

# *The* TEXACO STAR



*An Etcher of the Seventeenth Century*

Vol. XIV

OCTOBER 1927

No. 10

## *The Front Cover*

For the front cover of this issue and for interesting articles relating to it we are indebted to the McKenzie Engraving Co., Boston, Massachusetts. The following letter from Mr. W. K. Opdyke, editor of "The Bostonian," issued by the McKenzie Engraving Co., explains the circumstances and the subject.

RELATIVE to the halftone reproduction of a painting entitled "An Etcher of the Seventeenth Century" which appeared on the outside back cover of "The Bostonian" for May, I am sending the rotogravure picture from which I had the halftone made.

The etcher, a typical engraver of the seventeenth century period, is not asleep at his work, as might be interpreted by the average layman,—he's scanning the steel plate from a particular light angle, checking up on the shading, done in those days with a feather but cut into the steel plate or die with tools of many different characteristics. The jars and buckets below the bench are for various acids; the two bottles on the bench contain preparations of a special nature for wiping the plate or die from time to time.

The methods used by this old engraver are fundamentally the same as those used today in the production of steel engraved greeting cards. On the top floor of our new building may be found many such skilled craftsmen working in the same manner with the same tools.

It is with a great deal of interest and respect that we find you admire not only the picture of the old etcher, but the actual romance with which the picture deals. You most certainly have our permission to reproduce this picture, and if you would like more facts and detail with regard to steel engraving, please do not hesitate to call upon me. We have several engravers here who have been in the profession over forty years and are direct descendants of several famous masters of the trade, and I am sure they would be glad to prepare an article for you.

# The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION  
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XIV

October 1927

No. 10

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*"All for Each—Each for All"*

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

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## Further Evidence

The number of our stockholders has increased approximately 16 per cent in 12 months, as shown by the following figures for the last four dividend record dates:

Number of The Texas Company stockholders of record September 3, 1926. . . . .	32,849
Number of The Texas Corporation and The Texas Company stockholders of record March 4, 1927. . . . .	35,280
Number of The Texas Corporation stockholders of record June 3, 1927. . . . .	37,327
Number of The Texas Corporation stockholders of record Sept. 9, 1927. . . . .	38,022

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## Market Influences

The bond market or the price of bonds is determined mainly by interest rates, that is the price of money; the stock market depends upon both the interest rates on money and the immediate business outlook. The more seasoned and the less speculative the stock of a corporation is, the more it approximates the status of a bond as being largely independent of temporary conditions and dependent mainly upon conditions that affect the price of securities bought for permanent investment.

## Pre-War Prices Discarded as Normal

The time has come when "1913" no longer "equals 100." Pre-War prices will no longer be considered normal for the Government's measurement of the trend of prices. The 1913 averages, hitherto used as the basis of comparison, have been discarded and the prices during 1926 will be used as the base.

It has been announced that the Bureau of Statistics of the Department of Labor has completed the revision of its index numbers for wholesale prices and the result is now ready for distribution as Bulletin No. 453.

In the new calculations the price base has been changed from the average for the year 1913 to the average for 1926. Also, the "weighting" used is no longer the quantity entering the market in 1919, but the average for the years 1923 to 1925.

The number of articles included has been increased from 404 to 550, some of them being composites made by averaging the prices of several kinds of an article. This constitutes the broadest range of commodities included in any price index now being published.

The shift of the price normal from 1913 to 1926 was made in order that the latest and most reliable data might be used as the base for measuring price changes. Also, it is said, it had become apparent that the year 1913 is now too remote to be a satisfactory base for comparing price levels in current years.

The *Business Bulletin* of La Salle University for last month stated that the average wholesale price of all raw materials was then 25% above pre-War; the average wholesale price of all commodities, 44% above pre-War; and the average of retail prices, 71% above pre-War.

It is evident that many retail prices are still

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wholly out of line with the prices of farm products, the wholesale prices of raw materials, and the wholesale prices of all commodities combined.

### "House Organs"

Not long ago *Printer's Ink*, out of its long and abundant opportunities of observation, asserted that the majority of house organs are not well edited, especially including in the term "edited" the make-up (arrangement), paper, engraving, and printing, as well as the intellectual and moral caliber of the subject matter.

For some of the sorry results alluded to, the editor is not always responsible. Too often he is subjected as to expenditure, even in detail, to some official superior or purchasing agent who has no comprehension of the technical or craftsmanship side of the matter and who passes on bids for printing in the same spirit that he would buy paper towels. On this point the moral is, give the editor a free hand and hold him responsible for good results.

It remains true, however, that many editors themselves know so little about the media—paper, engraving, printing—with which they undertake to work, that they have acquired the general reputation of being a "terror" in the printing factories to which their contracts have been awarded. I venture to say that there is no other kind of "job" for which the contract is so frequently given up and refused by printing factories as is the contract for printing a house organ.

On the other hand, most printing and engraving establishments, having found that their customers generally know nothing of technical matters, expect them to deal only with salesmen and refuse access to the workmen. A really competent editor has to fight his way—make peremptory demand—to stand by during page make-up, or to discuss with an etcher the feasibility of executing some new idea. If, however, such an editor secures the natural contacts with the craftsmen who do the work he is paying for, his cooperation is welcomed by the workmen and highly appreciated by the management on account of reduced costs. For instance, even with a well made "dummy" prepared by the editor, the printer in making up the pages will meet conditions where it is impossible to make the plates and letterpress fit the page with proper

spacing. Being unauthorized to "kill" anything, he can only—if it be left to him—make "run-overs" to be slapped in somewhere else, or send the problem by messenger to the editor's office and shift to some other job and wait until the editor telephones that another messenger may come after the corrected page proof. This to the printer is an expensive and most annoying procedure, and causes inordinate delays. A job that has been abandoned cannot be taken up again at a moment's notice. If the editor had been standing by, he could have seen the approaching difficulty and met it without delay by killing or shortening a paragraph or holding out some plate for future use.

If the editor merely sends in jumbled copy and plates without an accurately prepared dummy, the magazine is simply slapped together by a workman who has never read the subject-matter with the result that everything will be arranged to poor advantage and some things wretchedly misplaced.

The editor who knows little or nothing about type sizes and faces or line measurements sends in copy without exact detailed instructions to the compositors, with the consequence that much composition will have to be re-set and re-cast to meet the exigency it was exclusively his business to foresee and supply the instructions necessary to meet it in the first instance. The editor who does not learn all he can of the craftsmanship of the work he has undertaken to direct and supervise, does not rightly understand what his 'job' is. He should pride himself upon the acquisition and use of technical knowledge.

I fear many a house organ editor thinks it beneath his dignity to go to the factory. He sits in an office and telephones. Sometimes he speaks to a girl who is as ignorant of printing as he is, and even if his instructions were correct and adequate they have a poor chance of 'getting across' to the man who is doing the work. I may say, *en passant*, that at this point the printing and engraving factories carry their share of blame. If they choose or are compelled to transact such technical and critical affairs by telephoning, no girl without expert knowledge of the matters involved should be set to this task. To them I say, if their factories were not more efficient than their offices they would 'go broke.'

In regard to engravings, two important problems are: the preparation of the photographs for copy and the expense. The latter

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involves not only charges of the engraver but also waste of space and cost of resetting titles.

Consider the "layouts" on pages 5, 6, 7, 16, 17, 18, 19, 24, 25, 32 of this issue. I made them with my own hands. If the separate photographs had merely been given to an engraver's salesman with orders to have the layouts made in his art department, the cost of that preparatory "art work" for the ten layouts (involving 75 separate photographs) might have been upwards of \$75; but that item is the least serious part of the trouble.

The workman at the engraver's is not in position to know what the essential part of a photograph is for the editor's purpose, and therefore can not clip the photographs to the best advantage to overcome odd shapes, sizes, or number of photographs rightly belonging in one layout—observe pages 24, 25, 32. Consequently the art departments of engraving establishments will generally consume much more space for the same subjects than a skillful editor would if he 'crops' single photographs himself, or gives exact instructions for excluding parts, and makes his own layouts. Furthermore, in the case of full page illustrations much trouble and bad results will follow if the editor does not decide in advance as exactly as possible just what space will be required for titles and descriptions. For example, consider the 26 photographs shown in the three layouts on pages 5, 6, and 7. Having chosen tentatively some logical arrangement, the next requisite is to write out suitable titles and descriptions and make close estimates of the space required by them. Then calculate the space that remains for the engraved plate. Then it must be ascertained whether it is possible to crop the photographs as selected so as to bring the height of the plate within the space available; if not, try condensing the descriptions. If not possible by any means, some of the photographs must be rejected or the number of plates be increased. Note particularly that on page 5 space had to be provided for type matter both at the top and at the bottom of the page; on page 6 a larger plate, covering ten photographs, was allowed; this left page 7 'easy.'

Many editors and engravers' salesmen appear to be unable to make the calculations required for exact results. This is discreditable, as they are very simple and quickly performed. Generally the base of the copy and base of the desired plate are known. For page 5 the height of the plate was fixed at  $5\frac{3}{4}$

inches by the space required by type, and its base at  $5\frac{1}{2}$  inches; the base or width of the layout copy could be measured very closely as  $9\frac{1}{2}$  inches before trimming any photographs or pasting them on the gray cardboard. The simple problem was: what height was permitted for the layout copy—which would determine whether or not it would be possible to trim the photographs so as to come within the size allowed. We have

$$5\frac{1}{2} : 5\frac{3}{4} = 9\frac{1}{2} : x$$

and the product of  $5\frac{3}{4}$  by  $9\frac{1}{2}$  divided by  $5\frac{1}{2}$  gives  $9.9 +$  inches, say 10 inches. It was not difficult to trim the photographs so as to make the height of the copy 10 inches. Without calculation you work in the dark.

It is best to employ the printer's unit for line measurement—the pica, 12 points, one sixth of an inch—in all instructions to engravers and compositors. For your own measuring, do not use the ordinary "foot rule" but get a printer's line gauge. For trimming photographs use a substantial card cutter; it is slow work and very difficult to trim accurately to true rectangles with scissors.

Writing in *The House Organ*, Harry A. Earnshaw, Executive Vice President of Young and McAllister, Los Angeles, California, has given good counsel, partly as follows.

The intelligent coöperation of a high class printer who has had experience in and who has a genuine sympathy with and understanding of the principles of good house organ practice is indispensable.

Printers who understand the artistic and mechanical problems of house organs are scarce as hen's teeth. The reason is that a house organ is out of the realm of job printing, involving many details that the printer never meets in other work.

If you must buy cheap shabby printing, printing on the wrong kind of paper, with poor make-up, poor typography, poor make-ready, and villainous press work and binding, for heaven's sake don't practice on your house organ. It is your representative out in the world. People will judge you by the impression it makes on them.

If you haven't the money to buy the best engraving and printing and experience, don't put out a house organ at all. Don't advertise your poverty or your lack of good taste.

Casual random advertising bearing the stamp of inferiority is not nearly so dangerous to its publisher as the inferior house organ. Because in the one case the impression left is

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fleeting, while with the house organ you keep it up month after month, each issue subtly printing in your character before the eye and mind of your reader.

It is folly to think the public do not know the difference. They do. The lowest moron has some intuition within him that whispers when a thing is good or cheap. Quality bears about it an indefinable and alluring charm, something that says, "Here is *class*."

Use good photographs. Buy good engravings. Print on good paper. Insist on authentic typography. Do not accept sloppy press work.

Let your articles and editorials sound the note of dignity and of conviction. Use good English. Avoid the trite and hackneyed. Write as if you were in earnest and respected yourself, and write as if to people equally in earnest and equally intelligent.

Similar advice is given by Edwin A. Hunger in an article on *Making the Plant Paper Pay*:

A very keen manager of industrial relations on being asked whether the need for a competent editor of a magazine for employes was recognized, answered: "No, it is not. To prove what I say, just glance through that pile of house organs. I have been placed on the Safety Council's list and have been deluged with requests of editors of shop papers and internal house organs to be placed on our exchange list. Most of these publications are the crudest stuff imaginable. How some people can believe that working men and women can be influenced by it is beyond me."

A thoroughly alive house organ can not exist unless the company is also very much alive and up and going . . . The people in a commercial organization need to be told about that organization; its features and fine points need to be emphasized and re-emphasized . . .

Frequently the plant paper or house organ is prepared by a young clerk who is ambitious to advance by way of the paper as a stepping stone, and who has convinced the manager that he is well fitted for the job because of his experience on his high school paper or as a correspondent for a country newspaper . . . If the manager shoves the job on some man in his office who is tied up with other work, this man will let the job drag along until the end of the month is close at hand, then rush out copy in a day or two that should have kept him busy as many weeks or more, to fill two-thirds of the magazine, jamming up the remainder with slush cribbed from other house organs—for which he may give credit or not, likely not.

On the other hand, consider the outside

house magazine that goes to the trade. The man who edits this is usually an experienced writer and well versed in business and selling. He does little besides getting out his magazine . . . And yet, such a magazine, though doing a real work does not begin to have the importance that a magazine for the employes prepared in like manner would have.

One reason why so many magazines for employes get on the nerves is the fact that they contain so much "lifted" matter. Let some editor of a house organ write an article of the so-called inspirational type and let it drip with maudlin sentimentality and one may rest assured that the article will be bobbing up in some form or other in factory magazines all over the country for months afterwards. As for the ethics of giving credit—"One of my men," said the industrial relations manager, "recently prepared a good article on our suggestion system, which was published in our magazine. Would you believe it, this article provided the editor of a house organ put out by one of the largest electrical concerns with articles for several issues, and not a word of credit?"

An editor of a house organ for the employes of a railroad who has a bent for writing poetry has been especially annoyed by the printing of his poems without credit, and some of his work would be lifted from the pirating magazines and credit given to them.

Some men who get out house organs think they ought to write in a forced style—make it full of "pep" as they call it. Although some of the matter in a house organ has to be a bit preachy, it is here especially that an editor can make a botch of his work and place himself under ridicule, or he can show that he is an expert and of the biggest help in molding the thought of the men and women who read what he writes.

The man in the factory is a discriminating fellow. Even though his speech is sometimes crude he usually has a pretty good slant on the printed word. If the plant magazine is not well balanced, he will cast it aside with disdain. Hence, the sooner the editors of publications for employes realize that they are talking to mature men and women, make their stuff meaty, and prepare it without a thought of being funny, the sooner will the vital messages they are privileged to deliver get across and produce hopeful results.

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A little learning is usually associated with undue pride.—*Frank C. Reighter.*

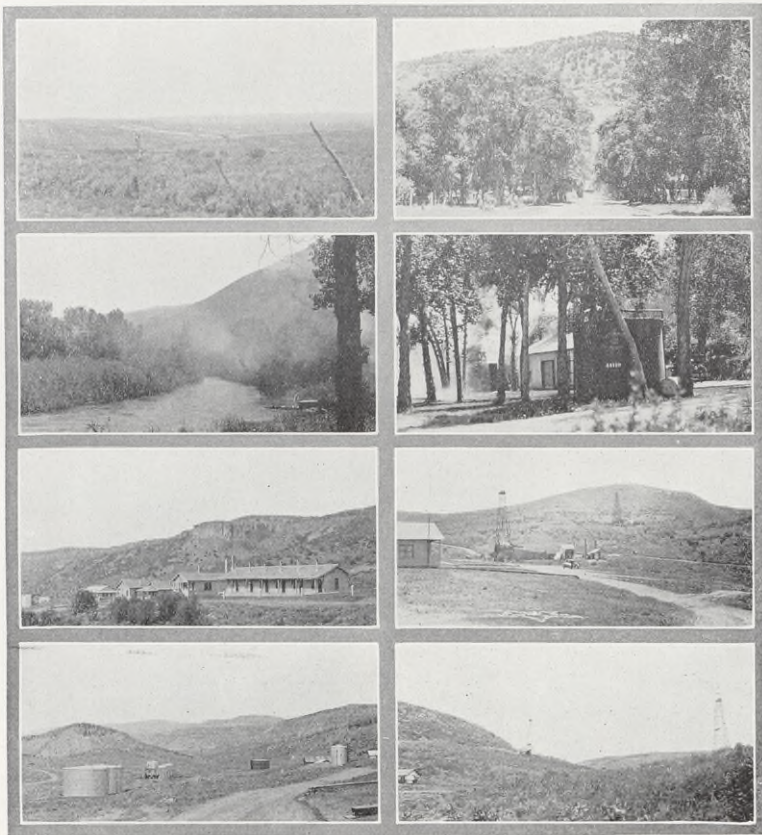
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### Oil Field Scenes in Northwest Colorado

#### Moffat Pool and Iles Dome and Tow Creek District

Photographs by L. G. E. Bignell, Parkersburg Rig and Reel Company

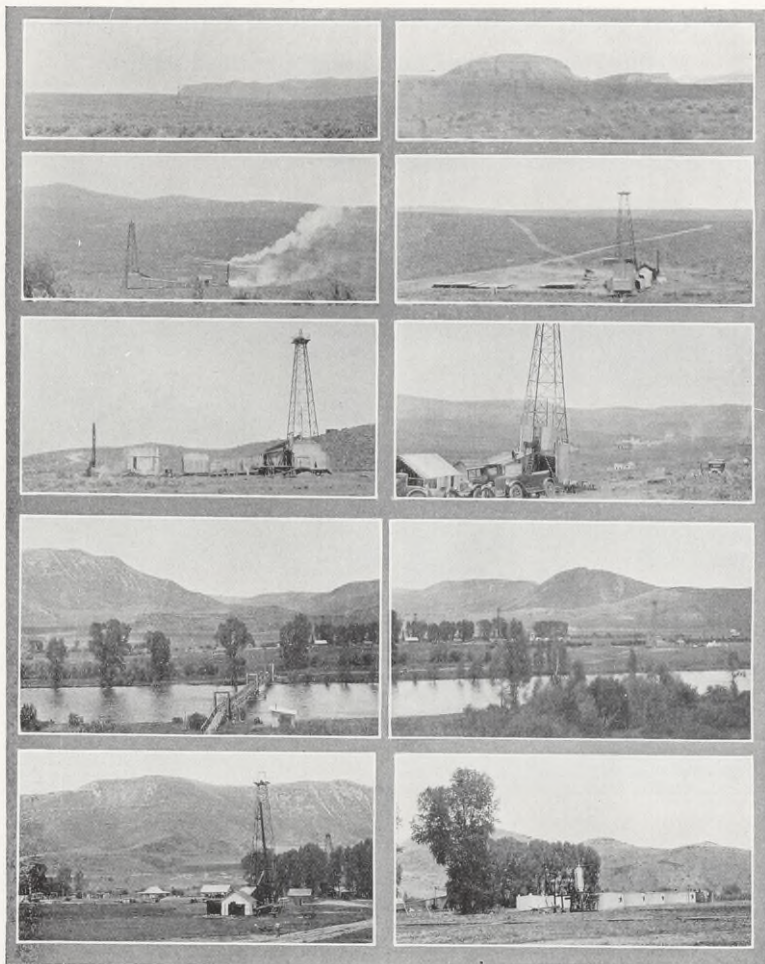
Forwarded to The Texaco Star by J. T. Rankin, The Texas Company, Denver Office



#### Moffat Pool Field, Moffat County, Colorado

1. Country between Craig and Hamilton. 2. Road from Hamilton to Moffat Pool Camp of Texas Production Company. 3. Williams Fork Creek—the smoke is from exhaust of pumping engines. 4. T. P. Co. water pump station on Williams Fork Creek near Hamilton. 5. Texas Production Company's Moffat Pool Camp. 6. View on T. P. Co.'s property at Moffat Pool. 7. Bolted steel tanks of the Texas Production Company, Moffat Pool field. 8. The derrick with the queer looking housing is one containing the Texas Long Stroke Pump Jack.

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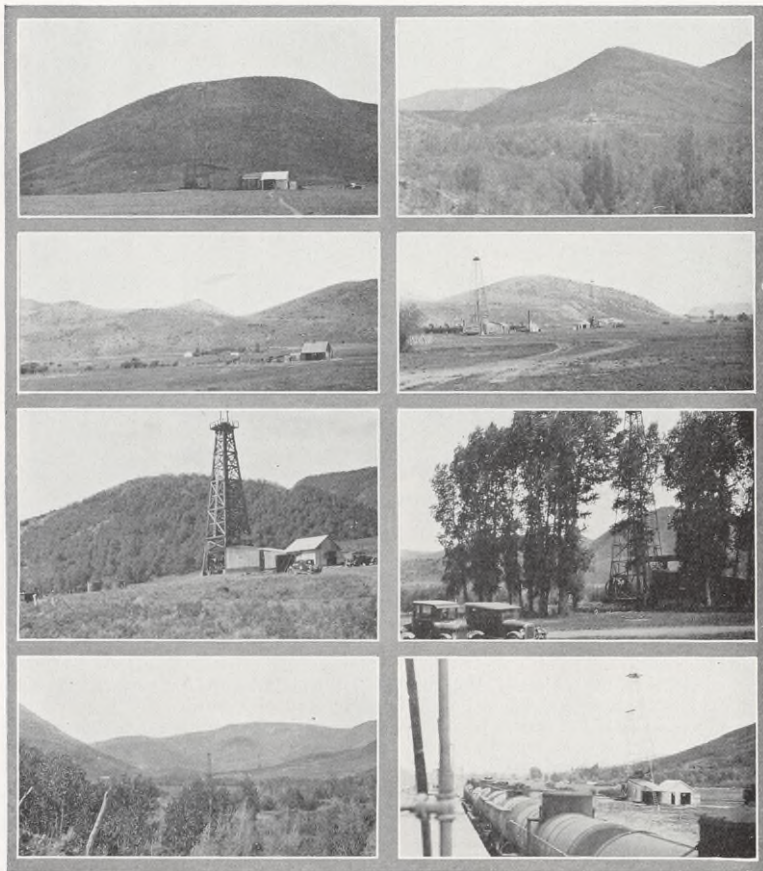


### Iles Dome Field, Moffat County, and Tow Creek Field, Routt County, Colorado

1. Iles Dome Field from T. P. Co. Parkinson No. 1 location—Mid West Refinery Co. wells in distance. 2. The fault that is east of the Iles Dome Field. 3. T. P. Co. No. 1, Iles Dome. 4. Mid West Refinery Co. location to offset T. P. Co. No. 1, Iles Dome. 5. Spudding in T. P. Co. Parkinson No. 1, Iles Dome, June 13, 1927. 6. Rigging up on T. P. Co. Parkinson No. 1—Parkinson No. 2 in background.

7-8. Panorama of Tow Creek Field on Bear River. 9. View on T. P. Co. Hy Dennis lease looking north towards their John Adair lease, Tow Creek Field—New camp in background. 10. A battery of bolted steel tanks on the Hy Dennis lease of Texas Production Company.

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### Tow Creek District—Continued

1-2. Views on the Quaintance property of Texas Production Company south of Bear River. 3. The furthest east well in Tow Creek Field—T. P. Co. Edwards No. 1. 4. Two T. P. Co. wells—Hy Dennis No. 3 and No. 2—between the railway and Bear River, Tow Creek Field. 5. T. P. Co. Irwin-Carstarphen No. 1 well north of Tow Creek camp. 6. A pumper in the Tow Creek Field—T. P. Co. John Adair No. 1. 7. Looking south from the Wilbur Rule No. 1 location to the McNeill and Bell Dennis locations north of the Texas Production Company's Tow Creek camp. 8. View from loading rack in Tow Creek Field.

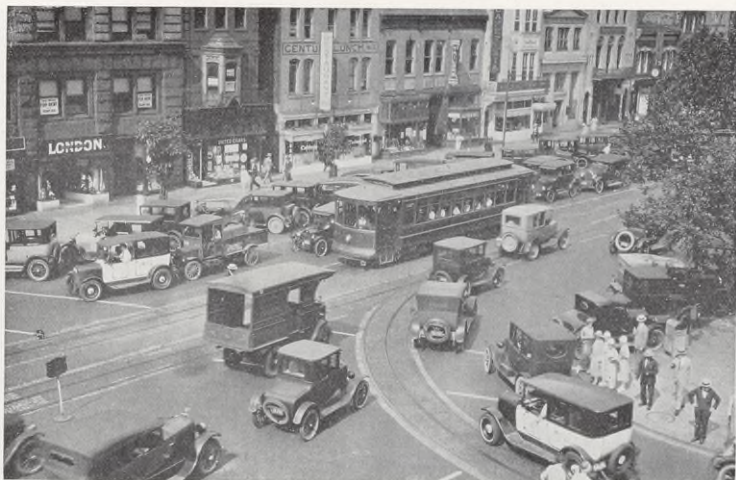
#### Success

Success is not  
The "luck" you've got  
In the trials you're unraveling;—

It's the "grit" you show,  
The "gait" you go,  
And the direction you are traveling.

—Frank C. Reigher.

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Pedestrian Problem—Extreme care must be exercised if one is to cross a street like this in safety  
Photo by J. K. Hillers—Courtesy U. S. Bureau of Public Roads.

# Highway Safety

CHARLES M. UPHAM, Director American Road Builders' Association

A magazine editor was recently said to have desired an article on the subject of elephants, and in order to secure several different angles on the subject, he asked five persons to submit manuscripts. A German contributed a lengthy essay in which he lauded the contributions of the elephant to science and labor. A Russian discoursed at length on the probable existence of the elephant and expressed some doubt as to whether that mammal had ever really existed. A Hindu devoted his space to the sacred qualities of the elephant and expounded upon the creature's value to religious development. The last manuscript read by the editor was written by an American, who headed his work "Bigger and Better Elephants."

That seems to be the general tenor of the United States today. We are developing bigger and better things. Our system of highway transportation has grown from a few muddy thoroughfares to a 500,000 miles system of modern improved highways, and 2,500,000 additional miles with varying surfaces. But this gigantic development has brought with it

an appalling menace,—the menace of highway accidents. During the last five years the staggering total of approximately 3,400,000 persons have been seriously injured, and 114,000 killed in these accidents. Every forty-two seconds someone is rushed to the hospital, a victim of a highway calamity.

Thus it seems that another of the bigger and better things toward which we should strive is the development of highway safety.

One of the most vital bits of information uncovered by highway safety statistical research is the fact that the annual fatality record of the street and highway includes over 7,000 children of school age, the majority of whom were killed while playing in or crossing the thoroughfare. Pedestrians compose approximately two-thirds of the total number of deaths, nearly all of which have been pronounced avoidable.

### Statistical Research

Statistical research has uncovered many peculiar facts in regard to the causes and results

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1. Fifth Avenue, New York City in 1900, Easter Sunday—Buggy and carriage traffic was thin and slow moving—Street perfectly adapted.

2. The same scene, Easter Sunday 1925, showing the enormous increase of traffic and the change from horse to motor. The streets have remained as they were adapted before the automobile.

Photos courtesy U. S. Bureau of Public Roads.



Excellent city traffic control

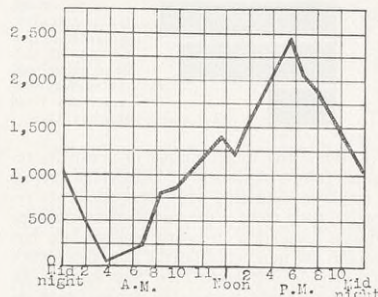
By J. K. Hillers—U. S. Bureau of Public Roads.

of highway accidents. The knowledge of these facts has given national organizations interested in the public safety movement a basis upon which to work and is expected to bring a noticeable reduction in the accident casualties within a few years. Paramount among the conclusions that have been drawn from statistics collected from various rural districts and municipalities are:

1. That the largest number of accidents occur between five and six in the afternoon when business men and workers are returning hurriedly to their homes. At this period of the day congestion on the street and highway is at its height. The psychological phase also enters into the fact that accidents are numer-

ous at this hour. Drivers and pedestrians who are wearied from a day of labor are not as mentally alert as during the earlier hours of the day, and as a rule are in a hurry to reach their homes. Confusion and carelessness result, and from them—accidents.

2. That the accidents involving pedestrians are increasing at a rate much greater than the rate of increase of other types of accidents. An example of this was found in Massachusetts, where the registration of automobiles has increased 166% during the past six years. In that state the collisions between automobiles have actually decreased, while the calamities involving pedestrians have nearly doubled since



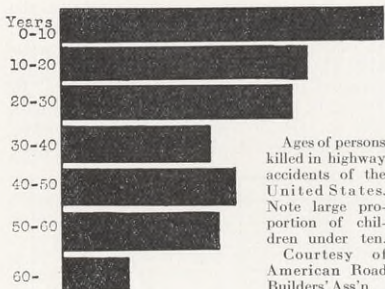
Distribution of 28,000 accidents in the State of New York according to the time of day at which they happened. The graph line indicates an estimate. Courtesy American Road Builders' Association.

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1921. The pedestrian evil seems to indicate that the American motorist is becoming adept in the art of dodging other vehicles, but is unable to cope with the problem of the pedestrian traffic on city streets.

3. Less than 5% of all accidents are the result of faulty mechanism of vehicles or improperly designed roads and streets. The human machine is responsible for the remaining 95% of the accident total. Carelessness and incompetency have been found to be the chief illness of the human machine resulting in disaster.

4. The annual death of 7,000 children of school age has caused an intensive research into the causes of these youthful mortalities. It has been found that more than twice as many children between the ages of 6 and 12 are killed than between any other similar group of years between 1 month and 70 years. Children at the age of 6 are just starting their daily journeys to and from the schoolroom and for the first time are their own masters on the street. They have no fully developed ability to judge speed and distance and as a result are the victims of the accident evil. The reasons for fatalities between the ages of 6 and 12 are for the most part psychological and avoidable through education of the child.



5. While the total number of accidents resulting from recklessness by intoxicated drivers is small as compared with total accidents reported, they more often result in mortalities. Drastic legislation in nearly every state has brought the number of deaths from this source to a considerably lower level than in 1921. In New York State intoxicated drivers were responsible for 458 personal injuries in 1925, and the licenses of more than 1,600 intoxicated drivers were revoked during the same period.

6. The economic loss resulting from highway accidents is estimated at \$50,000,000 per month, or \$600,000,000 per year. This conclusion has been drawn from reports of various insurance companies and police departments.

Year	Deaths	Casualties	Property Loss
1922	19,203	576,090	\$ 550,000,000
1923	22,621	678,630	600,000,000
1924	23,291	698,730	620,000,000
1925	24,462	733,860	640,000,000
1926	25,302	759,060	650,000,000
Totals	114,879	3,446,370	\$3,060,000,000

Approximate deaths, casualties, and property losses resulting from highway accidents—1922 to 1926.

### Psychological Research

A great mass of data has been collected by organizations investigating the psychological phase of highway accidents. The outstanding single mental condition giving rise to casualties is fatigue, which, in turn, causes carelessness, recklessness, and a general decline in the ability of a driver or pedestrian to act speedily and accurately. In the child problem, general inattentiveness has been found the chief cause of fatalities and injuries. The child at play is a bundle of trembling nerves and in the joy of the game is almost unconscious of any world but its own. He may run into the street and, being there, continue his pleasant pastime without regard to the motorist. Every driver has some knowledge of the irresponsibility of the child at play. Such knowledge excites the driver and dangerous confusion results. The same condition prevails with child pedestrians, who have contributed an amazing portion of the highway mortality.



Mental and physical defects of drivers have caused a large number of accidents, although general carelessness is far more important.

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Principal causes for motor vehicle accidents

Recklessness 57.7%—Careless minor accidents 13.4%—Carelessness of contributor to accident 10.6%—Carelessness of adult pedestrian 7.6%—Faulty equipment 5.2%—Miscellaneous 5.4%. From Connecticut State report.

Thoughtlessness and poor judgment are the cause of more than 40% of all accidents. These classifications include jay-walking, inattention, confusion, inexperience, and recklessness. The classification, however, overlaps the causes of accidents attributed to carelessness, and should not be confused as distinct causes.

The American Road Builders' Association is now launching a campaign to cut down the toll of the street and highway. The organization has conducted an exhaustive investigation into accident causes and results, and its conclusion in fine is that the individual alone holds the key to the accident problem.

### Ultimate Objectives

The ultimate objectives of the general movement for highway safety are:

First, the education and regulation of pedestrian traffic as well as motor vehicle traffic. Pedestrians and motorists are to be considerate of each other and share the necessary delay caused by courteous and cautious conduct. Along rural highways, where there are sidewalks, pedestrians will be expected to use them. Where sidewalks are unavailable, pedestrians will be expected to use the extreme left side of the road facing the traffic flow. In cities pedestrians are to be instructed, urged, and even required to keep within the boundaries of designated safety zones and crossing places, and where there is congestion to cross only with the traffic. Pedestrians as well as drivers

are to be subject to the traffic regulations, the violation of which would be considered a misdemeanor.

Second, the adoption of a standard code of motor vehicle laws in every State of the union. This is expected to reduce accidents resulting from ignorance of regulation and custom. A code has been drawn up by the Hoover Conference as a model for State adoption. The code should include a thorough examination of all drivers.

Third, education in safety and accident prevention, as the American Road Builders' Association recommends, will be incorporated in the curricula of elementary schools, both public and private, parochial schools, night schools, vocational schools, and citizenship schools. It will also be carried on through educational contests, organized playground training, school boy patrols, boy and girl scouts, and junior safety organizations. More advanced training in safety and traffic matters will be developed in schools for teachers. General education of the public will be undertaken through newspapers and magazine publicity, posters, motion pictures, radio lectures, safety clubs, safety programs at public meetings, churches, and parent-teacher organizations.

Fourth, motorists will be asked to protect the design and materials of their automobiles by periodic adjustment and replacement. Particular emphasis will be put on the construction and adjustment of headlights, steering apparatus, and brake mechanism.

Fifth, a comprehensive program of street widening and the elimination of grade crossings will be carried out throughout the nation. Grade crossing accidents account for approximately 9% of the total highway traffic deaths. The railroad hazard is rapidly decreasing, however, as the result of installation of signals and gates, reduction in the number of crossings, and safety legislation.

### Accidents to Be Reduced

The registration of automobiles in the United States continues to increase. The hazards of the streets and highways are receiving a similar impetus, and if the loss of life continues its climb, highway accidents will soon be costing the United States 30,000 lives each year, in addition to approximately 900,000 casualties. That is on a basis of 30 casualties necessitating medical attention to every death, as estimated after careful study by Colonel A. B. Barber of

*Continued on page fifteen*

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Halftone reproduction from plate print of a steel engraving by McKenzie Engraving Co.

# How Steel Engraving Is Produced Today

A. H. SHEARMAN, Supervisor Engraving Department, McKenzie Engraving Co., Boston

*See inside front cover*

An original sketch of the desired greeting card design, usually made in water colors on the card stock upon which the finished product is to be produced, is the first step.

This sketch is given to the engraver who proceeds to make upon a sheet of transparent gelatine a tracing in detail of the entire design, using for the purpose a fine sharp steel point.

The fine scratches on the smooth surface of the gelatine are then filled in with a bright colored powder, applied with a soft rag or rubbed in lightly with the hand. The purpose of this powder is to make possible a transfer to the prepared piece of metal of a perfect reproduction of the design to be engraved or etched.

The metal upon which greeting card designs are engraved is steel and approximately one-half inch in thickness. This steel is specially rolled and ground for engraving purposes and each die or bar must be of uniform thickness throughout.

After the gelatine tracing is completed, pieces of steel, of the necessary size for each color, are polished and burnished by hand until each has a mirror-like surface. One particular color is usually the "key" and this is the first die to be engraved.

The surface of the die is coated with a thin film of wax and the prepared tracing is rubbed

down in proper position with a smooth steel tool. The gelatine is lifted from the die and a perfect reproduction in lines remains, the wax having retained the colored powder which was rubbed into the scratches of the tracing.

The engraver then proceeds to mark through the film of wax on to the polished metal with a fine steel point, following exactly the lines of the tracing.

After this operation is completed the wax is rubbed from the die and it is now ready for the actual process of engraving.

Steel engraving is done with innumerable sizes and shapes of small steel tools and the steel used in the manufacture of these engraving tools is very hard and of very high quality, as they must be perfectly tempered. These little instruments of artistry are set in wooden handles of various forms to suit their purposes, but mostly all handles end in a ball or oval which is comfortable to the hollow of the hand. An engraver's hand never closes in a "grip" around any one of these tools, but each is held firmly in a poise much after the manner in which an expert billiard player balances his cue.

The resistance of the die metal to the cutting tool is quite strong, yet a good engraver uses only his fingers or wrist, never arm pressure, in making all cuts in the steel upon which he is working.

## The TEXACO STAR

As before mentioned, the "key" die is first to be engraved and when it is completed the surface is coated with wax and a number of "rub-offs" are taken and transferred to separate pieces of steel, one for each color in the design.

When all the dies for the design are engraved, a composite of the engraving should give a true reproduction of the original sketch, but the quality of the result depends entirely upon the ability of the hand which has engraved this set of dies.

Many times small landscapes or similar scenes are used as a part of a greeting card design and such designs require somewhat different treatment in part, yet depend upon artistic ability for faithful reproduction.

Instead of coating the burnished die with wax, an etching ground is used and the prepared tracing is rubbed down, impressing the powder in the lines on the surface of the semi-transparent ground. The design is then pointed through this ground, using for this purpose a fine steel or diamond point.

When the "pointing on" process is com-



Halftone reproduction in one color of a colored print from steel engravings by the McKenzie Engraving Co.



Halftone reproduction of a print from a steel etching by McKenzie Engraving Co.



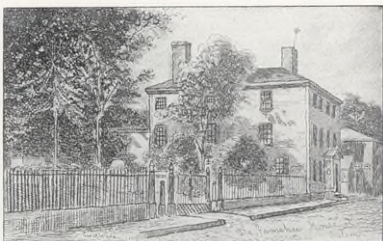
Halftone reproduction in one color of colored print from steel engravings by McKenzie Engraving Co.

## The TEXACO STAR

pleted, the design is ready for etching and good etching requires artistic knowledge of the use of paint and brush.

"There is no royal road to learning?" is an old adage, but nowhere is it more true than in steel engraving.

Quality production in engraving depends entirely on the human element, which is really, in this business, the inborn artistic ability of the individual, brought to a high standard by long and careful training.



### Engraving

The art of etching is said to have been invented by a Florentine goldsmith named Maso Finiguerra, who is supposed to have made his first print about the year 1452 (*De Vinne, Invention of Printing*, p. 27). It was this discovery that led up to the intaglio printing methods which are in practical use today. The great majority of the old etchings were produced as follows.

The artist first sketched the picture with pen-and-ink, pencil, or crayon. He then procured a steel or copper plate having a smooth polished surface, and covered this surface with a "resist" ground. A transfer of the drawing was made on this "resist" ground, the artist then making a slight tracing of the picture through the ground and upon the polished surface of the plate. The plate was then etched by an acid solution, but in such a manner that by means of "stopping out" certain portions of the detail, and by re-etching, the most artistic results were brought out.

The modern engraver uses etching and a great variety of hand tools called "gravers." These tools remind one of an assortment of dentist's tools. Slowly and laboriously the engravers cut their beautiful and artistic designs out of the steel and copper *by hand*.

It is interesting and rather startling to realize the fact that the etcher or engraver uses today the same method, the same sort of tools, *etc.* as his great and "great, great" grandfather did hundreds of years ago. A steel engraving for a letterhead 7 x 2¼ inches requires approximately 120 hours' steady work, representing the same length of time and effort



Plate Printing Press

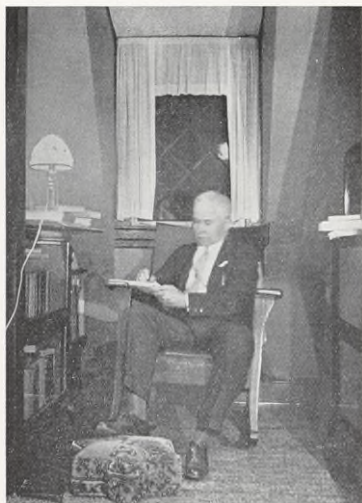
Half-tone reproduction of a steel etching by the McKenzie Engraving Co.

it would have taken a fifteenth century engraver to do the same piece of work.

It is difficult to make the public realize the amount of work back of these beautiful works of art, although the average layman appreciates the effect and beauty of steel engraving over any other sort of process.

—Adapted from *The Bostonian*,  
McKenzie Engraving Co.

## The TEXACO STAR



Charles Thomas Duvall, Baltimore, Maryland  
Printer and Author

### BENJAMIN FRANKLIN, PRINTER

"Ben Franklin, Printer," wrote he at the last;  
After long years in public service spent  
He thus subscribed his will and testament,  
Then, full of honors, to his rest he passed.  
Great were his labors, his achievements vast;  
In every field he stood preeminent;  
Sage, scientist, and envoy eloquent,  
Upon our life his shadow still is cast.  
Kings sought his counsel, lords to him deferred,  
Abroad the nations hailed him with acclaim;  
But though with titles filled, by homage stirred,  
He lived unspoiled by fortune or by fame;  
And when he came to write his final word,  
"Printer" he proudly coupled with his name.

—Charles Thomas Duvall  
in "At the Foot of Parnassus,"  
Copyright 1924.

### The Rein Company's Devil

To one of our *Reinproof* Vol. 1, No. 1 subscribers, J. F. Wellington, we are indebted for this little message to the Devil.—(Editor of *Reinproof*, Houston, Texas.)

Dear Devil:—

In the Christmas issue of *Reinproof*, the most artistic trade journal that comes to this office, you ask your readers to write you, once anyway. The enclosed is my compliance with that request. Extending you the compliments of the Season, I am J. F. W.

### REIN'S DEVIL

He's a nifty little writer,  
In a vein a little brighter  
Than the ordinary run.  
He makes humorous additions  
To enveloping conditions,  
Just to have a little fun.  
He's a philosophic devil,  
With a viewpoint on the level  
With the sages and the seers.  
He's a growing proposition  
That will come to full fruition  
With the passing of the years.  
Just to make another printer,  
In the middle of the winter  
And reward his care and pains,  
We hope that his promotion  
Will become a New Year's notion  
In the minds of all the Reins.

I have rarely seen the face of a mechanic in the act of creation which was not fine, never one which was not earnest and impressive.

—Thomas Nelson Page.

Such help as we can give each other in this world is a debt to each other; and the man who perceives a superiority or a capacity in a subordinate and neither confesses nor assists it, is not merely a withholder of kindness, but a committer of injury.—*Ruskin*.

A good executive should be a trainer of executives.—*William Bethke*.

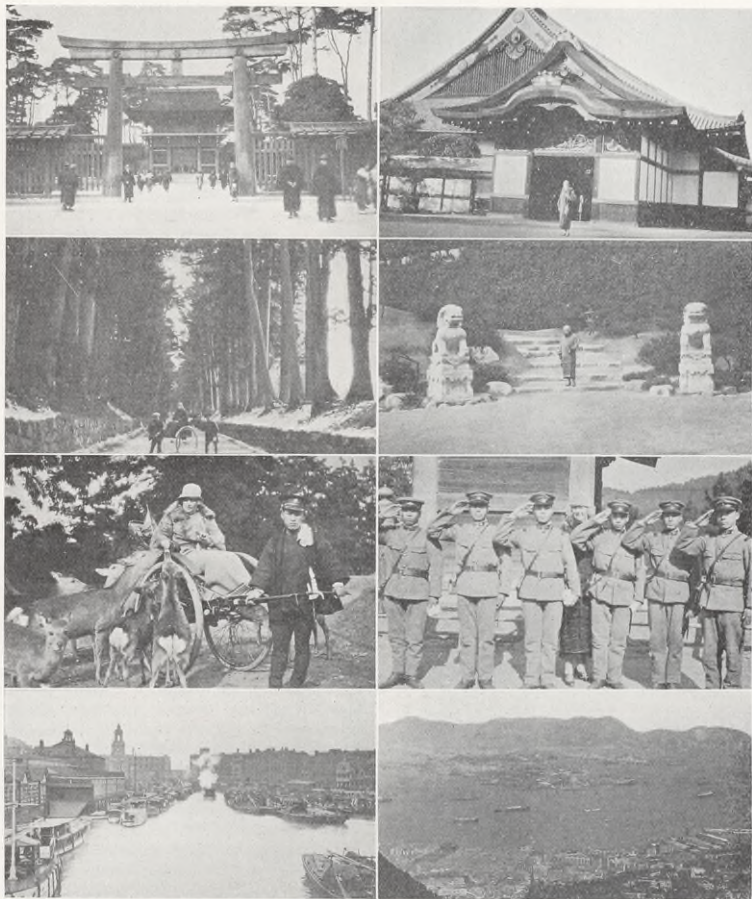
*Continued from page eleven*

the United States Chamber of Commerce and Director of the Hoover Conference. Such an alarming toll will not occur if present plans materialize. The constant education and regulation of pedestrians and motorists will reduce the hazards to a minimum, and eliminate the habitual carelessness which is now the chief obstacle to public safety.

The cooperation of motorist and pedestrian in behalf of public safety can save thousands of lives during the next few years. Only when that cooperation is freely given will the hazards of the highway be cut to a minimum.

Ninety-five per cent of all accidents are the result of failure of the human machine rather than faulty mechanism or engineering. No amount of rules and regulations will eliminate these accidents unless they are embodied as a portion of the simple code of courtesy and caution. Every individual, adult and child, is urged by the American Road Builders' Association to participate in a general movement in behalf of highway safety.

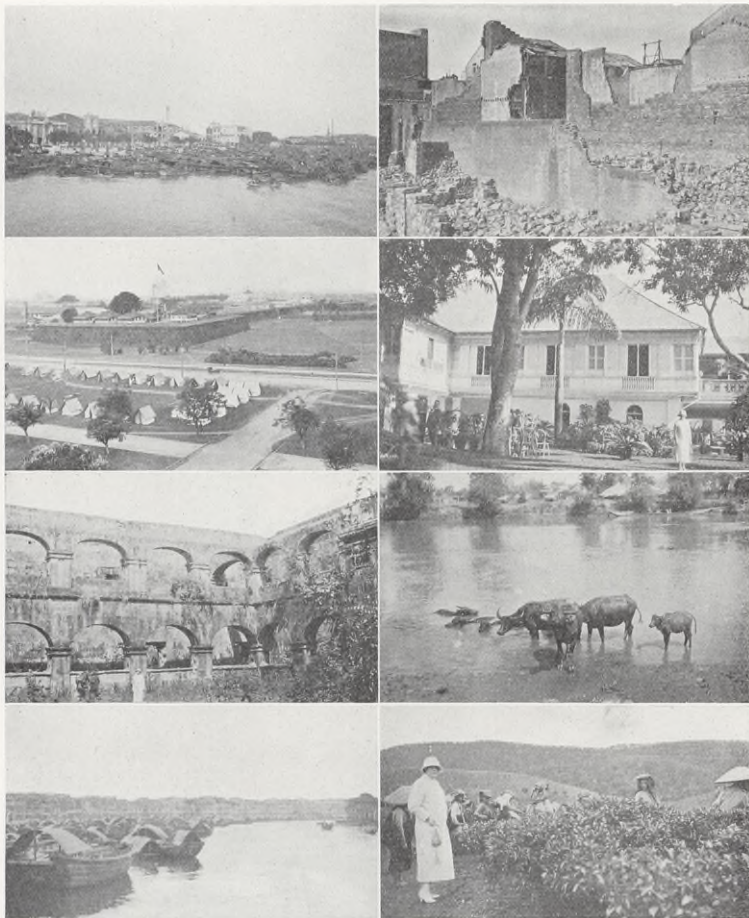
## The TEXACO STAR



For the pictures on these four pages we thank Mr. and Mrs. W. F. Robertson, of Cincinnati, who took the photographs on a trip around the world about two years ago. They generously loaned an album of 600 photographs—presenting an embarrassment of riches. Our selection is made from the segment of their tour reaching from Japan to Egypt.

1. Japan.—Torii at entrance to the new Meiji Shrine at Tokyo, erected in memory of the late emperor by 3,000 workmen who gave their time. 2. Entrance to Imperial Palace at Kyoto—inside photos not allowed. 3. Cryptomeria trees near the temple at Nikko. 4. In garden of Baron Kawasaki, Kobe. 5. Deer in Kasuga Park, Nara. 6. Guards at Kiyomizu Temple, Kyoto, who asked to have photos taken. 7. China.—Shanghai, Sochow Creek from bridge near Aster House; tall building at left in distance is the postoffice. 8. Hongkong, from the Peak.

## The TEXACO STAR



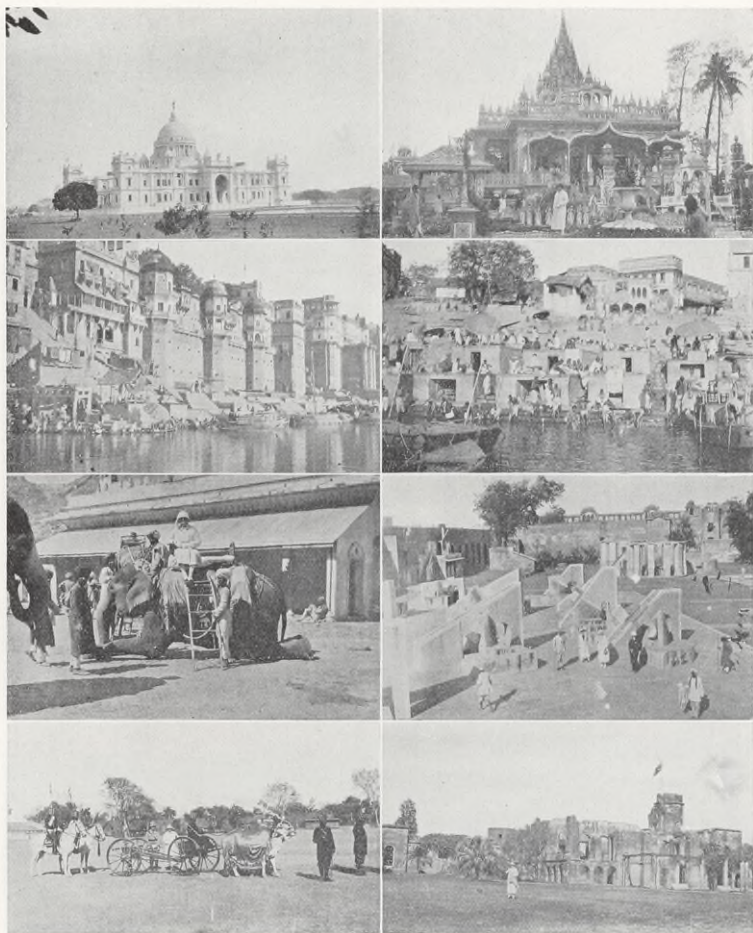
China.—1. Canton. River boats (sampans) near the dock; at least 300,000 natives live on such small boats in or near Canton. 2. A corner in that part of Canton destroyed by violence and fire at the outbreak of the revolt.

3. Philippine Islands.—Manila, showing part of the old wall, taken from top of Manila Hotel. 4. Malacanan Palace, Manila, Residence of Governor General Major General Wood. 5. Ruins of 2,000 years old Jesuit Mission. 6. Water buffalo bathing in Pasig River near Manila.

7. Singapore, warehouses and shipping on the river at its entrance to the harbor.

8. Java.—Tea pickers on the tea plantation estate of Tamara near Pengalengan.

## The TEXACO STAR



India.—1. The Victorian Memorial, Calcutta. 2. Jain temple in Calcutta erected by Budri Dass, a wealthy Jain. 3. Ganges River at Benares; such structures extend for two miles along the bank. 4. Cells or houses for the dying to be near the sacred river Ganges at Benares. 5. Jaipur: Elephant kneeling for us to mount to ride up the hill to the old Amber Palace. 6. Observatory built by Maharajah Sawai Jai Singh of Jaipur—for time, declination, etc. 7. Baroda: Gold gun and gold trappings of Kan-kreji oxen; Major C. G. Webster commanding light field battery of Baroda state forces. There is a similar silver gun with silver trappings. 8. The old Residence during the siege in the mutiny of 1857, flying the only flag in the British Empire that does not come down at sunset. The commanding keeper said he had been there 42 years.

## The TEXACO STAR



Jerusalem.—1. City of David at the left, temple area at the right. 2. Just inside the Jaffa Gate in Jerusalem. 3. Via Dolorosi, the Way of the Cross. The window in the far arch across the narrow street is where Christ was shown to the mob by Pilate.

4. Egypt.—Cairo, view from Citadel Mosque. 5. Left: Sultan Hassan Mosque, minaret 285 feet high, tallest in Cairo. Center: Mohammed Ali or Coronation or Alabaster Mosque. Right: Abdallah Mosque. 6. The Nile at Cairo, from main bridge on the way to the Pyramids; house boats for Nile trips. 7. Four pyramids on the drive to Memphis. 8. Sphinx excavated a few years ago at Old Memphis, about 20 miles from Cairo.

## Contentment and Longevity

J. S. LANKFORD, M. D., San Antonio, Texas

Danger lurks all round us; we fight disease all the time; anger, worry, and discontent kill; contentment may save us.

Death is repulsive; life is precious; all normal creatures want to live. Life holds for us all some work unfinished, some entrancing love unsatisfied; some hope unfulfilled. Other men may die in the natural order of events; we are not ready and no call has come. There is no necessity for precaution.

But all unknown to us we tremble on the border line of death many times till the angels with uplifted hands are breathless. A glass of water clear and cool may be full of typhoid bacilli; mosquitoes and other insects hover round us threatening destruction of blood cells, organic disease, suspension of function and death from malaria, yellow fever, dengue, and other diseases; dirty flies carrying thousands of disease germs on their feet and hairs of the body swarm over our food and fruit when opportunity offers; tubercle bacilli are so widespread that eighty per cent of humanity are infected at some period of life. Heat and cold oppress us, lowering vitality; focal infection through the teeth, the gums, the tonsils, the sinuses, the gall bladder, the appendix, the intestines, endangers the heart and the kidneys; the public drinking cup holds the possibility of venereal disease. Thus danger is ever present. Not only so, but in this day of business stress and racing urge in every phase of life, degenerative disease is imminent, from nerve strain, impaired function, autotoxemia.

Are we equipped and ready for the fight against disease? Not if we are full of worry and discontent. The battle against disease is incessant and this picture of the hosts of the enemy is not overdrawn.

But it has its hopeful side; the majority of men adjust themselves to their environment and put up a winning fight. A most interesting point is that some make so much better combat than others. It is largely a question of contentment, peace of soul, optimism, a good sense of humor, and a happy philosophy.

From the physiologist and the clinician we learn in recent years that growth and character and the function and powers of organic life depend largely upon the endocrine glands; the thyroid, the suprarenals, the pituitary, the parathyroids, the pancreas, the gonads, and

probably others. Each of these organs forms a powerful chemical secretion, and all are interrelated in a well balanced battle against invading poisons, of every kind; and in the direction and control of secretion and excretion, body temperature and blood pressure, the action of the heart, circulation and the functions, the oxygenation of the blood, and the vital powers of mind and body. These glands in their work are closely related to the great sympathetic nervous system and it is powerfully influenced by mental impressions, whether they are good or bad.

It happens, therefore, that when the struggle for life wages fierce and terrible in some acute illness, the scales will turn in favor of the happy contented man whose heart is full of hope. He is in good fighting condition and is optimistic and fearless. But long odds are against the man who is already exhausted from worry and the depressing influences of a discontented mind. The physician sees these things every day.

If we desire to live a long life we should eat a good variety of vitamin bearing foods; we should be temperate in all things; we should work with concentrated purpose for limited hours without undue nerve strain; we should dress comfortably and rationally, and by all means we should have some recreational life and diversion in the great out-doors, and some congenial and pleasant human association. Beauty and inspiration and peace should be sought in art and music, in good books, and in nature.

The essential thing, however, is to cultivate a spirit of happy philosophy and contentment; a determination to minimize all the unpleasant incidents and misfortunes of life and to squeeze all the good out of every circumstance, looking always for the humorous and helpful side. The most helpless and hopeless human creature is he who cherishes no memory but the unpleasant; who finds nothing right or satisfying today; who carries a heart full of discontent; who sees no sunlight of promise in the future. His chances for longevity are not good. The man who is rich in good humor, whose heart is full of the peace and joy of contentment, is well fixed to fight the mighty army of disease germs successfully and attain a good old age.

# Autumn Time Is Party Time

(Copyright 1927)

KATHERINE FERGUSON CHALKLEY, State College, Pennsylvania

"When the frost is on the pumpkin and the fodder's in the shock," and the crisp sparkling days of autumn fill us with a desire to frolic with our friends, we are surer than ever that autumn time is party time. So, when the harvest moon hangs low, filling the night with radiance, we plan to make merry at a Harvest Festival.

Festive indeed are our homes with their decorations of autumn leaves, goldenrod, and sheafs of grain. Merry, indeed, is the party—whether it is just a get-together, a little dance, a few tables of cards, or one of those good old-fashioned bees. Welcome, indeed, after an evening of gaiety, will be the refreshments.

## Harvest Festival Spread

Harvest a la King Rollcade

Autumn Salad

Horseradish Sandwiches Tomato Relish Sandwiches

Individual Pumpkin Pies

Cider

Coffee

A hearty feast, but so simple to prepare. The recipes will serve twelve.

## Harvest a la King

2 lbs. beef	1 potato
3 carrots	1 tsp. salt
2 bunches celery	¼ tsp. pepper
2 onions	3 tbs. butter
	3 tbs. flour

Wipe the beef, which should be cut from the lower part of the round, with a damp cloth and cut into one inch squares. Put into a kettle, cover with one quart of boiling water and let come to a vigorous boil. Then let simmer until the meat is tender. Prepare and dice the vegetables. Melt the butter in a hot skillet, add vegetables and brown delicately. Then add to the meat and cook until the vegetables are tender. Thin the flour with water and use to thicken the meat. Cook very slowly for ten minutes and serve piping hot in rollcades.

## Rollcades

Buy oblong rolls with a hard crust. Split in halves lengthwise. Scoop out the centers so that the crusts form boatlike shells. Brush with melted butter and set in an oven to brown. When ready to serve, put one rollcade on each plate, fill with Harvest a la King and garnish with sprigs of parsley.

The Harvest a la King may be prepared long before the party and heated and thickened just before serving. On each plate place also an Autumn Salad and one of each kind of sandwiches. Baskets, heaped with sandwiches, should be passed frequently.

## Autumn Salad

4 C. apples	2 C. nut meats
4 C. celery	Mayonnaise
2 C. raisins	Whipped Cream

12 leaves red cabbage

Dice the apples and celery and mix with the raisins and nut meats. Mix the whipped cream and mayonnaise together and season with salt and paprika. Moisten the salad with this and serve on leaves of red cabbage garnished with whole raisins and nut meats.

## Tomato Relish Sandwiches

4 large ripe tomatoes	1 cucumber
1 bunch celery	1 tsp. salt
1 large sweet pepper	Salad dressing

Chop the tomatoes, celery, and cucumber and pepper in a chopping bowl until very fine, then let drain for several hours. Just before making up the sandwiches, season the mixture with a tart salad dressing and salt. Spread on thin slices of graham or white bread.

## Horseradish Sandwiches

¼ tsp. salt	½ lb. butter
1 tsp. lemon juice	6 tbs. horseradish
	6 tbs. pimento

Chop the pimento very fine and drain well. Cream the butter and gradually add the horseradish, pimentos, lemon juice and salt. Spread thin slices of rye bread with the mixture.

## Individual Pumpkin Pies

4 C. cooked pumpkin	3 tsp. cinnamon
2 C. milk	¼ tsp. cloves
6 eggs	¼ tsp. ginger
¾ C. sugar	1 tsp. salt

Line muffin tins with pastry. Mix the pumpkin with the milk and egg yolks which have been beaten together. Mix and sift the sugar, salt, and spices, and add to pumpkin. Fold in the stiffly beaten egg whites. Fill the pastry lined tins with the mixture and bake in a hot oven for ten minutes, reducing the heat and baking fifteen minutes longer or until the pumpkin is firm.

It is at Hallowe'en when witches on broomsticks careen across the sky and jack o'lanterns cast their ghostly lights through the darkness, that one frolics with fate and foils the goblins that are lurking in corners—"to git you ef you don't watch out!"

Then, when the hilarity is at its height, a ghost announces supper and leads the way to a repast such as this.

## Hallowe'en Eats

	Ghost Salad	
Jack O'Lantern Sandwiches	Goblin Sandwiches	
	Harlequin Sandwiches	
	Witch Cake	
	Orange Ice in Apple Cups	
Raisins	Nuts	Cinnamon Sticks
	Cider	

Even the carnival spirit goes into the preparing of the refreshments. Can one consider the making of a salad such as this anything but fun?

## Ghost Salad

12 halves pears	12 slices pimento
-----------------	-------------------



# The TEXACO STAR

## LAW CURRENT

Rob't A. John

**ABANDONMENT—OIL LEASES.**—Abandonment is largely a question of intent; and where a tract of land is leased to be developed in its entirety, as in the terms of the customary oil lease, lessor cannot forfeit part of it for non-development where the rest is developed. *Hughes v. Cordell*, 296 S. W. (Ark.), 735.

**CORPORATIONS—SURETY—ULTRA VIRES.**—A corporation guaranteeing the payment of purchase price of pipe cannot plead *ultra vires*, where it is shown it received a benefit in the transaction. *El Dorado Pipe & Supply Co. v. Penguin Oil Co.*, 296 S. W. (Ark.), 713.

**MINES AND MINERALS—STATUTE OF FRAUDS.**—The owner of mineral rights, evidenced by a mineral lease, is the owner of an interest in the land itself, which cannot be conveyed except by a writing properly executed and delivered. *Blumrosen v. Burke*, 296 S. W. (Tex.), 987.

**FOREIGN CORPORATIONS—CONSTITUTIONAL LAW—EQUAL PROTECTION.**—A state statute providing that a migrating corporation doing, and having a permit to do, business in a state foreign to its charter can be sued in any county in said state, while it provides a more restrictive rule as to domestic corporations, providing that the latter may be sued only in counties where they are found, or are doing business, or have an agent or representative, is discriminatory and violative of the federal constitution. *Power Manufacturing Co. v. Saunders*, U. S. Supreme Court Advance Opinions, June 15, 1927, No. 15, page 807.

**PATENTS—EMPLOYER'S RIGHT TO EMPLOYEE'S DISCOVERY.**—An employe under a contract of general employment, assigned by his employer to do specific work, and in so performing his duties discovers a patentable invention, the invention belongs to the employer, even without an express contract to that effect. In other words, a person employed generally as a research chemist, but subsequently assigned to the solution of a particular chemical problem, should he thereby discover a patentable invention, the invention belongs to the employer.—*United States v. Houghton* (Dist. Ct. Dec.), 20 Fed. (2d), 434.

**OIL CONTRACTS—DIVISION ORDERS.**—The execution of the usual and ordinary division order by the lessor or royalty owner, joined

with the operator or lessee of an oil and gas lease, is not a contract between operator and royalty owner. While said division order may protect purchaser to whom the same is directed, it does not protect operator or lessee, and the royalty owner or lessor may recover the value of the oil so delivered to an insolvent purchaser from operator or lessee. *The Amerada Petroleum Corporation v. Ben F. Melton*, No. 17,356, Supreme Court of Oklahoma.

**TAXATION—MINING ROYALTY TAX.**—The contract obligated lessee to pay all taxes assessed against the land of lessor under lease, as well as against the minerals mined therefrom and the improvements and personal property thereon located. The state levied a royalty tax upon the production of said minerals so mined. The court held that the royalty tax was not a personal tax, but was a tax imposed upon the right, title, and interest of lessor in the minerals contained in the land leased for the purpose of mining, and that lessee was obligated to pay such tax. In other words, that the tax was a tax as against the real estate, and not a personal tax. *Marble v. Oliver Mining Co.*, 215 N. W. (Minn.), 71.

**MINING COPARTNERSHIP—PURCHASE OF INTEREST IN VENTURE.**—A mining copartnership need not be based upon an express agreement, but may be presumed from the facts developed; and a party purchasing an interest in an oil lease for the purpose of sharing proportionately in the profits held liable to creditors beyond the amount contributed, though he had an understanding with other owners that they should bear the entire expense of the venture. *Bolding v. Camp*, 296 S. W. (Tex.), 1116.

**MINERAL LEASES—ROYALTIES.**—Where the lease contract obligated the lessee to operate the mine, recover ore, sell it, and pay a percentage of the proceeds of the sale to the lessor, the entire title to the ore in the mine vested in the lessee as soon as removed from its original place. The promise to pay out of certain proceeds is no more than a personal obligation, and lessor has no lien or equity upon the ore so produced. *Eureka Development Co. v. Clements, Sheriff*, 258 Pac. (Idaho), 371.

Instead of imposing a jail sentence on drivers for traffic violations, Berkeley, California, has adopted the plan of locking up the drivers' cars for a thirty-day period.—*Dearborn Independent*.

## The TEXACO STAR

### DEPARTMENTAL NEWS

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

Refining Dept.  
Ry. Traffic & Sales Dept.  
Marine Dept.

Legal Dept.  
Treasury Dept.

Comptroller's Dept.

Insurance Dept.  
Governmental Reports  
Employment & Service Office  
Sales Dept. S. Territory  
Sales Dept. N. Territory  
Asphalt Sales Dept.  
Export Dept.  
Purchasing Dept.

Producing Dept.  
Pipe Lines

C. K. Longaker, Houston  
J. A. Brownell, New York  
H. Hassell, Port Arthur  
H. Norris, New York  
H. Tomfohrde, Houston  
H. G. Symms, Houston  
R. Fisher, New York  
B. E. Emerson, Houston  
P. A. Masterson, New York  
C. M. Hayward, New York  
L. C. Oakley, New York  
Carl A. Foss, New York  
D. L. Lindsay, Houston  
H. J. Rodriguez, New York  
J. J. Smith, New York  
J. B. Nielsen, New York  
E. B. Middlekauf, New York  
J. E. McHale, Houston  
J. T. Rankin, Denver  
Otto Hartung, Houston  
Fred Carroll, Houston

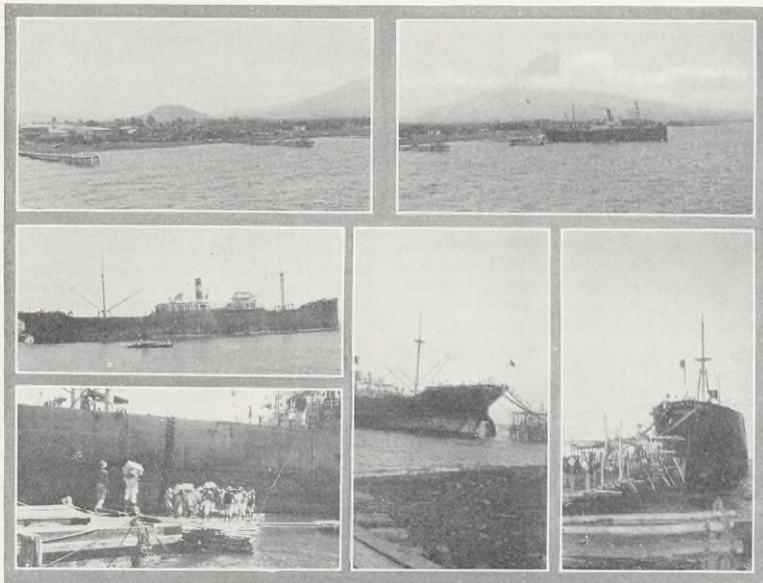
### REFINING DEPT.

**Port Arthur.**—A. A. Schreck, Port Arthur Terminal, writes: "We are glad to send a rare collection of pictures, the gift of our old friend Captain A. C. Iversen of the American Steamship *Ethan Allen*. These photographs were taken by Captain Iversen on his last trip to the Philippine Islands and the Far East. We particularly direct attention to the peculiar way of unloading cargo from vessels at Legaspi. The bamboo wharves and lighters should be interesting to those not familiar with the marine equipment in use in the Islands."

### WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF SEPTEMBER, 1927

Refined—Coastwise.....	1,177,984 bbls.
Refined—Foreign.....	592,051 bbls.
	<hr/> 1,770,035 bbls.

Activity is contagious.—*Emerson.*



S. S. "Ethan Allen" discharging cargo at Legaspi, Philippine Islands

The "Ethan Allen" sailed from Port Arthur, Texas, July 14 with a part cargo of Texaco petroleum products for Yokohama, Shanghai, Manila, and Cebu. This vessel was to pass through the Panama Canal and stop at San Francisco for bunkers; thence to Yokohama, her first port of call.

## The TEXACO STAR



1. S. S. "Ethan Allen" discharging alongside wharf at Cebu, Philippine Islands.
2. Discharging case oil cargo into lighters at Cebu.
3. The Texas Company (P. I.) Inc. warehouses at Opon near Cebu.
4. Super cargo of S. S. "Ethan Allen" with two native ladies at Opon near one of the famous monuments.
5. On the road from Cebu to Opon. 6. Discharging Texaco Yin Foo brand kerosene from S. S. "Edgefield" into railroad cars at Tsingtao, China. 7. American Consulate at Bangkok, Siam.

**Providence Terminal.**—The ninth annual outing of employes at our terminal was held Saturday, September 10.

The ladies took their outing in Boston. The party consisted of the Misses V. E. Cardiff, H. Henebury, and A. Smith. They report a perfect ride, perfect dinner, and a perfect show with a handsome leading man.

The men met at the plant at 9 a. m. and left in machines for the scene of the day's festivities—the Warwick Club. After a very

interesting baseball game between married and single men in which the single men won 12 to 9, a program of sports was productive of much merriment—especially the pipe race in which Emegelio Coccio captured second prize. Lunch was served at noon and dinner at 5 p. m. Everything was ably managed and the day was enjoyed by all.

**Norfolk Terminal.**—Our fourth annual family outing was held at Shantilly Beach,

## The TEXACO STAR

N. C., on August 27. On the same day the colored employees and their families had a barbecue on the terminal farm property.

Transportation to the beach was furnished by employees who had automobiles. About 28 cars were in the procession which left South Norfolk at 8:45 a. m. and arrived at the ground about 10:15 a. m. The program of field events was started upon arrival at the beach and continued after a noon basket lunch when there was also row boat racing followed by dancing in the pavilion. In spite of chilly weather about 110 enjoyed the outing.

The colored outing was well attended and the chilly weather did not prevent them from carrying out a well arranged program.

**Tampa Terminal.**—Recent additions and improvements to our plant have added to its beauty as well as to its efficiency—all of which is significant of an optimism and a faith in Florida's future.



Tampa Terminal

Main roadway through the Terminal.—Pump House and Boiler Room in the foreground.

### EMPLOYMENT AND SERVICE OFFICE

Captain Nicholson's friends in all Departments will be glad to learn that he is rapidly recovering his health and that it will not be long before he is back at his desk. His severe illness was due to a breakdown following an operation to remedy an injury received in the army. The balmy atmosphere of Saranac Lake will put him back on his feet.

It is the intention of your correspondent to introduce the members of the Employment and Service Office (New York) to the readers of *The Texaco Star*. This will be done at the rate of one per issue. The only reason that Foss is the first one is because the "boss" so ordered and there was no getting out of it.

### Carl A. Foss

Carl came to us in February 1927 from Lexington, Virginia, where he had been National Secretary of the Square and Compass Fraternity (college) for ten years, and editor of the Fraternity magazine for seven years. He was born in Melrose, Massachusetts, educated at Doane Academy, Ohio University, and Washington and Lee University, and is happily married. During the war he was a Second Lieutenant in the 12th Field Artillery, 2nd Division. His work is the business of caring for the personnel records of the Northern Sales Department. He is of a fairly sunny disposition, although the District payroll clerks may sometimes have an opposite view.



Carl A. Foss and family

New York, September 21, 1927.

Dear Folks:

You asked me what we are doing in the Employment and Service Office and although I hardly dare to tell you (cause this is a small office and I might get killed) I will write you a letter under a *nom de plum*, if you know what I mean.

As a matter of fact I'm not going to tell you everything I know (which ain't much), but I heard Miss Denton and Miss Roos say the other day that they didn't think there were many good-looking men in the office. I don't know whose office they meant, but Cap Nicholson ain't here and they could only have meant me and Charlie Strahley and Louis Meares and Ralph Mutch and Geo. Woertz and Alfred who does the work. Come to think of it. G. Woertz wasn't here when Miss Denton and Miss Roos said what they did. Now you know why I can't tell you all I know (which ain't much).

Speaking of George Woertz (our "Safety" man), somebody came into our office the other day and said, "Why, you've got a new employe." Geo. fooled him. You see Geo. was only trying on a new kind of gas mask.

Cap Nicholson has not returned as yet and everybody hopes the Adirondacks will be good to him. Miss Roos went to Havana on her vacation and as soon as she got back went off up into New England so she'd get acclimated again. Charlie Strahley went in the other direction. Charlie spent his vacation in Montreal and Cincinnati—99.44 percent Montreal.

As head of the office, Ralph Mutch ain't had much of a vacation. He took his family in the old road-roller down to Toms River, N. J., one week-end. Then

## The TEXACO STAR

he lit out for Silver Bay, N. Y., and attended the Tenth Annual Conference on Human Relations in Industry. (He says he went there and Strahley didn't see him in Montreal.) Next week Ralph will hang out in the Stevens House, Chicago, for the Sixteenth Annual Safety Conference.

Miss Denton (our social leader) had some hospital experience for appendicitis, but she managed to get to Atlantic City for ten days. Miss Abbott, who either lets 'em in the door or chases 'em away, went to Booth Bay Harbor which is some place in Maine. Miss Ruland went to a real swell place, Greenwood Lake. Miss Wolfe—who also answers to the name of Mrs. Kelly—toured New England with her husband. John Linthicum did squads right and left in the militia and as soon as he got back marched right into the New York District Sales office. Bob Axley got tired of us and got a job as Rep's Clerk in New Rochelle.

We get lots of visitors. The two most important are Don Sharpe (Ex. E. & S. '27, Sales Promotion '41) who comes in every day. We'd think he'd know by this time that she works in the Executive Office. Then there's Geo. Aikens (Marine Dep't) He has tried every medicine we've got, or wants to know how many boats there are.

I'm mighty sorry, but this will probably be my last letter. You see a guy asked me where I worked (of course it warn't any of his business but he just asked) and I told him I labored in the Employment and Service Office. "Oh, you work in the office with all of the good-looking girls." You know, I told my wife about that, and she said I'd have to look for a new job.

Yours in the meantime,

Gus.

### SALES DEPT. S. TERRITORY

#### Houston District.—

L. N. Wright, Chief Clerk  
of Sup't Operations, an-

nounced the arrival at his home of a little daughter, Dorothy Anne, born July 18. Congratulations to Mr. and Mrs. Wright.

Jesse Wilkerson, Ass't Creditman, on September 12 slipped on his coat and hat and stole away only to return with the news that he had a son. Congratulations to Jesse and Mrs. Wilkerson.

**Dallas District.**—H. A. Lawson, for several years one of our Motor Inspectors, has been promoted to Shop Inspector with headquarters at Houston. We regret to lose him, but are glad he has received recognition for his good work and congratulate him on his new position in which we are sure he will be a success.

The Texaco Baseball Team of Dallas, composed of employes under the management of Gus Heilig, won the City Association Championship and challenged the Oklahoma City Texaco Baseball Team, which, under the management of L. Dewey, had won the pennant in the City League there.

In answer to the challenge the Oklahoma team and a number of loyal rooters journeyed to Dallas Saturday, September 10. A banquet was given at the Jefferson Hotel that evening, Mr. Hal Noble presiding, and

Ass't Sales Manager Worthington and officials of both districts in attendance. The next morning the Dallas team made their challenge good by winning 5 to 3 in a game at Steer Stadium.

#### Oklahoma District

Clifford Pickens and Shelly Cree of the Oklahoma D. O. on a vacation down in Texas during August. The boys had a successful hunt and a general good time.



The following verses, written by Mr. A. W. Pollock, a friend of Texaco Products in Weleetka, Oklahoma, can not be refused, although the *Star* is reluctant to print—however kindly appreciated—praise for itself.

—Ed.

The Texaco Star, a new journal to me,  
An issue I just now did see,  
For news, good reading and all of such  
The employes it must aid much.

Coöperation shines through the lines  
Of the Texaco Star which will surely bind  
All bosses, workers, and helpers too,  
It means very much to each one of you.

The Texaco products shine East and West,  
Then call for them—you'll get the best;  
Every Texaco Station in this land  
Gives service—for that is their demand.

These products are offered North and South,  
From Canada to Mississippi's mouth;  
So drive along, Stranger, choose your way,  
Their products you will see each day.

All for Each—Each for All,  
That's the coöperation call,  
Labor and Capital shown as one,  
That's how Texaco fame has won.

To educate a man in mind and not in morals  
is to educate a menace to society.

—Theodore Roosevelt.

**New Orleans District.**—The home of J. C. Lotz, truck operator, New Orleans Station, was recently brightened by the addition of a baby girl. Being the first daughter in a family of four sons, Miss Rita may be in a fair way of being considerably spoiled.

## The TEXACO STAR



Portion of the crew of New Orleans S. S. No. 5—showing the new uniform. Left to right: Beelman Ass't Agent; Winn, Rabelais, Rosignol, Melle.

**Atlanta District.**—D. O. Equipment Clerk Bob Hardman accompanied by Miss Bessie Culbreth, on September 3, passed through the portals of blessed singleness into the love-laden State of Benedict. Mr. and Mrs. Hardman have our best wishes.

We also extend best wishes to Paul G. Craps, Mechanic Columbia Repair Shop, and Miss Blanche Dennis who were married on August 22; and to C. M. Nolan, Ass't Agent Atlanta S. S. Nos. 5 and 6, and Miss Ella May Coop who were married on August 13.

**Florida District.**—This is a story in two parts, and like all other stories the first part is sad, while the last part ends with: "They lived happily ever after."

**Part One.**—Bookkeeping machine operator Miss Dell Williams has resigned for other duties. It is with sorrow that we see Dell go, and we shall miss her cheerful countenance in the D. O.

**Part Two.**—Great Tidings! We announce the marriage of Miss Dell Williams and Maurice A. Horn, Agent at St. Petersburg, Florida. The couple were presented by District Manager Dodge, on the part of the employes, with a set of silver. We wish Dell and Maurice a wonderful future.

Revenge is sweet. On Labor Day the Florida District Baseball Team walloped the Atlanta aggregation of all-stars by a score of 4 to 3. The Atlanta employes came down in force, but met their Waterloo on our sandlot diamond, as we had ours in their hard Georgia clay field. All are looking forward to another year's get-together meeting.

### SALES DEPT. N. TERRITORY

The lubricating oil campaign now in progress in the

### New York District.—

A series of interesting sales meetings concerning the

Northern Territory were held in this District in September. The first, held at Philadelphia on September 10, was addressed by Mr. C. R. McCarthy, 75 representatives, salesmen, and agents being in attendance. The second was held on September 17 at Albany, where Messrs. H. W. Dodge, C. R. McCarthy, and G. W. Vos made inspiring addresses. The third meeting, in New York City on September 24, was attended by 250 employes, including practically all of the office force. Mr. Dodge made a very interesting presentation of the problems confronting the Sales Department.

The New York District, the largest district of the entire Sales Department, achieved a 98.3% verification of equipment on the recent audit.

We welcome B. J. Schwalbach, formerly Salesman, White Plains, as Representative in charge of new Zone 11; and F. F. Lamont, formerly Smokestack Salesman at Trenton, as Representative new Zone 19, with headquarters at Pittsburgh.

Ten of the Class B Planes and one of the Class A Planes in the Spokane Air Derby were serviced by The Texas Company at the starting point, Roosevelt Field, Mineola, L. I. These planes were also serviced at the first landing field, Bellefonte, Pennsylvania, by the Center Oil & Gas Company, our distributor. Because of its nationwide distribution, The Texas Company was the only one able to service these planes uniformly throughout the race.

**Boston District.**—We are pleased to report the arrival of D. O. Auditors Claude Bailey and J. E. Jamison. We look for a fine report.

Sales Superintendent J. K. Skillings is the proud possessor of twins, Edith Anne and Eileen Mory, born August 6—the first Texaco twins we have heard of in this part of the country.

Representative A. F. Ward of New London, Conn., and Miss Mary M. Egan were married at Plainfield, N. J., on September 17. "Tony" and his bride left for an extended trip immediately after the ceremony. Boston District joins in best wishes for the happy couple.

**Norfolk District.**—Utility Clerk W. E. Batchelder, formerly an Ass't Creditman, has not lost the knack of making collections. He recently noticed an account on Form S-1066-C, List of Worthless Accounts, which he thought was collectible. He made a call on the cus-

## The TEXACO STAR



Some salesmen of Zone 2, Richmond, Virginia, who have been getting splendid results in the Golden Oil campaign. Left to right: A. P. Potter, E. H. Willenbacher (Motor Oil Demonstrator), C. J. Stockdale, F. A. Perry, J. A. Gardner, H. A. Schumacher, Representative R. A. Williams, H. L. Allen, Agent R. T. Macdin.

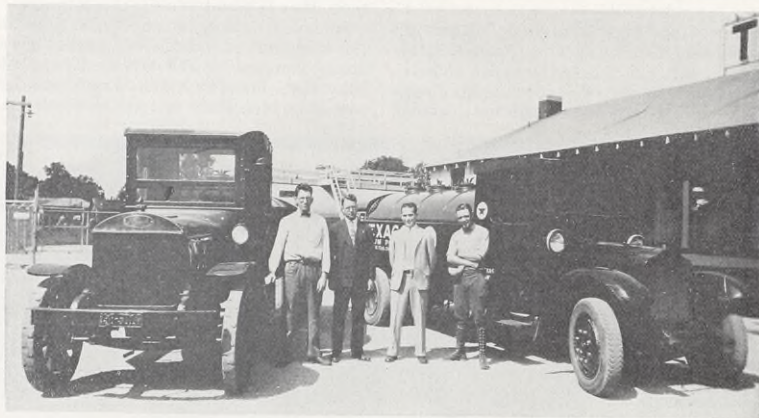
tomor and by dint of persuasion and logic secured a payment of \$10 and a promise of the remainder in \$10 installments each 30 days thereafter. Proving again: "It can be done."

The sympathy of the District is extended to the family of Mrs. C. M. Compton, dictaphone operator in the D. O., who passed away on August 20, after an illness of two days.

The D. O. and employes at nearby bulk stations are bidding fair to spend a number of

pleasant evenings this winter. We recently organized a Texaco Club which has aroused the enthusiasm of its members.

**Chicago District.**—The annual picnic of the Chicago District was held on August 24 at Foss Park, North Chicago. One of the largest crowds that ever attended a picnic was present and the day was thoroughly enjoyed by all.



Watscka, Illinois Station

The population of Watscka is 2,800. The gallonage handled at this station during July totaled 118,222 which was delivered by the two trucks shown in the picture.

## The TEXACO STAR



The Twin Cities Gang proudly lined up in front of the thermometer that flew up the register with the wings of Mercury. Our July gallonage was over the 900,000 mark and July had always been our banner month; but the old crew got mad because we did not reach the top, and in August those trucks covered the territory over and over. Not much talk, but plenty of action, and the 61,219 gallons put out on August 31 smashed the thermometer. All daily and monthly records were broken in putting out the 1,001,752 gallons for the month of August.

Notice the smiles of Representative "Jimmie" Ines and Agent B. W. Freeman (in gray suits standing just to the left of the thermometer). They have forgotten what a frown is. They have faith and confidence in the "Bunch." Also, notice the spotless trucks.

**Minneapolis District.**—Our Twin Cities Station surely put it over big in August. The old thermometer ran way up past Blood Heat and then—Bang!—we were over the top with 1,001,752 gallons.

Twin Cities Station is proud of the announcement made by Auditor Doran—another 100% audit. This makes the fourth consecutive perfect audit. We congratulate Stock Clerk L. A. Kearns whose efficient handling

of stock records makes it possible to have such favorable S-58's each month.

Twin Cities Station has just completed one solid year without a single package stock variation. We are proud to claim this record.

Salesman Kahl arrived at Twin Cities Station on August 11 with his chest swelled several inches, announcing the arrival of a 7½-lb. baby boy. Congratulations, Frank, and best wishes to Mrs. Kahl and the new salesman.



Texaco lubricated tractors in a demonstration made by the Ford Motor Company plant at St. Paul during the Minnesota State Fair. Automotive Engineer C. R. Schablitzke did some mighty fine work.

## The TEXACO STAR

Twin Cities Station regrets the loss of Representative L. T. Bass, who was recently promoted to Ass't Manager of Norfolk District. We extend best wishes for success in his new promotion, and we welcome Representative J. F. Imes of Des Moines as his successor.

Representative T. W. Morris is to be commended for the neat Texaco booth at the Iowa State Fair, Des Moines, Aug. 24 to Sept. 2.

A Texaco window display was secured in the Milwaukee Sentinel Building for two weeks following the publishing of an ad in that paper. This was accomplished through the efforts of Service Station Supervisor J. E. Marshall.

**Denver District.**—The many friends of Mr. and Mrs. J. O. Law will regret to learn of the passing of their daughter Annie on August 24.

**Spokane District.**—During August 16 to 22 we were honored with a visit from Messrs. H. W. Dodge, R. L. Saunders, and C. R. McCarthy of New York. A very interesting Representatives' Meeting was held on August 18 and an exceptionally fine address was made by Manager Dodge on our Golden Motor Oil. Mr. Saunders gave a very helpful talk on the purpose of the Accounting offices, and Mr. McCarthy addressed us on the future program of the Advertising Division in connection with our Sales Promotion Plan. This meeting was undoubtedly the best from an educational point of view ever held in this District.

On August 31 we had a visit from G. R. Rowland who was returning to New York after a trip through the Western States. Mr. Rowland gave us pointers on the origin of some of our products which should be of great assistance in developing our sales arguments.

We were pleased with the Golden Motor Oil Campaign during August. Prizes were awarded

for largest increases over previous month. The following agents were the prize winners and are congratulated on their splendid showing:

First.—C. O. Hyde, Colfax, Wash., 1023% increase.  
Second.—T. L. Kuhns, Dayton, Wash., 903% increase.  
Third.—G. McGarry, Enterprise, Ore., 538% increase.

We welcome P. J. Cronin Company, Portland, Oregon, as consignment agent covering the entire Western Coast of Oregon. This company has a well organized and efficient sales force and we look for a great improvement in the sale of lubricating oil and grease.

It was with deep regret we learned of the death of Mrs. M. K. Patrick and infant daughter on September 6. Mrs. Patrick was the wife of Agent M. K. Patrick, Billings, Mont. Station, who has been connected with The Texas Company in various capacities for over ten years. Mrs. Patrick was well known to all employes in the three Western Districts of the Northern Territory, and all of these Districts extend heartfelt sympathy to Mr. Patrick in his great bereavement.

### CRUDE OIL PRICES AT WELL September 30, 1927

Penna., Bradford.....	\$2.65	Gray Co.....	\$.80 to 1.12
Other Penna.....	2.55	Reagan Co.....	1.12 to 1.60
Indiana.....	1.48	Wheeler Co.....	.75
Canada.....	2.11	Hutchinson	
Ragland.....	.95	& Carson Cos.....	.75
California.....	.85 to 1.36	Gulf Coast.....	1.47
Okla., Kas., N.-N.C.-		Markham.....	1.00
C. Texas, N. La.,		Luling.....	1.00
& Eldorado.....	1.12 to 1.60	Mirando.....	1.00
Smackover.....	.90 to 1.15	Wyoming.....	.95 to 1.33
Crane, Crockett,		Colorado.....	.72 to .85
Upton & Pecos Cos.....	.60		

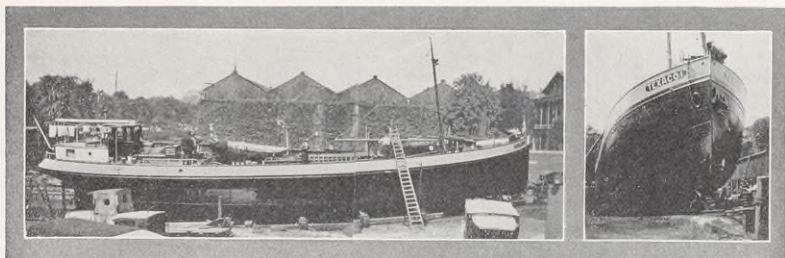
### EXPORT DEPT.

F. M. Hunt sailed September 24 with his family for Italy, where he will remain indefinitely, attending to Company affairs.



This caravan of Ford equipment recently passed through Holland. Every unit in the caravan used Texaco gasoline and motor oil and, the opportunity was used by our Holland organization to further improve their relations with Ford dealers in the various localities.

## The TEXACO STAR



Texaco I—used for distributing Texaco products in Holland



These snapshots were kindly sent, through The Texas Company (So. Africa) Ltd., by Mr. Gower, Managing Director of Frazer's Limited, of Wepener, Orange Free State. The mountain paths and passes in Basutoland are so difficult that our agents transport supplies and oils to mountain stations by carriers, mostly women.



Long and arduous is the road in some parts of the world, but Texaco gets there nevertheless. This load of motor spirit (gasoline) is destined for Gabadis, 170 miles from Windhuk, South West Africa; it will be on its way about 14 days before it reaches its destination.

## SUGGESTIVE INDEX OF CURRENT ARTICLES

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

- LABORATORIES. Recovery of Acid Sludge. O. Mantius.—*Oil and Gas*, 25, 42, 114 (1927).  
Determination of Carbon and Hydrogen. E. Berl.—*Berichte*, 1926, 890-6, 2822.  
Treating at Low Temperatures. E. N. Klemgard.—*Ind. Eng. Chem.*, 1927, 539.  
Methane Separation from Natural Gas. H. P. Greenwald.—*Oil and Gas*, 26, 11, 138 (1927).  
Critical Analysis of Equations for the Designs of Fractionating Columns. Shirk and Montonna.—*Ind. Eng. Chem.*, 1927, 907-911.  
Crystallization of Paraffin Wax. F. H. Rhodes.—*Ind. Eng. Chem.*, 1927, 935-8.  
Burning Tests of Kerosene. W. H. Thomas.—*J. Inst. Pet. Techn.*, 1927, 402-9.  
Pipe Still for Laboratory Testing. A. A. Ashworth.—*Oil and Gas*, 26, 13, 162 (1927).  
Construction of an All-Metal Laboratory Still. A. J. Kiefer.—*Refiner*, August, 1927, p. 65.  
Burning of Mineral Oils in Wick-fed Lamps. J. Kewley.—*J. Inst. Pet. Techn.*, 1927, 364.  
LAW. Legislative Control of the Business of Producing Oil and Gas. James A. Veasey. Read before Mineral Law Section, American Bar Association, August 30, 1927.—*National Petroleum News*, September 7, 1927.  
PRODUCING. Wider Well Spacing Would Cut Costs and Retard Flush Output. Lawrence Smith.—*National Petroleum News*, September 14, 1927.  
ASPHALT. Planning for City Traffic.—*The Annals*, American Academy of Political and Social Science, September, 1927. Thirty signed articles by experts.  
FUEL OIL. He Really Makes Money on Burner Oil Business.—*Petroleum Age*, August 15, 1927.  
SALES. Weak Links in the Selling Chain. Charles Pelham.—*Nation's Business*, September 1927.  
GENERAL. The College of Printing. Arthur C. Jewett, Director of College of Industries, Carnegie Institute of Technology, before the Printing Education Convention.—*The American Printer*, August 1927.  
The Chance to Simplify Tax Laws. Blaine F. Moore.—*Nation's Business*, September 1927.



The Singapore staff of William Jacks & Co., our distributors for the Straits Settlements

William Jacks & Co. enjoy a high reputation in the East; they have a very efficient organization, and some of their Chinese employes have been with them 30 years.



American National Red Cross Roll Call

NOVEMBER 11 TO NOVEMBER 24

Everyone is invited. All you need is a heart and a dollar. Membership dues paid at this time maintain the work of the Red Cross—local and national and international—throughout the ensuing year.