

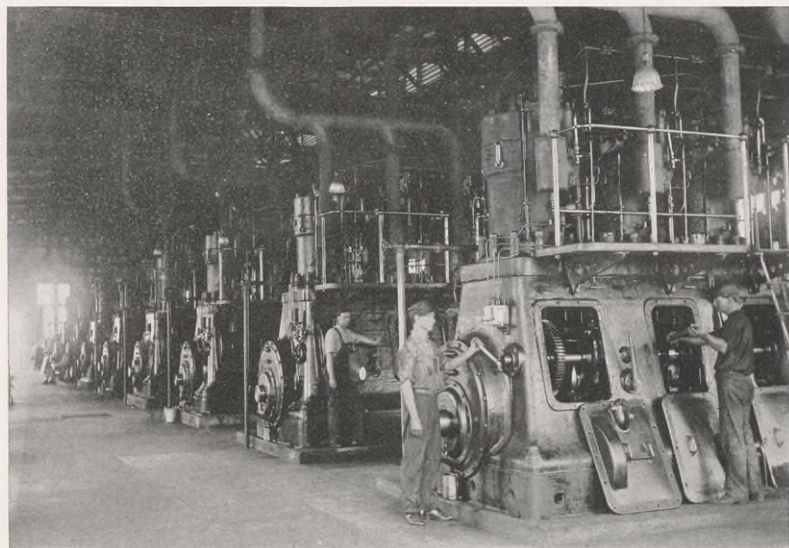
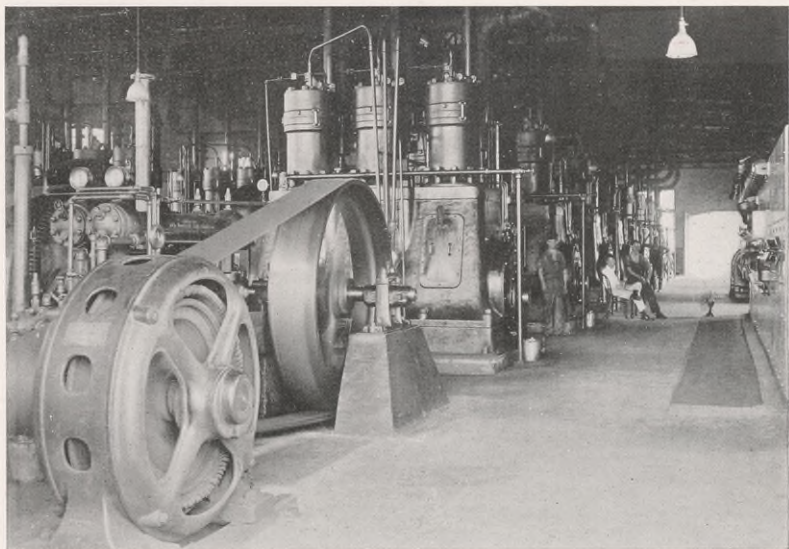
TEXACO STAR

FOR EMPLOYEES OF
THE TEXAS COMPANY



BOTAFOGO BAY * RIO DE JANEIRO

UNIVERSITY OF CALIFORNIA



Prairie-Pebble Phosphate Company, Mulberry, Fla.—The largest Diesel Engine Plant in the U. S.—The Diesels are of the old American type and are lubricated with Texaco 581-D. G. Engine Oil

Engineer-Salesman W. G. Harvey, who sends these pictures, writes: "Now that we are lubricating the largest Diesel Engine plant in the South, I send pictures showing at least a part of it. We have here 5,600 h. p. in Diesel engines using Texaco D. G. Engine Oil. They are 16" x 24", 225 r. p. m. Three-stage motor-driven compressors deliver air to the engines at 1,000 lbs. pressure. The engine in the foreground of the first picture is the unit I ran a test of oils in more than two years ago. We have the idea that we have the very best D. G. Engine Oil in the world. Mr. J. H. Moore is Chief Engineer of this great plant."

CLEAR THE WAY

The original title of these verses is *Faugh-a-Ballagh*—in English *Clear the Way*—the old Gaelic motto of the famous Irish Inniskillin Regiment. Captain W. Karr Rainsford has made them for a marching song for his regiment, the 307th Infantry, U. S. N. A., in whose ranks are many Irishmen and whose officers carry blackthorn sticks.

There's a Blackthorn Regiment belongs to Uncle Sam,
And it's heading out for trouble any day.
Be it France, or Greece, or Russia, it doesn't give a damn,
Only start it on its road and — Clear the Way!

So clear the way before us when our marching orders come!
Can't you hear the fifes a-screaming, and the throbbing of the drum,
And the roar of marching feet
Down the crowded city street,
Past the avenues of faces? It's the long good-bye for some.
It's the price we gladly pay
To the Resurrection Day.
Let us pay it as we play it—Faugh-a-Ballagh! Clear the Way!

We've a debt that's due to England. We've a price to give for France,
We've a score with God Almighty we would pay.
We have talked and we have dallied while the others staked our chance.
It is time we drew our cards — so Clear the Way!

There's a length of battered trenches where the trees are torn and dead,
With the reek of rotting horses in the air;
Where through the blinding fog the shells come wailing overhead,
And it's waiting for us now over there.

Where the yellow mud is spattered from the craters in the snow,
Where the dice of death are loaded,— let us play.
We have pledged our word to Freedom and it's there that we would go,
With the strength that Freedom gives us — Clear the Way!

Clear the way to No Man's Land, with bugles shrill and high,
Clear it to the lid of Hell, with flags against the sky.
Clear the way to Kingdom Come, and give us glad Good-bye,
We've a blow to strike for Freedom — Clear the Way!

— Captain W. Karr Rainsford, 307th Infantry, U. S. N. A.



Sailors of the U. S. Tanker, "Maumee" — Captain Anderson with his officers and sailors took part in the Liberty Loan Parade in Port Arthur on Sunday, April 7, adding very materially to the success of the parade

TEXACO STAR

VOL. V

MAY 1918

No. 7

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 401 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

THE OVER subscription of the "Third Liberty Loan" is triumphant in the number of its subscribers. The figures for the three war loans tell a story that is enheartening for our fighters and disconcerting for our enemies. The First had 6,000,000, the Second 10,000,000, the Third 20,000,000 subscribers. The deed speaks for itself.

* *

The employes of The Texas Company have responded nobly to every opportunity for patriotic service, and in subscribing the Third Liberty Loan they have indeed gone "over the top." In our Departmental News are some partial reports. The full amounts subscribed by employes at the various local centers are known as we go to press only for a few points, but these are typical of what was done at every center of The Texas Company's wide-spread organization:

Houston Texaco Liberty Loan Club.....	\$134,450
Port Arthur Works.....	80,000
Port Neches Works.....	19,600
Case and Package Division.....	18,050
Port Arthur Terminal.....	12,500
In Drumright Oil Field.....	8,850

These amounts do not include subscriptions made by employes through banks, etc.

* *

And now let everyone settle down to the day's work, producing and saving to the limit of ability. The only way to carry on the war is to produce efficiently, eliminate waste, and reduce domestic consumption. In no other way can the 'army at home' provide the substantial things that must be consumed by our own and our allies' fighters at the front.

Remember to give your share of the support due the great Red Cross to carry on the splendid work it has done and will do. The more Government bonds you have bought, the more able you are to give to a cause that must be supported by donations. The bonds are an excellent investment; to buy them was a loyal but not a generous act. Add generosity to loyalty.

* *

The net number of Stars in The Texas Company's Service Flag for March 1 was 1,283. The net number of Stars for April 1 was 1,398.

* *

Go back to the simple life, be contented with simple food, simple pleasures, simple clothes. Work hard, pray hard, play hard. Do it all courageously.—*Hoover*.

* *

It would be well if the great majority of men would cease to perplex themselves with the finance of the war. Some are discouraged or alarmed by stupendous figures. Statistics, even if correct, are frequently misunderstood or misapplied. Everyone might feel sure that this country could meet the war expense without serious difficulty, if we will put a stop to the great waste in abnormal labor turn-over, strikes, and injurious legislation. Reflect that Germany—poor in comparison with us—has just made its eighth war loan of 15,000,000,000 marks, and that each of its eight loans has equaled our third loan. Such facts can be clearly comprehended and they show what we can do if we will be reasonable and energetic.

"It doesn't take much credit to borrow trouble."

Page three

TEXACO STAR

The Government's Committee on Public Information advises against "riding the bumps of the war news":

Do you ride all the bumps of the war news from day to day? Each morning brings its passing changes in the war situation; now gloom, in the form of a setback on the western front, or further disintegration in Russia, or rumors of delay in our own war preparations. Next morning there will be something of a hopeful nature. To follow and feel all these glees and glooms from day to day is human and exciting. But it involves much useless wear and tear of the spirit.

There is another viewpoint—that of disregarding the daily shifts and changes in the war situation, keeping one's attention concentrated on the long haul of war and the final result.

If you grow warm and then cold, and alternate between enthusiasm and depression with the daily news changes, you not only waste your energy, but are likely to fluctuate in your policy as a business man and your determination as a patriot. It is good business, good patriotism, and good conservation to forget most of the headlines in the morning paper and concentrate upon the long hard grind between today and the final result. That will save your spirit, back up your resolution, and enable you to do your utmost in winning the war.

Don't ride the bumps of the war news!

Settle down in harness for the long grim haul that counts!

* *

The Council of National Defense recently appealed for more extensive and efficient use of motor trucks—in carrying full loads, careful routing, proper maintenance, and saving of railway freight cars. Responsive to this, the Packard Motor Car Company offers \$5,000 to be awarded to owners and drivers of Packard trucks on records of efficiency according to the National Standard Truck Cost System. The test begins June 1:

Entry blanks and the Standard cost forms are in the hands of Packard dealers, where they may be obtained any time up to June 1.

Every Packard truck, no matter how old, is invited to enter. The trucks will be divided into three classes to put the different capacities on an equitable basis. The one-and-one-half and two-ton trucks will be in class A; three and four-ton trucks in class B; five and six-ton trucks in class C. There will be no competition between classes.

The award to the winning owners in each class will be \$1,000. The first award to the most competent driver in each class will be \$500, the second \$100, and the third \$75. The awards will be made by a board of judges who are in no way connected with the Packard organization. Men who are nationally known as transportation experts will be asked to pass on the records and from them determine the winners.

Here's hoping that some Texaco drivers may win several of these prizes.

* *

The most you can do is the least you should do.

Page four

Wherever you go and whatever you do you have to earn your wage—or lose your self-respect.—*L. M. Johnson.*

* *

"There is no time clock for men who hold responsible positions."

* *

'Upon what meat hath this *our* Caesar fed that he is grown so great?'

Under plea that ice cream and cake is to be sold at the Choir Association of Christ Church Fete, the Musicians Union has refused a permit for a Camp Logan band unit to play at the entertainment.

The money realized from the sale of ice cream and cake was to be devoted to charitable purposes and the purchase of surgical supplies from which to make surgical dressings.

A verbal permit was first obtained from the Musicians Union for a Camp Logan band to play but when a written permit was sought it was refused.

—*Houston Post.*

* *

Fear is the rock on which we split, and hate is the shoal in which many a bark is stranded. When we are fearful, the judgment is as unreliable as the compass of a ship whose hold is full of iron-ore; when we hate, we have unshipped the rudder; and if we stop to meditate on what the gossips say, we have allowed a hawser to be foul the screw.—*Elbert Hubbard.*

* *

Force of Habit.—Secretary McAdoo tells of a farmer, who, after subscribing for a \$1,000 Liberty Bond, returned to inquire where he would have to go to pay his 4% interest on the bond.

I always thought I knew a lot,
The firm's most useful clerk;
But when I went away they got
A boy to do my work.

—*Abraham Malcy.*

"A man who can laugh at himself can laugh at the whole world."

CRUDE OIL PRICES AT WELLS

May 1, 1918

Pennsylvania.....	\$4.00	Healdton.....	\$1.45
Mercer Black.....	2.23	De Soto.....	2.15
Corning, O.....	2.85	Crichton.....	1.75
Cabell, W. Va.....	2.77	Caddo Light.....	2.25
Newcastle.....	2.23	Caddo Heavy.....	1.25
North Lima.....	2.28	Vinton.....	1.35
South Lima.....	2.28	Jennings.....	1.35
Indiana.....	2.18	Spindletop.....	1.40
Princeton, Ill.....	2.32	Sour Lake.....	1.35
Illinois.....	2.32	Batson.....	1.35
Canada.....	2.58	Saratoga.....	1.35
Somerset, Ky.....	2.60	Humble.....	1.35
Ragland, Ky.....	1.25	Goose Creek.....	1.35
California Light.....	1.57	Corsicana Light.....	2.25
California Heavy.....	1.23	Corsicana Heavy.....	1.30
Wyoming.....	1.50	Petrolia.....	2.25
Kansas and Okla.....	2.25	Electra.....	2.25
Cushing.....	2.50	Markham.....	1.35

TEXACO STAR

A business comprising various departments is like a machine in respect of the necessity of cooperation between all of its parts. And within every department there is the same necessity of cooperation by the individual workers. The man who, for whatever reason, will not work in harmony with his fellows and with the organization as a whole is a clog thrown into the machinery.

* *

In the March 15 issue of the *Western Union News* Mr. Newcomb Carlton, President of the Western Union, in a statement of the company's affairs given for the benefit of its employees, makes the significant remark: "Cooperation is something you give, not something you receive. That is why there is not more of it."

* *

The great thing is to pull all together . . . and to get rid of workers whose temperaments are unfortunate—whose heads are not level, no matter how much knowledge they may have.

—Genl. S. C. Armstrong.

* *

The employe who drives a sharp bargain and is fearful that he will not get all he earns, never will. There are men who are set on a hair-trigger—always ready to make demands when there is a rush of work, and who threaten to walk out if their demands are not acceded to. The demands may be acceded to, but this kind of help is always marked for dismissal when work gets scarce and business dull. Such men are out of employment about half of the time, and the curious part of it is, they never know why.—*Elbert Hubbard.*

* *

If you tell your employer you'll do more work if he will pay you more money, your pay envelope will hardly grow heavier; but if you do more and better work first, you will probably soon be able to increase your deposits in the savings bank or your purchases of War Savings Certificates.

* *

"Every employer is familiar with this great Army of Misfits. They are honest. They try. But they haven't the joy of the game in their eyes. And to save your life you cannot tell how to release their powers and give them wing."

* *

The present conditions demand consistent economy. The spendthrift, the wasteful, the careless, and the "don't-care" kind deserve no sympathy. The desire to save, and to conserve in every practical way must come to one from within to be of real value. The employer, manager, department head, superintendent, or foreman, responsible for the conduct of employes, should be careful to discern the difference between the real and the unreal desire of every man under his charge to do his full duty—to separate chaff from wheat and to reward only where reward is due.—*Magnolia Oil News.*

INCORRUPT

I have broken my Soul to harness,
I have taught it to toil for me,
I have driven it over the farness
Of river and hill and sea;
Yet, Soul, I have not degraded
The Soul of myself within—
Yet, Soul, I have never traded
And given you into sin.

I have led you by rein and halter,
I have peddled my strength and youth,
But never a bribe could alter
The thing that I thought the truth;
And, when I shall loose the tether,
When we wait at the final place,
When we stand before God together,
I may look at you face to face.

—*Douglas Malloch.*

What your employer thinks of you, what the world thinks of you, is not half so important as what you think of yourself. Others are with you comparatively little through life. You have to live with yourself day and night through your whole existence, and you cannot afford to tie that divine thing in you to a rogue.—*O. S. Marden.*

LIFE WISDOM

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

—*Benjamin Disraeli.*

The pious and just honoring of ourselves may be thought the fountain-head from whence every laudable and worthy enterprise issues forth.—*Millon.*

Why should we ever go abroad, even across the way, to ask a neighbor's advice? There is a nearer neighbor within, who incessantly is telling us how we should behave. But we wait for the neighbor without to tell us of some false, easier way.

—*Thoreau.*

Are there no solitudes out of the cave and the desert? Or can not the heart in the midst of crowds feel frightfully alone? Loneliness of the heart is the worst solitude.—*Charles Lamb.*

Make yourself an honest man, and then you may be sure there is one rascal less in the world.—*Carlyle.*

The man who has not learned to say "no" will be a weak if not a wretched man as long as he lives.—*Ian Maclaren.*

Duty, then, is the sublimest word in the English language. Do your duty in all things. You cannot do more; you cannot wish to do less.

—*Robert E. Lee, in a letter to his son.*

TEXACO STAR



Rio de Janeiro—Ilha Secca Warehouses and Pier

THE TEXAS COMPANY (SO. AM.) LTD.—IN BRAZIL

J. R. Pouncey, Treasurer, The Texas Company (South America) Ltd., Department Agent, Export Dept.,
The Texas Company

The intent of this article is to present briefly a few facts relating to the operations of The Texas Company (South America) Ltd. in Brazil, and to convey to some extent, by accompanying illustrations, its progress in the matter of organization and facilities, as gleaned by the writer on a recent trip to that country.

The Company commenced operations in Brazil in the fall of 1915. Notwithstanding the many difficulties to be overcome, the Company has expanded until it is a leading factor in the distribution of petroleum products in Brazil and has impressed upon the buying public the merits of its goods to such an extent that their sale is limited only by the available supply.

Shipments are made by the Company direct from the United States to its various terminals situated along the coast of Brazil and transhipped to its inland warehouses. At many points the Company has effected agency arrangements with representative merchants for the distribution of its products, requirements being supplied from the Company's warehouses in Brazil.

The general scheme of organization and relation of departments are the same as those obtaining with The Texas Company's marketing forces in the United States, distributing stations and commission agents reporting to the district offices, who report to the general or division office in Rio de Janeiro, the latter in turn reporting to the New York, or Home Office, where the final and permanent records of the Company are kept and where are located the executive officers.

One of the first things to be done by the Company, once it was decided to establish itself in Brazil, was to secure desirable office space conveniently located in the several districts, and it has been fortunate in this particular. Its offices are all well equipped and are among the most attractive in Brazil.



Rio de Janeiro—Building in which the Offices of
The Texas Company (South America) Ltd. are located
on Avenida Rio Branca

TEXACO STAR

RIO DE JANEIRO In Rio de Janeiro, the capital of Brazil, the Company has established its general and division offices, where are located the General Manager and departmental heads, operations in the several districts being directed from this office, which is centrally located on the Avenida Rio Branca, regarded as one of the most attractive thoroughfares on the Western hemisphere.

The question of storage arrangements in Brazil has been a difficult one at practically all of the ports of entry. At Rio de Janeiro the Company solved the problem by se-

curing the island of Ilha Secca, one of the many islands in the Bay of Rio. It is conveniently located for the discharge of vessels and its accessibility and proximity to



Rio de Janeiro—Entrance to General Offices



Rio de Janeiro—Section of General Offices



Rio de Janeiro—Sales Division General Sales Offices



Rio de Janeiro—Office of General Manager



Rio de Janeiro—Entrance to General Sales and Cashier's Offices

TEXACO STAR

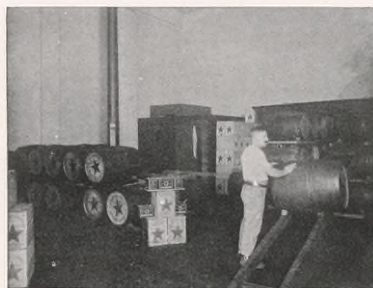


Rio de Janeiro—Accounting Department

Rio de Janeiro makes it desirable for a storage and distribution base. The Company has erected thereon warehouses and other improvements which afford ample facilities for handling the large requirements in this territory.

The Rio de Janeiro municipal laws permit only sufficient inflammables to be stored in the city to cover immediate requirements, therefore deliveries are made daily by lighter from the island to the city.

SANTOS The port of entry for the State of Sao Paulo is Santos, where the Company has secured suitable storage facilities. A supply of lubricating oils and miscellaneous products covering immediate needs are stored in sales rooms adjoining its offices.



Santos—Lubricating Oil Storage

Up until a few years ago Santos suffered greatly from re-occurring fever epidemics peculiar to the tropical coast; but like many other cities in Brazil, it has, by the installation of modern sanitary systems and a rigid enforcement of measures pertaining thereto, not only stamped out these trou-



Santos—Entrance to the Company's Offices at Praça Barão do Rio Branco 30, facing the City Plaza



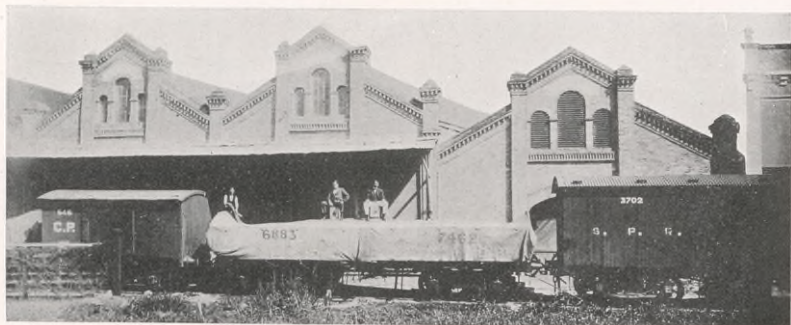
Santos—Main Office

bles but has become a most attractive and healthful city. One of the largest and most frequented health and pleasure resorts in Brazil is located in close proximity.

The importance of Santos has steadily increased. It is the port through which a large number of the coffee producers make their shipments, and has become the leading port in Brazil for the exportation of this product.

SAO PAULO Sao Paulo, which is the capital and principal distributing point of the State, is situated about fifty miles inland from Santos on the Sao Paulo Railway at an altitude of some 2,500 feet. Trans-shipments are made from Santos over this line. Incidentally, this railroad has been given the appellation of both the Scenic Railway and the Golden Railway, the former by reason of the wonderfully picturesque country through which it runs and the latter because of the large sums of money expended in the construction and maintenance of its roadbed and drainage system.

TEXACO STAR



Sao Paulo—Warehouses

At Sao Paulo the Company has ample warehouse facilities which take care of the local and a good portion of the interior requirements in that district.

The commercial aspect of Sao Paulo manifests itself even to a casual visitor. It is a place of unusual business activity. Situated in the coffee country, its commercial importance is not only maintained but its growth has steadily increased.



Sao Paulo—Office of Superintendent



Sao Paulo—Building in which the Company's Offices are located, Rua Alvares Pentado 38D, contiguous to the Main Business Section of the City



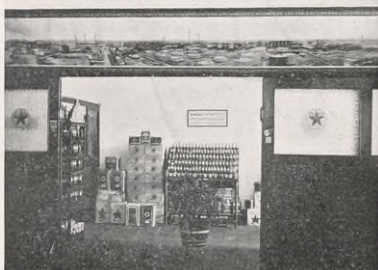
Sao Paulo—General Office

ANTONINA At Antonina, one of the important ports of entry of the State of Parana, the Company has established storage and other facilities for the distribution of its products in this locality.

TEXACO STAR



Sao Paulo—Entrance to Offices



Bahia—Entrance to General Offices

BAHIA At Bahia the Company has secured adequate storage facilities. The State of Bahia is especially well provided with waterways and very little of the interior business is handled by railway shipments. Many agencies have been established at logical supply points within this territory.

The State of Bahia produces large quantities of the cocoa bean and other commodities which are exported; consequently the port of Bahia is an important one.



Bahia—Office of Superintendent



Bahia—The Texas Company (So. Am.) Ltd. Warehouses



Bahia—General Office



Bahia—Offices of the Company at Rau das Princes 13

VICTORIA The Company has recently installed its own organization here and has fortunately secured modern storage facilities advantageously located.

PARA At Para suitable storage facilities have been secured and from this base the adjacent territory is supplied through the Company's own organization.

Para is the natural port of outlet for the vast Amazon trade and for the large rubber output of that section.

TEXACO STAR



Para—Offices of the Company at Rua 15 de Novembro 81



Para—Superintendent's Office



Para—Section of General Office

MANAOS Inward from Para some 1,000 miles up the Amazon River is located Manaos. At this point the Company has established facilities for storing and distributing its products to a vast area of country thereabouts. Ocean-going vessels navigate to Manaos and for hundreds of miles beyond. The offices of the Company are located at Rua Marechal Teodoro No. 28.



Manaos—Some of those who are assisting in the distribution of Texaco Products

PERNAMBUCO At this port the Company has secured convenient and commodious warehouses, located on the outskirts of the city of Pernambuco. Distribution to tributary stations is made in most instances by railroad, many of which are narrow-gauge; but at



Pernambuco—Warehouse



Pernambuco—Interior of Warehouse

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TEXACO STAR

some coast points and river points small steamers, sailing vessels, and sometimes lighters are used.

The offices of the Company are located in what is known as the financial district. Within the last few years a number of modern business and banking buildings have been erected and this section reminds one of some of the cities of similar size in the United States.



Pernambuco—Building in which the Company's Offices are located



Pernambuco—Office of Superintendent



Pernambuco—General Offices

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Like Sao Paulo, Pernambuco is the commercial center for its section of Brazil. Being contiguous to the sugar producing districts naturally makes it a port of substantial commercial importance. Many canals and viaducts traverse the city and it is known as the "Venice of the Americas."

MACEIO At this port, which is the most important in the State of Alagoas, the Company has effected adequate arrangements for the marketing of its products in this territory.

RIO GRANDE DO SUL AND PORTO ALEGRE These places are the main ports and distributing points for a large area of Southern Brazil. Ample warehouse facilities have been secured at Rio Grande do Sul, and oils are transported by barge as needed to Porto Alegre for distribution inland.



Porto Alegre—Discharging Case Oil to Dock



Porto Alegre—From Dock to Warehouse

GENERAL Considering the vast territory to be supplied and the many impediments attending the entrance of a new concern in such a field, the Company feels that it has made substantial progress toward securing its share of the business not only in the larger cities and more accessible points but also in the remoter dis-

TEXACO STAR



Porto Alegre—Building in which the Company's Offices are located, Galeria Municipal 127-9



Porto Alegre—Office of Superintendent



Porto Alegre—Section of General Offices

tracts, and it has every reason to look forward to an increased demand for its products as the growth and development of these sections continue.

Special attention has naturally been given to the introduction of Texaco kerosene and gasoline. In recent months, however, the Company has entered the lubricating market and has found that its lubricating oils and miscellaneous products meet with the same favorable reception as its kerosene and gasoline.

Even to one who has an opportunity of only superficial observation, it is evident that there is a quickening of commercial enterprise in Brazil which in the course of events will, no doubt, in the near future result in the development of the varied resources of that country on a much larger scale than previously, inviting outside capital and cooperative effort. This, with the cordial business relations existing between the two countries, offers, it would seem, unusual opportunities to reputable business concerns of the United States to enter that field.

The establishment of branch houses in Brazil by some of the large banking institutions of the United States has apparently been received with favor and will, no doubt, prove the means of further increasing the commercial intercourse between these countries by affording direct interchange of financial transactions which previously were effected through European houses.

The Company entered the Brazilian market with a view of establishing itself there permanently by offering its products of well known merit and applying business methods based upon an adequate appreciation of the patronage of the buying public and respect for the commercial customs of the country, and the gratifying progress so far made is highly reassuring of this attainment.

Quality pays handsomely; it is the only solid foundation on which to build a business. The customer you get by low prices is here today and gone tomorrow; the customer you get by Quality and Service is bound to you; he is one of the assets of your business.—*The Pointer*.

* *

Reputation is made by repetition, and the nature of the repetition determines the reputation.—*Fruit Dispatch*.

BY THE WAY

SALESMAN'S CATECHISM

1. Talk as one man to another. Do not cringe or bulldoze, as the buyer is just as dependent upon the salesman as the salesman upon the buyer.

2. Do not use subterfuge to gain an interview. Never be afraid to present an honest business card.

3. Always be enthusiastic about your products and the results they will show.

4. Put on a suit of overalls and learn what functions oils perform on steam engines and automobile motors.

5. Know everything there is to learn about your business to the smallest detail.

6. Always be sincere. Do not bluff, as the knowledge of your products makes that unnecessary.

7. Have confidence in your products and yourself, and show it, as the buyer cannot have confidence in you unless you do.

8. Never abuse buyer's confidence, for once it is gone, orders will cease.

9. Appreciate buyer's time, as he has other salesmen to see.

10. Always be punctual for appointments.

11. Always make good a promise.

12. Prepare for every interview by accumulating necessary evidence to prove your contention. Do not submit testimonials on one product when you are trying to sell another.

13. Do not state all that you know until requested. Bring out the main facts and retain a reserve.

14. Make buyer realize that he is purchasing from an individual and not a company and that you will take a personal interest in his affairs.

15. Be logical at all times.

16. Make helpful suggestions even though they do not pertain to your own line.

17. Sell yourself before you sell the other fellow. Practice actual salesmanship, not theory.

18. Talk "brass tacks." Concentrate. Do not romance.

19. Sell your products and the results they will show. Do not sell the buyer.

20. Sell the dealer an opportunity to make money; also give talking points to his employees.

21. Analyze all lost sales so that you will not lose another in the same manner.

22. Don't argue but discuss.

23. Develop a personality in your talk. Do not be a parrot.

24. Exercise wisdom, as knowledge is not always sufficient.

25. Think. Awaken your brain. Do not permit it to grow lazy.

26. Educate yourself. Do not depend on the boss.

27. Do the things that you know you should do and don't do the things that you know you should not do.

28. There are five ways to know a thing: Observing, hearing, seeing, discussing, and thinking.

29. Never offer an *alibi* to the boss for poor business. One man's territory is as good as another's.

30. Know yourself.

31. Essentials for salesmanship: Health, knowledge, enthusiasm, industry, honesty, brains.

32. Be optimistic about everything at all times.

33. Be thorough. Do not overlook any detail. When selling, stay on the track. Do not permit the buyer to lead you astray.

34. Buyer wants to know facts. Educate him.

35. Be original. Don't copy the other fellow's methods.

36. Never admit that you have any competition. If the other fellow lands the sale, he is simply a better salesman than you.

37. Discuss the weak points of your product first and either admit them or make merit of them.

38. If the buyer will talk, allow him to do so. Good salesmen are always good listeners.

39. Do not become too familiar with your trade, as familiarity leads to contempt.

40. Never be satisfied to accept a buyer's compliment in lieu of an order.

41. Keep your sample case and order book as clean as your person.

42. Remember that little things count.

43. When talking about the concern that employs you, remember it is easy to criticize but hard to suggest.

44. Always leave the buyer laughing when you say "good-bye."

45. A real salesman's motto: "To hell with yesterday, what's doing today?"

E. J. Quirk,

Representative, Metropolitan Territory.

Houston, Texas, May 4, 1918.

Editor *Texaco Star*: A few days ago Mr. Clark C. Griffith, Manager of the Washington American League Baseball Club, sent me some literature regarding a Ball and Bat Fund for the purpose of providing our boys in France with the necessary material to indulge in the national game.

The list was circulated around the Building here, and resulted in approximately 368 contributors and a total amount of \$110.00.

This is very gratifying and if you have the space in your next issue wish you would publish this letter, to serve as my acknowledgment and thanks to each and every contributor to this worthy fund.

Yours truly,

G. L. Noble.

A. B. Steele, formerly clerk in the office of the *Texaco Star*, cadet at School of Military Aeronautics, Atlanta, Ga., sends the gratifying report:

I must let you know the joyous news that I graduated from the Officers School, and am now awaiting my commission as Lieutenant and assignment.

Certain to Win.—"How's your boy getting on at the training camp?"

"Wonderful!" replied Farmer Applecart. "I feel a sense of great security. An army that can make my boy get up early, work hard all day, and go to bed early can do 'most anything."

—*People's Home Journal.*

A Protective Policy.—A colored recruit said he intended to take out the full limit of Government insurance, \$10,000. On being told by a fellow soldier that he would be foolish to pay on so much when he was likely to be shot in the trenches, he replied: "Huh! I reckon I knows what I's doin'. You-all don't s'pose Uncle Sam is gwine to put a \$10,000 man in the first line trenches, do you?"

—*Boston Transcript.*

DEPARTMENTAL NEWS

The Managers of the respective Departments have assigned to the gentlemen whose names and addresses are here given the duty of sending to the *Texaco Star*, on or before the 25th day of each month, reports of departmental news and other items of general interest. Suggestions and information for this purpose should be sent to them before the 20th day of the month. All are invited to cooperate.

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	D. P. Harrington, Port Worth
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales Dept.	E. B. Joyner, Houston
Marine Dept.	Wesley McKee, Jr., Port Arthur
Legal Dept.	A. R. Weber, New York
Treasury Dept.	J. S. Ballard, Houston
Comptroller's Dept.	Lee Dawson, Houston
Insurance Dept.	B. E. Emerson, Houston
Sales Dept. S. Territory	P. A. Masterson, New York
Sales Dept. N. Territory	Roy B. Wright, New York
Export Dept.	M. G. Jones, Houston
Purchasing Dept.	S. Slattery, New York
Railway Traffic Dept.	J. B. Nielsen, New York
Producing Dept.	J. E. Byrne, New York
Pipe Lines	J. T. Rankin, Houston
	J. W. Painter, Houston
	Delbert Leggett, Houston
	A. M. Donoghue, Houston

REFINING The following letter from Roy B. Jenkins, who has worked for the Refining Department at West Dallas Works, Houston, and Port Arthur, will interest his many friends:

31st Co. 8th Bn. 165th Depot Brigade, Camp Travis, Texas, April 14, 1918.

Mr. R. C. Anderson, Dallas, Texas.

Friend Bob: This army life is much more interesting and complicated than a civilian may think, and one who is willing to study in order to become a sure enough soldier is busy incessantly. Immediately on arriving Easter Sunday I was appointed stenographer for the Captain and Lieutenants and Company Clerk for the 10th Co. I was busy each moment until April 10 at 6 p. m., at which date and hour I was transferred to the 31st Co. With this transfer I lost my position as stenographer and Company Clerk, as the commanders were new to me and all such jobs had been filled. I am just a common private and rookie now and I am glad, for the grind was beginning to tell on me. I am in on all the field drills and going to school at night four nights of the week. Am studying the executive branch of the Army hoping to become a non-com.

Have been vaccinated twice and had two shots of anti-typhoid. Am getting used to almost anything in this line and I do not think a German battery would look very bad.

It is noon mess time so I will ring off for the present. Please don't forget to get the *Texaco Star* coming this way real soon. I intend to boost our products all possible. Good-bye. Sincerely,

Jinks.

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF APRIL, 1918:

Refined—Coastwise.....	430,742 bbls.
Refined—Foreign.....	470,550 bbls.
	901,292 bbls.
Crude—Coastwise.....	114,612 bbls.
Crude—Foreign.....	1,905 bbls.
	116,517 bbls.
Total.....	1,017,809 bbls.



Sergeant Alfred L. Jackson, formerly employed at Port Arthur Terminal, now in Co. I 156th Inf., Camp Beauregard, La.

Sergeant Jackson writes: "I have been wondering if I could still be on the *Texaco Star* mailing list after I get across to France. I hope to be soon Over There, but I still want to get my *Texaco Star*." Send your new address before you start, Sir, and the *Texaco Star* will follow you.



M. A. Walsh, formerly employed at Amesville Terminal, now in Co. D 114th Engineers, Camp Beauregard, La.

UNIVERSITY OF MEMPHIS LIBRARY

TEXACO STAR



Captain H. Bowles, in active service in France, formerly Construction Engineer in Northern Terminals Division

The N. Terminals Division offices started a Patriotic Rally for the Third Liberty Loan Drive and pledged to try to raise \$3,250. On April 12 it appears that they will oversubscribe the allotment. They are also holding up their end with War Saving Stamps, the total amount purchased to date being \$209.50.

The Overseas Committee are continuing their good work and have received considerable help from outside parties.

We regret to report that the latest casualty list of slightly wounded shows the name of Private Pendleton Beall, who was connected with this Office prior to his enlistment in the 7th Regt., now a part of the Rainbow Division. Just before sailing he enlisted in the Married Men's Ranks. We wish him a speedy recovery.

At the monthly meeting of the N. Term. Div. Office Employees, Mr. Cox gave an interesting talk on Oils and their Derivations.

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Bayonne Terminal is trying hard to win first place in the Northern Terminal W. S. S. contest. They have again proved their patriotism by going "Over the Top" in the Third Liberty Loan.

Joseph F. Sheeran, formerly stock clerk, has been promoted to head of the Storehouse Department.

A little heir arrived at the home of Mr. and Mrs. F. L. Muckey. Mr. Muckey is Chief Clerk of the Bayonne Terminal.

Privates John E. Schulze and Fred Rade, formerly of Bayonne Laboratory, recently paid us a visit. They have been transferred to Washington, and met at the Testing Laboratory some old friends from The Texas Company, among them C. E. Emmons, formerly head chemist, and Frank Nester, Jr., who are also working for the Government in Washington.

Our Baseball Team is now fairly well organized and we shall soon be able to meet the challenges we are receiving. We have started on the right road by trimming the Phoenix Assurance Company to the tune of 10 to nothing, and if this score is to be taken as a criterion Bayonne and others had better be well prepared.



Corporal Joseph Letcher, 1st Provisional Company 2nd Provisional Regiment, Ordnance Training Camp, Camp Hancock, Ga., formerly a Cooper at Bayonne Terminal

L. W. Lindsay, of Providence Terminal, and Miss Caroline Bates of Brooklyn, N. Y., were married on March 9. Everyone wishes Lindsay good luck. The only hardship thus far for the newlyweds is that Mr. Lindsay was called for military service on March 28.

No efforts are being spared to boost the Third Liberty Loan at Delaware River Terminal and the sale of Thrift Stamps is daily increasing.

Curtis Lichtenstein is in service at Camp Dix, N. J., and Leroy Whipple with 8th Company, C. A. C., Fort Washington, Md.

TEXACO STAR

John McLaughlin, formerly in the shipping department at Del. Riv. Term., now with Utilities Detachment, Camp Meade, Md., was recently a welcome visitor.

We have learned of the recent death of Wm. T. Holcroft, formerly employed at Del. Riv. Term., later at Port Arthur, who at the time of his death was in business with his brother at Detroit, Mich.

With Spring come flies, mosquitoes, and the matrimonial bug, and Julius Bengisser joined the ranks of the Benedicts on April 3. It is rumored others have "Ben" affected by this same bug.

F. E. Strohmer, formerly Chief Clerk at Baltimore Terminal, writes:

Since entering military service June 26, 1917, I have been receiving the *Texaco Star*, but somewhat irregularly. I am short the following issues: July 1917, December 1917, January 1918, March 1918. Believe me I am very desirous of securing all or any of these, and I assure you of my appreciation if you can forward them to me.

Yours respectfully,

F. E. Strohmer,

Trp. A, M. Pol., 29th Div., Camp McClelland, Ala.

Baldwin & Baldwin, is now a member of the Legal Department at Houston.

R. E. Brooks, Jr. has resigned and has entered the oil game as an "independent." We wish him success.

RY. SALES DEPT. Railroad Courtesy.—In connection with the local reception to Sir Frederick Black of the British War Mission on his visit in the United States, Sir Frederick and his party were guests of The Texas Company on a trip down Buffalo River, stopping at Goose Creek Field, thence to Galveston, returning to Houston from Galveston by train. On the return trip, through the courtesy of Mr. J. H. Hill of the G. H. & H. Railroad, the private car *Olcott* was furnished for the party, adding greatly to the enjoyment of the trip back to Houston and giving a passing glimpse of Ellington Aviation Camp.

A New Assistant.—Arrived in New York February 27, Walter E., Jr., new assistant to the Ass't Manager of the Railway Sales Department W. E. Greenwood. Congratulations to Mr. and Mrs. Greenwood.

Meet "Texas" Jones, new member of the Railway Sales Department.—An interesting and unusual advertising campaign is about to start in the *Railway Age*, covering Texaco products for the railroads: "How 'Texas' Jones Convinced the Railways." The sum and substance will show how "Texas" Jones convinced the railway purchasing board of the merits of Texaco by bringing before the board the men who used the oils, "Unhappy Hank" of the Cinder Cranes for Crater Compound, "Blow Out" Bill on Burning Oil, "Mikado Mike" on Superheat Valve Oil, etc. It is expected that the already increasing sale of Texaco goods to railroads will receive a spurt by this unusual and interesting advertising campaign.

A New Use for Crater Compound (?)—Our lubricating expert in the New Orleans territory, Mr. Barrows, was in the Office recently and in speaking of the application of our Crater Compound to a railroad bridge in Louisiana told of seeing a couple of sparrows alight on the bridge rail while he happened to be there; of their struggles to get away; and how the Crater Compound finally held them fast. His sympathy for the birds was aroused, causing him to speak to the bridge foreman who



F. M. Moss (at the left), formerly in Houston Offices of Comptroller's Dept., now yeoman on U. S. S. "Pittsburg"

LEGAL DEPT. Harvey A. Thomas, formerly of Texas City, Texas, is now a member of the Legal Department at New York.

F. T. Baldwin, formerly of the firm of

TEXACO STAR

replied that the birds were a pest and he and his men never failed to get as many as possible. Mr. Barrows mentions seeing the remains of a large number of the birds at different parts of the bridge where they had come in contact with Crater. This may suggest a new use for Crater Compound to our General Sales Department friends, calling on farmers, as a protection to their crops.

Some Noise.—One of our railroad friends, according to Lubricating Expert Webb L. Gibbs, is an enthusiast on Crater Compound, and in talking of Crater says it made the gears sound like "pulling cotton through a rat hole."

From The Railway Age.—"Economy in using fuel oil is recognized on the Southern Pacific Lines by a distinctive mark on the locomotive of each class which makes the best showing on its division. This decoration consists of bright red paint on the circular number plate which is borne on the front of boiler."

SALES DEPT. HOUSTON DISTRICT.—A. S. TERRITORY M. McMoy, Stenographer to Superintendent S. E. Monroe, has entered the U. S. Army. His present address is 31st Co. Depot Brigade, Camp Travis, Texas.

O. D. Lemke, bookkeeping machine operator, was drafted in U. S. A.

W. A. Feather, Stenographer, resigned to enter the service of U. S. Government.

Death claimed the infant daughter of Mr. and Mrs. E. W. Medlenka. We extend our sympathy to the parents.

EL PASO DISTRICT.—A letter from former Engineer Salesman Gus M. Shanks, who can claim 100% of our El Paso force as his friends:

Somewhere in Italy, March 17, 1918.

Mr. C. B. Henzie,

The Texas Company, El Paso, Texas.

Dear Friend Henzie: I received your two letters a few weeks ago but have had no time nor place to write you.

Have done and seen many things since leaving the States and if I ever see you again will tell you all, but at present I can not say much.

Was transferred out of 101st Squadron to the 30th on the first of this month and at present am working in the Motor Dept. of a machine shop. Was taken in the present organization as Lubricating Engineer and am going to give them the best that The Texas Company puts out as an engineer. Guess that is "some bouquet"? But, Henzie, I made good with T. T. Co. and I can make good here.

I get the *National Petroleum News* over here and in one issue I saw an article written by you in regard to checking of salesmen and it certainly was good. You were always good at following a man up on the road, and it was a great help.

I am still a First-class Sergeant but hope to get a commission later on, or as soon as I make good.

Tell Mr. Wagner and C. F. Fegan I am going to write them one of these days as soon as I have time. Write me when you have time.

Sincerely yours,

Gus M. Shanks,



Nogales Overland Co., Nogales, Ariz.—A complete line of Texaco Lubricants attractively displayed

To remove paint—sit down on it before it is dry.
—Bowser Boomer.



Wolfin Brothers Garage, Amarillo, Texas—One of the largest garages on the Plains—Contract customers of The Texas Company

TEXACO STAR

DENVER DISTRICT.—Out of 141 employes in this District, 80 employes, or 57% of the total number, have so far subscribed for \$11,600 of the Third Liberty Loan Bonds. We expect to show 100% subscription and larger total.

F. A. Thompson, Extension Clerk, has been called to the colors.

W. B. Waltman, Emergency Clerk, passed "Henry 4ths" around the District office and announced with pride the arrival of a 9-lb. boy on Easter Sunday, March 31.

Superintendent J. C. McCullough, of Equipment and Construction Division, recently spent several days in the District. We were glad to have Mr. McCullough with us, as it had been some time since he had visited us.



Rocky Ford, Colo. Station

OKLAHOMA DISTRICT.—Office employes from the Superintendent to the porter subscribed to the Third Liberty Loan, making a showing of 100%.

R. R. Rouch, Price Clerk in Dist. Off., has been called by Uncle Sam and expects to report for duty April 25.

R. B. Satterlee, traveling salesman, Ft. Smith, Ark., has resigned to enter the service of Uncle Sam.

The Oklahoma District is proud of the new drive-in Filling Station at Enid, Okla., which is starting off in great shape with J. E. Thomas as Agent.

Agent R. J. Crane of Chickasha reports he is lubricating every steam plant in Chickasha, Okla. We would like to hear from the other Agents reports like this.

NEW ORLEANS DISTRICT.—B. L. Hansen, who has served as Cashier at New Orleans Station for about 5 years, has been promoted to Agent at Baton Rouge, La.

His co-workers in New Orleans regretted very much to see him leave and wish him all success.

Clarence P. Dodge, Jr., formerly with our Company in the Atlanta District, who volunteered in the U. S. Navy a few months ago, has been in New Orleans the last few days, and we understand that he has passed his examination and is now Ensign C. P. Dodge, U. S. N. R. F.

30th Aero. Squadron, A. E. F. via New York.
Vicksburg, Miss., April 5, 1918.

Mr. M. G. Jones,
Houston, Texas.

Dear Mr. Jones: I am enclosing clipping from the Rotary Edition of the *Vicksburg Evening Post*, under date of March 30, which I thought might be of interest to you, as any success that I may achieve is due to the encouragement I always received while working with you.

Most sincerely yours,
W. L. Hammett.

"Any account of the live industries of Vicksburg would not be complete without a special mention of the activities of W. L. Hammett, better known to nearly every one in the city as 'Will.' Mr. Hammett has for the last eight years been the local representative of the Texas Oil Company. . . . Much of the growth of the company's business has been due to the personal popularity of Mr. Hammett, who looks after all the details of the branch in this city as well as traveling hundreds of miles monthly, visiting points in this state and Louisiana, Arkansas, and Tennessee. The 'Texaco' products in the lines of roofing, oils, greases, and gasoline have become as well known by their trade names as any other high grade products in this and adjoining territory; and this has all been accomplished by the personal efforts of the genial local manager.

"Mr. Hammett is a Vicksburg boy, a member of a well known family in this city. . . . His success in his present position must be very pleasing to the large corporation which he represents so well and it is extremely gratifying to his countless friends in his home city."—*Vicksburg Evening Post*.



C. M. Watkins, now at Kelly Field, Texas, formerly salesman in Atlanta District

In a letter to Mr. D. A. Vann, Mr. Watkins writes: "When I came to Kelly Field it was only laid out and scarcely any streets or ditches dug, but

TEXACO STAR



Filling Station No. 1, Atlanta, Ga.

I assure you we were not long in getting it in proper shape, and now we can boast of having an attractive Camp with drained streets and water system of the best. I know because I helped dig them. This work was done when I was a rookie, but now I am assigned to the Personnel Office, Recruit Division of Kelly Field, and am in charge of the Filing department on the night shift. Just how long I shall be here is not known, but I hope to get into an outgoing squadron soon, if I don't get into an Officers Training School which I am soon to file application for. . . . Since coming to San Antonio I have had the pleasure of meeting Mr. A. R. Hutchins, Agent, and A. P. Langford, Salesman, of T. T. Co. here, with whom I was most favorably impressed. . . . While out for a ride last Sunday I noticed in a very conspicuous place a sign which made me feel at home again, and since there was a kodak in the car I could not resist the temptation to detain the party long enough to get myself shot at standing before this emblem of Quality and Service."

"What is in the brain-pan of the woman who imagines that it is chic and cunning for her to dab her nose with a foolish little vanity-box powder puff at a table in a crowded restaurant?"

SALES DEPT. NEW YORK DISTRICT.—
N. TERRITORY The attendance by members of the District Office force at meetings held at the Representatives' headquarters will result, it is expected, in improved cooperation between the District Office and the field forces.

MEETING OF THE ALBANY, NEWBURGH, HERKIMER AND OGDENSBURG TERRITORIES

SUBJECTS FOR DISCUSSION

- 1 Refined Sales for 1918 Amounts available
How to solicit
- 2 Cash Basis Percentage wanted
Past record and future record
- 3 Cost per gallon Costs, January-February
Discuss Expense
Repairs to cars
Agents' disbursements
- 4 Lubricating Sales January-February
Discuss Motor oil campaign
Price per gallon
- 5 Bulk and Package Stock
Variation H. S. Gruet, Rep.
- 6 Rules—General J. P. Gruet, Supt.
- 7 Accounting H. D. Eccleston
- 8 Motor Equipment F. W. Beniecke
- 9 Credits A. D. MacDougal
- 10 (a) Pump Equipment
(b) Costs I. M. Williamson
- 11 Our Faults C. W. Korrell
- 12 General Discussion—Get it off your chest
- 13 The Big Show Starts

Acting Agent Conroy of Schenectady Refined Station reports that on April 13 a 150-gallon Ford delivered 1,850 gallons of gas, and the nearest delivery was more than a mile from the Station.

Representative E. J. Quirk and Assistant G. A. Crawford recently witnessed a rather heroic move on the part of Resale Sales-

TEXACO STAR



Major John C. Ostrup, Engineer, U. S. R. Headquarters, A. E. F., France.

"Appointed on the General Staff of General John C. Pershing—To assist in plotting the destruction of the Unspeakable Hun."

Major John C. Ostrup, when he answered his country's call to arms was Superintendent of the Equipment and Construction Division of the Sales Department Northern Territory.

man H. L. Von Steuben. While crossing the Queensboro Bridge in the salesman's car they passed a touring car which was blazing merrily and would soon have been in parts unknown had it not been for the quick wit of Mr. Von Steuben who saved the situation with his little Pyrene.

C. T. Rymer of Youngstown, Ohio Station has answered his call for service with Uncle Sam. Mr. Rymer, who hails from South Carolina, is a regular soldier, having seen service in the U. S. Army. After honorable discharge at the expiration of his enlistment period he entered the service of The Texas Company as a tank-wagon driver. Here's luck to you, Rymer.

BOSTON DISTRICT.—Every man at Boston Station, Agent Lamb reports, has purchased a bond in the Third Liberty Loan. We congratulate Agent Lamb and his men for making their Station 100% perfect, and we should like that other stations can boast of such a record.

In the District Office a framed certificate from Secretary of Treasury McAdoo names Oliva Bonin an agent for the selling of War Thrift Stamps. Oliva is doing a great work. He has almost everyone in the



New Street Filling Station, Springfield, Mass.

Office buying Thrift Stamps and is now selling Liberty Bonds. He says he is going to report the District Office 100% perfect before this loan closes.

We are glad to note that all the other Districts in Northern Territory are keeping up with Boston in getting all of their reports in on time. We are proud of this perfect record for the Northern Territory Sales Department.

John R. Walker, our Stock Clerk, has been transferred to the position of General Clerk at the Norfolk District Office. We shall miss "Jack" a great deal as he has been an energetic and conscientious worker, always doing his utmost to make his department one of the best in the Northern Territory. Norfolk District is to be congratulated on obtaining his services. On the day of his departure the boys gathered around Jack's desk and Chief Clerk Murdy, as spokesman, complimented him on being the first man from the Boston District Office accounting force to be transferred to a higher position in another District. At the conclusion of his remarks Mr. Murdy pre-



J. J. Riley, formerly Acting Agent and Salesman at Fall River, Mass., now a gunner on U. S. S. "Massachusetts"

TEXACO STAR

sented Mr. Walker with a Liberty Bond of the Third issue and a \$5 War Saving Stamp as a start for a second bond.

Agent H. N. Reed, Middleboro, Mass., announces the arrival of a daughter. We congratulate Mr. and Mrs. Reed.

There is certainly one of our commission Agents who is pushing Texaco Products to the limit, and he is John Busfield of Haverhill Station. He sells everything on the schedule and it is difficult to keep him supplied with all he needs. He has just leased a new warehouse and will shortly have carload lots of lubricating oils and greases delivered to his Station.

PHILADELPHIA DISTRICT.—Called to the colors: J. L. Scott and G. G. Stranahan, Salesmen, and R. B. Guest, Clerk-Cashier at Washington, D. C.

We are sorry to report the death of Russell Jones on April 10, age 21 years, Ass't Agent at Frederick, Md. We extend heartfelt sympathy to his parents.

Agent Holder of our Easton, Pa. Station and Miss Hilda Wills of Bangor, Pa. were married in Philadelphia on March 16. We extend congratulations and all good wishes.



Card Record Office of Lubricating Division



Another Lubricating Record Office, Stenographers and Sheet Reporting Clerks, (Card Record Office in background)—This part of the Lubricating Division has grown from one man to its present force



Philadelphia District Office—Accounting Department



Office of Lubricating Assistant



Philadelphia District Office—Order Department



Philadelphia District Office—Auto-Equipment

TEXACO STAR



Philadelphia District Office—Engineering Department

NORFOLK DISTRICT.—The new Norfolk District Office Building at the corner of Olney Road and Granby Street, Norfolk, Va., is now occupied and we shall have our Annual Meeting and House-Warming on April 29-30. We are very proud of our new building and consider it one of the finest in the city.

On March 31 Sup't Thompson received a telegram from Salesman W. B. Cope: "W. B. Jr. arrived this morning. Helen and the Boy both doing nicely." We hope W. B. Jr. is a Chip off the Old Block.

Mr. and Mrs. Arthur Lewis Brown announce the marriage of their sister, Miss Mabel Dove Williams, to Mr. Samuel

Coward, on April 2, 1918, at Beaufort, N. C. "Sam" is our popular Agent at New Bern, N. C. Station and they both have our heartiest congratulations.

Floyd H. Craft, who has been for ten weeks in the Emergency Hospital at Washington, D. C., for an operation, visited us on April 10, and we were all glad to see him looking so much improved.

Enlisted from the Accounting department of our District Office: H. H. Shipp, R. M. Hall, R. S. Hopkins, G. R. Garrison, in U. S. N. R. F.; E. J. Bray, B. C. Wilkerson, in N. A. at Camp Lee, Va.

J. Q. Swann, Clerk-Cashier at Greensboro, N. C., and Warehouseman J. D. Watts and Driver H. F. Smith of Newport News, Va., have been called for service in the National Army.

CHICAGO DISTRICT.—Conrad B. Nilson, Sheet Reporting Clerk at St. Paul Station, has joined the colors and been assigned for training in the Aviation Corps at the University of Minnesota.

L. M. Bare, St. Louis Salesman, has been drafted by the Government.

Miss Mabel Haggarty, Stenographer in District Office, has left to accept a position with the Government in Washington, D. C. We all wish her the best of success.

The boys of the Chicago District Office have organized a baseball team, and will play their first game Saturday, April 20, with the Rosenwald & Weil Company's team.



Display of Texaco Products by the Northern Oil Co. at the Duluth Auto Show, Feb. 18-23, 1918—Note Mr. Shapiro's device for demonstrating the relative viscosities of motor oils

TEXACO STAR

EXPORT DEPT. J. A. Kavanaugh, formerly of the Asiatic Division, recently resigned and is now in the United States Naval Reserve.

C. Roesholm, who recently joined the Asiatic Territory Staff, sailed from San Francisco on April 13 for Shanghai where he will be attached to the Oriental Office as Marketing Assistant.

Some Texas Company friends of the soldiers have sent over for the use of the 165th Regiment some very compact music boxes to be used in their barracks. As records

can be supplied on the other side it is hoped that these boxes will help to increase the good cheer of the soldiers.

D. E. Irwin, General Manager of The Texas Company (South Africa) Ltd., has arrived from South Africa and will spend a vacation in the States.



Ensign P. C. Harvey, formerly C. R. Campbell's Assistant in the Lubricating Division of the Export Department, has received a commission as Ensign and expects to be assigned either to a transport or a convoy in the near future.



The Texas Company's new Warehouse in Havana, Cuba



Pvt. Vincent F. Sullivan, 58th Co. Battery C., U. S. A., embarked for France—Formerly in Export Dept., enlisting in Jan. 1918 at the age of 18 years and 1 month.

PIPE LINES

Mrs. Elizabeth La Rue, mother of L. J. La Rue, of the Tel. & Tel. Division, Houston, died at her home in Denison, Texas, on April 23. The funeral took place at Denison the following day. It was attended by Mr. La Rue, to whom the sympathy of all his associates is extended.

At the home of P. A. Angenend, Jr., of the Houston Office, on April 29, was born a baby boy.

G. H. Speary has been transferred from Beaumont to Ranger, Texas, where he will superintend the pipe lines in that section. He will have associated with him J. B. Haden, formerly located at Houston.

J. C. McMahan has been transferred from Lake Charles to Beaumont as District Foreman.

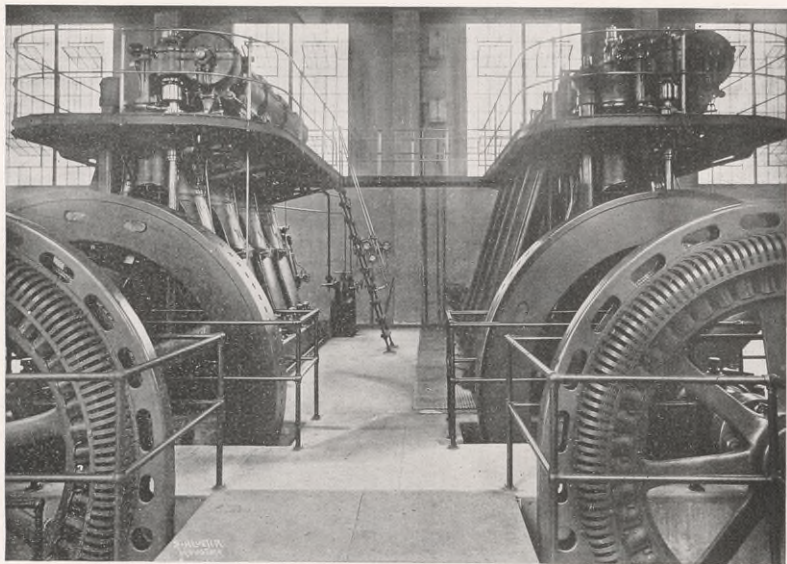
H. H. Burghard, of the Oil Dispatcher's office, has enlisted in the U. S. Navy.

SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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

- EXECUTIVE** Methods of Arriving at Labor Turnover, by J. M. Van Harlingen and T. J. Dwyer—*Industrial Management*, April 1918.
Helping Employes to Become Executives, by F. E. Weakly—*Factory*, April 1918.
- NATURAL GAS** Innovation in California Gasoline Plant, by W. F. Staunton—*National Petroleum News*, April 17, 1918.
Describes equipment and cost of natural gas compression plant.
- PRODUCING** Oil Storage Tanks and Reservoirs, with Discussion of Losses of Oil in Storage and Methods of Prevention, by C. P. Bowie, Petroleum Engineer—*Bureau of Mines, Bulletin 155*.
- COMPTROLLER'S** Depreciation and Its Relation to Industrial Appraisalment, by Charles W. McKay—*Industrial Management*, April 1918.
Cost Estimates and Estimated Costs, by H. A. Russell—*Industrial Management*, April 1918.
Graphic Control of Production and Cost, by C. W. Starker—*Industrial Management*, April 1918.
- RY. SALES** Lubricating Air Compressors—*Railway and Locomotive Engineering*, March 1918.
- GENERAL** How to Get Workers to Invest in War Loans, by Johnson Heywood—*Factory*, April 1918.
Petroleum Industry Is United for the Winning of the War, by Roy M. Edmonds—*The Oil Trade Journal*, April 1918.
War Organization of the Petroleum Industry, by A. C. Bedford—*Oildom*, April 1918.
War Service of the Petroleum Industry, by M. L. Requa—*Oildom*, April 1918.
The Heroism of Edward House—*Petroleum Age*, March 1918.
"Paymaster for The Texas Company sacrificed his life to bring law and order to the Tampico oil fields, essential to the success of the Allies."



Texas Portland Cement Company, Houston, Texas—Two of their 500-h.p. Diesel Engines, lubricated with Texaco Ursa Oil



"A Great Net of Mercy Drawn through an Ocean of Unspeakable Pain"

What Your Red Cross Dollars Do

An accounting of Expenditures of the First Red Cross War Fund

Every one of the twenty million and more Red Cross members is entitled to this statement. Your local Red Cross Chapter can give you further details.

First War Fund Appropriations up to March 1st, 1918

Foreign Relief:		United States Relief:	
Relief in France	\$30,936,103.04	U. S. Army Base Hospitals	\$ 54,000.00
Relief in Belgium	2,086,131.00	U. S. Navy Base Hospitals	32,000.00
Relief in Russia	1,243,845.07	U. S. Medical and Hospital Work	531,000.00
Relief in Roumania	2,676,368.76	U. S. Sanitary Service	403,000.00
Relief in Italy	3,588,826.00	U. S. Camp Service	6,451,150.86
Relief in Serbia	875,180.76	U. S. Miscellaneous	1,118,748.41
Relief in Great Britain	1,885,750.75		
Relief in other Foreign Countries	3,576,300.00	Total U. S. Relief	\$8,589,899.27
Relief for Prisoners, etc.	343,304.00	Working capital for purchase of supplies for resale to Chapters or for shipment abroad	15,000,000.00
Equipment and expenses in U. S. of Personnel for Europe	113,800.00	Working cash advances for France and United States	4,286,000.00
Total Foreign Relief	\$47,325,609.38	Total of War Fund Appropriations	\$77,721,918.22
Restricted as to use by Donor	2,520,409.57		

At the close of the first year of the War the Red Cross goes to the public for the raising of the Second War Fund with a record of appropriations which warrants continued contributions to this great relief work. As an influential citizen of your community, join with your local Red Cross Chapter to make this campaign successful. Your Red Cross is the Army behind the Army. Give till your heart says stop.

Second Red Cross War Fund Week May 20-27

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