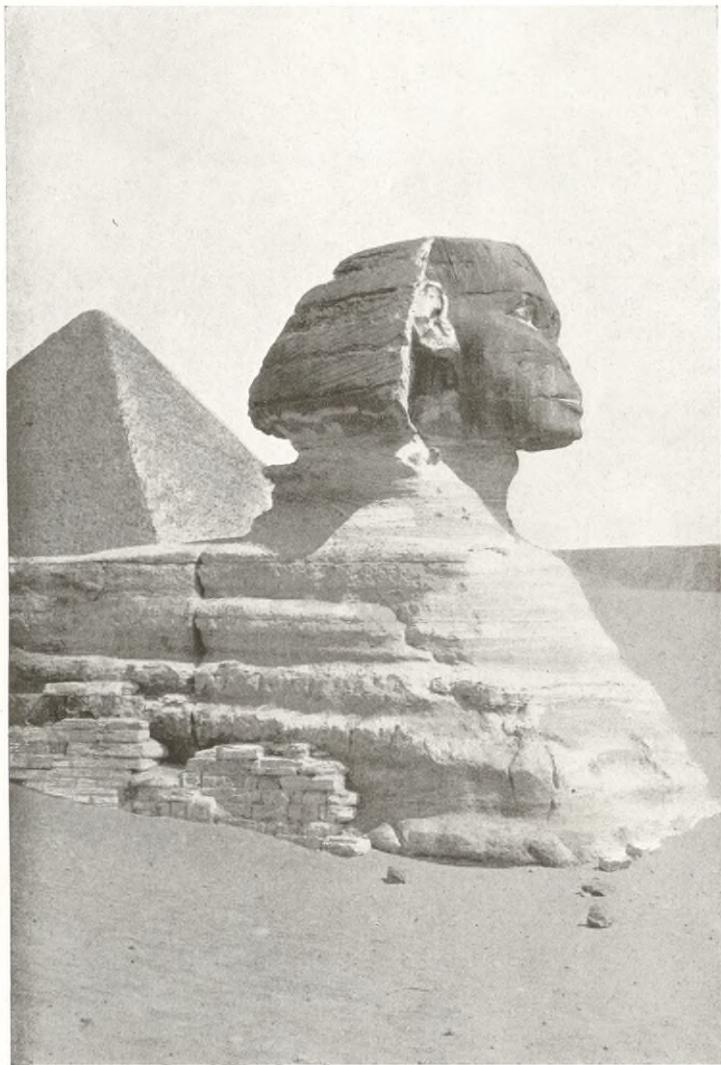


The TEXACO STAR



The Great Sphinx of Egypt

THE HOME OWNER

A family that owns its own home takes pride in it, maintains it better, gets more pleasure out of it, and has a more wholesome, more healthful, and happier atmosphere in which to bring up children.

The home owner has a constructive aim in life. He works harder outside his home, he spends his leisure hours more profitably, and he and his family live a finer life.

A husband and wife who own their own home are more apt to save. They have an interest in the advancement of a social system that permits the individual to store up the fruits of his labor. As direct taxpayers they take a more active part in local government.

The love of home is one of the finest instincts of our people.

—Herbert Hoover.

The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XI

October 1924

No. 10

"All for Each—Each for All"

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

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Present Commission Takes Notice

In the May number Mr. Beaty used plain words in criticism of certain activities of the Federal Trade Commission. One item was a report made by the Commission in 1917 which intimated that The Texas Company was controlled or influenced by stockholders of the Standard Oil group, which was based upon the fact that a large number of The Texas Company shares stood in the names of brokerage houses which also held shares of companies in the Standard Oil group. The Commission took notice of this and issued for publication under release date of July 28 last a statement in the nature of a correction of the 1917 report. In this correction it was said that it appears to the present members of the Commission that due consideration was not given to the fact that where stocks stood in the names of bankers or brokers, as was the case in many easily recognized instances, such stock would be often, if not generally, held by such bankers or brokers in name only and for the benefit of their clients investing in or speculating in such stock. The Commission also expressly mentioned the fact that The Texas Company had been classified and designated as independent. This it would seem is as far as the Commission at this time could go, and its

effort to set the matter aright is a source of satisfaction to the management of the company.

Because of Mr. Beaty's absence abroad since early in July this acknowledgment has been deferred. It is now made at his request.

Business Principles

In our July issue attention was called in the "Index of Current Articles" to a statement, with illuminating comments, in the June issue of *The Nation's Business*, of "Principles of Business Conduct" adopted in a well-considered resolution by the Chamber of Commerce of the United States. That article by Judge Edwin B. Parker, Chairman of the Committee on Business Ethics who formulated the principles, is again commended for perusal in its entirety by all readers of *The Texaco Star*. It has been reprinted in a pamphlet a copy of which may be obtained from the Chamber of Commerce of the United States, Washington, D. C. Of course an addressed stamped envelop, larger size, should be sent with the request. Two months ago requests were coming in at the rate of 2,000 a day, and the Principles have been adopted by local chambers of commerce and trade associations throughout the country. It is a sign of wholesome development that they have commanded such widespread interest.

For three months other matter occupied all available space, but at last the editor finds room to set forth in our Company journal these fundamental business principles. Their formulation is an important contribution by the national Chamber of Commerce. These principles drawn from fundamental truths furnish practical guides for the conduct of

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business as a whole and for every individual business enterprise. "Good maxims," says Joubert, "are the germs of all excellence."

I. The foundation of business confidence, which springs from integrity, fair dealing, efficient service, and mutual benefit.

II. The reward of business for service rendered is a fair profit plus a safe reserve, commensurate with risks involved and foresight exercised.

III. Equitable consideration is due in business alike to capital, management, employees, and the public.

IV. Knowledge—thorough and specific—and unceasing study of the facts and forces affecting a business enterprise are essential to a lasting individual success and to efficient service to the public.

V. Permanency and continuity of service are basic aims of business, that knowledge gained may be fully utilized, confidence established and efficiency increased.

VI. Obligations to itself and society prompt business unceasingly to strive toward continuity of operations, bettering conditions of employment, and increasing the efficiency and opportunities of individual employees.

VII. Contracts and undertakings, written or oral, are to be performed in letter and in spirit. Changed conditions do not justify their cancellation without mutual consent.

VIII. Representation of goods and services should be truthfully made and scrupulously fulfilled.

IX. Waste in any form—of capital, labor, services, materials, or natural resources—is intolerable, and constant effort will be made toward its elimination.

X. Excesses of every nature— inflation of credit, over-expansion, over-buying, over-stimulation of sales which create artificial conditions and produce crises and depressions, are condemned.

XI. Unfair competition, embracing all acts characterized by bad faith, deception, fraud, or oppression, including commercial bribery, is wasteful, despicable, and a public wrong. Business will rely for its success on the excellence of its own service.

XII. Controversies will, where possible, be adjusted by voluntary agreement or impartial arbitration.

XIII. Corporate forms do not absolve from or alter the moral obligations of individuals. Responsibilities will be as courageously and conscientiously discharged by those acting in representative capacities as when acting for themselves.

XIV. Lawful cooperation among business men and in useful business organizations in support of these principles of business conduct is commended.

XV. Business should render restrictive legislation unnecessary through so conducting itself as to deserve and inspire public confidence.

The function of business is to provide for the material needs of mankind and to increase the wealth of the world. Its successful fulfilment involves also potential enhancement of the value and happiness of life; but this consequence depends upon the spirit and character of the individual, as wealth or leisure is a curse for a frivolous or vicious person. In order to perform its function business must offer opportunity for gain to compensate individuals who

assume its risks; but the motives which lead individuals to engage in business are not to be confused with the function of business itself. When business enterprise is successfully carried on with constant and efficient endeavor to reduce the costs of production and distribution, to improve the quality of products, and to give fair treatment to customers, capital, management, and labor, it renders public service of the highest value.

A Memorable Outing

A recent Texaco Outing Day in New York will be remembered not only for the pleasures enjoyed steaming up Hudson River aboard the *Robert Fulton* and at Indian Point, but more especially for a short letter of greetings from President Beaty which was printed on the first inside page of a neat little eight-page program. It is safe to say those programs were not thrown away. Mr. Beaty wrote:

I salute the Texaco Association of New York. Mine is a feeling of personal attachment for each and every member of this band of loyal workers. There are members whom I do not know personally, which may not be surprising in view of the number, but there is not one whom I would not fight for. I shall be with you on this outing and hope that our personal acquaintance may become closer and more general. It is fine of you to want to meet together, rather than each going his own way, and I hope you have a perfectly splendid time.

Amos L. Beaty.

If a crooked stick is before us, you need not explain how crooked it is. Lay a straight one down by the side of it, and the work is well done. Preach the truth and error will stand abashed in its presence.—*Spurgeon*.

There is less necessity of choosing a profession than in choosing to live well, for the life will make a profession in spite of ourselves.

—*Francis Allen Ross*.

CRUDE OIL PRICES AT WELL

September 30, 1924

Penna., Bradford.....	\$2.85	Homer.....	\$.75 to 1.10
Other Penna.....	2.75	Caddo.....	1.00 to 1.35
Indiana.....	1.38	DeSoto.....	1.20
Canada.....	2.23	Bull Bayou.....	.85 to 1.15
Ragland, Ky.....	.90	Crichton.....	1.00
California.....	1.00 to 1.40	Gulf Coast.....	1.25
Kan. & Okla.....	.75 to 1.25	Mexia.....	1.25
N.&N.C.Tex.....	.75 to 1.25	Luling.....	.90
Eldorado.....	1.00 to 1.10	Currie.....	1.25
Smackover.....	.60 to .95	Powell.....	1.25
Haynesville.....	.90 to 1.00	Wyoming.....	.68 to 1.20

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Boll Weevil Control

L. A. RAMAGE, Specialist in Boll Weevil Control, Sales Department Southern Territory

For many years the Mexican cotton boll weevil has successfully resisted all efforts to prevent its progress from Mexico to the confines of Virginia. It is interesting to recall that this insect belongs to the beetle family, having horny shell-like anterior wings serving as a cover, when not flying, for the membranous posterior pair. The egg is hatched and the insect fully developed in cotton squares early in the season, and later in both squares and bolls; the smaller weevils emerge from the small squares, the larger ones from the nearly matured bolls where the food supply is practically unlimited.

The enormous injury to cotton by the boll weevil is principally caused by puncturing the squares. These squares and young bolls contain a moist spongy substance, furnishing food and drink for the adult weevils, shelter and a natural incubator for the eggs, and food for the larvae. After the egg is deposited in the puncture the orifice is completely sealed by the female weevil, while the feeding puncture is left open. Both cause the squares to flare—that is, the bracts, which are normally close around the squares or buds, spread and after a few days the squares fall. This, however, does not interfere with the hatching of the egg or destroy all food supply for the larva. In seeking new feeding grounds, after they have reached the migratory stage, weevils fly both in the daylight and at night searching for cotton maturing later in the season; hence the annual curve of progress of this insidious insect shows its travels from Mexico in a Northeasterly direction. From the time it leaves its winter quarters the weevil works industriously and exclusively on cotton until late in the fall, when low temperatures drive the adult weevil into hibernation. Entomologists state that the possible progeny of a single pair of weevils from the beginning to the end of a season may amount to no less than 12,750,000 descendants.

The ravages of the boll weevil have cost and are costing the farmers of the South immense sums. From the foot-hills of the Blue Ridge Mountains in North Carolina to the irrigated fields of the Rio Grande valley—wherever the boll weevil has entrenched itself in the cotton belt—a concerted effort should be made to eradicate this pest.

At enormous costs efforts have been made

to exterminate the weevil with indifferent success. The past methods required the use of immense quantities of material gaining only slight benefits, which at best were merely palliative. It seemed practical to kill the weevil by contact with a liquid spray, provided this could be done without injury to the plant. A volatile solution attacking the vulnerable organs of the insect was a discovery to be sought. This has been found.

Texaco B Q was placed on the market by The Texas Company for control of the cotton boll weevil after careful observation and tests conducted at various places and under a variety of climatic conditions prevailing during successive seasons. Much preliminary work was conducted prior to the time The Texas Company became interested in the product.

Tests conducted last year showed most satisfactory results and representatives of The Texas Company supplemented this earlier experimentation with additional trials this year.

Texaco B Q is a compounded product embracing a petroleum derivative as a base, protected by U. S. patents. This effective agent against the boll weevil has a remarkable array of desirable qualities as an insecticide. It is not poisonous to man or beast; kills the weevil by contact; acts as a repellent; resists rain or dew and may be applied at any hour of the day. Likewise, it destroys other insects attacking cotton and does not arrest the development of the plant nor injure the soil. These are important facts to consider in fighting the boll weevil and we know of nothing else that can meet all these qualifications except Texaco B Q. It should be applied with a sprayer producing a fine smoke-like mist directed to float through the plants and thus come in contact with weevils and other insects that damage cotton. This effective weapon to combat cotton insects is of great economic benefit to the cotton planters.

Prosaic statements do not always convert the skeptical, but there are proofs to convince the doubter. From a large number of tests and practical applications the following may be taken as typical of the results obtained. In the early Spring of 1924 cotton on the Alazan Ranch near Harlingen, Texas, infested with weevils, plant lice, and fleas was sprayed with Texaco B Q. One week later the owner,

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an Agricultural College graduate, reported: "No insect sign in plants sprayed with Texaco B Q. Plants show no ill effects and seem to be growing." At the request of J. A. Kunkel, an experienced and successful cotton grower of Clarksville, Texas, who had been inspecting the series of demonstrations for The Texas Company, an excessive quantity was sprayed on open blooms; several days later the young bolls, which followed these blooms, were in perfect condition and no ill effects were observed.

On another farm at the time application was made weevils were very numerous with only a few white blooms on the cotton. An infestation count showed 50% of squares punctured. After the cotton was sprayed the white blooms became very profuse. Fifteen days later the owner wrote: "The result was very successful and in my opinion your preparation is a success as applied on my field of cotton."

Punctured squares and bolls have been divided into two groups—one sprayed with Texaco B Q, the other untreated. The results serve to illustrate the penetrating qualities of the preparation in that the eggs and larvae did not mature in the treated squares and bolls, but were alive in the untreated lot.

Where boll worms were active, they disappeared during applications of the spray for weevil infestation. It is important to know the various forms of insect life that damage cotton in order to determine the effectiveness of the spray on different stages or growths of such life. Many instances in our experience demonstrate that the spray coming in contact with the eggs penetrates the outer coating and prevents hatching. Also many varieties of worms found on cotton plants succumb when sprayed with Texaco B Q. The moth or adult stage is extremely sensitive to the suffocating effect of this remedy.

A planter in Bainbridge, Ga., this season used solution made two years ago for experimental purposes and recently wrote us: "You can now go through my cotton and find hardly a trace of the weevil although it has been raining quite a lot here lately."

In conducting a cage test near Corpus Christi, some of the weevils were concealed in the squares so as to be protected by the bracts from direct exposure to the mist. The plants were sprayed with normal application. Immediately after spraying, the cage was placed over the plants. Within five minutes some weevils dropped to the ground (previously

covered with white cloth). Other weevils not reached by the spray left the plants within ten minutes of the application and crawled about on the inside of the wire screen endeavoring to escape from the sprayed plants. This clearly shows the repellent qualities of the spray and its deadly effect on the weevil by contact.

County Agents who have witnessed applications of Texaco B Q inspected treated cotton at various intervals and compared it with adjoining fields not treated. They were thoroughly convinced of the merits of the spray and heartily recommend its use to other farmers.

The liquid should be applied in the form of a smoke-like mist using sprayers constructed with atomizing nozzles. Inexpensive hand-sprayers, producing the fine mist necessary, are appropriate to use on small tracts. Large areas can be more economically covered with horse drawn spraying machines, equipped with proper nozzles adjusted to treat four or more rows.

Heretofore liquid spraying machines were designed to discharge large volume of material per acre, and did not have the flexible control over liquid delivery to conform to various degrees of infestation nor adjustable nozzles for different size and height of plants.

Manufacturers of spraying devices and farm implements appreciating the importance of meeting these demands, have given considerable attention to the manufacture of a suitable machine for use in cotton fields.

A satisfactory device designed for applying Texaco B Q is now made by one of the largest manufacturers of farm implements. This horse drawn machine with adequate clearance is mounted on two wheels which straddle two rows; the tread can be adjusted within certain limits to conform to the width of rows. The nozzles located in front of the vehicle produce a fan shaped spray which flares close to the orifice and can be adjusted so that the fog will envelop the plants on four rows. The amount of liquid applied can be increased or diminished, according to extent of infestation and size of stalks. A seat for the driver or operator is conveniently located for control of a single clutch which engages gears connected with an air pump. One filling of the sixty-gallon tank is adequate to treat twenty to thirty acres, depending on age of plants and amount of liquid needed. This simple and durable machine weighs about 640 pounds.

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Machines of this character using Texaco B Q facilitate spraying large acreage, which is of inestimable value in controlling the boll weevil scourge.

Farmers should spray early to kill winter weevils before eggs are laid in earliest squares. The first application should be followed by regular examinations of the plants so that additional treatments, to secure the cumulative effect, can be made promptly if weevils again make their appearance. Three or four applications are usually sufficient during the growing season, costing approximately \$3.50 to \$4 an acre per season. With such a remedy available in unlimited quantities farmers need not be discouraged at the appearance of the weevil. Neither should any temporary condition such as the recent drought restricting the activities of the weevils, cause them to rest in fancied security.

Most insecticides on the market are of a poisonous nature requiring extreme care in handling; in spite of which, the poisonous ingredients have caused loss of human life and damage to stock and game. A non-poisonous insecticide is free of these objectionable features and does not invite opposition of farm labor.

In some states there are statutes and in other states legislation is pending taxing insecticides. No distinction is made between poisonous and non-poisonous products nor

between liquid or dry substances. The tax is assessed on each hundred pound weight. If such a basis should be applied to liquids, it would result in an unfair and discriminating tax. Consumers should be alert to this situation. It is to be hoped that no one professing interest in the welfare of the farmer would deliberately restrict by special levies the use and development of non-poisonous insecticides.

A few persons made the economic error in believing that control of the boll weevil would reduce the price of cotton and make it unprofitable to grow. They overlook the fact that when cotton advanced to a price that restricted exports of this commodity and reduced its domestic consumption, foreign consumers and spinners urged their governments to encourage cotton growing in their possessions. Recent statistics show that they are succeeding. More cotton is now being produced in Australia, India, Africa, Argentine, Brazil, and other places than heretofore. Those interested in cotton should be reminded that this foreign competition can only be economically combatted by increased production per acre. Not extremely high prices yielding temporary profit, but a golden mean, stabilizing markets, will encourage domestic consumption, restrict foreign competition, and preserve the dominating position of the United States as the leading cotton producing country of the world.

Return What You Borrow

This letter from Miss Blanche N. Gallagher of the executive offices in New York was sent as an excuse from writing an article on a subject upon which in a previous letter she had said she felt like expressing herself; but the editor submits that she inadvertently wrote her article.

I am inclined to think I must have been somewhat rash when I threatened to write an article on "Return What You Borrow, or the Mystery of Respectable Books Which Leave Home and Never Return." Of course, I should have known better than bluff an editor.

I must admit I have often *felt* like writing such an article, for what is more annoying than to want a book, pamphlet, or file, go to its accustomed place, and find it has been borrowed and never returned? When one has no idea who the borrower is and the need for the book is immediate, it does seem that wrath is quite justified. But even righteous

anger does not produce the lost article and there is nothing I dislike so much as having to report "I can't find it,"—it savors so of inefficiency. Of course a great deal of time is wasted in trying to locate the missing book, time that could be spent profitably.

In any large organization it would be more than extravagant, it would be downright wasteful, to purchase reference books for each department. It is both economical and practicable for all departments in the same building to use the same volumes, and this can be done without inconvenience to anyone if the people who borrow will *return*. We are all working for the same Company and we should

Concluded on page twenty-eight

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American Merchant Marine

Radio Address from WOR, Newark, by Frank J. Shipman, President of the American Marine Association, Superintendent of Government and Marine Sales of The Texas Company. Reprinted from "The Marine Journal."

Every individual who makes a visit from his inland home to one of the seaports of the United States is intent upon seeing an ocean-going vessel and, if possible, going aboard one of these large steamers. The farmer from the prairies, the cotton grower from the South, the miner from Montana or Arizona, and the other business people and workers from inland States always show a keen interest in ocean shipping when they arrive at one of the many American seaports. In face of this it is difficult to understand why there seems to be a disinclination of the country at large to unite for the establishment of an American Merchant Marine.

Will we ever have an American Merchant Marine? This is a question frequently heard, and my answer is, "Emphatically yes," because unless the United States in the next decade establishes itself strongly and in a representative fashion upon the high seas we cannot maintain the commercial and economic growth that has given to this country its leadership as a world power.

Before the war the United States had little that could be classed as a merchant marine in foreign trade. We had a coastwise merchant marine and also a strong showing of shipping on the Great Lakes.

How many of my listeners tonight can recall the piteous appeals that were heard in the fall and winter of 1914 asking the people to "buy a bale of cotton?" We also heard of the disaster overtaking the farmers and business in the great corn and wheat belts. This condition arose from the collapse of the ocean transportation upon which we depended for the movement of our cotton, our wheat, our flour, and countless other articles to foreign markets. We were utterly dependent upon vessels flying foreign flags, and the war caused a dislocation of ocean transportation that paralyzed American commerce, resulting almost in a financial panic because of our inability to send the growth of our soil and the products of our factories to foreign consumers.

This situation had often been forecast by experts who insisted that any nation having

a sizable external commerce must at least have shipping under its own control capable of accommodating 50% of its export and import shipments. We were content to depend upon foreign flagged vessels because they offered what was considered to be cheaper ocean transportation. This they were enabled to do by reason of American legislative insistence that vessels flying the U. S. flag accord to their crews American standards of living conditions and wages, whereas the foreign vessels were privileged to utilize the cheapest crews they could obtain and feed them in the cheapest possible manner. American vessels could not compete against foreign vessels and the Stars and Stripes became a rarity on the high seas.

In this country of ours we have a well established doctrine of providing national aid for the upbuilding of industry. This national aid is made available through a tariff. Our great steel industry was brought to its present high place by a protective tariff policy. Many other American industries owe their strength to national aid in the form of a protective tariff during the years of their development.

The shipowners of the United States who have always been anxious to enter foreign commerce, have merely been asking for an extension of the national policy to give national support for the development of American shipping in foreign commerce. The many efforts to obtain Congressional approval of plans utilizing national resources in behalf of American shipping have failed, due to the fact that in ordinary times foreign shipping can provide sufficient facilities for the transportation of our exports and imports. But as the war in 1914 demonstrated this is a short-sighted policy. Had we spent \$100,000,000 in the decade preceding 1914 for the development of American shipping we would not have suffered an almost complete termination of our external commerce such as occurred in the fall of 1914. In order to make up for our deficiency in ocean shipping it became necessary, when the United States finally entered the war, to spend \$4,000,000,000 in the creation of a merchant marine. I want to impress the fact that

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\$100,000,000 if spent before the war, would have obviated the outlay of \$4,000,000,000 that the United States expended from 1917 to 1921.

A merchant marine is an important instrument of national defense. Our great battle fleets are impotent without the support of cargo carriers, and if only to provide an auxiliary to the navy we should devise means for strengthening the American shipping industry and its related enterprises.

We are no longer a self-contained nation. We are dependent upon many outside sources of supply. For example, if the coast of the United States were ever blockaded, it would not be long before the great American steel industry would be crippled, because we are dependent upon outside sources for manganese ore, an alloy necessary in the production of steel. There are countless other products that we import indispensable to our everyday existence. Therefore it must be apparent that a merchant marine not only serves the nation in times of peace, but also is a potent instrument should we ever again be engaged in a war. Whether it be a war of offense or defense, the United States can not be successful until it has a strong merchant shipping that will act as an auxiliary to the navy which in turn can keep open the lanes of ocean commerce.

What the shipping industry desires from the American people is not something that the people have denied to other American industries. I venture to say that 20 years of substantial government support would result in the establishment of an American Merchant Marine of impressive size and substantial value; and as to value, I would also say that it would more than repay to the country in the 20 years what the national treasury provided for its development.

We are dependent upon export trade for the marketing of our surplus manufactures and surplus crops. Bear in mind that our ability to export these surplus manufactures and excess crops spells prosperity, whereas our inability to do so means depression, and it is therefore foolhardy to be utterly dependent upon foreign ships for our ocean transportation. A great department store does not depend upon the delivery trucks of a rival to make deliveries of the articles that its customers purchase. This is the condition that has existed for American exports and imports.

We have today a great fleet of vessels owned

by the Shipping Board. It is not the wish of the American nation to have a merchant marine government-owned and government-operated, but until private American ship-owners and operators can see their way to engage successfully in foreign commerce in competition with foreign-flagged vessels, we cannot expect any substantial buying of vessels from the Shipping Board. A policy of national aid would be immediately effective in stimulating American effort to develop American shipping services privately owned and privately operated to all parts of the world.

A national election is impending and I would very much like to urge all of my listeners to make strong representations to Senators and Congressmen who are up for election that they must pledge themselves to support constructive legislation in behalf of American shipping. It is manifest that American shipping cannot survive foreign competition unless government support be given it.

The 1,200 vessels owned by the Shipping Board give to the United States a nucleus of a merchant marine that lessens the task of creating a merchant shipping in foreign trade. Give American shipowners and operators government support that will offset the higher cost of operating vessels under the American flag and other high costs that are incident to operation under the American flag, and we will have private American lines to all parts of the world.

The American shipowner does not desire to employ Chinese or other cheap labor. They are willing and, in fact, anxious to employ clean virile American boys on their ships and to give them conditions of living that would be comparable with their own homes and to pay them wages comparable with what can be earned ashore; but foreign-flagged vessels are not operated under such conditions and it is to offset the savings that foreign vessels can effect through ignoring ideals, that American shipowners and operators seek aid from the American people.

I would very much like to have every listener contribute his moral and active support to the American Merchant Marine. If you are interested in doing so, I would appreciate your writing to the American Marine Association, 15 Park Row, New York City, and we will send you booklets detailing American Merchant Marine problems and essentials to the solution of these problems.

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LAW CURRENT

Rob't A. John

The Constitution has stood the storms of domestic and foreign wars. It has withstood attacks from within and from without. It has more safeguards to person and property than any other political document in human history.—*Hersey's Address, Constitution Day.*

Anti-Trust Law.—The plaintiff delivered to the defendant certain phonographs at an agreed price of \$422, for which defendant executed his notes due one year after date, and then entered into a contract with defendant that he should be his agent to sell exclusively his phonographs in a fixed and limited territory. The question was whether the contract for the sale of the phonographs was a violation of the anti-trust laws of Texas. The Court held that as the price of resale of the phonographs was not fixed and as the contract of the corporation, though exclusive, was that of agency, there was no violation of the anti-trust laws. *Brenard Mfg. Co. v. Crowley Mercantile Co.*, 260 S. W., 247.

Reckless Driving of Fire Engines.—The action of municipal authorities in permitting the drivers of fire engines to drive at a reckless speed through the streets of a municipality makes the municipality liable for injuries inflicted in consequence. *Maxwell v. City of Miami* (Fla.), 100 So., 147.

Fuel Oil Burners—Contract.—The defendant sold and installed at plaintiff's plant, its patented fuel oil burner, and contracted to sell plaintiff, for a fixed period, fuel oil at a low price, to be used in defendant's burner so sold and installed. Plaintiff afterwards abandoned the use of this burner, installing one of another make. The defendant thereupon declined to deliver the fuel oil so contracted for during the balance of the period of the contract. Held, that though the plaintiff had the right to abandon the use of the burner so sold, and had done so, it was not entitled to the fuel oil under the contract at the price named, to be used in other burners than those sold by defendant. *Butler Exchange Co. v. Fess Rotary Oil Burner Co.*, 125 Atl., 360.

Driller's Right to Assign to Third Parties.—The owner, with full knowledge of the assignment, permitted the assignee to partially perform a contract entered into with

assignor to drill three wells. He thereby waived the question of non-assignability of such contract, the non-assignability being based upon the claim of special confidence in the skill and ability of assignor. *Denton v. Brocksmith et al.*, 299 Fed., 559.

Oil Well—Partnership.—Parties jointly owning and operating patents, methods, formulas, and mechanisms for the reclamation of abandoned oil and gas wells, and purchasing in pursuance of said patents, methods, etc. oil leases and oil wells, constitute the parties an ordinary partnership under the Louisiana code. It is a partnership dealing in real estate, for an oil lease and an oil well is real estate. *American National Bank v. Reclamation Oil Producing Assn. et al.*, 101 So., 11.

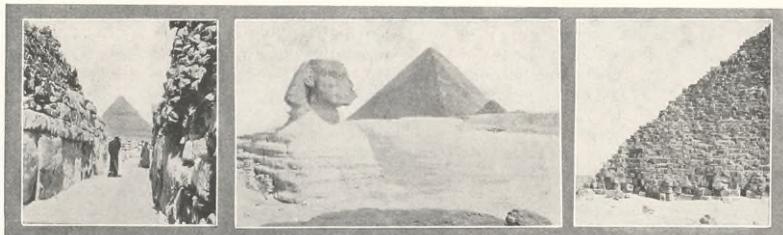
Oil Lease—Abandonment.—The lessee in this case drilled three wells promptly within the term of the lease, and from the third well produced a small quantity of oil. To take care of the production, the lessee erected on the premises tanks and pumping machinery. Lessor promptly demanded additional drilling on the part of lessee, but lessee ignored the demand and thereafter let the premises stand idle for three years. Held to be sufficient evidence to show abandonment of the lease by lessee, which need not be expressly declared but may be implied from conduct. *Hails v. Johnson*, 263 S. W. (Ky.), 679.

Damages on Chew of Tobacco.—Defendant sold the plaintiff a plug of tobacco under the trade name of "Brown's Mule." The plaintiff took a chew of the same. It seems that a small snake had been unwillingly compressed in the plug. The decomposed snake, together with the tobacco, made the plaintiff ill. He sued for damages and was awarded \$1500. The Supreme Court of Mississippi found that the amount was excessive and reduced it to \$500, affirming the case. *R. J. Reynolds Tobacco Co. v. Loftin*, 99 So. 13.

Remember that those pink-hued agitators who support undesirable issues are going to see to it that their women get out and vote. It is the satisfied class, whose very satisfaction makes them less vigilant, who make it possible for others to put over their doctrines. ... Use that vote.

—Mildred C. Smelker in *The Independent*.

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Pyramid from temple of the Sphinx.

The Great Sphinx and Pyramid.

Detail of the Pyramid.

Around the World with Texaco-IX

EGYPT AND HOMeward BOUND

C. S. DENNISON, Advertising Division

When the traveler shipped West from the entrancing Island of Ceylon he paid his *salaams* to the Far East. As the ship headed toward open waters she passed through a lane of vessels from many ports whose masts forested the waterfront of charming Colombo, while the purple-tinted hills lost form as they melted into the opal skies of a tropical twilight.

The ship's course was due west across the Arabian Sea whose waters were churned to fury by the steady blowing of the Southwest Monsoon. At no time during the twelve days passage was the sun visible and the sturdy vessel was tossed unmercifully, with her bow out of water as she balanced on a crest of the "roaring forties" or plunging her nose into massive walls of water, tons of which were hurled over the superstructure. One day when the ceiling of clouds hung low a waterspout appeared off port bow. Connecting clouds and sea we saw a yellowish column of water in which a great volume of liquid poured from the vapors of the heavens back into the ocean. These spouts are formed by a slender cloud dropping down from a larger one and connecting with clouds of spray caused by the whirling winds on the sea's surface. They are capable of damaging a vessel if she has the misfortune to run into one, as they drop tons of water from considerable heights, but they are quickly dissipated by a shell from a small cannon.

Many vessels were passed in the Arabian Sea, as the route lay within the sea lane between East and West,—spick and span liners,

heavily laden cargo carriers, weather-beaten tramps, gray warships on peaceful missions, and lumbering sailing boats. Eventually the monsoon area was left behind and the ship entered the placid waters of the Gulf of Aden whose shores converge to the Straits of Bab-el-Mandeb where Arabia almost joins Abyssinia.

After negotiating the Straits, marked by lonely lighthouses perched on barren rocks, the traveler enters the warmest of waters—the historic Red Sea. On the map this sea appears insignificant, but four days are required to travel its 1200 miles of length. It varies in width from 130 to 250 miles separating Arabia from Egypt. So intense is the heat at certain times that passenger vessels find it necessary to put back to cooler waters. When a stern wind is blowing conditions become almost unbearable, and under the best circumstances many passengers sleep on deck. Navigation is difficult because of complex currents and coral reefs. Contrary to its name, the waters of the Red Sea are deep blue, but during the winter sand storms from the Sahara Desert sweep clouds of red dust far out over the Sea and often ships are coated with it after encountering one of these blows.

As one approaches the western end the shores of Egypt loom up in massive granite walls, void of vegetation but tinted in delicate colors intensified by the strong sunlight. Little villages hug the foreshore under frowning promontories and occasionally barren islands—mere sun-scorched rocks—rise out of the

The TEXACO STAR

waters and afford sites for lighthouses. Eventually the City of Suez comes into the picture, spread over the flat sands at the eastern terminal of the Suez Canal. Fuel oil tanks and docks line the shore and our ship drops anchor to await her turn for the passage through the canal. In the distance Mt. Sinai stands majestically.

The length of the canal is about 100 miles and 18 hours are required to pass through. The width is sufficient for two vessels to pass each other, but it is the practise for one to stop while the other moves on, preference being given to west bound ships. On either side the desert spreads in rolling waves of sand to the horizon. Along the banks rows of date palms have been planted and the houses of caretakers are seen frequently. At one point a small oasis stands like a green island in the golden sands. Camel trains or caravans wind their way across the hot trackless wastes, picturesque in their trappings and interesting in personnel. Near its middle the canal expands as it crosses the Great and Little Bitter Lakes; at another point banks rise sixty feet.

When darkness falls the wonders of the desert night reveal themselves. Appropriately the crescent moon hung low with a bright planet below it—the symbol of Islam. The glistening palm trees, their leaves rustled by soft breezes, stood like sentinels in the pale light. The dead silence was broken only by the gentle swish of waters separated by the ship as she steamed slowly along. Toward the end, miles of trenches protected by a maze of barbed wire were visible along shore where British troops kept Suez open during the war.

Port Said is reached and the ship is boarded

by Arab vendors of curios who row out in small boats and spread their wares on deck. They are followed by dragomen from hotels and railways. Chaperoned by one of these the traveler soon finds himself in a small packet rushing shoreward.

Port Said has 90,000 people. It



In the Suez Canal

is a well built city with a mixed population and outwardly reveals nothing to justify its reputation as "the most wicked city in the world." In late years it has reformed through efforts of the government in suppressing activities of the undesirables who congregated there from many lands of the Middle East. The traveler boards one of the excellent trains of the Egyptian State Railways for the 80 miles to old Cairo. The trip is replete with the interest and fascination of an ancient land with sixty centuries of life behind it. One sees great areas of flat country spread to the horizon in all directions sprinkled with villages and farms set in clusters of palms and sycamores and a maze of canals which bring water from the Blue Nile to the dry fields. Along the highways that connect the settlements one sees the quaint types of rural Egypt, the fellahin or native farmers, many of whom have the appearance of biblical characters with long flowing costumes, bearded faces, and turbans.

The Kingdom of Egypt, one of the "cradles of civilization," dates its origin in the dim ages of antiquity. By reason of the dry preserving character of the climate many relics of its past have been preserved and from the records retained archaeologists have pieced together a comprehensive picture of the glory and power of this land of the Pharaohs as it was centuries before the Christian Era. Its long existence has been characterized by historic cycles; a high civilization developed under successive dynasties of its ancient kings, then came its absorption in the Persian Kingdom during the 6th century B. C.; later, Egypt was identified with the history of Hellenism, the provincial history of the Roman Empire, and then with the rise of Christianity. Other chapters were her conquest by Turkey and inclusion in the Turkish Empire; the Napoleonic invasion; the period of English domination; the independent Kingdom of Egypt established a few years ago when the British handed back to Egyptians the government of their own affairs—retaining certain privileges, however, to protect communication with their Far Eastern possessions through the Suez Canal.

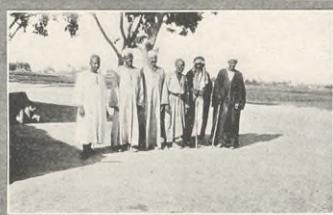
Egypt covers about 360,000 square miles of land, but only 12,000 square miles are capable of producing crops. The two distinguishing characteristics of its geography are the great arid deserts and the River Nile without which the people could not exist.

The Nile rises in Lake Victoria Nyanza in East Africa and flows 3,470 miles to the

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The Nile.



Typical Egyptians.



Resting Caravan.

Mediterranean Sea. Near its headwaters it gathers many tributaries, and after piercing the Abyssinian Highlands it enters Egypt 960 miles from where it meets the sea. Across Egypt it has carved its course through the rock which underlies this desert and on either side great cliffs of sandstone, granite, and limestone rise from the valley bordered by hills and mountains. This is the famed Valley of the Nile, known as Upper Egypt; its width varies, at Osman contracting to a half mile, above Luxor averaging ten miles from cliff to cliff. Below Cairo the hills spread out forming a triangle with the Mediterranean as its base. This triangle is 100 miles long and 155 wide and forms the Nile Delta or Lower Egypt.

A few miles below Cairo, which stands on the imaginary division between Upper and Lower Egypt, the Nile divides into two main branches, the Damietta and the Rosetta. These in turn subdivide into many streams which convey the waters to the Blue Mediterranean. Within this delta there is a wonderful system of canals for diverting water from the delta streams to the rich soil which has been built up through countless centuries from the

silt brought down by the Great River in its long course through North Africa. Near the sea this land is low and sandy with numerous lakes and lagoons, but inland the delta soil is the richest in Egypt.

Every year the Nile has a rise and fall, due to the variance in rainfall during the wet and dry seasons near its headwaters. It receives no tributaries through Egypt and practically no rainfall. The annual flood attains its maximum in the latter part of May when the average rise at Cairo is 13 feet. The waters spread over the valley floor depositing rich fertilizing silt and replenishing the water supply in a vast system of irrigation. The importance of this annual inundation is vital and occasions many celebrations by the people. Modern engineering methods have been applied to utilize the waters: the vast dam at Assouan was completed in 1902.

From either side of the river the desert plateaus spread their arid wastes for hundreds of miles. The eastern region between the Nile and Red Sea is part of the Arabian Desert; the western is the beginning of the mighty Sahara—the vast waste extending hundreds of miles, broken by green oases where subterranean springs gush from the earth either naturally or through artificial bores. On some of these islands in the sands considerable populations live. Contrary to popular fancy the deserts are not flat; the Arabian is a rock desert caused by disintegration of the rock from which the small particles have been blown away, while the Sahara is a vast succession of sand dunes which resemble a heavy sea with rolling waves.

The Valley and Delta of the Nile form the real Egypt where the population of 13,000,000 live on farms and in urban settlements. About 62% are agriculturists, a large portion of whom own their farms averaging five acres. The

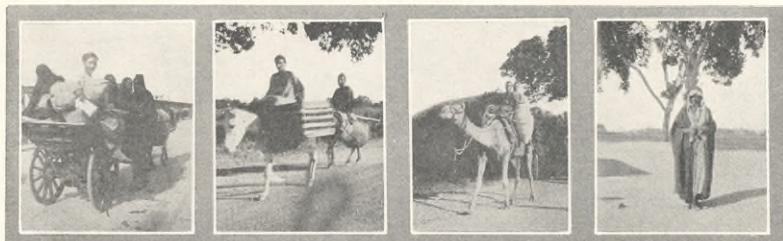


Wayfarers.



A camel load of hay.

The TEXACO STAR



An Egyptian and his wives. Donkey boys. Going to the desert. A sheik from the Arabian Desert.

principal crop is cotton for which the country is famed, it being the third producer in the world. Then come cereals, beans, vegetables, fruits, and sugar cane. Petroleum is found in Egypt in the Arabian Desert west of the Red Sea and on the Mt. Sinai Peninsula, while manganese ore, gold, phosphate rock, and some precious stones add to her wealth.

A large portion of Egypt's population are descendants of the people who have inhabited the land for thousands of years; but in addition there are many Arabs, Turks, Levantines, and other Orientals whose forebears have lived in Egypt for centuries. In the cities of Cairo and Alexandria a very considerable number of Europeans are living permanently engaged in business and the professions; of these the Greeks have the largest representation, followed by Italians, British, and French. The influence of this element of 200,000 Europeans is seen in the newer sections of Cairo and Alexandria. A picturesque class of the population is the Bedouins or Arabs of the desert. These nomads, of whom there are about 100,000, range the dry lands in tribes. They may be seen in the Bazaars with their long flowing robes and cape-like headdress. The bronzed bewhiskered face with its slender aquiline nose and fierce black eyes would thrill the most jaded "movie fan." In Upper Egypt a large portion of the people living in the Nile Valley are Nubians, a mixed race of Arab and negro blood.

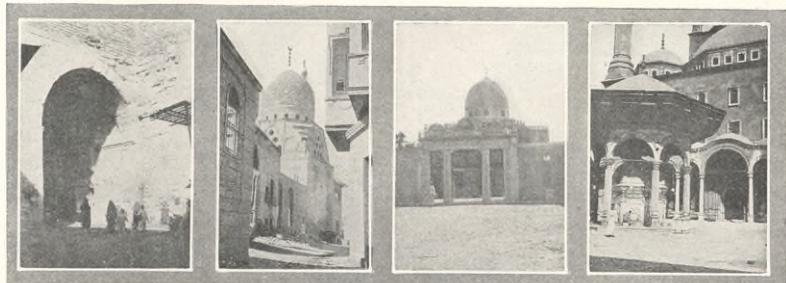
The genuine Egyptians are a most interesting race of people. As a rule they are tall with powerful well formed physique. The complexion ranges from bronze to yellow in different sections, and both men and women impress the stranger with their appearance. Many handsome men are seen among them with well shaped heads, good features, deep set eyes, and remarkable teeth. Many of the men in

the cities have adopted European dress, but wear the red felt fez or turbush to denote their adherence to Islam. The prevailing native costume worn by upper and middle classes consists of a long vest of silk, called the *kaftan*, which reaches to the ground with a flare at the bottom and is buttoned from the neck down; its sleeves are roomy and loose. A girdle of silk is worn around the waist, while the head is covered with the Mohammedan turban which indicates the sect or profession followed by the wearer according to the shape in which it is twisted. Many wear a skull cap in lieu of the turban. Slippers of colored morocco leather are general.

The younger women of Egypt are famed for their beauty. When seen on the streets of the cities they are dressed in loose black gowns that completely envelop their persons. A face veil entirely concealing the features and reaching to the waist is suspended at the middle by a cylinder of gold which hangs over the forehead. The practice of tattooing portions of the body is common and many women stain their hands and feet with henna dye.

It is the practice among Egyptians to marry before the age of sixteen. The parties never see each other until the day before the wedding, but this is offset by the facility with which divorce is granted. Under the Mohammedan law the husband may divorce his wife through the simple expedient of announcing to her three times: "Thou art divorced." Four wives are permitted, but one is the general rule among Egyptians. The harem system of confining the female members of families to their own apartments is strictly observed. Both men and women smoke inveterately, and the indolence, love of pleasure, and fondness for rich foods, characteristic of so many Oriental peoples, prevail. They have their own forms of recreation among which music stands first

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Cairo: Ancient City Gate.

Tombs of the Kalifs.

Tomb of present ruling family.

Fountain at the Mosque in the Citadel.

in popularity. Much of it is weird and monotonous and has been handed down from ancient times. There are many native dances. The bath is the favored resort with all classes.

Egyptians impress one as a very affable people. They are uniformly courteous to strangers. They are fluent talkers, and unlike many other peoples of the East are not reluctant to converse with foreigners. They have great veneration for their religion and crowd their mosques on Fridays and all special occasions. They are fond of colorful ceremonies and the Mohammedan feasts are celebrated elaborately.

Arabic is the language of the country, but street signs in the cities carry both Arabic and French. Illiteracy is very great in spite of two systems of education in operation: one of modern European conception; the other, the ancient system of mosque-schools wherein an elementary education is given with emphasis on the teachings of the Koran.

To return to the journey from Port Said to Cairo: As the train speeds across the fertile country the traveler learns the unchanging aspect of the Egyptian landscape; but the dearth of variety in the lay of the land is compensated by the striking colors which greet the eye—a feature that gives to the countryside an indefinable charm and individuality. The golden sands bring into vivid relief the deep green of growing crops, and date palms and sycamore trees cluster about the brown mounds that are villages. Through this background run the irrigation canals animated by the sparkle of their blue waters. Above all vast sky spaces rise from wide level horizons into the blue canopy of the heavens, from which the festive sun shines without interruption from as much as a solitary cloud.

The city of Cairo stands in splendid isolation on the desert and seems to end abruptly instead of spreading into sparse suburbs as do so many other big cities. From a distance it appears like a line of low huddled structures of more or less uniform height, broken by the tall graceful minarets and bulging domes of its thousand mosques and dominated by the red Kokattam Hills crowned with the massive Citadel Mosque. This unique skyline indexes the character of Cairo, and gives to the stranger a hint of the fascination the old city holds for those who enter her gates. Leaving the train at a modern station one motors to a magnificent hotel, one of a number the city provides for the unending pilgrimage the World sends to her shrines of antiquity.

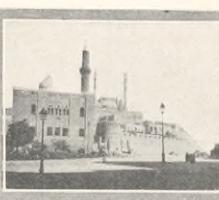
Cairo, the largest city in Africa, has slightly less than a million people and is composed of four towns founded at different periods. In the early ages the Egyptians built the city of Babylon on the east bank of the Nile. This was followed by Al-Fostat, now called Old Cairo. The third town is Al-Qahira, Modern Cairo, which includes the European section founded in 699 A. D. The fourth is Heliopolis, a completely new suburban section, built by a Belgian Company on the desert northeast of the Old City, containing some fine villas, hotels, sports clubs, and even a "Luna Park." Cairo is the capital of Egypt and her history is darkened by the cruelties and tyrannies of a long list of undesirable rulers. For five miles the city hugs the banks of the beautiful Nile and its total area is about 8 square miles. Much of this is flat, but part of the place climbs up the slopes of the Mokattam Hills which rise about 500 feet.

The European section of Cairo is laid out

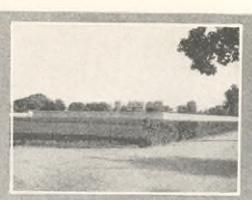
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Cairo: Egyptian Museum.



Citadel and Mohammed Ali Mosque.



Palace of exiled Sultan of Egypt.

along French lines and is very beautiful. It centers about a 20-acre park of tropical trees and flowers known as Ezbekia Gardens. This park is surrounded by imposing hotels, public buildings, and business structures; facing it on one side is the Opera House run by the government where 75 performances are given during the Cairo Season. One of the principal streets in this section is known as Shari Kamel—Street of the Camel. As one sits on the terraced veranda of his hotel in the late afternoon facing this busy thoroughfare, he sips his delicious Turkish coffee (served demi tasse) and views the most picturesque promenade imaginable. The roadway is filled from curb to curb with motors, victorias, and equestrians on magnificent Arabian horses with colored saddles and harness. There are tall Egyptians with legs almost reaching the ground riding on small but sturdy donkeys gaily decorated with beads around their necks and tiny bells sending out silvery notes. Turkish, Greek, French, British, Armenian, Syrian, Italian, Bedouin men and women, and black Nubians from Abyssinia mingle in the throngs that crowd the streets.

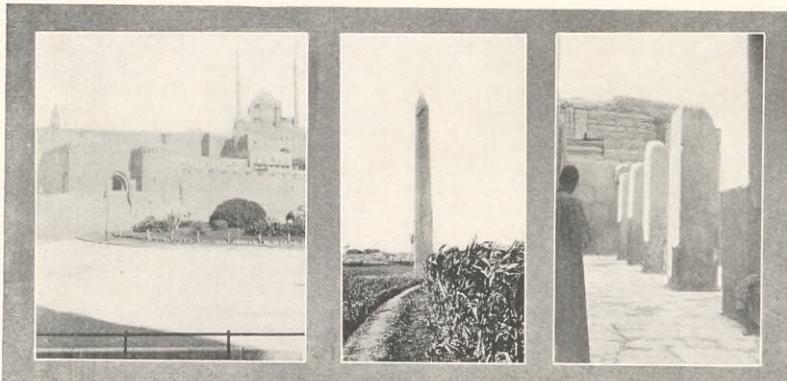
At night Cairo is gay in the European Quarters. Crowds gather in front of miles of cafes with open air eating quarters (each catering to a particular nationality) and dine and drink Turkish coffee and smoke cigarettes or the Turkish water pipe.

In addition to including the European business section, the western section of Cairo contains a magnificent colony of villas which border the Nile. These are owned by the aristocracy of Europe, which moves on to Cairo in great numbers during the Season, November to March. Thousands of others from Europe and America also go there to enjoy the matchless climate. In this section stands the celebrated Egyptian Museum housing the most comprehensive collection of the relics of ancient Egypt in existence. As one enters the main entrance of the stately classi-

cal structure he looks down into the Central Hall, a vast chamber built below the first floor level and rising to impressive heights with a glass roof to admit the light. Here are assembled massive stone images of many of the gods and rulers of the ancients who peopled the Valley 6,000 years ago. Some of these are of huge dimensions, towering 60 feet and sculptured exquisitely from the hardest black granite. Some are highly polished, others rough. Some are intact, complete; others mere fragments. All bear hieroglyphics indicating whom they represent and standing there with serene expressions fixed in the hard rock they hypnotize one with their beauty, mystery, and size. Long halls are filled with smaller specimens gathered by numerous archeological expeditions. In other rooms of the vast building one comes upon the mummified remains of some of the old Pharaohs, in excellent state of preservation, reposing in magnificent cases covered with sheets of solid gold, jewels, etc.; there, too, are the scarabs—symbols of life, handmade jewelry, alabaster vases, chariots, implements of war, and personal effects of those rulers, together with papyrus documents recording their deeds while on earth.

The Eastern section of Cairo is the Oriental City—a huge intricate labyrinth of narrow twisting streets and lanes lined with bazaars, harems, mosques, mosque-tombs, and mosque-schools. Many of these are of the finest Arabic or Saracenic architectural design and are elaborately embellished with the decorations of those beautiful orders. The Oriental City is sectionalized—the Mohammedans, Jews, Copts or Egyptian Christians, Franks, Persians, Turks, etc. have their respective Quarters. In the Mohammedan Quarter, which is the largest, different lines of trade are grouped in streets the names of which indicate the business conducted there; for instance, The Tentmaker's Street, The Goldsmith Street, etc. These Bazaars are the most

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Citadel Mosque, Cairo.

Obelisk at Heliopolis.

Temple of the Sphinx near Cairo.

picturesque in the Near East—a real city of the Arabian Nights with its color, life, and true oriental character. All the races of Asia Minor are represented there, each with its different physical qualities and peculiar costumes retaining the barbaric splendor and flavor of the old East. The streets are crowded, dirty, and noisy. The medley of many tongues creates a din against which rises the sharp staccato of street cries uttered by vendors of sherbets, fruits, candies, cigarettes, etc. In the shops fat merchants squat cross-legged, languidly puffing the inevitable cigarette or wildly gesticulating as they barter after the manner of their kind. There are cotton goods, shoes of green and red morocco, stiff colorful Egyptian silk, leathers, spices, harness, rugs, carpets, and countless other lines of merchandise. There are fish and meat markets, and pastry shops where rich concoctions are prepared in your presence—the most popular being "Turkish Delight," a delicious confection of paste, nuts, and fruit. Handmade cigarettes, ivory, brass, carved wood, perfumes, etc. are produced by the handworkers of the Bazaars. When one wishes to buy, he enters a squalid shop and is welcomed by the owner who invites him to squat on a lustrous rug. Turkish coffee, always brewing on a brass brazier, is poured by an attendant into a demi tasse from a brass pitcher. The cigarettes, often perfumed, are offered the customer, and crystallized rose or violet leaves are presented; but if one would buy advantageously he must bargain with the shrewd Arabs who delight in this procedure common to their country.

Among the famous mosques of Cairo is the majestic group of structures built within the Citadel on the Mokattam Hills. Built in the eleventh century, this huge gray pile with its domes and minarets is the most conspicuous feature of the Cairo skyline. The view from its ramparts is entrancing. The city spreads in all directions with its ancient walls and lofty towers, its gardens and squares, its palaces and churches; the broad Nile, its blue sparkling waters studded with green islands, and the great pyramids rearing their forms in the desert beyond, all form a panorama of surpassing grandeur and impressiveness.

The mosques are too numerous to describe; though all similar, they differ in size and design. Some are magnificent with exquisite domes of finest carving, stained glass windows, and marble finished interiors. Some contain tombs of past rulers, Caliphs and Mamelukes. In age they range through a thousand years. When a Christian enters a mosque he is required to wear slippers over his shoes, and to some of them non-believers are not admitted. At night when one wanders through the busy native quarters his attention is arrested by the call of the mullah or Mohammedan teacher who from the minaret balcony high above utters prayers in a loud voice and enjoins the faithful to services in the mosque.

Among the notable mosque-schools is the famous Al-Azhar containing the most important Islamic University in the world. Its complete curriculum requires 17 years and instruction is given to 15,000 students who gather from all sections of the Mohammedan

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world. The students of each nation represented live and study together and are supported by private benefactions and grants from the state. Members of the faculty serve gratis, supporting themselves through other activities. In Egypt, where it is practised in its orthodox form, one senses the vitality of Islam. It is a powerful religion that wields tremendous influence over millions in the Eastern world.

Among the other monumental or historic buildings in the Oriental section of Cairo is the Arabic Museum, rich in its collection of Arabic relics and objects of art. Then there is the Coptic Museum containing many relics of the ancient Christian world. The Copts claim to be the original Christians. Their oldest church is the Keniset-el-Adra or Church of the Virgin in Old Cairo, but the principal one is a time-scarred grim old structure known as St. Sargius erected over a crypt in which, tradition says, the Holy Family lived after their flight into Egypt. One enters this dark dungeon from the church down a narrow stone passageway lighted by candles. Nearby is a Monastery of the Howling Dervishes, a peculiar sect of religious fanatics.

In the Western suburbs, near the new City of Heliopolis, stands the site of the ancient City of On, once an important center of education. About the only thing left of it is an obelisk of red granite 66 feet high bearing hieroglyphics. A short distance down the road one comes to a gnarled, twisted, and bent old tree enclosed within an iron fence. It is called the Virgin's Tree and tradition has it that this tree afforded protection to the Holy Family in their flight from Herod into Egypt. Near

this tree is an ancient well; a bull hitched to a windlass draws water from its depths. This water is sweet and pure; all other wells in the vicinity have brackish water. Tradition says the Christ Child sweetened the waters of this well for the Family. The property is in charge of a religious order.

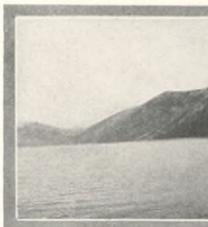


The Virgin's Tree

Leaving Cairo to journey out to the Pyramids one crosses the Ksar-el-Nil Bridge across the broad Nile, traversing Gazira Island with its sporting clubs and cafes. The river view is superb: the banks lined with graceful palms, the city on one side and vast plantations on the other, quaint Nile boats with distinctive sails, and Nile house boats or dahabias riding the sparkling waters. On a palm lined road through miles of irrigated country, passing caravans starting their long desert journeys, one arrives at the end of the road where stands the Mena House at the edge of the desert. Some distance beyond the massive bulk of the three Great Pyramids looms up into the blue. These colossal tombs of the Pharaohs are among the wonders of the world. As you leave your car you are surrounded by a score of guides and selecting one you mount a small donkey and proceed toward these marvels of antiquity. The first one approached is the Pyramid of Cheops, built by Cheops about (according to the longer chronology) 4700 B. C. It is constructed of great blocks of stone from a quarry on the opposite bank of the Nile. According to tradition it required 100,000 men 20 or 30 years to build this Great Pyramid which once contained the body of the Pharaoh Cheops, or Khufu, founder of the early IV Dynasty, in one of its hidden chambers. Its original height was 481 feet (present height 451) with base 755 feet square covering a little over 13 acres. For centuries its sides were smooth, but its coating of limestone and exterior tiers of granite blocks were stripped off mostly to build the walls and mosques of Cairo. Now the cubical blocks are exposed rising in tiers like a giant stairway. One can climb to the summit but it is a difficult and dangerous task. Near the first Pyramid are the ruins of a Temple. Beyond stands the Second Pyramid, 447 feet high; and the Third 204 feet. After viewing these wonders the traveler mounts a camel for the ride to the Sphinx. When mounting the beast he emits angry grunts while he doubles his legs under him and squats to take his passenger. He carries one along with a slow rolling motion.

The Sphinx, which also dates from the IV Dynasty, is the great riddle in Egyptology. No one knows why it was built nor what it represents. It consists of a huge stone body of an animal with a human face; whether the face is male or female is unknown. Its height from the pavement to crown is 66 feet and its length is 187 feet. The face is disfigured

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Greek coast of the Adriatic Sea.



Trieste.



Sky line of Venice.

with mutilations. Although of great size it is dwarfed by the Pyramids behind it. The Sphinx faces the desert rolling away from its base for hundreds of miles. The ruins of ancient Memphis, with its treasures of antiquity, are seen in the distance. Egypt contains many other pyramids, but those of Giza are the most important.

Returning one recrosses the Nile and sees Roda Island containing the Nilometer—a square well 16 feet in diameter with a column bearing Arabic characters in the center for measuring the annual Nile flood. When the water reaches a certain height the Sheikh in charge announces the *Wefa*, which means sufficiency. The word is carried by runners through the city and is occasion for feasting, as it indicates sufficient water to irrigate the Valley. At the Nilometer the watchman points out a spot where, it is said, Moses was found in the bulrushes. Fighting his way through the beggars who constantly molest one in Egypt crying for baksheesh or coins as they run longside the car, the traveler returns to the City. From Cairo he journeys to Alexandria, 130 miles, and drives through this historic city to his boat.

The population of Alexandria is 450,000 and it is the principal port of Egypt. During the summer thousands, wishing to avoid the hot desert winds and sand storms, move to Alexandria to enjoy the sea. It has many imposing buildings, ancient and modern, and is a busy city more concerned with commerce than Cairo itself.

The Texas Company has no representation in Egypt at this time, as it is an agricultural country with very limited market for petroleum products.

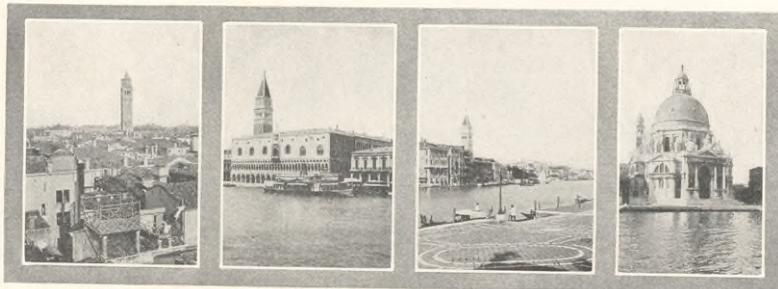
Leaving Alexandria on an Italian liner we cross the Blue Mediterranean and after several days reach the island of the Greek Archipelago

and pass on into the quiet waters of the Adriatic Sea. The ship skirted the Albanian Coast with its wind-beaten hills and little towns 'long shore; then the coast of Jugoslavia came into view. Crossing over to Brindisi, Italy, the voyage continued to Trieste at the head of the Adriatic. This beautiful old city, formerly in Austria-Hungary but now in Italian territory, sits in an amphitheatre of foothills of the Carnic Alps up the steep sides of which it climbs. Old palaces of the Hapsburgs dominate the scene from a mountain pinnacle which commands a glorious sweep of sea and highlands.

Transhipping to a smaller boat we steam down the Italian Coast to the Bride of the Adriatic—Venice—one of the most poetically beautiful of the world's cities. As you approach Venice from the sea it seems to rise out of the blue waters, lifting its towers and domes into soft Italian skies. The ship enters the Malamocco Channel, connecting the lagoons with open waters, and soon arrives in a broad basin at the entrance to the Grand Canal off the celebrated Piazza San Marco. Here he transfers to a gondola, one of those quaint craft that do duty in Venice as cab, taxi, wagon, and horse. On the Grand Canal he floats up to his hotel whose walls rise sheer from the water.

Venice is located at a point where six rivers flowing down from the Alps and the Tyrol discharge their silt-laden waters into the Adriatic. For centuries they have been depositing mud and sand to create numerous islets varying in size. Upon these the Venetians built their city, at first crude huts of reeds and grass, later the marvels in stone which have given Venice her reputation as "the unique and the beautiful." To accommodate the massive structures that now occupy the islands piles by the thousands have been driven to

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Venice.

Doge's Palace.

Grand Canal.

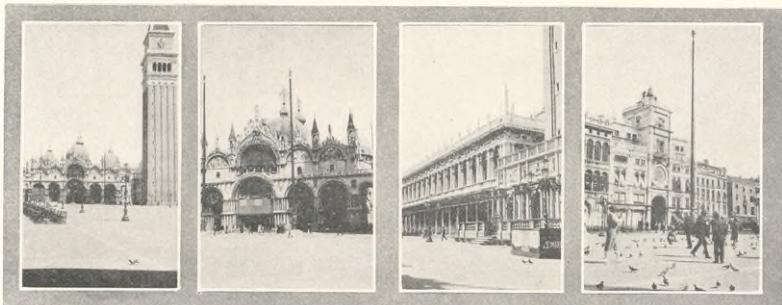
Santa Maria della Salute.

form foundations. The canals were walled so that Venice is a compact mass 7 miles in circumference consisting of 3 large and 114 smaller islands formed by 150 canals which are crossed by nearly 400 bridges so that one may walk the length and breadth of the city in spite of its situation. The city is surrounded by lagoons which separate it from the mainland. On its sea side it is protected by the Murazzi or Giant Walls, 30 feet high, 40 feet wide, extending for miles.

The magnificence of its churches, palaces, public buildings, guild halls, and workshops is proverbial. Upon many of them the finest art of Byzantine, Gothic, and Renaissance periods has been lavished. These ancient piles line the canals—the streets of Venice—their wonderful colors mellowed by centuries, each with its romantic history and peculiarity of design. The most notable rear their forms along the Main Street of the city, the Grand Canal, which divides it into two sections. This stream is animated by the hundreds of busy gondolas that ply up and down its course carrying passengers or delivering merchandise. They are flat-bottomed boats of heavy construction, averaging 30 feet in length and 5 in width, curving gracefully out of the water at the ends with ornamental bow and stern pieces, the former, the highest part, ending in a beak of elaborate design. There is a low cabin holding six people, and the sturdy gondolier stands on the poppa or platform over the stern and propels the boat with a single oar with great skill and dexterity. They are painted black and some of the privately owned are elegantly furnished. Another type of craft are the fishing boats with painted sails. The colors toned down by the weather are exquisite.

The heart of Venice is the Piazza San Marco, the city's largest open space, one of the finest squares in Europe. It is 550 feet long, 280 feet wide at one end and 180 at the other. On three sides it is enclosed by colonnades forming a continuous arcade of 129 arches. A broad walk runs under this and some of the finest shops and cafes face it. The buildings which enclose these three sides of the square are imposing old palaces. At the end stands the celebrated church of Saint Mark built in the shape of a Greek cross surmounted by a majestic dome over the center with four smaller ones over each corner, all gold finished. Its marvelous facades with mosaics of all colors are enriched with marble columns brought from Alexandria mounted with four huge bronze horses that belonged to some Greco-Roman Arch. The interior is finished in rare marbles, alabaster, gems, beautiful wood, etc., all blended into a magnificent masterpiece. Near it stands the Campanile or Bell Tower holding the chimes. The Campanile was restored in 1912 after the original crashed some years before. Beyond, facing the lagoon, stand two monolithic pillars of red and gray granite, one with a statue of a saint the other with the winged lion of Saint Mark. In this vicinity stands the famous clock tower, also a group of palaces, halls, etc. identified with the thousand years reign of the Doges who ruled Venice when she was a rich and powerful republic dominating the Adriatic and Mediterranean Seas. Space does not permit a lengthy description of this fascinating city. Its points of interest are too varied and numerous. It is one of the glories of Europe. To sit on the Piazza on a summer night at one of the small tables in front of a cafe and sip coffee while

The TEXACO STAR

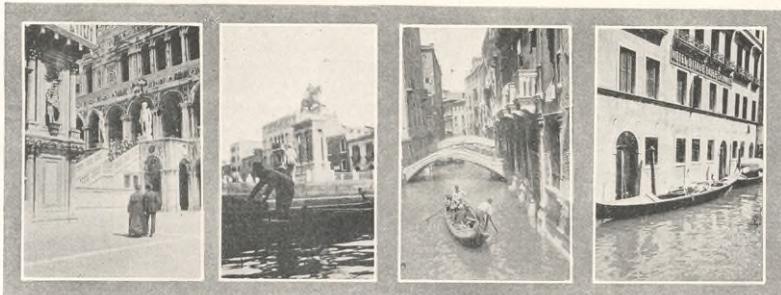


Piazza San Marco and the Campanile. San Marco Cathedral (12th century). Library of St. Marks. The pigeons of St. Marks—in front of the Clock Tower.

a band plays Italian melodies, as thousands of residents and tourists promenade, is an unforgettable experience. To browse about the narrow alleys and lanes that run between buildings on the tiny islands with medieval shops and houses, watching the lace makers, the glass makers, the carvers of leather, and other artisans skilled in Venetian handcraft is delightful. Her celebrated churches capture one's admiration as one strolls within them viewing the masterpieces of Titian, Tintoret, Veronese, Bellini, and many others.

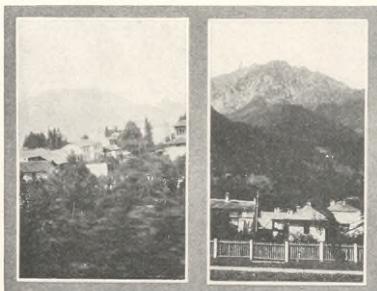
One "gondolas" to the railway station on the mainland and there boards the Simplon-Orient Express, a transcontinental flyer running between Constantinople and Calais. This solid train, with corridor along one side of the cars and compartments for two or four, carries one across the flat Lombard Plains of Northern Italy, fertile, intensively cultivated, and spotted with towns and villages. The City of Milan is reached in 4 hours, big industrial

center of the North, famous for its cathedral. Toward the Swiss border the terrain becomes hilly, beautiful green clad ranges cut by fertile valleys where villages nestle, while old monasteries, churches, and castles cling to the summits and sides of the highlands. The train skirts the shores of that jewel-like body of water, Lake Maggiore, hemmed in by the cliffs of Mattarone and the soaring foothills of the Italian Alps. This glorious sheet of water of the deepest azure is studded with islands, some having tiny villages with their white walls and red roofs basking under matchless Italian skies, while the emerald forests surround the waters. After several hours along the lake the train enters the Alps. The mountain walls grow higher and more rugged and the valleys narrower. The train labors up the grades until it reaches the Swiss-Italian border and plunges into the Simplon Tunnel bored for 12 miles through the rock of this historic pass, and when one emerges at the opposite end he



Scala del Gigante (Giant's Staircase) entrance to Doge's Palace. Equestrian statue to Calleoni. Venetian canals—type of bridges connecting the 117 islands.

The TEXACO STAR



Town in Northern Italy. Alpine Village.

is in beautiful Switzerland—on the Roof of Europe. Here the mountains are more rugged, the green of the lower reaches giving way to the gray rock above the timber line, and that in turn lost in the eternal snows that cap the summits. Down in the beautiful valleys of the Swiss Cantons are the farms and villages of this well ordered republic standing like an island as the storms of political Europe swirl about it. Lausanne is passed at night and morning finds the traveler in the smiling valleys of rural France. After several hours Paris projects her skyline on the horizon and the train passes through her outer suburbs.

Paris, heart of Europe, center of art and culture, playground of the world, is without a peer in the majesty of its beauty. This entrancing old city, ever young and gay, is the mecca for tourists from the world over. She has a personality quite her own, a flavor and atmosphere that render her attractive to all who linger within her gates. She symbolizes the Soul of France and her charms are so many and diverse that one would be hard to please who could not find something to intrigue his fancy in this lovely city. Here "one may see the world pass" on the Grand Boulevards, those stately avenues with their wonderful cafes and restaurants that spread their hospitable chairs and tables along the wide walks under the trees where Parisians and visitors congregate daily. Here are the famous establishments of the couturiers—designers of feminine fashions, music halls, theatres, clubs, mansions of the beau monde, and the fashionable shop. Then there is the Paris of the stately parks and delightful open squares and plazas with their sculptured art and appealing beauty, their gushing fountains, and formal gardens.

You find another mood expressed in the great churches crowned by the pure Gothic of Notre Dame or the classic severity of the Madeline, while the long proud history of France is reverred in historic edifices, in museums of her military career or of her honored great, the Louvre, and other galleries with priceless treasures of the fine arts. The River Seine winds like a shining ribbon across the city and is bridged by upwards of 20 structures all different, all artistic. The city boasts many characters she calls her own: the flower girls, the sellers of old books at the stalls along the River, the street sweepers, the pompous police, the pushcart vendors, the habitue of the boulevards, leaders of society and art and fashion, all filling their niches in this gallery of types called Paris.

One could continue with this inexhaustible subject, but space forbids. Leaving the city the traveler passes through beautiful Normandy with its green fields and chateaux and huddled villages and quaint towns, on through old Rouen with its Joan of Arc associations, down to Havre and there boards his liner for the journey home.

New York is reached in due course and the ship winds its way up the Harbor on the last of the 56,000 miles of this journey.

The great towers of commerce of the Metropolis loom up from the mists, giant symbols of the might of Modern America. In all the world there is no more distinctive skyline, and in the van of these huge business structures stands the Whitehall Building in which are the Executive Offices of The Texas Company.

From these offices are directed the activities of the Company's vast international organization functioning not only in the countries sketched in this series of articles but in Europe, South America, and the West Indies. This Organization, manned by hundreds of many different nationalities, has established the Texaco Petroleum Products in the World's principal markets where their high uniform quality and the honorable policy and standing of the Company behind them are universally recognized.

The success which has attended The Texas Company's expansion in the foreign field is a fitting tribute to the wisdom, skill, courage, and vision of the men who direct its affairs—who have made a reality of the fact that the sun never sets on the Texaco Star.

. . . *The End* . . .

The TEXACO STAR

A Great Book

Stenographic notes of a talk before the Academy of Arts and Sciences of the City of Pseudopolis on the Planet Mars

As most of you are aware, the recent telophotobroadcast of the fleet of airships which visited the planet Earth proved two theories advanced by savants of the Martian Academy.

They showed that a rude civilization did exist on Earth and that all life thereon was obliterated when that planet was brushed by the famous greentailed comet about 1700 cycles past.

This you all know; and many of you have seen in our museums the curious Earthly utensils, instruments, and artistic productions. Some of you have seen and handled those fragile things which the Earthlings called books.

It has been my privilege to assist in deciphering and translating these books into the Martian tongue. Some of these flimsy books were preserved in fairly good state under the wreckage of a library building.

Laboriously my colleagues and I collated, translated, and evaluated. In the books Earthlings called scientific we found many strange and interesting records which are quaintly amusing when judged by modern Martian scientific standards. I, not being a scientist, was more interested in the cultural aspect of Earthly life and devoted my time to books that come within that category.

I found in this mass of literature in some instances nobility of thought; the greater portion indifferent and mediocre; a great deal cheap and tawdry. You might say that would represent early Martian literature; and so did I, and for that reason I was about to terminate my studies and make my report to this society when I picked up a remarkable book.

This book began with a description of the creation of the Universe, which has no scientific standing. But that did not deter me from continuing my reading of it. Something impelled me to go on, and that something was the splendid, powerful, simple, elevated diction. Whoever wrote this book was a great master of words. For here are words that cut like swords; words that drip like honey; words that lash like scorpions; words that soothe like unguents. And throughout are noble thoughts, wise intuitions, far-seeing rules for conduct.

The book is replete with anecdotes which illustrate every motive, desire, fear, and aspiration. It is roughly divided into two parts. The first begins with the creation of

the earth and is largely devoted to the wanderings, conquests, and ultimate dispersal of a primitive tribe. It contains some remarkable maxims and trenchant utterances of lawgivers.

The second part deals with the life and works of a unique character amongst Earthlings. This person was wise, yet kindly. He could look into the hearts of men and read their fears, their hopes, their sorrows, and their joys, and he translated them into understandable words of unusual simplicity and dignity.

Some of you might say: If this book is as great as you say it is, and as old as it appears to be, what influence did it have on the rest of Earthly literature?

This brings up a most interesting point. While reading through the mass of books of all kinds, I noticed a recurrent echo of a grand yet simple style. Time and again I found the same noble cadences in the works of the more distinguished writers. I found this in their philosopher Emerson; in their great playwright Shakespeare; in their statesman Lincoln; in many of their poets; and I even found it sometimes in that peculiar literature which Earthlings employed to induce one another to purchase the products of their manufacturing.

My first theory was that such writers had sat at the feet of some great literary teacher, but that hypothesis fell down when an analysis showed that some of them lived many generations apart. Had I been more astute during my early studies I might have developed the theory that all of these writers had access to some master work which influenced their style. But it was not until I discovered this book that I was ready to say that here was the sun from which these minor luminaries took their reflected light.

I intend to translate this book and I shall bring before this Academy a proposal to have it printed for use in the schools, as I believe it is an interesting and inspiring example of the best literature of a passed race. It is really literature.

My time has run out, so I hasten to add, that, crude as the Earthlings were, they showed their appreciation of the value of this book by the title they gave it. They called it *The Book*, preserving an old form of their word in the name by which they called it—*The Bible*.

—Geo. W. Vos.

The TEXACO STAR

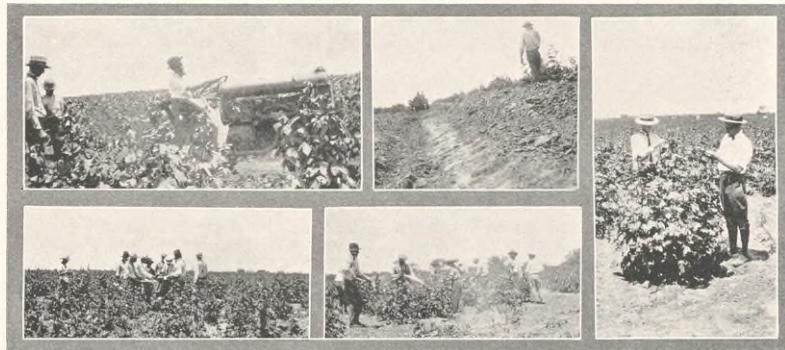
DEPARTMENTAL NEWS

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 coöperate.

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

REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF SEPTEMBER, 1924		
Refined—Coastwise	1,318,431 bbls.	
Refined—Foreign	252,773 bbls.	
	1,571,144 bbls.	
Crude—Coastwise	159,437 bbls.	
Crude—Foreign	24,020 bbls.	
	183,466 bbls.	
Total	1,754,610 bbls.	



Mr. Hugo Friedrichs, Jr. of the New York Executive Office studying Texaco B Q in the South

At the right, Mr. Friedrichs and Special Agent J. A. McCrorey, Houston District Zone 7, are shown examining cotton squares for boll weevil punctures. The two lower pictures showing the filling and use of hand sprayers illustrate the trouble to which cotton planters were willing to go in order to take advantage of Texaco B Q before the machine (shown in last month's issue) for spraying five rows of cotton at a time was available.

RAILWAY TRAFFIC AND SALES DEPT. The many friends of "Silent Jim" Lavalle will appreciate:

Laredo, Texas, Aug. 11, 1924.

Mr. W. H. Barrows,
Dist. Mgr., Railway Sales Div.,
The Texas Company, Houston, Texas.

Dear Mr. Barrows:

Your last letter at hand, and it tickled me to beat the band, but as the little red rooster was told by the little brown hen, you haven't been around since I don't know when. I was paid a visit by your silent Jim, extolling Texaco oil with vigor and vim. Am sorry he's tongue-tied and can't say a word, if he only could talk he'd sure be a bird. By sign language he said, cast away nostrums and pills, for Crater Compound will cure all ills. He said, says he, you are getting old, and Father Time will soon gather you within his fold; but if you rub yourself with Crater every day, you can keep the old boy for years at bay, and if your mental powers are getting weak, and your memory bump has sprung a leak, don't delay, paint your occiput with our 35, instantaneously your powers will begin to revive. I just can't remember all that he said, for when I came to 'twas in a hospital bed; and the nurse assured me there was no cause for alarm, as the doctor had sewed on me another good arm. And whilst unconscious I seemed in great toil, as I constantly babble of Texaco oil. But, as I remarked before, if he only could talk, you could pit him against W. J. Bryan and he'd win in a walk.

Yours truly,

J. J. Barnett,
Master Mechanic.

SALES DEPT. S. TERRITORY

Houston District.

Despite the fact that cotton is being picked we are still managing to sell some Texaco B. Q. We have had some excellent reports from the field.

The TEXACO STAR

G. W. Horton, Marine Salesman, Galveston, says despite the fact that Port Houston is larger than the Port of Galveston he will continue getting his in Marine Sales gallonage. His August report shows increase in all products sold to ships. Congratulations to you, Gus.

With great pleasure we announce the marriage in Houston on Sept. 16 of Miss Mattie Matthews to Mr. Hugo Frank of Bellville, Texas. Miss Matthews was Key Punch Operator in D. O. They will be at home in Bellville. We wish them much happiness.

September 16 was a happy day for Mr. and Mrs. B. F. Secor. Miss Lyndora arrived to make their lives brighter. Congratulations.

Dallas District.—Salesman J. N. Parrott is busy putting our exhibit building in shape for opening of the State Fair on October 11. All friends are urged to visit our exhibit.

Breckenridge Station has been completed and operations have begun. The new station fills a long felt need.

Mr. and Mrs. Hermann L. Wagoner have announced the marriage of their daughter Gladys Pearl to Mr. Dennis Ross Breeding on September 6. Mr. Breeding is Agent at Temple A. F. S. No. 1 and his bride is the daughter of Special Agent for Waco territory. Congratulations and best wishes.

Agent and Mrs. F. B. Elliott of Ranger are happy over the arrival of a baby boy on Sept. 2.

Agent and Mrs. M. D. Brazile, Jr. of Cooper are proud parents of a baby boy born Sept. 18.

Oklahoma District.—The attached photograph and letter from Agent G. E. Beaty of Hugo, Okla., give an interesting description of a Blue Ribbon display of Texaco B Q:

After the fair was over I asked the Secretary and one of his assistants to estimate the number of people that passed our booth and they estimated 10,000 to 15,000 with 8,000 to 10,000 who stopped and commented. I talked to 300 to 400 farmers regarding Texaco B Q. Almost every farmer said: "If necessary to poison next year I will use Texaco B Q." When the photographer came to take the picture I was talking to two farmers and asked them to remain.

You will note two miniature derricks. One was made by a 13 years old boy in the country, and put on display in a community booth; but as he had up on the side our name and Star and T, he moved it to our booth at my request. The derrick to my right is flowing Texaco Motor Oil with a light behind it showing the beautiful color; the stream shot up the center of the derrick about 24 inches high falling back forming at the top of the stream a ball effect, and just here I had a light placed which attracted the attention of all who passed and nearly everyone would stop and comment.

It seems that every farmer is interested in Texaco B Q and has confidence in it in view of the fact that The Texas Company is behind it.



Texaco B Q at Choctaw County Fair, Hugo, Okla. This booth took the Grand Champion Blue Ribbon.

The State Fair is in full swing and our booth maintains the reputation of Texaco Products by being the most attractive display.

The leading Stations for August on total gallonage were Tulsa, Little Rock, Henryetta, Muskogee, Oklahoma City. Leading in grease poundage were Wewoka, Blackwell, Ada, Miami, Stroud.

We regret the loss of Jack Freemont from the D. O.—and still we are glad. By hard work Jack won a promotion and is bound for Houston to join the Comptroller's Department as a Station Auditor. The bunch is pulling for you, Jack; we know you will make a success.

Word has just reached us that Agent L. S. Youngblood of Wewoka, Okla., has taken to himself a wife, but the lady's name or how L. S. got up the nerve to pop the all-important question is still a mystery. Congratulations.

New Orleans District.—Rosedale and Magnolia, Miss., 100% collections for August. Closest competitor was Union, Miss., with 95%.

Special Agent T. W. Bryson, Shreveport, La., and Miss Julia Sturbois, of Clarksburg, W. Va., were married September 15 at the home of the bride. Congratulations and best wishes for a long and contented life.

George Foster Price, Junior arrived at the home of G. F. Price, New Orleans, August 7. George Senior is Special Agent at Monroe, La. Congratulations.

Atlanta District.—All wish a speedy recovery for Superintendent J. S. Jones who has been seriously ill for ten days.

Tank Truck Salesman P. L. Bootle and wife, Charleston, S. C., on August 11 became the proud parents of an 8-lb. boy. Congratulations.

The TEXACO STAR

We do not feel that either Special Agent J. A. Groover or Stake Truck Salesman J. A. Favor were insulted, but we correct an error in the description of the picture in the last issue of the *Star* showing a demonstration of Texaco B Q: Special Agent Groover is not the one with the straw hat.

Florida District.—Our Texaco Club enjoyed its first annual picnic August 21. The Board of Directors selected Green Cove Springs, 25 miles from Jacksonville on a high bluff of the St. Johns River, for the picnic. The City of Green Cove Springs is noted for its wonderful springs and picnic grounds and beautiful scenery. Aboard the *Magnolia*, a beautiful river boat chartered for the day, 112 congenial happy faces of employees and their families and friends showed that the true Texaco spirit prevailed. Space does not permit any description of the entertainments on the boat and at Cove Springs. Everything was arranged to perfection by the committee and enjoyed immensely by one and all. As the last shimmer of golden sunlight was passing to give place to the first stars of dusk we started on the return voyage reaching home about 11 o'clock delighted with the rare day we had enjoyed.

The Bachelors' Club of our D. O. is rapidly decreasing. H. L. Benson and Miss Ruth Montgomery of Cummings, Ga., were married August 30. Loy W. Davis and Miss Madge Miles of Atlanta, Ga., were married August 19. The D. O. force presented each couple with a beautiful floor lamp.

Frank James recently arrived at the home of Salesman H. R. Davis, Tampa. Harold states that he is a genuine Texaco product.

We extend sympathy to W. J. Garner, D. O. Cashier, for the death of his mother.

SALES DEPT. W. TERRITORY

Denver District.—We have opened new tank station and filling station at Colorado Springs and look for good business.

El Paso District.—Three carloads, straight sales to non-contract customers, in one month is splendid work. This was done by Zone Salesman J. F. Imes.

Billings District.—As this goes to the *Star* the greatest annual event of the Midland Empire is going full blast. The "Midland Empire," as it is known far and wide, includes the broad fertile valley of the Yellowstone in south central Montana and that portion of the State within the boundaries of the Crow Indian Reservation. Its people, white and red, gather in September of each year at the Empire's Fair and Exhibition Grounds just outside the city limits of Billings. Within the grounds springs up the temporary wigwam village of the Crow Indians and among the thousands of visitors there is a goodly sprinkling of the brightly colored blankets and feathered hats of these red Americans. The young Crows are excellent horsemen and take part in the bareback races and rodeo events with enthusiasm. It is different with the old braves: without the slightest evidence of emotion they watch the speed demons and eye the airplanes. The younger Crows, in bright blankets and long braids, but graduates of the Indian Schools, crowd into the grand stand and bleachers; but the older men line the fence enclosing the race track, permitting the squaws and small Crows to sit on the ground behind them. Plenty Coos, last great chief of the Crows, bedecked in regalia of eagle feathers proudly parades with lesser chiefs before the Governor's box and later watches his boys and ponies invariably carry off first honors.



Midland Empire Fair Grounds, Billings, Mont.

Copyright by Eklund Studio.

The TEXACO STAR



Chief Plenty Coos and Marshal Foch
Copyright by Eklund Studio.

Of the hundreds of fine booths and exhibits not one is more attractive or more efficiently attended than the one known as Texaco. We congratulate Zone Salesman Patrick and Johnson for the success of our 1924 exhibit.

To our list of Stations we have added:

Crosby, N. Dakota	T. P. Lynch, Agent
Tolley, N. Dakota	J. E. Ostrum, Agent
Hazleton, N. Dakota	Farmers Union Oil Co., Agent
New England, N. Dak.	New England Oil Co., Agent
Selfridge, N. Dakota	M. A. Birrenkott, Agent
Browning, Montana	Fred Lewis, Agent
Cascade, Montana	Gherald Murphy, Agent
Twin Bridges, Mont.	Walter Pitcher, Agent



Partington's Garage, Billings, Montana

This is the largest garage in Montana and the most modern in its appointments, operated by Jack and Harry Partington, serving particular motorists with Texaco gasoline and motor oils. It is a 100% institution that has builded well with Texaco—there are no dull seasons here.

Spokane District.—We are proud of these collection percentages for August:

W. E. Creek, Coeur d'Alene, Idaho	100%
T. J. Stockstill, Davenport, Wis.	100%
F. P. Shoemaker, Deer Park, Wis.	100%
E. M. Rogers, Boise, Idaho	96%
J. T. Howell, Colville, Wis.	96%
R. D. Sherrod, Tekoa, Wis.	96%
G. W. Waters, Weiser, Idaho	96%

Several other agents achieved more than 96% and we are looking for them to pass 95% this month.

Agent C. B. Palmer at Rosalie, Washington, has the spirit that wins. During the recent D. O. Audit he

received his notice of the audit one day and the next day Rosalie Station was over the top 100% with every account verified.



First Texaco Picnic of Spokane District

At Liberty Lake, August 27, 1924. The attendance was 100% and everybody really had a 'bang up' time. Agent B. B. Gable deserves a lot of credit for the success of this occasion.

Multnomah Falls

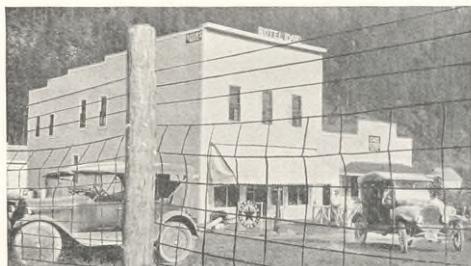
A snapshot of some Texaco people at Multnomah Falls, Oregon, on the Columbia River Highway about 30 miles out of Portland, Oregon. From left to right the five in the group are: W. F. Carper, Zone Salesman, Walla Walla, Washington; J. W. Harville, General Roofing Salesman, Denver; Hugo Friedrichs, Jr., Secretary to Vice President C. E. Herrmann, New York; W. E. Bradford, Assistant to Manager, Denver; J. D. Barton, Superintendent, Spokane District.



Whitman County, Washington

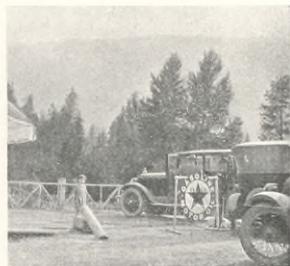
Road building is greatly facilitated by the use of Texaco gasoline and Tractoils.

The TEXACO STAR

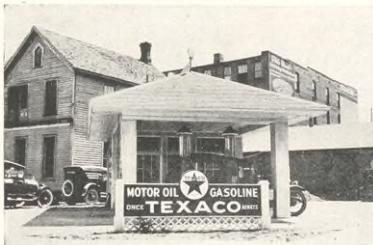


Eastport, Idaho

There may be a Texaco gasoline pump in the U. S. A. further north, but, if so, it isn't in Spokane District. Representative R. I. Kerr stood on Canadian soil to snap the photograph. The wire fence in the foreground marks the international border. Another view at Eastport—a wild rugged country but Texaco has found its way there.



Tacoma, Washington, Grease Spot No. 3
Recently opened by our Tacoma Agent, S. E. Allen.



Minely's Service Station, Boise, Idaho

Mr. Minely is 100% Texaco and our best account at this point.

Omaha District.—We came into our own during the month of August, going over 1,000,000 gallons. The following telegram was received from Mr. W. E. Bradford:

"Waggoner's wire date. We extend to you, your District Officers, Zone Salesmen, and

Agents our heartiest congratulations for having secured a million gallons total business August. Efforts deeply appreciated. Trust you will maintain this mark monthly from now on."



Friend, Nebraska

Agent Kleinholz opened this station June 14 with gallonage 1,300 gallons and 200 gallons of Handy Grip. Friend has a population of 1,260, so they averaged over one gallon of gasoline to each inhabitant.



National Advertising and Tourist Trade

Stopping at the Texaco sign of the filling station of R. O. McNurlin, Central City, Nebraska.

The TEXACO STAR

SALES DEPT. N. TERRITORY

Lubricating Division. —The *Iron Age* in its issue of August 21, 1924, published an article on "Lubrication in the Steel Industry," by Allen F. Brewer, Mechanical Engineer, of The Texas Company. The article was based on research work in the field, and had appeared in the July issue of *Lubrication*, published by The Texas Company. Inasmuch as *Iron Age* rarely reprints articles from other publications it is quite an honor to *Lubrication* and to Mr. Brewer that this article was deemed worthy of such prominence.

New York District. —We have an example of what an individual who is not directly connected with the Sales force can do in the way of obtaining new business. Auto Mechanic A. W. Winters, of Newburgh Territory, obtained five new accounts for us this season, one of them a smokestack account. This new business is in his home town, a small village. It was developed by Mr. Winter's habit of dropping a good word for The Texas Company whenever possible. This is fine work on Mr. Winter's part and this Texaco spirit may well be followed by every employee.

Everyone in Newburgh Territory is glad to see Mechanic "Pop" Winters, who has been sick for some time, back on the job again.



To advertise Texaco Products

J. G. Watson, distributor of Texaco Products, Redwood, N. Y., writes: "This float was constructed by G. A. Rebyor & Son of Philadelphia, N. Y., who handles my gasoline in connection with his garage. He made this float to advertise Texaco Products in a Field Day parade. This was purely his own plan, receiving no help whatever, thus showing what an interest our workers have in your products."

Boston District. —George Beaton's many friends will be glad to learn that his condition is much improved and he has been moved to his home in Boston. Mr. Beaton was in the hospital at Lewiston, Maine, for several weeks. As soon as his condition permits he will go to his home in the South to fully regain his health. We all wish him a speedy recovery.



"Texas Queen"

Truck of A. C. McLoon & Co., our commission agents at Rockland, Maine, decorated for Elks Carnival Parade on August 4. The Texaco Star was used to the best possible advantage; fans fashioned out of Texaco calendars were carried by the children who accompanied the "Texas Queen" on the float. Much favorable comment was heard all along the line of march.

Russell R. Kibbe, Jr., made his appearance on August 17 in the home of Agent Kibbe at Springfield, Mass. Congratulations.



C. & O. Oil Company, Bellows Falls, Vermont
New and attractive installation by our distributor.

Philadelphia District. —We enjoyed a visit from C. H. Parker, New York Office, who made a trip of inspection of the stations in our New Jersey and Eastern Shore territories.

We, also, recently had the pleasure of a visit from C. O. Bech of the New York Office.

Our new Refined Station at Lehighton, Pa., is ready to operate.

Pittsburgh District. —Agent P. L. Rapp of Toledo Station has been successful in closing contract with The Bostwick-Braun Co., Toledo, O., covering 1,000 cases No. 734 Home Lubricant, 72 4-oz. cans per case. The Bostwick-Braun Co. is a large wholesale hardware concern.

The TEXACO STAR



"Happy Jack" McGuire

This photo was taken at Rochester, Wash., last August when J. W. McGuire, Engineer, Pittsburgh D. O., visited his parents who celebrated their 50th wedding anniversary. Sitting: Mr. and Mrs. W. C. McGuire. Standing: "Happy Jack" and his sister, Mrs. Margaret Lawrence.

Mr. and Mrs. G. W. Mullins announce the birth of a daughter, Moria Mayer, on September 10. Mr. Mullins is Agent at Wheeling Station. Congratulations.

Chicago District.—Changes in the personnel of our organization:

S. B. Wright, Superintendent *vice* H. T. Snell resigned.

C. A. Turner, Assistant in Charge of Sales—from Agent at St. Louis.

H. W. Kizer, Assistant in Charge of Operation.

H. H. Shipp, Chief Accountant *vice* Jas. Smyth resigned.

Geo. T. Kimmel, Representative at St. Louis—from Agent at Grand Rapids.

R. R. Grace, Agent at Grand Rapids—from Salesman at St. Louis.

A. G. Buttweiler, Agent at St. Louis—from Ass't Agent at St. Louis.

R. J. Stryder, Ass't Agent at Twin Cities—from Salesman at St. Louis.

Uncle George Schenck, Operating Inspector, has retired and will make his home in Lebanon, Ohio. He leaves many friends who will miss his kindly philosophy of life and experience.

Truck A-2191 at Grand Rapids was demolished by N. Y. C. R. Ry. After looking at some of the pictures it seems a good time to direct attention of all chauffeurs to the Company instructions, *Stop—Look—Listen before attempting to cross railroad tracks.* Fortunately our chauffeur saved himself by jumping.



Harris Brothers, Cadillac, Michigan

A new up-to-date filling station. From the tops of their heads to the tips of their toes—all Texaco. That describes the firm of Harris Brothers.

Sympathy is extended to Corinne Dellefield who recently lost her mother.

Arthur Moser, Iron Barrel Clerk, reports the arrival of a daughter. How would I. B. do for the baby's initials, Art,—just to keep reminded of the old desk? Which reminds us of Arthur's claim for Can You Beat It? championship honors: "Five years Iron Barrel Clerk, and wouldn't know one of our barrels if he saw it."

Salesman Opel of Kansas City cites an instance where one who probably never read the advertising matter in the national magazines, had recognized the purity of Texaco Motor Oil:

Recently a party, who had been educated along the lines of selling and pushing blended products, purchased a filling station in Kansas City, Kan., where Texaco had been established just prior to the change in ownership. The new owner was prejudiced for blended products until an experience with a negro who drove in for service. After his tank had been filled with gasoline the negro called for a quart of oil. The new owner in his usual way picked up a bottle of the blended oil to put in the crank-case of the car. But the negro spied the claroscopes on the Texaco two-compartment tank and called a halt of the station man with the exclamation: "Say, Boss, why can't I have some of that *clean oil*?" This started the new owner to thinking and has helped to bring him around to realizing the sales value in handling the Clean, Clear, Golden Colored Oils.

Norfolk District.—We appreciated the visit of Manager C. E. Woodbridge during the first week of September. We would like to welcome him more often.

We welcome to the Texaco Family:

Moore & Peterson, Black Mountain, N. C.
C. W. Beasley, Colerain, N. C.
Holt Oil Co., Kenly, N. C.

The TEXACO STAR



Blue Ribbon Winner

This exhibit at the Norfolk Agricultural and Industrial Fair, Sept. 1-6, won the Blue Ribbon testifying that Class A First Prize was awarded to The Texas Company.

The gentlemen within the enclosure are Salesman J. H. Murfree and E. M. Stephens.

Holt Oil Co., Wallace, N. C.
A. F. Powell, Jr., Whiteville, N. C.

The Distributors' sales have shown a marked increase in the last three months and there is keen competition all along the line, but for the months of July and August the following were able to hold their own:

Class A—Holt Oil Company, Smithfield, N. C.
Class B—Sprinkle Oil Co., Reidsville, N. C.
Class C—Eagle Oil Company, Mebane, N. C.
Class D—Gatesville Oil & Gas Co., Gatesville, N. C.

We have no notice of Reggie's having found it necessary to purchase that hat on account of a wager with the Durham, N. C. Agent. What is the trouble, Pat?

**ASPHALT
SALES DEPT.** Effective September 30, the Memphis, Tennessee, office of this Department will be discontinued. All correspondence heretofore addressed to Mr. A. R. Chisolm, Representative at Memphis, should be addressed to Mr. G. S. Bowdish, Representative, 803 Whitney Central Bank Building, New Orleans, Louisiana.

A. R. Chisolm, now Representative at Memphis, on September 30 will become Representative in charge of Jacksonville District Office Territory with headquarters at 1310 Graham Building, Jacksonville, Florida.

The feature article in the September 11

issue of the *Engineering News Record* was "Building a Motor Road Across the Florida Everglades." This road, one of the foremost highway building projects of the year, was surface treated with Texaco Road Oil from beginning to end.

Texaco Asphalt has been selected for paving 60,000 square yards of business and residence streets in Cleburne, Texas, which thus follows the example of almost 150 other Texas cities and towns.

The merits of "Bill" Quigley, of the Philadelphia District office of the Asphalt Sales Department, were recently reflected in his unanimous election to the commandership of his Post of the American Legion.

The American Legion bestowed a notable honor upon another member of this Department, Allan J. Moynihan of our Middle West sales contingent, who was elected one of eight delegates to represent the city of Chicago at the National Convention of the Legion in Minneapolis, September 15-19.

When the Bermuda boat steamed out of New York harbor on September 13 two of the happiest persons aboard were A. A. Russell, our representative on Long Island, and his bride. The big step had been taken by them the preceding day. After the knot had been tied in beautiful fashion, there was a most enjoyable party—so enjoyable that one F. H. Gilpin the following morning was unable to explain how it was that for the first time his watch stopped and refused to be started up again.



Howard Avenue, Chicago

This is a Texaco Asphalt pavement which came into existence with a bang. Howard Avenue, Chicago, had been a miserable thoroughfare for several years, and as a consequence the business done by the merchants on the avenue had been very unsatisfactory. So enthusiastic were the business men when the new Texaco Asphalt pavement was completed that a giant celebration was held by them, which was attended by people from every corner of Chicago. Howard Avenue merchants can look forward to a long and useful life from their Texaco pavement, for Texaco has carried the heaviest traffic of Chicago, that of Michigan Avenue, for twelve years.

The TEXACO STAR

Mrs. E. C. Cody and Miss M. Frati of our New York office were strolling through the streets of lower Manhattan one bright noon hour when they were accosted by the Inquiring Reporter of the *Daily News*. This reporter sallies forth each day with a new question which he pops to half a dozen intelligent and capable looking persons encountered on the streets. The photographs of those questioned and their answers are published the following day. His question this day was: "Do short engagements make the happiest marriages?"

Mrs. Cody's Answer: "Short engagements certainly do make the happiest marriages. Realizing this, a girl should grab her man quickly. Don't give him a chance to think it over. He might get cold feet. It's for his own good, you know."

Miss Frati's Answer: "I don't think either short or long engagements make the happiest marriages. Those who marry after a year's engagement have the proper perspective. After a year's engagement you know whether you wish to marry or not."

EXPORT DEPT.

G. W. Knuth has returned to New York after spending a year and a half with our various European subsidiaries.

W. G. Moore returned recently to New York after spending several months with our European subsidiaries.

E. S. Erickson, formerly with our Tokio



Staff of Ruhaak & Company at Djocja, Java

Our distributors in Java, Dutch East Indies, Messrs. Ruhaak & Company, always intent upon promoting the sale of Texaco Lubricants and cultivating good will for the Company, recently donated a handsome cup to the racing Association at Djocja. This picture was taken to commemorate the event. The gentleman standing behind the table is Messrs. Ruhaak & Company's agent at Djocja, Mr. J. Franken, and his assistant, Mr. Kissing, is seated in front of the lady typist; the sales staff is represented by the other two gentlemen whose names were not sent to us. The boys sitting in front are typical Javanese wearing the famous Javanese batik headress and sorangs characteristic of that beautiful country. All members of this group are loyal Texaco workers and they have been highly successful in their sales efforts in behalf of our line.

Office, is now manager of Wahlunds Mineralolje A. B. who handle our business in Sweden.

W. H. Becker has returned to New York after a prolonged stay in Europe on Accounting matters.

That ever busy stork visited Mr. and Mrs. Keefe at Manila, P. I., and left them another little girl. We are a little late in broadcasting the news but our good wishes to Mr. and Mrs. Keefe on the occasion are none the less sincere.

It is with the most sincere regret that we have to announce the death on September 30, following an operation, of H. C. Savage, local manager of The Texas Company (South Africa) Ltd., at Johannesburg, Transvaal. All those who knew him will be deeply grieved at the premature death of Mr. Savage, and our organization has lost a very valuable employee. We extend our heartfelt sympathy to the family of Mr. Savage in their bereavement.



Rio Preto, State of Sao Paulo, Brazil

Warehouse of Sr. Amaro Lopez Martins, our enterprising agent at Rio Preto. Note the large Texaco Sign on the wall.

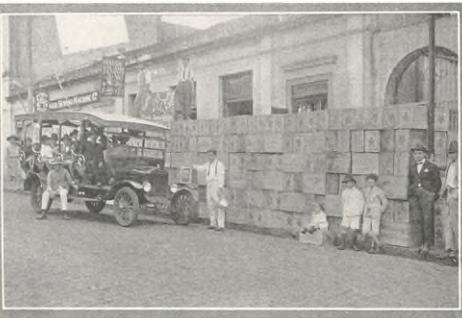
A familiar view, becoming more familiar every day and everywhere. This pump outfit is outside the Garage Luso, at one of the best locations in the city of Sao Paulo, Brazil. The Garage Luso is owned by our staunch friends Messrs. Joao, Jorge, Figueiredo & Cia.



He who can take advice is sometimes greater than he who can give it.—*Von Kreebel*.

The TEXACO STAR

Mr. and Mrs. L. D. Ricci of Rio de Janeiro, Brazil, recently celebrated their silver wedding. They invited the Texaco organization to a garden party and dance at their home, where this picture was taken, Mr. and Mrs. Ricci being seated in the center. We notice in the "Brazilian American" that the members of Mr. Ricci's staff presented the silver bridal couple with a handsome silver cordial service. Everybody knows, of course, that Mr. Ricci is the successful general manager of The Texas Company (So. Amer.) Ltd., Brazil; but it may be news to some that he was recently elected a director of that company.



Botucatu, State of Sao Paulo, Brazil

Our aggressive agent, Sr. J. Marques Zavasque, at Botucatu, State of Sao Paulo, Brazil, made Texaco conspicuous during the carnival. He evidently believes in never missing an opportunity to attract attention to Texaco.

PURCHASING DEPT. **Houston Office.**—Mrs. Mathilda Meier, mother of Misses Katherine and Margaret Meier, stenographers, passed away while on a visit to relatives in St. Louis. The sympathy of the entire office is extended to these young ladies and their sister, Mrs. H. F. Peebles of Houston.

B. A. Lagarde of the Western Purchasing Department spent his vacation in Houston. B. A. raved a good deal about what a wonderful place Denver is, but we notice he hied himself back to Houston the minute his vacation started.

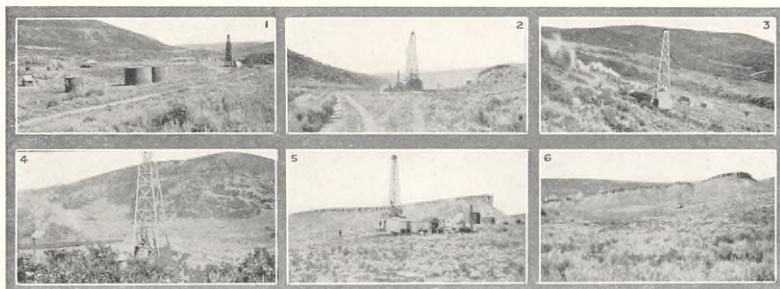
John German passed around the cigars and candy and announced that Annie Marie had

arrived to brighten up his home. Congratulations, John.

PIPE LINES Texaco Products are well advertised at the Texas-Oklahoma Fair now being held at Call Field, Wichita Falls, Texas. Gates Brothers Flying Circus is giving daily exhibitions of aeroplane maneuvers, with "Diavolo" the dare-devil in the leading role. The aeroplanes are painted a Texaco red and the under side of the lower wing on each plane bears *Texaco* in large letters covering the entire length of the wing.

The happiness of men depends more upon their dispositions than upon their fortunes.

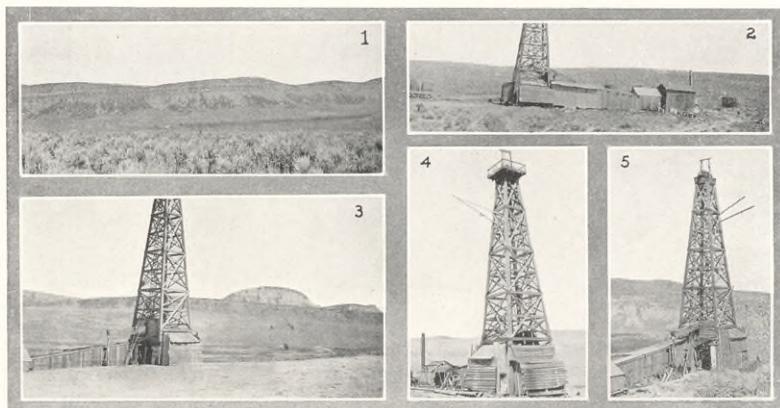
The TEXACO STAR



Moffat Pool, Colorado

1. Discovery Well, Knowlton Joint Well, producing 2,100 bbls.—Joint Camp in distance to left of derrick—5000-bbl. tanks at middle, 1000-bbl. tank at left, small flow tank at left in distance. 2. Texas Production Company Freeman No. 1, drilling. 3. Texas Production Company State No. 1, drilling. Lower: 4. Meyers No. 1 Joint Well, shale oil at 2700' closed off, drilling for Dakota. 5. Weyand No. 1 Joint Test, drilling. 6. Earl Hamilton Joint Test, drilling.

Photographs by A. R. Wilson, Texas Production Company.



Iles Structure, Moffat County, Colorado—Adjoining Moffat Pool to the Southwest.

1. Southwest exposure. 2. Midwest Test. 3. Yarg—P. & R. Test, drilling. 4. Hogan et al. Test, abandoned at 3377', water in Dakota sand. 5. In Routt County—Beaver Creek Joint Test, drilled by Transcontinental Oil Co., water in Dakota at 3378', will drill deeper with hopes of encountering oil in the lower formation.

Continued from page four—a

be willing to help by loaning to each other. The books in the office bookcase do not belong to the individual employee, they are the property of the Company, and an unwillingness to loan indicates a lack of coöperation. Although the books are not our personal property they are temporarily in our keeping and we naturally feel a sense of responsibility regarding

them. It may be said in some cases that unwillingness to lend is not because "imparted knowledge doth lessen learning's store; but books, we find it, often loaned return to us no more." This applies not only to books but to tools and all Company equipment.

I think a few words from you in this connection, printed in our *Texaco Star*, would serve a good purpose.

SUGGESTIVE INDEX OF CURRENT ARTICLES

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

PRODUCING—PIPE LINES. New Importance of Evaporation. Charles P. Buck.—*The Oil Trade*, September 1924.

INSURANCE—EQUIPMENT & CONSTRUCTION. New Way of Handling Liquids by Compressed Air. A. C. Woodside.—*Compressed Air Magazine*, September 1924.

RAILWAY TRAFFIC AND SALES. Selling Lubricants to the Railroads.—*The Oil Trade*, September 1924.

SALES. New Markets and Handling Methods for Kerosene.—*The Oil Trade*, September 1924.

Truck Man Key to Sales.—*Petroleum Age*, September 15, 1924.

FUEL OIL. Domestic Burner Business a Growing Factor Oil Concerns Must Study. Ward K. Halbert.—*National Petroleum News*, September 10, 1924.

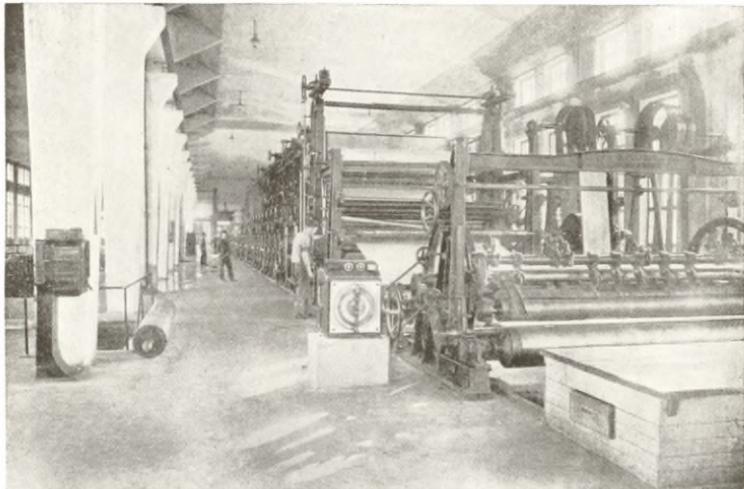
GENERAL. Interpreting the Weather Signs of Business. Owen D. Young, Chairman of the Board, General Electric Company; Chairman of Secretary Hoover's Commission on Unemployment and Business Cycles; Member of Reparation's Committee of Experts.—*System*, September 1924.

"The Best Investment in the World Is—". P. J. O'Keeffe.—*System*, September 1924.

To Meet the Budgets We Leave Behind. John Alford Stevenson, 2nd V.-P., The Equitable Life Assurance Society of the U. S.—*The Nation's Business*, September 1924.

A \$6,000 Fire Engine That Cost \$23,300. James E. Boyle.—*The Nation's Business*, September 1924.

The Bridge Between the Americas. Col. Bailey K. Ashford, U. S. A.—*North American Review*, September 1924.



Billerud Paper Mill at Säffle, Sweden

One of the many plants of Billerud Aktiebolag, where the sterling qualities of Texaco products are recognized and appreciated. The following statistics will give an idea of the importance of the Billerud Aktiebolag account: They operate

Four Power Stations.....	6,000 h. p.
Ten Pulp Mills—annual production	90,000 tons
Three Paper Mills—annual production.....	23,000 tons
Four Saw Mills—annual production.....	18,000 standards
Two Alcohol and Turpentine Plants—annual production	350,000 gallons

BACK OF EVERY
BUSINESS THAT
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