

TEXACO STAR



ADVERTISING — DIVISION — NUMBER

ADVERTISING DIVISION
OF
SALES DEPARTMENT

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IT requires more than mere money's worth to satisfy a customer. Business cannot be completely organized like a machine. The day will never come when folks will be satisfied simply with honest value.

Personality is essential in every organization. Human nature demands a smile and "thank you," as extra measure. Sentiment plays a tremendous part in determining profits and losses. Good will is a valuable asset. Whenever a long established concern passes into new hands, sums of money often exceeding the amount laid down for realty and equipment are demanded for the close bond of friendship which has gradually grown between the merchant and the trade.

We all form our prejudices and we esteem them fondly. Every man has a profound dislike for some shop—some corporation—some hotel or railroad, because of an unpleasant experience with a proprietor, an official, or an employe. Men and women will put up with personal inconvenience rather than patronize institutions which have courted their hostility.

If you serve in any capacity it is part of your job to exhibit gratitude for favors. You are being paid a profit for your wares, your facilities, and your time, and even if you do occasionally encounter an unreasonable human it is no less than common sense to meet rudeness with self-control. Wherever employes fail to regard the common rules of breeding and civility, it is because no rules for the treatment of buyers have been established and maintained.

Fortunes can't be built out of shrewdness alone. Brilliant intellects are discounted by a surly disposition or a strain of petty meanness. Little things destroy big opportunities.

—Herbert Kaufman.

ADVERTISING DIVISION OF SALES
DEPARTMENT STAFF



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TEXACO STAR

VOL. II

AUGUST 1915

No. 10

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 523 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

THE name of a firm or corporation is not a fluctuating thing to be written or printed in variant forms. More than deficiency in good manners is implied when an employe, in responsible communications, calls his own House "out of its name;" habitual inaccuracy, or very weak powers of observation are also indicated.

The name of The Texas Company too often appears in the business correspondence of its own employes, sometimes even in stamps and stencils, as "the Texas Company," or "The Texas Co.," or (combining both errors) as "the Texas Co."

These slovenly mistakes are extremely unbusinesslike. What is to be thought of the mental habits of an employe of The Texas Company who has failed to notice that the *The* is an integral part of the name of the company in which he is working and for which he speaks in authorized business communications?—or, that the word *Company* is not abbreviated in the name of the concern?

The offices of one of the great Departments of The Texas Company have recently been reminded of the proprieties in this matter by the following circular:

In getting out stencils and rubber stamps and in writing the name of this Company, the name should be spelled out in full, thus: The Texas Company.

The name should not be abbreviated into The Texas Co.

However, the abbreviation of the whole name to T. T. Co. is correct, and may be used when necessary to abbreviate.

★ ★

The first and only municipal bat-roost in the world was recently erected at San Antonio, Texas. As knowledge of the purpose and results of this enterprise spreads, the example thus set will be followed not only by cities and towns, but

also by corporations whose plants cover large areas in malarial regions.

The bat catches and eats, as its almost exclusive food, all species of mosquitos—the insect most widely injurious to mankind. It has been proved that one bat consumes about 260 mosquitos every night, and—most important—bats have a special instinct for seeking and finding mosquitos engorged with blood.

The individual mosquito that is carrying the malarial germ is, therefore, the particular prey of the bat. Furthermore, when a malaria-carrying mosquito bites a person infected by malaria, seven full days are required for the development cycle of the malarial germ that takes place in the body of the mosquito before the condition for infecting another person is reached. Not until that cycle of the germ's development has occurred in the body of the mosquito is it competent to transmit the disease when biting persons free from malaria. The bats have seven days—flying all night long and hunting with wonderful instinct for blood-filled mosquitos—to catch this malaria-infected mosquito.

The area protected by a bat-roost will range from seven to ten square miles.

The sickness and death caused by malaria are not to be estimated; the economic loss caused in the United States is estimated by Dr. L. O. Howard, Chief Entomologist, U. S. Department of Agriculture, at \$100,000,000 a year.

In addition to the sanitary effects, properly constructed and managed bat-roosts have a direct economic value that should encourage their erection by private corporations whose plants, and the homes of whose employes, are in malarial regions.

Dr. Chas. A. R. Campbell, of San Antonio, has devoted fourteen years and



Bat-Roost, San Antonio, Texas, Designed to Accommodate 250,000 Bats.

many thousands of dollars to studying the habits and effects of bats with reference to the malarial mosquito, and to the invention of a proper bat-roost. He has demonstrated that the guano droppings of one bat in a single day have an average weight of two and three-fifths grains. At this rate, 250,000 bats—the number his bat-roost is designed to house—would produce about 93 pounds of guano every day, or more than 12 tons in a season of nine months. Guano is in steady demand at \$38 to \$40 a ton. A well constructed bat-roost would be a paying investment in its immediate operation, in addition to the protection it would afford against incal-

culable human suffering and consequent economic waste.

Dr. Campbell assures the writer: "I can assert from practical application and experience that bats will eradicate malaria in any given territory when a proper house for them is established." General W. C. Gorgas, U. S. A., the great sanitarian, says of the bat-roost: "It seems to me this field has great possibilities, and I would recommend it in all malarial work."

As for everything else, in building a bat-roost one must learn how to do it correctly to be successful. Dr. Campbell explains: It would be a mistake to suppose that any sort of an old barn or old building, or a roost constructed in a haphazard way would meet the purpose. "This I know," he says, "from actual and expensive experimentation." The roost must be built to suit the singular habits of the bats, and they must be *attracted*. To put a large number of bats in a roost after transporting them from a distance, Dr. Campbell points out, would be like catching any wild animal in a box, and liberating it, and expecting it to return and inhabit the box. The colonization of bats in a properly constructed roost may be effected by using a fluid that gives off an odor like the odor of the bat, and by spreading specially prepared guano on the floor of the roost. Anyone who wishes to build a bat-roost may secure further information by writing (enclosing self-addressed stamped envelope) to Dr. Chas. A. R. Campbell, P. O. Box 747, San Antonio, Texas.

★ ★

A large business comprising various departments is like a machine, in so far as the necessity of cooperation between all of its parts is concerned. And within every department the same principle applies to the individual workers. It is only team work that succeeds. The man who, for whatever reason, will not work in harmony with his fellows and with the organization as a whole is a clog in the machinery.

★ ★

To work in harmony as a team men must be brought to know each other, to respect each other, and to be friends as well as business associates. An effective way to accomplish this is by bringing them together after office hours, so that they may learn to play as well as to work one with

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the other. Hence the commercial value of the outing. It establishes confidence, loyalty, and friendship between employer and employe and between the employes themselves. The effect is quickly seen in office, warehouse, and factory. The improved efficiency is worth many times what it costs.—*Paper Trade Journal*.

★ ★

A salesman's success is in proportion to his understanding of his goods and his market.

★ ★

All of the advertising matter of a large business ought to be carefully read and studied by its salesmen. George Edmund Smith, president of the Royal Typewriter Company, recently said that if the salesmen were thoroughly familiar with the company's latest ideas and worked systematically to accomplish the purposes indicated by its advertisements, it was comparatively unimportant how much the advertisements were read by the public.

★ ★

There is no unbelief!
And still by day and night, unconsciously,
The heart lives by the faith the lips deary,
God knoweth why.



Louisa and Herschell, children of Lubricating Engineer Wm. Harvey, Atlanta, Ga. Louisa says: "Always use Texaco Home Lubricant on your roller skates."

We want our prosperity to be lasting. We want the foothold we are gaining in the world market to be permanent. Nothing will accomplish so much in this direction as the maintenance of a friendly feeling between our customers—the nations of the world—and ourselves. And this friendly feeling can be maintained only by a dignified national policy and a dignified business policy.—*The Odd Lot Review*.

★ ★

Don't put all your export risks in one basket. A world-wide market discounts domestic depression. The true exporter sells wherever a market exists or can be profitably created.

The time to start is now.—*Walter F. Wyman*.

HIS WAY

He had a business tale to tell
Of merchandise he had to sell.
Instead of war he talked about
His merchandise, and pointed out
Wherein it bested other wares.
He minded well his own affairs;
He talked convincingly of why
This is the proper time to buy;
The reason for the price he told,
And had another order sold.

He didn't wail in manner sad,
That things were going to the bad;
He didn't sing a dismal song,
Or wear a gloomy face and long;
He simply plugged ahead each day
And made the business come his way,
And when they asked, "How're things
with you?"
He'd say, "I've all that I can do."

—*Detroit Free Press*.



Robbie Lee, Hilda, and Frances, daughters of Mrs. Maggie Ellison, Hall Clerk, 5th Floor The Texas Company Building, Houston, Texas.



TEXACO STAR

"SO THAT HE WHO RUNS MAY READ"

Road signs like these are distributed on many highways and touring arteries throughout the country. Some of them are passed by 15,000 automobiles daily. Texaco Road Signs are invariably placed at right angles to the line of travel. They refuse to be missed.

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Some of the larger books prepared by the advertising department. The Oil Fuel book, prepared in conjunction with the engineers and Fuel Oil Department of the Company, is a recognized text book on the subject.

ADVERTISING THE TEXAS COMPANY

HARRY TIPPER

Manager of Advertising Division

One of the prominent and very successful advertising men has called advertising "selling to the group" to distinguish it from personal salesmanship, which is selling to the individual. Advertising is nothing more than the application of the power of publicity to the extension of business influence made possible by the increase in the reading habits of the public.

A few centuries ago when but very few could read or write, there was only one method of selling and that was over the counter. As more and more people acquired knowledge of reading and writing, more and more business was transacted between individuals at a distance by means of written communications, and when

printing was introduced the seller of goods began to use it to extend the field of his influence.

It is rather interesting to note that it was the merchant who first induced the printer to print posters announcing the sale of goods, and not the printer who induced the merchant to let him do the work. In the same way it was the merchant who demanded of the publisher that he give him some space to announce his merchandise, and for a long time the editor and publisher of the newspaper only gave him the opportunity under protest and on the understanding that he would use the smallest possible amount of space. All the methods of advertising which are so

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much in evidence today were used because the seller of goods was farsighted enough to realize the possibilities of these new things. It was not that the printer, the editor, the publisher, or sign painter saw the possibilities of his own work which were lying idle. It was the seller of the goods, therefore, who created advertising as a method of extending business, and it was a long time, possibly two centuries or more, before the people who made their living by printing, publishing, etc. realized the value of their own work to the business man. That early condition is the foundation of the present system of buying advertising in newspapers, magazines, and other periodicals by the amount of space.

HISTORY The Texas Company had done some advertising even in its earliest days, but no regular department had been formed for the consideration of advertising and no regular method used in connection with it until 1909, when the advertising was placed in charge of the writer in the Northern Territory, and of Mr. Silsbee in Houston. This arrangement was continued for about a year when Mr. Silsbee left, and the advertising was placed in the writer's care with Mrs. Taliaferro handling details in the Houston office.

In the year 1911 the Advertising Department was changed to the Advertising Division of the Sales Department and the Southern office was disbanded and was not reopened until the beginning of 1915, when the increasing work in connection with the advertising in the Southern states made it necessary to have a representative of the Advertising Division on the spot.

On account of the distribution of advertising matter from the district offices and the importance of records being kept for that distribution, it was decided at the close of 1913 that the district superintendent should assign one of his assistants to the duty of handling the advertising distribution from the district office. One man, therefore, in each district is responsible directly for the proper care of advertising stock, for the local distribution of advertising matter, and for the necessary correspondence with the Advertising Division headquarters.

When the Advertising Department was first created The Texas Company's name was practically unknown in the Northern Territory excepting to fuel oil consumers

and consumers of paint and varnish products. At that time it was no unusual thing for solicitors of financial papers and other magazines to see me under the impression that we were advertising stock or Texas land, or something else entirely foreign to our real business.

The first advertising booklet put out by The Texas Company of which the writer has any knowledge, was the photographic album containing pictures of oil fields and the refinery and stations of The Texas Company in 1907. In the beginning of 1909 the first appropriation for advertising was authorized for printing three booklets about paving and roads products, and for placing announcements in a few of the technical journals devoted to this kind of work. These first booklets were respectively "Texaco, The Road Builder," "Texaco Paving Filler," and "Texaco Paving Cement." For some time the only products advertised by The Texas Company were asphalt products and the paint and varnish products, the products advertised being the road oils and road asphalt, paving asphalt, paving filler, water-proofing, and the paint and varnish products "Texene" and later "Texaco Spirits."

The appropriation made in 1909 was the result of a conference between Mr. Silsbee, who was handling the work in the general office at Houston, and the writer, who had been brought into the advertising because of previous experience with the advertising of road materials and a knowledge of roads and paving engineering and selling. This arrangement of co-operative action was continued until Mr. Silsbee left in the following year, when the Advertising Department was formed under the writer's direction.

One of the greatest difficulties which we had experienced in the sale of asphalt for paving and road work was the fact that the old specifications which had been adopted by a great many cities and other governing bodies, were so framed as to make it difficult or impossible to use Texaco materials under them. It was the purpose of the advertising to show the reason why these specifications should be changed to admit Texaco Asphalt and also to indicate its value. In the latter part of 1909 and through 1910 I wrote a series of articles in the *Municipal Journal and Engineer* on the testing of asphalt, which were later collected into a pamphlet and used as a text-

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book in some of the engineering schools. This work was gradually broadened until the paving and roads magazine of The Texas Company was started. At a later period the specifications in most places had been opened to admit Texaco Asphalt, and the purpose of the advertising having been accomplished, it was dropped.

About this time arrangements were made to put up the first stations in the Northern Territory and begin the distribution of gasoline and kerosene products.

A great deal of prejudice existed in favor of Northern products in the territory to be covered and it became necessary to issue some pamphlets to inform the public of the value of Texaco products. Up to that time there had been, as far as we can ascertain, no advertising of any kind dealing with the quality of gasoline or illuminating oil, and the two pamphlets, "That Lost Mileage" for gasoline, and "Just Like Daylight" for kerosene, were the first which had ever been put out to the public along those lines.

On the opening of the refined stations in the New England District at this time, a three-months campaign of newspaper advertising of "Crystalite" was conducted in the towns where the stations were situated. As an illustration of how closely this advertising was watched the following incident may be interesting. The advertisements of "Crystalite" were designed to show the use of kerosene for lighting under various conditions. One picture showed a man milking cows in a barn by the light of "Crystalite." In drawing the picture the artist had put the man on the wrong side of the cow, and somehow or another this got out without being corrected. Quite a number of letters were received by us after the appearance of this advertisement drawing our attention to the error.

During this time the work on behalf of paving and roads material had been going on and somewhat extending, until in the beginning of 1911 the house organ "Paving and Roads" was started.

In the year 1911 the first appropriation was made for the general advertising of Texaco Motor Oil, and that year the Advertising Department was changed to the Advertising Division of the Sales Department. This campaign included booklets, circular letters, advertisements in all the leading magazines, signs for garages and other dealers, etc.

From that time the advertising has been extended until today we are covering in our advertising gasoline, motor oil, general lubricating oils, transmission lubricant, cup grease, roofing, axle grease and other farm products, Texwax, and Liquid Wax Floor Dressing. In our work for the advertising of these products we use blotters, folders, circular letters, booklets, technical journals and other special magazines, newspapers, window displays, painted outdoor signs, metal signs, electric signs, farm journals, etc.

The operation of the Advertising Division involves a large number of somewhat intricate details from the time that a piece of work is projected to the time that it can appear in print. The whole plan of action is based, of course, upon the value which the advertising will have in aiding the movement of the goods; and the importance of the product, the method of distribution, the territorial conditions, and other features must be considered before the details can be worked out. It is necessary for the advertising to be considered from a company standpoint sometimes without regard to the sales, territorial, or district divisions. In connection with the motor oil, for instance, we have more large outdoor signs in New England than in any other territory of the same size, but as from 200,000 to 300,000 cars from other States, as well as from Canada, tour through New England in the summertime, these signs are not placed because of their advantage to New England, but because of their value to The Texas Company all over the country.

After a plan has been made up and approved by the proper authorities, the work of putting it in operation frequently means a labor of many months. In the location of the outdoor signs for motor oil and gasoline the advertising manager and his assistants traveled over 7,000 miles to pick out the places where the signs could be erected to proper advantage. The various routes were studied in each territory as to the amount of automobile traffic so that the best possible places could be secured with the least possible expenditure. In some cases the whole road system of a State or Territory was gone over very carefully before anything else was done. Each location was chosen from the amount of automobile traffic past it, from the proximity of other signs, from the angle of



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Some of the printed matter prepared and distributed by the Advertising Division. These include booklets, folders, envelope stuffers, post cards, blotters, etc. Millions of these have been sent out, some to customers direct, some through agents, some through dealers who often print their own name and address on them.

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the sign to the road, and from the necessity of slowing up the car on passing the sign. It was nearly a year from the time the first plan of outdoor sign work was made before even the larger part of the territory had been properly covered. But The Texas Company has the most valuable sign locations of any company in the business today.

In connection with the metal signs which The Texas Company uses in its advertising of motor oil and gasoline, the present combination of sizes and colors are the result of almost two years of investigation and experimentation with different color combinations and different sizes of signs. The present circular sign for filling stations and the present flange sign for garages are the largest of their kind that have ever been used in this country, and in the case of the filling station sign some special machinery was required in order to develop it.



Our handsome circular hanging sign shows thousands of motorists where to get Texaco Products.

PRINTED MATTER

In the getting out of a piece of printed matter, however small such a piece may be, the services of the artist, copy writer, engraver, and printer are required before the material is ready to be placed in our

stock. In the getting out of printed matter for a year, a rough plan is made of the subjects which are to be treated or the products to be advertised. After this plan has been approved work is started on the writing of the copy. In writing this copy the Advertising Division must depend upon information secured from the sales forces of the Company for the material which can be used. This information is filed under the products and the subjects so that it will be available for writing the advertising matter at any time it may be desired. From this information appropriate material is gathered for the particular piece of printed matter and worked over until it is in sufficiently good form to be typewritten. After this has been done it is gone over by the various members of the advertising staff in conference, and changed and amended until it receives the approval of the advertising manager. At the same time a rough sketch is made in pencil of the suggested illustration, border decoration, or other art work which is to go with it. This also is subject to such amendment and improvement as is required, after which it is finished up and sent to the engraver to be made into a plate for the printer. The choice of paper, its color, texture, and weight are involved, and the choice of the size and character of the type to be used in printing must be made before the advertising matter can finally be set up. After the printer has received full information on the work he submits a sample of the paper for approval, a proof of the printed matter for correction, a proof of the illustration in colors, and a final proof including everything required by the order.

Naturally all this process requires time so that it is frequently from one to three months after the booklet is decided upon before the printer can deliver any of the edition. After it has been delivered it is placed in the Advertising Division stockroom at the Bayonne Terminal and shipped out to the various districts for their distribution. It is customary to order from 75,000 to 100,000 of each edition, and the printed matter of the Company for the year reaches approximately 2,000,000 copies. From the stock department of the Advertising Division over 8,000 shipments were made in the first six months of this year.

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World-Wide Distribution of Oil Products From Texas

Since the war began papers and magazines of all kinds bring about the opportunities in the foreign field for oil in the United States.

Texas is already sending products manufactured in the whole world, and of these oils made at Port Arthur by The Texas Company go farther abroad and more of the world than other manufactured products.

From Port Arthur and Galveston, owned all the way to the Texas Company, in ships chartered by the company which load these oils go to China, India, West Africa, Australia, South America and all the other parts of the world. The Texas Company is recognized as a mark of quality.

A large fleet of vessels is required to carry the Texas Company's oil products to all parts of the world.

TEXAS flagships illustrated at the top of this page.

Wherever the Texas Company's oil products are used, they are used with the Texas Company's oil products.

The Texas Company's oil products are used in all parts of the world.



Largest Box Factory State Used For Exporting Oil

The oil which goes to Port Arthur for the Texas Company is packed in boxes made in this factory. The factory is the largest in the state and is used for exporting oil.

All the oil which goes to Port Arthur for the Texas Company is packed in boxes made in this factory. The factory is the largest in the state and is used for exporting oil.



Foreign Navies Use Large Quantities of Texas Products

The Texas Company's oil products are used in large quantities by the navies of many foreign countries.



The Fastest Boat in America

The Texas Company's oil products are used in the fastest boat in America.

Bringing Trade to Texas

The Texas Company's oil products are used in bringing trade to Texas.



The Longest Wireless Message

The wireless station at Tuckerton, N. J., has been maintained a good many times since the war on account of the operations of machinery which have been in connection with it.

This station is the most powerful wireless station in the world, sending messages direct to Havana, France, from the New Jersey coast.

The mast is 825 feet high and the longest wireless messages yet delivered have come through it.

TEXACO LUBRICANTS

are used for the operation of the plant at this point. They are used because they are the high quality and durable which is necessary to keep the station in perfect running order.

Made in Texas, quality and service are guaranteed for all products furnished by The Texas Company.

This quality and service are guaranteed by you at your own expense.

Use the Red Star Grease, Lubricants, and Oils, labeled with the Texas Company's oil products.

The Texas Company's General Offices, Houston, Texas.



Oriental Methods of Buying Texas Oil Products

The Texas Company's oil products are used in Oriental methods of buying Texas oil products.



Industrial Power is Created

The Texas Company's oil products are used in creating industrial power.



Carrying Light Into Darkest Africa

The Texas Company's oil products are used in carrying light into darkest Africa.

TEXAS NEWSPAPER ADS

These advertisements are from a series running in 247 newspapers in the State of Texas. By this means millions of people were told of the size and scope of The Texas Company. Further advertisements are acquainting them with the worth of our individual products.

TEXACO STAR



Typical magazine advertisements taken from general magazines and automobile papers.

newspapers The Texas Company always requires that its advertisements be placed in such a position that they are not in company with fake advertising and a request to this effect is sent out with each order.

TECHNICAL JOURNALS A representative of the National Association of Steam Engineers in addressing the Technical Publicity Association in New York sometime ago, said that the technical journal was of the ut-

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PAVING AND ROADS



AN EXAMPLE OF GOOD PAVING, BARRINGTON, N. J., TREATED WITH

the formation of a layer of damp dust on the surface is ended, and before the winter sets in the surface of the road has suffered very considerably from traffic during the intervening time.

Compare this with the efficiency of oiling for dust laying purposes without for the moment considering the economy in cost.

One application of light dust laying oil, lasting anywhere from two to six weeks, is sufficient to lay the dust twenty-four hours a day. There is no dust nuisance at any time either in the early morning or the evening. Any protection afforded by the holding

of the face-protective coating is at no time to the main and a with and last (prop cease until equal result

PAVING AND ROADS

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of a somewhat impaired road, the next spring will find the road damaged to a comparatively slight extent, with a total elimination of the dust nuisance.

There is another side to this question—apart from the cost—which shows the advantage of a proper method of oiling for dust

usually been referred to in a semi-satirical way. There is a strong growing opinion, however, among the medical profession and men who have authority and information on questions of health, that the effect of dust carried into the system, not only as an irritant but as a carrier of bacteria, of all

is considerably more harmful than we have been apt to credit for. Whatever may be our opinion as to the extent of damage in this direction, unquestionable that the effect of dust is beneficial in many ways.

1. The relative cost—apart from the efficiency of the two methods. The costs which are

Paving and Roads



Volume II

December 1912

Number 6



REG. U. S. PAT. OFF.

PUBLISHED QUARTERLY IN THE INTEREST OF GOOD ROADS

BY THE TEXAS COMPANY

Copyright 1912 by The Texas Company



NEW JERSEY.

PAVING AND ROADS (Now discontinued)—This was a monthly magazine which appeared regularly for some time. It did much to overcome the unjust prejudice concerning Texaco Asphalts. After Texaco Asphalts had the opportunity of demonstrating their value the need for this publication diminished, and it was dropped.

gasoline and motoroil by the use of Texaco products, we have been obliged to show the records of tests and the statements of customers in order that the advertisement would be allowed to appear. This is done, of course, for the protection of the subscriber, and at the same time it adds to the advertising value of the publication because of the confidence which the subscriber has in the advertisements which appear in its columns. The Saturday Evening Post has gone so far in this direction that it has very stringent rules as to what may be said and what may not be said in any advertisement that appears therein.

There is a general tendency in all periodical advertising to adopt rules of the same kind, and there is no doubt that the value of the advertising of the legitimate business concern will be considerably increased by this stringent action.

WINDOW DISPLAY NOVELTIES FAIRS

This branch of the advertising work differs a good deal from the periodical advertising. The window display advertising is indicated effectively by the illustration of the picture of the set gotten up for the motor oil campaign, of which some three thousand were

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Lubrication

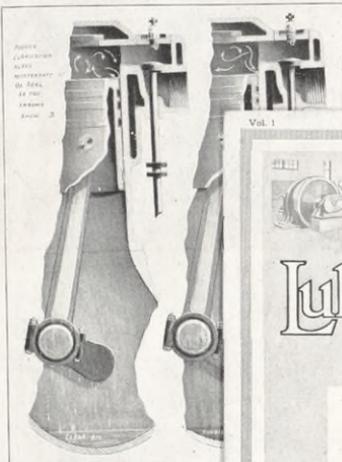


FIGURE 1
 SECTION THROUGH
 THE PISTON
 AND CRANK
 MECHANISM
 SHOWING
 THE EFFECT
 OF GOOD AND
 BAD LUBRICATION

If the seal between the piston rings and cylinder walls proved to a high degree. In order to maintain good oil film evidently be used which will adhere to the cylinder piston rings and the cylinder walls. If there is a slight leakage may seep into the crank case, making the oil ash.

The effect of good and bad lubrication is

Lubrication

The amount of power developed from the explosion is largely dependent upon the compression secured during the second stroke; the greater the compression secured during that stroke the greater will be the initial pressure at the time of explosion, and consequently the greater the force of explosion.

If the seal between the piston rings and cylinder walls so that compression is secured and the metal surfaces are still kept apart. If the lubricating oil used is too light or is not of such a character as will provide this, the piston rings and the walls of the cylinder will come together so that there is excessive wear, resulting in a larger clearance at some points in the cylinder, and in a difficulty in securing as much compression as should be secured, and in a rapid replacement of oil to maintain a working condition.

It is not true of all oils, applications of the same. They are applied in different ways, and the oil required for these different applications is different. It is true that there are mechanical limitations, and in character. It is true that there are oils on the market which are not suitable only under different conditions, and variations in motor and engine design may require in the character of the oil. However, that there is a right character more important than the oil.

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—

Long Time Runs

Published Quarterly by
The Texas Company
 New York

LUBRICATION—This is a quarterly magazine designed to disseminate information concerning lubricating problems and developments. It reaches Engineers, Superintendents, Purchasing Agents, and others interested. It has a circulation of over 18,000.

sent out to dealers in various parts of the country. (See page 10.) Another type, is the window card, of which the Axle Grease store card described on the back cover is an example. These items are used to take advantage of the dealer's windows in helping his sale of Texaco products.

In the past few years we have used a good many novelties for souvenirs in connection with fairs and conventions, for distribution among our customers and prospects. Texaco watch fobs, key rings, pencils, engineer's rules, gasoline gauges, etc. are among the items that have been used for this purpose.

For many years it has been the practice in connection with the opening of new territory and the increase of sales through old territory, to place exhibits in county and State fairs in different parts of the country. The Texas State Fair at Dallas has always been the largest exhibit of The Texas Company. Housed in a permanent building it has attracted every year thousands and thousands of people from all over the State and adjoining territory. For the smaller fairs standard displays are worked out, some twenty-nine of these having been ordered for the fairs in the Northern Territory this year.

TEXACO STAR



TACKER SIGNS FOR GARAGES, FILLING STATIONS, DEALERS, ETC.

These are 18 by 40 inches in size and show the Texaco colors in bright weather proof enamel. Thousands of these signs can be seen throughout the country. We also put out a gasoline sign similar to this one.

DEPARTMENTAL WORK

The work of the Advertising Division is divided into several specialized branches taken care of by men trained in the particular kind of work involved. The art work, the choice of color combinations, the writing of the copy require a specialized knowledge of drawing, a talent for what is interesting to the public, a knowledge of the business of engraving and printing, and a knowledge of the English language considerably in excess of that required in any other branch of business. This department is under the special care of one member of the Advertising Division staff whose work lies entirely along these lines.

The buying of advertising matter requires a knowledge of the processes and costs of printing and engraving, a knowledge of the circulation and rates and other factors in publication work, a knowledge of the different processes of lithographing and enameling and other poster and sign requirements, and an ability to distinguish between different elements that enter into the cost of work in the workmanship as well as in the material used. This work, along with the oversight of the routine work of the office, is in charge of the general assistant.

At one time or another the Advertising Division has used as many as 1,000 publications or other advertising mediums, has published scores of different booklets, and sent out hundreds of circular letters and other items that make up the advertising requirement of the company. Every booklet, every circular letter, and the cost and

conditions of every advertisement in a publication must be recorded, analyzed, and filed. A large part of this work is done by contracts, a great many of which are time contracts covering certain periodicals. This work requires regular accounting and the filing and classification and analysis of a great deal of special information not required in any other branch of the business, and includes full records of each printing and circulation job that passes through the Advertising Division. In addition to this work it is necessary to keep on file in the Advertising Division mailing lists of people who subscribe for the magazine *Lubrication*, to whom circular letters are sent, and other mailing lists from which advertising names are to be taken. These mailing lists are kept on stencils which can be passed through addressing machines so that several thousand names can be addressed in one day when necessary. All this work is classified as one department of the advertising work, and is under the direct charge of one of the Advertising Division staff.

The conditions surrounding advertising in the export field are very different from those that enter into advertising in this country. In view of these facts and in view of the growth of the export business of The Texas Company one man has been assigned to spend his whole time on the export advertising problems working in the Export Department.

On account of the large amount of advertising which is done from time to time in the Southern Territory, particularly in

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WINDOW DISPLAYS AND EXHIBITS

Often we are called upon to prepare displays and exhibits. Usually an ordinary photograph suffices to show the arrangement; in this instance however, it was necessary to show the combination in its original colors to the customer and give him explicit directions.

Texas and adjacent States, and the amount of work required in checking the advertisements, filing the necessary data, and looking after the local matters in Houston, a member of the Advertising Division staff is located in Houston to give his attention to such work.

Some of you may wonder how the Advertising Division is able to check the appearance of advertisements in the periodicals after the copy has been sent to the publication. Each publication which has received an order for advertising sends to the Advertising Division office a copy of the issue containing the advertisement. The advertisement is cut out of the publication, marked with the date of issue of the paper, and filed. When the bill comes in for this advertising the file is looked up and payment is made only upon those issues of which we have copies showing our advertising therein.

The purpose of the advertising done by The Texas Company is to make known to the general public the name of the Company, its trademark, its facilities, and the value of its products, so that every possible customer of The Texas Company will become familiar with these things, thus materially aiding the sales forces of the Company in their work of selling the goods which we have to offer. In effect, what the advertising does is to collect from among the people of the country an audience. When we have collected the

audience, either through the newspapers, magazines, or by means of the sign, we do not expect to reach all the audience we have collected. Some of the people we are trying to reach will not be interested in what we are talking about, some of them will go to sleep over the publication just as they will in a hall, and some of them will be interested. We can count upon a sufficient number always being interested to make it possible for us by repeatedly bringing our name and service to their attention to aid effectively the sales work which must be done by the organization created for that purpose. To do this, however, we have to keep in close touch with everything that goes on in the Company which might be interesting to the people outside, and we must keep in close touch with the people outside of the Company so that we can know what kind of matter they will be interested in.

After all is said and done, the advertising we do is valuable for what we say and how we say it. What we say must be secured from the information we get from the sales force and from the refining and other departments of the Company; and how we say it must be secured from our study of the outside public so that we will know how they can be interested. For each hundred men who can speak in private so as to convince somebody else, there is only one man who can speak in public so as to be just as convincing. And for every

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THE TEXAS COMPANY
HOUSTON, TEXAS, NEW YORK, N. Y.
司公油火光美薩德

三月 大
四月 大
五月 大
六月 大
七月 大
八月 大
九月 大
十月 大
十一月 大
十二月 大

天乎德火水為人所
必用之品若不擇其
品質之優劣而用之
則體氣必受其害而
生有非本行運到美
國德俄名廠製煉
之上等火水油分發
中國南洋各地發售
此火水油之行度極
化學師欲驗確有證
據其力有百度色
水雪白氣味佳和
不與別家之火水油
有黃色混雜火色无
亮油亦即點至其美
潔之木箱裝而且美
是以貨到之處各客
用過無不稱讚其
士商光顧請移玉至
各埠代埋人處面商
可也
德薩火水油公司謹啟

This calendar was prepared by a native artist and was printed in China. Occasionally we must use local talent for foreign advertising in order to catch the true spirit.

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hundred men who can speak in public only one man can write to the public and still carry conviction.

The interesting as well as the difficult

part of the advertising work is to plan the advertising so that it will reach the right people and to write it so that it will convince them after they have been reached.

TRADEMARKS

HARRY TIPPER

Manager Advertising Division.

One of the important considerations in the marketing of Texaco products is the trademark by which each of the products is known. This branch of the business is handled in the Advertising Division, where all trademark records are kept and from which all applications for new trademarks in the United States and foreign countries are made.

The Texas Company owns a great many trademarks in many countries and the process of keeping these trademarks free from infringement, the applications to the many governments involved in the registration of the marks, and the necessary actions to be taken where there are oppositions to the registrations form a quite special and voluminous part of the work.

In the registration of trademarks the choice of a mark that will be distinctive as well as exclusive is a hard matter. Frequently a number of names will be found useless because they have already been applied to other products in the oil business, because they are not registrable, or because they are not appropriate.

The trademark laws of the various countries place certain restrictions on the choice of a name or design which must be complied with before the mark can be protected. Particularly in the foreign field the requirements are difficult, because the design for the mark must be something with which the natives are familiar and something that can be readily stencilled on the cases in which the products are packed and be easily registered in this and other countries involved. In the cases of the marks "Vishnu" used in India, "Scale" in China, and "Carabao" in the Philippines, the design prepared by the Advertising Division had to agree with the actual figure as it would be recognized by the natives, and in more than one case natural history or mythological or other volumes had to be consulted after the other difficulties had been cleared away.

In the United States The Texas Company has registered eighty-six marks and a varying number of additional registrations in almost every other country in the world.

"HOW THE COLORS GET THERE"

HARRY TIPPER

Manager of Advertising Division.

We had the proof and the original drawing of the *Star* cover for this month on our desk when a friend dropped into the office. He expressed his wonder at the way in which the colors had been carried out by the printer and asked us 'how they got there.' Doubtless many readers of the *Star* frequently see fine color reproductions of paintings, of landscapes, silks, draperies, and so on, and wonder how the beautiful shading and fine tints are secured. Perhaps an explanation of the making of the front cover of the *Star* will help to clear up the "mystery."

We picked up the original drawing and asked our friend how many colors he saw.

"Well, there's red, yellow, blue, green, black, a little orange, and all sorts of shadings of those colors."

"How many colors do you see in the reproduced cover?"

"Just the same."

"Now look through this magnifying glass, and tell me how many."

"Now I see only red, yellow, blue, and black dots—but when I hold it at a little distance, they all seem to go together and make all the colors of the rainbow."

"That's just what happens, for this is made by the four color process."

It is known to everyone that any color can be obtained by skillfully mixing the

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three primary colors, red, yellow, and blue, in proper proportions. This is practically what the engraver does in making our color plates.

Everyone is also aware of the way in which a clear glass prism will separate light into its constituent parts—the spectrum or rainbow. The engraver applies a modification of this principle, but his task is not only to separate the colors into their component parts of red and green and blue, but to catch one color at a time and preserve it upon a printing plate. When a spectrum is thrown on a screen and a blue glass is held before the rays of colored light the color blue will not show in the “rainbow.” The rays of blue light are absorbed by the blue glass. In a like manner the red glass will cut out the red rays and the yellow will not transmit the yellow light.

Now we send our colored drawings to the engraver, who focuses his camera upon it with an ordinary lens. The photograph he takes, if printed, would show a mere black and white reproduction, just like any simple Kodak print. But in making process engravings, a “half tone screen” is placed before the glass plate on which the photograph's negative is to print. The screen consists of a glass plate carefully ruled by fine lines at right angles to each other, dividing the screen into square dots. In this instance there are one hundred and thirty-three squares along the side of each inch. You can readily see the square dots by looking closely at any of the black and white reproductions in this book. This screen serves to break up the surface of the plate into dots in order to catch and hold the ink so that it may be transferred to the paper. The density of these dots determines the amount of ink and consequently how dark or how light the plate will print. In some cases these dots are so close together as to make a thoroughly black surface, in other places they are so far apart as to make an almost imperceptible grayish tint.

Now the engraver introduces a color filter which is a hollow lens containing a colored liquid which can be changed. In this case the filter is a bright green. It is to be remembered that green is made up of yellow and blue, and that these colors will not transmit their respective light in the spectrum; the two of them working together would therefore cut out the yellow and blue rays, and consequently the only

color which reaches the photographic plate will be the red. If this plate were printed the only dark spots shown upon it would be the star.

Next, he uses another glass plate and a purple lens. Purple, being made up of blue and red, will not transmit those colors; only the yellow shows. If this plate were printed, the only dark part would be the border and the words Texaco Star, the light around the star, and the high lights of the figures.

The next color filter is the orange. Orange, being made up of red and yellow, will pass only the blue light. The blue plate shows practically a complete surface inside the border, cut out where the yellow or red predominates as on the star and the border and the words Texaco Star.

We have four photographic glass plates, one containing only the red, one only the blue, one the yellow, and the last a black or gray reproduction of the whole sketch; and each of these is in that degree of light or dark in which its color appears when picked out of the drawing by the color filter.

These glass plates or negatives are then printed on metal—copper specially sensitized to photographic action. They are printed just as you hold a film to the light and print it on paper, except in this case it is to be remembered that the negative is broken into dots by the fine lines or screen we have referred to. These metal printing plates are then developed by treatment with an acid which bites away those parts which were not touched by the light, and therefore leaves a higher surface for the parts of each plate which are to be printed in its color.

Now let us take the yellow metal plate. A roller covered with bright yellow ink is rolled over it and then a proof is pulled. Looking at this proof you will see heavy yellow dots on the border and lettering, so close as to make almost a solid tint. The yellow dots become smaller and further apart where there is very little yellow, and in some places they disappear entirely.

The red plate is treated in like manner, and it is then printed over the yellow, carefully adjusted or “registered.” In those places where the red is very strong in the drawing, as on the star, it will practically hide the yellow dots from view. Where the red is a little weaker, the color will ap-

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pear as an orange red; and finally where the color is very weak hardly any red will show over the yellow.

Over this combination of yellow and red either one of the two remaining plates is printed—in this instance, the blue. There has been a foundation of color built up for the blue. The sky, instead of being a cold blue, has been warmed up by light red and yellow screen. The yellow is toned down by the addition of the blue, and in those places where the drawing shows a green, as on the lower lettering and on the T, the blue comes down into the yellow and gives the desired green tint.

Now there remains only to print the black. This ties up and holds together the other colors and gives them depth and detail.

This short article roughly explains how by four separate printings all the tints and shades are secured, but it does not give the reader an idea of the great care with which both the engraver and the printer must handle these plates so that the little dots of color will fall into the right places with the right amount of ink to secure the desired effect.

We have not dwelt on the hand work for which highly skilled hand engravers must be employed. This hand work is designed to clean up the plate and heighten the

effects. Naturally the color filters are not perfect (if they were almost anybody could make color engravings) and as they are not perfect some of the rays of the blue, for instance, will fall on the red plate, some of the yellow on the red, *etc.* The skilled workmen with his burnishing tools must, by carefully referring to the original drawing, pick out those parts which should not have reproduced and correct up the plates. Also in some cases where a clear white or a clear yellow should be shown, it becomes necessary for him to cut away or rout out the corresponding dots on the other plates so that they will not cloud up this clear place.

Reproductions can be made in three colors by this process by leaving out the black, but often the finished work suffers for lack of depth and detail. While the four color process is costly, it is justified by the results and in some cases it is the only way to reproduce a design.

We selected the front cover for this explanation because the design is simple and the separate colors are more easily detected; but if you will turn to the back cover and examine the "Grease Man," you will appreciate the beauty of this process where the colors are so blended as to reproduce the warm flesh tones and cool shadows and the texture of the wood.

*PLAN FOR CO-OPERATIVE FINANCE FOR EMPLOYEES OR ASSOCIATED INDIVIDUALS

*Copyright, Wm. W. Crane, 1915

WM. W. CRANE



Major Wm. W. Crane, Agent
New Orleans Station

Every community has its "hard up" individuals with borrowing proclivities. Men who cannot pull themselves through until pay-day secure loans from money lenders, barkeepers, and others at exorbitant interest and in wasteful manner. To such an extent does this practice obtain that the matter is sometimes a nuisance, and a solution of the problem has long been sought.

A novel and practical plan whereby the borrower lends himself his own money without interest has been evolved by the writer, Agent of The Texas Oil Company at New Orleans, La. The plan is copyrighted (subject to changes in name and other details as required in particular cases), but license is given all Texaco offices

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to use it without any charge or hindrance.

Our little fund in New Orleans is working out perfectly in every detail. One of the Auditors says he wants to see one organized at every important Station.

The exceeding simplicity of the plan appears in the following:

CO-OPERATIVE AGREEMENT OF THE TEXACO RELIEF FUND NO. 1

The undersigned subscribers hereby agree, each with all, to be bound by the following understanding and conform in all respects thereto:

The association shall be known as *The Texaco Relief Fund No. 1*, composed of subscribers to not more than ten each of the certificates of this body. Certificates shall be of a par value of five dollars (\$5.00) each, negotiable to The Texaco Relief Fund No. 1. Certificates may be voted at elections of officers by written proxy of customary form.

Not more than one hundred certificates shall be issued, and subscriptions must be approved by the Executive Committee.

The officers of the association shall be a Manager, an Assistant Manager and acting Treasurer, and a Secretary, who shall receive no salaries, but shall be compensated by receiving an amount equal to the quarterly dividends on eight certificates, divided as follows: to the Manager, the equivalent of three certificate dividends; to the Assistant Manager, the equivalent of three dividends; and to the Secretary, the equivalent of two dividends.

The Executive Committee shall be composed of the three officers and two certificate holders, to be elected at each annual meeting.

Annual meetings shall be held at the time of the quarterly meeting of January in each year. Meetings will be held quarterly on the second Wednesday of January, April, July, and October, or upon the written call of five or more members, and proceedings of any meeting ratified by the signatures of five or more members will be considered final and binding.

No transactions, details, or work incidental to The Texaco Relief Fund No. 1 shall be handled during business hours.

Loans shall be made to certificate holders in accordance with the following regulations:

No interest or discount shall be charged, but a clerical fee of twenty-five cents shall be imposed on each loan made; loans shall be liquidated upon the next ensuing pay-day. Regular loans may be made to certificate holders in amounts not exceeding par value of certificates and only on the approval of the Executive Committee.

Special loans may be made to any certificate owner upon security and in amounts approved by the Executive Committee.

To my mind there are only three fundamental principles in advertising; namely, be honest, be sensible, be persistent. I say be honest, because every advertiser should remember that advertising doesn't create value, it merely tells of it. The value has to be in the article itself. I say be sensible, because the majority of people who read copy are endowed with good commonsense. I say be persistent, because you have to keep everlastingly at

Certificates may be paid for by partial payments and accumulations as declared quarterly, and upon an initial call of two dollars (\$2.00), and subsequent calls, if required, of not more than one dollar (\$1.00) per month.

Certificates must be attached to memorandum of regular loan and returned to certificate holder when loan is liquidated.

Accumulated earnings will be divided quarterly, credited to certificate accounts until par value is reached, after which earnings may be divided by the Executive Committee.

CERTIFICATE

This Certificate represents that..... is the holder of one share of The Texaco Relief Fund No. 1 of a par value of \$5.00 and is negotiable only to The Texaco Relief Fund No. 1 in an amount not exceeding its par value. This Certificate is issued as a basis of loans from The Texaco Relief Fund No. 1 and its value is established by the book records of The Texaco Relief Fund No. 1.

Conditions Accepted.

Secretary.

PLAN

A party desiring loan must acquire a certificate representing a par value of five dollars (\$5.00). This certificate may be paid for by initial call of two dollars (\$2.00), by amounts credited as earnings, and by subsequent calls, if necessary, of not exceeding one dollar (\$1.00) per month.

A party not holding a certificate desires accommodation. He is unable to pay the initial call of two dollars (\$2.00), and the loan is made to him of two dollars (\$2.00), upon which a clerical fee of twenty-five cents is charged. He pays the \$2.00 as his initial payment and certificate is issued. He immediately hypothecates his certificate for the additional amount he desires, upon which he pays an additional clerical fee of twenty-five cents, surrenders his certificate, which is attached to the evidence of loan and on the succeeding pay-day liquidates both loans and receives back his certificate. He will probably immediately negotiate another loan but he is borrowing his own money and is also paying another clerical fee of twenty-five cents.

Funds are made available for the loans of such borrowers by the payments and advanced payments on certificates made by non-borrowers.

Net earnings are credited quarterly, until par value is reached, after which net earnings are distributed as ordered by the Executive Committee, the suggestion being made that 50% of net earnings be passed to a reserve fund and the remainder distributed as dividends.

The memorandum of loan to be filed with certificate is in the form of a time check, or voucher receipt, for salary or wages already earned.

it. People soon forget and unless we keep persistently at advertising we had better not begin at all.—Hugh Chalmers.

* *

There are two kinds of advertising that do not pay—dishonest advertising and advertising that isn't lived up to. By not living up to advertising I mean not backing it up with service to the customer.—Jerome P. Fleishman, in *The Baltimore Sun*.

TEXACO STAR

SAFETY AND SANITATION

Mr. L. L. Newton, Chairman of the Subcommittee of Safety and Sanitation at our West Tulsa Works, in the following communication points out especially the importance of interesting and instructing the young in the principles and practice of Safety:

Americans are realizing the need of preventing accidents. The general conservation and efficiency movement and the workmen's compensation laws have directed the attention of all employers to the needless waste of human life. The discovery that by the safeguarding of machinery and the education of workmen, ninety per cent of industrial accidents could be prevented, has proved the value of educational methods. The Safety activities of public officials, trade organizations, public schools, churches, and other agencies have been directed toward the prevention of accidents on the street, in public places, and in the homes. Every phase of human life is affected by accidents, and their elimination means saving human life and the avoidance of destitution and misery.

The National Safety Council realizes the importance of educating school children in the principles of Safety. The children will be the future industrial workers and the representatives of public opinion; their interest must be aroused to practice and preach "Safety First," everywhere. Children can be taught to become alert to their own safety, and they can influence their parents to a deeper realization of their responsibilities.

The National Safety Council has directed the preparation of a book, "Safety Scouts," and hopes that through its pages the children will be brought to realize the manliness of caution and the importance of courtesy and consideration, and to understand that, in short, the Safety Way is simply the right way of doing things, and that the efficiency, comfort, and happiness of many individuals will be increased by the practicing day in and day out of "Safety First." This instruction of children may concern employers only in an indirect way; yet it is an assured fact if an employe has trouble in his home either from sickness or accident, that his efficiency for that period of time isn't what it would be under ordinary circumstances.

I am sure if the employes of this Company would take more of Safety thoughts and actions home with them, not only today but every day, the number of accidents that would happen under a strict "Safety First" discipline would be surprisingly small.

In our own daily work, a fact that should impress us is that if nature had intended men to carry on industries as they have been operated, then she would undoubtedly have provided us with more accommodating bodies—as the lobster, for instance, grows a new claw. The Texas Company has met its employes more than half way for Safety, and let us hope that there isn't one of us who would for one minute be considered in the lobster class.

★ ★

TO STOP BLEEDING

Bleeding from any of the vessels of the lower limb may be controlled by compressing just behind the knee between the two prominent tendons that will be found there when the leg is doubled up.

Arteries of the forearm and hand can be stopped by pressing with the thumb at the elbow joint just to the inner side of the tendon of the biceps, which you may feel like a cord when the arm is extended.

If the bleeding is from the upper arm, stretch the whole arm by raising it above the head. Feel in the armpit and you will locate a prominent ridge on the inner side; press with your fingers just behind that ridge, and you will shut off the blood supply from the whole arm.

These are the more prominent arteries that lie near the skin.—*All Outdoors.*

★ ★

"Don't point at anything electrical," admonishes the Rochester Railway & Light Co., and there is a large illustration posted for its employes, showing how to point—away from the apparatus.

Another pointer: Don't point at all!

—*Power.*

★ ★

Two very common things have a great deal to do with a man's efficiency. One is good bread as the basis of his meals, and the other is a comfortable bed on which to sleep. Are these things up to the notch in your house?

★ ★

Eat less, breathe more; fear less, hope more; hate less, love more,—and it will be the better for you.

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BY THE WAY

There's a young man who has a very public position on El Dorado Street whom I've been noticing lately when I've been waiting for a car. It's a small position at one of the oil stations, and probably doesn't pay a princely salary, but I'm betting with myself three to one that the young man will have a better place one year from date, and this is why: There isn't a moment of the day when that chap isn't as busy as a round rock in a cement mixer. When he isn't dishing up oil and attending to the special business for which he was employed, he is cutting the grass, sweeping the walks, painting the woodwork, polishing up the metal work, etc., and keeping everything as neat as a pin. In other words, he is filling that place. He is doing his work just a little better than it needs to be done. Any "boss" is bound to notice that and do the right thing. If he doesn't, somebody else will notice and do it for him.—L. Clare Davis, in *Stockton Evening Mail*.

Salesman Frank J. Davis, Greenville, S. C., sends these suggestions—"this *William*," he calls them—to the Manager of the Texaco Base Ball Team at Atlanta:

1. I would, before each game, have the Catcher's mitt well prepared with *Crater Compound*. This will make them stick.

2. I would have the Pitcher well supplied with *Cornus*, on account of its speed.

3. I would give the Umpire a liberal supply of *Motor H* to keep down the temperature.

4. I would supply the Fielders with plenty of *Floor Oil* to prevent them going up in the air. Lest this should make them a little slow, I would furnish them with a *Texaco Key Ring*, which would keep them keyed up.

5. Have *George Seatwell* on hand with a good supply of *Harness Oil*, and after each game let him rub the players down with it. This will penetrate the toughest hides, and will fill all pores, thereby preventing any remarks, which might be made about the playing, from sinking in.

6. Make a nice score card out of a sheet of *Texaco Roofing Paper*; and have *Charlie Martin* keep the score with a *Texaco Lead Pencil*.

7. In order that the score shall not run too high, thereby preventing the games from being interesting, I suggest that *Mr. Worthington* check this score card over; because if anybody can keep anything from running too high he is the man.

8. I would have *Uncle Bill Reynolds* work the grandstand with *Tex Wax*, which is far superior to any known chewing gum now on the market. With Uncle Bill's natural ability to demonstrate this commodity, I am sure it will prove a source of considerable revenue.

9. Just one more suggestion to make; on this, however, you must use your own judgment, whether to attempt it or not. If you could persuade Mr.

Vann and Mr. Bradford to handle the gate, it would be a great thing on account of their ability to *Force Collections*.

★ ★

After over two years of investigation, the Interstate Commerce Commission has dismissed the inquiry into the affairs of the American Telephone and Telegraph Co.... It is reassuring to find some attention, at last, being paid to the wasting of the public funds in unnecessary and uncalled for investigations.... The time will come when the people of this country, restored to sanity and enjoying the fruits of a common prosperity, will look back with amazement at the era of trust-busting, railroad-smashing, and destructive legislation from which we are now, at last, apparently emerging.—*Leslie's*.

★ ★

In commenting upon the folly of the new law in Oregon requiring newspaper publishers to give political candidates ten days' notice during political campaigns, before criticising them, the editor of *Leslie's Weekly* adds: "But are not the newspapers somewhat at fault? They have been unsparing in their criticism of public men and of captains of industry, railroads, and finance. Haven't the newspapers gone a little too far in encouraging those who believe that progress consisted in upsetting the existing order of things, in establishing new regulations for the government of society? It is an old saying that chickens come home to roost."

★ ★

"Lend me five dollars, will you old chap?"
"Haven't got it. But I'll tell you what I'll do. I'll lend you the five I lent Jobson over a year ago, if you can collect it."—*Boston Transcript*.

★ ★

"What's that piece of cord tied around your finger for?"
"My wife put it there to remind me to post a letter."

"And did you post it?"

"No; she forgot to give it to me."

—*St. Louis Lumberman*.

★ ★

That Kansas patent medicine manufacturer who was arrested for drunkenness after drinking a bottle of his own medicine was probably only pulling off an advertising stunt.—*Southern Lumberman*.

★ ★

A man who lives in our town
Thought he was wondrous wise;
He jumped into a business,
But wouldn't advertise.

And when he found his business gone,
He tried a method sane;
He started in to advertise,
And got it back again.

—*Life*.

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DEPARTMENTAL NEWS

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

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

With congratulations and all good wishes we announce that Mr. C. E. Pratt, of the Houston Pipe Line office, and Miss Natalie Jewett were married in Houston on July 14 at the residence of the bride. Mr. Pratt is one of the Company's oldest employes in point of service, first taking up his duties at Beaumont, Texas.

Oscar Smith, for some years telegraph operator in the Houston Office, is now in the Dallas Office of the Sales Department in a similar capacity, succeeding H. L. Peoples, resigned.

T. J. McMahon has been receiving congratulations from his many friends upon the arrival of an 8-pound baby boy at his home on July 7.

C. W. Bewley, engineer and gauger at our Evangeline station, is the proud "daddy" of a baby which arrived at his home on June 19.



Camp No. 1



Ditching for crossing West San Jacinto River



Crossing East San Jacinto River

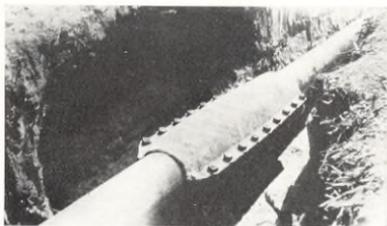
TEXACO STAR



Line at west bank of San Jacinto River



Ditch at Trinity River crossing—16' deep



8" River Clamp, 900 lbs.



Laying the pipe line across the Trinity

REFINING DEPT. Bayonne Terminal employees have organized a club under the name of The Texaco Club, exclusively for Terminal and Laboratory employes. Officers elected for one year from May 3, 1915, are:

M. J. Doyle,	President
H. T. Miller	Vice-President
J. F. Connor	Secretary
T. F. Curran	Financial Secretary
George Carr	Treasurer
Oscar Anderson	Sergeant-at-Arms
T. Allen	Ass't Sergeant-at-Arms

Directors, also elected for one year:

T. J. Mullin	K. G. Mackenzie
A. E. Sandford	C. E. Emmons
R. Amundsen	E. W. Jacobs

Mr. Amundsen's resignation as Director was accepted on June 1, when he was transferred to the New York Office of the Terminal Division. At his departure employes of the Terminal presented him with a 14-K, 17-jewel watch, the presentation speech being made by Louis Nalitsky.

We regret to announce the death of E. W. Jacobs, Agent at Bayonne Refined Station, who died June 27 at his home in Elizabeth, N. J.

George E. Drucquer is acting Agent for the Bayonne Refined Station.

E. J. Flynn, Storekeeper, Bayonne Terminal, is on the sick-list, suffering from a stroke of paralysis.

[The preceding items were intended for last month's issue, but did not arrive until the day after it had been mailed. See the explanatory note at the heading of this Departmental News section.]

TEXACO STAR

WATER SHIPMENTS BY THE TEXAS CO.
FROM PORT ARTHUR, TEXAS
MONTH OF JULY, 1915

DATE	VESSEL	BARRELS Refined.	DESTINATION
1st	S.S. Yeddo	40,201	Australia
1st	S.S. Ch. Knudsen	39,376	Gibraltar
3rd	Brg. Tulsa	7,720	Mobile, Ala.
4th	S.S. Texas	57,462	Norfolk, Balti- more, Del. Riv.
4th	S.S. Bulysse	56,474	Gibraltar
5th	Brg. Dallas	16,712	Providence
6th	S.S. Danubian	45,269	Dartm'th, Eng.
7th	S.S. Northwestern	20,508	Bayonne, N. J.
9th	S.S. Wearbridge	15,819	South America
9th	S.S. Ashtabula	63,254	Dartm'th, Eng.
10th	Brg. Magnolia	6,925	Charleston, S. C.
10th	Brg. Tulsa	7,826	Charleston, S. C.
10th	S.S. Turbo	46,301	Gibraltar
11th	S.S. Tecumseh	66,972	Dartm'th, Eng.
12th	Sch. Curacao	2,593	Jamaica
12th	S.S. Alabama	27,839	Bayonne, N. J.
12th	S.S. Comet	2,144	Bayonne, N. J.
14th	S.S. Nils	70	Cuba
15th	S.S. Illinois	62,899	Providence
17th	S.S. Vesta	2,298	Bayonne, N. J.
17th	S.S. British Sun	52,048	Gibraltar
19th	S.S. Volute	38,414	Dartm'th, Eng.
19th	S.S. Massis	49,832	Dartm'th, Eng.
20th	S.S. Mitra	53,840	Panama
22nd	S.S. Massapequa	1,778	Porto Rico
24th	S.S. Satilla	11,964	Delaware River
25th	S.S. Texas	58,116	Bayonne, Dela- ware River
26th	S.S. Cowrie	43,837	Dartm'th, Eng.
28th	Brg. Tulsa	7,920	Mobile, Ala.
28th	Brg. Magnolia	7,120	Amesville, La.
29th	S.S. San Gregorio	105,130	Dartm'th, Eng.
29th	Brg. Pittsburg	7,136	Berwick, La.
31st	S.S. Roma	27,781	Norfolk, Va.
31st	S.S. Prometeo	37,879	Gibraltar
31st	S.S. Albanian	5,585	Dartm'th, Eng.
	Miscellaneous	9,262	
		1,106,394	
		Crude.	
12th	S.S. Comet	23,174	Bayonne, N. J.
14th	S.S. Nils	2,857	Cuba
17th	S.S. Vesta	35,218	Bayonne, N. J.
		61,249	

Total: 1,167,553 bbls.

SALES DEPT.
S. TERRITORY

Houston District.—Salesman Mecca recently secured from a large coal company a valuable lubricating oil contract, along with an excellent testimonial to the high quality of Texaco products and service.

Salesmen Bass, McCamly, Jones, Monroe, and Young have done excellent work in securing lubricating business for the next season's requirements.

Salesman Bryan of Houston and Agent Laird of Harrisburg were successful in securing a good lubricating order from one

of the large steamboats now running into Houston.

Oklahoma District.—On June 9 the Oklahoma District held a meeting of Salesmen and Agents. From Houston were present: R. C. Galbraith, E. A. Rulfs, W. E. O'Neill, S. E. Monroe; also Roofing Salesman Turner from Dallas. Credits and Collections, Roofing, Lubrication, and Specialties received due consideration. Every one regretted the absence of Treasurer W. A. Green and Assistant Manager M. G. Jones who had expected to attend. S. E. Monroe spent two weeks in the Oklahoma District educating the boys on selling Specialties. He certainly put some new ideas in the field and he is hereby invited to come again.

Effective July 1, E. E. Reynolds resigned as City Salesman at Oklahoma City, and was succeeded by J. A. Lynch of Houston District. If size has anything to do with it, Lynch ought to be able to put it over.

Dallas District.—On June 7 and 8 a meeting of Salesmen and Agents of Dallas District was held at Dallas. About 85 agents and salesmen attended, and we had the pleasure of having with us from Houston Treasurer W. A. Green, E. A. Rulfs, Department Agent, M. G. Jones, Assistant Manager, Sam Monroe, Special Representative, R. C. Galbraith, General Lubricating Assistant, and W. E. O'Neill, Manager Roofing Division. Mr. Green, and Mr. Rulfs presided in the discussion of credits and collections and accounting matters; Mr. Galbraith on Lubrication; Mr. O'Neill on Roofing; and Mr. Monroe gave interesting and instructive talks on salesmanship. The discussions were instructive and the men have a better understanding of credits and collections and lubricating matters than before. This was one of the largest meetings ever held in the District, and it was enthusiastic from its opening until it closed.

The Dallas District Office was well represented at the Shriners Reunion in Seattle. Superintendent Noble is First Lieutenant of Hella Temple Patrol; Order Clerk F. B. Byrnes, one of the Standard Bearers; Lubricating Engineer J. N. Prewitt, a member of the band; and E. A. Rulfs of Houston, formerly of the Dallas Office, was also a member of the band. Reports show that they did their part in represent-

COMPARATIVE EFFICIENCY STANDING OF SALES DISTRICTS AND STATIONS, SOUTHERN TERRITORY, MONTH OF JUNE, 1915

	Highest Percent of Collections to Outstanding Accounts and Bills Receivable June 1915	Lowest Percent of Accounts Transferred to "B" June 1915	Lowest Marketing Gallonage Cost June 1915	Lowest Marketing Percentage Cost June 1915	Highest Percent Increase Sales of Lubricating Oils as Compared with June 1914	Highest Percent Increase Sales of Grease as Compared with June 1914	Highest Percent Increase Sales of Roofing as Compared with June 1914	Highest Percent Increase Sales of Refined Oil and Gasoline as Compared with June 1914
Leading Districts, in order named	El Paso New Orleans Dallas	Atlanta Denver El Paso	Dallas New Orleans El Paso	El Paso Denver New Orleans	Denver El Paso Dallas	Atlanta Dallas Denver	New Orleans Dallas Atlanta	Houston El Paso Dallas
Leading Stations in Atlanta District, in order named	Columbus Sumter Chester	Charleston Atlanta Jacksonville	Charleston Live Oak Sumter	Live Oak Charleston Sumter	Chester Greenwood Atlanta	Greenwood Chester Savannah	Spartanburg Savannah Columbia	Sumter Savannah Columbus
Leading Stations in Birmingham District, in order named	Birmingham Sheffield Mobile	Decatur Bessemer Huntsville	Mobile Birmingham Montgomery	Mobile Montgomery Birmingham	Bessemer Huntsville Sheffield	Selma Sheffield Decatur	Decatur Montgomery	Decatur Selma Montgomery
Leading Stations in Dallas District, in order named	Lampasas Cleburne San Angelo	San Angelo Sherman Amarillo	Stamford Wichita Falls Hubbard	Wichita Falls Stamford Waco	Paris Big Springs Plainview	Paris Big Springs Kaufman	Marshall Paris Dallas	Coleman San Angelo McKinney
Leading Stations in Denver District, in order named	Trinidad Berthoud Victor	Ft. Collins Ault Laramie	Sterling Ft. Collins Laramie	Laramie Billings Sterling	Sterling Trinidad Cheyenne	Trinidad Sterling Laramie	Ault Victor Rocky Ford	Sterling Cheyenne Trinidad
Leading Stations in El Paso District, in order named	Clovis Marfa Silver City	Roswell Deming Miami	Clovis Deming El Paso	Clovis Deming Santa Fe	Douglas Pecos El Paso	Pecos El Paso Clovis	Douglas El Paso	Pecos Deming Clovis
Leading Stations in Houston District, in order named	Kingsville Sabinal Austin	Pt. Arthur Brownsville Bay City	Beaumont Garwood Wharton	Mercedes Beaumont Bay City	Brownsville Yoakum Taylor	Cameron Yoakum Sour Lake	Harrisburg Bay City Taylor	Austin Yoakum Kingsville
Leading Stations in New Orleans District, in order named	Jennings Vicksburg Shreveport	Hattiesburg Jackson Abbeville	Crowley Jennings New Orleans	Crowley Jennings Greenville	Shreveport Lafayette Harvey	Houma Brookhaven Alexandria	Shreveport Lafourche Hattiesburg	Crowley Alexandria New Iberia
Leading Stations in Oklahoma District, in order named	Tulsa Altus Oklahoma City	Enid Guthrie Oklahoma City	Tulsa Guthrie Enid	Tulsa Hugo Enid	Ft. Smith Hugo Tulsa	Chickasha Muskogee Tulsa	Hugo Hobart Enid	Guthrie Altus Enid
Leading Station in Southern Territory	Trinidad, Colo.	Charleston, S.C.	Crowley, La.	Clovis, N. M.	Bessemer, Ala.	Greenwood, S.C.	Shreveport, La.	Austin, Tex.

TEXACO STAR

This statement of Comparative Efficiency Standing presents the good work of various units of our organization, and its careful study is suggested. Being based strictly on percentages of improvement in different phases of our business, this plan enables the small as well as the larger Stations to gain honorable mention. The Statement reflects actual performance and all Stations of every class in every District are nearly on a par for this rating.

Every Agent and Salesman and every Station employee should be interested in this Honor Roll, which gives all an opportunity to show the vital points of excellence in their work. Every man on the Pay Roll can help to advance his Station. Here is the opportunity to show what you are doing.

TEXACO STAR

ing Dallas and The Texas Company on the Western Coast.

New Orleans District.—The recent racing cruise of Southern Yacht Club power boats from New Orleans to Pensacola gave satisfactory evidence of the popularity of Texaco products.

George A. Karayane, formerly stenographer to Major Crane, Agent New Orleans Station, has been promoted to the District Office as Assistant to Chief Accountant R. E. Fuller.

Genial "Bill" Hammett, Agent at Vicksburg, Miss., recently spent two pleasant days in New Orleans.

Salesman J. F. McConnell, "Old Reliable," spent an agreeable vacation of two weeks at Port Arthur. "Mac" is making a good summer showing on brewery, refrigeration, and marine business.

R. Ladreyt entered the service July 1 as Equipment Clerk.

A new baby girl graces the household of Mr. and Mrs. Jno. T. Collins—head of shipping department, New Orleans Station.

Creditman W. R. Dodge has been granted a sixty-day leave of absence on account of his health. His duties have been assumed by Agent W. W. Crane, and the latter's duties by General Assistant Mathis.

L. Adams of New Orleans District is acting Cashier at Greenville during the absence of Mrs. L. P. Cason on account of illness.

Sympathy is extended to Cashier Bert L. Hansen for the loss of his girl baby on July 2.

Superintendent Cook has returned from an extended trip over the Central American District. Assistant Manager Jones looked after the New Orleans Office during his absence.

F. J. Shipman of the New York Office spent a day with us in New Orleans on his way home from Panama.

For the past year or more there have been men traveling through the Southern Territory selling a so-called Cylinder Grease. For this they obtain a price of 12 to 13 cents a pound, which makes the cost approximately \$1.00 per gallon. Engineer Downs of New Orleans District recently ran two tests in saw mills against this grease and won out in both cases, showing that in actual work any of the high grade Texaco Cylinder Oils is more economical than the grease. The selling points used for this grease are, first, that it is a grease and not an oil, and, second, that they furnish free of charge a grease lubricator through which the grease is to be fed. The most efficient argument against it is, that it is nothing but cylinder oil thickened with a non-lubricant, and that while it is sold as a grease it must melt and become oil by the time it goes into the cylinders. The fact that they give a lubricator with the grease shows a weakness, and it is done for the purpose of securing the order.

Birmingham District.—W. L. McMeans has succeeded J. R. Murphy, now Agent at Gadsden, as City Salesman at Mobile. Glad to have you with us, Mr. McMeans, and wish you every success.

W. H. Abrams has been appointed Agent at Tuscaloosa. All success to you, Mr. Abrams, glad to have you with us.

Salesman Reed and Agent Patterson are still going after big business in their territory. Luck to you, gentlemen.

Agent Schwend recently closed contract with one of the largest garages in the State.

At a meeting of Salesmen and Agents in Birmingham on April 13 a bet was made



Wm. Harvey, Lubricating Engineer, Atlanta District: "No capillary attraction in this."

TEXACO STAR

between Salesmen Edwards and Shelburne as to who would make the best showing on collections from April 15 to June 30, a \$5.00 hat being the stake. Salesman Shelburne was an easy winner.

Atlanta District.—The Atlanta District passed all previous records on collections for June.

Superintendent Bradford has spent most of July on the road, closing up lease matters for new stations and whooping the boys up at established stations. All like to see his smile. It is catching.

Salesman M. A. Dyer, of New Orleans District, has returned to his work after spending some time with his father, who has been quite ill, but is now improving.

W. J. Butts, of the United Supply Company, Atlanta at the new Brunswick, Ga. Station, spent a day in Atlanta recently, getting a line on how to put out the biggest amount of Texaco products.

Agent Mark Newman of Sandersville paid the District Office a visit recently.

Several of the agents at our new stations were former tank wagon drivers, promoted on account of good work, which proves that there is always room higher up for the man who does his duty in his present position.

E. M. Grady is our Agent at the new Orangeburg, S. C. Station.

G. O. Loving has been installed as Agent at Americus, Ga. one of the new stations just opened.

W. C. Crenshaw, former clerk at Savannah Station, and more recently at Jacksonville in same position, has been appointed agent at Waycross, Ga. succeeding O. L. Bell, who is transferred to position of traveling salesman in South Georgia territory.

V. E. Edwards has just been checked in as agent at the new Station Johnson, S. C.

C. S. Owens, voucher clerk in District Office, resigned effective July 15.

Uncle Bill Reynolds, Lubricating Assistant, is visiting all stations in the District to boost Lube oils, and the July figures will doubtless show that he has been doing some hustling.

Charleston Station made the largest gallonage increase for June as compared with preceding month of any station in the Atlanta District. Agent Kinloch is to be congratulated.

The Treasurer of the Atlanta Texaco

Baseball Team says he knows we have splendid team-work in this District, for almost every agent and salesman has sent a remittance to help the team to the front. The baseball boys appreciate this and will do their best to win the pennant.

Agent Herring, of Pelham, not only knows how to sell Motor Oil, and other Texaco products, but he remembers the boys in the District Office now and then with a crate of fine canteloupes or those luscious South Georgia peaches, which are duly appreciated and very much enjoyed.

Boston District.—E. H. SALES DEPT. Oakley, formerly Operat-
N. TERRITORY ing Inspector, has been appointed Acting General Assistant, Boston District Office.

R. W. Cunningham, formerly of the Philadelphia District, has taken charge of Metropolitan Boston on all products.

New Stations are to be opened in this District at

Biddeford, Me.
Braintree, Mass.
Milford, Mass.
Meriden, Conn. Filling Station.
Norwich, Conn.
New Britain, Conn Filling Station.
Pittsfield, Mass.
Provincetown, Mass.
Putnam, Conn.
Taunton, Mass.
Walpole, Mass.
Warren, R. I.

We have secured from one of the largest Paper Manufacturing concerns in New England a carload order of Lubricating Oils for test purposes, subject to contract providing materials work out to entire satisfaction, which we have no doubt will be the case.

The Buchner Chapter of the Crater Compound Club, Boston District, congregated at Lynn, Mass. on July 2 for their first outing.

The first event on the program was a visit to the plant of The General Electric Company, West Lynn, Mass., where the Texaco representatives were courteously conducted about the plant and the details of construction of electric motors and steam turbine engines were explained. The visit was enjoyed by all. Lunch was taken at Lynn, and then the party went over to "Bass Point," Nahant, Mass. A baseball game had been planned, but owing to rain this had to be abandoned. Some of the bowling fans, however, started something, and a battle was arranged between the "Capellas" and the "Ursas." It was close going all the way, but the Ursas won two out of three. The record at this summer resort was smashed when Salesman W. C. Rodger came across with a high single of 132. The games were played with candle pins

TEXACO STAR



Buchner Chapter of Crater Compound Club on outing at Bass Point, Mass.

and the pin boys were kept moving all the time setting them up. Messrs. Reinhardt, Buchner, Bruce, and Van Bibber were certainly "there" with the strikes and spares, piling up a high score with every string. At six P. M. a genuine fish dinner was served at the Relay House, and the steamed clams and lobsters went to their doom as the orchestra played lively airs. After dinner a short business meeting was held, and the "Big Day" shortly afterwards came to a close, with happy expressions from all.

New York District.—New York District has opened new stations at Barren Island, Kingston, and Hudson, N. Y. Henry Rhode is Agent at Barren Island, F. W. Gallagher at Kingston, B. A. Sheriden at Hudson.

Edward P. Snyder and Miss Alma Lavina Vreeland were married on Thursday, June 3, 1915, at the home of Miss Vreeland's parents at Willowbrook, Bayside, L. I. Mr. Snyder is lubricating Salesman, headquarters New York City, and to him and his bride we extend our best wishes.

Mr. Robert Segal and Miss Sadie Shulman were united in marriage on August 1 at Elizabeth, N. J. Mr. Wm. Segal, father of the bridegroom, is Tank Wagon Driver at our Elizabeth, N. J. Station. The *Texaco Star* received from Mr. and Mrs. A. Shulman and Mr. and Mrs. Wm. Segal a highly appreciated invitation to this wedding. We return most cordially every good wish for the young couple.—*Ed.*

Eugene W. Jacobs, our efficient Agent at the Bayonne, N. J. Station, died in the General Hospital at Elizabeth, N. J. on



Filling Station, Vauxhall, N. J.

June 27. His sudden death was a blow to everyone who knew him and his loss will be distinctly felt. He leaves a wife and one daughter to whom we extend our sincerest sympathy.

The First Annual Outing of the Greaser Chapter of the Crater Compound Club was held at Bayshore, L. I. on July 10. All of the members were transported to Bayshore from our building, 17 Battery Place, in automobiles. At Bayshore they boarded the good ship *Elise* and started for a sail through Great South Bay.

The object of this trip was to catch fish. Each man of the twenty-two members who fished caught an average of one-eleventh of a fish. "Billy Jenkins," familiarly known as "Are you there?" and who is a sojourner in this land, coming from England, became involved in a discussion with a sea-faring animal of terrifying appearance commonly known as a "Skate." This animal or bird endeavored to eat up the aforesaid brother's line and made

TEXACO STAR



Tank Wagon No. 602, of Freeman Street Station, Brooklyn, N. Y.—Martin Zenner, Driver.

alarming attempts to attack the angler himself. The terrified Briton was with difficulty rescued. Friend Woodhill, otherwise known as the "King of the Island," appeared arrayed even as Joseph in a coat of many colors which clung to his sylph-like form in artistic folds, and it is no exaggeration to say that if Monsieur Worth, the great Parisian *couturier*, had seen the fit of this coat it would have driven him to despair. "Count Poun De Grease," otherwise known as Percy Guard, on the homeward trip caused much merriment by remarks concerning the appreciation in which he is held by his family.

The dinner at Munsey Island was a great success from soup to nuts, although there were no nuts. Imagine old fashioned clam chowder, succulent clams, broiled blue fish that melted in the mouth, plenty of chicken of the farm-yard variety,—and you can get a faint idea of the reality which was beyond description.

The party landed safely at Bayshore, and proceeded home in the palatial automobile secured for the purpose, tired but happy and looking forward to the next outing of the "Greasers."

Philadelphia District.—At the 29th Annual Convention of the American Order of Steam Engineers, held in June at Atlantic City the Philadelphia District maintained a booth for the reception of our many friends in this line of business. The booth was attractively furnished and was in charge of several of the Philadelphia boys, who made many new friends for Texaco Products among the delegates.

In connection with a "Safe and Sane" celebration of the Fourth of July, the authorities of Havre de Grace, Md. held a parade of the business men. Nearly every wagon in the town was in line, and we have it from our local Agent, G. H. Walker, that the only reason why he and his team did not capture a prize was that none had been assigned to wagons with a "three horse hitch." Of course, we agree with Mr. Walker that it is better to win a prize that *isn't* than to lose one that *is*.

At the Easton, Pa. Station, Agent Richard E. Fields has secured the services of W. F. Goodear as tank wagon driver. Mr. Goodear has been working among the trade in that section for some years and we believe he will be responsible for a share of the increased gallonage expected from Easton.

George O'Hara, who has filled the position of Shipping Clerk at the South Philadelphia Station since it was opened, has tendered his resignation. We regret to see Mr. O'Hara leave us and wish him success in his future undertakings.

Norfolk District.—H. B. Jordan has been appointed agent at our Cape Charles, Va. Station, succeeding J. W. Dame, who

TEXACO STAR



Charlotte, N. C. Station



Agent C. C. Beasley, Charlotte, N. C. Station

has been appointed Agent at our new station at Clifton Forge, Va.

We are sending two photographs, one of our Charlotte, N. C. Station and the

other of Agent C. C. Beasley in front of the office at Charlotte Station. In the photograph of the Station the star over the gate shows no lettering, but there is

TEXACO STAR

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.

REFINING The Rehabilitation of Existing Plants as a Factor in Production Costs, by Harold V. Coes—*Engineering Magazine*, June and July 1915.

A New Extinguisher for Oil Fires—*Petroleum Age*, July 1915.

MARINE Davits and the New Requirements, by H. W. Broady—*International Marine Engineering*, July 1915.

Transfer Facilities at Marine Terminals, by H. McL. Harding—*International Marine Engineering*, March 1915.

Plans and designs for equipment for economical loading and discharging of vessels.

EXPORT Seeking Trade at the Source—*The Annalist*, June 21, 1915.

Selling oil in China and other foreign markets is not an accident, but a science. A school conducted by the Standard Oil Co. in which young Americans are trained for that work.

PRODUCERS Influence of the Cushing Pool in the Oil Industry, by Roswell H. Johnson and L. H. Huntley—*Oil and Gas*, June 1915.

75,000,000 Ft. Gas Well Near Pittsburg—*Oil and Gas*, July 1915.

"Record natural gas well for Pennsylvania."

COMPTROLLER'S What Constitutes Overhead, by E. H. Fish—*Engineering Magazine*, July 1915.

LUBRICATION How Two Auto Plants Face Oil Problems—*National Petroleum News*, July 1915.

Automobile Lubrication, by C. W. Stratford—*Oildom*, July 1915.

Lubricants in Internal Combustion Engines, by Lieut. S. G. Bryan, U. S. N.—*Oildom*, June 1915.

PAVING AND ROADS Dust Prevention by Use of Oil—*Canadian Engineer*, May 20, 1915.

The Proper Method of Applying Oil as a Dust Preventive, by T. R. Agg—*Oildom*, June 1915.

Petroleum as a Dust Preventive, by J. R. Marker, State Highway Commissioner, Ohio—*Oildom*, July 1915.

Superior value of residues from asphaltic base crudes.

GENERAL Pernicious Regulation—*International Marine Engineering*, July 1915.

The Making of Right-Hand Men. VI. Developing a Factory Superintendent. VII. Developing an Office Manager, by Frederick Sanger—*System*, June and July 1915.

The Value of American Medicinal Oil Equal to That of the Russian Product, by W. A. Bastedo, M. D.—*Oildom*, June 1915.

written across it in yellow letters: *Safety First. No Smoking.* This will give an idea of the precautions taken at our stations to prevent accidents.

C. E. Adams, of the Norfolk District accounting office, is receiving congratulations on the arrival of a ten and one-half pound boy, born July 5.

We are pleased to report that Salesman J. L. Pitkin has secured contract covering the lubricating requirements of the Cone Group of Mills in North Carolina for the coming year. This success is especially gratifying because our largest competitor took this business away from us last year, but was unable to hold it for more than twelve months.

F. D. Gatchell, Assistant Manager Sales Department Northern Territory, spent July 19 and 20 at the Norfolk District Office. We were all glad to see Mr. Gatchell again.

Chicago District.—The St. Louis Chapter of the Crater Compound Club is plan-

ning a broadening of its scope, and re-organization to properly care for new plans has taken place. All we can say now is: "Watch Us."

EXPORT
DEPT.

Wilson Fisher is now representing The Texas Company in Havana.

C. Chasegreen, V. R. Currie, R. H. Silley, E. Bachilleros, R. A. Barkley, and J. C. Pinto are now in Brazil to look after the Company's business at Pernambuco, Bahia, Rio de Janeiro, and Santos.

W. Prince returned to England July 24.

The several divisions of the Export Department are now installed in the offices remodelled to meet their requirements. The space has been arranged so as to afford the maximum of light and ventilation and has been allotted with a view to the logical relations of divisions. It is thought that these offices represent the modern ideas in the matter of healthful and economical working conditions.

OUR OWN MOVING PICTURES



Mr. Vos is here depicted putting the finishing touches on a cover design to illustrate a booklet he has just written. When finished, he takes the typewritten manuscript, the drawings, and color samples to Mr. Tipper.

Entitled "Bringing out a Booklet" showing how Texaco printed matter gets out in the world. :: ::



Mr. Tipper looks it over, makes any necessary corrections, and when satisfactory indicates his approval together with the quantity desired.



Mr. Jacob now takes the work in hand. Our snap-shot shows him going over the printer's estimate. When the work is awarded plates are made. The proof, color-proof, dummy, and press-proof are submitted and OK'd in turn. The presses get under way and we soon have samples. Then they are delivered by case-load to Bayonne.



Comes now the printer's invoice to Mr. Barre. We show him scrutinizing the bills and dividing the charges. He has made arrangements for shipping quantities to the various District Offices. From there the booklet begins its journey to carry the message of Texaco Quality to city and hamlet, to engineer or farmer, to motorist or housewife—according to the product we speak for.





THIS Smiling Face will soon greet you from the windows and counters of our dealers.

In natural colors and a little larger than life-size, he will call the attention of passers-by to Texaco, the Real Grease. This little reproduction is made by the four-color process, but the large original Cut-Out is lithographed in ten colors.

Lithographing differs from the four-color process in that the colors are separated by hand by skilled workmen, and transferred to stones, one for each color. These stones are printed one over the other, producing the fine shadings and the various textures. The making of this cut is rather interesting. We went to the studio of a prominent moving picture producer and "borrowed" one of his actors. We posed him carefully, then had a life-sized photograph made. This was used as a basis for a painting in exact colors. The lithographer took this painting and by separating the colors and transferring them to stone, was able to reproduce the cut-out in natural colors, after which it was mounted on heavy cardboard with an easel attached.