texaco lubricants exclusively.

Between gas-filling stations and bill-boards the vacant lot owners seem to be prospering.
—Through the Meshes.

It is not the lowest priced goods that are always the cheapest.—George Washington.

The TEXACO STAR

ASPHALT SALES DEPT.

From the standpoint of our Department the most important event of the month of January was the annual convention of American Road Builders Association, in Chicago, together with the Road Show which was staged at the Coliseum. This convention and road show are to the highway building industry what the Automobile Show is to the automotive industry. Highway engineers, contractors, and others interested in highway construction from various angles streamed into Chicago from all parts of the country, filling hotels and swelling the crowds. The city of Chicago, as well as those who attended the convention, will remember it for a long time. Of course, Texaco was represented—yes, and impressively represented. If nothing else the Texaco representation served to impress upon the highway building fraternity the wide scope and high calibre of our organization.

Just before the American Road Builders' convention opened, on January 14, the Superintendents' Meeting of this Department was held. It was a busy session. Many things were accomplished, new plans and policies considered, and preparations made for the approaching season.

The January issue of *Municipal and County Engineering* contains an article on "Efficiency in the Application of Asphalt Filler," written by J. F. Gallagher of the Chicago office of the Asphalt Sales Department. Mr. Gallagher is to be complimented on his excellent article, for although it is his initial contribution to the trade papers it is admirably written.

J. L. Watkins, who recently joined our sales force in the Middle West, formerly was mayor of New Castle, Ind. Perhaps this will bring home to readers of *The Texaco Star* the high standard of the personnel of the Asphalt Sales Department.

A. R. Chisolm, Representative at Memphis, has put over for Texaco the largest single paving contract ever let in the State of Arkansas, calling for the construction of 60 miles of Texaco Asphalt Macadam in Faulkner County.

It chanced that Alex Chisolm's accomplishment was mentioned to E. D. Rankin, Representative in the State of Ohio, who forthwith told of the largest single paving contract let by the State of Ohio, which also went to Texaco. This was for the construction of 11 miles of Texaco Asphaltic Concrete on Cleveland-Massillon Road No. 17 in Summit County.

Early last year Assistant Superintendent R. R. Barrett of the Eastern Division wagered a box of cigars with A. A. Russell, asphalt peddler in New York, that the latter would not sell his quota of Road Oil during 1922. The other day we saw "Rus" making his way from desk to desk handing out the cigars. He reached us before the box was empty and incidentally told us that the same bet was on for the coming season. Good luck, Rus, and remember, we like "Admirations."



Hominy Road, Buncombe County, North Carolina

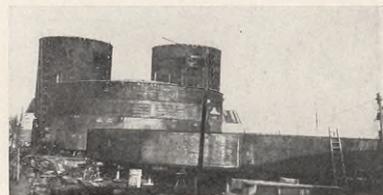
Constructed with Texaco Asphaltic Concrete in 1921. Texaco Asphalt highways like this, in addition to their vital economic service, add a fine touch to scenic effects in many counties throughout the country.

EXPORT DEPT.

L. A. Moricca, Superintendent of the West Indies and South American Divisions, returned to New York January 11 on the *S. S. Carrillo*, after inspecting several territories in the West Indies.

C. M. Claeys has left Bombay, India, by way of Java, to take up his new duties in Australia.

W. W. Stevens, Superintendent of the Terminal and Equipment Division, sailed January 13 for Porto Rico where he will spend two or three weeks.



Amsterdam, Holland

Tankage under construction at municipal petroleum haven for occupancy by Continental Petroleum Company.

The TEXACO STAR

W. G. Moore recently returned to New York from an extended trip to Europe.

O. Guelcher has returned to New York after a prolonged stay in Europe.

RULES OF THE ROAD

Posted in the Central Police Station, Tokyo, Japan

1. At the rise of the hand policeman stop rapidly.
2. Do not pass him by or otherwise disrespect him.
3. When a passenger of the foot hove in sight, tootle the horn; trumpet at him melodiously at first, but if he still obstacles your passage tootle him with vigour and express by work of the mouth warning "hi, hi."
4. Beware of the wandering horse that he shall not take fright as you pass him by. Do not explode an exhaust box at him. Go soothingly by.
5. Give great space to the festive dog that shall sport in the roadway.
6. Avoid entanglement of dog with your wheel spokes.
7. Go soothingly on the grease mud as there lurks the skid demon.
8. Press the brake of the foot as you roll around the corner to save collapse and tie-up.



Texaco House

For the official exhibition of The Texas Company (Australia) Ltd. at the Royal Agricultural Show, Melbourne, Australia.



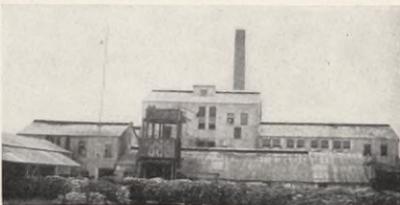
Government Power House, Homehill, North Queensland
Supplying power for Government Irrigation Scheme. Texaco Products on the job.

Economy makes happy homes and sound nations. Instill it deep.—George Washington.



North Queensland, Australia

The Texas Company's Refined Lubricating Oil store at Townsville.



North Queensland Sugar Mill

Using Texaco Products. Note the cane trucks in foreground. This mill is typical of more than a score of sugar mills in Central and North Queensland, Australia.



Sydney, Australia

Elizabeth Street Taxi Rank, the largest taxicab rank of Sydney, and all the 300 taxicabs of this association use Texaco Motor Oils.

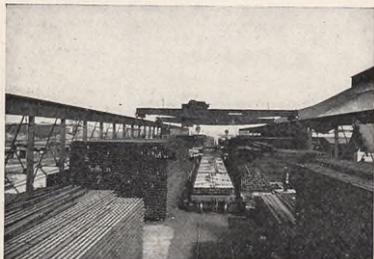
Grandmother.—You girls are so useless nowadays. Why, I believe you don't know what needles are for!

The Youngest.—What a dear old granny you are! Why, they are to make the gramophone play, of course.—London Mail.

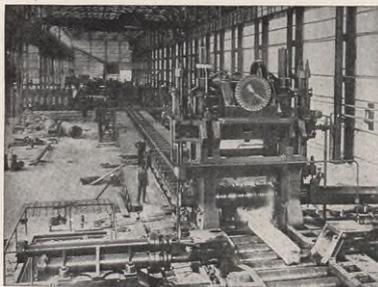
The TEXACO STAR



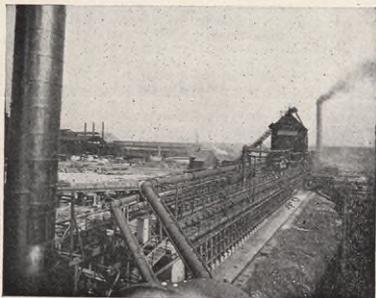
Broken Hill Proprietary Company, Ltd., Newcastle, New South Wales—Iron Ore Handling Plant—Ships discharging ore
The largest steel works in Australia where Crater Compound and other Texaco lubricants are being used with customary satisfactory results.



Steel Rail Storage Yards—Magnetic Cranes



Blooming Mill—Rolling Mills in background

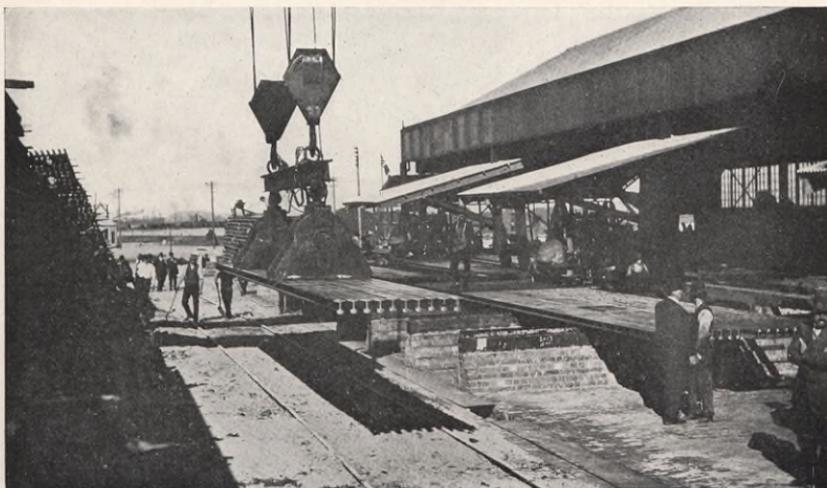


Set of Coke Ovens

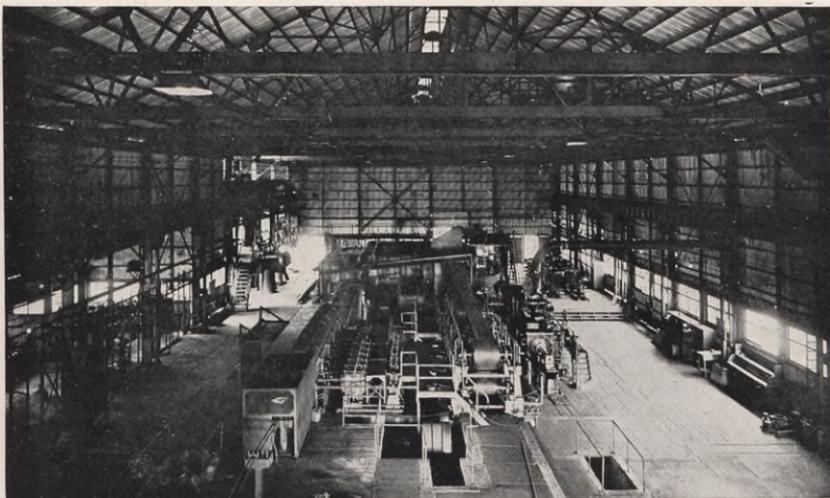


Open Hearth Furnace

The TEXACO STAR



Broken Hill Proprietary Company—Electric Magnet stacking steel rails



Broken Hill Proprietary Company—Rod Rolling Mill

Passing the Buck.—“Why do we permit Paris to dictate our fashions?”

“We wouldn’t dare make the kind of clothes we like to wear,” answered Miss Cayenne.

“So we pay Paris a little extra for taking the blame.”—*Washington Star*.

Crooked thinking means crooked doing.

The TEXACO STAR



The Texaco Deer Hunters in the Chisos Mountains, Brewster County, Texas—9,000 feet up

PIPE LINES

Superintendent J. G. Quinn of Wichita Falls has been seriously ill, but we are glad to report that he is now on the road to recovery.

Superintendent E. L. Sturm is back on his job at Fort Worth after several months at Casper, Wyo.

H. T. Robinson writes from Louann, Ark., that summer weather at that place, coming so soon after his experiencing 24 degrees below zero at Casper, Wyo., has caused him to pull off his coat before digging into the rush of work now going on there. The Texas Company is building ten 55,000-bbl. steel tanks and ten 64,000-bbl. steel tanks, while The Texas Pipe Line Company is constructing eighty-five miles of 10-inch line, a four-unit oil engine station, and various other facilities. J. C. Colligan is in charge of the construction of the main line, and E. Auxter is handling the other construction with O. R. Burden as his assistant.

"Hi-Jackers" are plentiful in the new Arkansas fields, and after hearing that one of his men had been robbed of \$95 we understand Mr. Colligan retired to his train, stating that he would be better prepared to argue with them on his next visit.

On January 11 Walter Garland called at the Houston Office *en route* from Mexia to Shreveport, where he is now connected with the Telegraph Department on their construction work.

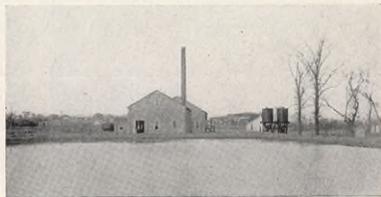
C. D. Ruff, who had been located at Casper, Wyo., for the last six months, spent the last week of January at Houston, and then returned to Tulsa to resume his duties as chief

accountant. Although his time was well taken up with business, an opportunity was found for a trip to the Ship Channel, San Jacinto battleground, and other points of interest.

Frank Reid, formerly with the Producing Department, has been transferred to The Texas Pipe Line Company offices at Wichita Falls.

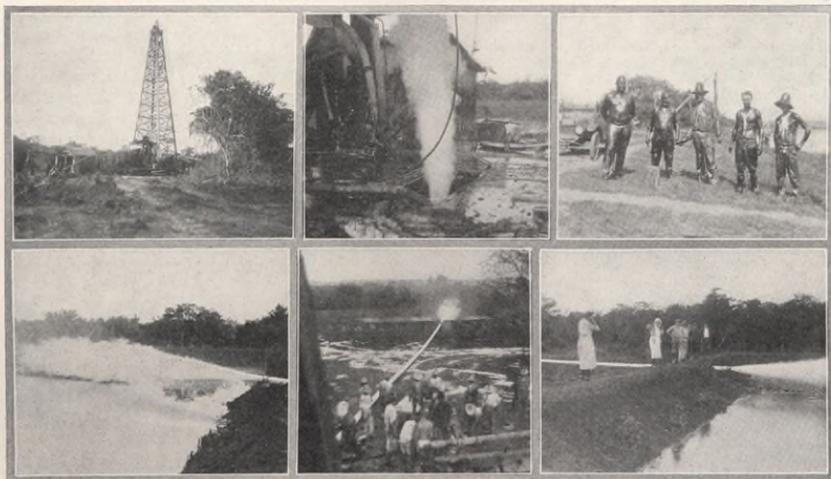
D. L. Merzbacher has been transferred from Mexia to Louann, Ark., where he is clerk to Mr. Colligan on the main line.

The Texaco Deer Hunters report some wonderful experiences in West Texas. They were camped on Mount Emory in the Chisos Mountains at an elevation of 9,000 feet. Scenery and the mountain climbing were the main features of the trip. The climbing was made exceedingly difficult by the quantity of heavy camp equipment that was carried to the top, and proved almost too much for these hunters, who are used to the plains. When the party returned to Houston they were not quite satisfied with the game secured, so they made a flying trip to their old camp in Zapata County and killed three deer.



Trunk line pump station, Henryetta, Okla., Dec. 1912

The TEXACO STAR



When Paz No. 1 came in

Note the coating of ice on the flow line to the pit caused by rapid expansion of the gas while the well was blowing off heads of gas. Those present when Paz No. 1 came in are shown, right to left: John Roberts, tool dresser; Joe Coleman, driller; G. W. Townsend, driller; J. R. Graham, Ass't Field Sup't; R. C. Durham, tool dresser.

E. E. Howard, oiler and gauger at Corsicana Pump Station, and wife are rejoicing over the birth of a son on January 28.

B. Fitzpatrick, District Foreman at Humble is all smiles over the arrival at his home on January 25 of little Miss Mary Elizabeth, weight 9 lbs.

JUST ONE MORE THING TO DO

Upon my task I'd worked away
With no result the livelong day;
I thought new plans out, one by one,
And said: "Big Boss, it can't be done."
The Boss replied: "You're not quite through,
There's one more thing that you can do."

Jaded and worn, I went to bed
With that thought ringing in my head.
There's one more thing that you can do,
Until it's done you're never through—
You'll never have your victory won
Until that last thing has been done.

Breckenridge, Tex., Jan. 1923. —F. W. Roberts.

Promote frugality and industry by example, encourage manufacturers, and avoid dissipation.—George Washington.

There is no proverb in the whole catalogue of them more true than a penny saved is a penny got.—George Washington.

THE TEXAS CO. OF MEXICO S. A.

Notice was published in the January issue of the *Star* announcing the bringing in of a new well, Paz No. 1, on lot 35 Hacienda Paciencia y Aguacate. This well was completed on December 27 at a depth of 2,084 feet. The indications showed a well of at least 40,000 barrels a day, and as it was some distance from other producing wells strong hopes were entertained of a steady producer of large potentiality. The fickleness of the promises of Panuco wells has been well established in the last two or three years by the rapid inroads of salt water in that region, and Paz No. 1 was no exception to the rule; for about the time proper facilities and connections were completed for taking care of the production, salt water and sediment began to appear and it has been necessary to pinch the well to a daily production of about 7,000 barrels. Hopes are entertained now of making, by careful manipulation, a steady 8,000 barrel well.

The latter part of the year 1922 was filled with disappointments for some of the companies, due to the rapid encroachment of salt water and depletion of proven fields. A comparison of the general result for 1921 and 1922 is as follows:

The TEXACO STAR

	1921	1922
Total production of all companies	197,488,063	183,910,454 bbls.
Exports from Tampico	99,949,065	122,794,709 bbls.
Exports from Pt. Lobos	65,820,813	49,007,242 bbls.
Exports from Tuxpam	17,458,035	12,567,375 bbls.

A distribution of the exports for the two years named shows that there moved

To United States	129,235,061	132,910,182 bbls.
To South America	9,169,457	8,362,464 bbls.
To Cuba and W. Indies	7,275,416	6,515,874 bbls.
To Central America	951,240	1,061,531 bbls.
Balance to Europe		

The production of The Texas Company in fields during the two years, amounted to 6,737,931.28 3,967,137.65 bbls.

The total of oil moved in barges from the Panuco fields to The Texas Co. Terminal at Las Matillas, Tampico Works, was 3,805,772.29 3,790,194.41 bbls.

During the year the ever present and much discussed tax on petroleum and its products, has not varied much. With a few fluctuations, the general tendency for the 12 months, has been upward. These taxes, known as the Specific Export Tax, which has remained stationary for the year, and the Production Tax, which is issued on the first of each month and is effective for that month only, apply to all companies or individuals on the classes of oil produced and exported from Mexico. The taxes assessed for the months of January 1922 and December 1922, the figures being in U. S. money per barrel of 42 gallons, were:

	Jan. 1922	Dec. 1922
Light Mexican crude	\$0.2708	\$0.2903
Topped light Mexican crude2206	.2317
Heavy Mexican crude1663	.1618
Topped heavy Mexican crude1779	.1875
Crude Gasoline8473	.6301
Refined Gasoline4236	.3150
Crude Kerosene2975	.2979
Refined Kerosene1479	.1489

The general curtailing of expenses during the last year, made necessary by the falling off in production and the slump in operations by nearly all of the oil companies in Mexico, has caused quite a reduction in the forces of The Texas Company at Tampico Works. But for those who remain, an added interest has been provided by the establishment of a circulating library at the Club House. This important step was inaugurated during the latter part of the year, when several hundred volumes of an excellent assortment of general literature, fiction, poetry, history, biography economics, travel, geography, and scientific and technical works were sent down by the

Company from the Houston offices. The books have been properly listed, and are at the service of the employes of the Company. This thoughtful provision by the Company is highly appreciated by every employe in the service. For people living in the States it is hard to understand the difficulties encountered by those living here, even in such a simple thing as providing themselves with desirable reading matter. This is especially true in regard to employes of the oil companies and their families who live on the terminals some distance from the city.

THE LIAR

I like to hear the north winds howl,
I love days dark and dreary,
I like to hear deep thunders growl,
Instead of sunshine cheery,
I shout with glee in mud and rain,
Gloom's what I most desire,
This song I sing in glad refrain,
For I'm a cheerful liar.

I gladly sally forth and strive
Among the toilers daily,
Hard work is what keeps hope alive,
And spurs me forward gaily,
Each morning joyfully I go
To earn what I require,
I say these things to let you know
That I'm a cheerful liar.

I would not if I could be rich,
To me 'twould be distressing,
I'd rather toil down in the ditch
Than have wealth's so-called blessing,
I love life's humble narrow groove,
I scorn to get up any higher,
I merely tell you this to prove
That I'm a cheerful liar.

I have no envy in my heart,
When others make a winning,
I chortle through life's busy mart,
Content without an inning,
I shout and sing with cheerful zeal,
Good luck in others I admire,
I tell you this so you may feel
That I'm a cheerful liar.

With my poor lot I'm satisfied,
I have no foolish yearning
To float upon success's tide,
To be from hard work turning,
My state is one of constant glee,
I have not one desire,
I say these things so you may see
That I'm a cheerful liar.

With earliest morn, my lyre I swat,
And sing a song of gladness,
A day of rest—the very thought
Would fill my soul with sadness,
A pay roll check oft makes me sick,
While still I twang my lyre
'Till some one with a friendly brick
Shall swat the cheerful liar.

Tampico.

—C. W. Pardo.

SUGGESTIVE INDEX OF CURRENT ARTICLES

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

PRODUCING. Lessons Learned in 1922 by Coastal Operators, by Fred Ennist.—*Oil Trade Journal*, January.

REFINING. Our Ever-Changing Gasoline.—*Petroleum Age*, January 1, 1923.

LABORATORIES. Modern Methods of Concentrating Sulfuric Acid, by P. S. Gilchrist.—*Chem. and Met. Engineering*, 26, 1159.

Physical Properties of Motor Fuels, by W. R. Ormandy and E. E. Craven.—*Eng.* 113, 234.—*Chem. Abstracts*, 16, 1649.

SALES. Pay More Attention to Markets and Less to Competition, by Harry Tipper.—*Automotive Industries*, December 21, 1922.

Why Our Salesmen Want to Do More Work, by H. L. Simpson.—*System*, January 1923.

When Man is Superior to Rules in the Sales Department.—*Printers' Ink Monthly*, December 1922.

LUBRICATING. Getting Better Service from Lubricating Oils, by Allen F. Brewer.—*Industrial Management*, January 1923.

SAFETY. Results of Fierce Oil Fire Show Efficiency of Explosion Hatches.—*National Petroleum News*, January 10, 1923.

Report on the efficiency of the Hull explosion hatch, designed by an engineer of and patented by The Texas Company.

GENERAL. Looking Forward by Looking Backward 20 Years, by Elbert H. Gary.—*System*, January 1923.

19,652 Failures Last Year. The Lessons They Teach, by John S. Lawrence.—*System*, January 1923.

"The one great general lesson is that our business men thought too much with their neighbors and too little on fundamentals by themselves."

Railroads Are Doing Their Job, by Charles Frederick Carter.—*The Nation's Business*, January 1923.

The Heyday of Propaganda, by Ernest M. Hopkins.—*The Nation's Business*, January 1923.

Modern Barbarians, by Wilbur C. Abbott.—*The Yale Review*, January 1923.

Freedom in "The Land of the Free," by Katherine Fullerton Gerould.—*Harper's Magazine*, January 1923.

Addresses at the Meeting of American Petroleum Institute.—*Oildom*, January 1923.



Office of our Dutch East Indies Agents, Mij. T. V. D. Z. Ruhaak & Co., Welterreden, Java

Note the Texaco package exhibit on the penthouse roof.

WISDOM IS KNOWING
WHAT TO DO NEXT ••
SKILL IS KNOWING
HOW TO DO IT •• ••
VIRTUE IS DOING IT