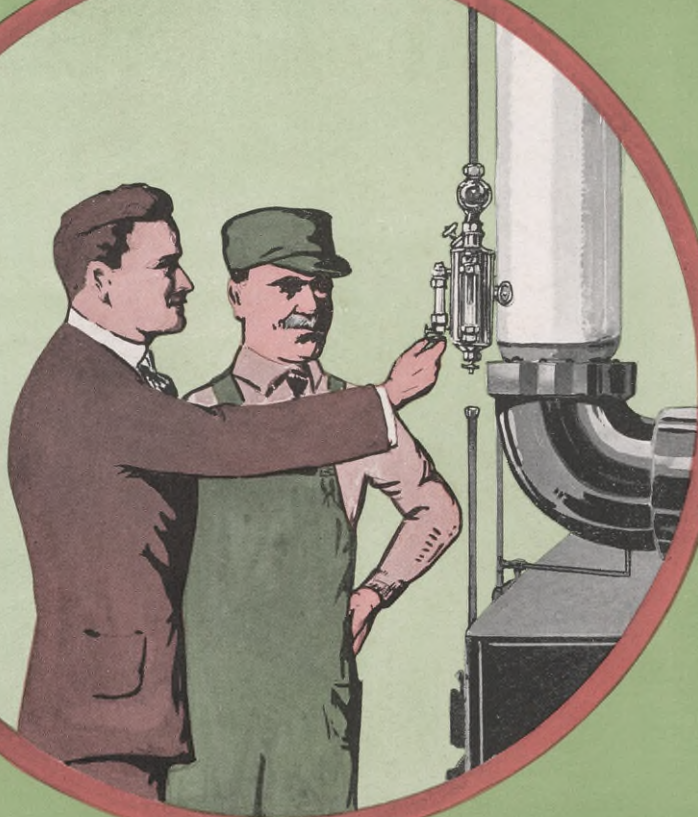
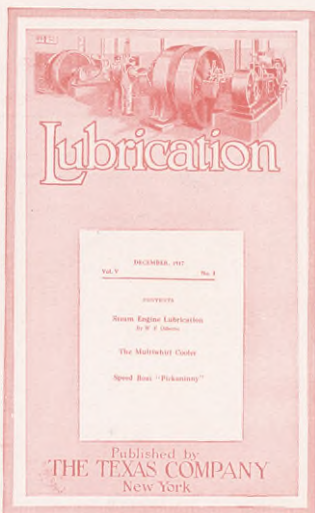


# TEXACO STAR



FOR EMPLOYEES OF THE TEXAS COMPANY



*Published Monthly  
in the  
Interest  
of  
Efficient  
Lubrication*

The following letter, written in answer to an inquiry for information on applied lubrication, is an indication of the attitude of the McCord Manufacturing Company toward both The Texas Company and LUBRICATION:

Detroit, Sept. 11, 1917.

Ivanhoe Manufacturing Co.,  
Smithfield, N. C.

Gentlemen:—

*Attention of Mr. C. S. Broadhurst.*

This will acknowledge receipt of your letter of the 6th instant, asking for information regarding lubrication. As we are not familiar with lubricating oils, we would recommend that you write The Texas Company, Whitehall Building, New York City, for their literature on lubrication.

This concern publishes monthly a small Lubrication magazine that you will be interested in reading.

We are pleased to hand you, under separate cover, copy of our very latest McCord Force Feed Lubricator catalogue, which fully describes and illustrates the operation of our line of lubricators.

Should you be interested in our lubricators, we will be very glad to have you communicate with us further.

Yours very truly,

McCORD MANUFACTURING COMPANY, Inc.

(Signed)

A. C. PICARD

ACP-EH

**LUBRICATION**

The Texas Company, 17 Battery Place  
New York City



## *A Last Year Thought*

YESTERDAY is already a dream and tomorrow is only a vision; but today, well lived, makes every yesterday a dream of happiness and every tomorrow a vision of hope. Look well, therefore, to this day. Such is the salutation of the dawn.

—*From the Sanskrit*

## *Experience*

EXPERIENCE is the shroud of illusions. This is one of the sad conditions of life, that experience is not transmissible. No man will learn from the suffering of another: he must suffer himself. To most men experience is like the stern lights of a ship, which illumine only the track it has passed. Experience is the extract of suffering. Each succeeding day is the scholar of that which went before it.

—*Magnolia News*

# The TEXAS COMPANY

Producers  
Refiners and  
Transporters



of Texaco  
Petroleum  
Products



## THE TEXAS COMPANY'S EXPORT CALENDAR FOR 1918

This reproduction, in reduced size, shows the pictured portion, below which is attached the calendar pad, different pads giving the names of our various foreign Agents and lists of Texaco Products. The calendars, of which 100,000 were printed, are issued in four languages—English, Spanish, Portuguese, and French, and have been circulated in 29 different countries in which Texaco Products are marketed.

The object of the design was to show at a glance the international scope of The Texas Company's activities and to indicate its Producing, Refining, and Shipping Interests. This has been accomplished by the lines on a World Map denoting the routes from Port Arthur to some of the more important Foreign Terminals served by the Company; by a view of an Oil Field in the Southern United States; by a panoramic view of our Port Arthur Refinery; and by a sketch of a Vessel loading at the Port Arthur Refinery. The group of Containers is representative of Texaco Packages.

Calendars are not so freely circulated for advertising purposes in foreign countries as they are in the United States, and are therefore in great demand and highly prized.

# TEXACO STAR

VOL. V

JANUARY 1918

No. 3

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

**A**TENTION! We want the addresses of men of The Texas Company enlisted in Army and Navy, and we want changes in the addresses we have received kept up to date. We have had, through direct request and advice of associates, about 500 such addresses; but many of these must now be out of date, and if all of them were still correct we want 500 more. On Nov. 1, 1917, the Service Flag of The Texas Company had 949 Stars; on Dec. 1, 1917, there were 990; and the Constellation increased by Jan. 1, 1918, to many more than 1,000. The net result for Jan. 1 has not yet been compiled.

We trust that the cooperation of all—the enlisted men themselves and their old associates in The Texas Company—will be given generously to help us keep in touch with every "Star" in our Service Flag. Whoever you are, if you know or can find out the correct mailing address of any of our boys in Army or Navy, please send it to us, in order that we may check the list we have and add to it.

The *Texaco Star* has never been distributed in packages to be handed out to employes at random. Since its first two issues in 1913 it has been sent only to those who have asked for it, or in whose behalf superintendents, agents, etc., have requested it, giving name, position in the Company, and postoffice address (home address preferred). It is the wish of the highest authorities of the Company that "every employe, especially all those who are considered permanent" should receive the *Texaco Star*. We trust that every one to whom a section of the mailing list is sent for correction will

investigate thoroughly next time to make sure that no employe within his jurisdiction who would like to receive the *Texaco Star* fails to be put on the mailing list. There must be several thousands of eligibles not yet included among the 9,000 elect; if *he* is willing *we* want everybody who is eligible "elected".

Mention was made last month of the large amounts donated to the Red Cross by employes of The Texas Company. Reports of many added donations have been received. For instance, we hear: "Fifty employes at Amesville Terminal have applied for membership in the Red Cross. The list includes both white and colored and covers every man in our employ without a single exception." Practically the same for West Tulsa Works and some other big plants.

The Government has plenty of oil available in this country and from Mexican sources, but it is greatly hampered by the problem of transportation. The Geological Survey states there is enough oil for all the needs of the armies of Europe, the armies in the United States, and all the commercial and pleasure automobiles that have been manufactured within the last few years, if it could be transported. Transportation of oil has come to be a serious problem. The pipe lines are pumping every gallon they can, working night and day; the railroads are shipping to their full capacity; the tank ships are carrying all they can and making as many trips as possible. This condition and the fact that the oil companies are now delivering all necessary oil to the Government for a price to be determined at the Government's pleasure, indicates that the activities of Mark L. Requa, recently appointed head of the Oil Division under the Fuel Administration, will be along the lines followed by the Food Administration—may go as far as "licensing," as nothing would be gained by further control and no faulty economic condition exists to warrant it.

—Houston Young Men's Service League News.

## TEXACO STAR



Keep Me Moving.

upon the cars with due regard to stencilled MCB marks and other lettering. Because of the difference in construction of the various types of The Texas Company cars, no uniform method of poster application is possible; in some instances it has even been necessary to place the poster immediately beneath the car dome, where it is subject to defacement by dripping, and requires more frequent renewal of the poster on the return of the car to shipping point. The idea itself is not new, as certain railroads had previously placed something similar upon box cars containing important freight; but the poster is original in its design and use on tank cars, and has been instrumental in increasing tank car efficiency and occasioning complimentary notice of prominent railroad officials.

A concomitant of the poster is its miniature in a gummed label, 1 3-4 by 2 1-2 inches (here reproduced), used in mail matter relating to tank cars, such as invoices, tracers, and the like. Traveling representatives of the Railway Traffic Department affix them to the reverse side of their business cards which they use in handling tank car matters with railroad transportation men.

The use of this poster was begun in December. While it is difficult to indicate exactly where it has had the greatest effect, the general car efficiency has certainly increased in certain sections.

\* \* \*

Crude Oil prices in the Mid-Continent and Gulf Coast Fields have not been changed since November 1, 1917.

Page four

Transportation delay to tank cars has been a serious inconvenience for a considerable time past, and one of the expedients to which the Railway Traffic Department has resorted is a poster applied to The Texas Company cars. The poster, 28 inches wide by 42 inches high, is placed

WRITING AND REST ROOMS FOR SOLDIERS  
THE TEXAS COMPANY BUILDING  
HOUSTON, TEXAS

Dec. 25, 1917.

The Texas Company,  
Houston, Texas.

Gentlemen: I wish to thank you on behalf of the boys of Co. A, 108th Engineers and myself, who have made use of the "Rest Room for Soldiers" which you have so thoughtfully provided for the use of the soldiers stationed at Houston.

Yours truly,

F. P. Starrett,  
Corp. Co. A, 108th Engineers,  
33rd Div., Camp Logan.

\*

New York, Jan. 8, 1918.

Personal

Mr. Arthur Lefevre,

Texaco Star, Houston, Texas.

My Dear Mr. Lefevre: Referring to the suggestion on re-inking stamp pads, appearing on page 18 of the November issue of the *Texaco Star*, I wish to express my appreciation for the idea, and to state that it is working out so successfully as a "war measure" in the office where I am employed, that we will without doubt continue it after conditions have again become normal.

For some reason I have not received copies of the *Texaco Star* for the past four months, and have been wondering if, for some reason or other, you are penalizing me by dropping my name from the mailing list. If such is the case, I beg to inform you your object is defeated, in a great measure, for the reason that associates in the same office allow me to peruse their copies when they have finished reading the contents, every month. I am more or less inconvenienced in that I cannot get hold of a copy until they have finished reading from the front to the back page. Therefore, if you could arrange to again place me on the mailing list as one in good and regular standing, I would greatly appreciate it.

Yours truly,

Frank K. Wade,

64 Pendleton Place,  
New Brighton, S. I., N. Y.

Thank you, friend Wade, for letting us 'get' you again. We send you the four back numbers, and we hope that you will never again let more than one 'missing link' pass without a 'kick'. Somebody else besides the clerk who kept the mailing list is to blame for 'losing' you four months ago; because every other month we send each section of our list to the person designated by the Manager of the Department, to be corrected. Make yourself acquainted with the person thus responsible in your case, so that he will know you are *there* when future lists are sent to him.

\* \* \*

One of the first things the Russian anarchists have discovered is that the worst thing about free food is that there's never enough of it to go around.

—*New York Morning Telegraph*.

## TEXACO STAR

Almost all the States will elect legislatures next year. Tennessee and Florida have a wise constitutional provision prohibiting a legislature from ratifying a Federal constitutional amendment proposed by Congress after the election of that legislature. Forty-six States more need that protection against misjudgment of, or falsification of, or guessing at the will of the majority. A change of the fundamental law is not lightly to be assented to.

—*New York Times.*

\* \*

Thank God every morning when you get up that you have something to do that must be done, whether you like it or not. Being forced to work, and forced to do your best, will breed in you temperance, self-control, diligence, strength of will, content, and a hundred virtues that the idle will never know.—*Charles Kingsley.*

\* \*

Don't sit down and think about what you would do if you could live your life over. Get busy and improve what is left of it.

—*The Hartford Agent.*

\* \*

Just try the cultivation of the sunny side of your nature for a year. It would revolutionize your whole life.—*O. S. Marden.*

\* \*

A man does not grow strong through what he has not done, but through what he does and through what he quits doing.

\* \*

Time works for those who use it best.

### THE HOUSEWIFE'S PRAYER

Lady, who with tender ward  
Didst keep the house of Christ the Lord,  
Who didst set forth the bread and wine  
Before the Living Wheat and Vine,  
Reverently didst make the bed  
Whereon was laid the holy Head,  
Be beside me while I go  
About my labors to and fro.  
Speed the wheel and speed the loom,  
Guide the needle and the broom,  
Make my bread rise sweet and light,  
Make my cheese come foamy white,  
Yellow may my butter be  
As cowslips blowing on the lea.  
Homely tho my tasks and small,  
Be beside me at them all.  
Then when I shall stand to face  
Jesu in the judgment-place,  
To me thy gracious help afford,  
Who art the Handmaid of the Lord.

—*Blanche M. Kelly.*

### IN SILENCE

Why fret you at work because  
The deaf world does not hear and praise?  
Were it so bad, O workman true,  
To work in silence all your days?

I hear the traffic in the street,  
But not the white worlds o'er the town;  
I heard the gun at sunset roar,  
I did not hear the sun go down.

Are work and workman greater when  
The trumpet blows their fame abroad?  
Nowhere on earth is found the man  
Who works as silently as God.

—*S. V. Cole.*

### LIFE WISDOM

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

—*Benjamin Disraeli.*

The truest help we can render an afflicted man is not to take his burden from him, but to call out his best energy, that he may be able to bear the burden.

—*Phillips Brooks.*

Everyone has his besetting fault—that is no disgrace to him, but it is a disgrace if he does not find it out, and overcome it.

—*Dr. Livingston.*

Do not be discouraged at your faults; bear with yourself in correcting them, as you would with your neighbor.—*Fenelon.*

Honor lies not in never falling, but in rising every time you fall.—*Confucius.*

Virtue consists not in abstaining from vice, but in not desiring it.—*G. B. Shaw.*

Strength of character consists of two things—power of will and power of self-restraint. It requires two things, therefore, for its existence—strong feelings and strong command over them.—*Robertson.*

My business is not to remake myself, but make the absolute best of what God made.

—*Browning.*

To say that it is woman's task to make the home is to miss its most exquisite meaning. No one of the group can make the home, though any one can mar it. It must be made by all, for the uses of all.

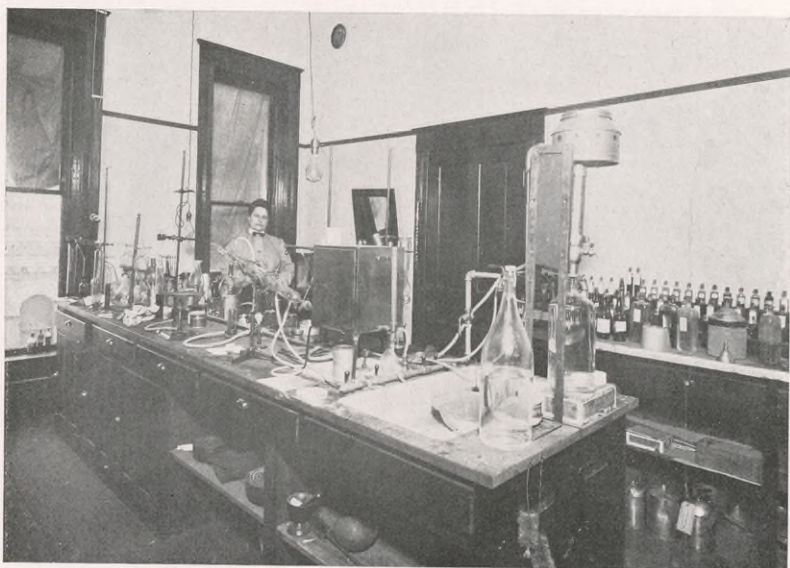
—*Elisabeth Woodbridge.*

No woman can love a man and desire to be thought the head of the house.

—*Ella Wheeler Wilcox.*

It matters not how long we live, but how.—*Bailey.*

## TEXACO STAR



First Laboratory of The Texas Company

We are indebted to Mr. W. T. Lemman for a photograph of the First Laboratory of The Texas Company, which is very interesting, as illustrating the small beginning from which have developed the present Laboratories at the Company's Refineries and Ocean Terminals. At the time to which Mr. Lemman refers in his description of the first Laboratory, he was manager of the Refining Department; he is now Representative of the Purchasing Department, in Chicago.

This first Laboratory was established in the latter part of 1904, in a room on the third floor of the Temperance Building at Beaumont, Texas, and connected with the office of the Manager of the Refining Department. Its equipment was provided as it became necessary to make physical and chemical tests on the comparatively few refined products we made at that time. Considerable work was also done on the crude oils from such Gulf Coast fields as were then being opened up.

The laboratory work was done by the Manager of the Refining Department and his assistant, Miss E. V. Klingler; and it

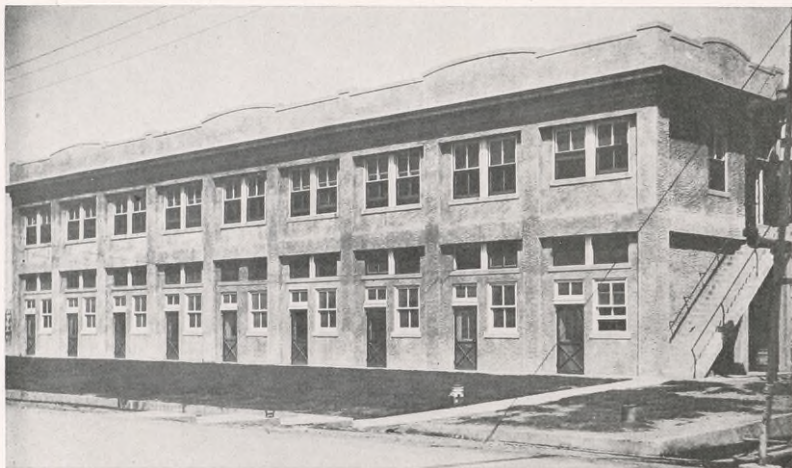
should be mentioned that that relationship subsequently developed into a life-long partnership, for "Miss Klingler" is now Mrs. W. T. Lemman. The work in the first Laboratory consisted of gravity, flash, fire, viscosity, sulphur, and other ordinary tests on refinery products, and distillation, sulphur, water and sediment, and calorimeter tests on crude and fuel oils, and sundry tests on asphalt. The rapid growth of the Company's business soon made it necessary to build a Laboratory at the Port Arthur Refinery, and in 1906 the equipment was transferred to that place.

If you want to get on the right side of the man who foots the payroll—get at the rear end of your job and push forward. Exhaust the possibilities of your position. Don't exhaust your energy by worrying about the things that ought to happen, but don't.—*A. W. Shaw.*

\* \* \*

Determination means stick when you are right, and get a new hold when you are wrong.—*The Silent Partner.*

## TEXACO STAR



New Laboratory Building, Port Arthur Works



Room in New Laboratory Building, Port Arthur Works

Politeness has been well defined as benevolence in small things.—*Macaulay.*

Never expect a man to believe anything you do not believe yourself.—*Bowser Boomer*

## TEXACO STAR

### SAFETY AND SANITATION

V. R. CURRIE

Chairman Central Committee of Safety

To gain an advantage in one direction, it is usually necessary to make a sacrifice in another. The successful future is for the man who sacrifices present pleasures. The best article is for the purchaser who is willing to pay the price. To get the pie, we must give up the penny.

But to have safety, we need not sacrifice efficiency; and to have efficiency we need not be deprived of safety.

There are some persons, however, who feel that safety appliances and methods interfere with production—that they impair the efficiency of a plant, a shop, or a man. If this were so,—if the safety of the man could be gained only at the sacrifice of efficiency,—still the sacrifice would have to be made, for the personal safety of the man is more important than speedy production. But such a condition does not exist, and he who says that the practice of safety interferes with efficiency usually knows little about either.

Safety is really a form of efficiency, and one is not complete without the other.

The greatest factor in safety and in efficiency is common sense. It doesn't cost a cent, but some people use it very sparingly. We can have every safety appliance on the market and a bushel of good ideas, but they have their limitations. There must be a common sense cooperation on the part of the man and the foreman.

Accidents in a shop are an indication of inefficiency. Care, thoroughness, alertness, skill, etc., are what produce efficiency, and are what make the shop safe. Their absence is what causes accidents.

Safety and efficiency go really hand in hand, and what affects one usually affects the other in a like manner. The orderly, efficient shop is not the one that has the high accident rate. And the orderly, efficient man is the safe man.

The man who has been thoroughly trained in his work never throws material around where he or others will fall over it; he doesn't use a monkey-wrench for a hammer; neither does he leave things half done; do his work in a half-hearted manner; nor allow his mind to wander from the work at hand. He works efficiently and he works

safely. In other words, by practicing efficiency he also practices safety.

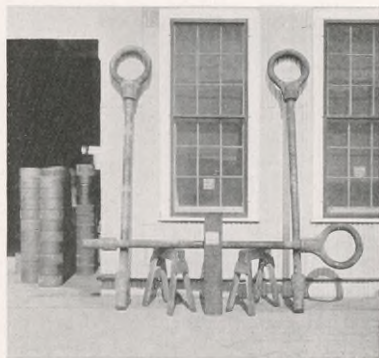
\* \*

Comparatively few persons realize how great a toll industrial accidents take of our people every year. If we are ever so unfortunate as to hear of the loss in a great battle of, say, 10,000 of our soldiers (10,000 killed), the nation would be moved deeply; yet every year twice, perhaps three times, that number are slain without its invoking comment. If we were to hear that 1,000,000 of our men suffered wounds in this war, the nation would be troubled; yet industry takes its toll in the form of injuries to persons to an extent nearly three times that number every year. Of this, we think but little. There is real danger, therefore, that in our sympathetic and proper thought for the soldier in the field we may lose sight of the soldier in the factory who has his casualty risks as well as his brother in arms. Just as there is a call to service for the soldier and the financier and the nurse and the doctor and the engineer and the mechanic, there is a call to service to see that the precious lives of the country are not wasted, and that the bodies of the precious people who make up this country are not crippled.—*Secretary of Commerce Wm. C. Redfield.*

"Men should not wear rings while working around moving machinery or putting on belts. They are liable to get caught."

"Only a little mortar  
That tumbled out of the flue;  
Only ruins and ashes  
When fire and wind were through."

A spark and a shingle roof need no encouragement to "start something."



This picture shows the forging work that can be handled by the Blacksmith Shop at Port Arthur Works. The long pieces, destined for use in Mexico, were forged from 8"x8" solid billets similar to the one shown in the center of the picture. This work was done under the supervision of C. J. Witherup and C. E. Erhardt.

BY THE WAY



E. Trafton Hathaway.

E. Trafton Hathaway, formerly clerk in the office of E. A. Rulfs, Department Agent, Sales Dept. S. Territory, has been in France since March 1917. After serving six months with the American Ambulance Unit No. 17, he took the examinations of the U. S. Signal Corps for the air service, or Aviation Corps.

These he passed, and has been at two Aviation Schools in France since Sept. 1. His mother, Mrs. Lilly B. Hathaway, of Houston, Texas, favors us with the following extracts from his letters, some of them written from advance posts where the Ambulance Drivers stay on duty for 24 hours at a time.

June 23, 1917.—I think I mentioned in one of my letters that this village was out of range of the German guns. I have to correct my statement, for the town was shelled from 6 to 7:30 p. m. Most remarkable exhibition I have ever seen. The German guns are over 20 miles away and they had the range perfectly. I was lying on my cot when I heard our guns shelling a "boche" plane. He didn't seem to be bothered at all but sailed right along. Pretty quick a shell came in, landing about 100 yards away, tearing a hole in the earth big enough to lose an ambulance in. Of course I knew his game then. He was directing fire by wireless. The second shell hit true. An infantry regiment was just moving out of town and the shell hit square among them. A French aeroplane engaged the "boche" and succeeded in driving him away, but he had already done his work well. Germans had the range and proceeded to tear up the town generally. The ambulances were called. I beat it down the street in my "Tin Henry" and the sight that greeted us was far from pleasing, dead and mangled bodies lying around. One poor soldier died while we were putting him in the car. One trip, while I was waiting for them to load my ambulance, a shell struck the building across the street and demolished it clean. Bricks and dirt fairly covered us. I picked up a shell head about the size of a No. 7 hat.

June 25.—Byron and I worked until 3:30 Friday morning at Post No. 2. Dark and raining and difficult to drive without light. Almost ran into a herd of little burros coming back from the trenches, and barely missed a couple of ammunition trucks. All of the troops and artillery move at night. Funny about the band of burros and men; they work in "No Man's Land" at night only, making trenches, picking up the dead, etc., and the little animals have

the "bray" cut out of them so they won't make any noise and attract fire. Went to one of our auxiliary posts in sight of the trenches and a seventy-five dropped practically where I stopped my car a couple of minutes before I got there.

Drove to a town some 25 kilos from here to put a boy on the train from Paris. Went through one town that was once perfectly beautiful in the Argonne Mountains. The Germans shelled and burned the town at the beginning of the war. The road winds for miles through the mountains. Huge trees on each side, their limbs and branches touching, entirely shade the road. Orchard after orchard of cherries, also many apple trees. This part of the country is mountainous and pretty heavily wooded in spots. Very much like Virginia.

Just lighted my pipe with a bricade that was made out of a large shell. The matches over here are no good and everybody uses these lighters. The French soldiers make them during idle moments.

July 6.—Am still in the same place at the front. The Germans took our trenches four times the other night and the French took them right back again. The fact is, the first line trenches on both sides are blown all to pieces and are in "No Man's Land." Both sides used the terrible "tier de barrage" (curtain of fire) for several hours straight.

We had the Frenchmen playing baseball but they are as awkward as girls. We had them boxing yesterday and it was certainly funny. We have gotten so we play a pretty good game of soccer now; anyway we have beaten several good teams in different regiments. We are going to play their crack team this afternoon. It will be strength against science. I am not playing.

Aug. 3.—Am having a little trouble with my ear. Don't know what started it on the bum. Been through some heavy cannonading, though, and don't suppose that helped it any. Am having the best of treatment here, good eating, etc. It is a little American Hospital just outside of Paris on the Seine, built by Mrs. W. K. Vanderbilt. Think I wrote you what fine work we have been doing in S. S. U. No. 17. Not a citation; three "Croix de Guerre." They dished out three to the section; so Neftel, Section Leader, got one; McMurray carried the most "blesés" (wounded) and got one; and, as an officer saw a shell burst by Overstreet's car, he got one. No one saw shells burst on all four sides of my car and that's my hard luck. The section's "en repos" (resting) now, so I am not missing much fun.

We had an air raid on Paris the other night. The alarm was given and the city was in darkness. Searchlights stretched their long fingers into the heavens searching for the marauders. The French machines flashing signals constantly patrolled the air. Only one enemy machine got over and he was soon chased home. Did I tell you that one of the boys working at the same post but not in our section was killed in the recent French attack? He had only been in the field three days. Killed at the "Poste Secours." We felt pretty bad about it. Four or five of our boys have been killed in the last month.

Aug. 16.—(Speaking of joining U. S. Signal Corps in the air service.) The work will be dangerous, but as far as that goes all of the branches are dangerous in this war and I am going to do my part not as an "Ambusque" either. I am going to make you proud of me. The work in the Ambulance was a great deal

## TEXACO STAR

more dangerous than I ever let on. I am not sorry one bit of having gone in the Ambulance, for I have had a good time and have seen a great deal of war that will help me. There are going to be 100,000 men slaughtered before Uncle Sam knows what has happened; and then we are going to settle down and conscientiously whip the "boche" to a standstill.

Sept. 3.—(After passing examination for Air Service.) Got here to school yesterday and like it very much. Living in the French style barracks, iron cots, 24 in a room, pretty good meals, get up at 4:30, have coffee and bread and butter—French breakfast, work until 9:30, dinner at 11, nothing to do until 4 p. m., work or receive instructions until 9, have supper and go to bed.

Sept. 18.—Getting along fine and like aviation very much. Of course, I am still flying with my instructor but I take the machine up and bring it down. After you get it up it is no trick to manipulate it except in a bad wind, as this morning when I saw a miniature village coming up to "kiss" me. I would rather be a private in aviation and pilot a machine than be a captain in infantry, but I am going to get my "wings" and a first-lieutenancy or know the reason why.

Sept. 30.—It makes you feel fine in the early morning to fly high up in the refreshing sky and see the sun rise in clouds of sparkling mist and a flashing river winding on the soft green background. I got a good bird's-eye view of Tours yesterday. This country is certainly "Belle Touraine" all right.

Oct. 3.—Will experience the big sensation they say you never get but once, in the morning. I make my first flight alone at 6:30. I have lots of confidence, and that is half the battle.

Oct. 17.—I'm flying alone now and don't find it hard. Had a forced landing the other day when my engine stopped in the air and got away with it fine, landing in a plowed field and not even breaking a wire. Another machine collided with mine just after landing this morning. I didn't get a scratch, but the machines are smashed. The game is dangerous, but not as much as infantry, and so much nicer. I like flying very much and am just lucky enough to come through the war all right. If I don't, you can have the satisfaction of knowing that your son was first to fight for you and America and is not a slacker. Just tell your friends and mine that I am in the best and highest branch of the Army. In fact it is going to win the war.

Oct. 28.—Have been flying all day long and am very tired. Went to Chateaulain, to Pont-Levoy, to Tours, and here today which is part of my "brevet" test. I landed here at an English Aviation School just outside of Vendome, stepped into a "Rolls-Royce" touring car and came to the hotel. The town is a typical French place, everything about a thousand years old. I spent my birthday flying. Am cutting a strange figure here in my leather clothes, etc., but I can't worry. Am going to another camp about 100 miles from here to finish my training. A big American "Neuport" school there.

Nov. 3.—I feel quite happy today over having finished my test. Am now a full-fledged aviator with my French "brevet." The Aero Club of France

will send me my "wings." In other words my official aviator's badge, which is silver and gold—silver wreath of oak leaves crossed by gold wings. Heretofore I have had only one "wing," but now another one has sprouted.

Have finished at this school but will go to another one for perfection on the "Neuport," so I won't be at the front for maybe two months. I will be among the first 100 American Aviators on the front. My commission will be coming soon. I have permission of 3 days to go to Paris, but I guess I will stay here or go to see a few chateaux that are near. I have flown over many beautiful ones that are quite old (1400 to 1600 A. D.) and famous, on my triangle tours. I made one of these triangles of 225 kilometers in less than 3 hours, which is pretty good for a "Caudron." I landed at each point, got essence, changed spark plugs, etc. Only went up to 2,500 meters on my altitude; stayed for 1 hour and 15 minutes (the required time) and got a little cold. I did a spiral this morning, cutting off my motor at 600 meters and landing on the "T."

Nov. 12.—(Dated at "New Camp.") This is a huge place and not near completed. Am expecting my commission of First Lieutenant in about two weeks. Start on a 23-meter "Neuport."



Texaco in Argentina.

Detroit, Mich., U. S. A., Nov. 21, 1917.

Editor Texaco Star,

Houston, Texas.

Dear Sir: We have just received from Landivar & Co. of Buenos Aires a photograph of a Packard truck loaded with about six thousand pounds of your produce. Messrs. Landivar & Co. sent this truck out loaded as a means of testing the pulling power of the vehicle.

It occurred to me that possibly you would like to use this in your house organ, the Texaco Star.

Very truly yours,

PACKARD MOTOR CAR COMPANY,

Burt P. Garnett,

Advertising Department.

★ ★

How on earth do you expect to get along on one leg, while you continue to use the other leg for kicking?—*Texas Utility News*.

Girls have been warned not to "adopt" any more of Uncle Sam's soldiers in France, because they clutter the mails with their letters.—*Wichita Falls Times*.

## TEXACO STAR

The 1918 edition of "Motor Trucks of America," issued by The B. F. Goodrich Rubber Company, of Akron, Ohio, is announced as ready for distribution after Jan. 31. This is the sixth annual volume of a well-conceived and useful work. Anyone interested may obtain the book by addressing a letter to the home office or any of the branches of The B. F. Goodrich Rubber Company. It contains complete specifications of nearly 150 of the leading gas and electric motor trucks, with pictures of the latest models. The specifications are dependable, having been approved in each case by the manufacturer of the truck. A buyer may thus get accurate and impartial information on all trucks without going into the market. Without "Motor Trucks of America," he would have to write for all catalogs and become the quarry for much solicitation. In addition, the introductory articles by the editor, Mr. S. V. Norton, have always been of wide interest and service.

\* \*

"They that forget themselves are best remembered."

### SERVICE

SERVICE is the condition upon which depends our future business.

The best "booster" of our business is made up from the list of customers who have received our best SERVICE.

How can it profit a company if it sells a bill of the finest and best "products" if the sale does not carry with it efficient SERVICE?

Good SERVICE with poor products is better than poor service with good products.

SERVICE cannot be given away, for it is a part of every sale. It is an asset in the building up of any large business. How in — can you meet your liabilities if you "give away" your asset? Sell your SERVICE, but don't sell if you can't deliver it.

Salesman, you must understand that your customers expect and are willing to pay for your SERVICE, and it is up to you not to "fall down"; for our Company will always back us up and deliver every bill of SERVICE we sell.

Lots of SERVICE and a little Texaco Oil will certainly make the wheels of big business run smoothly.

—A Salesman of New York District.

Now that the old year is ended,

Now that you've entered the new,

Won't you agree that it's time you attended

To things you've neglected to do?

Most of your noble intentions

Died in their childhood, and so

Added a bit to the growing dimensions

Of paving in regions below.

—Rufus T. Strohm in "Power."



First Laboratory of The Texas Company—Another view of the room—See page 6

## TEXACO STAR

### 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 twenty-fifth day of each month, reports of new appointments, transfers, removals, resignations, promotions, and other items of departmental news of general interest. Suggestions and information for this purpose should be sent to them before the twentieth day of the month. All are invited to cooperate.

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

#### REFINING DEPT.

The Engineering Division of the Port Arthur Works is rather proud of its representation in the Military Service. It has fur-

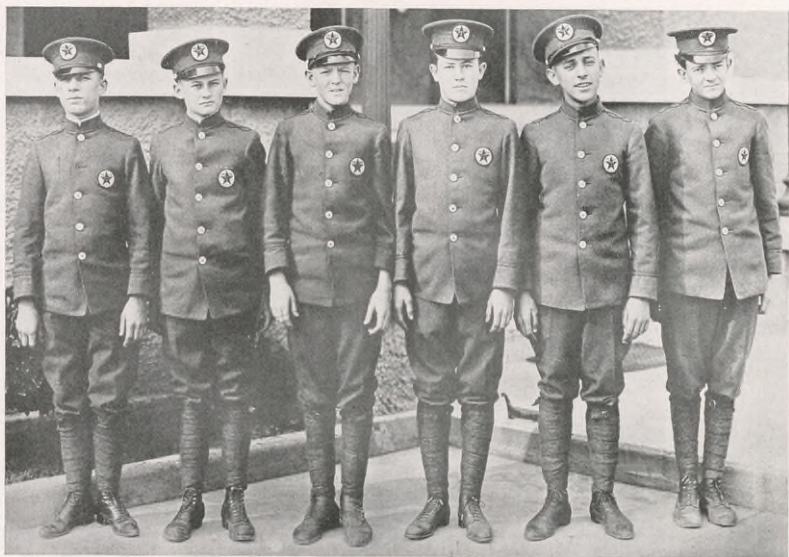


Soccer Team, Texaco Athletic Association, Port Arthur Works—Standing (left to right): Stephen Kisch; John Rogas; R. C. Gallagher; W. T. Shadle; C. R. Raup; C. E. Cook; E. G. Raghbone, Mgr.—Sitting (left to right): J. P. Noble; Alfred Dupont; E. Golden, Capt.; L. A. Lauve; J. D. Harrel

nished 2 Majors, 1 Captain, 2 Second Lieutenants, 4 First Lieutenants, 2 Sergeants, and 10 or 12 Privates.

In a game played for the benefit of the Red Cross, at which \$80 was taken in, the soccer team of the Port Arthur Works was defeated by the Gulf Refinery Team by a score of 1 to 0.

Miss Bertha Regien, our efficient tele-



Uniformed Office Boys, Main Offices of Port Arthur Works—Left to right: Carrell W. Lay, Forest Owens, H. L. Ware, C. S. Battarbee, Roy Barrow, C. M. Jones

## TEXACO STAR

phone operator, has left the service to marry Mr. Chas. Fowle, an employe of the Company.

W. McKerall O'Niell and L. M. Harper are new stenographers in the Office force.

WATER SHIPMENTS BY THE TEXACO COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF DECEMBER, 1917:

Refined—Coastwise.....	817,137 bbls.
Refined—Export.....	228,953 bbls.
	<hr/>
	1,046,090 bbls.
Crude—Coastwise.....	12 bbls.
Crude—Export.....	2,256 bbls.
	<hr/>
Total.....	1,048,358 bbls.

The Northern Terminals Division Office organized a 5-man Bowling Team for the purpose of challenging the Bayonne and Marine Department teams, choosing their team from the following men: A. B. Cox, H. M. Belford, T. J. Gilseman, R. S. Mutch, F. W. Kruger, E. A. Guerin, G. T. Ferguson. In practice games some big scores were rolled up. Incidentally, nothing has since been heard from the Bayonne and Marine Department teams. Here's hoping they will oblige the N. Terminals Div. in the near future.

Capt. W. S. S. Rodgers, Jr. has made us several visits, and we were delighted to see him.

### Transfers, etc.:

Lee Weaver has joined the Aerial Corps. We hope he won't "fly too high" and that he will "drop in" to see us.

Harold Middlestadt has left to undergo an operation on his knee at the Mayo Bros. Hospital at Rochester, Minn.

Edwin Almy, transferred to Norfolk Terminal for stenographic work.

Michael Metzler, transferred to Norfolk Terminal to have charge of stock department. Before



J. A. Ryan, formerly of Northern Terminals Division, and member of N. Y. Naval Militia, now seaman in U. S. Navy

This picture was taken while Texaco Neptune Oil was being loaded aboard the ship on which Mr. Ryan is stationed. He says the method of handling the oil is: Put a small steam line into the barrel to bring the oil to a fluent point, and then attach a small air pump which pumps the oil through flexible iron hose into the ship's tanks. He states there were 54 bbls. in this delivery, including both Neptune and Pinnacle Cylinder.

leaving Mr. T. L. Hughes gave him a bit of fatherly advice, calling Norfolk the *Paradise of America*.

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.—*Longfellow*.

A number of the foremen, clerks, and officials of Bayonne Terminal have just completed the Emerson Efficiency Course and are displaying diplomas to their friends. The Course consisted of 13 lectures on Efficiency, and a great many feel that they have derived considerable benefit. The last two lectures were given by G. F. Barbour, Chief of Staff, who showed the class by tests how faulty their memories are, even those who thought they had very good memories, and showed them in many ways how they could improve.

"It's an 8-pound Boy"—left by the stork at the home of Mr. and Mrs. Louis Nalitsky on Dec. 12.

Fred. Rade and John Schulze of the Laboratory have enlisted in the Quartermaster's Corps, and are now stationed at Jacksonville, Fla.

Dan Cupid has been working overtime lately, his last victim being Michael Clifford, Office Janitor, married Dec. 26. All wish him best luck and happiness.



Office Force at Providence Terminal, including Messrs. Sandford, Dowling, and Gough

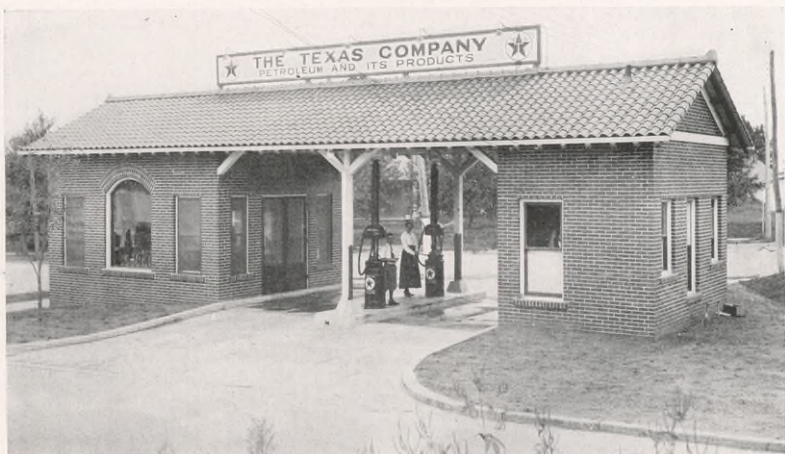
COMPTRON- Auditor of Disbursements  
LER'S DEPT. A. Roscoe Megarity and

Miss Mamie Friedenhaus were married on December 15, 1917. They are at home, after January 1st, at 1818 Walker Avenue, Houston, Texas. Congratulations and every good wish.

J. W. Morrow, stenographer to A. R. Megarity, enlisted in the Army, and has been succeeded by E. Ruiz.

W. P. Bunch and W. W. Spivey have

## TEXACO STAR



New Standard Filling Station for Southern Territory

been added to the Houston Office force.  
R. S. Webster, clerk, resigned.

**SALES DEPT.** Houston District.—We regret to lose the valued association of Superintendent M. J. Monroe, who resigned Jan. 1, being succeeded by Gen'l Salesman S. E. Monroe.

**Appointments and resignations:**

D. T. Monroe, Gen'l Salesman, *vice* S. E. Monroe. W. L. McCamly, General Assistant, headquarters at San Antonio.

H. H. Park (who has recovered from being hit by an automobile on Sept. 24), promoted from Cashier at Houston Station to Filling Station Inspector.

W. B. Young, Agent Houston, Texas Station, resigned.

P. A. LaTouche and J. S. Damon, resigned from

District Office to enlist in the Aviation Corps, now stationed at Ellington Field.

On Dec. 1, 1917, Richard M. Perry, Assistant Creditman, and Miss Blanche Peniston were married, and the happy couple are now at home at 5105 Crawford St., Southmore Addition to Houston. We extend best wishes.

B. L. Dickehut and Miss Maude Shillingburg were married Dec. 11, 1917. Congratulations and best wishes.



One of our wide awake tank wagon salesmen who sells the whole line all the time—Note the case goods carried—This driver invariably returns to the warehouse with empty wagon



Three former employes of The Texas Company, left to right: Lieut. Charles Longstreet Bass, 26 yrs.; Capt. John Gaddis Bass, 24 yrs.; Lieut. Louis Tulane Bass, 24 yrs.

John Gaddis Bass was several years ago employed by The Texas Company at San Antonio, Galveston, and Houston agencies; the other two resigned last Spring as filling station and traveling salesman, re-

## TEXACO STAR

spectively, at Houston. The two Lieutenants are brothers, and first cousins of the Captain, also of the latter's brother, Lieut. Matthew Loyd Bass. The four are the only members of the family of military age, and all successfully passed through training at Camp Funston; they are now attached: Capt. Bass, at Camp Bowie, Texas; Lieut. Louis Tulane Bass, in Co. C, 35th Inf., Nogales, Ariz.; Lieut. Charles Longstreet Bass, Jr., in Co. B, 10th Bat. Depot Brigade, San Antonio, Texas; Lieut. Matthew Loyd Bass, at Camp Travis, Texas.

Capt. Bass and his brother are sons of T. H. Bass, a well-known independent oil producer of Houston; the other two brothers are sons of C. L. Bass, well-known attorney of San Antonio—the two fathers being brothers.

These young men had opportunity to select less perilous service, yet they chose the Infantry as the service offering greatest honors. They have all fully evidenced that their careers are based on their own efficiency, nevertheless it does not discourage them to know that they are descended from families of the Old South, antedating the American Revolution and furnishing Gen. Nathaniel Greene to the American Revolution, Col. John Hicks Bass to the War of 1812, and others of similar capacity to other American wars. In view of their probable service in France, it may be interesting to note that the two Lieutenant brothers are of French extraction on their mother's side, she being partly descended from the Tulane family of New Orleans.



Lieut. Louis Tulane Bass and his orderly "Texaco" shaking hands over their pipes

"Texaco" began life in Houston among The Texas Company people, to-wit: Construction Engineer H. J. Clark, Ex-Agent H. W. Dodge, Ex-Salesman Louis Tulane Bass. His military career began by mounting guard over The Texas Company's automobile whenever Mr. Bass stopped to see customers, and his military experience has been developed in the neighborhood of Camp Funston. Lieut. Bass hopes that "Texaco" may have an opportunity of showing, through intelligent service on the battle lines, that he was justly awarded, last spring in Houston, second prize as a Boston Bull.

From a letter received by Agent W. B. Young of Houston, Texas Station, from one of his boys enlisted in the Navy:

I am in the best of health, enjoying the life of a sailor in the Navy, and it is a very entertaining and delightful life. Since I left your employ to serve my country at war I have learned lots, seen wonderful things, and have done lots of traveling both on land and sea.

One thing I have taken particular notice of is the world renowned sign "Texaco" which is everywhere I go. I notice all over the country which I have had the opportunity to travel that The Texas Company is mighty well advertised. In Chicago Texaco was in view all over the city; in Boston one can see the signs of Quality; and the most encouraging feature to me is that the Battleship *Delaware*, one of the mightiest of the U. S. Navy, uses Texaco products exclusively. There are many wonderful pieces of machinery on a battleship and a ship of such importance must have the very best of everything. It did me good to see them bring on board barrels after barrels and case after case of Texaco Products.

In my five months of service in the Navy, I have had many experiences and they have been a great lesson to me. I was in the training station at Great Lakes, then I was transferred to the Norfolk Navy Yard, and was later assigned to the U. S. S. *Delaware*. We are now in foreign waters, just where I can't say, as it is against the rules of the Navy.

A word from you will be gladly received. Give my very best regards to the entire Texaco family.

With best wishes, very respectfully,

A. H. Holverson, S. 2nd,  
U. S. S. *Delaware*, Second Division,  
Care Postmaster, New York, N. Y.

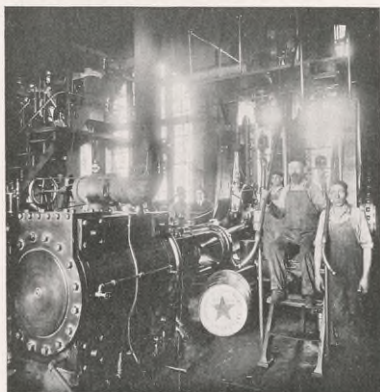


H. A. Lawson, formerly Agent at Midland, Texas, now in Aviation School at Austin, Texas

## TEXACO STAR



Edward D. Smith, formerly bookkeeper in El Paso District Office, now at United States Naval Electrical School, Mare Island, California.



The Rummell-Braun Ice Company, Guthrie, Okla.—This plant is lubricated with Texaco Vanguard Mineral Cylinder and Texaco Ammonia Oil and Texaco Grease—Behind the engine (left to right): S. A. Swanson and T. L. Finch, Driver and Agent at Guthrie Station—In front (left to right): Arthur Severin, John Metz, and Guy Connor, Engineers



Oklahoma City Filling Station No 1

Page sixteen

Oklahoma District.—A. L. Tanksley, formerly Agent at Pine Bluff, Ark., died in Fort Smith, Ark., Nov. 30, 1917. The entire Oklahoma District extends sympathy to Mrs. Tanksley.

W. E. O'Neil, General Roofing Salesman, visited our District in December, and every one was very glad to see him.

### Appointments and changes:

R. R. Rouch, Clerk in Dist. Off. *vice* W. R. Donovan resigned.

S. W. Bailey, Equipment desk *vice* G. H. Palmer resigned.

George Ware, from Clerk and Warehouseman, Oklahoma City Station, to City Salesman.

M. N. Hudson, Clerk and Warehouseman at Altus, Okla.

M. Weightman, T. W. Driver, Chickasha, Okla., *vice* Wm. Knowles resigned.

A. S. Lawless, Clerk and Warehouseman at Ft. Smith, Ark., *vice* L. C. Young resigned.

A. C. Boatman, T. W. Driver at Ft. Smith, Ark.

H. H. Wood, Clerk and Warehouseman at Pine Bluff, Ark., *vice* E. B. Bugg resigned.

L. D. Kiersey, Clerk at Ada, Okla. Station, resigned to enlist in Aviation Corps.

Denver District.—Agent Homer T. Seale, of Rocky Ford, Colo., and Miss Bertha Leap Stokes were married in that city on Dec. 12, 1917.

### Appointments, transfers, etc.:

W. C. Kemp, T. W. Driver at Colorado Springs. We welcome him back to the Texaco family.

D. A. Barton, Agent at Sheridan, Wyo., *vice* G. P. Leuck transferred to Butte, Mont. Station.



Sergeant Frank J. Huatte, Battery A, 13th Field Artillery, Camp Fort Bliss, Texas, formerly Tank Wagon Driver at Butte, Mont.



Sergeant J. B. Harris, Co. L, 157th Inf., Camp Kearny, California, formerly Clerk and Cashier at Pueblo, Colo. Station

## TEXACO STAR



Denver District Office—Photographed at Night



Denver District Office Building

Ray Hoida, Truck Driver at Butte, Mont., left the service Dec. 15, 1917.

D. F. Davis, from Stock Clerk in Denver Dist. Off. to Houston Dist. Off.

Ralph Howard, Clerk No. 1 at Filling Station No. 3, Denver, Colo., resigned on account of ill health. He will take a course of treatment in Agnes Phipps Sanitarium and we hope to welcome him back in a short time.

New Orleans District.—Engineer-Salesman J. T. Downs is to be congratulated on the successful way in which he is "raising the grade" on Castor Machine to Pelican Oil in a large number of his orders.

Transfers and resignations:

L. F. Fruge, from Clerk at Jackson, Miss. Station to Agent at Abbeville, La., vice A. O. Morton, resigned.

J. O. Yelverton, from Clerk at Meridian, Miss., to Clerk at Morgan City, La. Station.

C. C. Furr and L. T. Sherer, of the District Office, resigned to enlist in the Navy.

My Tuesdays are meatless,  
My Wednesdays are wheatless,  
I am getting more eatless each day.  
My home, it is heatless,  
My bed it is sheetless—  
They're sent to the Y. M. C. A.

The Bar Rooms are treatless,  
My coffee is sweetless;  
Each day I get poorer and wiser.  
My stockings are feetless,  
My trousers are seatless;  
Oh, my, how I do hate the Kaiser!

—G. W.

## TEXACO STAR



Exhibit at the Southeastern Fair, Atlanta, Ga., October 1917—Arranged by F. K. Dorrance

The Texaco lamp at the top of the column in the middle of the exhibit was 15 feet above the floor and the Red Star was visible from all parts of the hall. The wax pyramid and column was illuminated from the inside with red and white and green lights. The exhibit fronted 36 feet on two main aisles and was 18 feet wide. Eight light standards, each one made of a barrel and a roll of Texaco Roofing and a filling station lamp, held the brass chains which marked the boundaries of our space. At one end of the exhibit we had an attractive pyramid of the Company's tin and wood packages, and at the other end a pyramid of empty barrels. The floor was covered with Tiger Roofing and at one end was laid a green rug where we had a table and chairs for the reception of guests and the convenience of people who desired to write and mail post cards. At the opposite end we had an automobile differential gear demonstrating Thuban Compound, which was run by a motor under the table. Across from this we had a miniature boiler and engine, complete to the smallest detail, carrying about 15 pounds of steam, which we ran during exhibition hours. Our display was voted by our fellow-exhibitors as being the handsomest at the Fair.

**SALES DEPT.** Major John C. Ostrup, formerly Superintendent of **N. TERRITORY** Equipment and Construction Division, N. Territory, shortly after his arrival in France was promoted to the General Staff under General Pershing. He has seen some weeks of service in trenches on the British front, sometimes only 30 to 50 yards from the enemy.

New York District.—Our Accounting department had their statements out on Dec. 4th, and ledgers were balanced on the 5th

and ready for the next month's business on the 6th. This was due to the new Elliott-Fisher Billing Machine, and shows a gain of 4 to 6 days.

Chief Accountant H. D. Eccleston visited Youngstown, Ohio, in his official capacity Dec. 10-11. A little "flier" of this kind seems to lighten up the Accounting department.

Mr. Rowland gave an interesting lecture on Dec. 14 to Lubricating Salesmen of the New York District.

## TEXACO STAR



New York District Accounting Office

### Appointments and changes:

G. C. McKibboa, from Representative, White Plains Territory, to Salesman, New York City Motor Oil Campaign.

H. L. Renz, Representative, Stamford Territory, will also handle White Plains Territory.

O. S. Nealy, from Agent at Clinton Street, Brook-

lyn, to Inspector of Live Stock and Rolling Equipment, New York Sales District.

A. H. Nealy, from Relief Agent, New York District, to Agent at Clinton Street, Brooklyn, N. Y.

Harold Hamblen, from chauffeur at New Rochelle-Pelham Manor to Acting Agent, Mount Kisco, N. Y., vice J. G. Carpenter resigned.

F. A. Neale, Chief Lubricating Engineer, resigned.



Representative, Agents, Salesmen, and Equipment of White Plains Territory held a parade in September covering 24 towns, starting from Pelham, N. Y. and disbanding at Peekskill, N. Y. The photograph shows the start at our Pelhamdale Avenue Filling Station.

## TEXACO STAR

H. C. Briggs, appointed Lubricating Engineer.  
L. M. Heckscher, Salesman, Metropolitan Territory, resigned.

W. E. Titchener, Salesman, Albany Territory, resigned.

Charles A. Werdann, from chauffeur at Long Island City to Salesman, Metropolitan Territory.

J. W. McNeely, from Salesman, Met. Ter., to Clerk in Dist. Off.

J. F. Keenahan, Salesman, Albany Territory, indefinite leave of absence for military service.

H. E. Young and S. C. Ely, Clerks in Dist. Off., indefinite leave for military service.

F. W. Osler is awaiting call for service.



Chester Edwards, formerly F. S. Agent at Newark, N. J., now in military service. "The knowledge that Texaco Lubricants are used on his machine gives him a feeling of safety."

Boston District.—A new barrel station has been opened by The Texas Company at Nantucket, Mass., on Nantuck Island, which is some 60 miles off the Massachusetts Coast. A. S. Chadwick is in charge as Agent.

F. L. Carter, C. J. Allanbrook, and C. W. Fuller, comprising the Credit department of Boston District, are highly elated over

the advent of a daughter in each of their families: Edna May Carter, born Sept. 2, 1917, weight 8 lbs.; Jean Allanbrook, Nov. 2, 7 lbs.; Ruth Louise Fuller, Dec. 6, 8 lbs. The proud fathers seem to think this record cannot be equaled in any other District.

N. A. E. Boudreau, Agent at Burlington, Vermont Refined Station, has entered a hospital for an operation, which will keep him from his work for a few weeks. We trust he will soon be able to return. H. T. Austin, Clerk-Cashier, is temporarily in charge of Burlington Station.

The following from Boston District entered the Navy or Army in the last month: J. P. Ducey, F. J. Sullivan, John Fabry, A. W. Johnson, C. E. Sorenson.

D. A. Marshall, whose enlistment was reported several months ago, has been discharged from military service and has been reappointed Agent at Swampscott, Mass.

### Appointments and transfers:

L. H. Muenze, Traveling Inspector of Equipment under W. A. Houston, Supervisor of Equipment. Mr. Muenze will inspect and report on all rolling equipment, horses, and harness.

H. B. Hart, from Norfolk District to Chief Clerk in Operating department of Boston District. We are glad to have Mr. Hart with us.

D. M. McDonald, Agent at Brockton, Mass., vice J. E. Appleby, who has left the service.

L. B. Clark, Agent at Lakeport, N. H., vice P. C. Cross resigned.

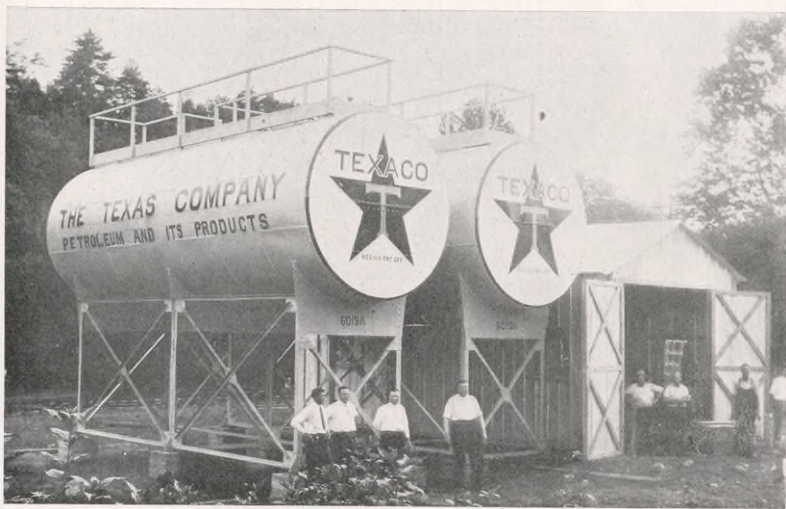
R. W. Houlihan, from Ass't Agent to Acting Agent at Meriden, Conn. Filling Station, vice George F. Welch called for Government service.

Morrell Mackenzie, from Agent at Fair Haven East (New Haven), Conn., to Salesman, Eastern Conn., vice P. E. Rockwood transferred to other duties.



Curley's Garage at Provincetown, Mass., at the tip end of Cape Cod, a Mecca for thousands of tourists during the season. This garage is owned and operated by Dr. C. P. Curley, who is fortunate in possessing the only garage in Provincetown and whose wisdom is indicated by his enthusiastic endorsement of Texaco Products which he handles exclusively.

## TEXACO STAR



East Lexington, Va. Refined Station—just after completion

Norfolk District.—Superintendent William Thompson, who has been critically ill at Rutherford Hospital, Rutherfordton, N. C., returned to the Office on Nov. 30 and is again himself. We were all very glad that Mr. Thompson pulled through in such a fine manner, and on the morning he returned he found his desk decorated with flowers and green and red bunting.

H. B. Hart, who has been Chief Clerk to J. Warren Thompson in our District Office for the last year, was recently transferred to Boston, where he takes up duties under our old friend Julius H. Morrison. Mr. Hart proved to be an A-1 man in Norfolk and we know he will make a success in Boston. L. J. Royall, who has been acting as Relief Agent, succeeded Mr. Hart.

We have opened a new Station at Sanford, N. C., R. W. Eddins, formerly chauffeur at Durham, N. C., appointed Agent.

We recently opened a new Station at Farmville, Va., with W. M. Whitlock as Agent.

Norfolk District was represented at the Southern Textile Exposition, held at Greenville, S. C., during the week of Dec. 17, by J. Warren Thompson, J. S. Watters, W. B. Cope, C. S. Broadhurst, W. H. Grose.

Miss Virginia Smith, hello girl in Dis-

trict Office, was married to Mr. J. A. Guess, Jr., on November 29. It's a safe "guess" she is supremely happy.

Appointments and resignations:

W. J. Barton, Assistant to Superintendent.

N. J. Davis, Representative, headquarters at Greensboro, N. C.

C. W. Parker, Stock Clerk, R. S. Hopkins and Miss Katharine Smith, stenographers in Dist. Office.



Squad 5, Co. E, 318th Infantry, Camp Lee, Va. Kneeling at the right is Corporal R. L. Skeeter formerly of Norfolk District Office; the others are not connected with The Texas Company.

## TEXACO STAR

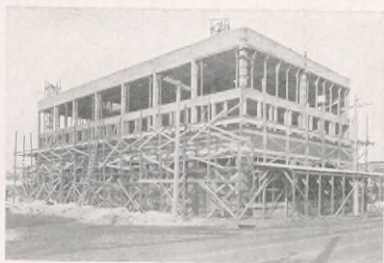
J. C. Elliott, Bill Clerk, resigned.  
R. H. Dixon, Agent at Roanoke, Va., vice H. B. Jordan resigned to enter Naval Reserve.  
G. A. Orr, Jr., Tank Wagon Solicitor, Richmond, Va., resigned to join Naval Reserve.  
R. G. Neal, Representative at Roanoke, Va., has enlisted in a newly organized artillery company but has not been called to duty.  
C. J. Measell, P. P. Lattimer, A. J. Shields, Clerks in Dist. Off., have enlisted in the Naval Reserve, but have not yet received orders to report.  
M. L. Clark, Agent at Elizabeth City, N. C.  
B. P. Brennan, Cashier, Norfolk, Va. Sta.  
D. F. Daniels, Clerk, Norfolk, Va. Sta.



While excavating for the cellar of The Texas Company's new building at the corner of Olney Road and Granby Street, parts of a large vessel were dug up. The bow, or stem, was struck about 15 feet below the level of the street and about 20 feet from the curbing of Olney Road; it was pointed toward Granby Street. Parts of the bow, keel, and rudder were uncovered and most of them had to be lifted out with a derrick; some of the parts were too large to be loaded on large trucks. From the size of the rudder and the planking it is evident that the boat was more than an ordinary river craft. The rudder is 6 feet long and 6 inches thick; the plank-

ing, evidently the sides, is 4 inches thick. It is within the memory of older residents that a large ship yard was once maintained at this site, where seagoing vessels, including full rigged ships, brigs, barques, and schooners, were built and repaired. The branch of Elizabeth River, now known as Smith's Creek, in former days was called Paradise Creek and afforded ample sailing room to a point well beyond the present line of Granby Street. Some of the old sea-dogs claim to remember stories of Paradise Creek having been one of Captain Kidd's regular anchoring ports, and the theory is advanced that the wreck now rotting under The Texas Company's handsome new building, may, in days gone by, have been the pride of that king of pirates.

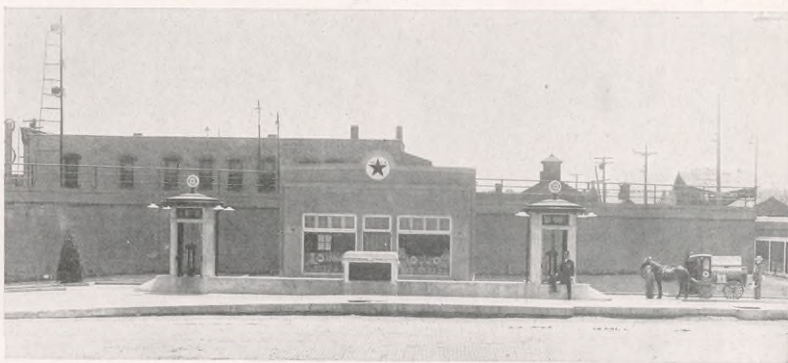
The two gentlemen standing over the piece of rudder shown in the picture are L. C. Oakley of New York, in the Land Division of the Legal Department, and F. L. Shively, Sup't of Motive Equipment in Norfolk District.



New Office Building at Norfolk, Va., Dec. 15, 1917

Chicago District.—H. C. Jernegan has enlisted in the Field Artillery and G. N. Olson in the Signal Corps.

J. E. McMillan has been appointed Salesman, Chicago, to take over G. N. Olson's territory.



Courthouse Filling Station Joliet, Illinois, opened June 1, 1917

## TEXACO STAR



Washington Boulevard Filling Station, St. Louis, Mo.—The Pony Tank Wagon Shown in the picture has been driven about the St. Louis streets for some months for advertising purposes

**EXPORT DEPT.** We have been informed that C. R. Campbell, formerly of the Lubricating Division, is feeling fine somewhere in France.

H. Wessel has joined the South American Division.

H. J. Beppler and C. L. Campbell have been selected for service in the Army.

With a view of becoming better acquainted the employes of the Export Sales Division have organized a Bowling Club.

A team from this club rolled a team representing the Export Accounting Division, winning all games. They would like to hear from teams representing other Divisions or Departments.

Mr. R. T. McCoy, who joined the staff of the Asiatic Division on November 1st, quietly sneaked off on or about December 15th and became a member of the Ancient and Honorable Order of Benedicts. Miss Helen Stone of Elizabeth, N. J., proposed him and we understand he was unanimously elected. We wish them all happiness.

**RY. TRAFFIC DEPT.** F. O. Colby, Clerk in Houston Office, enlisted with the colors and was assigned to the 191st Squadron at Ellington Field. We wish Frank all success and a safe return.

There will probably be no more "Aphorisms of the Texacrow" until after the war, unless their generous author can find time to make them at the front and send them to us.—*Ed.*

David Young, Jr., Car Record Clerk in New York Office, and Miss Florence Anderson, of Paterson, N. J., were married on Dec. 5, 1917. We extend congratulations.

**PIPE LINES** The residence of J. L. Dowl-  
ing, Vice President of The  
Texas Pipe Line Company,  
was partially destroyed by fire on the night



The business-like outfit pictured above is a Lorrie used for delivering Texaco Products in the City and Suburbs of Melbourne, Australia.

When this picture was taken the Lorrie, or Truck as we term it, was loaded with "Light of the Age" Kerosene, The Texas Company's Burning Oil so widely used in Australia.

## TEXACO STAR



Fireman and Operator H. A. O'Brien sends these views taken among the flower beds at The Texas Pipe Line Company of Oklahoma's Station at Henryetta, Oklahoma, which he says is "the most beautiful spot in Oklahoma County"



Engineer George Goloby and his little eighteen months old friend Mary Elizabeth Riley



Miss Mary Elizabeth sitting on the palm of Engineer Goloby's hand; he is holding her as high as he can reach and he is 5 feet 10 inches tall



His little friend sitting on an Elephant Ear leaf 47 inches long and 34 inches wide; her father, Mr. Riley, is holding her on the leaf but he is completely hidden

of January 1st. A great deal of damage was done to the household effects. Fortunately none of the family were injured.

During the last month baby girls were born at the homes of John Tietze and Ben R. Davis.

G. R. Maddox of the Oil Dispatcher's Office has been transferred to Goose Creek, and L. C. Moses, formerly employed at the Humble Pipe Line Station, succeeds

Mr. Maddox in the Dispatcher's Office. Iden Cleveland, for several years in the Oil Dispatcher's Office, Houston, has enlisted in the Aviation Corps and is in training at Camp Ellington near Houston.

### NOT ONCE

We have not writ the year wrong once  
Above our letters or our rhymes;  
We have not writ the year wrong once—  
But about forty-seven times.

—Judd Lewis.

## SUGGESTIVE INDEX OF CURRENT ARTICLES

### THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

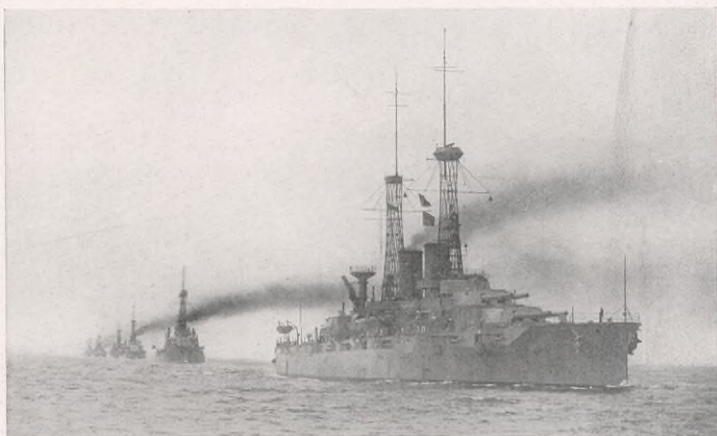
Journals cited are gladly loaned, if in our library, to persons connected with the Company. The journal or journals called for will be sent by return mail, unless in the hands of some one who has made a previous request—and in the latter case, as promptly as possible. Please give full and exact mailing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

- MANAGEMENT** Housing Employees—The Problem of Industrial Housing, by Leslie H. Allen—*Industrial Management*, Dec. 1917.  
 Helping Our Men to Do More, by A. R. Erskine—*System*, Dec. 1917.  
 A Cold Shower for American Financial Optimism—*The Annalist*, Dec. 24, 1917.
- COMPROLLER'S** Reproduction Method of Appraisal, by Charles W. McKay—*Industrial Management*, Dec. 1917.
- PRODUCING** Continuous Formation of Petroleum Deposits, by J. A. Halderman—*Petroleum Age*, Nov. 1917.
- SALES** Why Your Salesmen Don't Report, by Worthington C. Holman—*System*, Dec. 1917.
- FUEL OIL** Practical Details in Burning Fuel Oil Under Boilers, by H. J. Kennedy—*Industrial Management*, Dec. 1917.
- EXPORT** Where to Look for New Markets, III—9,000,000 Waiting Customers, by Elmer R. Murphey—*System*, Dec. 1917.  
 An Esposé of South American Trade Spectres, by Paul R. Mahony—*The Nation's Business*, Dec. 1917.  
 The Skeleton in Our Foreign Trade Closet, by Wm. S. Culbertson (of U. S. Tariff Commission)—*The Nation's Business*, Dec. 1917.
- MARINE** Developments in Tanker Construction, by Robert W. Morrell—*Petroleum Age*, Nov. 1917.  
 Elaborate paper read before Society of Naval Architects and Marine Engineers in New York, Nov. 15, 1917.
- GENERAL** What's Ahead of Congress, by Champ Clark—*The Nation's Business*, Dec. 1917.  
 "The Speaker of the House tells of measures to come before the Second War Session, and prophesies as to their fate."  
 Petroleum's Part in the War, by John D. Northrup—*Oildom*, Dec. 1917.  
 Clearing the Track for Peace, by Edward Hungerford—*The Nation's Business*, Dec. 1917.



The Texas Company's Booth in the Royal Agricultural Show at Melbourne, Australia

This Show, resembling the large American State Agricultural Fairs, is held during September of each year. The Texas Company's display of "Light of the Age" Kerosene, "Texaco Power Kerosene," "Texaco Motor Spirit" (gasoline), and Lubricants elicited most favorable comment and was very effective advertising. The display was arranged by and was in charge of salesmen from the staff of R. W. Cameron & Co., our Distributors in Australia.



Copyright by E. Muller, Jr.

*U. S. S. Texas Leading Flotilla of Dreadnaughts*

**G**LIDING GRANDLY OUT TO SEA, this file of floating fortresses represents the very epitome of Power.

The frowning guns stand for offensive, striking power.

The thick, tough armor plate for defensive, resisting power.

But almost unnoticed—because unseen—the purring dynamos, the throbbing engines furnish the active cruising power and the energy which turns the turrets with their big guns.

You Engineers know the importance of the Machinery. You realize the dire need for Efficiency below deck. You know that a burned out main bearing, a stopped pump or sticking valves might so impede the forward rush of the ship, that the enemy could outrun and escape her.

But trouble of this kind never happens.

Likewise, in the fields of industrial endeavor, The Texas Company, with its engineering service, is supplying lubrication for every kind and class of machinery.

The same high quality in lubricants which we supply to the Navy is available to you anywhere. Tell us your needs. We can supply the lubricant to meet the need.

We, of The Texas Company, know this and are proud in the knowing, because all of Uncle Sam's ships are kept running smoothly, efficiently, with Texaco Lubricants.

Today we are supplying to the Navy practically all of the lubricants used on the U. S. naval vessels in all waters, from the oil used to keep the big turbine bearings cool to the lubricant used to ease the mechanism of the Marine's rifle.



**THE TEXAS COMPANY**

**HOUSTON CHICAGO NEW YORK**

Offices in Principal Cities



**There is a Texaco Lubricant for Every Purpose**