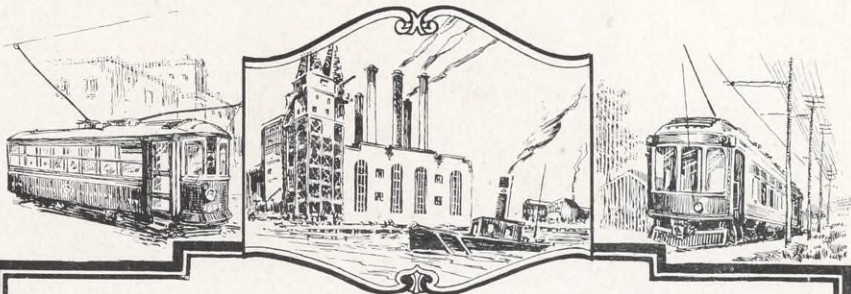


# TEXACO STAR

FOR EMPLOYEES OF  
THE TEXAS COMPANY





## Bearing Balls

—what are they?



The man who knows realizes what an enormous saving of friction and wear they represent. He must recognize the mechanical genius which has wrought these steel spheres in which a microscopic difference in diameter means rejection. He must admire the surface outshining the best of mirrors. And if he is interested in operation, or more specifically in lubrication, he will think twice about the kind of lubricant he uses to coat those highly polished surfaces.

If he has used Texaco Grease No. 00, he'll know the answer to *that* problem. Here is a lubricant which defies corrosion—the arch enemy of ball bearings—the one thing which impairs their efficiency by destroying that marvelous surface.

With Texaco Grease No. 00 there is no

corrosion because there is no chemical action due to free acid or alkali.

Texaco Grease No. 00 stands up under the work because it has the proper consistency for efficient lubrication, and to prevent leakage from the ball bearing housings.

It is efficient at the lowest and highest temperatures encountered in street railway work. It contains no fillers or thickeners of non-lubricating nature—nothing which can separate out in use. All in all it is a high grade, cleanly made lubricant of regular Texaco quality.

It is packed in handy 25-lb. screw top tins—clean and convenient. Also in barrels and half barrels.

Ask us more about this lubricant, or any lubricant for rolling stock, power plant, shop, or any kind of equipment.

*There is a Texaco Lubricant for every purpose*

This advertisement appeared in several technical papers circulating in the Electric Street Railway field and is one of a series which takes up different lubrication problems periodically.



# THE TEXAS COMPANY

DEPT. R-J · 17 BATTERY PLACE · NEW YORK CITY

HOUSTON · CHICAGO · NEW YORK

OFFICES IN PRINCIPAL CITIES



## GRIN—BUT DON'T BEAR IT

"He is one of the finest fellows you ever met. Never lets anything worry him. He is losing money every day, but you would never know it to look at him and hear him talk. He is no piker. He is a good loser."...

I knew the man of whom my friend was speaking. He was, indeed, a good loser. He had had considerable practice in losing. He had been in a number of enterprises and he had failed in every one of them largely because he met each situation with a smile—and nothing else. But because he trailed through smiling, because he always had a cheerful explanation as to why things did not go right—in short, because was such a likable sort of fellow—he found money for new enterprises. ...

A cheerful disposition is all right in its way, but one must know how to handle it, and especially in business. I should not like to hold stock in a company with Pollyanna as president. ...

The notion seems to have grown up that what is called prosperity is purely a state of mind and can be beguiled into our midst by pretending that it is already here, by keeping a stiff upper lip, by chasing away the glooms, by calling a man a crape hanger who does not agree that everything is lovely, by saying that the worst is past. ...

A considerable number of concerns that have been kept alive by an oxygen-pumping process are going to be reorganized within the next six months. Likewise there are going to be many reorganizations of personnel. When a factory goes on part time only the best workmen are retained. The selective process applies all the way through business. The weak sisters, be they workers, executives, or corporations, must pass away. They always do pass; nothing has happened to make the world safe for the incompetent. Nothing will happen. We can pray that something may or we can say that something will happen. But it won't. The optimist is just as abnormal as the pessimist. One hopes too much and the other fears too much. Neither faces the facts.

What are the facts? There is today plenty of business for those who know how to get it. They are getting it. They are getting it not merely because they are optimistic, not even because they have faith in the U. S. A., but because they have gone out and got that business as individuals, from individuals. They adjusted themselves to the needs of their customers. They took losses, but they were not merry about them. ...

Business is bad, and it is bound to be bad, it ought to be bad, and it is going to keep on being bad for all those who are standing around waiting for something to happen. ...

Business begets business. And who is going to get the final reward? The man who has made a scientific adjustment of his business and is working, or the man who says he is manfully standing up and taking his medicine?

Good business is not a "good sport." It does not sit and grin while its money is being taken away. It takes losses to heart and prefers to be known for a while as a bad loser, so that it can later be known as a good winner.

—W. R. Basset.



The Texas Company's Amesville Terminal—Opposite foot of Napoleon Avenue, New Orleans—Napoleon Avenue Ferry crossing

# TEXACO STAR

Vol. VIII

OCTOBER 1921

No. 10

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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Address: Texaco Star, 320 The Texas Company Building Annex, Houston, Texas

**H**UMAN VIRTUE is founded and built upon the principle of individual personal responsibility.

All advocates of mass-emotion and mass-action undermine personal responsibility—and therefore all virtue, for virtue is purely personal. The principle is betrayed by all who aim to settle any moral question by a majority vote. And all who seek to impose by force their notions of good or expediency, in matters of private conduct, upon others differently minded, would assassinate the principle of personal responsibility—and therefore all freedom, for liberty can exist only under the sanctions of individual responsibility.

I would say, first, to other men approaching three score years our generation must somehow have been responsible for permitting unmanly men to gain effective influence, first in our colleges and then in government, aiming more or less consciously at a Socialistic State—in which the collective despotism would at last dictate the morals, teaching, labor, rewards, diet, apparel, and private conduct of its citizen from birth to the grave. There were sins of commission by our generation but it was practically through sins of omission that the moral and political insanity of the two decades preceding the War developed.

We did not sufficiently resist the insidious beginnings of collectivism, its character-destroying doctrines and its freedom-destroying abuses of government. May our sons arouse themselves to deal rightly with the evils which were allowed to develop by the negligence of their fathers.

The incessantly repeated notion that the present condition was caused by the World War is absurd. It was recognized and warned against by solitary advisers long before the war.

The effect of the War on the prior political tendencies may be salutary. The enormous wastage and consequent material necessities may compel our civilization to discard the collectivists—communists, socialists, whatever you call them, or progressives, liberals, democrats, whatever they call themselves—who, when the War broke

out, had been gradually or rapidly gaining control of all the large democracies. If it does not, and the pre-war tendency continues, half the inhabitants of the western world might starve to death in the next ten years.

We may hope that our civilization will see the abyss ahead of that course and draw back before it is too late.

One of the errors in public polity which led to our present situation was the abuse of the political franchise. The sentimentalists treated it as a natural right. Properly understood it is a privilege and responsibility, to be generously but not recklessly conferred. Consider the mistake in respect to immigration. So zealous were our Rousseauistic dreamers that we would not wait even for the provided facile naturalization. We have invited the immigrant to vote on declaration of intention. Ten years of residence and other qualifications should have been required. Note what a definite practical point this was—and how fearful have been the results of the mistake.

The franchise to vote should be easily acquired, but not conferred without any qualification. It would be a very liberal franchise to give the power of voting to every citizen head of a family or a householder whether he paid any taxes or not, to every citizen who earned livelihood by intellectual work whether he paid taxes or not (preachers, teachers, journalists, lawyers, physicians, etc.) and to every citizen who paid \$5 a year in taxes, and with unconditional franchise after 50 years of age if a voter at that age. The citizen without family, or domicile, or brain work, or property sufficient for \$5 taxes, ought to give his undivided attention to his private affairs until he has better established himself, and the State meanwhile could well dispense with his dictation or advice.

Under universal unweighted suffrage it must be exceedingly difficult, if not impossible, to avoid extravagance and excessive taxation and mass-despotism.

It is credibly estimated that we have at least 200,000 superfluous government employees. At only \$150 a month this wastes directly, to say nothing of worse injuries, \$1,000,000 a day. But \$1,000,000 a day exceeds all proposed tariff revenues. The sentimentalists rave against the burden of the tariff, yet they set up such Civil Service rules as make efficient administration of governmental departments impossible and the cost extravagant. They do not see anything in its true proportions.

## TEXACO STAR

Consider what the Federal Government alone takes in taxes. Here again they lay it all to the War and the great growth of the country. As for the country's growth, not long ago one of our great crops overpaid the expenses of government. Today our cotton, corn, wheat, and oat crops combined are not sufficient. This disposes of that excuse. As for the War, it is, indeed, still costing us one billion a year, but the Federal Government takes *five billions*.

Add State and municipal taxes to the Federal, and then consider a question like high rents. In the case of a large owner of rent property the Federal tax has taken one-fourth or perhaps three-fourths the rents, and municipality and State take an ad valorem on the grounds and buildings. Taxation is a main factor in all our economic troubles.

What can we do about it? We can at least vote against every man who advocates more governmental management or more government oversight and control. When the four principal crops of our country are seized by the central government to meet its expenses, can there be rational doubt that we have too much government already?

We can at least censure those who undermine self-respect and self-control by inculcating that the sot may blame his drunkenness on the wine and the thief excuse his embezzlement by low wages.

We can realize (and take accordant action) that an "evolutionary socialist" is worse than a "red" socialist—as being more dangerous. The difference between the two, as Kipling says, is merely

Whether it is quicker to die by the sword,  
Or cheaper to die by the vote.

Any man who chooses to believe that the earnings and savings of other men belong equally to him, who did not earn or save—is a thief and a robber. And he is infinitely more injurious if he tries to accomplish his end by corrupting a majority to agree with him, than if he simply forged a check or robbed on the highway.

\* \* \*

The present unemployment in the United States has been much exaggerated. The figures as first given by the Department of Labor were misleading for the "head liner" way of writing or reading, and the sensational press made the most of it. The figure 5,735,000 was merely the difference between the number of persons employed in July 1921 in certain industries and occupations chosen for investigation and the number on the ~~same~~ pay-rolls at the peak of employ-

ment in 1920. It took no account of those who had gone to entirely different work, and it ignored the fact that many (particularly women and girls) took employment at the peak of wages and demand who had never before been wage-earners and soon returned to domestic occupation, school, or idleness. The understanding that there were nearly 6,000,000 men and women out of work who were looking for jobs was absurd. The department now estimates that there are less than 2,000,000 heads of families out of work, and that unemployment is much less than it was in 1914 before the war broke out.

If every unemployed man was willing to go to work at reasonable wages the great majority could find employment, and a steadily increasing prosperity would be inaugurated. Prices would come down and therefore real wages would be increased; the renewed income of the now unemployed and moderate prices would increase consumption and demand; and increased demand would call for increased production. Soon there would be no lack of demand for workers.

\* \* \*

Just as those fathers drew together toward ample authority to make the nation and still preserve the freedom of those who compose it, so must we guard against the supreme centralization of power at home, and the super-state of the world. More, we must combat the menace in the growing assumption that the state must support the people, for just government is merely the guaranty to the people of the right and opportunity of that people to support themselves. The one outstanding danger of today is the tendency to turn to Washington for the things which are the tasks or the duties of the forty-eight commonwealths which constitute the nation.—President Harding.

### CRUDE OIL PRICES AT WELLS

October 1, 1921

Pennsylvania . . . \$2.50	De Soto . . . . . \$1.15
Corning, O. . . . . 1.45	Bull Bayou . . . . . .90
Cabell, W. Va. . . . . 1.40	Crichton . . . . . .75
Newcastle . . . . . 1.98	Caddo Light . . . . . 1.25
North Lima . . . . . 1.58	Caddo Heavy . . . . . .60
South Lima . . . . . 1.58	Vinton . . . . . .80
Indiana . . . . . 1.38	Jennings . . . . . .80
Princeton, Ill. . . . . 1.27	Spindletop . . . . . .80
Illinois . . . . . 1.27	Sour Lake . . . . . .80
Canada . . . . . 1.98	Batson . . . . . .80
Somerset, Ky. . . . . 1.45	Saratoga . . . . . .80
Ragland, Ky. . . . . .85	Humble . . . . . .80
California Light. 2.45	Goose Creek . . . . . .80
California Heavy 1.10	Markham . . . . . .80
Wyoming . . . . . .85	West Columbia . . . . . .80
Kansas and Okla. 1.00	Corsicana Light. .95
Cushing . . . . . 1.00	Corsicana Heavy .60
Hewitt . . . . . 1.00	Electra-Petrolia. 1.25
Heldton . . . . . .60	Ranger . . . . . 1.25
Homer . . . . . 1.25	Burkburnett . . . . . 1.25

## TEXACO STAR

### BEWARE

Three things there are presage a people's fall:  
When women try to guide the Ship of State  
And on fond impulse or for reasons small  
Subvert old laws that guard from evil fate;  
When taxes are too many and too great  
In their amount for husbandry to bear;  
And when the unthinking mob doth rise elate  
And every rule of reason seeks to tear,—  
These things bring utter anguish, ruin, and  
despair.

—J. C. Tolman.

There is an optimism that is supreme  
folly; it is that which refuses to look facts  
in the face. And there is a pessimism that  
may inspire; it is the so-called pessimism  
that demands attention to existing evils.

—*Commercial and Financial Chronicle.*

The beginnings of a decline, in every age  
of history, have always had the appearance  
of being reforms.—G. K. Chesterton.

The unemployment problem is not half so  
great as it is made to appear. The difficulty is  
that many men are striking as it were against the  
necessary reduction in wages or the sheer neces-  
sity of changing their vocation. Tulsa is credited  
with a large number of unemployed men. Yet  
when various employers have called for men for  
certain work they are not to be had.

No man has the slightest right to ask something  
for nothing. Such a right has never existed in  
morals or law and it never will exist.

Government, as President Harding says, can-  
not be put in the position of parent or guardian  
to its citizens. This government is opposed to  
paternalism. On that rock it must continue to  
stand, or, moving therefrom, prepare to fall.

Once again let us remind you that life is an in-  
dividual problem from the cradle to the grave  
and into the great hereafter. Nothing can be ac-  
complished safely and securely in mass actions.  
If the individual in the mobs of unemployed will  
cut loose from the hysteria of the moment, and  
turn his attention to his own personal problems,  
he will be able to discover an opportunity in this  
land of unexampled opportunities even now. Let  
him seize it, though the form may not be to his  
precise liking, and use it not as an end in itself,  
as some would have him, but a means to a bet-  
ter and a higher end.

Thus and thus only are the rewards of life to  
be claimed.—*Tulsa World.*

Voluntary economy is the only preventa-  
tive of forced economy.

If in doubt mind your own business.

"A green salesman can sell more goods  
than a blue salesman."

"The inner side of every cloud

Is bright and shining;

I therefore turn my clouds about

And always wear them inside out

To show the lining."

Reader, attend: whether thy soul  
Soar fancy's flights above the pole,  
Or darkly grub this earthly hole,  
In low pursuit;  
Know, prudent, cautious self-control  
Is wisdom's root.

—Burns.

### LIFE WISDOM

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

—Benjamin Disraeli.

It is not things, but false opinions about  
things, that trouble mankind.—*Epictetus.*

A man must either imitate the vicious or  
hate them.—*Montaigne.*

Nothing but past acts are vouchers for  
future.—*Newman.*

Thought takes a man out of servitude in-  
to freedom.—*Emerson.*

The first step toward greatness is to be  
honest, says the proverb, but the proverb  
fails to state the case strong enough. Hon-  
esty is not only the first step toward great-  
ness—it is greatness itself.—*Bovee.*

Rogues differ little. Each begins first as  
a disobedient son.—*Chinese Proverb.*

Conceit in weakest bodies strongest  
works.—*Shakespeare.*

Jealousy is a secret avowal of inferiority.  
—*Massillon.*

He that lends an easy and credulous ear  
to calumny is either a man of very ill mor-  
als or has no more sense and understanding  
than a child.—*Menander.*

It is an equal failing to trust everybody  
and to trust nobody.—*Proverb.*

Honors come by diligence; riches spring  
from economy.—*Chinese Maxim.*

Riches amassed in haste will diminish,  
but those collected little by little will multi-  
ply.—*Goethe.*

A quiet mind tendeth to a level head.  
—*Safed the Sage.*

Few men can afford to be angry. It is a  
run upon their intellectual resources they  
can not meet.—*Augustine Birrell.*

Sleep is to a man's whole nature what  
winding up is to a clock.—*Schopenhaur.*

"Every tomorrow has two handles. We  
can take hold of it by the handle of anx-  
iety or the handle of faith."



## TEXACO STAR



Tupelo lumber—10,000,000 feet of it—drying in yard of our Morgan City Shook Mill plant

### A SIGNIFICANT CARGO

R. L. DRAKE, Superintendent of Case and Package Division

The man who delivered the proverbial coal to Newcastle had nothing on the Steamship *Anniston City* that recently discharged a part cargo at Port Arthur Terminal, Case and Package Plant.

This ship delivered seven million red cedar shingles at Galveston, in the midst of this pine and cypress shingle country, and has brought to the home of the tupelo three hundred thousand case oil shooks, cut from Sitka spruce.

The possibilities of water transportation are well exemplified in the present voyage of the *Anniston City*. She loaded at North Pacific ports, with shingles and box shooks, lumber, canned goods and china from China. Coming down the Pacific coast she passed through the Panama Canal, and discharged the first of her Cargo at Galveston, Texas.

Texas will get the shingles and shooks and some of the canned goods. The rest of the canned goods will be discharged at New Orleans and barged up the Mississippi and Ohio Rivers to Pittsburgh.

Not only will the steelmakers get their portion of this water-borne food, but the

lawmakers will get the benefit of their efforts on behalf of the Panama Canal; for after the long water journey, canned Columbia River salmon, canned Oregon apples, and canned California peaches will go by rail from Pittsburgh to Washington, D. C.

If there is no slip between the cup and the lip, China's cups and saucers aboard the *Anniston City* will get many Cubans' coffee to headquarters from the breakfast table; for at New Orleans the steamer will discharge table china for Havana.

The last port of call will be Baltimore, where building lumber will be discharged. The product of the pine grown under Pacific's balmy breezes will provide shelter against Atlantic's stormy gales.

Here's a real working-out of the dreams and predictions of the Panama Canal builders. Many eyes are watching for the success or failure of this initial cargo, for on it depends the changing of markets, the re-listing of railroad rates, the use of Pacific Coast production in place of diminishing local woods, and the substitution of canned food of the West for that of the East.

(Continued from page six)

Continuing, Mr. Gillies remarked that the shortage a few months ago was due to a number of causes, principally lack of freight accommodation. Tankers cannot be employed for South African trade because the conditions of the country do not yet warrant heavy initial expenditure for land tanks to act as storage reservoirs at all ports of debarkation. Nor can railway tank wagons be employed, these involving installation of tanks at the principal railway centres and cities. Johannesburg was mentioned as about the only

city in the Union warranting the outlay. It is the comparatively vast distances separating the very few populated railway centres that does and will continue to necessitate use of the four gallon tins packed two in a wood case. Tank distribution from pipe lines to retailers' doors is a reason why petrol is so much cheaper in the United States, even after making allowance for ocean transport. In fact one of the greatest items in total cost per gallon to the consumer in the Union is the compulsory use of tins and cases,

(Concluded on page eight)

# TEXACO STAR

## WHAT IS YOUR EXCUSE?

By John Black

Mr. J. A. Rees of the Producing Department, in charge of Land and Leases at Parks, Texas, sent this article in a general letter to leasemen and scouts and has received many appreciative comments upon it from employes in his Division.

Look back on your life. Note the opportunities you have neglected.

Think of the time you have wasted. Consider what you could have done if You'd only tried.

It will not be hard to see your mistakes. It will not be difficult to observe what you might have done that you didn't do.

Compare your place in the procession with the places of other men who had the same start.

Some of them are much farther along. Some of them have already done notable things.

Why haven't you? Because of mental inferiority? Not likely. Many men who have passed you are not your mental equals, and you know it.

Because they began with more money and more friends? Nonsense! Money is a handicap at the start of life. It makes hard work unnecessary and it is by hard work alone that we grow.

Friends mean favor, and favor never really helps a beginner. It may get him a better place, but he will not appreciate it unless he has to fight for it.

You will find in your own acquaintance-

ship dozens of men who were favored at the start through friendship, and now are taking orders from men who got where they are by their own efforts.

If you have failed or think you have failed, what is your excuse?

Ill health?

Legitimate.

Greater burdens at home than other men? Allowable.

But those are the only two.

If your excuse is not valid, and few of them are, now is the time to find it out.

There is still time, unless you are past sixty.

If you have been a loafer, or an envier, or a malcontent, it is easy to understand why you haven't got along.

Get those habits—they are all habits—out of your system.

Quit making excuses, unless you are sick or mentally deficient, or began with so many others to support that you had to keep your nose to one grindstone.

Look at your excuse and analyze it. If it is worthless, stop making it. An excuse factory never turns out a ny saleable products.

(Continued from page seven)

not only for the latter, but also enhanced costs—compared with tankage—in the many handlings by manual labor between distiller and consumer.

As one interesting item of information we learned that when the last influenza scourge was ravaging the Union, doctors with nurses had to be hurriedly transported from place to place, and the quickest method was naturally by passenger cars. But petrol was scarce just then. Applied to by the Government for assistance, The Texas Company scraped together every possible gallon, had it collected at those centres where was the most insistent requirement for medical assistance, and charged just bare landed cost at the sea ports. Without this motor fuel, outlying villages and homesteads must have relied for doctors upon animal transport, occupying in some cases days, against hours by motor cars, and thus were valuable lives saved to the nation.

—African Motor.

Inspired by the article "Heroic Fire Fighting" of last month's issue, the Poet

Page eight

Laureate of the *Texaco Star* composed this poem, not unworthy of Edgar Allen Poe:

### FIRE

I put forth a tentative hand.  
I retreat.  
Then I feel of the wood:  
It is good, it is sweet;  
So I swathe it  
And bathe it  
In blue, like a band.  
I advance.  
Like a lance darting out  
To the death  
I leap, and about  
The fagots I turn  
Till they crackle and burn:  
Then I prance and I dance  
And I strengthen and lengthen,  
Growing more, growing more  
While I gather my power—  
I shall conquer, this hour!  
Then I rumble and roar:  
"Give me more! Give me more!  
I aspire! I am Fire!"

J. C. Tolman.

## TEXACO STAR

### SALESMANSHIP CAN STIMULATE THE OIL INDUSTRY

Contributed to the *Texaco Star*

Salesmanship started to rise in importance in the public mind in proportion as war prosperity fell off.

The first rush of depression saw salesmen coming in from the road disheartened and wholly pessimistic. There was little difference what they were selling. Their cry was the same. The public was on a buying strike!

The salesman today has more than ever to give to his customer something besides a promise to deliver. He has to give his customer not only oil, but has to give him success. He has to show him how he can turn over his stock and keep it moving.

A lot of men have been looking for the trick in salesmanship. They believe that there is some open sesame to sales; that if they could only find the method they too could sell. They read reports given out by such men as C. D. Karr, advertising manager of the Holland Furnace Company of Holland, Michigan, who say that they have taken on more salesmen instead of reducing the number of men this year; and such men as Howard Estabrook, assistant to the general manager of the Eastern Division of the Automotive Department of the Vacuum Oil Company, who are putting tremendous efforts on selling, and are apparently succeeding. So they sit back and wonder and wish.

But there is no trick to salesmanship. James W. Elliott, head of the "Business Builders," says:

The three fundamental principles of selling are involved in everything in life. They are, as you know, Attention, Desire, and Confidence. I like the little words, See, Want, and Believe better—much better.

Salesmanship is an artistic science. Science is, as I understand it, organized knowledge. Well, in selling, so much—so very much—depends upon yourself and the man you are talking to that no two men can present the organized knowledge alike; nor can any one man present it the same way to any two men: it is the way you do it. And, art is a *way*—a beautiful way—your way. So, as I see it—since so much depends upon who you are and to whom you are talking, salesmanship is truly—an artistic science.

Abraham Lincoln said: "When I plan a case, I spend two-thirds of my time figuring on what the other fellow is going to say, and one-third on what I am going to say." In approaching a prospect—or in anything that I do—I try not only to do as Lincoln said, but go him one better, and spend two-thirds of my time figuring

out what the conditions are, and one-third on meeting them.

Well, in the first place, you do business with men—therefore you should know men *inside*. This much you do know: men are egotists. Warranted egotists sometimes—'tis true,—but egotists just the same, so you *must* work from their point of view.

I believe it was Josh Billings who said: "A man's a bore who talks about himself so much that you don't get a chance to talk about yourself." And, we all know that there is nothing that makes us quite so mad as to be talking to a fellow in whose eyes we can see a desire to rush back to what *he* was saying; who isn't hearing us at all; who is thinking of what *he* is going to say when we get through.

Now there are only so many reasons why a man does not buy anything, but don't forget they are reasons to him and you have got to clean his mind of all these reasons before he is going to get the full force of what you say.

But above all, a man must keep on keeping on.

The necessity of taking every salesman to school frequently and regularly has been under-estimated. Men should be constantly taught how to sell. Why their product is good; why the public needs or ought to want it; why investment is valuable; why their oil will give the longest and smoothest service. It is not enough for them to go through their production plant once; it is not enough for them to read the company's kit, and talk over matters with the sales manager. They must constantly refresh their enthusiasm and constantly relearn and build up their knowledge of their organization in order to be successful and honest interpreters to the public.

They must meet frequently, recount their progress, their mistakes and their successes, and enthuse and help one another. The organization must be a powerful unit working together, with every part duly emphasized. The sales department, the production, the advertising ends, must all converge at the center and produce a smoothly running wheel.

In the long run even a gloomy truth is better company than a cheerful falsehood. The perpetual strain of living down to a lie, the depressing atmosphere of a circumscribed intelligence, tell upon the system, and the cheerful falsehood soon begins to look puffy and dissipated.

—Augustine Birrell.

## TEXACO STAR

### THE TEXACO CORRESPONDENCE SCHOOL—AN APPRECIATION

F. S. REID, Producing Department, Wichita Falls, Texas

I do not know to what extent the employes of The Texas Company are making use of the courses of instruction offered by the Texaco Correspondence School, but I can not help commenting on the splendid information these courses contain—especially for the novices.

I have been particularly impressed with the simplicity of explanation of the various subjects taken up. I do not believe that text books for schools could be written with more thought for simplicity of explanation.

Section One of the Course consists of 25 lessons, taking up the history of The Texas Company, its products, manufacture, distribution, etc. Perhaps one of the most interesting features of this Section is a concise explanation of all the tests that oil should be subject to in the raw state and as manufactured into finished products.

At the end of each lesson is a series of questions to be answered, bearing upon the contents of that lesson. I have been impressed with this: In a number of the lessons one or two questions are asked of the student as to how he would handle complaints, especially if he were called upon to do so through correspondence. It seems to me this affords some idea of the study of tact and originality. I think this is a splendid feature of the lessons.

Section Three covers Refined Station work. Certain employes of the Company in the Sales Department are required to take this course. It is interesting from the standpoint of knowing just how a Refined Station is operated, and matters pertaining

to the business of the Station, sales, and accounting are taken care of.

Section Two consists of 25 lessons, eight of which are now published. This is a particularly interesting course covering lubrication matters. The lessons take the student through the history of early steam engines, properties of steam, construction of valves, etc., with the ultimate idea in view of how lubrication is applied to various kinds of engines, etc.

The beauty of all the lessons is their simplicity of explanation. Not that a student always remembers everything these lessons contain, but if anything does come up in the course of his daily work that might call for some information these lessons contain, they are ready for reference,—particularly so in their final form, for at the completion of each Section, a leather bound volume of the lessons is sent gratis to the student, with a Certificate stating he has completed that course.

I am a comparatively new employe of The Texas Company, but I certainly have been grateful for the opportunity, in a small way, of being able to get hold of information entirely new to me that will be of assistance in understanding things that I come in contact with.

I am wondering to what extent this Correspondence School work has been taken advantage of by the employes. I believe it is well worth the effort, and it costs the employe nothing.

The Texaco Correspondence School has now about 2,000 active students taking its course of study, and has graduated about 1,000.

#### While taking dictation—

- Don't fidget.
- Don't Slouch.
- Don't Stare at the dictator.
- Don't interrupt.
- Don't gaze absently about the Office.

#### While Transcribing—

Don't write an ungrammatical sentence just because it was dictated so.

Don't misspell proper names, firm names, or omit part of an address, if you can possibly check them up from correspondence in the files.

Don't fail to make corrections on the carbon copies as well as on the originals.

Don't save on carbon paper at the expense of clear carbon copies.

Don't neglect the opportunity to study the

incoming correspondence and note the way other stenographers space and write their letters.

Don't be careless when addressing envelopes; it might spoil your whole day's work if the letter should go astray because of incorrect addressing.

Don't overlook keeping your desk tidy—it will be noticed just as much as your personal appearance.

Don't let "irresistible" male flirts hang around your desk and waste your time. (Of course they should know better.)

And—

Yes indeed, the "boss" will appreciate you when you die and go to Heaven or get Married. However, cheer up, that's the fate of all heroes.

—From Northern Terminals Division,  
N. Y. Office.

DEPARTMENTAL NEWS

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

- |                          |                            |
|--------------------------|----------------------------|
| Refining Dept.           | C. K. Longaker, Houston    |
| Natural Gas Dept.        | C. K. Fletcher, Fort Worth |
| Fuel Oil Dept.           | E. B. Joyner, Houston      |
| Railway Sales Dept.      | J. A. Brownell, Houston    |
| Marine Dept.             | J. Nicholle, Port Arthur   |
| Legal Dept.              | H. Norris, New York        |
| Treasury Dept.           | H. Tomfohrde, Houston      |
|                          | H. G. Symms, Houston       |
|                          | R. Fisher, New York        |
| Comptroller's Dept.      | B. E. Emerson, Houston     |
| Insurance Dept.          | P. A. Masterson, New York  |
| Sales Dept. S. Territory | C. M. Hayward, New York    |
| Sales Dept. N. Territory | R. C. Galbraith, Houston   |
| Asphalt Sales Dept.      | Personnel Committee, N. Y. |
| Export Dept.             | J. J. Smith, New York      |
| Purchasing Dept.         | J. B. Nielsen, New York    |
| Railway Traffic Dept.    | J. A. Wall, New York       |
| Producing Dept.          | J. T. Rankin, Houston      |
| Pipe Lines               | J. M. Fleming, Houston     |
| The Texas Steamship Co.  | Otto Hartung, Houston      |
|                          | Fred Carroll, Houston      |
|                          | A. R. Weber, Bath, Me.     |

REFINING Raymond Smiley of the West DEPT. Side Coke Stills and Miss Olive Collins of Port Arthur were married at the home of the bride's parents on September 23. After a short honeymoon they will be at home at 2212 Fifth Street.

W. L. South of No. 6 Pump House and Miss Bessie Majors of the Employment and Service office were married in Port Arthur on September 24. Both are old Company employes and they have the congratulations from a host of friends.

Ralph Jenks of the Cold Treating Plant is the father of a new daughter, Priscilla Jewell.

J. J. Harrington of the Lub Agitators has resigned to accept a position as Foreman of the Lub Oil Department of the Humble Oil and Refining Company, Goose Creek, Texas. Mr. Harrington has had an enviable record with The Texas Company and his many friends wish him success.

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF SEPTEMBER 1921

Refined—Coastwise.....	545,700 bbls.
Refined—Foreign.....	795,371 bbls.
	1,251,071 bbls.
Crude—Coastwise.....	74,174 bbls.
Crude—Foreign.....	7,143 bbls.
	81,317 bbls.
Total.....	1,332,388 bbls.

Better a word that lasts than the last word.  
—The Look Box.

Miss Pauline Noble, First Aid Nurse at Port Neches Works died on September 7, 1921, at the Hotel Dieu in Beaumont of pernicious anemia.



Miss Pauline Noble

Pauline Noble was born in Old Waverly, Texas, January 17, 1880. In 1902 she entered the John Sealy Hospital in Galveston to study nursing, graduating in 1905. As a member of the nursing staff of Dr. Price's Sanitarium, Miss Noble soon won her way to the position of head nurse. After two years she resigned to engage in private nursing and was successful in building up a large practice. On August 1, 1911, she again entered hospital work in the Mary Gates Hospital at Port Arthur, and on December 15, 1915, went to the Sunset Hospital in Houston.

During Miss Noble's early training and through her hospital work, it was always her wish to be with some large organization in First Aid work, and on February 25, 1918, this wish became a reality when she entered the employ of The Texas Company at Port Arthur Works. Two months later the need of a Nurse at Port Neches became apparent, and Miss Noble was selected. Here she remained in active service until shortly before her death. On taking up the work in Port Neches Miss Noble demonstrated her fitness for First Aid service, and soon branched out into Welfare work, in which her splendid disposition and expert advice won her a host of friends and the confidence of all with whom she came in contact.

Miss Noble could be called the idol of Port Neches. Who can forget how that trim wiry little woman, doggedly fought the ravages of the terrible "flu" epidemic of 1918? She went almost sleepless and with hardly any food for days at a time, and almost single-handed flung back the disease which endangered the lives of

## TEXACO STAR

our loved ones. There were no doctors within a radius of fifteen miles, and it was necessary to pay them in most instances \$12 to \$20 a visit. This little woman, practically alone, stood between life and death.

She took the flu, but even this could not shake her determination to care for her charges. Fearing to lose control of the situation and scarcely able to walk, she arose from her sick bed to continue the fight. A relapse came, but a few days later she again ventured forth in a still further weakened condition to take up the battle anew. Again she was forced back to bed and for a while her life was despaired of. But that same dogged courage still asserted itself, and she came back to us.

Due to her untiring efforts only six fatalities occurred out of over three hundred cases of the flu in Port Neches, and these only after she, herself, had been stricken down and was unable to minister to them.

Miss Noble never fully recovered from the effects of the flu, and in August of this year she was compelled to ask for a leave of absence on account of ill health. A diagnosis disclosed pernicious anemia. She failed to respond to treatment and as a last resort it was decided to make a blood transfusion, provided young men could be secured to give their blood. A hurry call was sent to Port Neches for these young men. Many responded immediately and four of the best were selected. The transfusion was made, but in spite of this Miss Noble failed to rally and her death resulted a few hours later.

As the flag flies at half-mast over the Port Neches Works it is hard to realize that it marks the passing of our beloved Nurse from our midst and that those cool deft fingers will never again administer to our cuts and bruises. As we sit at twilight after the hurry and bustle of our daily labors, can we doubt that the soul of this brave woman, who held duty sacred above all things, has gone to join the souls of those other heroes who lie sleeping in Flanders Field?

Miss Pauline Noble—Noble in Name and Noble in Deeds!

During the first few days of Miss Noble's illness she was attended by specialists in Galveston. As she gradually became weaker the necessity of blood transfusion became apparent. Persons who donate their blood for this purpose are usually recompensed at the rate of \$500 a pint. This is a costly operation, especially when it is almost certain that it will have to be repeated several times.

At this juncture Miss Noble decided to go to Beaumont and place herself under the care of Dr. Pedigo. He at once sent a call into Port Neches for volunteers. Many expressed their willingness to go and the following were selected:

Minos Collins	Carpenter Helper
Lonnie Lee	Boiler House
E. M. Carroll	Laboratory
W. M. DeBlanc	Laboratory

The first named was the only one of the four from whom blood was taken, as Miss Noble passed away a few hours later.

Minos Collins was born in Banker, La., November 6, 1897, and entered the employ of The Texas Company June 22, 1918, as Engineer Helper. He was also employed at Port Arthur works from August 1, 1919, to January 20, 1920, when he resigned. He was re-employed at Port Neches, October 23, 1920.

Collins is a husky young chap, fearless, and an ideal specimen of young manhood. When Employment Supervisor W. W. Morgan approached him with the fact that blood donors were needed, he replied "Sure, wait till I get my hat." He didn't consider for a second the danger to himself; he didn't ask questions; he acted. And after the life-giving fluid had been drained from his veins he laughingly climbed down from the operating table, reeled a trifle, walked slowly to the Ford, cranked it, and said "Let's go home."

When these four boys offered their services a monetary consideration did not enter their minds. They were willing and eager to respond to a call for help to save a life. We are mighty glad our organization is largely made up of men like this; we are proud they work at Port Neches; and we believe the highest tribute we can pay to Minos Collins is to say to him: "You are a Man."



Minos Collins

### RAILWAY SALES DEPT.

The graphic chart of railway sales for August shows a decided upward slant, that month being a big improvement over the last few months. The hard-working members of the Railway Sales Department are to be congratulated for their large share in this showing.

Another railroad turns to Texaco. The Seaboard Air Line has recently installed Texaco Lubricants and Texaco Service on its entire system.

A cordial welcome is extended to new members of this Department: A. N. Jeffers, Lubricating Engineer, Denver; F. S. Freeman, Lubricating Engineer, Atlanta; J. S. Coulter, Stenographer, Houston.

September 8: The Boss spends a large part of the day at 3618 Yoakum, cleaning house.  
September 8: Mrs. G. L. Noble and family return home from a very enjoyable two months sojourn in Michigan.

### TREASURY DEPT.

Not to be outdone by Chief Transfer Clerk Bill F. Major, Jr., Harold E. Lapp, Transfer Agent, and Winfield J. Taylor, Transfer Clerk, have also entered the state of marital blessedness. The Stock Transfer Division wishes for all three all the good things in life they could wish for themselves.

## TEXACO STAR

**SALES DEPT. HOUSTON DISTRICT.—**  
**S. TERRITORY** We mourn the loss of one of our most active Agents. Agent Chester Lokey of Rosenberg Station met his death by being pinned beneath an overturned truck which caught fire. Through the heroic efforts of W. I. McFarland, State Representative from Fort Bend County, Agent Lokey was extricated and rushed to an infirmary at Houston where he died from burns several hours later. Mr. Lokey was a young man and had been connected with the Company only twenty days when the accident occurred. During this brief period he made a remarkable record. He is survived by his father and mother, two sisters and a brother, to whom we extend sincere sympathy.

Assistant Superintendent Sullivan and Salesman Sanders recently visited Seadrift Station and found a number of past due accounts. When they left the Station 100% of the accounts had been collected. They have adopted the slogan "It can and will be done."



Reflecting activities of Marine Sales Division Aboard S. S. "Angelo Toso" at Port of Galveston Marine Salesman G. W. Horton of The Texas Company, and Captain Felice Grassi of S. S. "Angelo Toso" of the Societa Nazionale di Navigazione, using Texaco lubricants.



Aboard our tanker "Brabant" at Galveston Left to right: Marine Salesman G. W. Horton; Chief Engineer C. Piro of S. S. "Vincenzo Florio" of the L. V. Florio S. S. Co., Rome, Italy; Miss Grice, Clerk at Galveston Fuel Oil Terminal; Captain C. W. Hacking of The Texas Company's tanker "Brabant."



Laredo, Texas Station

This was the first Station built by The Texas Company and was erected in 1906. It is now in perfect condition, which is accounted for by Agent E. A. Manford's interest in The Texas Company. Mr. Manford devotes his entire time to the sale of Texaco Products and has built an enviable record at his Station.

Agent Massie, Salesmen Hammon and Patten, and the Tankwagon and Truck Drivers of Houston Station are to be congratulated on the good work which brought about a record month in gallonage for August.

Corpus Christi has two Truck Drivers who should be called Salesmen: E. W. Wilson and J. J. Dittlinger. Besides attending to their regular Gasoline and Refined Oil trade, they sold a large quantity of Lubricating Oils, Greases, and Specialties. Good work, boys!

Yoakum Station is boasting of a Truck Driver who makes a delivery of Gasoline and on the return trip either sells two or three barrels of lub oil or several cases of specialties. We are proud of Mr. Middlebrook's record.

In addition to the Staff Meeting, held September 16-17, Superintendent Monroe decided to have all Salesmen and a number of Agents from the larger towns present. From the time the meeting



Uvalde, Texas Station-Agent Fred Horner



Agent Horner's Hardware Store at Uvalde

Texaco Products are sold exclusively, as Mr. Horner is an ardent believer in The Texas Company and its policy. Through his persistent efforts to sell quality goods he controls approximately 75% of the business in and around Uvalde.

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was called to order until adjournment every hour was filled with interesting discussions of every phase of the Company's business handled by the Sales Department. Superintendent Monroe addressed the meeting very thoroughly on the general conditions of Houston District. Chief Accountant Walker talked on Station records and the reports required from Agents and Salesmen. Creditman Samuels furnished figures showing present status of collections at each Station and outlined a plan for collecting all past due accounts before the closing of the year. Each Agent and Salesman gave the outlook for business in his territory.

A most interesting feature of Friday afternoon was a talk on Efficiency by Miss Alicia Swain, the capable Editor of the *Look Box*, a monthly periodical published by the Refining Department. Miss Swain charmed all hearers, and we fear several unmarried members of the Sales Force will try to enter the Refining Department. Accompanying Miss Swain was Mrs. M. G. Jones, Manager of the Employment Bureau.

Members of the Staff present were: Superintendent Monroe, Assistant Superintendent Sullivan and Hutchins, Lubricating Assistant Burger, Chief Clerk Glass, Chief Accountant Walker, Creditman Samuels. Other members of the Houston District who attended were: Salesmen "Count" Kowalski, A. P. Langford, S. M. Little, M. H. Langford, D. D. Monroe, T. W. Murray, O. C. Sanders, C. M. Wiseman, M. E. Hannon, John Steiner, R. L. Groce, R. W. Patten, Engineer H. D. Gohlman; Agents O. G. Westmoreland, C. C. Cox, W. A. Ritter, J. A. O'Reilly, S. G. Murphy, J. A. McCrorey, W. L. Massie, F. G. McDonald, F. G. Beeler and G. D. English of the D. O.; and Auditor A. M. Chase.

Friday evening the party motored to the San Jacinto Battlegrounds where a sumptuous banquet was served. As the crowd was seated Mrs. C. P. Dodge asked that the ladies remove their hats and gentlemen take off their coats, which at once removed all barriers of formality. Manager Dodge evidently enjoys sea food as we noticed the second platter of crabs traveling his way. Superintendent Monroe forgot he was once a member of a Methodist family, because he took all the wish bones at his end of the table. Assistant Superintendent Hutchins lost sight of the fact he was attending a banquet and called for syrup. Agents Massie and Murphy were last seen starting on their 36th crab each. Salesman Murray had a hard time securing all the crackers he wanted. At the request of Manager C. P. Dodge, Miss Swain told of the scientific properties of Crater Compound, which made quite a hit, and Superintendent Monroe asked that two of his best salesmen sign her up for a carload of this product. It took the combined efforts of Assistant Superintendent Sullivan and Salesman "Count" Kowalski to land this order, but success was theirs. Mrs. C. P. Dodge in her usual charming manner gave a reading in darkey dialect. Dancing was included in the evening's entertainment and Mrs. Gentry Worley was tireless in her efforts to furnish ragtime sufficient for the demands of the young people. Among the guests were: Sales Manager and Mrs. C. P. Dodge, Mr. and Mrs. Ernest Carroll, Mrs. W. H. Wagner, Miss Campbell, Mr. W. E. Bradford, Mrs. S. E. Monroe, Mrs. M. G. Jones, Mr. and Mrs. Gentry Worley, Mrs. J. H. Wright, Mrs. J. K. Sullivan, Mrs. W. L. Massie, Mrs. Geo. Little, Mrs. S. M. Little, Mrs. A. M. Chase, Mrs. J. H. Glass, Mrs. F. G. Beeler, Mrs. P. H. Burger, Mrs. H. D. Gohlman, Jr., and Mrs. S. F. Martin.

## DALLAS DISTRICT.—

AGENTS WITH 100% COLLECTIONS FOR JULY			
Albany	E. D. Lieb	Haskell	J. F. Kennedy
Anson	C. T. Harper	Henrietta	T. G. Abraham
Baird	F. L. Walker	Hereford	C. P. Cockrell
Big Sigs.	T. W. Ashley	Jacksboro	P. B. Sewell
Brady	J. C. Gahagan	Jacksonville	W. R. Allen
Childress	C. T. Jones	Leonard	A. A. Davy
Coleman	R. D. Johnston	Midland	J. S. Cordill
Colorado	R. D. Hart	Mineral W.	R. S. Millard
Comanche	O. H. Donaho	Nacogdoches	O. F. Baxter

Copperas C.	J. A. Brooks	Paris	W. L. Fitzgerald
Corseana	W. J. Cheney	Pittsburg	A. M. Reardon
Crowell	B. F. Ivie	Plainview	W. M. Turner
Eastland	R. F. Jones	Post	J. O. Rhea
Ennis	J. R. Williams	Quanah	C. F. Winbury
Ferris	H. R. Crumley	Ranger	I. W. Elliott
Forney	A. W. Ritter	Sart Saba	B. C. May
Gaines'le	Jim Burk	Seymour	T. S. Herrell
Greenville	Geo. Simpson	Stephenv'le	H. P. Cole
Hamlin	G. H. Hall		

HONOR ROLL—100%	COLLECTION	EFFICIENCY	
Anson	C. T. Harper	Kaufman	Claud Rand
Baird	F. L. Walker	Leonard	A. A. Davy
Balling	Lee Butler	Marshall	W. E. McGivray
Big Sigs.	T. W. Ashley	Midland	J. S. Cordill
Brady	J. C. Gahagan	Mineral W.	R. S. Millard
Brownwood	W. P. Wiggins	Nacogdoches	O. F. Baxter
Canadian	John Caylor	Paris	W. L. Fitzgerald
Center	W. C. Rogers	Post	E. M. Jones
Childress	C. T. Jones	Quanah	C. F. Winbury
Clarendon	J. W. Adams	Ranger	J. W. Elliott
Coleman	R. D. Johnston	Sart Saba	B. C. May
Colorado	R. D. Hart	Santa Anna	C. G. Erwin
Comanche	O. H. Donaho	Seymour	T. S. Herrell
Copperas C.	J. A. Brooks	Stephenv'le	H. P. Cole
Corseana	W. J. Cheney	Sterling C.	R. P. Brown
Crockett	C. D. Towery	Sweetwater	Guy E. Morris
Crowell	B. F. Ivie	Tahoka	W. G. Tarrance
Denison	C. W. Geiger	Terrell	Hugh Cowan
Eastland	R. F. Jones	Waco	H. L. Wagoner
Ferris	H. R. Crumley	Weather'd	H. L. Tate
Greenv'le	Geo. Simpson	Wellington	B. P. Ball
Hereford	C. P. Cockrell	Wichita F.	J. S. Leach
Jacksonv'le	W. R. Allen	Winters	J. G. Key
Jayton	A. T. Duncan		



Marfa, Texas Station

August was a record month for Marfa Station in gallonage. This record was only attained through diligence and perseverance on the part of Agent Smith and his assistants. Working as much as sixteen hours a day—covering trips 35 miles inland, selling Lubricating Oils, Greases, Specialties, Gasoline, and Refined Oils, erecting Texaco Signs, all in the day's work. To such men success is bound to come. The picture shows the perfect condition in which his Station is maintained through the entire year.



Agent N. T. Orr of Abilene, Texas—Dallas District. He is a strong believer in Texaco Products and believes also in advertising.

One must go after what he wants; what he does not want will go after him.

Butcher.—The pound of butter you sent me is three ounces short.

Grocer.—Well, I mislaid the pound weight, so I weighed it with the pound of chops you sent me yesterday.—*Easton Transcript.*

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An enterprising customer

This sign is displayed by an enthusiastic Texaco customer in West Texas upon his own initiative. It is not strictly in accordance with our specifications and is probably our good friend's own design.



New Texaco Filling Station, Sterling City, Texas  
Owned and operated by Agent R. P. Brown

**OKLAHOMA DISTRICT.**—Oklahoma's State Fair begins September 24 and one of the successful exhibits to be seen will be the booth arranged by Ass't Sup't Will Carroll and Engineer Salesman J. N. Prewitt. The Red Star and Green T is to be seen everywhere and the Pyramid of Texwax and the Fountain of Oil makes a winner when it comes to attracting the crowds.

We have with us the D. O. Auditors, Messrs. Davis and Newton, and at the time of this writing the Audit is going along nicely. We are glad to have these gentlemen with us.

Elk City, Okla. Station has the honor of being the first station to reach 100% on collections during the Audit, and all concerned extend congratulations to Agent E. Slate.



"Hiawatha," the home of a good friend of Texaco

Residence of M. D. Johnston, 509 E. Walnut Street, Altus, Okla. Mr. Johnston is owner of the Altus Ice and Fuel Company, Altus, Okla.



A. F. S. No. 3, Oklahoma City

One of the prettiest in the City and running Hot Spring, Ark., a close race for first place.



A. F. S. No. 3, Oklahoma City

Showing the use to which Oklahoma District is putting the new flange sign advertising the Easy Pour Can. It makes a mighty attractive sign.



Ardmore, Okla. A. F. S. No. 1

This is one of the prettiest filling stations in the Southwest and the finest in Ardmore. It is putting Texaco on the map down there.



One Hundred Rolls of Tiger Roofing

Sent from McAlester Station to Hartshorne, Okla., passing through five towns. Agent Schroeder reports that he gave Texaco good advertising along the way and is going to follow it up with some nice orders on Roofing.

## TEXACO STAR

DENVER DISTRICT.—The following was received from the "Pueblo Gang:"

Reconstruction and rehabilitation are the eventful topics in Pueblo today. Everyone is doing his or her share toward rebuilding the town and population. New Railways, new Bridges, and, on August 20, two new "Streets"—both girls. Contractor S. A. Street, who is also Texaco Salesman in Southeastern Colorado, is the proud father.

F. M. Sykes, Genial Credit department Clerk, slipped away on July 31 and was married to Mrs. Fern Marker. Not a word said to anybody in advance—not a word, mind you. When the last batch of "stuff" went into the *Star* we were still so touchy about it that we couldn't bear to write on the subject. However, time has healed the scar and we now wish to express the common wish of all: May Frank and his bride have all the good luck in the world.

Sunday morning, September 17, Mrs. "Tom" Coppinger presented City Salesman Tom with a fine 9-pound baby boy. We hope, Tom (in case you haven't shown up at the D. O. in the meantime), that you will read this issue of the *Star* and learn that we're long on congratulatory speeches and short on smokes, candy, and things.

L. E. Ruffin has succeeded E. W. Golden as Salesman in the Albuquerque-Santa Fe-Las Vegas territory. We hope that Mr. Ruffin won't be too rough on competitors in his territory, but, confidentially, we are expecting that some of the weak sisters down there will be spelling his name R-u-f-f-i-a-n before many months have passed.

A. G. Arentz has taken the place of P. D. Wayne as salesman in Northern Montana Territory, Mr. Wayne replacing former Agent Hoffman at Great Falls. Best wishes to Messrs. Wayne and Arentz.



A job of the Lock-Joint Pipe Co.

The Pueblo flood hit it last spring; but, with the assistance of Texaco lubricants, they finished up clean as a whistle as soon as the waters subsided.

The local manufacturing plant of the Lock-Joint Pipe Company in Denver thinks most highly of Texaco Products.

NEW ORLEANS DISTRICT.—Results made by stations in the six months efficiency campaign are based on increased gallonage, increased revenue, and decreased expenses. A standard was set at 500 points. During the last month eight Agents attained this standard, and, in cases, exceeded it:

Geo. Brewster, New Orleans A. F. S. No. 1  
J. M. McMurray, Monroe A. F. S. No. 1  
L. R. Jones, Meridian A. F. S. No. 1  
M. E. Trowbridge, New Orleans A. F. S. No. 4  
L. R. Jones, Meridian, Miss. Station  
J. J. Forgey, New Iberia, La. Station  
N. J. Zimmer, Harvey, La. Station  
R. H. Martin, Houma, La. Station.

It is noted that Jones, Zimmer, and Martin show up in the efficiency campaign. Looks like these fellows have a habit of doing the right thing at the right time.

The station at Meridian, Miss., after being completely destroyed by fire on June 28, is now completely rebuilt and Agent L. R. Jones has things under way once again.

Gulfport, Miss., Station, opened August 1 with H. C. McClain as Agent is coming along fine. Looks like that boy Mc. has the goods!

Friends, we take pleasure in introducing Jack Miller as Agent at Vicksburg, Miss. You all know Jack, as he has visited your Station at one time or other as Construction Foreman. More recently he has been traveling in the capacity of Salesman in Brookhaven, Miss., territory. We rejoice with Jack in his new appointment and feel confident he will make a big success.

H. C. McClain, Agent at Gulfport, Miss., recently joined the ranks of the Benedictics. We offer congratulations and wish the happy couple the best of luck.

Messrs. W. H. Wagner, H. G. Symms, W. E. O'Neill, C. P. Dodge, Jr., and W. B. Williams were recent visitors to the District Office. Your presence was greatly enjoyed, gentlemen, please call again!

Haven't been able to uproot anything to say about Milton Trowbridge this month, but we do like Galdos so much! Anyway, we notice Milton and Leslie are quite chummy and we may have a scoop for next month.

"Say, Jelly, what's your office hours?" Ask M. E. T. (A late special.—Ed.)



F. S. No. 2 of Wyoming Filling Station Co., Casper Wyo.

They sell Texaco Oils in the heart of the Refining District of the Northwest—a country where oil values are known.



Unloading Texaco Motor Oil at Casper, Wyo.

Sold by Agent J. A. Houser to Wyoming Filling Station Company in the heart of the Refining District of the Northwest. But Texaco Products "Must be had."

## TEXACO STAR



A shipment of Texaco case oils in British Honduras Being unloaded from United Fruit Company barge at Belize.



Part of a shipment of Texaco light oils in Belize Mr. Bryant is standing behind a drum in the foreground. Office of the United Fruit Company in the background at right.



Agent Victor L. Bryant

Our Agent in Belize is very energetic and does much to spread the gospel of Texaco in his native country. This picture tends to disprove the old story that all good Fords go to Havana when they die; here's one that found its way to Belize.

ATLANTA DISTRICT.—We cannot dream ourselves into a character nor station of life. It is by continued acts that we mould ourselves into what we would be, and we are proud to know that H. B. Tate, F. L. Thompson, D. E. Golden, M. L. Land, and C. J. Jolly of Spartanburg, S. C. Station, and Frank Morris and C. E. Law of Americus, Ga. Station are such men. They are establishing evidence that they are entitled to be known as salesmen, and Salesmen we call them. They show by the volume of their sales that they are not simply truck drivers but Salesmen, delivering orders that they have *sold* and not merely "taken."

Order Clerk Robert W. Gaston and Miss Miriam Landrum of Atlanta were married on September 17. The Office force presented the happy couple with a silver electric percolator with "fix-

ins." They're spending their honeymoon on the St. John's River in Florida.

It must be the climate in that neighborhood! Last month we reported the birth of a girl to Bob Hubbard, at Greenville, S. C. Now Agent Jimmie Adams, at Spartanburg is the proud father of a boy. The youngest Adams, weight ten pounds, arrived August 22. Jimmie's cries of joy made the welkin ring.

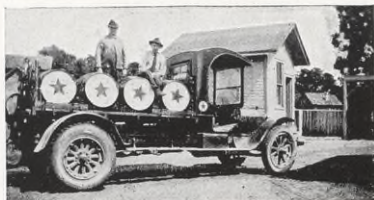
It may have been the effect of his new boy, or it may not have been, but the following effusion comes from the very same Jimmie Adams. It seems that Jimmy had put out one of our advertising signs on which a lease form is required, and couldn't get a lease signed by that customer; when we asked him why he didn't send in the lease he replied:

"This momentous message is to inform you, sir, that while I have not kicked in with form S-211 (because I have none of these forms to kick in) I have gone to the gentleman who had the sign referred to in your scholarly encyclical of July 7th, and with a mighty oath I have torn it from his building. Then like the great shield, the great banner, the glorious escutcheon it is, I did bear it proudly through the seething masses, its brilliant shining star dimming the very sun; and with great eclat, with many shouts, by the blare of trumpets, the ruffle of drums, and the thunder of guns, I again hoisted this emblem of purity and excellence where all men could see it."



Waycross, Ga. Station

Driver W. A. Blackman, Agent L. S. Killingsworth, J. D. Register.



Waycross, Ga.

The four barrels of Texaco Motor Oil E. H. are being delivered at the railway station for shipment to a customer. Agent Killingsworth says: "We are doing our best to get them to use as their slogan, 'Texaco E. H.'"

Every one is the son of his own works.

—Cervantes.

# TEXACO STAR

**SALES DEPT. N. TERRITORY** —The following comment was sent to the editor with a duly signed note, but, as a hope was expressed that its origin would not be divulged, the signature is not given.

Since the "Vacation Stuff" advertisement appeared in the September *Texaco Star* a number of people have called up Mr. George W. Vos, Assistant Superintendent of the Advertising Division, to find out what kind of tobacco he crams in that old black pipe of his to make him write that kind of stuff.

He claims to have discovered a new brand in the village store near his country retreat. But even so, we dare say that those who sampled his previous discoveries will hesitate about borrowing a pipeful of Vos' latest. Enuf said!

**GENERAL ACCOUNTING.**—We were all glad to welcome our genial Matthew Tully back to the office after a long seige of pneumonia. We trust he will continue to improve and will now enjoy good health.

On September 18 Warner Petring jumped from the ranks of single blessedness, and from now on will enjoy the delights of home cooking and his own fireside. The best wishes of this office and all friends in the Company are with him and we trust his married life will be a happy one.

On August 27, after several years of inactivity, the "Tigers" of this office captained by Dick Saunders, and the "Treat 'Em Ruffs" of the New York District Office, headed by Doc Haden, crossed bats on the Commercial Baseball Field, Brooklyn. The Tigers scored an overwhelming victory:

TREAT 'EM RUFFS	POS.	A.	B.	R.	H.
Dennigan	L. F.	3	0	0	1
Haden	L. F.	3	0	1	
Maresca	S. S.	3	0	0	
McNair	3rd-P.	4	0	1	
Terry	2nd	2	0	1	
W. McKenna	1st	3	0	0	
J. McKenna	R. F.	1	0	1	
G. Zaghi	C.	3	0	0	
J. Zaghi	P.-3rd	3	1	1	
Ellwood	2nd	1	0	1	
Barton	C. F.	2	0	1	
Wilson	R. F.	3	1	0	
<b>Total</b>		<b>31</b>	<b>2</b>	<b>8</b>	

TIGERS	POS.	A.	B.	R.	H.
Eberhardt	S. S.	4	4	2	
Cunningham	2nd	5	2	0	
Browne	C.	4	3	2	
Sturm	L. F.	4	0	2	
Saunders	P.	5	1	0	
Keogh	C. F.	4	1	1	
Gothe	3rd	5	2	3	
Knoll	R. F.	4	2	2	
Nightingale	1st	2	1	0	
May	C. F.	1	0	0	
Logan	R. F.	1	0	0	
Lippe	1st	2	0	0	
<b>Total</b>		<b>41</b>	<b>15</b>	<b>12</b>	

Treat 'Em Ruffs.....0 0 0 2 0 0 0 0 2  
 Tigers .....4 2 5 4 0 0 0 X-15

Umpires: Morrison and Hoffman. Score Keepers: Curtis and Miller.

Features of the game were: "Doc" Haden's sliding to bases; Kehoe's catch in center field; Harry Browne's work at the plate; the pitching of Dick Saunders; almost

triple play by the "Treat 'Em Ruffs in seventh inning; Charlie Wilson's Marathon in center field after a ball that caromed off the fence.

"Doc Haden had to retire in the fifth inning, he having grabbed, from somewhere, a pair of shoes two or three sizes too small for him. This no doubt accounts for his famous slides, as it was easier to slide than to run. Jimmy Cunningham almost killed John Morrison with a line drive in the fourth inning. We do not know the reason for this, as John's umpiring was not as bad as all that.

Despite the one-sided score it was a very interesting game, credit being due the "Treat 'Em Ruffs" for fighting until the last man was out. They are coming back for more in the near future. We shall be ready for them and assure them an interesting afternooon.

**NEW YORK DISTRICT.**—With sorrow we announce the death of A. A. Kilburn on August 24, 1921. Mr. Kilburn entered the *Texaco Family* July 30, 1917, and at the time of his death, was Office Clerk at Clinton Street Station, Brooklyn, N. Y. For those who were associated with him, the memory of his genial good nature and fine character will linger long. We extend to his widow our sincere sympathy.

**HONOR ROLL—100% COLLECTION EFFICIENCY**

Everything on July "A" List Collected in August

F. T. Spencer	Agt. Cobleskill	Albany	Ter.
F. J. Mooney	Agt. Cooperstown	"	"
F. J. Gohl	Agt. Hudson	"	"
U. J. Delaney	Agt. Watervliet	"	"
L. E. Cleland	S'n Ogdensburg	"	"
J. F. Keenahan	S'n Albany	"	"
G. W. Pitts	Agt. Middletown	Newburgh	Ter.
F. Peck	Agt. Monsey	"	"
W. W. Bauer	Agt. Port Jervis	"	"
C. H. Eck	Agt. Ellenville	"	"
B. J. Schwalbach	S'n Kingston	"	"
V. T. J. Knapp	S'n Middletown	"	"
G. E. Davis	Agt. Millerton	Stamford	Ter.
F. C. Mott	Agt. Sag Harbor	Long I.	Ter.
H. B. Gould	S'n Morristown	New Jersey	Ter.
H. W. Caney	Agt. Norwalk	Stamford	Ter.



R. J. Trener Filling Station, Keansburg, N. J.  
 One of the most enthusiastic Texaco boosters in New Jersey.



Smith Bros. Garage, Herkimer, N. Y.

## TEXACO STAR

BOSTON DISTRICT.—We were honored during last month with visits from First Vice President T. J. Donoghue, Comptroller Ira McFarland, and Treasurer W. W. Bruce. They certainly were strangers but we hope they will visit us more often in the future.

We wish to congratulate Mr. and Mrs. Arthur J. Talbert on the success of their talented family. Mr. Jalbert is tankwagon driver at our Lewiston, Me. Station. Five of the eight children in his family have an orchestra, "The Jalbert Orchestra of Lewiston, Maine," and have just returned from their first professional concert tour, which was through the Province of Quebec. The personnel of the orchestra is:

Gertrude	Piano and 'Cello
Germaine	Trombone
Gabrielle	Violin
Fernand	Trumpet
Judith	Violin

Their first concert was given in one of the large churches in Val Jalbert. They were extremely fortunate in being privileged to play at Val Jalbert, as the religious life of the inhabitants is very strict; the girls in the troupe took particular care to dress in the most modest gowns their wardrobe permitted. They then played at the boy's college at Roberval; thence proceeded to St. Felicien, Chicoutimi, and other towns throughout the province. Everywhere they drew packed houses and were so enthusiastically received that their return next season is demanded.

The Jalbert family are born musicians. Mr. Jalbert himself is a member of the choir in one of the largest churches in Lewiston and also plays the cornet in the Dominican Band. Mrs. Jalbert is an accomplished pianist. Each of the other three children not in the orchestra is master of some instrument. Gabrielle will study with Mr. Coutre (teacher of Ruth Price and other famous violinists) in Montreal this winter and will follow a thorough musical education abroad.

We extend to this family our cordial wishes for the success of the family orchestra.

Congratulations are in order on the arrival of a new tankwagon driver at the home of Theo. Beauregard, Agent at Southbridge, Mass. Station.



The Easy Pour Can in a new role

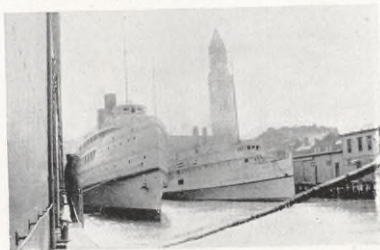
Benny Mack and Jack Webb of the Bonner Oil Company, Springfield, Mass., using a Texaco Easy Pour Can as a radiator for an air compressor motor.



Floating Sign

Snyders Water Front Filling Station, Myrtle Beach, Conn.

The Texaco Bowling League will get under way within the next few weeks to be conducted under the auspices of the Texaco Athletic Association. There will be eight 5-men teams in the league. From this league we shall be able to pick a first-class team and will challenge any of the Northern District strings to a match game.



Eastern Steamship boats lubricated by Texaco Products



Rival appetites

Did you ever sit down to lunch with these two boys—former Chief Lubrication Engineer J. T. Snow (left) and Lubrication Engineer J. E. Johnson (right). They certainly could tuck away an awful lot. Snow had it on J. E., but J. E. bids fair within a short time to outdo Joe.

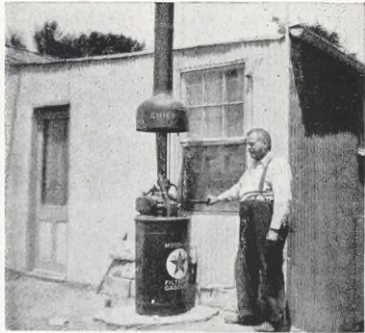
## TEXACO STAR

TEXATIONS—Agent Reilly of the Providence, R. I., West Exchange Place Filling Station is certainly a believer in taking a chance, for he recently took a chance to the extent of \$2.00 on a new Dodge touring car and won it.

We are wondering if Jerry Watson's intended prevailed upon him to buy those grey hats to wear on their coming trip.

Supervisor of equipment "Hank" Dennis is the original in-again-out-again kid. Due to a close similarity of registration numbers between the number of a car reported stolen from New York and the number of the same make that the jovial "Hank" was driving, he was arrested eight times in two days. He was escorted to different stations and regarded as a bandit on each occasion. The next officer that stops "Hank" will probably be presented with some forcible evidence on which to hold him for assault and battery, mostly battery. How does it seem, "Hank," to visit these wonderful institutions of law and order?

It was some consolation to Mr. Dennis when hauled into Station No. 2, that he was accompanied by an "accessory to the crime." Jack Rehholz, who was with him when he was held up, nonchalantly remarked to the officer that he would remain in the car and wait, but the officer replied "No, you won't." Jack didn't hesitate, but made double-quick time up the steps with Hank.



Mr. C. O. Wands proprietor of Craftsman Motor Company Ready to serve Texaco Gasoline. He catches the trade from Sparrows Point, Fort Howard, Bay Shore, Sandy Beach, and the Eastern Shore Ferry.



"Sid"

Neuhoff

picking

violets

for

"Irene"

at

Lewiston

Maine

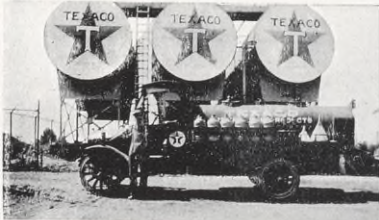
asked for advice on how to have their equipment looking as good.

A farewell testimonial dinner was given by the District Office on August 26 to Assistant Superintendent E. Neilsen, who is leaving to go into business for himself in Australia. About sixty attended and Mr. Neilsen was presented with a fine traveling bag. He made an appropriate speech about leaving the good old U. S. A., and his friends and business associates. "Eddie" has the best wishes of every one for a most prosperous future in his new field.

Harry R. D'Orazio, who conducts a Texaco filling station at 1336 Carpenter Street, Philadelphia, recently made a trip from this city to Wildwood, N. J., approximately 90 miles, using an Overland country roadster. Mr. D'Orazio states that the consumption of gas was three gallons, and is using this record as an advertisement for our gas. He says he will repeat the feat for proof on a wager to anyone doubting his statement.

The three baseball games between married men of the D. O. and the single men ended with two games to the credit of the married men, who extend their sympathy to the bachelors.

PHILADELPHIA DISTRICT.—Superintendent C. R. McCarthy at a meeting of Representatives in the District Office laid stress on reducing expenses, both in station operation and on the part of field men. Mr. McCarthy also talked on the care and appearance of our automobile equipment. He stated that an executive of one of our large competitors had recently telephoned him to compliment The Texas Company on the appearance of its tanks, trucks, etc., and even



Charles E. Spellman, Hagerstown, Md. Station Mr. Spellman was the high Tankwagon Salesman in the spring campaign for Combination Orders.



Glenburnie Garage, Glenburnie, Md.

H. D. Stone, a member of the firm of Stone Brothers, is shown.

## TEXACO STAR

**PITTSBURGH DISTRICT.**—September 1, 1921, was the first anniversary of the organization of the Pittsburgh District. During the past year many problems have confronted us that we feel have been successfully disposed of and we look forward to the second year with confidence.

We regret to lose the companionship of "Bill" Richardson, General Clerk, who has been transferred to Philadelphia District. Bill was one of our most popular D. O. employees.

We welcome R. G. Hill as General Clerk and assure him of our hearty cooperation.

We have had with us during the last month or two Messrs J. R. Bolt and G. R. Rowland of the New York Office.

J. W. McGuire, former Agent at Pittsburgh, transferred to Engineer attached to the D. O.

Pittsburgh Warehouse is proud of their new Mack Truck equipped with can racks. We believe this is one of the finest pieces of equipment anywhere in the Northern Territory.

F. G. Beck has been appointed Assistant Agent at our Pittsburgh Warehouse.

B. A. McGannon has been appointed Assistant Agent at Cleveland, O., Warehouse.

The employees of Youngstown Station held their annual Corn Rant on September 16 and they report a very enjoyable time.

Chief accountant C. Worley regrets the approach of the Fall Season inasmuch as it interferes with the continuity of his Farm. Mr. Worley is unquestionably the champion potato raiser of Pittsburgh District and has provided many a good dinner for his friends from his garden.

W. L. Heinz, our popular Agent at Youngstown, recently enjoyed a motor trip to Atlantic City, where he spent several days with his mother who resides at Atlanta, Ga.

**CHICAGO DISTRICT.**—Agent W. E. Graham of Detroit, Mich. Station sent a series of letters "To the Detroit Station Salesmen," which may be of general interest:

**1ST: SELL YOURSELF FIRST.**—A salesman may have the best line of goods on the market, the creamiest territory in the country, and still fail to pull 'em over.

His facts may be true enough and favorable enough; but the buyer needs more than facts. He needs to be convinced.

He must be made to feel that he's making a good business investment, that he's getting the very best buy that money will obtain. Facts and figures alone won't give him this impression, but facts and figures plus the belief that the salesman himself is convinced of the goodness of the proposition, will.

If you would sell the other fellow, sell yourself first. Believe that every word you are saying is gospel truth. Let your sales talk ring so true with self-conviction of your faith in it, let your manner, tone of voice, and look of earnestness leave so little room for doubt in the buyer's mind that you believe in your own product, that he will be infused with your own faith in it.

The salesman who has thoroughly sold himself on the products he is trying to sell to others, finds that other people are willing to give him a hearing, willing to weigh his arguments, and willing at least, to consider buying.

The present day merchant, garage-man, purchasing agent, and buyer meet all kinds of men selling petroleum products. He meets four-flushing fellows, order-takers, and real honest to goodness salesmen. His profits rest to a certain extent in their hands, so he studies them, studies you every time you face him, and nine times out of ten gives first consideration to the salesman who has the most faith in his own product, and scant attention to the one whose talk fails to ring true. Statements that fail to sound true fall on deaf ears, no matter how eloquently spoken; but self-conviction is always assured of a hearing.

**2ND: SALESMANSHIP.**—After being sold yourself you must learn how to sell others.

First you must know something about the products you are selling. The greater knowledge you have about all The Texas Company products the easier it will be to hold the interest of the prospective purchaser.

Then perseverance, combined with tact and enthusiasm, together with an interesting, convincing manner in your approach and talk, will do the rest.

Success in selling depends largely upon the number of people you call upon. It is somewhat of a proved fact that the law of averages will not make a salesman of you.

In the writer's opinion, persistence counts for more than intellect. Keeping everlastingly at it brings greater success than anything else I know of.

I know an oil salesman who once sold a buyer of a large firm who had dealt with the same competing house for fifteen years. It took him six months, a call or two a month, to do it, but he did it and was complimented by the buyer, who said "You are the most persistent cuss I ever met."

Do not conceal your order book and pencil; study your man, and flash them at the very first friendly opening he gives you.

Always remember why you stopped at his place of business. Wasn't it to walk out with his signed order in your pocket?

**3RD: SALESMANSHIP.**—Salesmanship is the ability to make profitable sales.

A Petroleum Products Salesman meets all kinds of trade; nearly every body today has use for some petroleum product in some form or other. So in order to sell successfully today you must be capable of meeting the prospective buyer on an equal a footing as possible.

Remember that you sell some with a word of praise, others with a mallet.

Clever salesmanship and fluency of speech are good qualities,—not altogether natural ability either, they will come with experience.

But until you have reached that stage, just plain plugging away at it every day will bring results.

Many men in their attempt to sell, talk themselves into a sale and then talk themselves out again, not knowing when to stop and close the deal.

It has been known that some of us, by a certain statement or some action on the part of the prospect, had to break off in the midst of our talk and produce the order book. It was the logical time to secure the order. At the sight of the old order book the prospect himself was convinced that he was sold. No further talk was necessary.

It's only natural for a merchant, or any person in the capacity of purchasing, to say "No" when asked to buy by a salesman. It's natural for all of us to refuse to part with our money until it has been shown that we will derive pleasure or profit from spending it. We must be shown something to be gained before we will consider a purchase.

Let's begin today to show the Detroit buyers the mistake they have made by not using Texaco Products at any cost.

**NORFOLK DISTRICT.**—The following Stations enjoyed during August the greatest month, from a gallonage standpoint, since their establishment:

Redford, Va.	Agent R. B. Wilkes
Carolen, N. C.	Agent J. T. Harris
Cowington, Va.	Agent D. E. Daniels
Danville, Va.	Agent Henry Maclin, Jr.
E. Lexington, Va.	Agent C. L. Rogers
Elizabeth City, N. C.	Agent M. L. Clark
Farmville, Va.	Agent W. M. Whitlock
Gloucester Point, Va.	Agent M. A. Robins
Greensboro, N. C.	Agent P. McLaird
Harrisonburg, Va.	Agent I. B. Turner
Irrington, Va.	Agent F. A. Gumbo
Manteo, N. C.	Agent W. F. Baum
Norfolk, Va.	Agent W. A. Stokely
Reddville, Va.	Agent P. A. Davis
Richmond, Va.	Agent J. O. Swann
Rossmoke, Va.	Agent L. A. Bredien
Smithfield, Va.	Agent B. T. Bell
South Boston, Va.	Agent E. K. Davis

Eighteen of them, as compared with eleven in July. Guess that's handing Old Man Depression a knockout blow.

## TEXACO STAR

The following Distributors also had their greatest month of all time in August:

Coinjock, N. C.  
Hot Springs, Va.  
Luray, Va.  
N. Wilkesboro, N. C.  
Oriental, N. C.  
Ramsour, N. C.  
Sharps, Va.  
Statesville, N. C.  
Swan Quarter, N. C.  
Victoria, Va.

J. T. Guard  
Virginia Hot Springs Co.  
Hershberger Brothers  
Johnson Oil Company  
Oriental Fish Company  
G. E. A. York  
Milden Packing Company  
Statesville Oil Company  
The Berry Company  
A. C. Love

The following Agents and Distributors distributed a greater gallonage during 1921 than in the same month of 1920, besides, of course, all those named above:

Asheville, N. C.  
Charlottesville, Va.  
Edenton, N. C.  
Franklin, Va.  
Hampton, Va.  
Henderson, N. C.  
Leaksville, N. C.  
Lynchburg, Va.  
Martinsville, Va.  
Mt. Airy, N. C.  
Princeton, W. Va.  
Roxboro, N. C.  
Suffolk, Va.  
Urbanna, Va.  
Warrenton, N. C.  
Waynesville, N. C.  
West Point, Va.  
Appalachia, Va.  
Belhaven, N. C.  
Burlington, N. C.  
Callis Wharf, Va.  
Petersburg, Va.  
Clayton, N. C.  
Cullen, Va.  
Dunn, N. C.  
Enfield, N. C.  
Fayetteville, N. C.  
Hamlet, N. C.  
Hertford, N. C.  
Spring Hope, N. C.  
Tarboro, N. C.  
Williamston, N. C.

Agent C. E. Nash  
Agent W. E. Beaton  
Agent A. D. Caudle  
Agent F. P. Rose  
Agent Geo. W. Balmer  
Agent C. E. Krause  
Agent M. N. Shaw  
Agent W. L. Slater  
Agent G. M. Andes  
Agent C. A. Shelton  
Agent A. H. McClaugherty  
Agent S. B. Davis, Jr.  
Agent R. L. Smith  
Agent L. H. Leaf  
Agent W. R. Lanier  
Agent W. J. Campbell  
Agent F. A. Perry  
Motorcycle Supply Co.  
H. R. Keaton  
Williamson's Inc.  
W. E. Callis  
Virginia Oil & Supply Co.  
Pope Oil Co.  
Jordan & Ferguson  
J. W. Thornton  
Bellamy & Co.  
Gallup & Co.  
Clark & Hudnell  
Spring Hope Gro. Co.  
Reed & Felton  
Murphy Jenkins Co.  
C. D. Carstarphen



Church Street Auto Co., Norfolk, Va.

Exclusively Texaco. The sign in the background showing the automobile on the highway was painted by J. W. Mattox, Norfolk District painter.

The Norfolk Industrial and Agricultural Fair held its second annual program during the week September 1-10. One of the principal features was the automobile races on Saturday afternoon. Needless to say, all events were lubricated and fueled by Texaco.

Considering the fact that the races were held on a half-mile dirt track constructed for horse racing, some fine records were hung up.

One of the Kline entries, with Moore at the wheel, took first place for the fastest time for the lap, 35.4 seconds. Jimmy Fox, in the other Kline, did it 0.6 of a second slower in the run-off, which was made necessary by a tie between the two cars for first place.

In the second event, which was for cars under 215 cubic inches displacement, Edleblute in his Essex Special finished first with 6 min. 35.2 sec. for the five miles. Allen, in a Dodge Special, finished second; and Denofa in a Fay-Tenseur, finished third. The first and third entries in this race were entered by J. R. Callum & Co. who operate the auto accessory and filling station under The Texas Company Building.

Jimmy Fox, in his Kline Special, won the third race, 6 min. 37.6 sec. for the five miles. Edleblute finished second in his Essex Special.

The fourth race, a handicap, was featured by three crashes and the best driving of the day. Denofa was leading the field until forced out by a wreck at the west turn. Edleblute, running second, skidded at the east turn and after tearing down fifty feet of fence sent his car to the junk shop. Jimmy Fox, in Kline Special, was winner, time 6 min. 40.2 sec. J. Crooks, in an Essex Special, was second, and Allen, in a Dodge, was third.

The auto races are the principal attraction of the Fair, and are an assured part of the program in future years. While they were being held, two airplanes circled overhead driven by Texaco gasoline, lubricated by Texaco lubricating oil, and displaying the Texaco trade mark. *In Norfolk Texaco Predominates.* Boy, page Salesmen Breeden and Morgan and Agent Stokely!



On the landing field near Roanoke, Va.

During the recent mine hostilities in West Virginia, which the Government had to end by sending troops to the scene of the disorders, a fleet of airplanes was sent from Langley Field, Va., to patrol the battlefield. One of the bases from which this fleet operated was Roanoke, Va. The photograph shows one of these airplanes taking on a supply of Texaco gasoline and lubricating oil.



Some of Norfolk's advantages

Two (or perhaps four?) reasons why the Norfolk District Office is so popular.

## TEXACO STAR



Granby Garage, Granby St., Norfolk, Va.

One of the foremost garages in the city—exclusively Texaco. Chauffeur J. T. Thomas making delivery with his 1800-gallon Mack. The dressed up gentlemen standing in the entrance are Salesman L. L. Breiden and F. N. Holtman, proprietor of the Granby Garage.

Good reports are coming in on our friend C. J. Nurney, formerly of our Order department, now Clerk-Cashier at Martinsville, Va. Station. Just another case of "We knew it all the time."

Letter from Agent C. E. Nash, Asheville, N. C.: "I wish to call your attention to the fact that Mr. H. C. Britt put off 100,450 gallons of gasoline during the month of August, 1921; this in spite of the fact that he was compelled to switch trucks several times. Most of this gasoline was disposed of with a 600-gallon tank."

Mr. Britt is one of our five Solicitors, Bulk Delivery Service, and though he has a high average of daily delivery per month, the gallonage for August is his highest, and is also the highest ever put out in one month by any chauffeur in the Norfolk District, surpassing the record made last October by Mr. Fitzgerald of Greensboro, 100,120 gallons. We extend hearty congratulation to Mr. Britt.

Agent McLaird, Greensboro Station, has sprung a new idea; in August he held a contest between all chauffeurs of his station, with prizes to the winners as follows:

\$10.00 prize to chauffeur selling highest gallonage of lubricating oils during the month.

\$10.00 prize to chauffeur bringing in highest lubricating revenue for the month.

\$5.00 prize to chauffeur selling greatest number of pounds of grease, including Thuban and Crater Compounds and Axle Grease.

The winners of the prizes were:

D. B. Fitzgerald Highest Lubricating Gallonage

W. C. Taylor Highest Lubricating Revenue

C. H. Bowman Greatest Number Pounds Grease

Agent McLaird reports that the contest was a great success; that the Station's lubricating gallonage increased 20,209 gallons over July.

Greensboro is making a record to be proud of. Congratulations to Messrs. McLaird & Co.

"A green salesman can sell more goods than a blue salesman."

Would you attain success? Prepare.

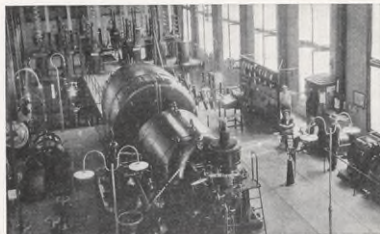
Bryan says that forty years in politics have made him an optimist. What he really means is that his optimism kept him in politics for forty years.—*Charleston Gazette*.



Southern Power Company, Greensboro, N. C.

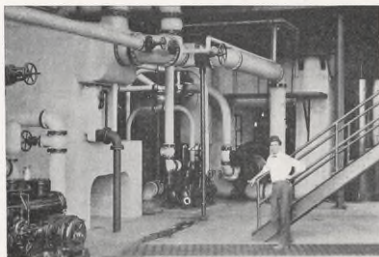
View of station with cooling pond in foreground.

This company is one of the largest producers, users, and suppliers of electric current in the Middle Atlantic and Southern States, having many power plants located at points in the western part of North and South Carolina where water power can be utilized to the best advantage. It furnishes electric current and power to several of the largest cities in the Carolinas, including Charlotte, Gastonia, Spartanburg, Greensboro, and Greenville, and furnishes the power which runs the Piedmont and Northern Railway, one of the largest electric railroads in the eastern part of the country. The Southern Power Company has used Texaco Products for several years and no other lubricants go on the machinery shown, Texaco ruling supreme.



Southern Power Company, Greensboro, N. C.—100% Texaco

8,000 k. w. turbine generator. Showing control board, also oil switch in background.



Southern Power Company, Greensboro, N. C.—Pump Room

If the Shipping Board would anchor its ships beyond the three-mile limit and offer them for rent the big deficit soon could be paid.

—*Boston Shoe & Leather Reporter*.

## TEXACO STAR

**ASPHALT SALES DEPT.** Our Western Division reports that the State of Missouri is using Texaco Asphalt in building a model road around the State Capitol at Jefferson City. This is not the first time Texaco has been used to beautify State Capitol Grounds. In the July 1920 issue of the *Texaco Star* appeared an article, "Demand by State Capitols for Quality Pavement," which is illustrated by photographs of Texaco asphaltic construction surrounding the State Capitols at Des Moines, Iowa; Topeka, Kansas; and Toronto, Ontario, Canada.

Bah-wah-wow-oo-oo-oo! According to F. H. Gilpin of our New York Office means: "Hurrah for The Texas Company!" He considers it the most wonderful music he ever heard—and no wonder. It is produced, not by Alma Gluck, or Galli Curci, or Geraldine Farrar, but by a little tot whose vocal productions mean more to "Gilp" than the sweetest harmony. It's a girl, and Gilp is jealous of her, so jealous, in fact, that he didn't speak of her in the office, and we were ignorant of her existence until a few days ago.

With mixed feelings of pleasure and regret we announce that after October 8, one Miss L. Cahill will have changed her name to Mrs. Leon Freitag; and her headquarters, from the Chicago Office of the Asphalt Sales Department to a cozy little home which friend Leon has prepared for her in the northwest section of the city.

**EXPORT DEPT.** L. A. Moricca of the West Indies Division left New York on September 21 for a short trip to Cuba.

H. E. Gilmore, Manager of Shanghai Office, now on vacation, has arrived in New York.

C. Roesholm, Manager of Mukden Office, has also arrived in New York on vacation.



Two Texaco Filling Stations in the Philippine Islands

It is a well known fact that these filling stations are not out-rivaled anywhere in the East either in appearance or in efficient service to customers.

Saving.—"Dad," said the financier's son, running into his father's office, "lend me \$600."

"What for, my boy?"

"I've got a sure tip on the market."

"How much shall we make out of it," asked the old man, cautiously.

"A couple of hundred sure," replied the boy eagerly.

"That's a hundred each,"

"Here's your hundred," said his father. "Let's consider that we have made this deal and that it has succeeded. You make a hundred dollars and I save five hundred."

The Germans are always doing things that are disagreeable to the rest of the world. Just now they are working.—*Boston Transcript*.



San Jaun  
Porto Rico  
  
Unloading  
Schooner  
Frederick  
J. Lovett  
July 26  
1921

## TEXACO STAR



Paramatta Road, Sidney, Australia

Main road out of Sidney, showing condition before rebuilding and treatment with Texaco Asphalt.



Paramatta Road, showing foundation courses of 11-mile stretch

Foundation, 9½ inches of 5-inch stone; second course, 4 inches of 3-inch stone; third course, 3½ inches of 2-inch stone; fourth course, 1-inch to 1½-inch stone.



Completing the wearing surface with Texaco Asphalt  
This road was completed and opened to traffic in May, 1921.

## TEXACO STAR

**PURCHASING DEPT.** R. G. Dawson has just returned from a business trip to New York City. We suppose he saw Babe Ruth and all the sights while in the Big City.

R. J. Fitzgerald, H. Tweedy, F. A. Shepard, and J. K. James have been temporarily transferred to the Comptroller's Department. We hope to have their smiling faces back with us in the near future.

The second floor league finished a successful season, the Engineering Division easily coping the cup by not losing a game out of six. It is said they had to bring in their hardened field men to do it. At the close the teams stood as follows:

	W	L	I.
Engineers	6	0	1,000
Purchasing	3	3	.500
Producing Purchasing	3	3	.500
Traffic	0	6	.000

Plans are already being made for next year and each of the departments is hopeful of putting a team in the field that will make the others step around.

**PRODUCING DEPT.** We send a snapshot of the Texaco Baseball Team of Parks. We are rather proud of it. They have lost only two games out of eighteen played.



Texaco Baseball Team, Parks, Texas

Standing, left to right: J. J. Newport, 1 B.; J. H. Wilkins, P.; W. R. Sisk, 2 B.; R. E. Johnson, C.; E. J. Barnes, District Superintendent, Breckenridge; H. J. McArdle, S. S.; A. E. Parker, P. and Fielder; Joe Crouch, C. and Fielder. Sitting: J. B. Grass, R. F.; K. P. Hart, L. P.; K. Fitzpatrick, Mascot; T. R. Mauck, C. F.; Geo. Duddy, 3 B. (Manager).

**PIPE LINES** Our Fort Worth office has been moved from the Fort Worth National Bank Building and is now comfortably located in the Waggoner Building.

After a visit to the Tulsa Office, J. W. Emison is taking his vacation in Kansas City. When he returns to resume his duties in the Accounting Department at Houston, it is rumored that he will bring with him a bride to add to the Pipe Line circle.

Fred Pidgeon, of the Engineering Department at Houston, is all smiles over the arrival of an 8½-lb. girl at his house on August 25.

Page twenty-six

The boy that arrived at the home of G. A. Far-da in Houston on September 3 must be a regular "Dempsey," for George says that while he is in Dallas taking the warehouse inventory, the boy is fully capable of taking care of the family.

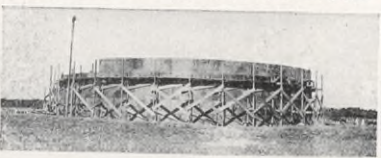
The many friends of Oscar E. Norvell, and particularly the Pipe Liners, will be glad to learn of his appointment as Foreman of the Dallas Division Connection Gang.

The Beaumont Office is rather skeptical over the fish stories of Superintendent Alleman, who spent his vacation with his family at Sylvan Beach. He says next time he will take a camera and show the bunch.

Superintendent Borchers returned to Houston from a vacation with home folks at Lorton, Neb., just in time to see the Texaco Ball Team win the City Championship Series. He made the return trip from Dallas in his car which he had left there on his way up.



Steel Tank-55,000 bbls.  
With protection levee, 95% completed, Berwick, La.



Same under construction-65% completed



Shaping up bottom

Citizen: "Say, Sambo, some time ago I asked you to supply my family with turkeys, didn't I?"

Sambo: "Yessuh."

Citizen: "I told you that I wanted tame ones, not wild."

Sambo: "Yessuh."

Citizen: "Well, the last one you sent us was a wild turkey."

Sambo: "No, it wasn't, boss."

Citizen: "But I found some shot in it."

Sambo: "Well, sah, boss, dat was a tame bird all right. Dat shot was meant for me."—Buzzer.

What has become of the man who used to polish his own shoes?—Wayne Winners.

## TEXACO STAR



Pipe line river-crossing  
The Red River near Shreveport. Note the "river clamp" on the joint at the top of the bank. Every joint is thus reinforced.



Jack A. Colligan

Sometime ago we heard that Jack Colligan, eleven years old son of our Superintendent J. C. Colligan of Dallas, was well versed in Radio and had attended the Radio Convention in Chicago. We wrote for an outline of his experience in Radio and for his photograph. We have received a letter from him and his photograph, and also a copy of the talk he made at the convention. We are sending these to the *Star*, as we think it

is unusual for a young man of his age to be so thorough in a subject like this:

I have received your request for my picture and a short story of my trip; and as there was hardly any interesting material for a story I will write a few words and enclose the rather long talk I made at the Banquet.

I take much pleasure in telling you that I was elected as a delegate to make the journey to the great Radio Convention at Chicago, Ill.

The Club which five men and I represented had an average of 60 members; and I am proud to say that Dallas, Texas, had more delegates than any other city in the United States, South America, Mexico, Alaska, and Canada, except the City in which the convention was held, and as there were no delegates from any other countries, Dallas is the lead.

I represented "The Dallas Radio Club" in my talk on the "Lone Star State," and as I am only eleven years of age, the youngest delegate there, I guess I made a "hit."

The following is the talk I made at the "A. R.

R. L."—American Radio Relay League Convention" Banquet.

### THE LONE STAR STATE

Texas occupies all of the continent of North America except the small part set aside for the United States and Canada. Texas owns all the North Rio Grande, the only dusty river in the world, also the only one, with the exception of the Trinity, which is navigable for mud cats and pedestrians.

Texas is bounded on the North by twenty five or thirty states, on the south and east by South America, on the West by the Pacific Ocean, and the milky way on the sidereal universe.

If Texas was chopped from the rest of the United States and Panhandle, it would float out into the ocean, as it rests upon a vast subterranean sea of fresh water and oil.

Texas is so big that the people in Brownsville call the people of Dallas, Yankees; and the citizens of El Paso sneer at the citizens of Texarkana as being from the elite East.

Texarkana is 150 miles further from El Paso than the distance from Chicago to New York, and Fort Worth is nearer to St. Paul than it is to Brownsville.

The chief occupation of the people in Texas is trying to keep from making all the money in the world, while the chief pursuit, which was formerly Mexicans, is now land buyers, steers, oil, and Texas crop records, not forgetting the fact we sweat and toil to raise 100-ft. masts on the prairies and guy them sufficiently to keep the devil-twisters from ruining the landscape effects with snarled wire and two by fours.

The United States with Texas off would look like a three-legged Boston terrier.

The people are so fond of Texas that they can not sleep at night, and if a Texan's head should be opened the map of Texas would be photographed on his brain, the same being true of his heart. Unless your front gate is 18 miles from your front door, you do not belong to society as constituted in Texas. Mrs. King's gate is 150 miles from her front door and she is thinking of moving her house back so she will not be annoyed by passing automobiles and peddlers.

Other Texas landlords have whole mountain ranges and rivers on their ranches. One Texan has 45 miles of navigable river on his farm. If the proportion of cultivated land in Texas was the same as that of Illinois the Texas crops would equal those of the 47 States. Texas has enough land to supply every man, woman, and child in the world with a tract 5 feet by 20 feet, and have enough left for the armies of the world to march around the border five abreast.

If all the hogs in Texas were one big hog, he could root the Panama Canal in three roots; and if all the Texas steers were one big steer, he could stand with his front feet in the Gulf of Mexico, one hind foot in the Hudson Bay, the other in the Arctic Ocean, and with his tail brush the mist from the Aurora Borealis.

And last, but not least, if all the two-by-fours, pipes, masts, etc. ad infinitum incident to the exterior arrangement of radio stations were placed end to end, they would reach out into the heavens till the end would

## TEXACO STAR



North Breckenridge—From airplane looking east  
The Texas Pipe Line Company's Pump Station in middle distance at left.

prod the moon in its—daily circumnavigation about our globe. The antennae thereof would be so great that the wave length would be counted in light years and the inhabitants of Mars would wonder if some gigantic spider weren't entailing this little ball of clay in the mesh of its web.

Tomorrow every fault is to be amended;  
but that tomorrow never comes.

*Benj. Franklin.*

The Texaco Baseball Club of Houston, after winning the Houston Oil League (winning 20 games out of 24 played), finally fulfilled the ardent hopes and expectations of friends and admirers far and near, by winning the City Championship among all the leagues. Before going into the championship contest they had to eliminate two of the strongest teams in the City. The final victory was won from the Admiration Club in a series of five games, the last played September 26, Texaco taking three out of the five.

As for as we can ascertain this is the only Texaco baseball team that has won a City Championship. Others have won championships in oil leagues, etc., in various cities, but we believe no other has won the championship among all the baseball associations of a city.

A man who was wanted by the police had been photographed in six different positions, and the pictures sent to the chief of police of a town, where it was thought the fugitive was in hiding. After a few days the reply reached headquarters: "Sir: I duly received the portraits of the six miscreants whose capture is desired. I have arrested five of them, and the sixth is under observation and will be secured shortly."—*Tit-Bits.*



Champion of Houston City Leagues

Sitting, left to right: Hailey, 3rd B.; Berley, P.; Holman, C.; Hicks, C.; Leach, C.  
Kneeling: McHale, L. F.; Link P. Standing: Turner, C. F.; Heiser, P.; Ryan, P.;  
Benz, and B. (Captain); Kamp, 1st B.; Convery, Manager; Herndon, S. S.; Stelbauer,  
R. F.; Schroeder, 2nd B.

To deride life is foolish; but to pity yourself for having to die is to carry egotism rather too far.—*Augustine Birrell.*

To be good is noble, but to teach others to be good is nobler—and less trouble.—*Mark Twain.*

## SUGGESTIVE INDEX OF CURRENT ARTICLES

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

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

- EXECUTIVE** Making a Man Without Breaking Him, by Roy J. Snell.—*System*, September 1921.  
How Cudahy Keeps Harmony among Department Heads, by E. A. Cudahy, Jr.—*Printer's Ink Monthly*, September 1921.
- PRODUCING** Petroleum Geology, by Francis M. Van Tuyl.—*Oil News*, September 5, 1921.  
Oil Sands Must be Made to Yield More Abundantly—Compressed Air Promises to Be of Great Service in Increasing Production from Pumping Wells, by Robert G. Skerrett.—*Compressed Air Magazine*, September 1921.  
Opening Spindletop with Lucas Gusher—A Lesson in Perseverance, by R. S. McBeth.—*National Petroleum News*, September 21, 1921.  
Status of Pretended Oil Geologist, by Ogden S. Jones.—*The Oil and Gas Journal*, September 23, 1921.  
"The economic waste caused by the fake geologist is appalling. . . . Also avoid the man of ability who will stoop to criminal practice. . . . It is easy to ascertain if a geologist is honest and competent; he will be able to prove his standing if questioned."
- LABORATORY** Colloid Chemistry of Petroleum, by F. W. Padgett.—*Chemical and Metallurgical Engineering*, August 3, 1921.
- SALES** How to Find Customers When Selling is Hardest, by Edward M. Skinner.—*System*, September 1921.  
Stock Turnover—A Deceptive Index, by C. S. Duncan.—*The Annalist*, September 19, 1921.

### LUBRICATING

- Turbine Lubrication.—*General Electric Review*, September 1921.  
Safety Precautions in the Operation of Large Turbines.—*Power*, September 6, 1921.

### GENERAL

- Decreasing Overhead by Increasing Individual Capacity, by Harry Tipper.—*Automotive Industries*, September 15, 1921.  
The Sources of Labor Loss, by J. Burk LeClere.—*Industrial Management*, September 1921.  
Doing More Work with Fewer Men, by B. S. Pearsall.—*Factory*, September 1921.  
Food Poisoning; Its Prevalence and Prevention, by John Phillips Street.—*The Nation's Health*, August 15, 1921.  
Thrift in Using Power.—*Factory*, September 1921.  
"The easiest way to get more from what you have is to save the part which is wasted."  
The Revival of American Business.—*The Annals, American Academy of Political and Social Science*, September 1921.

Whole Number devoted to the subject in 16 signed articles.



HAVE A HEART, OFFICER!



**Let's Go!**

Here, put this under the seat.  
I never travel without one.

I'll tell you it's mighty comfortable to know that you can fall back on the little old "Easy Pour" Can with two quarts of the right oil.

• • •

Easy to carry  
Easy to pour  
No waste  
Refinery clean  
And  
You don't have to bother  
With an oil funnel  
Any more.



Patented by The Texas Company.  
Used only for Texaco Motor Oil.  
Light, Medium, Heavy & Ex. Heavy.

20 cans  
in a strong wooden case



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The Texaco Motor Lubrication Guide tells you  
what grade to use.

"and you can always have a can in  
the tool box, if you are forehanded  
enough to keep a case in the garage"