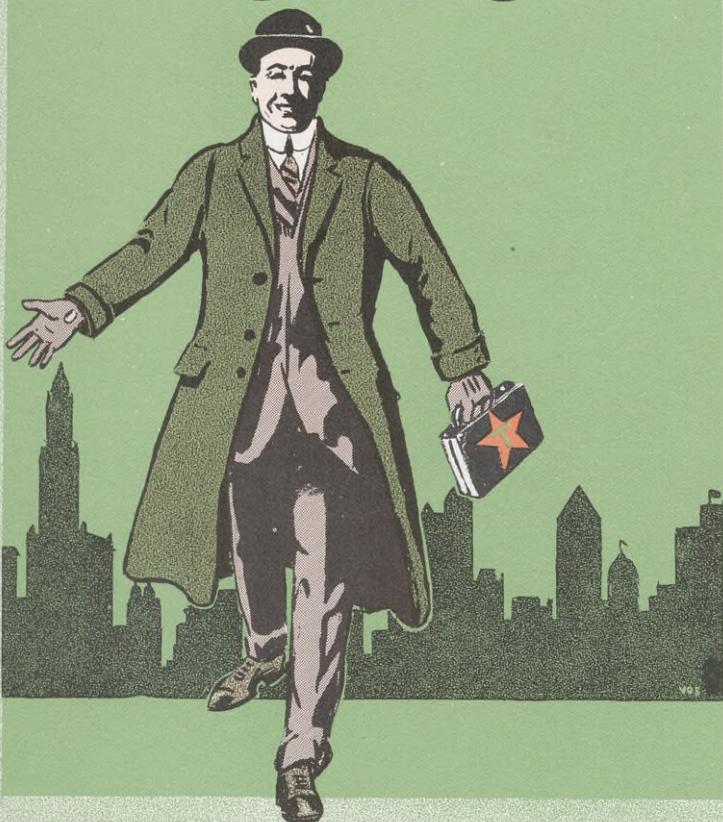


VOL. II.

FEBRUARY, 1915

No. 4

THE
TEXACO
STAR



SALES DEPARTMENT

NORTHERN TERRITORY NUMBER

S A L E S D E P A R T M E N T N O R T H E R N T E R R I T O R Y

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J. P. COOK, Representative
F. D. GATCHELL, Assistant Manager
W. F. PARISH, Manager of Lubricating Division
H. TIPPER, Manager of Advertising Division
W. R. ELLWOOD, Department Agent
J. C. OSTRUP, Superintendent of Equipment and
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Miss H. Peiter, Secretary to Manager

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CHAS. F. SCHMOOK, General Assistant—Chicago District
WILLIAR THOMPSON, Superintendent—Norfolk District
C. L. CLIFTON, General Assistant—Norfolk District

TELEPHONE MANNERS

NEVER FORGET when answering a telephone call for this office that you are acting as a representative of the Company.

Always bear in mind that you are not speaking as an individual but as the representative of a great corporation, and that the interests of its 7000 stockholders are for the moment in your care.

Whether the caller is a customer or some one merely seeking information, be careful that your words, as well as the tone of your voice, are courteous and agreeable. Keep your wits about you, speak intelligently, enunciate intelligibly, and subject the caller to as little delay as possible.

In a face-to-face conversation even a disagreeable voice or a tactless manner of expressing oneself may be offset by a winning smile or an attractive personality. In a telephone conversation this is impossible—the voice alone can convey the smile, and through the voice and the tactful arrangement of words only can we create a pleasing impression.

That politeness which we all recognize as most desirable when speaking with our associates, is imperative when talking with an outsider.

If some of these points seem of small importance to you, stop and consider what treatment you would like to receive if you were in the position of the person on the other end of the wire. Be sure that he is given the same intelligent, courteous attention that would impress you favorably and make you wish to continue business relations with a concern whose personnel rendered such intercourse a pleasure.

ANSWERING A CALL. Answer the call as quickly as possible. Talk with the lips *almost in the receiver*—only in this position can the voice be properly modulated. Speak in a low tone, but distinctly and as pleasantly as you can. First of all say: "National Lead Company, Mr. _____ speaking." Do not say: "Who are you?" And never under any circumstances say: "What do you want?" If when you tell the caller who you are he does not tell who he is, say: "Who is speaking?" or "What can I do for you?" If he inquires regarding a subject on which you are unfamiliar say that Mr. _____ can give him more information than you can, and request switchboard to connect with Mr. _____ promptly.

If the inquiry is about the delivery of an order, do not say bluntly: "It will go tomorrow." Be more suave and say, for example: "I am very sorry but your order was received too late to get out today. We will do our best and send it early tomorrow," giving specific information when possible. Never give a blunt, short reply. Always add some little courteous comment. Use freely the words: "Please," "Please excuse it," "Thank you," "I beg your pardon."

WHEN CALLING anyone who has an exchange do not put in a call for him and have him hold his receiver until you answer. Call his company and ask his exchange for him, so that you do the waiting, not he. As soon as he is connected go through the formal announcement: "National Lead Company, Mr. _____ speaking; is this Mr. _____?" Then state your business.

—National Lead Company.

SALES DEPARTMENT, NORTHERN TERRITORY STAFF



1. C. E. Woodbridge, Manager. 2. J. P. Cook, Representative. 3. F. D. Gathell, Assistant Manager. 4. W. F. Parish, Manager Lubricating Division. 5. H. Tipper, Manager Advertising Division. 6. W. R. Ellwood, Department Agent. 7. J. C. Ostrup, Superintendent of Equipment and Construction Division. 8. Miss H. Peiter, Secretary to Manager.

TEXACO STAR

VOL., II

FEBRUARY 1915

No. 4

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 1101 CARTER BUILDING, HOUSTON, TEXAS

THE Texas Company was triumphantly vindicated by the decision of the Oklahoma court, rendered January 23rd, in the suit instituted six months ago against the Company in the name of the State of Oklahoma. Judge Beatty, General Counsel of the Company, has said:

The decision of Judge McKeown is our complete vindication. He had before him all the facts bearing on the relations between The Texas Company and the Producers Oil Company, and these relations he adjudged legal and proper. Another gratifying feature of the decision is the specific finding that these companies are not only independent of the Standard Oil Company, but are in vigorous competition with the Standard Oil group. Of course, we officials of The Texas Company know this to be the fact. Indeed, to us the competition is a grim fact at times.

The court also dwells on the foreign marketing business which The Texas Company has built up, which means so much to the oil producers of this country.

The latter part of the judgment requires the Company to file a schedule showing what, if any, lands not needed for its corporate purposes, it holds in Oklahoma. This was because of a prayer by the State for discovery of that point. It is a negligible matter as the showing will be that the Company holds no excess lands.

★ ★

No conclusions have been reached at the date of this writing—Feb. 10—in the matter before the Texas Legislature, mentioned in last month's issue, concerning the charter powers of oil manufacturing and marketing companies incorporated in Texas.

The vital points of the needed legislation are:

1. From the nature of the oil business and on account of world-wide conditions a manufacturing and marketing company cannot be secure in the big investment required unless it is able to explore for oil

and drill wells,—just as no great investment in iron and steel foundries could be safely made without power to secure ore deposits, or in saw mills without power to secure standing timber. The development of The Texas Company hitherto has been possible only through contracts with the Producers Oil Co. No such precarious basis of the business could be satisfactory as a permanency. All the competing groups chartered in other States and foreign countries have the powers absolutely needed by The Texas Company to compete with them in domestic and foreign trade. Why should Texas alone cripple her home enterprises in this great industry?

2. The power to own subsidiaries is needed because a Texas-chartered oil-marketing company is practically prohibited from doing business in those States and foreign countries whose laws impose taxes on the entire capitalization of a corporation doing business in them. They had no intention of discriminating against Texas, as it was assumed that every alien corporation would meet such laws by establishing a local subsidiary allotting to it only the capital required locally. All our great competitors do this. There is nothing in it obnoxious to the restraint of monopoly or anti-trust laws. The acquisition of a competing corporation is not permitted. The subsidiaries wanted by The Texas Company would be its own extensions made in order to compete with concerns incorporated outside of Texas.

3. The continuance of the handicaps on Texas corporations would aid and abet the great competing groups which are regarded as being of monopolistic size and tendency. The Texas Company is just beginning to

TEXACO STAR

compete successfully, but it is doing only 7 per cent of the business in the United States and only 4 per cent of the world business. The four chief competing groups do 90 per cent of the business. The outcry about injury to the small producer is utterly mistaken. On the contrary, the more products the manufacturing and marketing company can sell, the more oil it will buy from producers of all sorts and the better prices it will pay.

★ ★

Over in Europe in the zone where the fiercest fighting has occurred, The Texas Company had stations, tanks, and warehouses. The Antwerp station and other stations so situated are destroyed, and all business at these points is cut off. Five ships carrying Texaco oil products to far distant points were on the ocean highways when war broke out. One cargo was seized and others delayed. Yet the business of The Texas Company goes on with increased rather than decreased volume. All the workers are enjoying their full measure of employment, factories are running full blast, supplies are being bought as usual. A small business would be ruined by a succession of interruptions and difficulties, but the business built up by the reputation and character of The Texas Company's goods goes into so many corners of the earth and supplies so many millions of people that the unfortunate incidents in Europe have not materially affected the total business of the Company.—*Condensed extract from an article in Oil and Gas Journal.*

★ ★

Fifty years ago, petroleum was found only in one State of our Union. Now, its production is world-wide. Then its one use was that of an illuminant. In recent years, scientific treatment of its constituents has evolved hundreds of by-products of such wide and varied usefulness that mineral oil is one of the most potent and absolutely essential factors in modern development. Today, the industry is universal. It provides a yearly increment of hundreds of millions to the world's wealth. It has outgrown control by groups of individuals or companies.—*Petroleum Age.*

POR T ARTHUR AS AN OIL PORT

Shipments by water in 42-gallon barrels, 1901 to 1914:

| Year | Coastwise | Foreign | Total |
|-------|-------------|------------|-------------|
| 1901 | 202,257 | 64,831 | 267,088 |
| 1902 | 3,535,786 | 619,072 | 4,154,858 |
| 1903 | 7,810,457 | 519,882 | 8,330,339 |
| 1904 | 9,675,660 | 8,57685 | 10,533,345 |
| 1905 | 9,348,467 | 1,233,334 | 10,581,801 |
| 1906 | 9,276,167 | 1,403,422 | 10,679,589 |
| 1907 | 7,471,131 | 1,320,612 | 8,791,743 |
| 1908 | 5,522,285 | 2,669,659 | 8,191,944 |
| 1909 | 7,701,838 | 4,134,805 | 11,836,643 |
| 1910 | 7,521,194 | 3,060,061 | 10,581,255 |
| 1911 | 8,688,104 | 3,089,243 | 11,777,347 |
| 1912 | 9,822,149 | 3,297,475 | 13,119,624 |
| 1913 | 12,785,409 | 5,659,738 | 18,445,147 |
| 1914 | 17,442,127 | 8,517,592 | 25,959,719 |
| Total | 116,803,031 | 36,447,411 | 153,250,442 |

Mr. F. C. Kerns, in the offices of the Lubricating Division, Sales Department, S. Territory, kindly sends a clipping from the *New York Sun* concerning the little poem "I Would Be True" given in our Christmas Number with E. C. Marshall as the author. The *New York Sun* states that the poem was written by Rev. Howard Arnold Walter of Hartford, Conn. and quotes "a writer" who says:

The poem was written by Mr. Walter in Japan on New Year's Day, 1907, as the expression of a personal prayer for the new year. It came to America in a letter to his mother, and through her found its way into print, appearing in *Harper's Bazaar* in May 1907. Its quality was quickly appreciated; it has been "read around the world," and it is safe to say that it will not be forgotten.

* *

When writing to change your address in the mailing list of the *Texaco Star*, please state the Department, and division or district, in which you are employed. The list of about 5,000 is made up by Departments, and divisions or districts thereof, and it is often impossible to guess the Department from the postoffice.

Greenville, Miss., 1-19-15.

Texaco Star: If you think it would be of any benefit to the Company I wish to give a little experience that I had last fall.

I discussed with Mr. J. M. Gordon, Sup't of the Indianola Cotton Oil Company, Indianola, Miss., the question of giving us his business instead of sticking to a competitor's oil, and I insisted that we would be in position to save him some money. Now personally Mr. Gordon, I believe, would have been glad to give me the business, but he had heard the old story about changing to new oils and he, like other superintendents, had some time in his career been "stung." He did not feel justified in taking the chance.

During my visit, however, Mr. Gordon and I in some way happened to commence looking through some *Texaco Stars* that I had in my grip. One of these *Stars* had pictures of some of our vessels, another had pictures of different parts of our plants, and others had pictures showing the wonderful machinery and the fleet that we own. These caught his eye, and while I regard Mr. Gordon as one of the finest superintendents I have met, the different pictures had more effect with him than all of the oil talk I could give him.

Now the point that I make is this: The world is moving so fast that we haven't time to listen to the other fellow's story of what he has to offer; but if this story can be told in pictures it will have its effect, for we all like to look at pictures that illustrate great things.

I am telling the above story with the permission of my friend Mr. Gordon, and trust that it may lead to something that will help the Company. I am of the opinion that if we had a booklet of nice pictures of our Ships, Refineries, etc. it would be a great help to all of us in soliciting new trade.

Yours for the best interest of the Company,
E. H. Cason, Agent.

TEXACO STAR

AN OUTBURST OF SONG

The opening of the new year has been marked by a really noteworthy outburst of song from the host of co-workers in The Texas Company. When the emotions of men move them to poetical forms of expression it is sure that their *hearts are in it*. Our pages would not contain the verses that have been showered upon us within the last month. They have come from all territorial quarters—domestic and foreign. Some of them, it is true, on account of imperfections of form or style, could not stand “cold print,” but all breathe a genuine spirit of manly loyalty and enthusiasm. All are to be highly appreciated. We have space here only for several specimens. Another example is included in the communication from the Sales Department, Northern Territory, and space for several more has been made on the last page.

TO THE TEXACO STAR

When the day's work is done, and, with rocker and pipe,

For a nice cozy evening everything's ripe,
We like to find out, from near and from far,
What the “boys” are all doing—and just where

we are.

So we read of Mac Dyer, on specialties strong,
Unless big Sam Munroe has boosted along,
And of Crater Club sales, and the “Sheriff” so dark
Who accessory was in the late Rowland lark;
And we hear some of marriages—new babies, too,
And continue to find out “who is it that's who.”
And the “copy's” all good and the presswork is fine
And of wooden or flat stuff there's not a dull line.
So, when we've read through we realize that
We've had a most pleasant old family chat
Of Texaco items for Texaco folk—
Find joy in the moments and, resuming the smoke,
Feel like shouting aloud in a full round huzza;
Here's long life to the staff of *The Texaco Star!*

From New Orleans, unsigned.

Cape Town, S. Africa, Jan. 1, 1915.

Editor *Texaco Star*: I read some of the verses printed in our *Star* and on the spur of the moment sat down to see what I could do in this direction. I managed to compose a few lines and am sending them along to you. I think I should mention that at the time Mr. W. C. Wallace left this country he said a few words to our Staff, to encourage them in their work. In closing he said: “Be loyal to The Texas Company.” I based my lines on this speech, which is vividly remembered by all who were fortunate enough to be present.

With compliments of the season,

I remain, Dear Sir,

Yours obediently,

A. E. Seals.

A VOICE FROM SOUTH AFRICA

Let the heralds sound through the *Texaco Star*,
Our hearty greetings, both near and far.
Now through this medium we are linked
In thoughts and actions, photographed and ink'd;

‘Tis much to our liking, if employes we be
Of the one and only Red Star and Green T.

We, away South, will now hear from the North
Of the promising increase and returns they bring
forth;

Again shall we hear from the East and the West
Of the Brands they are pushing and the way they
do best.

‘Twill be much to our liking, if employes we be
Of the one and only Red Star and Green T.

You have heard not a little, of South African trade;
With keen competition, believe us, ‘twas made.
We shoulder the wheel; with all efforts we mean
To make our Star shine and shine to be seen;
‘Tis our foremost thought, if employes we be
Of the one and only Red Star and Green T.

‘Tis far from our wish to claim too much space,
So now to the point, bare facts we will face:
Now, readers all, from G. M.'s to boys small,
Line yourselves up to the Company's call;
Be loyal, be honest, and work with a will!
Thus the heart of Home Office with pride you will
fill.

Such is our wish, if employes we be
Of the one and only Red Star and Green T.

“If employes we be.” Why repeat it? you wonder.
We'll give you the key so read it, as under:—
Endorse what we say, and that without doubt,
Or you're not an employe and its time you got out.

THE TEXACO LINE

Respectfully dedicated by W. H. George, Agent,
Atlanta, Ga., to Lubricating Assistant William
Reynolds, who is familiarly known by his friends
as “Uncle Bill.”

“Incomparably Better,” said Old Uncle Bill,
When he was asked about 650 T,

“It's an Oil with a conscience, a push, and a will,
“And one that brings pleasure to me.”

“Zenith Valve is an oil that is always right—
“Whether conditions are wet or dry—

“On the job both day and night
“When the steam is low or high.”

“Pinnacle Cylinder,” said Old Uncle Bill,
As he lit up a fresh cigarette,
“Is an oil you can put in any old mill,
“Where the steam is soggy and wet.”

“Motor Oil H,” said Old Uncle Bill,
“Is the oil with a perfect seal;
“It will keep the engine cool and still,
“And all motor troubles will heal.”

“Honor and Valor and Altair
“Are oils that are sure to please,
“For each is made with the greatest of care;
“Show me one that is better than these.”

“Crater Compound, as I've looked around,
“Is the proper dope for a gear;
“It's equal for sticking has never been found;
“I've seen it last for nearly a year.”

“The Texaco Line is the best to be had;
“It is good in any old clime.

“Not one of our products has ever been bad.
“Push The Whole Line All The Time.”

TEXACO STAR

TEXACO

"What's the oil that burns the best?—Texaco,
What's the oil that stood the test?—Texaco.
Name the oil with world renown,
Known in every village and town.—Texaco.
Who has the finest plants of all?—The Texas Co.
Who are the people that hit the ball?—The
Texas Co.
Name the company that pays the best,
Gives employees a week of rest.—The Texas
Co.
"Its Texaco products and Texaco people,
That are helping our State along.
It's Texaco vim and Texaco system,
That makes our life like a song.
"Let's breathe the name,
Let's live the same,
Let's search for buyer and friend,
Let's keep all stain off of the name—The
Texas Co."

Herman Harris,
Relief Operator, Oil Dispatcher's Office, Gates, Tex.

GEORGE WASHINGTON

No space remains where other mortal hands
Can ever carve another's name so high;
Though many in the future may be great,
And loved and honored by our mighty state,
Their brilliant names—yes, even the greatest one—
Must stand beneath the name of Washington.

It would be a great blessing to our country if George Washington should always be,—because of the sane thought and true principles for which he stood so nobly,—in the future, as he has been in the past, "first in war, first in peace, first in the hearts of his countrymen." If Americans today and forever, amid whatever turmoil of "progressiveness," would read his own letters and state papers, he would never be forgotten or given a second place in their minds and hearts.

The character of a truly great and good man appears even in acts that are of an everyday kind. A significant glimpse of George Washington is given in the following little incident.

Washington left his quarters alone one morning to visit a camp he had ordered to be fortified. The weather was very cold and he wore a long overcoat which hid his uniform, and a great cape and his hat left little of his face to be seen. At a point on the boundary of the camp he came upon a few men who were building, under the command of a corporal, a breastwork of logs. The men were bending over a very heavy log and were about to raise it to the top place on the breastwork. The corporal stood on one side giving orders: "Heave ho!" "All together." "Up with it." The men lifted the log almost to its place, but could not raise it quite high enough.

The corporal shouted again: "Heave! Up with it. Up! Up!" but did not put a hand to it himself. The men struggled and strained; but they had done their utmost, and the log was about to sink into their exhausted arms.

Washington, with his strong arms and tall shoulder, gave the needed help. The big log was rolled into place. The men thanked the stranger, but the corporal paid no attention to him. Then Washington spoke, and his voice was stern.

"Why don't you help your men with this heaviest lifting?"

"Why don't I?" answered the corporal, "Don't you see I am the corporal?"

"Indeed!" replied Washington, unbuttoning his coat to show his uniform, "Well, I am the commander-in-chief. The next time you have a log too heavy for your men to lift, send for me."

Turning on his heel he walked away.

We may be sure that the corporal learned a lesson that many, young and old, need to learn, and that the men learned to know their great general still better than they had known him before.

'Tis splendid to live so grandly
That, long after you are gone,
The things you did are remembered,
And recounted under the sun;
To live so bravely and purely
That a nation stops on its way,
And once a year, with banner and drum,
Keeps the thoughts of your natal day.

★ ★

The largest shipping concern in New York, if not in America, a corporation that has many piers, a dozen or more great warehouses, and its own private railroad, was bothered considerably through the number of its employes who got into the hands of loan sharks. It employs several thousand persons. The president thought this loan-shark evil should be overcome. After mature consideration he established a loan fund from which any employe who had been with the company one year could borrow. That was three years ago. Loans, except in cases of extreme misfortune, were limited to twice the weekly salary of the borrower. The immediate superior of the man had to indorse the application. The company charged six per cent interest. No security was required. The pay envelope in a sense was security, but a dishonest borrower could defraud the lender by drawing an amount equal to two weeks' pay and then quitting. Almost every nationality is represented on the Company's pay roll, and the bulk of the employes rank little above the grade of the common laborer. In the three years the company has had to charge off twenty-two dollars as unpaid. One person out of all those to whom loans were made proved dishonest. The records kept by the company show that at first most of the loans were made to clear up old debts. Since then they have been for purchases of furniture, rent, expenses of illness, and for vacations. Vacation loans are made with greater pleasure than any other.

One of the causes of dread and worry has been removed from the minds of those who work for that concern. That tends to better service. Incidentally, the loan shark has been put out of business in that neighborhood.—*The Popular Magazine*.

★ ★

Everything of inferior quality that you send to your customers invites and strengthens competition.

The sale that gives mutual satisfaction is the only sort likely to be repeated.

TEXACO STAR

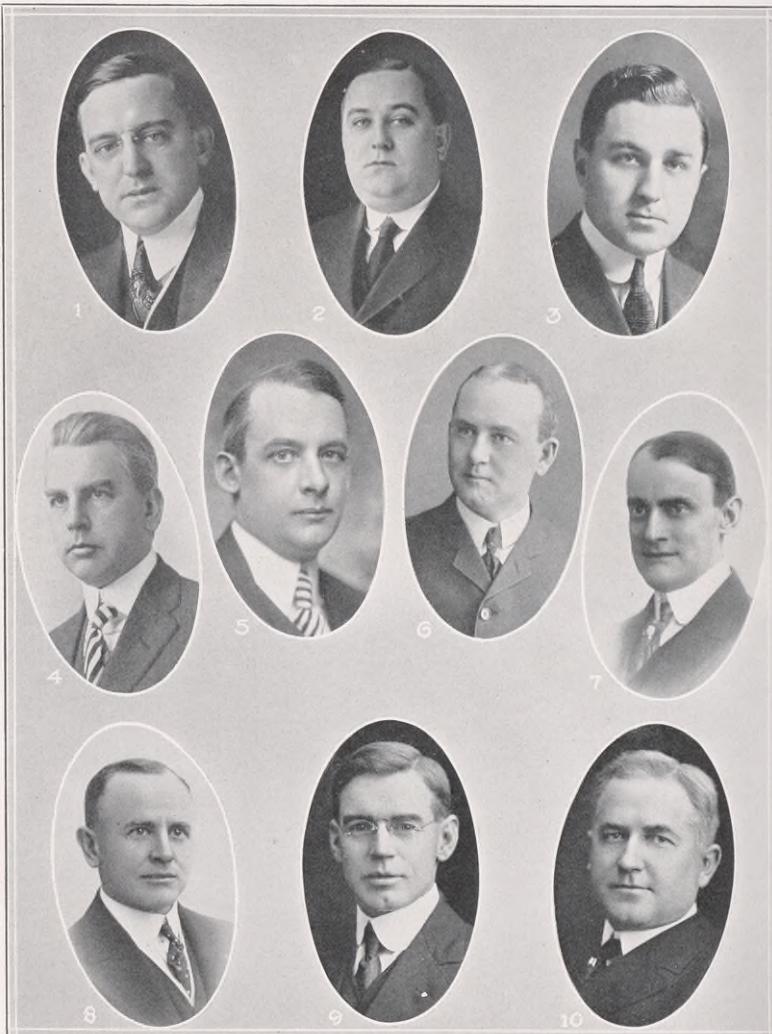


The building was not photographed last month, as no material change in external appearance was to be shown. Next month will show in place the limestone columns of the arcades.

Plastering is complete from 4th to 12th floors inclusive, and marble set from 3rd to 9th. Window sashes are hung from 2nd to 7th floors. Wood trim is being put on for 4th and 5th floors. Air compressors are being set up in the basement. The elevators are being connected up, and one of them will be in operation about Feb. 19. The deep water well has been finished and tested out as good for 380,000 gallons a day.

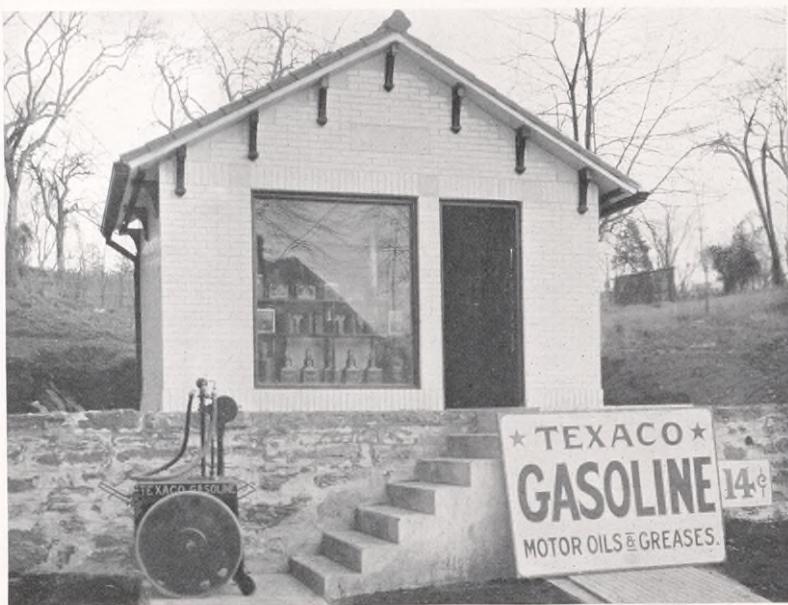
TEXACO STAR

SUPERINTENDENTS AND GENERAL ASSISTANTS—N. TERRITORY



1. C. R. McCarthy, Superintendent Philadelphia District. 2. F. J. Doran, General Assistant Philadelphia Dist. 3. G. H. Reinhardt, Superintendent Boston District. 4. J. W. Hopkins, General Assistant Boston Dist. 5. J. P. Gruet, Jr., Superintendent New York District. 6. F. D. Shields, Acting Gen'l Assistant New York Dist. 7. H. T. Snell, Superintendent Chicago District. 8. Chas. F. Schmook, General Assistant Chicago Dist. 9. Williar Thompson, Superintendent Norfolk District. 10. C. L. Clifton, General Assistant Norfolk Dist.

TEXACO STAR



Rye, N. Y. Filling Station. Type of filling station in the New York District.

SALES DEPARTMENT NORTHERN TERRITORY

C. E. WOODBRIDGE
Manager

The Domestic Sales Department of The Texas Company in Northern Territory covers the States of North Carolina, Kentucky, Missouri, Iowa, the eastern half of North and South Dakota, and Minnesota, and the States and Canadian Provinces North and East of them. Within these boundaries are located The Texas Company's terminals at Norfolk, Baltimore, Marcus Hook, Bayonne, Providence, and Portland, and the Lockport Refinery. This Territory contains over two thirds of the population of the United States and the bulk of its manufacturing industries. It also contains the most thoroughly equipped organizations to take care of the needs for petroleum products of this population and these industries. That is, while the opportunity is larger, the competition

is keener than anywhere else in the United States.

The writer became associated with The Texas Company in June 1905. The offices were then at No. 8 Bridge Street and consisted of four rooms. The organization consisted of Mr. Schlaet, Mr. A. C. Miglietta, and one stenographer. Miss Peiter (my secretary) and myself were the fourth and fifth additions to the force. My first job was to find a location for a terminal on the Delaware River near Philadelphia. I think I walked over every foot of water front from Wilmington, Delaware to the Schuylkill, with the result that we bought the property on which our Delaware River Terminal now stands. I remember that there was quite a discussion whether we should buy ten acres or the

TEXACO STAR



Boston Refined Station, showing equipment and organization.

twenty-eight we finally bought, and I recall that it was agreed that two fuel oil tanks, ten tank cars, and a wooden barge would take care of our business for a long time to come. But this young and healthy infant, having breathed deeply and stretched a little and finding the sensation pleasant, declined to be bound by any limits originally set for it. Very soon followed the purchase of terminal properties at Bayonne, Providence, Baltimore, Norfolk, and Portland, and the addition of tanks, tank cars, and other equipment.

It was not, however, until the spring of 1909 that the first tank wagon of The Texas Company was started in the North. This was at Providence, R. I., the wagons being started from our deep sea terminal at Harbor Junction Wharf and covering

the City of Providence. Other distributing stations followed, until the facilities and organization now require approximately 1,500 employees.

We have always considered it an axiom for a Company coming like ours into a field already covered, that our service, our goods, and our presentation must be better than those of our competitors. Temporary results may be secured by price concessions but permanent success does not lie that way.

For the quality of our goods we depend on our manufacturing department, but we must use eternal vigilance to see that we are keeping abreast with new developments and wherever a new commercial need for petroleum products develops it is the Sales Department which must formulate and

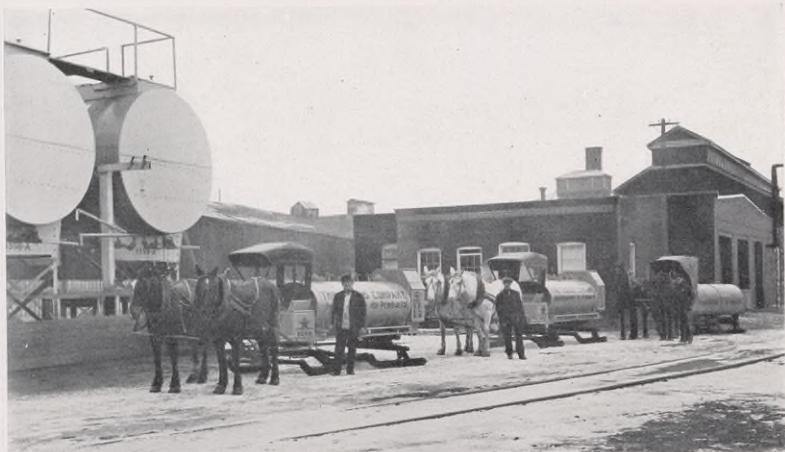


Thousand-gallon tank truck,
Stamford, Conn.



Three-horse hitch on five-ton stake wagon—Brooklyn, N. Y., Clinton Street Station

TEXACO STAR



Albany, N. Y. Station—Tank Sleigh Equipment

present the need to the manufacturing department. Where there is a possible choice between our own products for the one best suited to the needs of our customer, as in the case of our lubricating oils, it is the business of the sales organization to make the choice.

For service the Sales Department is somewhat dependent on the Marine Department, the terminals, and the Railway Traffic Department; but to a greater extent upon the operation of the refined

stations and the correct placing of orders on the terminals for shipment to stations or to customers, and the anticipation of required movement from the Port Arthur Works to the various terminals on the North Atlantic coast.

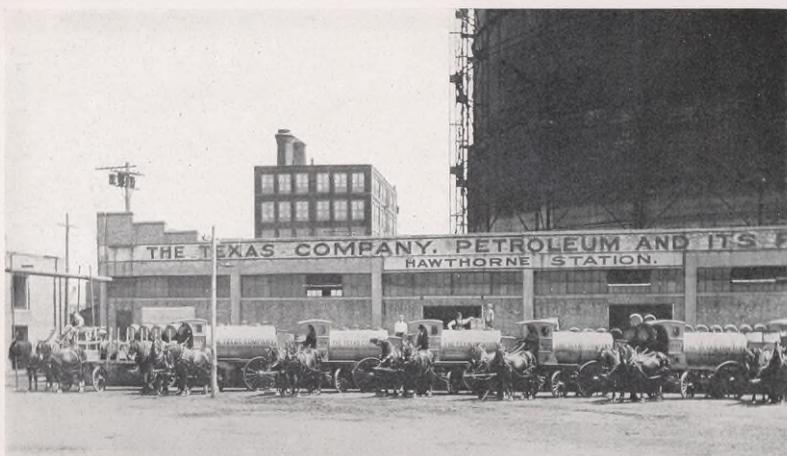
The Sales Department's real work of serving the consumer begins when the product is delivered by tank car or vessel to refined station. From then on it must be:

1. Kept free from moisture or other contamination.



Plant and Equipment, Mineola, Long Island, N. Y.

TEXACO STAR



Tank Wagon Equipment, Hawthorne Station, Chicago

2. Protected from loss by fire or accident or theft.
3. Filled into tank cars, iron or wooden barrels, cans, or tank wagons or auto tank or stake trucks.
4. Shipped by rail or water transportation, or hauled to customer in the Company's vehicles.
5. Delivered to the customer, involving another handling, if by wagon, and receipt for the goods.
6. Invoiced, entered on the books, and collected for.

The function of a sales organization is to convert finished product into money. It must find the customer, make the sale, make the delivery, and collect the proceeds of sale. This service must be subject to call at all times and at all seasons. Flood, fire, snow, famine, or pestilence are not considered valid excuses for interruption in service, and mistakes must not be even dreamed of.

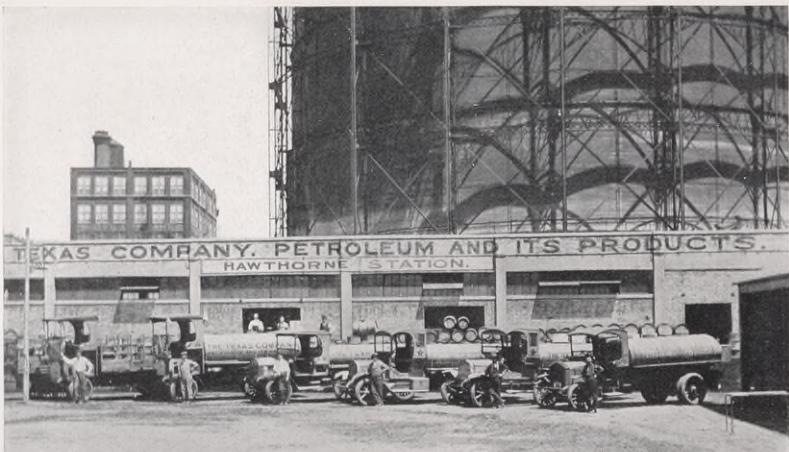
Superior goods in the hands of an incompetent selling organization are unsaleable or only saleable at a sacrifice in price. In addition to offering quality and service our organization must present our proposition in such an attractive light that the tendency to do business with the concerns longer in the field will be overcome. Every tank wagon driver, every agent, must be a salesman, and all of them must know their goods, their service, and their Company. Beyond this they must have the will to sell, which is the foundation of the power to sell, and which results largely

from a pervasive *esprit de corps*. This is the essence of successful organization, and in the Northern Territory Sales organization we believe we have as much of it as any other selling organization with which we come in competition.

A description of our organization may be of interest.

The Northern Territory is divided into five sales districts, with district offices at Boston, New York, Philadelphia, Norfolk, and Chicago respectively. Each District is in charge of a general head with the title of District Superintendent. The District Superintendent's staff consists of a General Assistant, a Lubricating Assistant, a Chief Accountant, and one or more Operating Inspectors. The General Assistant is the *alter ego* of the Superintendent; the Lubricating Assistant looks after the sales of lubricating oils; the Chief Accountant with his force of assistants and clerks handles the books, the cash, and the credits and collections; the Operating Inspectors look after the operation of refined or distributing stations. Agents report to operating inspectors; salesmen to the Lubricating Assistant or General Assistant, according to the nature of the business. This form of organization contemplates that each operating inspector should have in his charge eight to fifteen

TEXACO STAR



Tank Auto Equipment, Hawthorne Station, Chicago

refined stations (on an average ten) and should do some very fine intensive gardening in the plot under his care.

Each district organization is complete in itself and handles all the business in its territory subject only to general supervision by the New York territorial office. That supervision is necessarily general, but it is by men each expert in his own line.

The territorial staff consists of the Manager, the Representative, and the Assistant Manager, the managers of the Lubricating and Advertising Divisions, the Superintendent of Equipment and Construction (whose duties are apparent from their titles), and the Department Agent, who exercises general supervision over accounting, credits, and collections. The staff meets several times a week for consultation, and a record of proceedings is kept.

Still more important for developing harmony of effort and action and the adoption of improved selling and operating methods are our monthly meetings of superintendents with the territorial staff. These meetings are held on the second Monday and following Tuesday of each month. The keenest but most friendly rivalry prevails; B. S. is conspicuous by its absence, it being well known that it would settle out and disappear in the heat

of discussion; foolish projects are punctured and discarded; and occasionally some Brilliant Thought runs the gauntlet and comes out inspired with the realization that if it could come through unscathed it must be good indeed. At these meetings are discussed subjects such as comparative selling and operating costs, feeding and care of live stock, comparative prices, requirements for new stations and equipment, credits, collections, and general business conditions.

No statement of the activities of the Northern Territory Sales Department would be complete without mentioning the United States Government and our Central Western jobbing business.

Our business with the U. S. Government has been handled under the direction of the territorial sales office, and for the last eighteen months particularly by Mr. Frank J. Shipman. It is especially gratifying to record the continuation and extension of our lubricating business with the Navy, because the essence of this business is satisfactory service and quality, no specifications being given.

Our jobbing business in the Central West, developed entirely within the last two or three years, has grown to considerable volume. An outlet for our products is thus found among the jobbers already

TEXACO STAR



Delivery by tank sleigh. Six feet of snow under sleigh caused by cut in hill. Driver J. Peacock, Ogdensburg, N. Y. Station, showing his method of keeping sleigh from overturning.

on the ground with distributing facilities. This branch of our business has been in charge of Mr. W. O. Andrus, with headquarters in Chicago, and so far we have been able, through his efforts, to dispose of the output of our Lockport and West Tulsa refineries not absorbed by our stations.

The Northern Territory is less than ten years old. As a separate organization it is only four years old. Its business shows a steady increase with no sign as yet of halting. It realizes that it is in the midst of the strongest kind of competition, but believes that it will grow up with the country and perhaps just a little faster and stronger than anything else of its kind.

THE NEW YORK DISTRICT

By J. P. GRUET, Jr.
Superintendent

The territory handled by the New York District of the Sales Department, Northern Territory, consists of the entire States of New York and Ohio, the northern half of New Jersey, and that part of Canada lying immediately to the north.

Supplies are obtained from our main distributing Terminal at Bayonne, N. J., and from our station at Albany, N. Y., which might be designated as a sub-terminal. Our tankage at the latter point consists of four 10,000 barrel tanks, and other equipment is in proportion. The territory handled from this District is probably the most important market

for our products in this country, including as it does the immensely rich State of New York, called the Empire State, the great steel industries of Ohio, and the manufacturing industries of New Jersey including Newark the fourth largest manufacturing city in the United States.

The market for gasoline and marine oils in this territory is a large one, on account of the extensive shipping from the Port of New York and the large number of gasoline engine craft in New York Harbor and adjacent waters, including especially the boats engaged in the oyster industry.

There are a large number of varnish and paint manufacturers in Greater New York and nearby points, and our mineral solvents, such as Texaco Spirits and Texene, are widely used and have a very high reputation for quality.

The New York District at the present time is operating twenty-nine tank stations, which are practically all handled by salaried employees. In addition to these main stations, there are innumerable water front stations located on both shores of Long Island and on Long Island Sound in Westchester County, N. Y., and Fairfield County, Conn., as well as water front points on the Jersey coast, and along the Hudson River. There are about sixty-five filling stations, which are operated by the Company or by arrangements with garages where our equipment is used.

The tank stations operated in this District are not unusual either in their construction or operation, with the exception of our station in the Borough of Manhattan which consists of two barges moored at the foot of Forty-Eighth Street on the North River. These barges have an approximate capacity of three hundred drums each and deliveries are made to them by steam lighter from our Bayonne Terri-

TEXACO STAR



Tank Sleigh at Worcester, Mass.,—taken after a fall of 5 inches of snow followed by rain and then frozen over

nal. All deliveries from this station are made in drums by automobile stake trucks, the fire regulations not permitting delivery of gasoline in any other manner.

In addition to the distributing facilities mentioned, we have jobbers who act as our distributors at the following points:

| | |
|--------------------|---------------------|
| Cortland, N. Y. | Little Falls, N. Y. |
| Cincinnatus, N. Y. | Utica, N. Y. |
| Ithaca, N. Y. | Glens Falls, N. Y. |
| Auburn, N. Y. | Hunter, N. Y. |
| Syracuse, N. Y. | Arkville, N. Y. |
| Buffalo, N. Y. | Grand Gorge, N. Y. |
| Herkimer, N. Y. | Catskill, N. Y. |

Also a few distributors taking shipments in drums, carload lots.

Our station located at Youngstown, Ohio is mainly a lubricating oil distributing station, having an equipment of ten 8 x 30 two and three compartment storage tanks and the proper facilities for compounding, handling, and storing lubricating oils. At this station we are enjoying the lubricating business of the largest iron and steel industries in that section of Ohio and have made quite a record for efficiency in the various plants.

The work in the New York District has to a great extent been pursued with the idea of developing the many desirable distributing points around our shipping terminals at Bayonne and Albany, with no attempt as yet to effect permanent distributing arrangements in the western part of New York State.

During the past year several new stations were

constructed and put in operation in this District and we have plans for the construction of additional stations which will considerably increase the distribution of refined and other products of this District.

THE BOSTON DISTRICT

By G. H. REINHARDT

Superintendent

The Boston District, formerly called the New England District, serves the territory of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut—with the exception of Fairfield County, Conn., which was turned over last year to the New York District.

The population served by this District, according to the census of 1910, was 6,307,423. Maine, New Hampshire, and Vermont are principally farming communities and do not contain large manufacturing centers; but on the other hand the consumption of kerosene in these three States is such that they are a very desirable market from the oil man's standpoint.

The Texas Company Northern Territory Sales Department opened its first Refined Station in New England at Providence, R. I. in May 1909. Within the period of six years the Company has established in this District many tank wagon stations requiring a large force of employees, in addition to those in the District Office and the salesmen. The Texas Company maintains a large terminal for the storage of petroleum products at Providence, R. I. and another at Portland, Me. The latter has been in operation about three years.

TEXACO STAR



The Texas Company office, New Bedford, Mass.



Loading gasoline for A. K. S. line, Edgartown, Mass.



Organization at New Bedford, Mass. Station

In order that some of you located outside of this District may have an idea of what New England is and what she is doing, I give a few facts:

New England produces one-seventh of the goods manufactured in the United States. Forty-two and one-tenth per cent of the manufacturing establishments in the country having five hundred or more employees each are located in New England.

New England is first in the production of textiles, textile machinery, boots and shoes, shoe machinery, leather, rubber goods, jewelry, fine watches, silverware, hosiery, plated ware, silk goods, fire-arms, brass goods (one-half of the output of the U. S.), ammunition, cutlery, bronze goods, confectionery, wire goods, chocolate, clocks, fine paper (one-half of the output of the U. S.), foundry and machine shop products. New England is the greatest wool



The Texas Company Auto Station at Fairhaven Bridge, New Bedford, Mass.



Swampscott, Mass. Station, recently opened



Agent A. L. Smith of Westerly, R. I. Station (recently opened) with his six years old son Benjamin. Bay horses 5 and 6 years old, weight 3,200 pounds.



South American ant eater, presented to Agent Eldridge at Portsmouth, N. H. Station by one of the sailors on a battleship arriving at Navy Yard from South American ports.

TEXACO STAR



Barge *Reid* in Norfolk, Va. Harbor

market in the country. She also leads the United States in the fishing industry. The value of the goods manufactured annually in New England is \$2,670,055,000.

New England is America's greatest vacation territory, and it is estimated that summer tourists spend \$60,000,000 annually in New England.

Within fifty miles of Boston there are more people than within the same distance of any other city in the country except New York. While the latest census gives the population of Municipal Boston as 686,092, the Metropolitan District comprises thirty-nine cities and towns all within thirteen miles of the Boston City Hall, having a population of 1,500,000.

Boston has the largest Park System in the world. The per capita wealth of Boston compared with that of other cities is as follows:

| | |
|--------------|------------|
| Boston | \$2,159.82 |
| New York | 1,844.95 |
| Pittsburg | 1,292.02 |
| Baltimore | 1,116.97 |
| Philadelphia | 844.81 |
| St. Louis | 822.20 |
| Chicago | 381.20 |

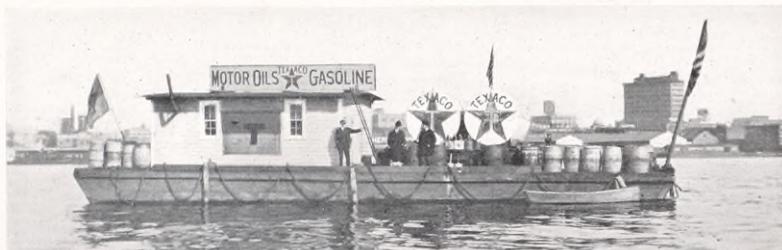
The Boston District from a marketing standpoint is one of the most important in the United States.

THE NORFOLK DISTRICT

By WILLIAR THOMPSON
Superintendent

The Texas Company's Norfolk District was organized January 1, 1912. Previous to that time the business in Virginia and North Carolina had been looked after by the Philadelphia District, the Norfolk office being then merely a local station. F. D. Gatchell was made Superintendent, Williar Thompson General Assistant, and D. Lescallett Chief Accountant. We had an office force of nineteen and six travelling salesmen. Following this organization the business rapidly increased, and now Texaco products are known in nearly every village and hamlet in the States of Virginia and North Carolina. We now have an office force of thirty-six, with twelve travelling salesmen.

It is interesting to note that our sales for 1913 showed an increase of 42% over the sales for 1912, and for 1914 showed an increase of 39% over 1913. There have been very few changes in our organ-



Barge *Annie* in Norfolk, Va. Harbor

TEXACO STAR

ization since the starting of this District. J. H. Morrison, formerly agent at Charlotte, N. C., was put in charge of Stations on March 1, 1912. J. R. Haden was appointed Chief Accountant on August 1, 1912, vice D. Lescalletti, who was made Station Auditor. G. L. Clifton, formerly Salesman and Engineer, was appointed Lubricating Assistant on October 1, 1912. On January 1, 1915, Willard Thompson was appointed Superintendent, succeeding F. D. Gatchell, who was transferred to New York as Assistant Manager of the Sales Department Northern Territory, and G. L. Clifton was appointed General Assistant.

At the present time we are contemplating opening up a number of new stations and are just beginning to develop business in West Virginia.

While there are no large factories similar to those in the Northeast, we have a good field from which to secure customers. Among the various industries requiring oils the following are the most important:

| | |
|---------------------|-------------------|
| Cotton Mills | Fertilizer Plants |
| Lumber Mills | Pulp Factories |
| Tobacco Factories | Fish Factories |
| Furniture Factories | Peanut Factories |
| Brick Plants | Cotton Oil Mills |

As competition is very keen and as half of our business is handled through the Norfolk Terminal, it is essential that we secure and hold the business we have by giving orders prompt attention. Since Mr. Thomas Wall has been in charge of Norfolk Terminal, with Mr. S. Hallager as his Chief Clerk, our orders have received the very best of attention, which has been of great assistance in holding the good business we have secured in this territory.

When the business was first started under the Philadelphia District in the fall of 1910 we had four distributing stations. At the present time our products are handled through 71 distributing stations.

We enjoy quite a large water trade, having tanks located on the Potomac River, Chesapeake Bay, and waters tributary to the Chesapeake Bay; also on the Currituck and Albemarle Sounds in North Carolina. This water trade is taken care of by small tank boats, consisting of the following fleet: *Sylvia*, *Texas Ranger*, *Valma Brooks*, *The Goat*, *Dola Lawson*.

All of these water points are located where they do not enjoy railroad facilities, and the erection of storage tanks at these points and taking care of them with tank boats has not only been a great convenience to the consuming public but has been the means of establishing ourselves firmly in the minds of the public.

In Norfolk Harbor we take care of the boat trade by means of the tank barges *Reid* and *Annie*, both of which are permanently anchored at convenient locations where the fish and oyster boats can secure their supplies of gasoline and lubricating oil without unnecessary delays.

Texaco products are recognized in the States of Virginia and North Carolina as the standard of quality, especially Texaco Motor Oils.

In the Norfolk District we have a social organization known as the Norfolk Chapter of the Crater Compound Club. We hope in the near future to extend this club to the various departments, such as the accounting force, tank wagon drivers, and agents. This club has filled a long felt want in the organization and is capable of doing much good.

CHICAGO DISTRICT

By H. T. SNELL,
Superintendent

It may be well to point out one or two of the features that have made Chicago an ideally situated town, from an industrial standpoint, for an inland city. On the west shore of Lake Michigan with twenty-six miles of lake frontage running practically in a straight line from northern to southern boundary, it commands a wonderful view of this great lake. To the immediate South on the lake shore at the extreme southern bend the stacks of the Illinois Steel Company, Inland Steel Company, The American Bridge Company, and the American Tin Plate, and all of the Gary and Indiana Harbor works are in sight—all seemingly within a stone's throw on a clear day. To the North is the American Steel & Wire and the Jeffery plant and the great lower Wisconsin factories, all within a ten cents car-fare from the office. To the South-west in the township of Argo are the Corn-Products Company's immense factories and on our western boundary we have the greatest water-power projects in the world.

Right in our midst is the great mesh of steel rails which makes up the right of way of more railroads than are in any other two cities in the United States, leading to more diversified destinations perhaps than the combined trackage of all Europe.

To cope with so gigantic a territory it was necessary to use every possible precaution in the selection of station sites. It was finally decided that St. Paul be established to handle the northern iron and copper trade, Joplin, Mo., to handle the lead, zinc, and mining activities in that section, and St. Louis to supply the Mississippi Valley.

At present Chicago District has in operation eight stations: Hawthorne Station, 1744 No. Kingsbury St., Chicago; Thirty-Fifth Street Station, 942 W. 35th St., Chicago; Desplaines, Ill.; Joliet, Illinois; St. Paul, Minn.; St. Louis, Mo.; Joplin, Mo.; West St. Louis, Mo. These eight stations cover a territory the total area of which is approximately 566,766 square miles, embracing the chief mining, agricultural implement, automobile, lumber, and traffic centers of the world, with a goodly share of other important industries.

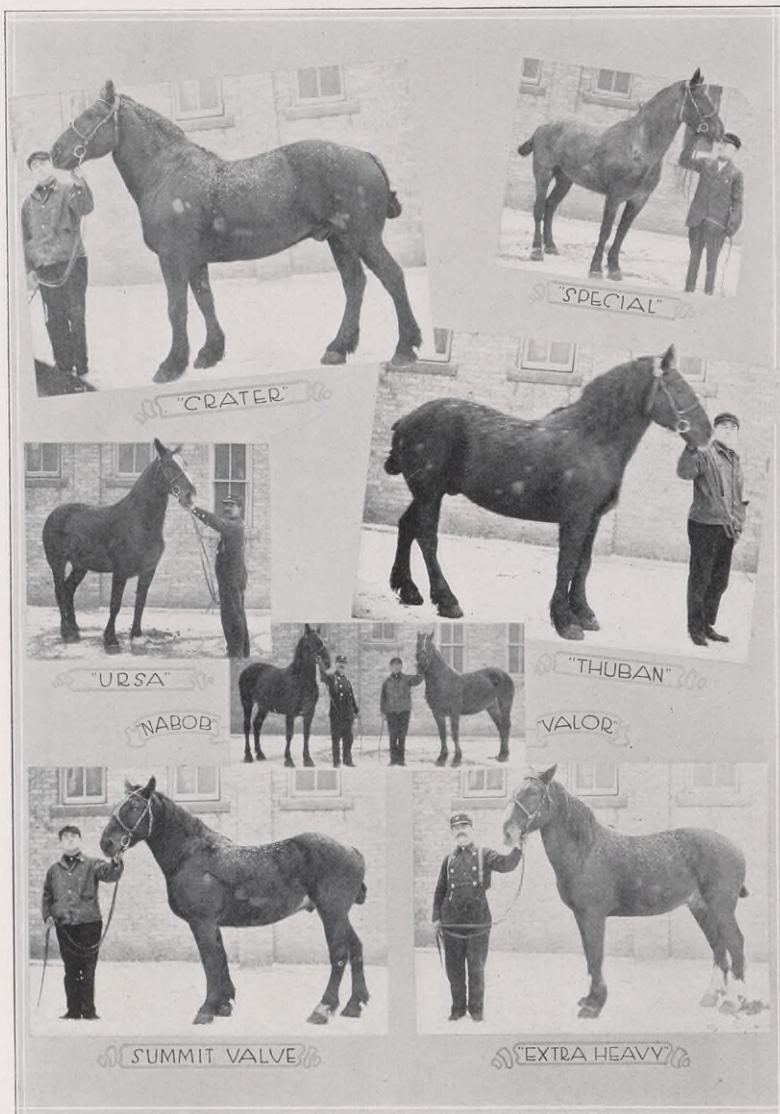
With so vast a field to cover, a general sales policy must be adhered to in Chicago as far as meeting the trade and competitive institutions is concerned. Nothing surprises in Chicago, and



Three-horse tank wagon hitch—Hawthorne Station.
"Extra Heavy," "Ursa," "Winner"

TEXACO STAR

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The pride of Hawthorne Station, Chicago

TEXACO STAR

precedent does not enter into the scheme of production and sale to any noticeable extent. It is a centre of initiative and originality in commercial policy. In Chicago business is big, consequently competition is keen. A prospective contract is watched by a hundred eyes until it is closed, and one can rest assured that what business is gotten has been "gone after."

Our field is big and there are lots of oil companies bidding for favor among these great institutions. A breezy smile and glad hand and a lot of cheer make friends and the common-sense knowledge of our products and their application makes stronger the bands of friendship. Chicago buyers like to "stick." They like to see the same faces, and repeated visits mean satisfactory goods. Chicago territory is "different"—not any better than other districts or worse but just different. The code of rules is different and must be understood before one can sit in the game and enjoy the play. The game is played for the love of it. It's one round of profitable pleasure and The Texas Company is growing stronger in the game every day.

JOBBING TRADE

By W. O. ANDRUS

The jobbers of the Central West present a most valuable outlet for our products, as they do for all Oklahoma, Kansas, and Illinois refineries. Frequently handicapped at their start by lack of capital, and at all times in contact with intense competition, the extensive facilities possessed by the jobbers for marketing directly to the consumer are monuments to their energy and perseverance. In some instances they have sufficient bulk facilities to store 4,000,000 gallons, and order as much as 300 tank car lots for immediate shipment.

As the name implies, the jobber is the middle man between the refiner and the consumer, and his development has been so rapid and successful within the last ten years that he is now operating in practically every town in the Central West where the population is 2,000 or more.

Uniform quality in the oils and prompt deliveries are essential in marketing to or through the jobber, and in these items our record is unsurpassed.

SALESMEN AND THE SALES DEPARTMENT

By F. D. GATCHELL

Assistant Manager

We have all heard the expression many times "He is a born Salesman," or, "Salesmen are born Salesmen." While it may be true that "Salesmen are born Salesmen," it is certainly true that Sales Departments are *not* born, but are created and brought to efficiency only after careful development, sometimes extending over a number of years.

Selling, bartering, or equivalent transactions, have been in existence for thousands of years. As the years have passed methods of selling and buying have been modified and improved upon so that at the present time successful selling can almost be termed a science. Like many other things in life, successful selling is based to a large extent on the ability of the salesman to study correctly human nature. Books have been written on "How to Sell Successfully," "The Successful Salesman," etc., but while lectures and discourses on selling are undoubtedly of assistance to salesmen, the fundamental principle underlying the whole matter is ability to study successfully human nature and apply human nature methods.

The salesman is an individual; the Sales Department is a combination, not only of a great number of individuals, but of various departments. The Sales Department to be successful must weld together all these separate individuals and departments so that it becomes a machine which will run smoothly, efficiently, and without friction. Good results in organizing, developing, and managing a Sales Department depend to a great degree, as in the case of the salesman, on ability to study human nature in the make-up of the Sales Organization itself and in the clientele which is to be served.

Wonderful strides have been made in the past three or four years in the Sales Department of The Texas Company. The scope and outlets for doing business have been constantly increased. There has been a constant tendency to bring the whole Department into a more homogeneous organization, made up of well defined units which are finally guided by a central management which keeps in touch with the different units.

Generally speaking, The Texas Company has an enviable reputation for quality of goods and excellence of service, and it is fair to assume that these satisfactory conditions have been largely brought about through the energies and efficiency of the Sales Department.

Probably the greatest factor in whatever success the Sales Department has had, is the fact that almost without exception the individuals making up the Sales Organization have been working enthusiastically and in harmony. The two watchwords of every successful selling organization should be "Enthusiasm" and "Harmony."

No attempt is made here to give statistical figures as to the increase in our business, but it may be stated that in many of the Districts business has increased from 50% to 75% within one year. In many localities we have reached a point where it is practically impossible to get additional gallonage, having at this time a far greater proportion than that enjoyed by the competitors combined. From present indications it would appear that the volume of business which can be obtained is limited only by the products available for sale and the opening of new outlets.

A personal experience, which happened less than five years ago, may be of interest.

Shortly after I came with the Company we had an opportunity to secure a large lubricating contract covering several thousand barrels of lubricating oil. The contract submitted by us was accepted. One of the first things necessary was, of course, to have local storage at the point where it was required to stock these oils. Storage was provided in the shape of 2 x 4's resting on the ground covered by tarpaulin. The plant through which this business was handled consisted at that time of:

1 10 x 30 tank 4-horse stable
The office was in the feed room of the stable. One tank wagon was operated.

The same plant today consists of:

| | |
|-------------------|-----------------|
| 3 10 x 30 tanks | Office Building |
| Electric Pumps | Garage |
| 40 x 60 Warehouse | 12-horse stable |

Four tank wagons and one auto truck are now being operated. The entire equipment is kept busy.

All this change has come within three years. It exemplifies vividly the Sales Department's progress in both facilities and business.

TEXACO STAR

BY THE WAY

Contributed by E. H. Cason, Agent at Greenville, Miss.:

"Mr. Business Man: We do not wish to examine your bank account neither do we wish to scrutinize your Profit & Loss account; but we would like to ask you something about your system of book-keeping.

"At the end of your fiscal year do you charge your oil account direct to P & L account or do you run it through Expense account? Do you before charging off your oil account debit it with burnt out bearings, the amount of time lost on account of oil, excessive fuel, and various other things? In this day of specialization every account should bear its pro-rata of losses, occasioned by its behavior.

"We are now working with only one object in view and that is results, and we figure that we can only give you results through quality. The word Texaco is synonymous with quality.

"We believe it is worth while that you give us an opportunity to convince you that we can or that we cannot reduce the debit side of your P & L account.

"Our reputation is at stake if we fail!

"Think of this!"



Ray T., Jr., six years old, only son of Mr. and Mrs. Ray T. Thomas. He knows the names of all the oils carried at his father's station. Mr. Thomas is Agent at Valdosta, Ga.

Mr. J. J. Forgey writes, New Iberia, La.:

The January issue of the *Star* has been received and article by Mr. C. P. Dodge read with pleasure. I note that I was in almost on the ground floor. Mr. Dodge was made Manager of Sales Department Jan. 1, 1906. In Oct. 1907 I talked to him by phone at Beaumont and he gave me the agency at New Iberia on a commission. The first month things looked rocky. My competitors stated that I would not last another month, but not being a quitter and having faith in my Company, I have lived to see it second to none in this territory. And merchants I sold in 1906 are still buying their requirements from me in 1915.

* *

Mr. Herman Harris writes from Gates, Texas:

Working as I have in railroad stations in clerical positions I have had numerous opportunities to test the dispatch of The Texas Company as compared with the promptness of competitors. The Texas Company shipping points invariably made better movements of barrels as well as case goods. I found, in checking empty barrels out of cars, that those of The Texas Company were, with few exceptions, all legibly numbered and tops well screwed on. I have noticed that The Texas Company agents remove all loaded barrels from the stations as soon as freight bills are prepared, showing that the oil is sold and ready for delivery. I also remember that with The Texas Company agents the matter of getting empty barrels to the station and off on the cars is not less important than the removal of the loaded. A very pleasing feature of The Texas Company's plant at this point is the tidy manner in which the machinery and tools are kept. It was my first visit to a station of any oil company and I expected to see a great deal of oil and dirt. The floors are free from any foreign substance and the colors of The Texas Company upon the walls of the different buildings stand out in bold relief, making it a simple matter to understand the benefits reaped by using crude oil for fuel as well as the refined for more delicate purposes.

I am just an extra telegraph operator from off a line of railroad, but I am for The Texas Company, first, last, and all the time.

* *

Houston, Texas, Jan. 20, 1915.

The Texaco Star: You have heard people talking about large companies starting with small capital and in a few years having five times as much as when they started; but do you hear people talking about The Texas Company? Do they know that only about seven years ago there was just a three story building in Beaumont that held all the employees, but now it takes a thirteen-story building to hold the offices?

When the Texas Company first started in Houston the people did not have much confidence in it, but now they have because they have seen how it has grown and helped Houston to build and grow.

Yours very truly,

Justin Ivy (age 15).

P. S. Am hoping to see this published in next month's *Texaco Star*.

* *

Mr. W. H. Noble, Superintendent of the Dallas Sales District, sends this:

TEXACO STAR

THE SOUTHERN FARMER

The Southern Farmer gets up at the alarm of a Connecticut Clock:

Buttons his Chicago suspenders to Detroit overalls:
Washes his face with Cincinnati soap in a Pennsylvania pan:

Sits down to a Grand Rapids table:

Eats Chicago meat and Indiana hominy fried in Kansas lard on a St. Louis stove.

Puts a New York bridle on a Kentucky mule fed with Iowa corn:

Plows a farm covered by an Ohio mortgage with a Chattanooga plow:

When bed-time comes he reads a chapter from a bible printed in Boston:

Crawls under a blanket made in New Jersey,—to be kept awake by a South Carolina dog, the only home product on the place:

And then he wonders why he cannot make money raising cotton.

★ ★

Feb. 6, 1915, Barge Dallas, Philadelphia, Pa.
To the Editor.

Sir: Having read some very interesting things in the *Texaco Star*, I take the liberty of sending you a few lines, hoping this will not intrude too much.

Twas on Board of the Barge *Dallas* on the 6th day of Feb. We were going along about as comfortable as could be expected at this time of the year; for on this Coast the weather is not as gentle at this time as in the month of June or July. I was busy in the kitchen preparing dinner for my gentlemen. They are gentlemen I want you to understand, for we carry no bums on board this gallant vessel. The Mate was sitting in the Mess Room on one of our easy arm chairs (with no back to it or rests for his arms), smoking his pipe, and I had just finished cleaning my day's supply of vegetables.

Taking down my mincing machine from its shelf, I screw it on the corner of the mess table at a place made for that purpose, and start to masticate them before placing them in my soup pot, for I have great respect for my gentlemen's teeth. Those finished, I next proceed to put some onions, beef, and tongue through the same process, singing, shouting, or whatever you may call it, for I have an elegant voice and don't forget to use it. The Mate seeing the tongue going into the mincer, says: "Barney," for that's my name, "what's that?" Says I: "'Tis tongue," "'Tis your own tongue," says he, "you ought to be putting in there, and not be making so much blamed noise." He is a very complimentary young man, so I gave him a fine smile and proceeded to put a dish of Murphys (that's what we call potatoes in my old home) through the same process. This little mixture is to make stuffed potatoes as a side dish for dinner, which any man could eat and enjoy providing he had eaten nothing in the last twenty-four hours.

"Barney," says he again.

"'Tis my attention I'm giving you, brother Burns," for that is his name.

"I believe you could put almost anything through that machine."

"Indeed I think I could," says I wondering what he was going to spring on me.

"Well," says he, "I wish you would grind some of them young trees up that's in my mattress, for they nearly poked the ribs out of me last night when I was trying to get a sleep."

"Friend Burns," says I, "I know I am most accommodating, but you have one on me this time."

—Barney.



H. G. Truett, Tank Wagon Driver, Ft. Worth, Texas, who has made and maintains an excellent record both for amount of sales and for collecting in full for the same without any extra time or expense.

★ ★

W. W. Ticknor who had charge of The Texas Company's office in McKinney until Jan. 1, when he was promoted to the position of traveling salesman with headquarters at McKinney, gave the Examiner a pleasant call a few days ago. He is delighted with his new work, and we rejoice that his faithful and efficient service brought him the well deserved promotion. He has been with the Company for eight years. We look for him to go still higher. He is with a good Company, and he is a good man. Mr. Ticknor had charge of the H. & T. C. pump station between McKinney and Allen for nineteen years. His father held the place for many years, and now his son, Earl, has succeeded him. The father, son and grandson, have had charge of the pump station during the long period of twenty-eight years.—*The McKinney Examiner*.

★ ★

"Why do you insist on trying to sell me beefsteak and beans and buckwheat cakes?" demanded the barber. "I told you all I wanted was two fried eggs."

"Well, I was in your shop yesterday," retorted the restaurant man. "All I wanted was a shave, but you bulldozed me into a shampoo, a foam fizz, and a tonic rub."—*Louisville Courier Journal*.

TEXACO STAR

SAFETY AND SANITATION

V. R. CURRIE,
Chairman Central Committee

One of the newer uses of the motion pictures is to promote public interest in vital phases of industrial conservation, the great trio of subjects upon which the general American public now demands information being: Accident Prevention, Fire Prevention, and Industrial Education.

Through the co-operation of the National Safety Council, National Association of Manufacturers, Illinois Steel Company and the Rock Island Lines, our Central Committee of Safety was fortunate in securing several films which were shown during the second week in February to employees and their families at Port Neches, Port Arthur, and West Dallas. Much interest was displayed in the pictures, which were shown to capacity "houses" at the points named.

Mr. Ferd. C. Schwedtman, Chairman Committee for Accident Prevention and Workmen's Compensation, National Association of Manufacturers, in an address delivered at Sheffield Scientific School of Yale University, stated in part as follows:

"Prof. Irving Fisher says that \$250,000,000,000 is a minimum estimate of the vital assets of the United States in 1907, and that of the estimated annual loss of \$3,000,000,000 due to sickness, accidents, and death, one-half, or \$1,500,000,000, is preventable. One billion dollars annually is calculated as the cost to the nation of tuberculosis, three-fourths of which is said to be preventable. The annual loss of typhoid in the United States is said to be \$350,000,000, and malaria alone costs the country \$1,000,000,000 annually. A report points out that by drainage and destruction of mosquitoes most of this waste could be saved. The number of non-fatal accidents in the United States in 1908 is estimated at 2,000,000, and the number of deaths resulting from work accidents is estimated at 30,000.

"The lengthening effect upon human life which sickness and accident prevention exerts is remarkable. Recent statistics for India show that the average duration of life there is less than 25 years; in Sweden it is over 50 years, in Massachusetts 45 years. The length of life is increasing wherever sanitary science and preventive medicine are applied. In Europe it has

doubled in three and a half centuries. It is estimated that in the United States the average life can be eventually lengthened from 45 to 60 years.

"Safety devices should be as important a part of the plant's equipment as steam in the boilers and roofs on the buildings. Our men are the most important equipment of our plants.

"It is impossible to keep a knife from cutting and a gear from crushing, but is it possible to safeguard our worker's lives and limbs without reducing speed and output of knife and gear. It is impossible to do away with carelessness of employees which is by far the most serious cause of work accidents, but we can by education, organization, and inspection reduce accidents due to carelessness to a minimum and inject into a whole shop organization the spirit of caution and care until it becomes a habit.

"Many features of safety work will really help the efficiency and output and will give a sense of security to the men that should make for better work as well as for better profits. There is every reason why the management and the men should be heart and soul behind safety work because they can be shown clearly that it is all in their interest."

★ ★

At the congress held in October 1914 in Chicago by the National Safety Council, a bulletin among the exhibits gave the percentages of reduction through safety work in the following manufacturing and transportation concerns. They show more effectively than much writing the suffering that has been taken from the world by this movement:

Industries: Eastman Kodak Co., 73%; Fairbanks-Morse Co., 72%; Jones & Laughlin Steel Co., 71%; Illinois Steel Co., 70%; Pullman Company, 70%; Harrison Steel & Co., 68%; International Harvester Co. (Wisconsin Steel Co.), 68%; Packard Motor Car Co., 67%; A. J. Linderman & Hoverson Co., 62%; Inland Steel Company, 55%; Bucyrus Co., 46%; Swift & Company, 48%; Rochester Railway & Light Co., 45%; Commonwealth Edison Co., 40%; Milwaukee Coke & Gas Co., 28%; Cadillac Motor Co., 22%; Raritan Copper Works, 22%. The United States Steel Corporation, 11,074 men saved from serious injury and death since 1908.

Transportation: Chicago Surface Lines (Accident to School Children), 75%; Southern Pacific Ry., 52%; Missouri Pacific, 45%; El Paso & Southwestern System, 42%; Oregon Short Lines, 39%; Frisco Lines, 38%; Delaware Lackawanna & Western, 38%; Atchison, Topeka & Santa Fe, 36%; Northern Pacific, 35%; Chicago, St. Paul, Minneapolis & Omaha, 34%; Chicago, Burlington & Quincy, 31%; New York Central Lines, 30%; Pennsylvania Railroad, 30%; Chicago & Northwestern Railway, 25%.

TEXACO STAR



New manifold and construction gang, Oil City, La. Station

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New Manifold, Oil City, La. Station

TEXACO STAR

DEPARTMENTAL NEWS

The Managers of the respective Departments have assigned to the gentlemen whose names and addresses are here given the duty of sending to the *Texaco Star*, on or before the twenty-fifth day of each month, reports of new appointments, transfers, removals, resignations, promotions, and other items of departmental news of general interest. Suggestions and information for this purpose should be sent to them before the twentieth day of the month. All are invited to co-operate

| | |
|---------------------------|-------------------------------|
| Pipe Line Dept. | A. M. Donoghue, Houston. |
| Natural Gas Dept. | D. P. Harrington, Fort Worth. |
| Fuel Oil Dept. | E. B. Joyner, Houston. |
| Refining Dept. | C. A. Engleke, Houston. |
| Marine Dept. | W. K. Connor, Port Arthur. |
| Legal Dept. | A. R. Weber, New York. |
| Treasury Dept. | J. S. Ballard, Houston. |
| Comptrollers' Dept. | Lee Dawson, Houston. |
| Sales Dept., S. Territory | B. E. Emerson, Houston. |
| Sales Dept., N. Territory | J. R. Pouncey, New York. |
| Export Dept. | D. A. Vann, Houston. |
| Purchasing Dept. | S. Nielsen, New York. |
| Railway Traffic Dept. | J. E. Byrne, Chicago. |
| Producers | J. W. Painter, Houston. |
| | P. C. Harvey, Houston. |

PIPE LINE Jno. J. Costello, rackman at Sour Lake, Texas, was presented with twin girls on January 26. Mr. Costello is from Pennsylvania oil fields and an old timer in the oil business.

Jno. F. Tietze, of the Houston Office, has been passing around the cigars on account of arrival of only one boy at his house on January 29. John has discontinued war talk for a few days, as his mind is occupied with the late arrival.

W. T. (Cap) Brown, Auditor of Disbursements in Houston Office, has resigned his position with this Company, effective Jan. 1, and is now located with his brother in the brokerage business at Tonopah, Nevada. Cap's many friends regret his departure, but are glad to know that it is a change he will be benefited by. He will rely on the boys in the Houston office to keep him advised of the base ball news, in which he was always deeply interested.

On Jan. 12 and continuing for two days, with T. J. Donoghue presiding, the pipe line superintendents held a conference at the Houston Office for a general discussion of various pipe line matters. On Jan. 12 a banquet was tendered them at the Houston Country Club. Those present were: M. Moran, Tulsa; J. L. Dowling, Houston; C. M. Schull, Tulsa; J. G. Quinn, Wichita Falls; J. C. Colligan, Dallas; G. H. Speary, Beaumont; E. Auxter Dallas; G. H. Speary, Beaumont; E. Auxter, Shreveport; L. E. Barrows, Ft. Worth; E. H. Catlin, Houston; A. M. Donoghue, Houston.

H. L. Stewart, Agent at Tulsa, spent several days in Houston early in January going over matters pertaining to pipe line business.

Pipe Line Offices at Shreveport have been recently moved from the Majestic Building to the Ward Building, a decided improvement over the old location.

John B. Gauss, Payroll Clerk DEPT. at the Port Arthur Casing Plant and Terminal, died at

Mary Gates Hospital, Port Arthur, December 24, 1914, age twenty-eight years. Formerly a resident of St. Louis, he came to the Port Arthur organization in 1912, taking a minor clerical position. John's affable nature made every member of the organization his friend. His ability, close application, and the interest he took in his work earned him a substantial advancement. The many beautiful floral gifts attested the love and admiration of John's friends. The plant organization presented a large Star and T design worked in red roses and green foliage. Services and burial took place in St. Louis, Missouri, John's mother, Mrs. Anna H. Gauss, and brother, Phil W. Gauss, accompanying the body from Port Arthur.

It is with much pleasure that we announce the formal opening of the new Dormitory Building (or Bunkhouse as it has been called), recently completed at Port Neches Works. On Jan. 27 the old building, which has been doing service for a number of years, was abandoned. About twenty-five men who had been occupying it moved into the new building, and it is expected that by the end of the month the new quarters will be filled to capacity. All hands are unanimous in expressing their satisfaction with the new quarters and their equipment.

After adjournment of the meeting, Dec. 16, of the Efficiency Committee, Northern Terminals, Dr. Mackenzie's invitation to dinner was unanimously accepted. The progress of the dinner was marked by speeches of Messrs. L. R. Holmes, Nester, Rieber, Mullin, and Sandford. After the dinner a visit was made to the Safety and Sanitation Exposition at the Grand Central Palace.

St. C. B. Byrne, Chief Clerk of Lockport Works, was a very welcome visitor to the Houston Office. Mr. Byrne also visited Port Arthur and Port Neches.

R. Ford has been transferred from Nor-

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folk Terminal to the New York Office, Terminal Division.

J. N. Barineau has been transferred from Port Arthur Works to Port Neches Works, and will act as storekeeper.

H. L. Boyd has accepted a position as stenographer at Port Arthur Works.

A. M. Johnson has resigned as Tank Inspector at Port Arthur Works, and has accepted a position with the Petroleum Iron Works Company.

**CARGOES SHIPPED BY THE TEXAS CO.
FROM PORT ARTHUR, TEXAS
MONTH OF DECEMBER, 1914**

Refined.

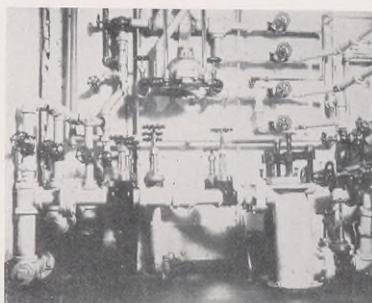
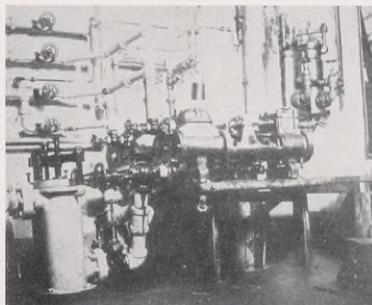
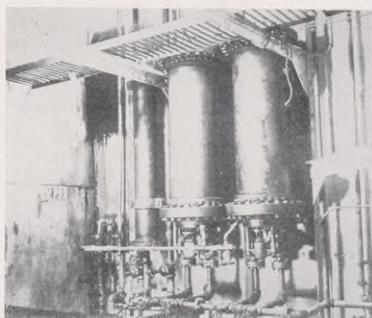
| DATE | VESSEL | BARRELS | DESTINATION |
|-------|---------------------------|---------|-------------------|
| 1st | Brg. "62" | 4,836 | Berwick, La. |
| 1st | S.S. Northwestern | 20,963 | Bayonne, N. J. |
| 1st | S.S. Florida | 10,689 | Providence, R. I. |
| 2nd | Brg. "63" | 5,168 | Berwick, La. |
| 2nd | Brg. Magnolia | 7,208 | Charleston, S. C. |
| 2nd | Brg. Dallas | 16,737 | Bayonne, N. J. |
| 7th | S.S. Vista | 38,322 | Bayonne, N. J. |
| 8th | Brg. Tulsa | 8,094 | Mobile, Ala. |
| 8th | S.S. Strombus | 51,393 | Dartm'th, Eng. |
| 9th | S.S. Ashtabula | 33,607 | London, Eng. |
| 11th | S.S. Arethusa | 27,616 | Norfolk, Va. |
| 12th | Sch. Kineo | 18,567 | Bayonne, N. J. |
| 14th | Brk. Hermes | 5,238 | Africa, W. Coast. |
| 16th | S.S. Louisiana | 30,080 | Rotterdam, Hol. |
| 18th | S.S. Perfection | 1,407 | Bayonne, N. J. |
| 19th | S.S. Texas | 52,098 | Del. River, Del. |
| | | | Bayonne, N. J. |
| 21st | S.S. Illinois | 63,656 | Norfolk, Va. |
| 23rd | S.S. Alabama | 29,082 | Bayonne, N. J. |
| 24th | Brg. Tulsa | 8,189 | Mobile, Ala. |
| 24th | S.S. Lucellum | 43,871 | Dartm'th, Eng. |
| 26th | S.S. Ranella | 49,635 | Dartm'th, Eng. |
| 29th | S.S. Northwestern | 22,320 | Bayonne, N. J. |
| 30th | Brg. Magnolia | 7,149 | Charleston, S. C. |
| 30th | Brg. Dallas | 17,451 | Norfolk, Va. |
| 30th | S.S. Florida | 10,432 | Baltimore, Md. |
| 31st | S.S. Joseph Di Giorgio | 5,138 | Jamaica |
| | | | |
| Total | | 588,946 | |

Crude.

| | | | |
|------|-------------------|--------|-------------------|
| 1st | S.S. Florida | 1,418 | Providence, R. I. |
| 18th | S.S. Perfection | 18,363 | Bayonne, N. J. |
| 29th | S.S. Northwestern | 865 | Bayonne, N. J. |
| 30th | S.S. Florida | 1,554 | Baltimore, Md. |

| | |
|-------|--------|
| Total | 22,200 |
|-------|--------|

THE accompanying three photographs show the new fuel oil system installed on *S.S. Illinois* for handling heavy fuel. The system was installed by the ship's crew while the steamer was regularly engaged trading, without loss of time to the ship and without disturbing the old system. The photographs themselves are quite unusual, having been taken with the aid of an arrangement of ordinary electric lights, without the use of a flashlight.



On January 9 a daughter was born to Mr. and Mrs. W. O. DEPT. Crain. The young lady weighed eight pounds, and has been named Mary Elizabeth.

F. C. Pannill, of Tampico, Mexico, was

TEXACO STAR

fortunate enough to have to make a business trip to Houston during the holidays.

Claim Agent E. T. Jackson has just returned from a trip to Charleston, S. C. and Atlanta, Ga. While in Georgia Mr. Jackson combined business with pleasure, visiting relatives and trying to locate the old "swimmin" hole and other haunts of his boyhood days.

George O'Connor, who serves the Company as private secretary to Judge Robt. A. John as a side line and who makes his living raising White Orpington chickens, is meeting with even greater success in raising ducks. George has a duck that laid three eggs in one day. It is rumored around in Legal Department circles that George is thinking of sending this duck to Colonel Roosevelt.

Treasurer Green spent a week in Birmingham, Ala. recently visiting among his old friends and business associates there.

Effective Feb. 1, 1915, the SALES DEPT. name of the Pueblo District was changed to Denver District, with headquarters in First National Bank Building, Denver, Colorado.

George W. Reed, Tank Wagon Driver, Bay City, Texas, has displayed marked talent as a draughtsman in a pencil drawing of The Texas Company's new building in Houston, recently sent by him to Manager C. P. Dodge. The drawing is framed and looks as if it might have come from the engineering department.

On Jan. 13 Salesman Comeaux sold a straight carload of Tiger Brand Roofing at Lafayette; on the 14th he sold a straight carload of Tiger Brand Roofing at Abbeville; and on the 15th he sold a straight carload of Tiger Brand Roofing at New Iberia. Two of the cars consisted of eight



Agent E. E. Henderson, Georgetown, Tex. Station, makes all his deliveries with a one-cylinder Brush automobile, which he owns himself. He finds that he can make deliveries more quickly than the tank wagons of others. The pictures show the little "Texaco Wagon," as it is called in the neighborhood, and some of the mud that it goes through to deliver The Texas Company's products.

hundred squares each; the other car consisted of 750 squares, with two tons of our No. 35 Roofing Cement.

C. M. Martin, formerly of Atlanta District Office, is now Traveling Salesman in South Georgia, headquarters at Valdosta, Ga. This territory was formerly covered by H. T. Wood. Mr. Wood has been transferred to territory of J. C. Meintzer, headquarters at Atlanta.

J. C. Meintzer, Salesman with headquarters at Atlanta, Ga., resigned Jan. 15.



Our new Denver Station

TEXACO STAR

His friends wish him success in his new field of work.

E. R. Williams, Jr. was born at Charleston, S. C. Jan. 24, which happened to be the birthday of E. R. Williams, Sr. From all accounts the new arrival has the earmarks of a good Texaco rooter.

R. T. Hubbard, who has been traveling in single blessedness through the State of South Carolina and disposing of a goodly portion of Texaco products, may still be classed as a traveling representative but he is no longer traveling in single harness. He joined the ranks of the "Noble Throng" Dec. 22, being married at the home of the bride at Sumter, S. C. They have our best wishes for a full measure of happiness and prosperity.

LUBRICATING DIVISION HONOR ROLL, DECEMBER, 1914.

SOUTHERN TERRITORY

F. E. Castleberry, New Orleans District.

DALLAS DISTRICT

W. H. Gray.

HOUSTON DISTRICT

B. L. Kawalski.

ATLANTA DISTRICT

R. T. Hanna E. A. Fripp

NEW ORLEANS DISTRICT

F. E. Castleberry.

SUMMARY OF LUBRICATING DIVISION HONOR ROLL FOR THE YEAR 1914.

DALLAS DISTRICT

| Name | Times Enrolled | Months in Service |
|-------------------|-------------------|----------------------|
| Brown, Wm. | 5 | 12 |
| Calloway, O. S. | 4 | 12 |
| Cowan, Wade | 3 | 8 |
| Bradford, W. E. | 2 | 6 |
| Manning, H. | 3 | 5 |
| Gray, W. H. | 6 | 12 |
| McAdams, J. | 8 | 12 |
| Scott, W. R. | 4 | 12 |
| Shipp, C. F. | 2 | 12 |
| McGilvery, W. E. | 2 | 9 |
| Turner, J. I. | 1 | 12 |
| Torrey, L. B. | 4 | 4 |
| Browder, E. H. | 3 | 6 |
| Fitzgerald, L. M. | 2 | 4 |
| Marriott, J. W. | 1 | 3 |
| Carroll, Will | 4 | 6 |

HOUSTON DISTRICT

| Name | Times Enrolled | Months in Service |
|-----------------|-------------------|----------------------|
| Arnett, W. C. | 4 | 12 |
| Bass, L. F. | 2 | 8 |
| Langford, M. H. | 1 | 12 |
| McCamly, W. L. | 2 | 12 |
| Meece, T. E. | 5 | 12 |
| Monroe, D. T. | 3 | 12 |
| Sullivan, F. H. | 1 | 11 |
| Sullivan, J. K. | 1 | 12 |
| Kawalski, B. L. | 3 | 6 |
| Graves, G. R. | 1 | 7 |
| Foreman, H. A. | 1 | 3 |

OKLAHOMA DISTRICT

Potts, J. C. 1 12

NEW ORLEANS DISTRICT

| | | |
|--------------------|---|----|
| Johns, B. F. | 3 | 6 |
| Comeaux, R. H. | 3 | 6 |
| Seddon, V. L. | 5 | 12 |
| Renaud, A. F. | 2 | 11 |
| Castleberry, F. E. | 9 | 12 |

EL PASO DISTRICT

| | | |
|------------------|---|----|
| Fegan, A. F. | 6 | 6 |
| Roeder, H. B. | 3 | 12 |
| Braselton, S. R. | 1 | 3 |
| Meece, C. S. | 1 | 12 |
| Howell, R. L. | 1 | 9 |

BIRMINGHAM DISTRICT

| | | |
|-----------------|---|----|
| Smithson, F. G. | 1 | 12 |
| Campbell, C. S. | 2 | 6 |
| Levy, C. W. | 2 | 12 |
| Hanners, L. J. | 1 | 2 |
| Reed, H. R. | 1 | 6 |

ATLANTA DISTRICT

| | | |
|------------------|---|----|
| Dyer, M. A. | 2 | 5 |
| Harvey, W. G. | 1 | 2 |
| Reynolds, Wm. | 6 | 6 |
| Thompson, E. E. | 2 | 4 |
| Wilson, O. L. | 1 | 10 |
| Sanders, M. C. | 1 | 8 |
| Taylor, O. F. | 1 | 7 |
| Hanna, R. T. | 7 | 7 |
| Hubbard, R. T. | 1 | 6 |
| Fripp, E. O. | 1 | 4 |
| Gallagher, J. A. | 1 | 4 |
| Lovejoy, J. W. | 1 | 4 |

PUEBLO DISTRICT

| | | |
|---------------|---|----|
| Barton, J. D. | 6 | 12 |
|---------------|---|----|

Principal Lubricating Brands and Sales Leaders on each during December 1914:

| Product | Leader | District |
|----------------------|-------------------|----------|
| Motor Oil L-H-EH | B. L. Kawalski | Houston |
| Transmiss. Lub. I, 2 | B. L. Kawalski | Houston |
| Cup Grease | J. K. Sullivan | Houston |
| Liq. Wax Fl'r Dress. | B. L. Kawalski | Houston |
| Home Lubricant | M. A. Dyer | New Orl. |
| Harness Oils | D. T. Monroe | Houston |
| Castor Axe Oil | G. H. Seawell | Atlanta |
| Axle Grease-Graph. | W. P. Vick | Atlanta |
| Separator Oil | J. A. Slattery | Houston |
| Harvester Oil | B. L. Kawalski | Houston |
| Belt Dressing | { W. H. Gray | Dallas |
| Zenith Valve Oil | B. L. Kawalski | Houston |
| Vanguard Cyl. Oil | C. F. Shipp | Dallas |
| Leader Cylinder Oil | W. F. Campbell | Dallas |
| Pinnacle Cyl. Oil | J. W. Lovejoy | Atlanta |
| Alcald Oil | J. C. Potts | Oklahoma |
| Cetus Oil | M. C. Sanders | Atlanta |
| Honor Oil | J. McAdams | Dallas |
| Altair Oil | B. L. Kawalski | Houston |
| Aleph Oil | J. F. McConnell | New Orl. |
| Valor Oil | R. T. Hanna | Atlanta |
| Canopus Oil | E. A. Fripp | Atlanta |
| Gas Engine Oil | M. H. Langford | Houston |
| Winner Oil | T. E. Meece | Houston |
| Thread Cut'g Oils | J. N. Rea | Pueblo |
| Transformer Oil | E. A. Fripp | Atlanta |
| Ammonia Oil | B. L. Kawalski | Houston |
| Crater Compound | F. E. Castleberry | New Orl. |

Stations showing maximum increase in output of lubricants December 1914 over December 1913:

TEXACO STAR

| DALLAS DISTRICT | | | Haskell | McLean | Cleburne | Stamford |
|---|--------------|------------------|------------------|----------|----------------|---------------|
| Oils | Greases | | Hillsboro | Stamford | Copperas Grove | |
| Abilene | Killeen | Abilene | Midland | | Crowell | Stephenville |
| Albany | Lamesa | Ballinger | Palestine | | Hamlin | Sweetwater |
| Amarillo | Leonard | Brady | Pilot Point | | | |
| Anson | Lometa | Childress | San Saba | | | |
| Big Springs | Lufkin | Colorado | Seymour | | | |
| Brady | McLean | Comanche | Stephenville | | | |
| Canadian | Pilot Point | Dalhart | Graham | | | |
| Childress | Plainview | Stephenville | Sweetwater | | | |
| Chillicothe | Quanah | Grandview | Vernon | | | |
| Cisco | San Saba | Haskell | Waxahachie | | | |
| Coleman | Seymour | Hereford | Wellington | | | |
| Colorado | Sherman | Hico | | | | |
| Dalhart | Snyder | Hillsboro | | | | |
| Dallas A. F. S. 1 | | Honey Grove | | | | |
| Dublin | Stamford | Hubbard | | | | |
| Graham | Sweetwater | Killeen | | | | |
| Hamlin | Tahoka | Longview | | | | |
| Haskell | Terrell | Lubbock | | | | |
| Hillsboro | Wellington | Memphis | | | | |
| HOUSTON DISTRICT | | | Pelham | | Carrolton | Milledgeville |
| Beaumont | Giddings | Alvin | Palacios | | | |
| Calvert | Livingston | Bishop | Pearshall | | | |
| Cameron | Mercedes | Cameron | Pt. Arthur | | | |
| Crystal City | Nottawa | Crystal City | Pt. Neches | | | |
| Del Rio | Orange | Del Rio | Pt. O'Connor | | | |
| Eagle Pass | Pt. O'Conn'r | Eagle Lake | Runge | | | |
| El Campo | Sabinal | Galveston | Sour Lake | | | |
| Garwood | Uvalde | Gonzales | Uvalde | | | |
| Georgetown | Victoria | Llano | Victoria | | | |
| | | Mercedes | Webster | | | |
| | | Morgan's Pt. | Woodville | | | |
| | | Nottawa | | | | |
| OKLAHOMA DISTRICT | | | | | | |
| Altus | Hugo | Ada | Guthrie | | | |
| Chickasha | Muskogee | Chickasha | Hobart | | | |
| BIRMINGHAM DISTRICT | | | Bessemer | | | |
| Bessemer | | | Decatur | | | |
| ATLANTA DISTRICT | | | | | | |
| Savannah | | Atlanta | Savannah | | | |
| | | Milledgeville | Spartanburg | | | |
| NEW ORLEANS DISTRICT | | | | | | |
| Crowley | | Abbeville | Laurel | | | |
| Harvey | | Elton | Moorsport | | | |
| Jackson | | Franklin | Morgan City | | | |
| Lafourche Crossing | | Greenville | New Iberia | | | |
| Monroe | | Harvey | Opelousas | | | |
| Welsh | | Houma | Plaquemine | | | |
| EL PASO DISTRICT | | | | | | |
| Clovis | | Carlsbad | Silver City | | | |
| El Paso | | Clifton | El Paso A.F.S. 1 | | | |
| Ft. Stockton | | El Paso | | | | |
| El Paso A. F. S. 1 | | | | | | |
| PUEBLO DISTRICT | | | | | | |
| Eult | | Eult | | | | |
| Cheyenne | | Cheyenne | | | | |
| Colorado Springs | | Colorado Springs | | | | |
| Denver | | Ft. Collins | | | | |
| Ft. Collins | | Greeley | | | | |
| Greeley | | Trinidad | | | | |
| Laramie | | | | | | |
| DALLAS DISTRICT | | | | | | |
| Dallas A. F. S. 1 | | | | | | |
| Dublin | Hubbard | Anson | Haskell | | | |
| Hamlin | Killeen | Cisco | Killeen | | | |
| HOUSTON DISTRICT | | | | | | |
| Calvert | | | Calvert | | | |
| Humble | | | Humble | | | |
| Livingston | | | Livingston | | | |
| NEW ORLEANS DISTRICT | | | | | | |
| Lafourche | Crossing | | Harvey | | | |
| Plaquemine | | | Houma | | | |
| ATLANTA DISTRICT | | | | | | |
| Pelham | | | Lafourche | | | |
| BIRMINGHAM DISTRICT | | | | | | |
| Bessemer | | | Bessemer | | | |
| Birmingham | | | Birmingham | | | |
| EL PASO DISTRICT | | | | | | |
| Silver City | | | El Paso | | | |
| Cheyenne | | | Cheyenne | | | |
| Laramie | | | Laramie | | | |
| DECEMBER GALLONAGE LEADERS | | | | | | |
| Class of Product | | | December | Leader | | |
| | | | 1914 | 1913 | | |
| Motor Oils | | | Atlanta | Atlanta | | |
| Harness Oils | | | Atlanta | Dallas | | |
| Harvester Oil | | | Houston | Houston | | |
| Home Lubricant | | | Houston | Atlanta | | |
| Liq. Wax Fl'r Dress. | | | Houston | Oklahoma | | |
| Gen'l. Lub. Oils | | | New Orl. | New Orl. | | |
| Axle Grease | | | Atlanta | Houston | | |
| Cup Grease | | | Atlanta | Atlanta | | |
| Transmiss. Lub. | | | El Paso | Atlanta | | |
| DECEMBER LEADERS | | | | | | |
| Class of Product | | | December | Leader | | |
| | | | 1914 | 1913 | | |
| Motor Oils | | | Atlanta | Atlanta | | |
| Harness Oils | | | Atlanta | Dallas | | |
| Harvester Oil | | | Houston | Houston | | |
| Home Lubricant | | | Houston | Atlanta | | |
| Liq. Wax Fl'r Dress. | | | Houston | Oklahoma | | |
| Gen'l. Lub. Oils | | | New Orl. | New Orl. | | |
| Axle Grease | | | Atlanta | Houston | | |
| Cup Grease | | | Atlanta | Atlanta | | |
| Transmiss. Lub. | | | El Paso | Atlanta | | |
| EACH DISTRICT'S STANDING | | | | | | |
| Each District's standing on all classes averaged shows Houston District again in the lead, gaining eight points over her November showing, and being three points ahead of Atlanta District which ran second. Atlanta District, however, which took first place Dec. 1913, had a better showing by two points. Dallas District took third place both Dec. 1914 and Dec. 1913. | | | | | | |
| Atlanta District raised her December average results on all classes over November by five points; Birmingham by seven points; El Paso by four points; Houston by eight points. Districts not mentioned showed unfavorable results compared with November records. | | | | | | |
| DISTRICT LEADERS ON SALES BY TANK WAGON DRIVERS | | | | | | |
| Class of Product | | | December | | | |
| | | | 1914 | 1913 | | |
| Motor Oil | | | El Paso | Atlanta | | |
| Misc. Auto & Gas Eng. | | | B'ham | B'ham | | |
| Steam Cyl. Oils | | | Dallas | Dallas | | |
| Engine & Mach. | | | Dallas | Atlanta | | |
| Specialties | | | New Orl. | Atlanta | | |
| Black Oil | | | B'ham | B'ham | | |
| Transmiss. Lub. | | | New Orl. | Dallas | | |
| Cup Grease | | | Dallas | Atlanta | | |
| Axle Grease | | | B'ham | Atlanta | | |
| DISTRICT LEADERS ON SALES BY TANK WAGON DRIVERS | | | | | | |
| Class of Product | | | December | | | |
| | | | 1914 | 1913 | | |
| Motor Oil | | | El Paso | Atlanta | | |
| Misc. Auto & Gas Eng. | | | B'ham | B'ham | | |
| Steam Cyl. Oils | | | Dallas | Dallas | | |
| Engine & Mach. | | | Dallas | Atlanta | | |
| Specialties | | | New Orl. | Atlanta | | |
| Black Oil | | | B'ham | B'ham | | |
| Transmiss. Lub. | | | New Orl. | Dallas | | |
| Cup Grease | | | Dallas | Atlanta | | |
| Axle Grease | | | B'ham | Atlanta | | |
| DALLAS DISTRICT | | | | | | |
| Dallas District again takes first place on best general results on all classes. Birmingham is second, and was first in Dec. 1913 and third in Nov. 1914. Atlanta District was second in Nov. 1914. New Orleans District goes up from fifth place in | | | | | | |

Stations showing maximum increases on lubricants for the year 1914 over the year 1913.

DALLAS DISTRICT

Dallas A. F. S. 1

Dublin

Hamlin

Hubbard

Killeen

Anson

Cisco

Haskell

Killeen

TEXACO STAR

Nov. to third place in Dec. In Dec. 1913 she was fourth. El Paso District moved to sixth place in Dec. from seventh in Nov. Pueblo District also improved her relative standing, taking seventh place in Dec. 1914 as compared with eighth place in Dec. 1913.

Mr. Tank Wagon Man, the year 1915 will be full of good opportunities. Prepare yourself to profit by them, by being just a little better salesman each day than the day before. Perhaps that "hard nut" grocer around the corner who has been putting you off, would now let you put in a case of Home Lubricant if shown a sample can again, and the best place on his counters to keep it—pointing out some place where everyone coming into the store could see it and put their hands on it. It's for use on sewing machines, bicycles, electric fans, clocks, baby carriages, toy wagons, lawn mowers, moving picture machines, small motors, etc. Or perhaps that Druggist who has a Filling Station would now let you put in a case of Texaco Motor Oil and Transmission Lubricant, or a carton of Texwax. Or perhaps that Plumber needs Thread Cutting Oil.

GENERAL COMPARATIVE SUMMARY OF DECEMBER LUBRICATING LEADERS

| | December | | |
|---|------------|-------------|------------|
| | 1914 | 1913 | |
| Sales Lub's by Classes | Houston | Atlanta | |
| Marketing Cost | | Atlanta | |
| Selling Price | | El Paso | |
| Tank Wagon Sales | Dallas | Birm'ham | |
| Future Orders | Houston | Houston | |
| Cont'ts for Mot. Oil | Houston | Atlanta | |
| Motor Oil Sales | Atlanta | Atlanta | |
| Contracts Renewed | Houston | Atlanta | |
| Deliveries on Expiring Cont'ts El Paso | | | |
| % Total Lub. Deliveries to | | | |
| Min. Contr't. Estimates | Pueblo | El Paso | |
| Percentage of Lubricating Trade solicited in towns visited during December, by Districts as tabulated from S-168, Salesmen's Daily Town Report: | | | |
| District | Percentage | District | Percentage |
| Oklahoma | 87.5 | New Orleans | 33.3 |
| Dallas | 52 | Houston | 32 |
| Birmingham | 50 | Pueblo | 17 |
| El Paso | 49 | | |

Salesmen Reporting Greatest Number of sales during December on classes of lubricants:

| Class | Salesmen | District |
|---------------------|----------------|----------|
| General Lub. | E. H. Browder | Dallas |
| Motor Oil | J. O. Law | Pueblo |
| Transmiss. Lub. | A. T. Spence | Pueblo |
| Qckwork Polishes | H. R. Reed | Birm'ham |
| Specialties | R. Trahan | New Orl. |
| Graph. Axle Grease | G. H. Seawell | Atlanta |
| Fut. Orders secured | Burl Massie | Dallas |
| Contracts Secured | O. S. Calloway | Dallas |

Salesman Moffit (Atlanta District) reports opening a desirable new Texaco Motor Oil account early in January with a garage handling Ford, Buick, and Saxon Cars. He says "Hard work and the Quality argument secured this contract to-day against Price inducement." It pays, Mr. Salesman, to talk your goods "up" instead of "down," as is unconsciously done when thinking too much of the competitor's price. "The lowest price never yet bought the highest quality."

One of Salesman Browder's (Dallas District) reports has the following interesting item regarding results obtained from oil previously sold for trial:

"These people tried our oil on two of their large presses, and at the same time were trying other oil on their remaining two presses. After a three weeks comparative test they had used 25 gallons of the other oil and only 4 1/4 gallons of our oil. All four presses were being run the same length of time. The pressman said our oil was the best he had ever tried, and he had been in charge of the press-room for many years. He thinks so well of it that he labeled the can containing it "Nitro-Glycerine," and put it in his private office."

Another interesting item received, showing how the new year is opening up, is a report from Agent Thrower, Tulsa, Okla. The total sales for the day in question were 138 barrels lubricants. If any man in the entire Texaco Organization has this record beaten, he is challenged to come forward and "show us." Mr. Thrower is heartily congratulated; and is herewith extended an invitation to "Do it again."

Here is an extremely interesting letter from our Jacksonville, Fla. Salesman, J. G. Gallagher:

"Sometime ago the seagoing Yacht *Tuna* went to considerable trouble to get a supply of our Motor Oil, as they could have bought competitive oils at the time they were taking on their gasoline supply. As we have no station in Jacksonville they had to buy through a dealer. I thought that the reason they went to this trouble to procure our Motor Oil would be interesting to the officials of our Company, so I took pains to locate the *Tuna* as she is cruising in Florida waters.

"I found her in port yesterday at Miami, Fla. In conversation with Chief Engineer Gardner he told me that when he was Chief Engineer of the Yacht *Corinthia*, equipped with two 100 HP Seaburg Speedway Engines, he had cruised for an entire year spending winters in Southern waters and summers in The Great Lakes. When the *Corinthia* was docked at Morris Heights Gas Engine Power Company the condition of the engine was such that Chief Engineer Gardner had difficulty in convincing Mr. Albert Christian, Ass't Sup't of the Shipyard that he had not cleaned the cylinders or used a carbon remover. He states that after his experience on the *Corinthia*, his first official act when he takes charge of the engine room is to get a supply of Motor H.?"

An unsolicited testimonial from one of the best posted Erecting Engineers of one of the largest manufacturers of internal combustion engines in this country:

"I used nothing but Texaco oil, using gas engine oil on all bearings, and filtered it over and over and used the filtered oil in the cylinders and on the rods with best of success. I found no difference using filtered from the clean or new oil, and the small difference in cost makes it nice to have just one oil in the engine room. There are lots of gas engine oils that will not stand filtering and using in the cylinders.

Another thing—little oil was required for a perfect lubrication. So in all you have a good oil, and I can recommend it to anyone."

The engine referred to is a large unit, and being a new engine the conditions were exacting.

TEXACO STAR

SALES DEPT. The following poem was handed to Mr. Woodbridge, who, in turn, passed it on for insertion in the *Star*. We cannot advise who is the author. The words, apparently, are intended to fit the tune of "It's a long way to Tipperary."

It's a good thing to talk of Texas
When you're out among your trade;
It's a good thing to think of Texas
And how mighty well it's made.
All thru this great big nation
All good people know
That the only oil they should use, boys,
Is old Texaco.

It's a long way from Sunny Texas,
It's a long way to go;
It's a long way to Harbor Junction,
But it gets there you all know.
Who ever hears us at this dinner
Will say they have a hunch,
That the real live wires in the oil game
Are the Texaco Bunch.

A. B. Hart, who has been covering the general Lubricating trade in Central Pennsylvania, has been transferred to Baltimore, Md.

Motorists in and about Harrisburg, Pa. are marveling at the wonderful performance of Texaco Motor Oil "Special" in a new 1915 model Buick 6-cylinder touring car, which was entered in the economy run of the Motor Club of Harrisburg on Nov. 26. Our representative, A. B. Hart, who covers the Motor trade in the territory embracing Harrisburg, and our Sales Engineer H. J. Wilson, were invited to ride in the Buick during the run. Mr. Hart recommended that Texaco Motor Oil "Special" be used in order to attain a maximum power and mileage. In this car were eight passengers and the driver, making a total weight of 5510 lbs. The start was made at 9:10 A. M. The total distance of 111 miles was covered by 1:50 P. M. This 6-cylinder Buick, loaded as described, consumed only one pint of Texaco Motor Oil "Special," and an inspection of the motor after the run showed that the cylinders were in better shape than they were before the start, and Mr. Hart states that the radiator was so cool that he could hold his hand on it.

H. T. Doran, formerly Cashier in the Norfolk District Office, has been transferred to the Philadelphia District Office, F. T. Beazley taking the position left vacant by Mr. Doran.

G. W. Balmer has been appointed

Agent at our Hampton, Va. Station, vice J. R. Cockey, resigned.

Miss Cora Thompson, stenographer in the Norfolk District, has been ill for some time. We hope to see Miss Thompson back with us in a few days.

Lubricating Assistant Reynolds, of the Atlanta District, spent several days in Norfolk last month.

C. C. Beasley of the Norfolk District and Mrs. S. V. Whitehurst were quietly married in Norfolk on Dec. 23. Mr. and Mrs. Beasley will make their home in Charlotte, N. C.

We wish to announce the marriage of W. N. Holt and Miss Nancy Henderson, which took place Jan. 6 at Evergreen, Ala. Among the many presents received by Mr. and Mrs. Holt was a mahogany clock presented by the employes of the Norfolk Office.

The first meeting of the Norfolk Chapter of the Crater Compound Club was held in the Monticello Hotel, Norfolk, Jan. 15. H. T. Snell, Superintendent of the Chicago District, attended the meeting and presented the Club with its Membership Charter. After the transaction of business the Club held a banquet which was thoroughly enjoyed. The guests of the Club were Mr. Snell and Captain Lawson, of The Texas Company's *S.S. Illinois*.

St. Louis is on the map and has been there all the time, but now with one of the first charters issued by the mother chapter of the Crater Compound Club, she asserts herself. Dave Hughes (Mr. D. A. Hughes) is President; he also holds the honor of being the oldest salesman in the St. Louis Office as far as years in the employ of The Texas Company are concerned. Ralph Knight, is Vice-President; Mr. Knight was recently made assistant to Agent Macomber, and he started right in to show how he could assist. "Stubb" (Mr. J. H. Stubblefield) is Secretary-Treasurer,—carefully chosen as fitting guard for the exchequer. Of course, "Mac" (Agent M. A. Macomber) is Moderator, a foregone conclusion even before the charter was granted. The membership includes E. Richt, J. W. Thomson, C. S. Klinger, H. Cooper. Our motto is "St. Louis to the front." You'll hear from us again.

Mr. J. R. Miglietta has returned from an extended trip to Europe.

SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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

EXECUTIVES Graphic Methods for Presenting Data. VI., by W. C. Brinton—*The Eng'g Mag.* Jan. 1915.

"Non-Productive Labor," The Fallacy of its Use as a Measure of Efficient Operation, by H. L. Gantt—*The Engineering Magazine*, Jan. 1915.

FUEL OIL Fuel Oil on Atlantic Seaboard—*Petroleum Age*, Jan. 1915.

TREASURY Keeping Control of Slow Accounts, by Harlow B. Brown—*System*, Jan. 1915.

SALES Making Cost and Bids Agree. II., by H. A. Harris—*System*, Jan. 1915.

Making the Reader Want to Buy, by Carroll D. Murphy—*System*, Jan. 1915.
Second of a series of four articles explaining the fine points of 500 sales letters.

Are My Prices Right?—*System*, Jan. 1915.

Price policies from the viewpoint of: 1.—The Manufacturer. 2.—The Wholesaler. 3.—The Retailer.

PRODUCERS Production in 1914 Sets New High Record. Outlook for 1915—*Petroleum Age*, Jan. 1915

Geology and Technology of Texas—*Oil and Gas*, Jan. 1915.

Review of Univ. of Tex. Bul. mentioned last month.

GENERAL Preventable Fires—*Annalist*, Feb. 8, 1915.

Recent Oil and Gas Patents Granted—*Oil and Gas*, Jan. 1915.

Oil Companies Seek Canadian Charters—*Petroleum Age*, Jan. 1915.

American oil enterprises which propose activities in Latin American countries are placing themselves under British protection through Canadian incorporation.

The Nation's Business and the Nation's Government, by Felix Orman—*The Outlook*, Feb. 3, 1915.



Jos. Bates, freight wagon driver, New Orleans

A BRACE OF POETS

New Orleans, La., Jan. 26, 1915.

Editor *Texaco Star*: Jos. Bates, freight wagon driver, New Orleans Station, whistles and sings as he hooks up his team. He also swears by Texaco. We recently heard him singing the following:

Here's to the man who likes to ride
In an auto that's not slow.
The "carefree" oil, his joy and pride,
From a can marked Texaco,
On the road goes first; he'll others pass,
Be the run for near or far.
He knows the worth of his Texas gas
No matter what make of car.

August Scheibe, stable foreman, is not to be outdone by Bates. He pitchforks hay into the bins and measures out his oats and "Mixtrite," but finds time to announce in dulcet baritone:

Here's to the bright-eyed Texaco kid,
Whose dad owns an auto that will not skid.
His dad uses famous Texaco oil
That has never failed on sand or soil.
Kid said dad used other gasoline
'Till the great results of "Texas" were seen.
He now uses coupons and cuts the cost
By the five per cent he formerly lost.
Kid says that driving is now a joy,
And I bet there's a sense in that Texaco boy.

Yours truly,
Wm. W. Crane, Agent.

★ ★

Mr. Wm. E. Sangerman, Ry. Traff. Dept., Accounting Office, Chicago, sends this:

THE EXTRA FORCE

The auto is much better than the horse,
All readily admit this fact of course;
But if you wish to travel far,



Just hitch your auto to this

To make the goal you'll need the Extra Force.

When the tug comes, men pull gingerly on a rope in any fibre of which they lack confidence; but when the rope is strong and confidence is general, it is a long, strong, united pull.—Dean Gay of the Harvard Graduate School of Business Administration.



"That sign has brought me more business than any other sign I have had on my place. People come from miles around to get Texaco."

MR. GARAGE OWNER—you should try putting that Texaco Sign on your shop. If you haven't done so yet, let our salesman call on you the next time he is in your town. That sign will bring you trade you never dreamt of getting.

Remember the name TEXACO, and the sign of the red Star with the green T. They stand for quality.

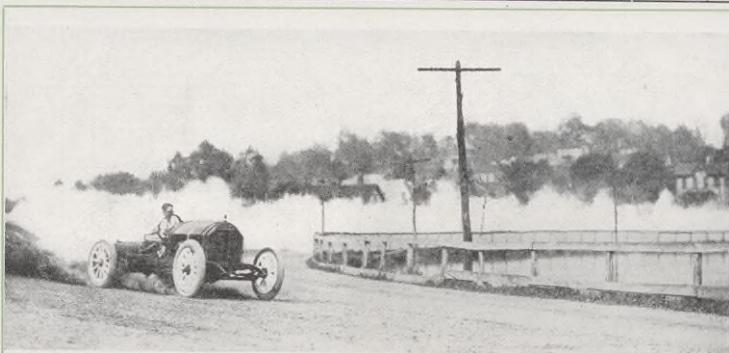
THE TEXAS COMPANY

HOUSTON

NEW YORK

The above idea was sent in by Mr. A. L. Eakens of Selma, Ala. He sent in a small pencil sketch which we worked up a little bit to illustrate his idea. Remember the contest is still open.

ADVERTISING DIVISION



Winning the Race

Louis Disbrow, who has secured every world's record for automobile racing up to fifty miles on dirt tracks, demands of the products which he uses quality and service capable of withstanding the most severe treatment.

Disbrow says himself that the class of racing he does is particularly hard on the motor, owing to the dust which comes in through the carburetor and gets into the cylinders.

For THREE YEARS Disbrow has used

TEXACO MOTOR OIL
and
TEXACO GASOLINE

with the exception of two months when he didn't have them.

In nearly three years he had not ground a valve, taken up a bearing, or removed carbon from the motor.

In the two months he was using other oils he did these things twice.

TEXACO MOTOR OIL AND GASOLINE
saved him (in his own words) 20 per cent gasoline and 30 per cent oil.

Here is a product made in Texas by The Texas Company, expressing fully the quality and service which have made the Lone Star Emblem world famous in the oil business.

All Texaco products are made with the same care and give equal service.

Buy the Red-Star-Green-T Oils.

The Texas Company
General Offices, Houston, Texas

