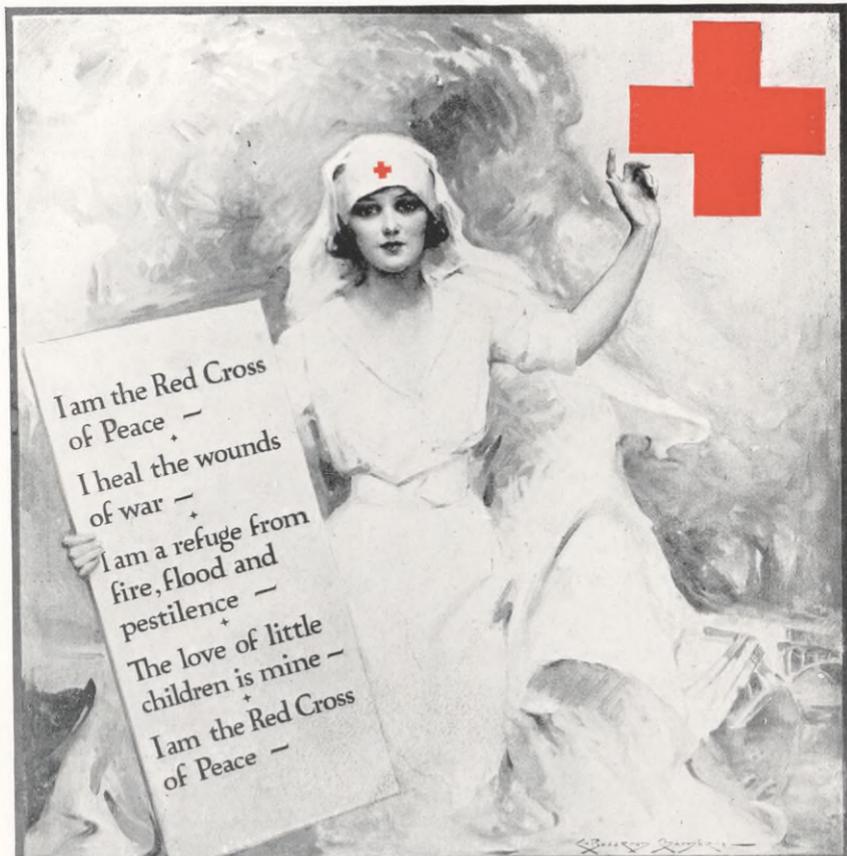


# TEXACO STAR



I am the Red Cross  
of Peace —  
I heal the wounds  
of war —  
I am a refuge from  
fire, flood and  
pestilence —  
The love of little  
children is mine —  
I am the Red Cross  
of Peace —

**American Red Cross**  
“In the service of those who suffer”

Annual Roll Call November 11-25—Make the Texaco response 100%

# A man from Africa tells the story of a rhino that charged a locomotive

**“W**HAT happened to the rhino?” said Dan, the engineer.

“Enough!”

“What happened to the locomotive?” asked Shorty, the fireman.

“Outside of a slightly damaged cow-catcher—nothing.”

“I bet that’s about right,” said Dan, and then taking a pull of his Missouri Meerschaum, “I’ll tell you something, if you want to lay up a locomotive, don’t use a poor old rhino, just feed it some bum valve oil.”

“There he blows!” said Shorty

as he ducked out of reach. “Now you’ve started him. Ever since he has run his old Pacific over 107,000 miles without pulling the packing rings, he does nothing but talk about the Souppreme virtuous of that Texaco Superheat Valve Oil—now listen, Dan, we have heard all that before.”

“All right, all right,” says Dan, “but some day you birds will learn the value of the best valve oil and, as a matter of fact, the best journal oil you can get, and, believe me, since the Road is using Texaco Oils, we are getting the best.”

Dan and a host of other engineers swear by Texaco. Why shouldn’t they with the “On Time” records they are making.

Let our nearest office arrange a trial of Texaco Lubricants on your hard-to-lubricate engines.

There is a Texaco Lubricant for every purpose and the best for that purpose.

## THE TEXAS COMPANY

### *RAILWAY SALES DEPARTMENT*

NEW YORK: Whitehall Building

HOUSTON: The Texas Company Building

CHICAGO: McCormick Building

ATLANTA: Healey Building

## FIRST PROCLAMATION OF NATIONAL THANKSGIVING DAY

Whereas it is the duty of all nations to acknowledge the providence of Almighty God, to obey His will, to be grateful for His benefits, and humbly to implore His protection and favor; and

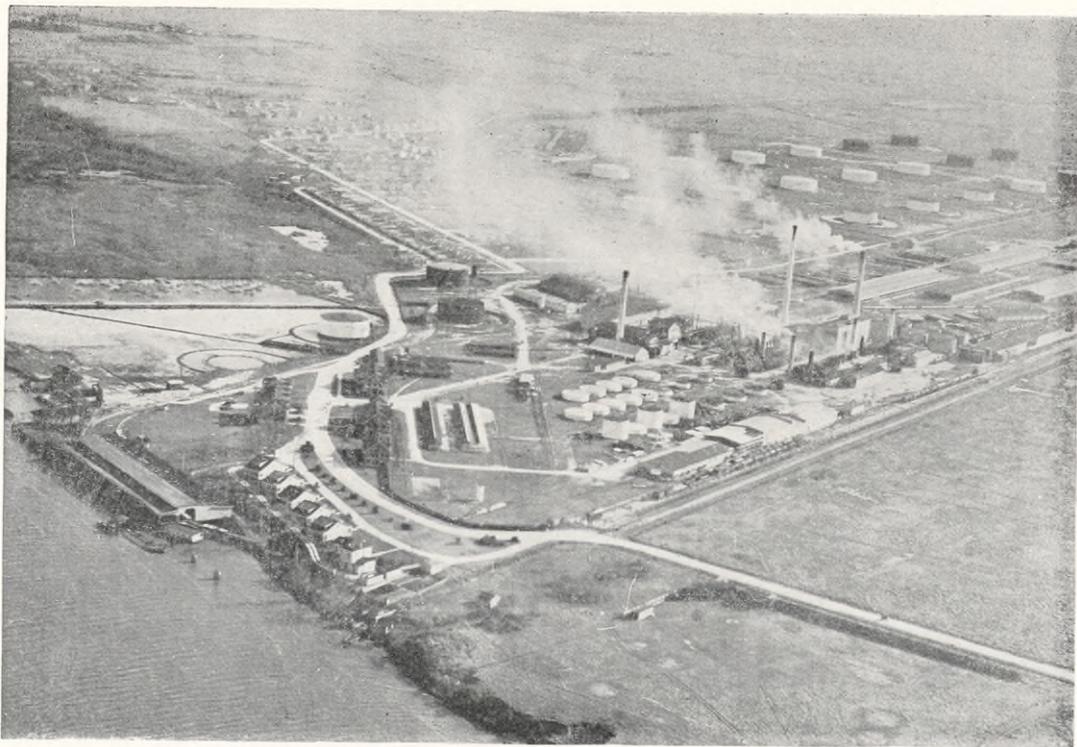
Whereas both Houses of Congress have, by their joint committee, requested me, "to recommend to the people of the United States a day of public thanksgiving and prayer, to be observed by acknowledging, with grateful hearts the many and signal favors of Almighty God, especially by affording them an opportunity peaceably to establish a form of government for their safety and happiness;"

Now, therefore, I do recommend and assign Thursday, the 26th day of November next, to be devoted by the people of these States to the service of that great and glorious Being who is the beneficent author of all the good that was, that is, or that will be; that we may then all unite in rendering unto Him our sincere and humble thanks for His kind care and protection of the people of this country previous to their becoming a nation; for the signal and manifold mercies and the favorable interpositions of His providence in the course and conclusion of the late war; for the great degree of tranquillity, union, and plenty which we have since enjoyed; for the peaceable and rational manner in which we have been enabled to establish constitutions of government for our safety and happiness, and particularly the national one now lately instituted; for the civil and religious liberty with which we are blessed, and the means we have of acquiring and diffusing useful knowledge; and, in general, for all the great and various favors which He has been pleased to confer upon us.

And also that we may then unite in most humbly offering our prayers and supplications to the great Lord and Ruler of Nations, and beseech him to pardon our national and other transgressions; to enable us all whether in public or private stations, to perform our several and relative duties properly and punctually; to render our National Government a blessing to all the people by constantly being a Government of wise, just, and constitutional laws, discreetly and faithfully executed and obeyed; to protect and guide all sovereigns and nations (especially such as have shown kindness to us), and to bless them with good governments, peace, and concord; to promote the knowledge and practice of true religion and virtue, and the increase of science among them and us; and, generally, to grant unto all mankind such a degree of temporal prosperity as He alone knows to be best.

Given under my hand, at the city of New York, the 3rd day of October, A. D. 1789.

G<sup>o</sup> Washington.



THE TEXAS COMPANY'S PORT NECHES WORKS—THE LARGEST ASPHALT REFINERY IN THE WORLD

# TEXACO STAR

Vol. VIII

NOVEMBER 1921

No. 11

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

THE CHRISTMAS SEASON will be approaching when this issue reaches its readers. The editor trusts that a timely reminder of a most disappointingly neglected matter will be received in the spirit in which it is submitted.

In the issue of last June, Mr. E. B. Parker, General Counsel of The Texas Company, explained a plan for instituting libraries at our main camps, refineries, and terminals, to provide enjoyable and helpful books for employes and their families in those localities, some of which are isolated from such facilities through any other agency.

It was expected that the "principal stockholders and officers and leading employes" would generally respond by donating useful and pleasing books which could be readily spared from their own homes.

The results to date are two very good library units established at Parks Camp, Texas, and at Shreveport, La., consisting respectively of 510 and 390 books, excluding sets of magazines.

This was an excellent beginning due to a generous few—how few we are ashamed to say. The others appear to have neglected the call and opportunity for cooperation.

Certainly the action again invited at this kindly season would be gracious. It would also be wise and prudent, in far reaching effects evident to all who will think on the matter.

In case anyone who appreciates this enterprise has no books to spare, he may be sure that a cash donation will be skillfully expended for the same purpose.

It is natural enough that such a matter should have been sidetracked by other affairs; but we are hoping that our "principal stockholders and officers and leading employes" will now give it the attention it deserves.

Please act promptly, sending contribu-

tions to Arthur Lefevre, Jr., The Texas Company, Houston, Texas.

★ ★

The most ominous societal feature in the big democracies of the world is the present habit of persons who are inherently weak enough (which means the numerical majority) to be disposed or easily led to mass-emotion, of thinking and clamoring about what they would like and what they opine ought to be, without considering, if they know, or seeking to learn, if they do not know, the facts that would inform a rational mind whether their desires are possible or impossible, just or unjust to others, safe or dangerous to themselves.

This propensity has more to do with "unemployment," the world over, than any concrete economic condition. The issuance of unlimited fiat "money" in Europe, billions on billions piled, and the devastating strikes in England have been plainly attributable to this irrational willfulness. Our own strikes and threatened strikes are but another example. The demagogues of "labor" talk only about what the "class" they claim to represent *wants* and ought to have,—their "ought," if analyzed, meaning only *desires*, regardless of possibility, justice, or security.

The President's Unemployment Conference was very serviceable in that facts reported by it were sufficiently "news" to be printed by a few daily papers. The same data, offered to all newspapers by the same sources from which the Conference obtained its information, had been thrown into the waste basket.

There is nothing sensational in the facts found by the Conference, yet they ought to have been part of the foundation of opinion. There is no escape from responsibility and need for *thinking*, and if an honest man will think about the pertinent facts he will probably reach a sound opinion. We have space here for only a few of the

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| Brick   | 199 | building trades      | 190 |
| Cement, Portland  | 175 |                      |     |
| Coal, bituminous  | 186 |                      |     |
| Coal, anthracite  | 198 | Un. Labor, mines     | 173 |
| Pig iron, Bessemer  | 128 | Labor, day, U. S.    |     |
| Steel Billets   | 115 | Steel Corp.          | 150 |
| Copper  | 75  |                      |     |
| Lead  | 100 |                      |     |
| Zinc  | 80  |                      |     |
| Farm crops, producer  | 109 |                      |     |
| Livestock, producer   | 113 |                      |     |
| Wheat, to producer  | 128 |                      |     |
| Flour, wholesale  | 173 | Bread, retail        | 173 |
| Hogs, to producer   | 116 | Pork chops, retail   | 181 |
| Bacon, wholesale  | 102 | Bacon, retail        | 162 |
| Ham, wholesale  | 166 | Ham, retail          | 162 |
| Cattle, producer  | 91  | Labor, packing       | 186 |
| Beef, wholesale   | 124 | Rib roast, retail    | 147 |
| Hides, salted   | 76  |                      |     |
| Leather, sole   | 120 | Labor, shoe industry | 200 |
| Leather, B grades   | 195 |                      |     |
| Cotton, producer  | 105 | Labor, mills         | 200 |
| Yarns   | 107 | Food, av. retail     | 155 |
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| Wool, to producer   | 92  | (Nat. Ind.           |     |
| Worsted yarns   | 148 | Conf. Bd.)           | 165 |
| Dress g'ds, wholesale   | 157 | For all              |     |
| Suitings, wholesale   | 183 | Union Labor          | 189 |
| Railway wages, average annual compensation, estimate by Bureau of Railway Economics 226 |     |                      |     |

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But economic statistics tell less than half of the story about the attempted strike of railroad workers and our transportation situation in general. Morale and discipline were wrecked by the rules and agreements made by Mr. McAdoo during the government operation, which paralyze management, squander resources, and debase the men. The nonsense that the newspapers have vomited over Mr. Ford's magical management could deceive no one who knows the purport and effect of the rules under which the other roads have been compelled to operate. Relieved of them, other roads could raise wages as well as Mr. Ford. We have space for only a few examples:

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And all these forces must stand by to operate in reverse order to put on the new tip. This is but an example of all the rules governing repairs.

Mr. Ford's watchman at a crossing does work for which other roads must supply carpenters, track inspectors, signalmen, and clerks.

Mr. Ford can well afford to pay his passenger engineers \$375 instead of \$300, because they

must put in 208 hours of actual service a month. Other roads must pay for fictitious time if a train runs 100 miles in less than 8 hours, and for fictitious over-time if it runs any further than 100 miles in 8 hours.

Ford can handle six to eight times as many freight cars as other roads can with the same number of men, because when cars are to be moved everyone within reach is a trainman; where a switch is to be turned the fireman becomes a switchman; if fireman is otherwise occupied engineer fills the coal tank. The 1050 employes retained by Ford do more work than the previous 2700, and the men are self-respecting, satisfied, and efficient.

No just man blames labor unions for wanting to get the highest possible wages; his wish is the same as theirs. But no just man approves the rules extorted from coward politicians by the railroad brotherhoods, or some of the rules adopted by most other unions.

If the public and the labor unions would suspend the question of wages for a little while and give undivided attention to the adoption of decent rules and regulations, they might shortly find that wage questions had settled themselves.

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The leaders of unionized labor are not the only ones who have failed to see the real interests of those whom they represent. Some business leaders and statesmen have been equally blind. The extravagance and wastefulness of government and such absurd mismanagement as that of the Shipping Board, both during and since the war, are notorious examples.

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It is the habit of the time to speak of unemployment as if it related only to those who work for a specific hourly, daily, weekly, or monthly wage. On the contrary, it is the employer who is the first out of employment. He is followed by the employe.

—William Sproule.

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In place of dynastic conditions the danger of war now is to be found in popular misunderstanding and resentments.

—Elihu Root.

Don't surrender your individuality, which is your greatest agent of power, to the customs and conventionalities that have got their life from the great mass of those who haven't enough force to preserve their individualities.—R. W. Trine.

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### RESIGNATION

(The first stanza is imperfectly quoted from some unremembered source.)

How glad I am that I have lived thus long,  
And glad that I shall go to my reward,  
Nor shall I deem that Nature does me wrong  
To softly disengage the vital cord;  
For when my hand grows palsied and my eye  
Grows dim with age,—'tis then my time to die.

When looking backward on the paths I've trod  
I see the stones and thorns that tore my feet;  
I've often passed beneath the chastening rod,  
And just ahead I see my winding sheet;  
But when I'm called to leave the haunts of men,  
A rebel all through life,—I shall not murmur then,  
There may be burning tears when I am dead,  
But they will dry as dew dries from the flowers;  
Forgotten soon will be my lowly bed,  
Where I shall sleep away unnumbered hours;  
But I shall rise again where is no pain,  
And I shall live, and love, and work again.

Tremendous thought! This coming into life,  
This taking up its burdens and its load,  
This battling through long years of weary strife,  
That last long silent sleep in Death's abode,—  
Appalling thought! What is there out beyond the tide,  
What shall I see and be when on the other side?  
There is a promise which the Christians hold,  
That those remaining faithful to the end  
Shall gathered be within the Shepherd's fold,  
And have a loving Savior for their friend,—  
To these the grave nor death can sorrow bring,  
The one hath lost its victory, the other hath  
no sting.

—F. W. Roberts.

Breckenridge, Tex., Nov. 1921.

Survey (if you can) the World as if it were from the outside, as if you were not in it, and as if it did not personally concern you. No man really arrives at a command of himself and of life, until he can consider the world, including himself, to some extent in an impersonal and abstract view. A man, whatever his ability, has but an imperfect understanding of things, whose view is perverted and discolored by his personal relations. Unless he is able—and accustomed—to consider things abstractly no man can be truly called a just man. Again, there is a pettiness and smallness in any man, whatever his native ability and endowment, whose vision is discolored and whose judgment is perverted by self. The inability to get away from self is the perennial source of Lust, Greed, Avarice, Ambition, Vanity, Envy, Malice. He who has learned to consider things abstractly has cast out of his spirit a legion of unclean devils.

To look at things as it were from the outside—no matter how much personally they concern us—as if one had no interest in them except a purely intellectual one; he who can do this lives a wise and passionless life; he hates no man, nor is he the subject of other men's hate; the petty and small things of life pass by him and cease to have real existence; he is wiser than the man who forgives (who is himself a wise man), for he has never been offended. Except where duty makes its personal and inescapable demands this should be a man's attitude in life, as far as in him lies to accomplish such mastery over his spirit.

—W. H. Wilson.

True to thy Nature, to Thy Self,  
Fame and dis fame nor hope nor fear;  
Enough to thee the small, still voice,  
Aye, thundering in thine inner ear.

Do what thy manhood bids thee do,  
From none but self expect applause;  
He noblest lives and noblest dies,  
Who makes and keeps his self made laws.

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

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Whatever is achieved, however great in the sum total of things, is negligible. Achievement is nothing; but the Effort and the Spirit with which the effort is made are Everything. In the last Analysis the issues of life are Personal.—W. H. Wilson.

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A stenographer in one of the Division offices of our Pipe Lines sends the following contribution which she prepared as a companion piece for the Don'ts for Stenographers in last month's issue.

### WHILE DICTATING—

Don't fidget.

Don't puff cigar smoke, big smoke, right into the stenographer's face, and blind her eyes, even temporarily.

Don't gaze down that thousand-mile lane seeking information, and simultaneously chew up a cigar, until you get to mumbling your dictation, so that when the stenographer says "Beg Pardon, didn't understand," you find it necessary to shout at her and ask her why she can't keep up with you.

Don't absolutely refuse to permit your stenographer to use the telephone occasionally, as long as she doesn't abuse the privilege. Remember she calls you to your phone a hundred times more or less every day, takes numbers etc. with good grace, and she will appreciate the courtesy you show her. If you will watch, nine cases out of ten she will not take advantage of your phone; after all she is in the office all day and something important might come up.

Don't, above all things, don't walk the floor, back and forth, up and down, while dictating. Of course you don't believe your stenographer has nerves, but everybody has some,—guess its nerves makes you walk the floor.

If you are forced to be interrupted about ten times during the course of dictating one letter, and have to answer the telephone about six times, and make notes of everything from a loaf of bread to bring home at noon, down to a Primm engine fly-wheel,—don't tell the stenographer when a mistake or two shows up, that she didn't pay any attention to the dictation, but ask her to write it over; she won't mind; she understands, perfectly.

No, indeed! You won't have to die or get married for the stenographers to appreciate you; but you'll find that if you can be an ideal boss your stenographers would be willing to work till midnight, or die for you,—or any other trivial favor will be gladly shown.

★ ★

The following comment by the *Popular Engineer*, a magazine published in Philadelphia, reaching engineers in charge of power plants, etc., is one of many complimentary notices of the booklet in question given by the Technical Press all over the country:

#### THE TEXACO COMPANY'S NEW PUBLICATION "LUBRICATION OF THE STEAM TURBINE"

The publication is not a theoretical treatise intended for students,—it is a practical discussion for practical men who use oil. It contains 36 pages—and is of convenient size to slip in the pocket. It does not contain any pretty pictures, nor does it go out of its way to tell the history of the turbine from the time of its discovery

by the ancient Greeks. From the first page on it begins discussing lubrication and in logical sequence takes up important items such as lubricating methods, oiling systems, effects of heat, water, deposits, cleaning, starting, oil coolers, reduction gears, recommendations as to kinds of oil to use, and diagrams of practical oiling systems.

The text pages contain information—not advertisements.

The Texas Company announce they will be glad to send a copy of this to any turbine operator or mechanical executive who will write for it and say that he read about it in *Popular Engineer*, and address his request to The Texas Company, 17 Battery Place, New York City.

★ ★

The Texaco Club of Houston on Oct. 10, 1921, elected Officers and Directors for the ensuing year:

H. G. Symms, President  
K. C. Hover, Vice President  
Mrs. M. G. Jones, Secretary  
Lee Dawson, Treasurer  
Directors.—C. S. Farquhar  
J. J. Shaw Miss Jonnie Moore  
J. T. Rankin L. J. LaRue  
W. O. Crain A. H. Culver

★ ★

**NOTICE.**—The Rein Printing Company, printers of the Texaco Star since it was instituted eight years ago, request the Editor to submit their apologies for imperfect work during the last five months caused by the necessity of organizing new forces after the strike and walk-out of last May, and to announce that henceforth they offer prizes to everyone on the mailing list of the Texaco Star for the detection of any typographical error, beginning with this issue:

For the notice of any error first received, \$5.00.

For the second notice of same error, \$2.50.

Address: Rein Printing Company, 1112 Franklin Avenue, Houston, Texas.

### CRUDE OIL PRICES AT WELLS

November 1, 1921

|                   |        |                   |        |
|-------------------|--------|-------------------|--------|
| Pennsylvania...   | \$3.50 | De Soto.....      | \$1.50 |
| Corning, O.....   | 2.45   | Bull Bayou.....   | 1.40   |
| Cabell, W. Va.... | 2.36   | Crichton.....     | 1.25   |
| Newcastle.....    | 1.98   | Caddo Light....   | 1.50   |
| North Lima.....   | 2.08   | Caddo Heavy....   | 1.10   |
| South Lima.....   | 2.08   | Vinton.....       | 1.00   |
| Indiana.....      | 1.88   | Jennings.....     | 1.00   |
| Princeton, Ill..  | 1.77   | Spindletop.....   | 1.00   |
| Illinois.....     | 1.77   | Sour Lake.....    | 1.00   |
| Canada.....       | 2.48   | Batson.....       | 1.00   |
| Somerset, Ky..    | 2.15   | Saratoga.....     | 1.00   |
| Ragland, Ky....   | 1.15   | Humble.....       | 1.00   |
| California Light  | 2.45   | Goose Creek....   | 1.00   |
| California Heavy  | 1.70   | Markham.....      | 1.00   |
| Wyoming.....      | .90    | West Columbia.    | 1.00   |
| Kansas and Okla.  | 1.50   | Corsicana Light.  | 1.05   |
| Cushing.....      | 1.50   | Corsicana Heavy   | .70    |
| Hewitt.....       | 1.50   | Electra-Petrolia. | 1.75   |
| Healdton.....     | .85    | Ranger.....       | 1.75   |
| Homer.....        | 1.50   | Burkburnett....   | 1.75   |

## TEXACO STAR

# service—with a small s

From *Batten's Wedge* by kind permission

It is well to keep an eye on the word that takes a new meaning. When a perfectly good word assumes a definition that our grandfathers never associated with it, and goes junketing around the business clubs and conventions, getting its name in the papers, and forming unseemly associations with other words, it will bear watching.

The word Service has been doing that very thing, and Batten's Wedge thinks it about time Service came to its senses and went back to work at its old job.

"Service," we wrote in a *Batten's Wedge* about seven years ago, "is not something for nothing that we do not want, but something that we do want, delivered when we want it, at a price that is within reason."

The Standard Steel Car Company of Pittsburgh, manufacturers of the Standard Eight automobile, said recently: "Our conception of service is not something you have done to a car, but something you get out of it." Somehow this sounds better than the retail shoe stores that talk about "our Service," and the sales manager who tells his men at a pep meeting to "remember you are not selling goods, you are selling Service."

If you buy a vacuum cleaner or a player piano or a cook stove, you don't want somebody calling you up every two or three days and asking if you are satisfied. You don't want to be filling out, stamping and returning Service Report Cards which contain blank spaces where you may fill in the names of a few friends who may need just such a purchase as yours. All you want is to be let alone until the piano gets out of tune or the belt on the sweeper breaks (which it will), and then you want to telephone somewhere. In less than three hours you want a Ford runabout to show up in front of your house. You want to see a young man get out with a stout black bag, come in and fix the thing, collect his seventy cents, and go on his way rejoicing.

That is service with a small but competent s, and it is better than a money-back guarantee, better than requests to "bring it in and let us look at it"—even better than sweet letters from the Service Depart-

ment. There is a legitimate need for that kind of service. There is not so much need for the kind that the sales department capitalizes and tries to sell and spell with a capital S.

All over this country there are people who, when they buy something, don't want any more than they think they are going to get. They buy life insurance and muslin and morning newspapers for protection, for nightshirts, and for news, and they don't want a lot of Live-Longer pamphlets or free patterns with every bolt of cloth, nor do they want to attend the Evening Bazzo's Community Cooking School to eat advertised jelly, spread on advertised bread, and hear the wonders of a fireless cooker explained by a demonstrator.

If a thing is worth having it ought to be worth buying and paying for. Selling cost is a proper and necessary economic expense, we believe, but not a selling cost which includes the cost of giving away things to people who don't want them.

If you have something that people ought to buy, you tell them about it.

If the goods are right and the price is right and you tell your story often enough and long enough, you won't have to worry about Service. Your dealers won't pester you for Service, either.

You can render most of the service you need to render anybody right out there in your manufacturing and shipping departments. And the cost of this service will go into production cost, where your distributors and your consumers want it, and not in your selling cost, where you had better not let people even suspect it is.

In England the telephones are owned by the State. The government's charges are high but the lines are not self-supporting; large deficits must be met by taxation. The service is so bad that its like would not be tolerated in this country. The causes are evident. Business is management. Government is politics. Prompt decisions and assuming responsibility and good discipline are the life-blood of sound business. Government officials and employes nearly always "pass the buck."

## TEXACO STAR



University of Virginia Centennial—May 31 to June 4, 1921

Academic Procession—President Edwin A. Alderman in center of front row of procession—Doctor Albert Lefevre, Professor of Philosophy, in advance as Marshall of Ceremonies

In opening his Centennial address President Alderman reminded his hearers of the "charter," which Thomas Jefferson "drew in one comprehensive sweep," of the University as the culminating unit in the great moulding force which he conceived education to be. Jefferson declared that the task of the University was:

- (1) To form the statesmen, legislators, and judges on whom public prosperity and individual happiness are so much to depend.
- (2) To expound the principles and structure of government, the laws which regulate the intercourse of nations, those formed municipally for our own government, and a sound spirit of legislation which, banishing all unnecessary restraint on individual action, shall leave us free to do whatever does not violate the equal rights of another.
- (3) To harmonize and promote the interests of agriculture, manufactures, and commerce, and by well informed views of political economy, to give a free scope to the public industry.
- (4) To develop the reasoning faculties of our youth, enlarge their minds, cultivate their morals, and instill into them the precepts of virtue and order.
- (5) To enlighten them with mathematical and physical sciences, which advance the arts and administer to the health, the subsistence, and comforts of human life.
- (6) And, generally, to form them to habits of reflection and correct action, rendering them examples of virtue to others, and of happiness within themselves.

President Alderman continued:

It may be doubted if any agent of society ever received general orders more liberal and catholic than these as it adventured forth to enlighten and elevate human thinking and increase human knowledge. Let us recall that they were drawn in the first quarter of the 19th century.

I fancy there is clear to all of you the impressive likeness between the scene of the world as it lay before Jefferson's vision and the scene that our own eyes behold. The century was young then as now. The slumbering injustice of ages had awakened and broken up settled forms of order and society only to develop its own special brands of chaos, a vaster philosophy of force, and to meet its doom then as now before the free and unconquerable spirit of man. A world in transition and confusion had forgotten its high emotions, succumbed to temporary pessimism and disillusion, substituted personal and class aggrandizement for patriotic passion, and, freed from the fierce stimulus of war, exhibited lassitude and a tendency to turn from big issues to immediate economic advantage. Then, as now, men felt that they beheld the end of an age and the beginning of another epoch, and the new seminary of 1819, like the mature mother of 1919, faced a convalescent world, fretful in its moods, let down in its morale, dull in its thinking, commonplace in its ideals, waiting irresolutely for guidance into right paths of peace and reconstruction. . . . Though thus alike in certain outward characteristics, the transformation of the daring Republican experiment of the west during the century from a hope to a reality, the growth of democracy from the status of a dogma to the status of a practical governmental policy, the application of natural science, through inventions, to human needs, inaugurating the most rapid and extensive industrial revolution in history, the advent of nationalism and its investment with almost religious sanction, separate the eras by a gulf of political and social purpose.

It would seem to be a proper time to inquire if our University, sent forth so confidently, instructed so minutely, and beholding so clear a field of operation, has thus far played a just part in the drama of society.

The self-examination thus recommended to the University of Virginia would be appropriate for every institution of higher education at the present critical juncture. May we hope that all of them will duly consider and compare what the fruits of their proper function might have been, and their actual performance during the last twenty-five years?

# TEXACO STAR

## THE MAN

ST. CLAIR B. BYRNE, Refining Department, Houston Office

Efficiency is defined as "the ratio of useful work, or the effect produced, to the energy in producing it."

Nature has certain laws or rules of conduct which man must obey if he would enjoy the fruits of success. One of such laws if expressed in words might read as follows:

While nature is generous in her rewards for obedience to her laws, she is stern and unrelenting in the imposition of penalties for the violation of them. She inevitably subtracts from what would have been the total sum of one's success had he not violated those laws. "He who is false to present duty breaks a thread in the loom, and will find the flaw when he may have forgotten the cause."

There are four grades of people in every vocation:

|        |                 |
|--------|-----------------|
| First  | The Indifferent |
| Second | The Student     |
| Third  | The Adept       |
| Fourth | The Master      |

The indifferent man lacks interest. He is unconcerned about the success problem. He does not study or think constructively, and will remain indifferent to the question of developing himself for higher efficiency.

The student is one who has recognized that applied knowledge is power. He therefore studies that he may develop intellectual capacity and thereby master the "know how" of things.

An adept is one who has attained great knowledge or skill and becomes efficient in the doing of things.

Masters are those who continually do the right thing, at the right time, and in the right way.

Never in all history has the search for the efficient been so keen. Every modern business is in search of the man who can shoulder burdens, take responsibilities, and meet great difficulties—realizing that the ratio of the success of any business institution is in proportion to the sum of the successes of the individuals comprising it.

In order to make mental efficiency lasting, it is necessary to develop one's physical qualities. Many have been known to attain the highest degree of mental efficiency yet fail for lack of physical endurance.

A desire to serve well is an inspiration of a desire for true success. In endeavoring to serve well one must make a study of his business, which means that he must have a knowledge of the smallest things connected with it. Everything visible in nature is composite, made up of smaller things and these of still smaller—carrying us in the end back to things so small that we can not see them. We can not see the atom, yet all things perceptible are made up of collections of atoms; and the latest discovery of science is that these atoms themselves are made up of still smaller particles. So everything is composite, and in a business institution every matter handled by every member comprising it, from the office boy up, has a direct bearing on its ultimate success.

Ruskin well said: "In science you must not talk before you know. In art you must not talk before you do."

Art is therefore higher than science, as it is what one does rather than what one knows that counts. Hence, one should apply the knowledge gained about his business, as high art or efficiency in the doing of things is the end to be sought while science is a means to that end.

One of the simple though important means of adding to one's efficiency is to think over and lay out your work in advance. Another is to pursue the course mapped out. In other words, plan your work and work your plans.

Reference was made on page five of the March 1916 issue of the Texaco Star to an account of the ingenious method of planning to extinguish a burning gusher at Humble; it being shown that while fifteen hours were spent in preparation of the plans, the fire was put out in fifteen minutes by adhering to the plan. Also an article in the same issue by Mr. Gleckler shows how he increased his efficiency 38½% on one particular piece of work by standardizing.

While modern industry is much concerned about cost of maintenance, durability, and efficiency, it believes in curing faults, if possible, and in teaching those who are teachable. It believes in transfers from one class of work to another until the man

## TEXACO STAR

fits the work. It believes that too much attention can not be paid to the employing of men, in order to secure those adapted to the work; and it further believes in recording from time to time the various qualities, efficiencies, and deficiencies of its employes.

In Mechanics one is taught the principle of "induced and forced draft." In order to obtain complete combustion you must either induce or force a proper amount of oxygen into the furnace. In pumping fluids long distances it is found that you can "induce" the flow much easier than you can force it. The pumps are placed ahead of the product instead of behind it. The pumps in reality do not lift the load, they simply remove the air and the fluid flows of its

own accord. Efficiency believes in "inducing" the human element; if force becomes necessary, it then believes in elimination.

There is no doubt but many will be required to use earnest, confident, and persistent effort before they can hope to obtain permanent and increasing success. If there is a royal road to the attainment of that legitimate ideal, the gates thereto are opened only by those magic keys—Earnestness, Confidence, Persistence:

"Have you Nerve  
To Serve

Until you can Master? To wait  
And work outside the gate  
Until you win  
The strength to open it and enter in?"

### HOW THE SHIPPING DEPARTMENT HELPED A 10,000-CASE SALE

FRANK COHEN, President U. S. Palestine Corporation, Jaffa, Palestine;  
Distributors for Syria and Palestine of The Texas Company

I don't suppose the fellows who packed our petroleum and shot the cases down the chute into the hold of the S. S. *Federal Bridge* ever dreamt that they would be instrumental in selling that oil. Yet that is the fact. If each one hadn't taken good care to pack those 10,000 cases to the best of his ability, we might have lost a sale of 10,000 cases. Just listen to this:

Place.—Beymouth, Syria: Private Office of Manager of Bank.

Present.—Manager of Bank, Arab Customer, our Manager for the East, the writer.

That morning we had completed all details of the sale whereby (and this by itself was a feat) without samples and in a territory where the name *Texaco* had never before been heard of, we sold 10,000 cases of petroleum for cash. We were gathered to turn over the documents in exchange for the check.

The S. S. *Federal Bridge* had anchored the evening before. Not one of us had yet seen the oil, the cases, the hold of the ship. You must remember that this was the first transaction between the U. S. Palestine Corporation and The Texas Company; so it was as new to us as to the Arabs we were dealing with. We were all working on faith. We believed in The Texas Company, the Arabs believed in us.

As our customer was on the verge of signing his check, he said he would like to see the oil first. I suppose writing the check made him realize keenly that he was tak-

ing part in a large transaction. We jokingly consented and suggested that we go at once. We all piled into his car and drove toward the pier.

On the way we were hailed by some Arabs who conversed with our customer. He excused himself and asked leave to step into his office. I began to feel that we were going to lose the sale at the last moment, and when on his return he ordered the chauffeur to drive back to the bank I became anxious. At our expression of surprise he said: "I don't want to see the oil any more." I could not control myself any longer and asked our Manager what had happened.

Smilingly he informed me that those Arabs had visited the ship and had reported that they had never seen such good packing, and that on the strength of this our customer was satisfied and would hand over his check. And so he did.

What did we think of the shipping efficiency at the Terminal of The Texas Company's Refining Department? I'll leave it to you.

November is "Perfect Package Month." The Nation's public carriers ask all trades and industries to cooperate with the railways and steamship lines and express companies in the United States and Canada to improve packing methods and raise the efficiency of the transportation service generally.

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. Tomföhrde, Houston      |
|                          | { H. G. Symms, Houston       |
| Comptroller's Dept.      | { R. Fisher, New York        |
| Insurance Dept.          | { B. E. Emerson, Houston     |
| Sales Dept. S. Territory | { P. A. Masterson, New York  |
| Sales Dept. N. Territory | { C. M. Hayward, New York    |
| Asphalt Sales Dept.      | { R. C. Galbraith, Houston   |
| Export Dept.             | { Personnel Committee, N. Y. |
| Purchasing Dept.         | { J. J. Smith, New York      |
| Railway Traffic Dept.    | { J. B. Nielsen, New York    |
| Producing Dept.          | { J. A. Wall, New York       |
| Pipe Lines               | { J. T. Rankin, Houston      |
| The Texas Steamship Co.  | { J. M. Fleming, Houston     |
|                          | { Otto Hartung, Houston      |
|                          | { Fred Carroll, Houston      |
|                          | { A. R. Weber, Bath, Me.     |

REFINING DEPARTMENT

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

|                        |                        |
|------------------------|------------------------|
| Refined—Coastwise..... | 679,956 bbls.          |
| Refined—Foreign.....   | 511,624 bbls.          |
|                        | <u>1,191,580 bbls.</u> |
| Crude—Coastwise.....   | 225,325 bbls.          |
| Crude—Foreign.....     | 108,055 bbls.          |
|                        | <u>333,380 bbls.</u>   |
| Total.....             | 1,525,560 bbls.        |

BAYONNE TERMINAL.—Everybody here who ever had the pleasure of meeting Alex (otherwise J. R. Alexander) was sorry to hear of his leaving us. His genial disposition won a friend for him in every one he dealt with, and he carried with him to his new position the highest esteem and best wishes of the Bayonne Terminal.

Another good fellow to leave us last month was "Curly" Olmsted, called Curly from the fact that his hair is continually getting into his eyes. Whenever anybody mentions Olmsted there is always someone in the crowd to say "fine fellow." That is the way we all feel, and we wish him all success in his new position.

The "Bollo Club" of the Bayonne Terminal are rather downcast since the departure of Alexander the Great (contributor). They are now practicing the song entitled "We miss you most of all."

Jupiter Pluvius spoiled a game of baseball to which we were looking forward eagerly. The New York Office team was scheduled to arrive

Saturday afternoon for their first combat with our team this season, but rain checks were handed out instead. The game will likely be held next Saturday.

The Bayonne and Delaware River Terminal baseball teams having each won a game, the deciding tilt was arranged for September 11 at Marcus Hook. The Bayonne team, with their rooters, pretty and otherwise, arrived on the date set. Frank Dwyer, who pitched for out the game, allowing them only three hits. He had perfect control and did not walk a man. The boys played perfect ball in back of Dwyer and held him up in fine shape. They were also there with the stick. The hitting feature was the hitting of Henry J. Healy who obtained a two-bagger, triple and homer. "Wacky" Woodruff played his usual good game around short, and his "side-kicks," Hartman and Bugdenovich, were right with him. The Delaware River Terminal boys played good ball, but they just could not get a hit out of the infield. The final score was 7 to 0.

DELAWARE RIVER TERMINAL.—After listening to the battering of tank builders for a month, we have peace and quiet once more. During that period they put up one 13,600-barrel steel tank and two 2,400-barrel steel tanks, so Delaware River is still growing.

We extend our sincere sympathy to Jas. N. Lewis for the loss of his mother on October 5.

After having been with us for four years Miss Maude Fields arrived in the office with a large diamond ring and announced her engagement to Mr. Albert E. Moore of West Philadelphia, Pa. She expects to be married some time in November of this year.

Harold H. Wagner, Cooper Shop Foreman, has been transferred to Providence Terminal. On his departure he was presented with a gold watch and chain by his many friends at D. R. T.

F. J. Coykendall, who came here from Bayonne to work temporarily on the Asphalt Still, has returned to Bayonne, after having made many friends at Delaware River.

The Bayonne Terminal Baseball team, with their fans, arrived at Delaware River on Sunday morning, Sept. 11. After partaking of a dinner, prepared by Mrs. Heusel, the game was staged. Everyone was prepared for a tight score, because each terminal had won a game this season. But Delaware River did not seem to be up to standard, and the game ended 8 to 0 in favor of Bayonne. Delaware River congratulates Bayonne on their fine playing and good sportsmanship. The splendid following their team had may have had something to do with the score. We hope to meet again next year and find the results reversed.

PROVIDENCE TERMINAL.—Early in 1920 it was suggested that a Tennis Court be laid out for the enjoyment of employes of the Plant at Providence, but the expense seemed too great and the project was postponed to a more opportune time. In the first few weeks of summer, this year, the undertaking was again brought up. A. G. Price, our Employment Supervisor, called a meeting of all interested and a committee was appointed to get costs and plans, and if within reason to go ahead with the work. I. L. Mitchell, A. S. Patrick, and R. E. Luders, were the committee and no commit-

## TEXACO STAR

tee ever worked harder. The first estimate of the cost amounted to \$320, but this did not dampen the ardor of these men. They asked what made the cost so high. The answer: Labor \$130; horse and teams \$20; cinders \$20; clay \$120; net, wire, pipes, etc. \$30. After deliberation the committee went among the employes and got all interested enough to work to sign up, thus eliminating the labor expense; the cinders were procured gratis; the clay was hauled in the Company's truck and dug out of the pit by the boys interested; in fact every bit of work was done by the men after hours and on Saturday afternoons. The expense was thus brought down to about \$60 for one of the best courts in this section. It was hard work and many felt like giving up, but all stuck and all are pleased with the result. Our Tennis Court is located north of the General Office Building.

To complete the court, work was required as follows:

20 cu. yds. of earth had to be excavated, then graded; 40 cu. yds. of cinders were spread and rolled; 30 cu. yds. of clay was hauled from a pit 3 miles away and spread and rolled; then the final work of erecting back-stops was done. The time spent by our men amounted to a total of 225 hours of which Messrs. Patrick, Luders, and Hill contributed most generously.

On Monday night, September 29, the second season of our Bowling League started a 24 weeks schedule. The majority of the rollers are veterans and this assures us fast matches. The Construction Department was not able to put a team in the field this year, but the Traffic Department has a team of pin shooters who will give the others a good race. So far, the Pipefitters and the Warehouse are showing the way, being tied for first place, winning 5 and losing 1 string. W. P. Baynes of the Traffic has the banner single string, 123. D. Eddie Murphy is in mid-season form, having a total of 339 to his credit. The Pipefitters have the high single 512, and the Bulk Oil has the high team total of 1,475. These early scores indicate that records are to be broken this year. Among the cracks to show up high this year are D. E. Murphy, J. W. Skelley, Wm. Sullivan, H. C. McAnall, C. H. Borden, J. J. Carden and W. P. Baynes, all having averages of over 100 pins. The officers of the league are A. G. Price, Chairman; H. C. McAnall, Treasurer; P. J. Burns, Secretary.

**RAILWAY** Effective November 1, G. L. Noble's headquarters are transferred to New York! Likewise the headquarters of the small but loyal bunch that have been trailing along with the Boss for all these years.

The biggest question at R. S. D. headquarters just now is where to live in the biggest city in the world when we get there. Letters from friends and careful perusal of the classified pages of the big dailies shows everything from two rooms and kitchenette at \$175 a month to apartments in Brooklyn and gentlemen's estates on Long Island. You pay your money and you take your choice.

We do not wish to slip in an advertisement on our friend the Editor, but to anyone who is looking for a nice big house, see G. L. N. If a smaller place will do, by all means see McCray or Brownell—subject to prior sale.

Page twelve

If our friends plan to give us a big going-away party (not that we've had any intimation, but such things have happened) almost any day around the middle of November would be convenient. We promise to listen attentively to any advice on How to Get Along in New York.

The whole department was saddened by the news of L. M. Jacobs' accidental death on October 5. Jake had been making a game fight for months against asthma and was commencing to get the best of his old enemy when the accidental discharge of a .32 calibre pistol ended the fight for him. His cheerful disposition and his enthusiasm for Texaco Products endeared him to all associates. The heartfelt sympathy of the department goes out to Mrs. Jacobs who has helped him so bravely, and to the boy and girl of whom Jake was so proud.

Our congratulations to Mrs. Mary Louise Conlin, formerly of the 10th floor Hall, who takes unto herself a hubby, Mr. John H. Rohsenberger, effective October 26, and returns to the old home town in Indiana. May joy, peace, and prosperity go with her always.

### MARINE DEPARTMENT



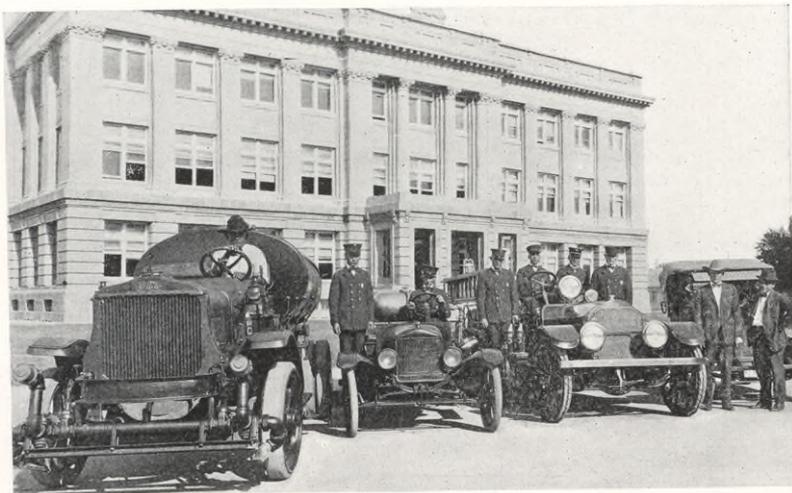
Record Catch of King Fish

Captain W. O. Enholm and crew of the Barge "Tulsa" with some fine specimens of king fish caught while on voyage from Amesville, La., to Port Arthur, October 3-4. Captain Enholm claims that they captured 41 fish in 22 minutes with three lines using record spoon. He would like to know if Steward R. J. Stallard of the P. B. "Texaco 147" has ever beaten this record.

**HOUSTON DISTRICT.—**  
**SALES DEPT.** Truck Driver Middlebrook, at Yoakum, is selling lubricating oil and specialties to every customer on his route who formerly purchased nothing but gasoline and refined oil. Mr. Middlebrook says: "It is easy when you know how."

Stake Truck Driver J. W. Hagins, Harisburg Station, has made an enviable record. If space permitted we would cite some long lines of roofing, lubricating oil, and grease sales made in addition to his regular gasoline and refined oil business. Congratulations on this splendid showing.

## TEXACO STAR



Brownsville, Texas, Fire Department—Chief Roy Weller standing with Salesman Kowalski

Every piece of equipment is lubricated with Texaco Products exclusively. The Street Sprinkler and Flusher is a new 5-ton White Truck, and Chief Weller instructed: "Nothing but Texaco Products be used thereon." Note the Easy Pour Can on this truck. Salesman Kowalski has been very active in securing this and other valuable business, and he has the respect of the entire Valley as a very capable and efficient Texaco Salesman.

The following letter from Chief Roy Weller is most highly appreciated:

Brownsville, Texas, October 19, 1921.

The Texas Company,  
Houston, Texas.

Att. Mr. S. E. Monroe, Supt.

Dear Sir: The City of Brownsville for the past four years has used your Texaco Motor Oils in all of its Municipal Motors, Fire Engines, Police Cars, Water Sprinklers, and Auxiliary Fords.

It affords me great pleasure to be able to commend your Motor Oils. During the period that this city has been using your oils, we are glad to say that not once have we encountered a defect, nor have we been deprived of the use of any vehicle through an accident or breakdown that could have been caused by inferior motor oils.

Amongst the heavier vehicles for municipal work in this City we have an American-LaFrance Pumper in the Fire Department and a White Street Sprinkler and Flusher mounted on a five ton chassis. \$300 was the total loss by fire in the City of Brownsville for the year 1920, an enviable record for a city of this population. We are again glad to state that this record could hardly have been made but for the perfect lubrication that your Motor Oils afforded us.

In closing, but by far not the least of your best products, we wish to laud you on your Texaco Crater and Thuban Compound which is used extensively in all our departments with much satisfaction.

Yours very truly,

Roy H. Weller, Chief Brownsville Fire Department.

City Collector John Bell of Houston says current accounts are easy: "Give me a XXX account and I will make the debtor either pay or leave town." Mr. Bell with his new Ford is cleaning up accounts as fast as "hot dogs" go at a fair.

Salesman Wiseman and Assistant Superintendent Sullivan are going after big business. Two big sawmill contracts have been closed and a third will be in shortly.

Lubricating Assistant Burger and Engineer Gohlman are securing some valuable business. A wire received today calls for shipment of 80 barrels lubricating oil. Persistency has won for these gentlemen a very high standing.

Talk of carload orders! Here's how our Salesmen sell Auto Oils: Q. C. Sanders, 3½ carloads; A. P. Langford, 3 carloads; M. H. Langford, 2 carloads; C. M. Wiseman, 1 carload; D. D. Monroe, 1 carload; T. W. Murray, 1 carload—11½ carloads of Auto Oils in one month and only

parts of their territories worked. Each of you is highly commended.

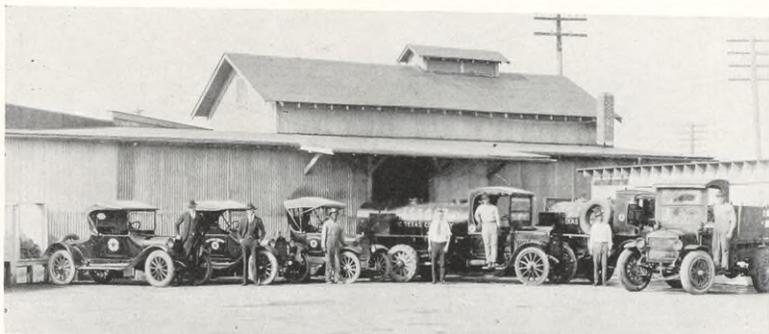
Another has taken the Texaco Degree. Wm. Howard has accepted the Agency at Bartlett. Ass't Supt Hutchins conferred the degree, and Mr. Howard is now walking across the desert securing orders and soliciting trade.

Agent Rittner of Yoakum is being treated at Camp Logan Hospital for a wound in the left leg caused by shrapnel while overseas. An operation may be necessary. The Texaco Family wishes him a speedy recovery.

Invoice verifier C. D. Sharbeart is doing nicely after an operation for appendicitis. We hope he will soon be back on the job, as we miss his cheery "Good morning, gents."

The D. O. force has gone into mourning over the departure of Miss Dora Tucker, private secretary to Chief Accountant J. D. Walker, who resigned to accept a position with a firm in Mex-

## TEXACO STAR



Entire equipment and sales force at Beaumont, Texas, Station

Left to right: Agent S. L. Murphy; Salesman D. D. Monroe; A. Williams, negro driver for Q. D. Truck; R. B. Satterlee; W. R. Coons; J. W. Hilton; Otto Eisman. We are proud of these men. They are energetic and 100% Texaco Boosters which explains the big gallonage Beaumont Station is putting out.

Tank Truck Driver J. W. Hilton has a rack on each side of his Tank and during the month of September sold 3 cases Specialties, several barrels of Grease, a number of cases of Grease, and 300 gallons of Lub. Oil. Mr. Hilton, this is indeed good work and we appreciate the effort you are putting forth to increase the gallonage at Beaumont Station.

ico. Miss Tucker won the hearts of all who knew her and we wish her success.

On September 29 the Stork visited the home of City Salesman Hannon and wife and left Lawrence Kennedy in their care. We wish baby Hannon a long and successful life.

We have been wondering why H. P. Lockridge has been carrying such a broad smile. He kept it a secret, but we have found out. On October 1 the wedding bells were ringing so loudly he could not resist the temptation and he and Miss Esther Bailey were quietly married. Mr. Lockridge has been connected with The Texas Company only about three months, but during this short time he won the admiration of the Office force as well as that of his bride. May your journey through life be a happy one.

Mr. and Mrs. E. W. Eschenburg announce the marriage of their daughter Erna to Mr. Charles R. Longorio on October 12, 1921, at Shiner, Texas. Congratulations.

Creditman Samuels, with wife and baby, motored to Dallas to visit relatives. He looked up a number of old friends at the Dallas D. O.—among them Creditman H. J. Flake. Of course conversation drifted to credit and collections and some say they really got into an argument on the subject. On the return trip a stop was made at Waco. Mr. Samuels says: "The hospitality of the Dallas and Waco people, which cannot be surpassed, made our trip one that will be long remembered."

DALLAS DISTRICT.—We are in the midst of the great State Fair at Dallas. It is surpassing our fondest hopes. Our exhibit is the exquisite product of thoughtful, conscientious, and tireless effort on the part of Construction Foreman F. D. Paullus assisted by other Texaco men. All visitors have pronounced it the "best yet."

The Employes Band from Houston visited the Fair two days—Oct. 14-15—and their music and good cheer was a treat indeed, both to us and our friends and customers. The band was met at the station by automobiles. After breakfast at the Adolphus Hotel, they serenaded the District Office and visited a number of our best customers and friends. At noon the party arrived at our West Dallas Works, where an excellent luncheon was served. After rest, and music for the employes of the refinery, they proceeded to the Fair Grounds, where the Band played several numbers in the Automobile Exhibit Building and The Texas Company Building.

A dance at Westmoreland Country Club, evening of October 14, was given by Company employes for the Band. Employes and their families and friends from all the departments in Dallas territory were present. Superintendent J. G. Quinn, of The Texas Pipe Line Company, not only favored us with his presence but brought five beautiful young ladies, employes in his office and their friends, from Wichita Falls. Mr. E. L. Sturm, pipe line superintendent at Fort Worth, accompanied by his wife and young lady visitors, and Superintendent J. C. Colligan of Dallas, accompanied by his wife and visitors, were also welcome guests. The evening was most enjoyable, especially after Superintendent (Daddy) McNemer announced all formalities at an end.

On Saturday, the 15th, the Band headed the Traveling Men's Parade in the forenoon, and the boys spent the remainder of the day seeing the sights at the Big Fair, returning to Houston the night of the 15th.

We were glad to have with us Assistant Manager W. E. Bradford, who accompanied the Band from Houston, and we regretted the inability of other officials to be on hand.

Dallas District welcomes two new stations: Memphis, Tex. Station was opened September 23 on tank-commission basis with O. T. Ball as Agent. Brownfield, Tex. Station was opened Oct-

## TEXACO STAR

ober 3 on tank-commission basis with W. M. Adams as Agent. We wish these stations every success and shall lend every assistance and co-operation possible, and these men and their families are welcomed into the great Texaco Family.

J. W. Elliott, Agent at Ranger for some time, has been transferred to Mexia Station (now in process of construction) as Agent. F. B. Elliott, brother of J. W. has been appointed Agent at Ranger. We wish for "J. W." every success at Mexia, and we know that "F. B." will be eminently successful at Ranger.

Agent Deacon of Dallas Station was recently confined to his home for a week by illness. His illness was not of an alarming nature, but it would be hard to convince "Deak" that it was not a serious matter, since it was the first time he could remember being forced to remain away from business duties on such account. He has resumed work and feels himself again.

Miss Margaret Lair, comptometer operator, had to undergo an operation for appendicitis recently. She is expected to be at her desk again soon. The entire District extends best wishes.

Miss Debora Young, stenographer to Chief Accountant Brentano, has been forced to take a sick leave of three months. Reports indicate that she is getting along nicely, and we all wish for her a permanent and speedy recovery.

The Dallas District extends heartfelt sympathy to Agent W. M. Turner, of Plainview, and his family in their loss of wife and mother. Mrs. Willie Holmes Turner died at Plainview on September 24, following an operation for appendicitis. Mrs. Turner's maiden name was Jordan; she was born Jan. 6, 1880, and was married to Mr. Turner Oct. 27, 1895. The five children, all of whom were present, are Mrs. R. H. Cooper, Ralls, Texas; Mrs. Wilbur Winn, Elmer, Mable and William, all of Plainview.

### AGENTS WITH 100% COLLECTIONS, SEPTEMBER

|             |                 |              |                |
|-------------|-----------------|--------------|----------------|
| Anson       | C. T. Harper    | Hereford     | C. P. Cockrell |
| Athens      | A. F. Wood      | Jacksonville | W. R. Allen    |
| Canadian    | Jno. Caylor     | Leonard      | A. A. Davy     |
| Chillicothe | T. E. Rose      | Midland      | J. S. Cordill  |
| Clarksville | J. P. Goodman   | Post         | E. M. Jones    |
| Comanche    | O. H. Donahoe   | Stephens'le  | H. P. Cole     |
| Cooper      | F. M. Figg      | Sterling C.  | R. P. Brown    |
| Copperas C. | J. A. Brooks    | Tahoka       | W. G. Tarrance |
| Corsicana   | W. J. Cheney    | Texhoma      | F. E. Hobbgood |
| Crockett    | C. D. Towery    | Texline      | Jno. L. Hill   |
| Denison     | C. W. Geiger    | Waxahachie   | C. Trentham    |
| Ferris      | H. R. Crumley   | Wills Point  | R. J. McLeod   |
| Goldthwaite | W. J. Weatherly | Winters      | J. G. Key      |

Only 15 out of our 109 stations fell below 75%.

Bluff may land a good job, but it can't hold it.

**OKLAHOMA DISTRICT.**—We didn't do so well in October; not a single trainload of lubricating oils to report. We're giving the refinery time to ship a few *carloads* to the other Districts.

The District has just completed its annual audit. Of course we received 100% verification, but we also collected 90% of accounts outstanding August 31.

The Texaco Savings Club of Oklahoma, owners of 160 shares of Texaco stock, are glad to see the market around 40. Some of the subscribers believe it will reach 50 about the date of last payment. *It Pays To Save.*



Successfully lubricated with Texaco

This locomotive of the Stringtown Coked Road Company is being very successfully lubricated with Texaco Pinnacle Cylinder Oil. The company's main office is in McAlester, but the plant is at Stringtown, Okla. Contract was recently renewed with this concern by Agent Schroeder and Engineer Salesman Prewitt. W. M. Wise, President and Manager of the company, is enthusiastic for Texaco Products.

**DENVER DISTRICT.**—Whence came they? What were their thoughts? Where gone? These speculations ran through our minds as we read the following letter. Like a voice out of the dark, another age seems to call to us. But the *Barrel*, that's the question. What tragedies could it detail, could it speak, of the days when the two-gun man was a law unto himself.

Haxtun, Colo., September 30, 1921.

The Texas Company,  
Denver, Colorado.

Gentlemen: The writer had occasion about a month ago to make a trip to Walden, Colorado, and there heard of a deserted town forty miles west of Walden, on the Continental Divide just about on the Colorado-Wyoming line.

After building bridges and rolling logs into washouts for the better part of ten hours we arrived at the dead city and found probably one hundred empty houses, a grocery store, meat market, hotel, post office and two saloons. The saloons being of particular interest, we gained entrance through a broken window and found a fine mahogany bar, mirrors covering the entire wall, gambling tables, empty bottles, old newspapers, and records. We found that it was seventeen years since the town was inhabited.

How it got to the town of Pearl, Colorado, we could not guess; but strange to say, in the Pearl Saloon we found The Texas Company iron barrel No. 94940.

The nearest ranch is 3 miles and the next closest about 33. We broke down at this spot and had to hire a rancher to haul us to Walden, which cost us \$30, and I think it would be more than the barrel was worth to get it back. It is impossible to get to the town from the ranch by what was once a road. It is now necessary that cars going from the ranch to Pearl make a detour of about twelve miles over the worst possible kind of bad roads, and the rancher "calculated as how it would be worth \$25 to make the trip for the barrel and take it into Walden," the nearest railway, when it runs, which is once or twice a week in July and August and not at all the rest of the year.

No doubt the iron barrel record will show to whom the barrel moved last, and in this way either get paid for the barrel or have him return, but the idea of my letter is to advise the exact location of said barrel, if unable to locate party to whom charged.

Yours very truly,

G. R. Haun.

Denver City Salesman D. A. Campbell has been made Agent at Rocky Ford, Colo., replacing Agent Swan transferred to Trinidad Station to fill vacancy left by transfer of Agent Huff to Pueblo. We congratulate each of them. R. E. Dornblaser was promoted from Filling Station employe to City Salesman to fill Mr. Campbell's place. Mr. Dornblaser is an old Texaco man and we are counting on him to "hit the line"

## TEXACO STAR

George Martin, of District Office, has been made Ass't Agent at Denver Station *vice* H. A. LaBrant transferred to the D. O.

We wondered why all the rust and excitement on the part of Paul Isbell when preparing to leave for Dallas, Texas, last Friday, October 14. Just when our curiosity was about to get the upper hand one of his co-workers took us off into a corner and whispered the fateful news: "Going to get married." Monday morning (a quick trip) he returned with the bride. We extend heartiest congratulations. The presentation of a sack of potatoes, or something, is rumored—in view of predictions of a hard winter. And oh yes! he let this out himself. When he got on the train he was so excited and dreamy that when the conductor asked for his ticket he handed him his marriage license. The conductor looked it over, smiled and handed it back, saying: "Young man, you have a ticket good for passage on a long hard journey, but it is not on this road."

Miss Hermie Knox, age 14 years, beloved daughter of Creditman S. R. Knox, died on October 20. Our deepest sympathy goes out to Mr. Knox and surviving brother and sister.



Denver D. O. Employees  
Enjoying watermelons "far from the madding crowd."

**NEW ORLEANS DISTRICT.**—On Saturday night, October 29, the employes of Arabi, Harvey, and New Orleans stations and the District Office gathered on the third floor of the D. O. building to bid adieu to Messrs. Collins, Phillips, and Woodruff, and to welcome their successors, Messrs. Ferguson, Morson, and Dattner, to the positions of Chief Accountant, Chief Clerk, and General Clerk, respectively.

As we looked down the long row of faces on either side of the table, we were impressed with the cheerful atmosphere and the happy smiles of everybody. The lady employes of the District Office, grouped near the head of the table, looked particularly attractive to this writer; incidentally we greatly envied Al Williams seated next to "the girl with the smile" all evening.

Jack Harville moved that Mr. Dyer be toast master, and, overwhelmed with a chorus of "ayes," he had to accept. Harville is to be congratulated on his good judgment. Mr. Dyer

informed us that the Houston Officials had been invited but unfortunately were not able to attend. Their absence was greatly regretted; it would have been a good opportunity for Mr. Dodge and the other Houston gentlemen to get acquainted with the men here who keep Texaco on the map. Mr. Dyer read their replies to the invitation to be present, making known their good wishes. In order for everybody to know everybody else, Mr. Dyer had each one to rise in turn and announce his name and position. Mr. Dyer then explained that the changes made among the gentlemen in whose honor the "blow-out" was given will work to their best interest as well as the Company's. Two of the changes, those of Bob Collins and Art. Phillips, are made because of ill health. Outdoor work will help them materially.

A traveling bag was presented to Mr. Collins, a traveling bag to Mr. Phillips, and a safety razor to Mr. Woodruff. The traveling bags were of about 12-quart size. A safety razor was given to "Shorty" as it was thought unwise to let him have a straight-edge razor, because he may get so homesick in Houston that he might cut his throat to get back. Hubert himself said, in thanking his friends for the gift, "although I shall be in Houston, my heart will be in New Orleans." We believe him. There is a world of meaning in the word "friend," too often overlooked in frequent uses of the word. The full meaning of this great word was well shown in the few words Mr. Phillips said in receiving his traveling bag. Mr. Collins had been on his new duties as Salesman about two weeks and Mr. Dyer read a letter from the Agent at Morgan City reporting a big increase in gallonage due to Mr. Collins' efforts, requiring an immediate shipment of 75 iron barrels to take care of the trade.

Speech-making was then temporarily abandoned and everybody fell to and gave eating preferred attention. It is rumored that "Niche" Grannan stopped eating on the evening of the 27th when he learned there would be "cats" on the 29th.

In the course of the evening Mr. Dyer called on practically everyone present for a speech. We developed a regular after-dinner speaker in Bob Allen. That speech of his will go ringing down the halls of time. It would seem that the boys from St. Mary Parish are natural born orators. Mr. Collins and Allen are from St. Mary Parish, and it is said that Trowbridge hails from either that Parish or the state of Kentucky; the people of St. Mary say he was born in Kentucky and the people in Kentucky defy them to prove it. Our particular friend Milt. Trowbridge was always bobbing up with something to say, and it would be difficult to decide which was his best effusion.

Nick Zimmer, self-styled "Big Chief from Harvey," invited all the company to come over and see his new Mack truck. Nick thinks as much of that Mack as Eddie Rapp thinks of a quart of Scotch.

"Uncle Bill" Barrows left Saturday to take up his new duties as District Manager in the Railway Sales Department at Houston; therefore we were denied his presence, but Mr. Dyer read a letter from Mr. Barrows in which he ex-

## TEXACO STAR

pressed his regrets at not being able to attend.

Pressed to say a few words, Mr. Ferguson referred to the time three years ago when he left New Orleans District. At his departure he was presented with a trunk, and on the trunk were the words "R. M. Ferguson, New Orleans." He asked Mr. Bradford why "New Orleans" was marked on the trunk, as he was going to another city, and Mr. Bradford replied that those words were put on it so that he would come back to New Orleans. And he is back. The tumult raised by the crowd gave proof that he is welcome.

Mr. Ferguson spoke on cooperation. He showed the desirability of speaking of ourselves as The Texas Oil Company, rather than as one Department against another Department. In this connection Mr. Harville gave an illustration of the kind of cooperation rendered by New Orleans Station with the Export Department. Practically all of Jack's customers are Spanish speaking people, and the differences between the Spanish tongue and English are many and varied. One day he sent to the Warehouse an order from a customer for shipment of gasoline in sacks. Nevertheless, New Orleans Station filled the order without delay, simply using the proper containers and not losing time inquiring what package was meant. Mr. Dyer also recalled the incident of a large consumer in Biloxi who ran out of oil and wired an order in, when Al Williams acted so efficiently that an express shipment reached them the same day. The value of cooperation is shown by the fact that this customer wanted to know the name of the man responsible for this service and wanted to give him a token of appreciation. Mr. Dyer showed how Order Clerk Eisel is saving money to the Company in freight charges by his cooperation in being alert to keep the stations stocked at all times. Nothing can prosper without cooperation.

Agent Trowbridge told about the two new filling stations soon to be opened in New Orleans and urged everyone to sell at least one coupon book and bring at least one customer to the new stations. He was enthusiastic about having Texaco gasoline globes all over town. (Eddie Doshier please note.)

Saturday night saw the birth of The Texaco Club in New Orleans. Mr. Dyer explained what could be derived with such a club and asked for a vote as to whether New Orleans District should form one. The vote was unanimously in favor of the idea and Mr. Dyer asked Mr. Ferguson to choose a committee to formulate plans.

The meeting was a huge success in every respect. The gentlemen in charge are to be congratulated. Mrs. C. C. Lipscomb and her daughter were responsible for the attractive decoration of the table, the most life-like artificial roses being the handiwork of Miss Lipscomb. The roses were so beautiful that each lady present was presented with one.

The evening concluded with three cheers for the outgoing boys and three cheers for the incoming ones, and the best of luck to them all.

The stork paid a nocturnal visit to the home of Warren H. Seckmann, Utility Clerk in the District Office, deposited a boy baby, and flew on his way. The bunch welcomes this new member of the Texaco Family.

ATLANTA DISTRICT.—With great regret we announce the death on September 29 of Mrs. Julia King Dorrance, mother of Roofing Assistant Frederick K. Dorrance. Mrs. Dorrance had been very sick for several months. The District Office was closed on the day of the funeral and many employees attended. We offer our sympathy to Mr. Dorrance in his bereavement.

We have enjoyed visits from Messrs. C. P. Dodge and W. H. Wagner, and now have with us Mr. H. E. Spear whom we are always glad to see.

The International Association of Fire Engineers held its annual convention in Atlanta during the week ending October 15. Through the good offices of Mr. Pope, in our District Office, and Mr. Gwinner, of the Pryor Tire Company, Atlanta, Ga., a good customer, we were invited to have an exhibit at this convention. We availed ourselves of this opportunity, as we were the only oil company so represented. An attractive display of Texaco Products was arranged in the convention hall and our representatives were on duty at all times.

The convention was a great success from every standpoint, and we heard many nice things said about Texaco. We received signed testimonials to the quality of our products for lubricating fire apparatus from Fire Chiefs all over the country. Some of the points which so favored us are: Atlanta, Ga.; Montgomery, Ala.; Providence, R. I.; St. Louis, Mo.; Athens, Ga.; Newport News, Va.; Anderson, S. C.; Port Arthur, Texas; Asheville, N. C.; Columbus, Ohio; Woodruff, S. C.; Orange, N. J.; Bangor, Maine.

As soon as the Fire Engineers had left the city we moved the entire exhibit to the South-eastern Fair, then in progress at Lakewood Park, Atlanta, where the exhibit again drew a great deal of favorable comment from the visitors.

Honorable mention for lubricating sales activities during the month of September has been earned by the following:

Stake Motorman K. K. Stokes, Florence, S. C.  
Tank Motorman T. F. Dennis, Columbia, S. C.  
Tank Motorman G. M. Grant, Columbia, S. C.  
Stake Motorman I. W. Cavender, Valdosta, Ga.  
Tank Motorman J. Z. Beauchamp, Tampa, Fla.  
Tank Motorman Angelo Lazarra, Tampa, Fla.

Their records explode the idea of "hard times." Your work is appreciated.

Several new stations have been opened in this District in the last month or so: Varnville, S. C., Agent H. E. Mixson; Walhalla, S. C., Agent J. T. Darby; Ozark, Ala., Agent J. B. Mills; Holly Springs, Ga., Agent Robert E. Hope. Sandersville, Ga., has been re-opened with "Alec" Stephens back on the job as Agent; he is also handling our new station at Sparta, Ga. Newnan, Ga., has been re-opened as a lube station with T. B. Parks as Agent. We welcome all these to the Texaco Family.

E. F. Thompson, formerly commission agent at Vidalia, Ga., has become more closely connected with the Company by coming with us on a salary basis.



## TEXACO STAR

BOSTON DISTRICT.—The Massachusetts-Southampton St. Filling Station, Boston, has been attracting attention for some time. Agent A. B. Bartol is somewhat of a horticulturist and very particular as to the looks of the grounds of his station. This Station was built on practically a City dump, but "Al" by his untiring efforts, has succeeded in making it one of the neatest and cleanest and best arranged stations, considering the available space, that The Texas Company operates in New England. The gallonage is getting better every day, as "Al" is very popular and his customers are increasing constantly.



F. S. Agent A. B. Bartol

The Stork has been unusually busy last month making presentations in this District: Clerk Cashier Eaton of Swampscott Station announces the arrival of Constance Henrietta; "Hap" Myers, recently transferred from the D. O. to East Milton Filling Station, announces a 9-lb. baby boy—evidently the change was good; for Hap; Traveling Accountant McHugh announces a 10-lb. baby girl. This is the biggest-month we



At Maine State Fair

Salesman Bill Maney, covering the State of Maine, was very prominent at the Maine State Fair during the week of Sept. 12-17. He confined himself this time to the display of Easy Pour Cans of Motor Oil. The display was at the entrance of the tent occupied by the Levasseur Motor Company and attracted much favorable comment.

have had for some time, although we do believe that some of the boys are reneging in notifying us of happenings of this nature.

The first of the season's socials to be held by the Texaco Athletic Association took place at the Brithelmstone Club, Brighton, Mass., on October 24, under the direction of the Committee: Chairman Herman Mongeau, Thomas Hayes, Daniel Lynch, Edward Defreytas, William Lynch, Harry McCarthy, Catherine Helpern, Rosalie Brenner. A pleasant evening was enjoyed by all. The Committee can not be complimented too highly; the Hall was very prettily decorated in Hallowe'en fashion and the orchestra was one of the finest that could be obtained hereabouts. Besides the Dance there was a Whist Party, the prizes being taken by Mrs. Daniel Lynch and Thomas W. Flynn. We are sure there will be more parties of this kind before the Season closes. It was regretted that Superintendent Hopkins had to be absent, for he missed a chance of seeing the Texaco boys and girls enjoying themselves in the finest fashion.

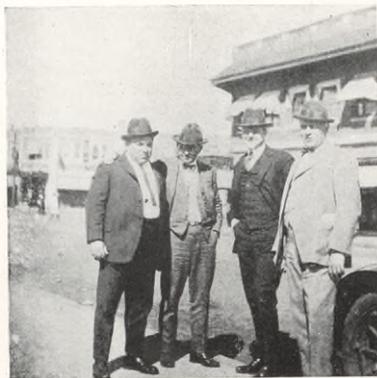
"Pud" Boone showed that he is far from being in the has-been class as he was "batting for a thousand" at the party recently.

Many of those present at the Texaco Athletic Party repeatedly called Chairman Mongeau's attention to the wonderful dancing ability of J. F. McLaughlin, and endeavored to induce him to have "Jimmie" put on a solo dance. This will probably be a lead for the Chairman of the next Committee,—that Jimmie would come in handy as a solo dancer.

Overheard at the dancing party: "Did you see Jimmie McLaughlin?" "No, we heard him." George Wright spent a busy evening, not dancing but arranging dances.

As usual the Beau Brummel of the Association appeared at his best. "Newkie" did a swell act. Ask the Chairman of the Committee.

The Bowling League is in full swing, but many of the bowlers have alibis for their inability to knock the pins down. Chief Accountant Murdy gave the best alibi of all—his trousers were too tight. I wonder why we buy them so tight.



Talking it over

"Will we or will we not?" Left to right: Pud Boone, Jim Luke, Hank Dennis, George Wright.

The first thing some people want when they get a little money is a car; and then the first thing they want when they get a car is a little money.

—Chicago American Lumberman.

## TEXACO STAR

PHILADELPHIA DISTRICT.—Superintendent C. R. McCarthy held a very instructive meeting on October 10 with the Representatives and Agents handling our large stations. He spent the entire day well into midnight on the subject of increasing our gallonage at a minimum expense. Great results are expected.

Our new Assistant Superintendent Leo Deutsch (from the Chicago District, succeeding E. Nielsen) is conducting very interesting weekly meetings for the city salesmen. We welcome Mr. Deutsch to Philadelphia.



Window display of Auto Supply Co., Princeton, N. J. This display has resulted in increased business for this supply company.

PITTSBURGH DISTRICT.—On October 1 all Salesmen and Agents of the District were assembled in the District Office and advised as to the policies of the District and Company at this time. In the afternoon a luncheon was enjoyed at the Americus Club.

The merchants of Dormont, Pittsburgh's most beautiful suburb, held a Trade Festival, September 22-24. One feature was a parade of Motor Trucks in which were two trucks of The Texas Company. Salesman George A. Orr was able through this affair to greatly increase the distribution of Easy Pour Cans in Dormont.

We regret to report the death of Warehouseman Lavelle's father. We extend our sympathy.

W. R. Ellwood's visit to Pittsburgh District is looked forward to. (W. R. E. please note.)

Salesman Sylvester Adair has reported at Columbus, O. Station as re-sale salesman. We look for great things from him.

Salesman Killian would like to know why it is that the other fellow's Ford always runs so well and you have trouble with your's all the time. All "Ford Experts," including George Mullins, please let us have your opinions.



Auto Races, Wheeling, W. Va.

Texaco Motor Oils occupied a prominent place in the auto races at Wheeling, W. Va., during the recent Wheeling State Fair, due to the efforts of Agent L. L. Scott. Our oils were used exclusively in these races by such well known entries as Disbrow, driving a Deussenberg; Horrey, a Briscoe; Anderson, a Daracq; Reynolds, a Simplex; Stratton, an Essex; Kline, an Essex. Horrey made the fastest time with his Briscoe Special, driving a mile on a dirt track in 1 minute 5 and 4/5 seconds.



The Winner shown using our Easy Pour

NORFOLK DISTRICT.—We always strive to sell Texaco Products irrespective of the brands, but we are now bending special efforts in two directions:

1. Reduction of Expenses.
2. Increasing Kerosene Gallonage.

Our showing in the expense line hasn't been encouraging this year. The prices of our products have declined several times, and our operating expenses have not been reduced correspondingly. The Norfolk District never fails to "go over," however, on any thing put up to it, and we are confident that during coming months our stations will materially cut down their expenses. It Shall Be Done!

Superintendent Thompson has called on every Agent and Distributor to cooperate to the fullest extent in the sale of kerosene. We realize that drivers are prone to skip the kerosene customer, with his small requirement, for the gasoline customer in the next block, with his large dumps; but the kerosene is made and has to be sold, and we must do our share of the selling and not leave it to other Districts to sell it for us. *We Can Sell Our Own Kerosene.* Let's prove it this winter!

We had the pleasure of having as guests for two days in the latter part of September Mr. and Mrs. Rob't C. Galbraith, of Houston. Both Mr. and Mrs. Galbraith thoroughly won the hearts of the Texaco organization at Norfolk and we hope that we may have them with us again in the not distant future when they can make us a longer visit.

## TEXACO STAR

The D. O. had the pleasure Oct. 20-21 of having as its guest A. L. Van Sicken of the New York Departmental Office.

We regret the resignation of W. J. Barton of the Marine Department, New York. "Billie" Barton has always been and always will be considered one of us, at Norfolk, and his changed status to a Texaco Distributor will not affect his standing with us.

Salaried Station Agents and Distributors in Norfolk District who put out during September the greatest gallonage ever handled by them in any one month in their history:

|                       |                          |
|-----------------------|--------------------------|
| Elizabeth City, N. C. | Agent M. L. Clark        |
| Hampton, Va.          | Agent Geo. W. Balmer     |
| Irrington, Va.        | Agent F. A. Gunby        |
| Richmond, Va.         | Agent J. O. Swann        |
| Suffolk, Va.          | Agent R. L. Smith        |
| Urbanna, Va.          | Agent L. H. Leaf         |
| Warrenton, N. C.      | Agent W. R. Lanier       |
| Altavista, Va.        | J. E. M. Berry Company   |
| Ayden, N. C.          | Ayden Oil Company        |
| Belhaven, N. C.       | H. R. Keaton             |
| Clayton, N. C.        | Pope Oil Company         |
| Clinton, N. C.        | Holt Oil Company         |
| Coats, N. C.          | J. T. Guard              |
| Fremont, N. C.        | Fremont Wholesale Corp'n |
| Gary, W. Va.          | Gary Sales Company       |
| Hertford, N. C.       | Reed & Felton            |
| Lincolnton, N. C.     | Carolina Oil Company     |
| Milton, N. C.         | Caswell Oil & Gas Co.    |
| Moback, Va.           | Geo. A. Philpotts        |
| Plymouth, N. C.       | W. F. Midgett            |
| Robersonville, N. C.  | Wiley Rogerson & Co.     |
| Schley, Va.           | J. C. Brown              |
| Seaford, Va.          | G. W. Amory              |
| Sharps, Va.           | Milden Packing Company   |
| Swan Quarter, N. C.   | The Berry Company        |
| Tarboro, N. C.        | Murphy Jenkins Company   |
| Windsor, N. C.        | A. B. Outlaw             |

In addition to those listed above, the following put out greater gallonage in September than in the same month of 1920.

### Salaried Agents

|                       |                    |
|-----------------------|--------------------|
| Asheville, N. C.      | Lenoir, N. C.      |
| Bedford, Va.          | Lynchburg, Va.     |
| Caroleen, N. C.       | Manteo, N. C.      |
| Covington, Va.        | Martinsville, Va.  |
| Danville, Va.         | Mt. Airy, N. C.    |
| E. Lexington, Va.     | Newport News, Va.  |
| Edenton, N. C.        | Norfolk, Va.       |
| Emporia, Va.          | Reedville, Va.     |
| Franklin, Va.         | Roanoke, Va.       |
| Farmville, Va.        | Rocky Mount, N. C. |
| Gloucester Point, Va. | Roxboro, N. C.     |
| Greensboro, N. C.     | Sanford, N. C.     |
| Harrisonburg, Va.     | South Boston, Va.  |
| Henderson, N. C.      | Waynesville, N. C. |
| Leaksville, N. C.     | West Point, Va.    |

### Distributors

|                      |                    |
|----------------------|--------------------|
| Appalachia, Va.      | Mandy Point, Va.   |
| Burlington, N. C.    | Oriental, N. C.    |
| Columbia, N. C.      | Ramseur, N. C.     |
| Dendron, Va.         | Salisbury, N. C.   |
| Dunn, N. C.          | Shelby, N. C.      |
| Fayetteville, N. C.  | Smithfield, N. C.  |
| Goldsboro, N. C.     | Snow Hill, N. C.   |
| Hamlet, N. C.        | Spring Hope, N. C. |
| Hickory, N. C.       | Statesville, N. C. |
| Morehead City, N. C. | Walnut Point, Va.  |
|                      | Weldon, N. C.      |

The Agency and Distributor stations listed constitute the Honor Roll of Norfolk District.

Our congratulations go to Agent Swann, at Richmond, Va., and his loyal hard-working organization, who reached and passed a mark that they had set for themselves months ago. If Richmond keeps growing it will make itself the largest station in the District.

Miles Clark, at Elizabeth City, also passed a mark that he had been aiming at a long time. Elizabeth City has been setting a fast pace this

summer and bids fair soon to be up among the leading stations.

Our Distributors require no comment. They are all loyal and enthusiastic for Texaco, and under the supervision of Salesman W. S. Davis are making things hum.

The attention of the Philadelphia District is called to the bet that Superintendent C. R. McCarthy at Philadelphia made with P. McLaird, our agent at Greensboro, N. C., of a new hat, Mr. McLaird betting Mr. McCarthy that he would sell 500 cases or more of Easy Pour Cans during the year 1921. To August 31 Mr. McLaird had sold 326 cases and is going to win that bet.

At the same time Norfolk District bet Mr. McCarthy \$100 that this District would sell more cases of Easy Pour Cans during the year 1921 than the Philadelphia District. Nuff said. See *Motor Oil Medium*.

Heard in the D. O.: (R. G. S.) "Take all."  
(E. J. B.) "Put four."



The Motor Company, Asheville, N. C.

One of the foremost garages in The Land of the Sky—100% Texaco. The three new tank trucks shown were recently put into service at Asheville Station. Agent Nash during the summer did the greatest business in the history of his Station. Solicitor, Bulk Delivery Service, H. C. Britt during the month of August put out the highest gallonage through his truck ever handled from one piece of equipment in Norfolk District.



The new Wilson Viaduct at Lynchburg, Va.

This bridge over the James River is one of the most modern in Western Virginia. The decking is wood block filled with Texaco 57 Paving Filler. Only about half of the bridge could be brought into the picture, because of a high rock bluff.

Fifty-Fifty.—Two girls were watching the local nine play a visiting team.

"Isn't that fine?" remarked one girl. "We have a man on every base."  
"Why, that's nothing," said the other, "so have they."  
—*Boston Transcript*.

Irate Golfer.—"You must take your children away from here, Madam; this is no place for them."  
Mother.—"Now don't you worry; they can't 'ear nothin' new. Their father was a sergeant-major, 'e was."  
—*London Opinion*.

Teacher.—Can you tell me the shape of the world?  
Pupil.—Pop says its in a hell of a shape.  
—*Stanford Record*.

## TEXACO STAR

**ASPHALT SALES DEPT.** The annual Superintendents' Meeting of our Department was held in the Whitehall Building, New York City, October 19-21. Sales and advertising plans for the coming year were discussed, and the Department's policy was thoroughly threshed out.

Those present at the meeting were:

W. H. Kershaw, Manager  
 A. R. Young, Chief Engineer  
 J. J. Gartland, Jr., Superintendent, Eastern Division  
 F. V. Wildger, Superintendent, Middlewestern Division  
 T. H. Reed, Superintendent, Southern Division  
 L. W. Kemp, Superintendent, Southwestern Division  
 D. A. Kennedy, Superintendent, New England Division  
 W. L. Hempelmann, Engineer, Middlewestern Division  
 R. K. Barrett, Engineer, Eastern Division  
 A. D. Stivers, Engineer, Southwestern Division  
 R. M. Elder, Ass't Sup't, Middlewestern Division  
 E. D. Sherrick, Ass't Sup't, Western Division  
 P. A. Philibert, Department Agent  
 A. Holland, Secretary to the Manager  
 W. J. King, Representative, Philadelphia District  
 W. R. Macatee, Representative, Richmond District  
 R. E. Baker, Representative, Jacksonville District  
 F. H. Gilpin, Ass't Engineer, Eastern Division  
 R. E. Donohue, Superintendent of Operations  
 A. A. Russell, Salesman, Eastern Division  
 J. B. Stuart, Salesman, Eastern Division  
 C. E. Murphy, in charge of Advertising

Prior to the Superintendents' Meeting, the Engineering Committee of the Department held a two days session, conducted by A. R. Young, Chief Engineer of Department. Other members of the committee present were W. L. Hempelmann, R. R. Barrett, A. D. Stivers, F. H. Gilpin. Mr. Gilpin was recently appointed secretary of the Engineering Committee.

One feature of the New Orleans Business Show of more than passing interest to us was the Stenographers' Contest, which attained its prominent position in our estimation because the first prize, a silver trophy, was carried off by Henry Arnould of the New Orleans office of this Department.

Readers of the *Texaco Star* will be interested in knowing that during the year 1919, of all the asphalt and asphalt products used in the United States 86.8% was derived from Domestic and Mexican petroleum, in which category Texaco Asphalt is classified.

**EXPORT DEPT.** C. L. Ronan, Engineer of Terminal and Equipment Division, has recently returned from a ten-months stay in Cuba and is now located in the New York Office.

L. A. Moricca, Assistant Superintendent of West Indies Division, returned September 24 from a short trip to Cuba.

E. C. Spelman, Assistant Superintendent of South American Division, was presented on September 29 with twins, two bouncing young ladies. Both Mrs. Spelman and the new arrivals are enjoying good health. Mr. Spelman's co-workers presented the twins with silver loving cups as souvenirs.



A Lost Texaco Jewel

A pleasing ceremony recently took place at the head office of The Texas Company (Australasia) Ltd., in Sydney, N. S. W., on the occasion of a farewell to one of its gems, Miss Ruby Warner, stenographer. Before joining our Company Miss Warner was with the Union Bank where the basis for a union with Mr. Garde was formed. Our little function was a delightful send-off to Miss Warner on the eve of her marriage with Mr. J. Garde.

A stop-work meeting was called by the employes of our Office and a G (u) and (e) of honor was formed. Brother Woodward, our Secretary, made the presentation of our wedding gift in glowing and flowing language. As Miss Warner was too full (of tea) for words Brother Skinner (the office Damager) responded on her behalf. C. D. Ross (the hardy man about the place) conducted the singing of "For She's A Jolly Good Fellow."



Display room of Auto Imports Co., Sydney, Australia. This concern is an important distributor of Texaco Products. They are real Texaco Boosters.

Mother.—"Do you feel timid about asking Jack for money, dear?"  
 Daughter (a new bride).—"No, mother, but he seems very timid about giving it to me."—*London Mail.*

"Girlie, don't you think Spanish would help you in your office work?"  
 "I can't see that I need it. There are no Spaniards among the young men working in our office."

—*Louisville Courier-Journal.*

## TEXACO STAR



At Forest, a suburb of Brussels, Belgium



One of the Prize Winners

Some of our trucks and tank wagons recently took part in a procession at Forest and were awarded first prize for their good appearance.

Your Watch a Compass.—Lay your watch face upward, pointing the hour hand toward the sun. Then south will be in the direction half-way between the hour hand and the figure 12, counting forward as the hands turn in the morning and backward in the afternoon.

"Stockholm is the farthest point East where you find an honest man," is the way a Swedish engineer puts it, referring to the moral effects of communism in Russia.

You can teach an old dog new tricks easier than you can make him forget his old ones.

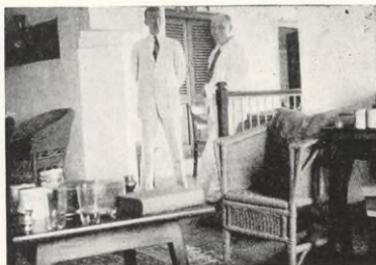


The Texas Company's booth at recent Annual Agricultural Exposition at Buenos Aires



Snow in "Sunny South Africa"

View of the Hex Mountains from top of Hex River Pass, taken from the train in June 1921. These pictures were taken by Mr. W. P. Gillies of The Texas Company (South Africa) Ltd. during a recent inspection trip up the East Coast of South Africa.



D. W. Boyack, Manager at Zanzibar and F. M. Watrous In the lounge of The Texas Company's House at Zanzibar.

10-ft. shark caught at St. Paul's Reunion from "Seifakn Maru" while waiting to get into Port de Galets. The proud captor, the cook, is standing beside his catch. It was not long before the shark was suitably carved and prepared for human consumption.



An Addition to the Larder

Don Haracio Mignaguay's, Sales Manager of the Texaco Division of Mignaguay & Company, our agents in the Argentine, is seen seated at the left. Don Haracio is described as a dynamo for work, and much credit is due him for the success of Texaco Products in the Argentine.

The Texaco Booth proved very successful this year and was the center of much attention. Our Mr. T. C. Vella, resident representative in the Argentine, arranged a number of unusual and attractive features.

## TEXACO STAR

### PRODUCING DEPT.

The Producing Department is living up to its cognomen as is evidenced by the following:

Mr. and Mrs. Clyde Mills, a fine girl baby; Mr. and Mrs. B. J. Repsdorph, a fine boy baby; Mr. and Mrs. A. J. Cherry, doubling the program, a fine boy and a fine girl. Congratulations of the entire Producing Department are hereby extended.

In the October issue of the *Star* the Texaco Baseball Club of Houston made the statement that they believed they were the only Club in The Texas Company that had won a City Championship. We beg to state that The Texas Company Baseball Club of Wichita Falls, Texas, also won a City League Championship. This City League was made up of various corporations. We wish we could have played a series with the Houston Club as we believe our North Texas Division has a very strong team.

—H. C. Hassler, Secretary, T. T. Co. B. B. C.

Buy a Texaco Easy Pour Can,  
It contains the best lube in the land;  
The one's who use it say so,  
And there's one in the car wherever they go,  
If you ever get stuck without oil on the road,  
You will find that your mind is relieved of a load  
If you know you have Texaco Oil in your bus,  
And that satisfaction saves many a cuss,  
You just lift up your hood and pour your oil in,  
And in two minutes time you go on with your spin.

—H. L. Maas, Houston Office.

### EXTRACTS FROM BLACKMAN'S "FRIENDSHIP"

Some friendships grow and ripen slowly, or they may come like love at first sight.

Quick attachment does not always wear best.

It is great innocence or great folly to open our arms to everybody to whom we are introduced.

No material success in life is comparable to success in friendship.

Friendship needs delicate handling. We can ruin it by stupid blundering at the very birth and we can kill it by neglect.

Trust is the first requisite for making a friend.

Faithfulness is the first requisite for keeping a friend.

Suspicion kills friendship.

To ask for advice is a benefit, whether we follow the advice or not.

A faithful friend can be trusted not to speak merely soft words of flattery.

More good work is lost from want of appreciation than from too much of it.

Friendship gives strength to character.

We ought to be courteous and kind and gentle with all, but not to all can we open the sanctuary of our heart.

There can not be true friendship without self respect.

The most important point about the choice of friendships is that we should know what to reject.

—F. S. Reid, Wichita Falls.

### PIPE LINES

One of the happiest crowds that visited the Dallas Fair this year was the party from Wichita Falls which included:

|                        |                       |
|------------------------|-----------------------|
| Sup't J. G. Quinn      | Horrest White         |
| Miss Nina Mae Durham   | Ray Stearman          |
| Miss Ethel McDowell    | Miss Frances Oechsner |
| Miss Catherine Tiernan | Miss Agnes Blaylock   |

On October 14 they assembled at the Dallas Division Office where they were joined by Mr. and Mrs. Colligan and the Dallas Office force. With Sup't Colligan as host the party visited the Fair Grounds, made a trip over the city, and after a short visit at Mr. Colligan's home, they made a tour of inspection of the West Dallas

Works. The day ended with an enjoyable dance given by Sup't P. H. McNemer of the Sales Department, Dallas District, at the Westmoreland Country Club.

Saturday furnished another round of pleasure, and Sunday morning with many thanks to Mr. Colligan the party reluctantly headed for home, Tex-33, a Company truck, furnishing the means of transportation. Wichita Falls was reached without mishap at 8 o'clock Sunday evening, all tired but well pleased with the trip.



The conveyance for the return trip

This truck has been in the West Dallas Machine Shop to be overhauled, and Mr. Hale, Shop Foreman, made a special effort to have it ready for the visitors. Everyone was delighted to ride in it, in fact most of them thought it was a new truck.

Among Houston visitors at Dallas during the Fair were: Messrs. L. A. Smith, J. L. Dowling accompanied by wife and daughter, A. M. Donoghue, E. T. Jackson, and C. B. Hodges; also Sup't E. L. Sturm and B. B. Robinson of the Fort Worth Office.

A wedding of especial interest to the Houston Office took place at Alma, Mo., on October 15, when J. W. Emison of the Accounting Department, and Miss Esther Koppenbrink were quietly married at the home of the bride's parents. The trip to Houston was broken by pleasant visits of a few days at Kansas City and Oklahoma City and one day at the Dallas Fair. We wish them every happiness.

J. M. Williamson surprised the Oil Accounting Department by returning from his vacation with a bride. The young lady was formerly Miss Margaret Haggard of Salt Lake City, and the ceremony was performed at that place on Sept. 15. We extend our warmest congratulations.

On October 1 the Oil Accounting Department lost the last of its feminine force by the marriage of Miss Daisy Dean to Mr. Geo. M. Longbotham. Our best wishes go to them at their new home in Tampico.

J. M. Foley has re-entered the service of The Texas Pipe Line Company at Mexia, District No. 28, as Gauger, and C. J. Goodwin has been assigned to duty at Mexia as Assistant Gauger.

## 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** Why Men Quit, by H. L. Keely.—*Industrial Management*, October 1921.  
An aid in analyzing labor turnover.
- COMPROLLERS** Accounting, How and Why, by G. W. Hafner.—*Petroleum Age*, October 1, 1921.  
Starting a Series. "This system of accounting and cost-finding has been prepared especially for oil refiners and marketers, and is in no sense a general plan for any business."
- REFINING** Viscosity Temperature Curves of Fractions of Typical American Crude Oils, by E. W. Dean and F. W. Lane.—*Journal of Industrial and Engineering Chemistry*, September 1921.  
Presented before the Section of Petroleum Chemistry at the 61st Meeting of the American Chemical Society, Rochester, N. Y., April 26-29, 1921.
- The Catalytic Oxidation of Petroleum Oils, by C. E. Waters.—*Journal of Industrial and Engineering Chemistry*, October 1921.
- Condensation Temperatures of Gasoline- and Kerosene-Air Mixtures, by Robert E. Wilson and D. P. Barnard.—*Journal of Industrial and Engineering Chemistry*, October 1921.
- The Total Sensible Heats of Motor Fuels and their Mixtures with Air, by Robert E. Wilson and D. P. Barnard.—*Journal of Industrial and Engineering Chemistry*, October 1921.  
From Research Laboratory of Applied Chemistry, Massachusetts Institute of Technology.
- The Role of the Chemist in Relation to the Future Supply of Liquid Fuel, by Harold Hibbert.—*Journal of Industrial and Engineering Chemistry*, September 1921.
- Chemists Discuss Crude Oil Emulsion Problems.—*Oil Trade Journal*, October 1921.
- SALES** Selling Without Scenery, by Frank L. Scott.—*Printer's Ink Monthly*, October 1921.
- Beauty an Aid to Utility, by Joseph F. Kuntz.—*Petroleum Age*, October 1, 1921.  
"The Atlantic Refining Company has brought out a distinct type of Filling Station architecture."
- The Intangibility of Good Will, by Wm. A. Knapp, Sales Manager of Butler Manufacturing Company.—*Oil News*, October 5, 1921.

### PIPE LINES

Adapts Grain Warehouse Plan to Oil in West Tulsa Terminal.—*National Petroleum News*, October 12, 1921.

### GENERAL

- How Swift Develops Boys into Executives and Salesmen, by Edwin L. Ward, Office Manager of Swift and Company.—*Printer's Ink Monthly*, October 1921.
- Save and Have, by H. D. Winney.—*Industrial Management*, October 1921.  
"How the War on Waste at the General Electric's largest plant is conducted."
- Small Investor Tempted by Fabulous Profits.—*Oil Trade Journal*, October 1921.  
Methods adopted by promoters to sell stocks of doubtful value.
- Inaccuracy of Current Unemployment Statistics, by Harry Tipper.—*Automotive Industries*, September 22, 1921.
- America's Power Resources.—*Automotive Industries*, October 6, 1921.
- Speeding up the Mails, by Will H. Hays, Postmaster General.—*The Nation's Business*, October 1921.
- What's Ahead for Business in Mexico, by President Alvaro Obregon.—*System*, October 1921.
- The Purpose of the Labor Articles in Automotive Industries, by Harry Tipper.—*Automotive Industries*, October 13, 1921.  
"To prevent trouble rather than waiting for difficulties to arise and then attempting to find a remedy."

DID YOU EVER  
NOTICE THAT MOST  
STAR SALES MEN  
HAVE A -  
REPUTATION  
FOR BEING HARD  
ON SHOES



## No man is big enough to sing a duet

**Y**OU are in charge of certain machinery. And because that's your job, you know more about it than anyone else. But you simply cannot know thoroughly *All* the fundamentals of *Every* branch of your work—no man can.

Take the lubrication of that machinery, for instance. You know that end of it pretty well.

But can you possibly know it as well as a group of men who have spent years in perfecting their knowledge of this highly specialized branch of engineering science? And mark you, we say a group because "no man can sing a duet". And so when a Texaco Lubrication Engineer makes a recommendation as regards the kind or quantity of lubricating oil to use, he is not speaking only with the authority of his own experience, for back of him is the collective experience of a group of men who have been testing and observing lubricants on every possible type of power unit or machine in the country—in fact all over the world.

So, if you have any lubrication problem—and every engineer has them once in a while—talk to our engineers about the matter. Or write us.

Most careful attention will be given to any communication of this nature and we know that we can furnish a prompt and satisfactory solution to any problem relating to the selection of lubricants for any purpose. Do not hesitate to call on us. That is what we are here for.

*And Remember:—*

THERE IS A TEXACO LUBRICANT FOR EVERY PURPOSE

### THE TEXAS COMPANY

*Petroleum Products*

Dept. H, 17 Battery Place, New York City

NEW YORK  
CHICAGO  
HOUSTON



*Offices in  
Principal  
Cities*