



TEXACO STAR

FOR EMPLOYEES OF THE TEXAS COMPANY



STATE CAPITOL, DENVER, COLORADO





Mr. Fred J. Edler of Toledo, Ohio, in His "One-Lunger," Vintage of 1904

According to a newspaper clipping, Mr. Edler has turned down a trade-in offer of a new touring car for his "beloved old one-lunger." The Cadillac Motor Car Company made the offer of exchange, planning to use the "one-lunger" as an exhibit. Mr. Edler refused the offer. He says the old car is still in good running order and he wants to use it as a delivery car.

"Everybody notices when I drive along in this bus, and when I make a delivery I usually bring back a new load of things to be repaired. The old car is a business getter, and that is the reason I intend keeping it."

One reason why Mr. Edler gets the good service out of his old car is

TEXACO MOTOR OIL

He says:

"Texaco Motor Oil gave this car a new lease on life--it is as good as another cylinder."

And later he sent us the following letter:

"I am sending you under separate cover today a copy of the photograph of my 'one-lunger.' In regard to Texaco Motor Oil, I must say it is the finest I have ever used and far superior to all other oils. It is clear as crystal and smooth as velvet. I do not have to pull out my spark plugs every two or three days and clean them. I also notice that my engine has more power, runs much easier with less gasoline than I had ever used. Running the little car from three to four hours a day on three to four gallons of gasoline a week is going some. I have recommended your oil to all my friends and customers. "IT PAYS TO USE THE BEST," is my motto.

Trusting photograph will reach you promptly and will prove satisfactory for the purpose you desire, I am,

Very truly yours,

(Signed)

Fred J. Edler,
1508 Broadway, Toledo, Ohio."

N.B. This photo and letter were obtained by Mr. L. V. Hoagland, The Texas Company's representative at Youngstown, Ohio. We wish to thank him, and to remind all our readers that we're always looking for interesting stories of Texaco service.

ADVERTISING DIVISION

THE NEW DUCKLING

"I want to be new," said the duckling.
"O, ho!" said the wise old owl,
While the guinea-hen clattered off chuckling
To tell all the rest of the fowl.

"I should like a more elegant figure,"
That child of a duck went on.
"I should like to grow bigger and bigger,
Until I could swallow a swan.

"I won't be the bond slave of habit,
I won't have these webs on my toes.
I want to run around like a rabbit,
A rabbit as red as a rose.

"I don't want to waddle like mother,
Or quack like my silly old dad.
I want to be utterly other,
And frightfully modern and mad."

"Do you know," said the turkey, "you're quacking!
There's a fox creeping up thro' the rye;
And, if you're not utterly lacking,
You'll make for that duck-pond. Good-bye!"

"I won't," said the duckling. "I'll lift him
A beautiful song, like a sheep;
And when I have—as it were—biffed him,
I'll give him my feathers to keep."

Now the curious end of this fable,
So far as the rest ascertained,
Though they searched from the barn to the stable,
Was that only his feathers remained.

—Alfred Noyes.



Climbing the Backbone of the Continent on the Cripple Creek Short Line, One of the Best Scenic Routes in Colorado
Texaco Products are used exclusively for the lubrication of the Colorado and Cripple Creek District Railway, which operates this road.

TEXACO STAR

VOL. VII

NOVEMBER 1919

No. 1

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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Address: Texaco Star, 401 The Texas Company Building, Houston, Texas

THE ROOSEVELT MEMORIAL is a peculiarly fitting thing at the present crisis, when the American people are being aroused to the temper and principles which Theodore Roosevelt embodied and ardently advocated. The Americanism to which his voice summoned every patriot is coming more and more to be recognized as our necessary defense against our own weak-minded and the bloody-minded alien revolutionists who have plotted and are attempting the overthrow—either progressive or violent—of all institutions capable of securing freedom and justice for the whole people.

★ ★

The plans for the Roosevelt Memorial and its spirit and purposes were explained in the September issue of the *Texaco Star*. If you omitted to send your little contribution before Oct. 27, his birthday anniversary, it is not too late now. The Association would rather receive 5,000,000 one-dollar contributions than get the amount in larger subscriptions. Send to No. 1 Madison Avenue, New York City, checks payable to Treasurer Albert H. Wiggin.

★ ★

Roosevelt described his doctrine, in a nutshell, as the "Square Deal." He did not promise to make everybody rich; he did promise to give everybody a square deal. Let all who agree with him on this principle now rally together. Also, this great friend of little children should be honored by all who appreciate the deepest responsibility and most precious privilege in human life. Young men and boys should remember his supreme interest in them. He was a boy who overcame great handicaps: "I like to believe," he once said, "that what I have accomplished without great gifts, may be a source of encouragement to American boys."

We quote several more of his sayings, all reinforced by his life and deeds:

"In a republic such as ours the only safety is to stand neither for nor against any man because he is rich or because he is poor, because he is engaged in one occupation or another, because he works with his brains or because he works with his hands. We must treat each man on his worth and merits as a man. We must see that each is given a square deal, because he is entitled to no more and should receive no less. Finally, we must keep ever in mind that a republic such as ours can exist only by virtue of the orderly liberty which comes through the equal domination of the law over all men alike, and through its administration in such resolute and fearless fashion as shall teach all that no man is above it and no man below it."

"We need to keep in mind that he is the worst enemy of this country who would strive to separate its people along the lines of section against section, of creed against creed, or of class against class. There are two sides to that. It is a base and an infamous thing for the man of means to act in a spirit of arrogant disregard of right toward his fellow who has less means, and it is no less infamous, no less base, to act in a spirit of rancor, envy and hatred against the man of greater means merely because of his greater means."

One of the last things he wrote was:

"All who give service and stand ready for sacrifice are torch-bearers. We run with the torches until we fall, content if we can then pass them to the hands of other runners."

★ ★

The spirit of Washington's password, "Put none but Americans on guard to-night," should animate us now as we rise to protect ourselves and all dear to us from mad destroyers who would pull us down to "red ruin and the breaking up of laws." Business men should first put their own houses in order—none but Americans on guard; also, and especially all educational institutions. Advancement to positions of responsibility and leadership ought to go to no one showing bolshevistic ten-

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dency. All improvement of organization should have in mind that current events prove plainly that the safety of our country and industries lies in a more pronounced and active spirit of Americanism as against the communism and anarchy that is filtering in upon us from Europe.

★ ★

Home-saving must take precedence over world-saving; mandates for aliens in America over mandates for aliens in Armenia; national over international peace.—Sat, Evening Post.

★ ★

"The true definition of despotism is government without law. It may exist, therefore, in the hands of many as well as of one. Rebellions are despotisms; factions are despotisms; loose democracies are despotisms. These are a thousand times more dreadful than the concentration of all power in the hands of a single tyrant. The despotism of one man is like the thunderbolt, which falls here and there, scorching and consuming the individual on whom it lights; but popular commotion, the despotism of a mob, is an earthquake, which swallows up everything. It is the excellence of our government that it is placed in a proper medium between these two extremes, that it is equally distant from mobs and from thrones."

—Daniel Webster.

★ ★

"There are persons who constantly clamor. They complain of oppression, speculation, and the pernicious influence of accumulated wealth. They cry out loudly against all banks and corporations and all means by which small capitals become united in order to produce important and beneficial results. They carry on mad hostility against all established institutions. In a country of unbounded liberty they clamor against oppression. In a country of perfect equality they would move heaven and earth against privilege and monopoly. In a country where the wages of labor are high beyond parallel they would teach the laborer that he is but an oppressed slave."

These words certainly describe present conditions, but they were spoken long ago by Daniel Webster. And this fact should be instructive to all who have been misled into the notion that our "problems" today are so "new" that there is no telling what results may develop from unprecedented events. If the self-styled "progressives" would study the past, they might understand quite clearly the necessary outcome of many matters about which they are imagining vain things.

Page four

We trust the employes of The Texas Company, who subscribed so liberally to the Red Cross during the war, all renewed their membership within the days, Nov. 2-11, set for enrollment. In our last issue the peace program of the American Red Cross was described. Its merits and importance surely deserve the support of everyone to the extent of one dollar a year. If absence, or other reason, caused the matter to be neglected at the designated time, all our offices could still forward belated subscriptions. If absolute perfection is not practicable, let us be 99 per cent perfect at any rate.

★ ★

Many people today think if they can pass laws enough we can force men to be kind and generous. History is full of tragic failures resulting from such ideas. Paternal governments have never thrived. A man who is not better than the law allows is a danger to society, for we do not look to the civil code or the court decisions for our morals. Stability in government and in rule of property and commerce requires that changes come gradually and infrequently, or else we have what the present Socialists are showing us—chaos.—Judge F. E. Crane.

★ ★

That old document, entitling itself "this Constitution for the United States of America," which has been recklessly violated by recent and present law-making and executive branches of government, and miserably forgotten by so many of the citizens for whose protection it was designed, contains the following quaint provision:

The right of the people to be secure in their persons, houses, papers, and effects, against unreasonable searches and seizures, shall not be violated, and no warrants shall issue but upon probable cause, supported by oath or affirmation, and particularly describing the place to be searched, and the persons or things to be seized.

★ ★

There is no excuse for neglecting Thanksgiving Day this year because everything is not just right. It never was and never will be. Never before did the American people have more abundant reasons for thankfulness. There have been many escapes from danger, and there are some "suspended sentences" for sins and follies. One notable ground for gratitude is that we are being aroused to give attention to the instant need of putting our own house in order and cleaning out some alien political diseases that have been carelessly allowed to find lodgment,—in other words that the true American spirit still lives.

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A GODDESS ACCLAIMED AS NEW BUT KNOWN IN BABYLON.

I saw the assembled artists of our day
Waiting for light, for music, and for song.
A woman stood before them, fresh as May
And beautiful; but, in that modish throng,
None heeded her. They said, "In our first youth
Surely, long since, your hair was touched
with grey."
"I do not change," she answered. "I am Truth."
"Old and banal," they sneered, and turned
away.

Then came a formless thing, with breasts dyed
scarlet.
The roses in her hair were green and blue.
"I am new," she said. "I change, and
Death knows why."

Then with the eyes and gesture of a harlot
She led them all forth, whinnying, "New,
how new!
Tell us your name!" She answered, "The
New Lie."

—*Alfred Noyes.*

" 'Making the world safe for democracy,' " said Peter, "that isn't quite it. If democracy means that any man may help who can, that school and university will give every man and woman the fairest chance, the most generous inducement to help, to do the thing he can best do under the best conditions, then, *Yes*; but if democracy means getting up a riot among the stupid and lazy and illiterate whenever anything is doing, then I say *No*! . . . What does this democracy mean? Does it mean a crowd of primitive brutes howling down progress and organization? because if it does, I want to be in the machine-gun section. When you talk of education, Nobby, you think of highly educated people, of a nation instructed through and through. But what of democracy in Russia, where you have a naturally clever people in a state of ignorance—who can't even read?"—*H. G. Wells in "Joan and Peter."*

★ ★

The sense of gratitude one feels towards the dependable laundress who comes on Monday and stays all day, until the laundry is done, toward the shoemaker who finishes his repairing when he says he will; toward the tenant on the farm you own, who earns for you a fair profit each year, but doesn't beg you to spend a few thousand every so often on this or that improvement, which may or may not work—need not necessarily mark you as a reactionary.

When the country has recovered from hysteria over bolshevism and from all kinds of strikes, we will have acquired a certain taste for employes who give faithful, efficient service, even if the spark of genius is lacking. The fellow who fits into *your* pattern of a factory, who does what you tell him, perhaps without originality but well, may be worthy of more appreciation than you have granted him. Give a thought to the humble spoke in the wheel.

—*Batten's Wedge.*

Strive not for *things*. Such striving is in vain.
A doll, a dollar, or a vast estate
But whets the craving. 'Tis a better fate
To gain ideals than have lower gain.
Open the Treasure House that is your mind,
And find therein all answers to your quest,
Soul satisfying thoughts—Mirth's are the
best—
And friendship for all Nature wise and kind.

—*J. C. Tolman.*

LIFE WISDOM

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

—*Benjamin Disraeli.*

They are never alone who are accompanied
with noble thoughts.—*Sir Philip Sidney*

It is easy in the world to live after the
world's opinion; it is easy in solitude after
our own; but the great man is he who in
the midst of the crowd keeps with perfect
sweetness the independence of solitude.
—*Emerson.*

Carelessness does more harm than a
want of knowledge.—*Benj. Franklin.*

When complaints are made of the prevail-
ing ignorance of facts on such and
such subjects, it will often be found that
the parties censured though possessing
less knowledge than is desirable, yet possess
more than they know what to do
with. Their deficiency in arranging and
applying their knowledge in combining
facts and correctly deducing and rightly
employing general principles will be per-
haps greater than their ignorance of facts.

—*Richard Whatley.*

Three-fourths of the mistakes a man
makes are made because he does not really
know the things he thinks he knows.

—*James Bryce.*

A superior man in regard to what he
does not know, shows a cautious reserve.
—*Confucius.*

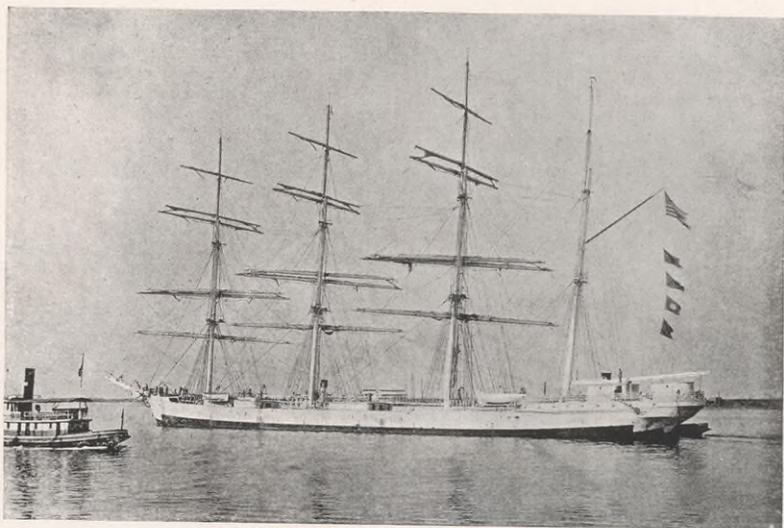
Keep the golden mean between saying
too much and too little.—*Publius Syrus.*

Speech that leads not to action is a
nuisance on the earth.—*Carlyle.*

Against stupidity the very gods con-
tend in vain.—*Schiller.*

You can fool some of the people all of
the time, and all of the people some of
the time, but you cannot fool all of the
people all of the time.—*Lincoln.*

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Full Rigged Ship "Edward Sewall"—Owned by The Texas Company

Last month we showed the "Edward Sewall" as she appeared after her struggle with the September hurricane in the Gulf of Mexico; here we show the stately ship as she will look when she is herself again.

The establishment of conditions that will attract the investment of capital in our railways is the country's paramount need, and unless it is promptly accomplished disastrous consequences will be suffered. Second only to that necessity is the need for road building and improved highways. For this the prospects are bright. Of all the States recently voting on bond issues for road building and maintenance only two have turned down the projects.

States that have already approved such bond issues and the amounts are:

Arizona	\$ 4,200,000	Arkansas	\$50,000,000
California	40,000,000	Illinois	60,000,000
Maine	10,000,000	Michigan	50,000,000
Nevada	1,000,000	New Mexico..	5,000,000
Oregon	10,000,000	Pennsylvania	50,000,000
Wyoming	2,800,000		
Total	\$283,000,000		

States about to vote on highway bond issues, or to do so within the next year, and the proposed amounts are:

Alabama	\$ 5,000,000	Colorado	5,000,000
Georgia	40,000,000	Kansas	60,000,000
Minnesota	100,000,000	Mississippi ..	20,000,000
Missouri	60,000,000	Montana	15,000,000
N. Carolina	25,000,000	N. Dakota	50,000,000
S. Carolina	25,000,000	Tennessee	50,000,000
Texas	75,000,000	Utah	4,000,000
Washington	30,000,000	W. Virginia..	50,000,000
Wisconsin	50,000,000		
Total	\$664,000,000		

Clearness brings understanding. Brevity assures a careful reading.—*The Mailbag.*

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International fair play has been substantially exemplified by the decision of the Supreme Court of Japan on the validity of American trade-marks properly registered. The safeguards from forgery and plagiarism on trade-marks has great significance in the field of world trade.—*W. C. D'Arcy, Pres. A. A. Clubs of the World.*

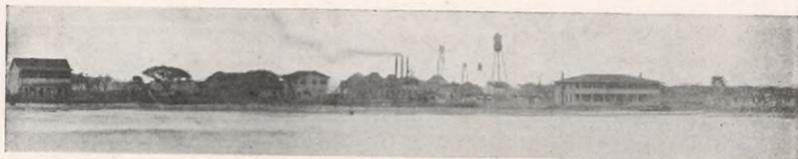
Save and Thrive. Buy W. S. S.

CRUDE OIL PRICES AT WELLS

November 1, 1919

Pennsylvania	\$4.25	Bull Bayou	\$1.90
Mercer Black	2.33	Crichton	1.75
Corning, O.	2.95	Caddo Light	2.25
Cabell, W. Va.	2.87	Caddo Heavy75
Newcastle	2.23	Vinton	1.00
North Lima	2.48	Jennings	1.00
South Lima	2.48	Spindletop	1.05
Indiana	2.38	Sour Lake	1.00
Princeton, Ill.	2.52	Batson	1.00
Illinois	2.52	Saratoga	1.00
Canada	2.88	Humble	1.00
Somerset, Ky.	2.70	Goose Creek	1.00
Ragland, Ky.	1.25	Markham	1.00
California Light..	1.62	West Columbia ..	.75
California Heavy.	1.23	Corsicana Light..	2.25
Wyoming	1.50	Corsicana Heavy.	1.05
Kansas and Okla.	2.25	Petrolia	2.25
Cushing	2.50	Electra	2.25
Healdton	1.20	Ranger	2.25
De Soto	2.15	Burkburnett	2.00

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Agua Dulce Works—View from the Dock which extends 1,185 feet into the open Gulf

STORY OF AGUA DULCE

THE TAMPICO TRIBUNE—October 4, 1919

In the November, 1918, issue of the *Texaco Star*, exactly one year ago, an article by B. E. Hull, with twenty photographic illustrations and two maps, described the then recent developments of the properties of The Texas Company of Mexico, S. A., at Tampico and Agua Dulce and adjacent oil fields, including many of the things referred to by this last month's writer in the *Tampico Tribune* and many others not mentioned by him.

A few days ago someone turned a wheel, or pressed a lever, and like a well tuned automobile, without a hitch, break, or snarl the topping plant of The Texas Company at Agua Dulce got busy. Out of the jungle came forth a terminal modern to the last rivet. From the wilderness emerged an industrial plant made of brick, iron, concrete, brains, and muscle.

Some one somewhere had said: Here shall be a tank farm; on this spot a boiler house—there a machine shop—on this site shall be batteries of stills and there a mammoth water tower that will look seaward to Lobos Island, bearing the Texaco Red Star and Green T that sayeth *Bienvenido*, "Welcome", to the mariner. On that wave tossed beach shall arise a beautiful casino where the never ending

roar of the sea shall lull tired men to sleep at night. An invisible hand points to the spot where a dock shall defiantly, in spite of storm and hurricane, advance into the ocean 1185 feet. The construction wizard had ordered sea lines, 8-inch pipe, to be laid on the ocean bed 12,000 feet from shore to mooring buoys. Did you get that? Twelve thousand feet—the longest sea line in the world!

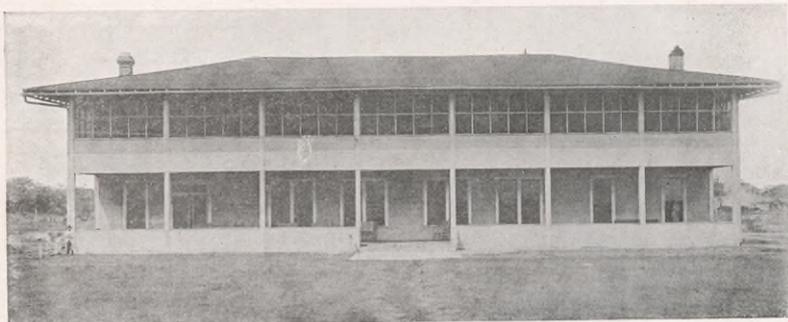
To no one man is due the plaudits for this gigantic industrial enterprise. The brains that conceived it would be impotent without Mr. Roughneck's brawn to do it.

In February, 1918, a band of pioneers commenced laying pipe across the Lagoon east from Tepetate. Talk of working in the trenches! These hard guys had to



Industrial Railway from Lake Tamiahua to Agua Dulce Works
Gasoline locomotive and two 20-ton flat cars.

TEXACO STAR



Club House or "Casino"

stand in water up to their necks and push the pipe across. Some days they would lay one joint—the work of fifty men—and some days they'd do better. But while perhaps twenty men were in the hospital getting rid of the fever—*calenturas*—twenty men on the outside were accumulating a case of it. There were mosquitoes by the billion—many varieties, but all of them had "*muy feroz*". There's a fly called *nigua* that lays an egg in a hole he bores in your skin, and when the egg has been hatched you become an animated restaurant for the young fly with the big appetite.

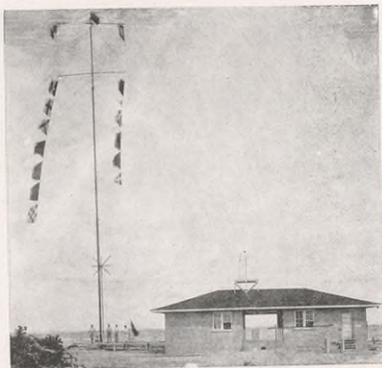
These pioneers slept in tents when they did sleep, which wasn't often. They cut a path through a tropic wilderness,

where no man had ever lived. A railroad was laid out between the lagoon and the ocean, a little more than two miles in length. You are liable to wax sarcastic when you first see this tiny narrow-gauge road with its gasoline locomotive, but don't forget that it carried every bit of building material at Agua Dulce: iron, steel, cement, brick, lumber, pipe, and all that goes to make a terminal. So don't josh the Agua Dulce railroad.

And as the work went on, they do say Merry Hell went along as a companion. Labor troubles—lack of supplies—a great war—tropical fevers, all reached out to retard the work. The *Jefe Principal* and the lesser *jefes* with battle cries of "forward"—"go to it"—kept advancing every



Water Tower Agua Dulce Works



Signal Station at Agua Dulce Works

Weather signals and loading signals for the tankers loading at the ends of the sea lines.

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The "Agua Dulce"

This mooring boat and her sister, the "Coyol," were built in our own shipyard at the Tampico Works.

day. After months of travail and dig, and more dig and do, business began to pick up and, like a dream picture from nowhere—like a giant arising from sleep, the affair began to look like something—to assume proportions that had lines, forms and shapes. These heroic rough-necks began to see things—real things—tanks, boiler houses, machine shops, still bodegas, ice plants, water tower, "and everything" which made them smile the smile of a winner.

They built a beautiful club house, or Casino, almost at the ocean's edge, where one can, after a day's work, take a hop, skip and a jump and bathe in the cooling waters of the Gulf of Mexico. The men have rooms equal to that of a first-class hotel, with showers and all modern accessories. A beautiful dining-room occupies most of the first floor and you will dine as well at Agua Dulce Casino as you will in any first-class restaurant. We know, gentle reader. We have put our feet under those tables. With the billiard tables and gramophone, together with an excellent library well stocked with English and Spanish books, one can imagine he's anchoring at some Tampa Bay or Miami hotel, at eight or ten bones a day. And at night the never-ending Sea Song of the waves pounding on the beach will lull you to the sweetest sleepest kind of sleep you ever slept.

From the galleries of the Casino you can see an 1185-foot dock that stretches far out into the sea. Every little while the ocean and this dock go to the mat; sometimes the ocean wins, sometimes it's a draw—but always action. And at the end of this dock is moored a pair of real wonder craft—the famous Agua Dulce surf boats. These Sea Hounds are about five tons each and are used to attend the

giant tankers that come to anchor at the buoys at the end of the sea lines.

The day that we happened to be at Agua Dulce there had been quite a blow—half a hurricane, you might call it. The waves were running high, and from our seat in the gallery of the Casino we saw one of the freak craft start out to meet an approaching tanker. The little boat, named the *Agua Dulce*, seemed doomed, to us greenhorns, unused to the ways of the sea. You would see her bobbing up and down on the white capped waves and then disappear entirely under some great mountain of water, to come up again like a duck. She has the strength of a bull, the speed of a race horse, and the courage of a bull terrier. Some boat this *Agua Dulce* craft! She is unsinkable and uncapsizable; she is efficient and is good to look upon. One could call one of these aquatic curios a hydroplane or a submarine and not be far from the truth.

A tanker rolls in from any old port of the world and with the aid and support of one of the surf boats anchors and moors at the end of the sea-loading pipe line two miles or more distant in the ocean. In about seventeen hours it swallows some 50,000 barrels of oil and with her belly full of the liquid cargo bids "Adios" to *Agua Dulce* and steams outward bound to the port of Anyoldplace.

When they laid these sea-lines almost 500 men acted as chamberlains while the pipe was stretched along the ocean's bed. Some stunt, brothers, when you consider that one of these gigantic sea serpents was pulled out in twenty-six minutes, without a hitch.

Today *Agua Dulce* is what all men strive for—a success, and a big success at that.

The men who work under the light of

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Some of the Cottages for Employees at Agua Dulce Works

the Texaco Star are in luck at Agua Dulce. The five-pointed symbol means to them: a good job with all the comforts of home in a hotel that is first-class in every particular. The star means contentment to every man who works beneath its rays. It means that an employe of The Texas Company carries no worries. The hospital, doctor, and a dozen or more means of that which we call welfare work are at their service and gratis. Most of the

bunch are old-timers with the Company for which, no doubt, there is a reason.

Some day when you're in search of adventure—when you've a desire to see a real wonder work—to do a bit of fishing—a bit of resting, and to commune with Nature, to listen to the conversation of the sea, as the incoming waves discuss marine scandal, go out to Agua Dulce and look the plant over—and don't forget to stay for dinner.

WHAT IS THE LIFE OF A MOTOR TRUCK?

From "WICHITAUK"—September 1919

How long will a motor truck last?

An unequivocal answer can not be given to such a query. No one would ask, for instance, how long will an orchard bear fruit. Yet it is just as easy to answer how long an orchard will yield fruit, as it is to answer how long a motor truck will last.

In the first place a motor truck is not a mechanical unit, but is a power plant composed of many units.

Illustrative of what may be expected of motor trucks, railroad locomotives may be cited. On the Houston & Texas Central Railroad, for instance, as was once brought out at a rate hearing, there are locomotives still in service that were purchased over forty years ago. This does not mean that the same material now in these locomotives was in them when they were first purchased. Indeed no, for in one instance an investigation of the records revealed that about the only thing that remained of the original purchase was the number of the locomotive.

What has been done with locomotives can be done with motor trucks, if the same policy that governs railroads should be followed by motor truck owners and drivers.

For instance when a body wears out, a new body can be put on. New tires are expected, in the course of events. New spark plugs, new valves, new cylinders, new this, and new that, renewed from time to time, will keep any standard make of motor truck in a going condition as long as the wear is rebuilt with fresh parts.

Of course there is a limit to which replacements can be made with profit. A time comes when the scrap pile becomes the economical repository of the remains of a truck, but there is no way of estimating in advance how soon this finish will be reached.

With proper care any truck now on the mar-

ket will give a relatively better service than will the best truck made that is not given any care at all. To be operated at minimum cost motor trucks demand daily attention to many things, and at periodical times detailed attention to all parts.

For instance, there is no truck made that can be run an hour under heavy going without lubrication. *Lack of proper lubrication grinds away the life of a truck with all the power of emery dust.* A failure to see that the radiation of the intense heat generated in the cylinders is continuous, will eat, in a very short time, the heart out of an engine. Half the value of a cooling system lies in keeping the fan belt tight, so that the fan will revolve with 100 per cent efficiency, the other half being in the circulating system of the water used for cooling the engine. Of two evils, there is less harm done through finding the gasoline supply out after a truck has left its base station, than in having an adequate supply of gasoline *with no oil.*

When you see a truck that for eight years has been going, going, going every work day, delivering its loads and returning to its base, you may rest assured that such a truck has not been the neglected thing of an uninterested driver. A careless driver, in whose veins flows too much sporting blood for burden-bearing tasks, can write finish on the career of a motor truck quicker than anything else. And when he so writes he uses an indelible ink that the ingenuity of man can not remove.

Even the best motor truck, through *abuse* and through *neglect*, through *overspeeding* and through *overloading*, can be quickly headed for the junk heap, and this also applies to every piece of machinery that has ever been born of the brain of man.

TEXACO STAR

LETTERS OF A SELF-MADE FAILURE—No. 8

By MAURICE SWITZER

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Ten letters from a "self-made failure" who had found success, to a younger brother, which should be helpful for avoiding some of the mistakes that endanger a young man's business career.

"It is less important to know how one man attained great success than it is to understand why a thousand men became utter failures."

Oldburg, Aug. 1, 1913.

Dear Bob:

Hot? Well, since you referred to the fact I have noticed that there seems to be an overabundance of superheated atmosphere in town this week.

I suppose I wouldn't have paid any particular attention to it had I been fully occupied, but as I haven't done four hours' real work a day, recently, I have had time to inventory a few physical discomforts. No one who has time to complain of the weather has any real trouble, so let's be thankful that we're only hot, and not homeless and hungry.

I once went on a fishing trip with a tenderfoot friend of mine who had read about the joys of camp life and thought he'd like to sample them. I don't know what he expected to find, but from the first day out he complained about everything from the flavor of the coffee to the croaking of the frogs. On the second day he was ready to quit, and when he found that he would have to stick it out to the end of the week, he exhausted his vocabulary in calling himself all varieties of a nut for ever leaving the soft comforts of the city for the discomforts of the open; and for once everybody agreed with him.

The bunch wished him on me one morning, so I took him fishing in a rowboat, at the bottom of which we had stored our lunch, expecting to be gone most of the day. Just about noon a stiff wind sprang up and blew so hard that it kicked up a considerable sea against which I couldn't make any headway. The spray came over our low gunwales, wetting us to the skin, the bottom of our boat was awash and our lunch was ruined. There was nothing to do but keep out of the trough of the sea and try to make either shore of the lake, which was about a mile wide. After an hour's killing work I succeeded in beaching the craft, which had sprung a leak, on a rock shore fifteen miles from camp. There we stayed for five hours while the gale raged. We were wet, miserable, and hungry, dusk was approaching and the prospect for spending the night in the high grass was the only safe bet in sight. Ignatius sat on a rock and choked with emotion. "I'd give a hundred dollars," said he, "to any fellow with a gas boat to tow me back to that rotten camp with its tough grub and concrete beds!"

We spent the night in the woods and tried to keep warm by battling with the mosquitoes. They sent a launch for us at daybreak, and when Ignatius got back to camp, the way he absorbed leather-bound biscuits, lapped up muddy coffee, and stowed away bacon would have reminded you of one of those show-window demonstrations of a vacuum cleaner in full action.

He slept that night like a babe in its mother's arms—and several nights thereafter—and he didn't go home at the end of the week. He had had his first taste of adversity, came out alive, and even the wilderness looked beautiful to him.

I'm sorry that you are not coming here on your vacation, but no doubt a complete change of scene will do you more good. Getting into the tall timber is not only a great physical tonic, but to a thoughtful man it's a mental bracer as well.

By all means take your vacation. The more you are missed at the office the warmer will be your welcome on your return. If your absence goes unnoticed, it will take some of the conceit out of you and perhaps inspire you to better effort.

Never be afraid that somebody will find out how to do a certain thing as well as you can. If you know only one thing you're in a bad way. Take a few days off and don't bother about the lad who may put something over while you're gone; if a breath can dethrone you, the empire isn't worth ruling.

Don't waste time trying to discover what's in the mind of someone else; it's the job of a lifetime sizing up yourself.

If you don't know how to loaf you can't know how to labor. There is no rest like that which is earned after work well done, and there is no work better done than that which is enjoyed after a little idleness.

The man who lives close to the soil requires a change of scene merely as a matter of education. His business is manual labor and his avocation is more or less intellectual. He devotes his evenings to the improvement of his mind, not because he is a wiser man than his city cousin, but generally for the reason that he has nothing else to do. He is not tempted by a thousand diversions. Once in awhile he may invest in a gold brick, but he doesn't mistake excitement for amusement—the species of green goods that is handed out to half a million city wise guys, on little old Broadway, seven nights in the week all the year around.

The man who can derive both profit and pleasure from the exercise of his mental and physical functions needs no recreation; he is developing the best human instincts: thought and work.

But you fellows who toil in over-populated canyons, dine in over-decorated caravansaries, and sleep in under-ventilated caves, need a change. You've got to get an occasional glimpse of normal life to keep you from acquiring an abnormal point of view, the natural sequence of your artificial mode of existence.

There are some men who have learned to sys-

TEXACO STAR

tematize their lives as they have their businesses. That sort of a man doesn't need a rest, but there are few of his particular type in New York. Resting is never rusting to the man who has periodically oiled his mental machinery with a little relaxation.

Don't worry about the accumulation of work that will confront you on your return. Learn how to regulate your work so that it will not accumulate. Set your house in order, my boy. If you fill one man's job and do it thoroughly, you can stand on your record. Systematize your work so that you can leave your desk any day without embarrassing or even disrupting

the orderly routine of the business. That's the test of true efficiency in the man.

Vacation never spoiled a really good man. If you acquire the loaf-habit after a few weeks off, you are merely developing a disease that was in your blood. Temptation only makes a thief of the weak.

I'm strong for work, but there is a reasonable limit to work, just as there is to idleness, wealth, worry, enthusiasm—everything, in fact, but honesty.

Enjoy yourself, old man, forget the grind and go fishing.

Your affectionate brother, Jim.

Leaders Wanted—

Men and Women Whose Example Will Count

The steady flow of Capital is what keeps the heart of business beating. America formerly borrowed capital from abroad, but now this source of supply is cut off. We must finance not only our own needs, but also those of many other countries.

We Need New Sources of Capital

Capital means thrift—an increase in the margin between production and consumption.

To accomplish this purpose the United States Treasury Department has started the

Thrift Citizens Movement

Show your leadership. Recognize your individual obligation to take an active part in this vital work.

BE A THRIFT CITIZEN
BUY TREASURY SAVINGS CERTIFICATES

Ask Your Bank

Write for
"THE PARAMOUNT ISSUE OF TODAY"
A plain statement of fact

Government Loan Organization
Second Federal Reserve District
120 Broadway New York

Every thoughtful American must realize the importance of checking at its beginning any tendency in public or private station to regard frugality and economy as virtues which we may safely outgrow. The toleration of this idea results in the waste of the people's money by their chosen servants and encourages prodigality and extravagance in the home life of our countrymen.

Under our scheme of government the

waste of public money is a crime against the citizen, and the contempt of our people for economy and frugality in their personal affairs deplorably saps the strength and sturdiness of our national character.

It is a plain dictate of honesty and good government that public expenditures should be limited by public necessity, and that this should be measured by the rules of strict economy; and it is equally clear that frugality among the people is the best guaranty of a contented and strong support of free institutions.—*Grover Cleveland.*

Keep an account book and enter therein every farthing of your receipts and expenditures.—*George Washington.*

The Technical Sub-Committee of the Presidential Committee on Standardization of Specifications for Petroleum Products held an open meeting on September 29. The Bureau of Mines reports: "The consensus of opinion throughout the oil trade seemed to be that the 90 per cent limit in the specifications for motor gasoline should be raised, and all reference to specific gravity should be omitted from all specifications for petroleum products."

Employees of all Departments in Houston have formed a Texaco Club with about seven hundred members. The object of the club is to afford entertainment and recreation and to promote good fellowship among all employees of The Texas Company. The club was organized at a meeting held in the Directors' Room in the Home Office Building. Nominations for officers and directors were made at this meeting, and in an election by ballot held the next day, October 16, 1919, the following were chosen:

Ernest Carroll, President
C. K. Longaker, Vice President
J. E. House, Secretary
Lee Dawson, Treasurer
Directors: Mrs. M. G. Jones
Jos. A. Gedeist
A. R. Megarity
W. H. Noble
G. W. Foster
T. J. McMahon
C. W. Redman

TEXACO STAR

DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	D. P. Harrington, Fort Worth
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales Dept.	E. B. Joyner, Houston
Marine Dept.	{ A. V. Corley, Port Arthur
Legal Dept.	{ H. Norris, New York
Treasury Dept.	{ H. Tomfohrde, Houston
Comptroller's Dept.	{ Lee Dawson, Houston
Insurance Dept.	{ B. E. Emerson, Houston
Sales Dept. S. Territory	{ P. A. Masterson, New York
Sales Dept. N. Territory	{ Roy B. Wright, New York
Asphalt Sales Dept.	{ R. C. Galbraith, Houston
Export Dept.	{ C. E. Murphy, New York
Purchasing Dept.	{ J. B. Nielsen, New York
Railway Traffic Dept.	{ J. E. Byrne, New York
Producing Dept.	{ J. T. Rankin, Houston
Pipe Lines	{ J. W. Painter, Houston
	{ R. W. Plummer, Houston
	{ A. M. Donoghue, Houston

REFINING Much interest is being exhibited at the Port Arthur Works as the date approaches when a cafeteria will be in operation within its gates.

Two new Ford Coupelets have arrived for the exclusive use of our visiting nurses.

A wedding of interest to many was that of H. B. Rainey and Miss Nell M. Bunch. Florence Verna, weighing 8½ pounds, has arrived to make her home with Mr. and Mrs. S. W. Savage.

Jack Hayes of our yard tool house reports the arrival of a 9-lb. boy at his house.

Friends of Mr. and Mrs. A. S. Bailey will regret to learn of the death of their son, Jas. McClure.

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF OCTOBER 1919

Refined—Coastwise.....	1,021,662 bbls.
Refined—Foreign.....	248,883 bbls.
	1,270,545 bbls.
Crude—Coastwise.....	72,966 bbls.
Crude—Foreign.....	7,143 bbls.
	80,109 bbls.

Recently returned from military service and re-employed by the Company:

Broom, Vollie	Mossman, Roy E.
Darby, A.	McFarland, H. O.
Dowdy, Kyle	Russell, D. J.
Dugas, N. A.	Toler, J. D.
Hoffpauir, E. E.	

James Baxter Saint is away on business for the Company. Like Ronaldson, Snyder, and others, who have gone before, he confidently expects to manfully withstand the sights on Broadway.

C. V. Schlaet and W. G. Corwin have

been with us for the past two months learning the methods of the New York Office of the Northern Terminals Division.

W. K. Gregory has been transferred to the Norfolk Terminal.

R. Whadcook has been transferred to the Providence Terminal.

MARINE Among the latest products of the yards of The Texas Steamship Company, at Bath, Maine, are the steel bulk barges *Texaco 153*, *Texaco 154*, and *Texaco 155*, similar in size and design to the "60" type of barge.

The *Texaco 153* left the ways Sept. 25, 1919, and by Oct. 4—ten days after being launched—had made her first delivery. This vessel is at present engaged in harbor service at New York.

The *Texaco 154* was launched on Oct. 1, and the "155" followed on Oct. 4. Both vessels left Bath on Oct. 20 in tow of the Tug *Nathaniel P. Doane*, bound for Providence, R. I., to load oil for delivery to the Charlestown Navy Yard, Boston, Mass. After discharging, the "fleet" will proceed to New York.

Hardly had these three vessels left the ways when keels for three other barges of the same type were laid.

The *Aryan*, a sister ship to the *Dirigo*, *Shenandoah*, and *Lightburne*, was launched on October 11 at Bath, Maine, and, when completed, will be taken over by the United States Shipping Board Emergency Fleet Corporation.

A. E. Thompson, formerly with The Texas Steamship Company at Bath, Maine, has been transferred to the Marine Department's New York Office.

R. S. Trotti, formerly Lieutenant in the Motor Transport Corps, A. E. F., has returned to Company and is now in this Department's New York Office.

The *Texaco 145*, which had been operating from our Bayonne Terminal, has been transferred to Norfolk for duty in Chesapeake Bay.

Port Engineer Charles Jackson was in Port Arthur the latter part of October to be present at the survey of the Sailing Vessel *Edward Sewall*. The Survey was made in order to ascertain the amount of damage sustained by the "Sewall" from having been caught in the recent Gulf hurricane.

While bound from Charleston, S. C., for Port Arthur, Texas, early in September, our Tank Steamer *Louisiana* had occasion to be of use in assisting to float the steamers *Tallac* and *Knights Island* which had gone aground off Palm Beach. The work of floating both vessels was accomplished in less than eight hours, and Captain Chaney is to be congratulated for his efficient work in floating the vessels.

Work well done is a pleasure, but work poorly done is no satisfaction even to the person who has shirked.—*Henry L. Doherty.*

TEXACO STAR

TREASURY
DEPT.

Mr. W. A. Green, Manager of Credits and Collections, has recently returned from an extended trip through the North and East, including all of the Northern Territory Sales District offices. He reports conditions at each office in tiptop shape.

COMPROLLER'S
DEPT.

Rotterdam,
September 22, 1919.

Dear Mr. Megarity:

I spent a portion of the day in the little peaceful ancient fishing village of Vloarlingen, and while walking down the banks of a canal, which was lined with fishermen making and mending nets, I chanced to pick up a few pages of what appeared to be a booklet, and found it to be a copy of the *Texaco Star*. Away off the beaten track of tourists, never visited by ships, and supporting no oil station of any kind, I wonder how it got there. Not long ago I spent a short period in Scotland and, having often heard of the moons, made a trip for a "look-see;" and there while setting on the side of a hill looking out over vast acres of wild flowers of every hue, I spied the familiar Red Star and Green T on a box-end.

I am convinced that if one should traverse darkest Africa he would frequently find the ear-marks of T. T. Co. In fact, to meet a native chieftain wearing a carved Red Star and Green T as an emblem of his prowess, would not be surprising to me.

I hope all my friends with The Texas Company are doing nicely, and that the fortunes of the war left no permanent vacant places in its ranks.

By the way, saw the man the other day whom the better part of the world has damned with pardonable fervency.

Expect to leave about the 10th prox. for Washington, D. C., via London, Southampton, and N. Y.; but only for a short sojourn. My unofficial mail reaches me thru 315 Senate Office Building, Washington.

With kindest wishes, and wishing to be remembered to all, I am

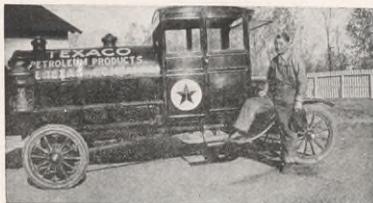
Sincerely,
J. O. Bailey.

SALES DEPT.
S. TERRITORY

DENVER DISTRICT.—The best proof of the high quality of Texaco Motor Oils that we know of was recently demonstrated in Denver when one of our filling stations was broken into by jimmying a window. The cash register and safe were not disturbed, the only thing missing being a one-gallon can of Texaco Motor Oil, which proved that even burglars have discriminating taste in the selection of an automobile oil.

Vice-President W. A. Thompson, Jr., wife and sons were recent visitors to Denver District. Mrs. C. A. McCarthy, wife of Superintendent McCarthy of the Philadelphia District, was also in the party.

T. J. Halter, Billing Machine Operator,



Truck DD-533—Driver W. C. Kemp

This is one of the best kept pieces of equipment in the District and has a record of never having been out of service since it began operation more than a year ago.



At Montana State Fair, Helena, Mont.

Arranged by Agent H. R. LaBrant, Helena, and Agent F. N. Brees, Butte.



At Logan County Fair, Sterling, Colo.

Agent J. N. Rea (without hat) and Salesman J. B. Harris (with hat on).

and Miss Rose Kitte united in marriage on September 18. Congratulations and best wishes.

H. F. Ewing of the Lubricating Division,

TEXACO STAR



Hendricks-Osborn Tractor Company, Lewistown, Mont.
Agents for Texaco at that point.



Airplane of the Haxton Aero Club of which Agent
W. F. Miles is Secretary and Treasurer

Note the Texaco sign on the plane, denoting
that our 319 Gasoline and Motor Oil E. H. are used.



Airplane making flights at Yuma, Colo.

Uses Texaco Motor Oil Extra Heavy. Salesman
S. D. Eccleston (in front) took a flight. The plane
worked perfectly with our products.



Bird View of Haxton, Colo



Bird View of Holyoke, Colo.

Photographed by Agent W. F. Miles, of Haxton,
Colo. Station, from airplane using Texaco 319
Gasoline and Motor Oil Extra Heavy.

and Miss Anna M. Kessler, also embarked
on the sea of matrimony on September 30.
The entire force extend congratulations
and best wishes.

Recap Clerk G. J. O'Byrne is the proud
father of another girl.

Samuel W. Watson of Lima, Ohio, father
of Roy S. Watson, agent at No. 6 Filling
Station, Denver, died at Lima, O. R. S.
has our sympathy in his bereavement.

Captain Edw. M. Freeman has returned from
a two-years service overseas, and has resumed
his studies at Harvard.

Truck Driver W. A. Wallace, Colorado Springs,
in the month of August sold from his truck 76,755
gallons. His biggest day was 7,930 gallons. Over
98% of the month's business was cash.

Recent Transfers.—Auditor Brayton Armstrong,
from Denver to Oklahoma City; succeeded by Auditor
T. J. Hester.

John C. Moncure, from Territorial Office, Hous-
ton, to Denver D. O.

H. R. Jones, from Clerk and Cashier, Pueblo,
Colo. Station, to Order Clerk in Denver D. O.

Miss Edith Fairchild, from telephone operator,
Denver D. O., to New York Office; succeeded by
Miss Dorothy Brandstetter.

Miss Mary Larkin, from Oklahoma D. O. to
stenographer in our Credit department.



The Broadmoor Hotel, Colorado Springs

This hotel, which cost approximately \$2,000,000,
has a built-up Texaco roof as the foundation over
which its tile roof is laid.

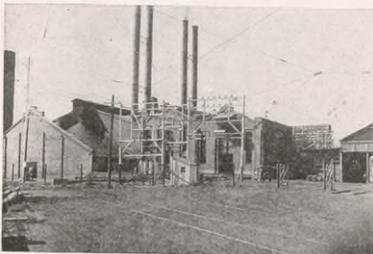
TEXACO STAR



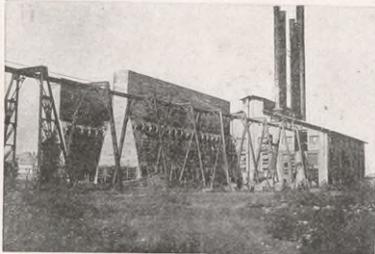
Yellowstone Creamery, Billings, Mont.
Users of Texaco Products.



Yellowstone Packing Company, Billings, Mont.
Lubricated with Texaco Products.



Trinidad Plant of the Federal Light and Power Co.



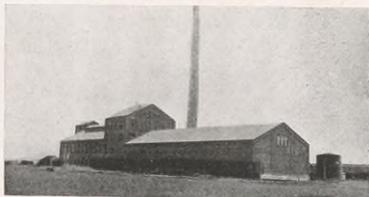
Walsenburg Plant of the same Company

When we entered the war these two plants were called upon to supply the power for seventy-two coal mines in Southern Colorado. To do so it was necessary to get the best oils for lubricating their machinery. They called for Texaco Products.

Page sixteen



Western Light and Power Co., Cheyenne, Wyo.
The big unloading crane is lubricated with Texaco Crater Compound.



Wyoming Sugar Company, Worland, Wyo.
Texaco Customers.



Mine and Smelter of the East Butte Copper Company
Lubricated by Texaco Products.

TEXACO STAR



Pike View Mine—Near Colorado Springs
A user of Texaco Products.



Klondike Mine—Near Colorado Springs
A user of Texaco Products.



The Butte Superior Mine, Butte, Mont.
Its machinery is lubricated by Texaco Products.
Our truck is making a delivery.



On road to Butte Superior Mine
An example of the grades our trucks are called upon to make in this section.

Agent Robert Blaylock, of Pueblo, Colo. Station, sends the following verses which he hopes will not be regarded as an "assassination" of Hamlet":

To be, or not to be, that is the question—
Whether I shall a Salesman be,
Or strike, as has one half the world,
And join the Bolshevik.
To think, to work—To Work!
Ay, there's the rub;
For in these days of great unrest
To many the art is all unknown.

And yet, though they unfaithful be—
Hold on as does grim death,
But has it not been proved that Work
Is Art? And he who knows this art
And hath himself in it perfected
Shall prosper and do well,
Whilst he who keeps afloat
The Anarchistic spark and puts
Forth every effort to destroy—
Who has no line of Good Things for to sell—
Shall find his destiny most surely.
Mark: It leads him straight to Hell.

OKLAHOMA DISTRICT.—Construction has started on Okmulgee and Sapulpa stations. These points will both be contenders in honors for lubricating gallonage and we are expecting great things of them.

We are just finishing construction work on two handsome filling stations at Tulsa.

Oklahoma District is proud of its showing in the number of lubricating products on which their quota in the 40% increase campaign has been reached. Oklahoma has first place among all the Districts in the South for these honors.

We are pleased to report since the last issue of the *Star* new members of the Carload Lube Club:

H. F. Faerber, Oklahoma City, Okla.
C. A. Krebs, Oklahoma City, Okla.
Ray Winder, Little Rock, Ark.
R. A. Stacey, Camden, Ark.
J. G. Rogers, Little Rock, Ark.

R. M. Hale, Agent at Rogers, Ark., a new man with the Company, has finished his first month's work and has rolled up the highest gallonage ever made at the agency.

W. A. Wilson has been appointed agent at Hugo, Okla., vice H. H. Wood, resigned. Mr. Wilson was formerly clerk at Woodward, but good work gained the promotion.

I will always remember him as we sat on the curb in Guthrie, and he told me of his confidence in his ability to really sell Texaco Products. There was a certain earnestness about his story that appealed, and that's the beginning of his salesmanship. Finally the chance appeared and E. L. Dryden, former clerk at Guthrie, was made Agent at Woodward. The gallonage at Woodward was low and the number of past due accounts high. But this didn't faze Dryden. Today his station is the boast and pride of the district for cleanliness and care of equipment. Today there are no past due accounts in his territory. Today there is a little over twice the business that there was when he took charge. Lubricating sales are showing 400 per cent increase and Dryden says he has just started. This man's work has been an inspiration for he is an embodiment of our slogan, "It can be done." If you ask Dryden how he does it, he'll tell you what he told me; he says, "You have the reason, Work." More power to you, Mr. Dryden of Woodward—may your shadow never grow less. —"Oklahoma Sun."

NEW ORLEANS DISTRICT.—A District Agents and Salesmen's Meeting was held September 18-19, Superintendent Dyer presiding. We were favored by the presence of Ass't Manager Bradford and Gen'l Roofing Salesman O'Neill.

The morning of the first day was devoted to credit and collection matters, conducted by Credit-

TEXACO STAR



New Orleans District Agents and Salesmen's Meeting—New Orleans, Sept. 18-19

Rear Row, left to right: J. T. Downs, P. F. Renaud, W. E. Bradford, T. L. Morris, V. L. Seddon, J. W. Harville, J. P. McCormack, G. W. Lee, A. O. Morton, J. C. Green, W. G. Craig, D. G. Bentley, Paul Delbasty, T. W. Jones.

Middle Row: C. F. Price, B. L. Hansen, E. I. Seyburn, R. H. Martin, J. G. Broussard, E. C. Neill, F. E. Castelberry, A. H. Peterson, C. J. D. Gerrets, W. E. O'Neill, M. A. Dyer, O. H. Bloxam, J. A. Verret, A. J. Porteous, A. W. Phillips, L. R. Jones, T. J. Porteous, C. Daigle, W. T. Robertson, J. J. Forgey, J. W. Knight, W. R. McGowan, J. A. Morson, N. J. Zimmer, E. S. Gray, J. J. Satterlee, Geo. Broussard, W. R. Dodge.

Kneeling: R. W. McLaurin, H. W. Woodruff, E. Doshier, R. A. Jahrause, M. J. Reach, M. E. Trowbridge, N. H. McLaurin, Eddie Prados, J. D. Heaphy, R. H. Collins, Carl Newman, Jas. Benzie, R. H. Comeaux, G. B. Evans.

man W. R. Dodge. In the afternoon Lubricating Ass't L. Morris took charge and threshed out lubricating sales, formulated plans to assure the 40% lubricating increase for New Orleans District, and made suggestions for the improvement of lubricating business. In the evening Gen'l Ass't C. J. D. Gerrets reviewed the care and handling of equipment, also condition of stations and stocks. On the second day Chief Acc't R. H. Collins took charge and made a thorough review of accounting matters. He cited reasons why certain information is necessary for handling reports, and instructed Agents in the proper use of all forms.

One of the most interesting sessions was that devoted to Roofing Sales, conducted by Mr. O'Neill, ably assisted by Mr. Harville. The program was interspersed with talks by Messrs. Bradford and Dyer.

During the month of September New Orleans District broke all previous records, showing unprecedented increases in sales and collections, and mailing all reports to Houston on time.

ATLANTA DISTRICT.—For the month of September Atlanta District broke all previous records on sales and collections.

Ass't Manager Bradford attended a meeting of the Agents and Salesmen of Georgia, recently held in Atlanta.

Immediately after the recent meeting of Alabama Agents and Salesmen, held at Birmingham, Salesman Groover sold a carload of lubricants; and Creditman Ramey while attending the meeting took time to close a 100-bbl. Motor Oil contract.

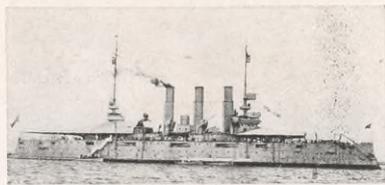
O. F. Klopman, tank truck salesman, Columbia, S. C. Station, recently made a sales report of 2 cases Axle Grease, 1 case Texwax, 6 bbls. Motor Oil, 1 case Cup Grease, 1 case Home Lubricant, and 1 roll Texaco Roofing. We wish all of our wagon and truck salesmen would go and do likewise.

W. A. Green, Manager of Credits and Collections, returning from New York to Houston, stopped in Atlanta and paid the D. O. a pleasant visit.

Marine Salesman C. P. Dodge, Jr., of New Orleans, on a recent visit to Atlanta was warmly greeted by those with whom he formerly worked in this District.

Otto Dutson, Nightwatchman at Charleston, S. C. Station, a veteran of the War of the Sections, called at the District Office while attending the Confederate Veterans' Reunion in Atlanta.

Mechanic W. F. Neal, one of the first men employed at Atlanta Station, recently left the company for other employment, but he has returned and says "Texaco is good enough for me."



U. S. Cruiser "Rochester"

Flagship for the flotilla of torpedo boat destroyers now maneuvering out of Pensacola, Fla. The "Rochester" was formerly the U. S. Cruiser "New York" which played a prominent part at the battle of Santiago in the Spanish-American war. She is not equipped for burning fuel oil, but all lubricating oils and greases used are Texaco.

TEXACO STAR

SALES DEPT. NEW YORK DISTRICT.—A meeting of Agents and N. TERRITORY Salesmen of New Jersey Territory was held Sept. 23 at Newark, N. J., Representative I. M. Williamson presiding. In attendance from the District Office were Ass't Sup't D. L. Keys and Creditman A. D. MacDougall.

Salesmen and Agents of Albany Territory met Sept. 25 at Albany, N. Y. Representative H. S. Gruet presided and Messrs. Keys, MacDougall, and C. Brettel, Supervisor of Rolling Equipment, represented the D. O.

These meetings do a wonderful amount of good in enabling the field force to bring up the problems that arise from time to time and obtain the opinions of co-workers how they would meet similar conditions. Agents and Salesmen prepare questions in advance and these are debated pro and con. These meetings also produce a feeling of good fellowship among the men in the field force who attend.

To the newly weds, Mr. and Mrs. M. R. Lockwood, we extend heartiest congratulations with the hope that Dame Fortune will smile brightly on them. They were married on Saturday, October 4, at Kingston, N. Y., the home of the bride, Miss M. K. Tibbals. We understand the wedding went off in great style, albeit "Lock" appeared somewhat shaky. To prove to the loving pair that the old adage "absence

makes the heart grow fonder" still worked, some good friends abducted the bride. "Lock" was frantic but to no avail. At the last moment the abductors took pity on them and returned his bride to him just in time to catch their train. They caught their train under a shower of shoes and rice. They are spending their honeymoon in Montreal, Canada. A handsome chest of silver was presented to them by friends in the District.

To B or not to B.—The Credit department advises that Bobbie Burns struck it right when he said "the best laid schemes of mice and men gang oft a-gley." We had a "house cleaning" on Sept. 30 and although we asked no holdouts we transferred a relatively small amount. From present indications we expect to report no transfers in October and if possible *encore* the performance in November and December; and then next year!

COLLECTION EFFICIENCY—SEPTEMBER, 1919

HONOR MEN (50)—Earning 90% or Better
100% Means Everything on "A" Lists August 31,
Collected in September

Albany Territory		
P. L. Morrell	Agt. Buffalo	100 %
H. Hamblen	Agt. Alexandria Bay	100 %
F. J. Gohl	Agt. Hudson	100 %
H. J. Freemyer	Agt. Middletown	100 %
P. Peck	Agt. Monsey	100 %
H. P. Decker	Agt. Newburgh	100 %
W. W. Bauer	Agt. Port Jervis	100 %
A. B. McCabe	Agt. Ticonderoga	100 %
P. H. Noonan	Agt. Watervliet	100 %
A. E. Guffin	Agt. Amsterdam	98 %
J. J. Cunningham	Agt. Ogdensburg	98 %
E. I. Kirkpatrick	Agt. Bellerose	94 %
W. H. Lawrence	Agt. Kingston	90 %
J. H. Allen	S'n. Albany	100 %
L. E. Cleland	S'n. Ogdensburg	100 %
T. J. May	S'n. Herkimer	100 %
J. F. Keenahan	S'n. Albany	100 %
Stamford Territory		
Wm. Regnemer	Agt. Stamford	100 %
J. E. Marvin	Agt. Bridgeport	98 %
H. W. Caney	Agt. Norwalk	90 %
F. E. Bell	S'n. Stamford	92 %
New Rochelle Territory		
W. R. Walker	Agt. Peekskill	100 %
M. M. Johnson	Agt. New Rochelle	97 %
J. Nichols	Agt. Mt. Kisco	95 %
J. H. Cosgrove	Agt. White Plains	93 %
Long Island Territory		
F. C. Mott	Agt. Sag Harbor	100 %
G. A. Jackson	Agt. Riverhead	100 %
J. D. Brown	Agt. Babylon	99 %
Robt. Laby, Jr.	Agt. Patchogue	98 %
A. J. B. Carver	Agt. Huntington	96 %
F. J. Silkworth	Agt. Port Jefferson	92 %
E. C. Hasemann	Agt. Mineola	91 %
Newark Territory		
F. E. Warren	Agt. Passaic	100 %
F. C. Murray	Agt. Bayonne	96 %
C. F. Burney	Agt. Bradley Beach	96 %
B. Dimler	Agt. Perth Amboy	94 %
G. V. A. Conger	S'n. Newark	100 %
H. B. Gould	S'n. Red Bank	100 %
E. I. Decker	S'n. Bayonne	99 %
H. K. Berger	S'n. Bayonne	96 %
W. M. Wilson	S'n. Morristown	94 %
G. E. Druquer	S'n. Newark	93 %
Metropolitan Salesmen		
R. A. Goodwin	S'n. New York City	97 %
S. A. Alston	S'n. New York City	96 %
B. H. Griffin	S'n. New York City	95 %
G. C. McKibbin	S'n. New York City	94 %
Wm. Proehl	S'n. New York City	91.6 %
T. J. Farrell	S'n. New York City	91 %
F. K. Woodruff	S'n. New York City	90.6 %
A. O'Malley	S'n. New York City	91.4 %



Ass't Sup't D. L. Keys Motoring through the northern part of the Empire State

There is one feature of this picture which may be hard for Mr. Keys' many friends throughout the District to understand, and that is the position of his left pedal extremity. This position is associated in the minds of most persons with a pose that was in fashion prior to the time when the Eighteenth Amendment took its meteoric course through the Congress. Of course we know it was not from force of habit that this happened, but it may seem peculiar to those who are not as well acquainted with him as we are.

TEXACO STAR

The deliveries made by Driver M. Le Veille from Schenectady Station on August 30 may seem impossible, but figures never lie. Mr. Le Veille in the past delivered 2,290 gallons in a 340-gallon truck, and it strikes us that if he were given a truck, say, of 100 gallons capacity he might make even larger deliveries,—the smaller the capacity the more he apparently manages to deliver.

Schenectady, N. Y. Station, August 30, 1919.

Driver M. LeVeille.

Truck A. A. 645, 250 gallons capacity:

Gallons Delivered	Distance from Station
260	2 miles
250	1 mile
250	2½ miles
250	2½ miles
250	1 mile
250	1 mile
300	1 mile
250	2½ miles
250	2½ miles
165	1 mile

2,475 gallons

The name LeVeille means efficiency. Here's a delivery from the same station on the same day by C. Le Veille:

Schenectady, N. Y. Station, August 30, 1919.

Driver C. LeVeille.

Truck L353, 500 gallons capacity:

Gallons Delivered	Distance from Station
500	2 miles
500	3 miles
500	2½ miles
500	2½ miles
500	2½ miles
500	2½ miles
500	2½ miles
500	4 miles
300	4 miles
200	3 miles

4,500 gallons

Red Bank, N. J. Station advises that their hat is in the ring, doing at the present time over 200% in efficiency with one 250-gallon truck and one 500-gallon tankwagon. Agent White says he intends to make them all step to beat his outfit. Go to it, boys, we're watching you.



Representative H. S. Gruet putting over a Lub. sale. This photograph, snapped entirely unawares to Mr. Gruet, shows him warmed up in action. He is talking quality and efficiency with the proprietor of Plaza Garage, Schenectady, N. Y., one of our Texaco boosters.

A fatal defect in our system of government is, it depends too much energy and treasure upon the task of restraining the rascals and not enough upon harnessing the fools who are infinitely more dangerous.

—Geo. M. Bailey.

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BOSTON DISTRICT—October 8 and 9, 1919, will be remembered in this district as two of the most interesting and enjoyable days in the company's history:

On October 8 a business meeting for Salesmen and Agents was held at the American House. The meeting was called to order by Superintendent Clifton and after a few remarks on what was done last year and what was expected this year, he presented Ass't Manager F. D. Gatchell who gave a discourse on the development of The Texas Company and opportunities for individual advancement. Mr. Gatchell's talk was as instructive as it was interesting.

R. C. Galbraith of the Southern Territory gave an interesting account of the Carload Club in vogue in his territory.

C. H. Parker talked to the point on his subject General Lubricating Products, as did J. T. Groves on General Efficiency. P. D. Nash gave a talk on Motor Oils and L. A. Jacobs on General Advertising.

J. H. Morrison described what was accomplished in the operating of stations during the war and what was to be expected in the future. He showed what wonderful work has been done in the face of great shortage of equipment.

R. T. Benham discussed the care and upkeep of delivery equipment. He gave an outline of his plans and if they are followed by all agents our equipment will not have to be sent to the repair shop so often. It will take just a little co-operation between agents and drivers, and with our new force of equipment inspectors much improvement should be shown during the next few months.

Chief Accountant R. G. Hill outlined very carefully the work in the accounting office and impressed upon all the necessity of carrying out instructions to the letter. The District Office is accountable to the territorial Office and it to the Home Office, therefore it is plain to see what delays are bound to occur if care is not taken in the beginning. Mr. Hill expressed great pleasure at the way in which agents were receiving the auditors.

Creditman C. W. Fuller answered the call "Benefits to be derived from Cash Sales," and also took occasion to thank and congratulate the men in the field for their work on collections.

After a general discussion the meeting closed with everybody much benefited.

October 9 was a gala day. All employees assembled at North Station at 8:30 a. m. and boarded a special train for Wardhurst Linnfield, Mass. The people along the route all came to their windows, being attracted by the noise makers which were carried by all and put into operation as soon as the train got under way.

After arriving at the grounds a panorama photograph of the whole company of picnickers was taken, which will be cherished by many for years to come. On the inside of the back cover is a reproduction of the big photograph too reduced for the faces to be recognizable but showing the size of the group.

The first event of the day was a ball game between married and single men. The single men thought they had a snap but the married men started out with a vengeance under the leadership of Mr. Gatchell, who singled in the first inning, stole second, and scored on a hit to left field. The married men's battery was Mr. Clifton, catcher, and Mr. Gatchell, pitcher, and they worked to perfection. Mr. Clifton showed some of his old-time form and proved to the boys that he was

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Ass't Manager F. D. Gatchell and Superintendent G. L. Clifton watching the Tug of War at Boston District Employes Outing, Oct. 9, 1919.



The original and only "Pud" Boone, descendant of Daniel Boone, Agent Boston Lubricating Station.



Superintendent Clifton

Instructing the other half of the battery to get them over the plate (note the plate) as they warmed up before the game.

able to play a good game of ball in his day. As for Mr. Gatchell, the first three men up he fanned, and as he is quite an ardent rooter for Hod Eller of the Reds he refused to continue to pitch. He did not want to beat the world's series record of the Hod's, as it might make him feel badly. The men who took up the burden after Mr. Gatchell, Station Auditor Davis, Fred Hale and Al Kadlec, worked almost as well and the married men won handily by a score of 17 to 5.

The relay race between Sales and Accounting offices came next. The Sales were conceded to be the winners before the race, but the Accounting boys sprung a surprise and gave the Sales quartet a little lesson in how to run a relay. A large cup donated by James W. Brine Co., athletic outfitters of Boston, was the prize for this event and will be contested for at annual outings until one office has won it three times and it will then become the permanent property of that office.

A special race between Engineers and Operating Division was won by J. E. Johnson of the engineers, much to the chagrin of one George Beaton, Jr.

Special race between Fuel Oil men was won easily by J. T. Snow, who proved that although he carried a lot of weight he could run as well as sell oil.

Other events were won as follows:

100-yard dash for men, by "Tom" Hayes.

50-yard dash for women, by Mrs. Spellman.

Ball throwing for women, by Mrs. Anderson.



Accounting Office Relay Team

Rear: De Rosay, Power (Mgr.), Kadlec.
Front: McLaughlin, Kendrick and cup they won.

Ball throwing contest for men, by Walter Nix.
Tug-of-War, by team of employes of Boston and Providence Refined stations.

During lunch we were entertained by Ward-hurst's justly famed jazz orchestra, with solos by Mrs. E. H. Carritt, wife of Salesman Carritt, and Mr. McHale of the West Exchange St. Filling Station, and a reading by "Pete" McLaughlin of the District Office.

Mr. and Mrs. H. T. Austin were unable to be present at the outing but we sent them our congratulations on the arrival of a son, Paul Eugene, born October 7. Mr. Austin is clerk-cashier at Burlington station.

Dancing was enjoyed for the better part of the afternoon and we boarded the train for Boston at 6 p. m. voting it the best day ever.



Our own James Whitcomb Riley, Agent of The Texas Company at Fall River, Mass. Station.



Sup't Kennedy, Asphalt Sales, Boston, enjoying himself at the outing—still a real live fellow.

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Some real live ones

"Dave" Kurrus, Operating Division; E. M. Ward, Agent at Hartford; C. S. Carpenter, Agent at Portsmouth; F. L. Elder, Agent at Portland.



Taking a rest near the barn—Everyone remembers the barn Agent Hegarty, Lewiston; Agent Davis, Waterville-Winslow; Agent Carpenter, Portsmouth.

We were much pleased to have Manager C. P. Dodge, of the Southern Territory, with his wife and daughter, pay us a visit in October.

W. A. Green, Manager of Credits and Collections, recently spent an enjoyable day with us. We would welcome his presence more frequently.

W. N. Holt, salesman from Norfolk District, and the only "expert" in the Motor Oil Contest for 1918-1919, visited us recently and we were glad to get a look at the man holding the record he does. We don't care to brag about ourselves but we predict that the contest from now on will not find Mr. Holt alone as an expert, for a number of our salesmen expect to be in the expert class.

The following stations are doing exceptionally good work on their stock variations:

Burlington	Mass.-Southampton
Boston	Fall River
Commonwealth Ave.	Frammingham
Mass.-Albany	Hartford

To Agent Carpenter of Portsmouth Station and Mrs. Carpenter we send our congratulations on the arrival of a nine-pound boy. Well, Carp, why didn't you let us know about it? The *Star* is always bound to find out these things sooner or later and it's better to send in the news than have us go after it.

"Jerry" Watson hied himself away shortly after the Outing and got married. Good luck to you, Jerry, in your new venture. Jerry, as you all

know, was manager of that renowned Sales Office Relay Team which fell down so badly on him. We guess he got discouraged and took to the management of household duties which he will make a success of. We agree with you, Jerry, forget that relay team.

Texactions.—We don't know, but have heard it said that "Bill" Maney's Dodge is tied. What's the matter, Bill?

Wonder if Charlie Coyne is afraid of that cobweb on the ceiling at Annis Avenue filling station?

Pud Boon tripped the light fantastic the afternoon of the Outing in fine style.

Mrs. Helpem proved to be some bicycle rider at the Outing and we are sorry that a race between her and Tom Flynn was not arranged.

It was unfortunate that there wasn't a prize for the man striking out the most number of times, for Dave De Rosay would have won it easily.

We have not heard from that Credit Division champion bowling team as yet. Possibly they are a little more careful about their challenges this year.

PHILADELPHIA DISTRICT.—A meeting of the Philadelphia City Motor Oil Salesmen was held in the D. O. on Oct. 19. A great deal of good was accomplished and the salesmen left with a better understanding and feeling for the standpoint of cooperation between sales office, accounting department, and themselves. It is our intention to hold these meetings monthly in the future.

Philadelphia District sold about 8,000 lbs. of the new Auto Soap in September, which we consider good for the first month on a new product, particularly as our District was not fully stocked at all points with this new product.

An intensely interesting lecture on Lubricating Oils was given by G. R. Rowland, Supervising Engineer, Lubricating Division, New York Office, before Pittsburg Lodge No. 15, N. A. S. E., in their hall at 4th and Smithfield Streets, Pittsburg, Pa. The lecture was given in the form of a dialogue between Mr. Rowland and Staff Engineer W. F. Osborn, Mr. Rowland taking the part of Chief Engineer of a plant and prospective customer, and Mr. Osborn being the Lubricating Salesman. During the dialogue many points of interest were brought out which were highly educating. After the lecture many members spoke of it as the most original plan they had ever heard of for enlightening engineers on a subject of so much importance to them. Those present for The Texas Company besides Messrs. Rowland and Osborn were P. B. Bowman, Cliff Roe, and John Young, of the Engineering Department; Lubricating Engineer Summers of the Youngstown, Ohio plant; P. M. Whittall, from Philadelphia Office; Agent Barber, of Pittsburg, Pa.

George G. Stranahan has returned to us after absence as an aviator. George says there is nothing like the Texaco family.

A fitting climax to the 1919 baseball season came on Sept. 25, when Superintendent McCarthy surprised the members of the team by having them as his guests at a luncheon at the Manufacturers Club. The Fuel Oil Cup to be given the man with the highest batting average for the sea-

TEXACO STAR

son, donated by Messrs. Hamsch and Wainwright, was presented to Mr. William Andrews. Mr. Hamsch, in presenting the cup, made an impressive speech. Speeches were also made by Chief Accountant Murdy and by Mr. Andrews, who blushing thanked Mr. Hamsch and Mr. Wainwright for the Cup.

The Oil Trade Association of Philadelphia held its annual golf tournament at the White Marsh Country Club on October 15. Phillip F. Hamsch, the Texaco entry, finished second. C. R. McCarthy, also entered, was unable to play owing to business engagements. The game was a handicap affair; the best three cards turned in were each for 98. Mr. Hamsch's handicap was 17, and as the other two entries had handicaps of 25 and 15, the tournament was won by handicap. A handsome silver cup was awarded to the winner. This trophy must be won three times for the same association before it becomes their property.

J. H. Foster, our esteemed Creditman, is a star when it comes to extending or refusing credit, but we cannot hand him so much when the matter of doping world series is concerned. In fact, Horace says he agrees with Grantland Rice, that the world's series doesn't dope, and not unlike Hugh Fullerton has passed into the background until another season at least. He probably recalls the season of 1914 when his losses were even greater than now. We had hoped that he had profited by that experience. The fellows in this district and some in other districts are making it a practice to hold off until they find out how J. H. is placing his bets, and then feel safe in betting the opposite way. J. R. Haden and G. N. Beaton, Jr., of New York and Boston districts are particularly requested to note this.



Some of the Cups and eight of the seventeen Gold Medals won by Philadelphia District during the recent Petroleum Athletic Meet

NORFOLK DISTRICT.—Norfolk District holds the Motor Oil Contest Loving Cup for the second year, and our entire force has expressed the sentiment that next year it will be ours for "keeps." This is a challenge to some other District to "Come and get it." If they do not, we will take pleasure in extending an invitation to each of the other Districts to pay Norfolk a visit next September to take a look at our Loving Cup. Competition should be stronger than ever for the coming year, as this is the last chance to take this cup from Norfolk.

In a recent issue of the *Star* we announced the marriage of E. F. Irwin and Miss Kath-

leen Latham. Upon Mr. Irwin's return he was presented with a chest of silver by the employes of the office. One pleasant and rather surprising feature of the ceremonies brought-back memories of oratorical contests of school days, when W. D. Denby in making the presentation speech, and Mr. Irwin in response, seemed to vie with each other for the honors. Speeches of this nature are getting to be quite common now-a-days around the Office, so many marriages have taken place and the old semi-annual impromptu speeches have given way to the semi-monthly masterpieces.

In support of this we announce the marriage of Aser Johnson Shields, Cash Sales Clerk, and Miss Eliza Andrews of Portsmouth, Va. Mr. and Mrs. Shields are spending their honeymoon in the North.

W. S. Slater, Agent at Lynchburg Station, and Miss Nellie Thomas of Lynchburg were married on Oct. 4, 1919.

Chief Engineer W. A. Ludwick and Engineer I. M. Cook attended the 38th Annual Convention of A. E. R. A. at Atlantic City Oct. 6-10. Captain Ludwick reports a very interesting meeting, both from business and social standpoints.

"Shorty" Johnson with his two horses, Prince and George, and wagon No. 795, of Lynchburg Station, makes a record. With his 370-gallons wagon he put out 36,000 gallons in September. The first ten days of October his gallonage amounted to 13,500 gallons, and on Saturday, Oct. 11, his deliveries were 2,220 gallons. This driver and team have been working together for the past three and one-half years.



"Duff" (Nesbit) of Norfolk Terminal

CHICAGO DISTRICT.—With deep regret we have learned that J. R. Bolt will leave the Chicago District. After November 1 he will be a member of Gen'l Lubricating Ass't C. H. Parker's office in New York. Mr. Bolt is one of the oldest employes of our District, and was previously connected with the Company in southern territory. By hard conscientious work he has steadily advanced, and he is leaving a host of friends in the Chicago District.

A farewell party was given Mr. Bolt under auspices of the Crater Compound Club on Saturday evening, Oct. 11. The

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principal address was made by Superintendent Snell, who in behalf of the Company thanked Mr. Bolt for services rendered the Chicago District. The employes of Chicago District presented Mr. Bolt with engraved watch, chain, and knife.

We extend our sympathy to Cashier E. K. Trimble whose father passed away on October 10.

Ed. Buehlow, biller in accounting department, is the proud father of an eight-pound baby girl.

Arrived at the home of F. J. Hawekotte, Routeman, on Sept. 16, 1919, William John, 9½ pounds. Congratulations.

W. H. King and D. M. Crowley, who recently finished the Students Training Course at Bayonne, N. J., have been assigned to the Chicago District.

We have a second Harry Lauder in our midst in the person of T. C. Millar, Engineer.

ASPHALT SALES DEPT.

The 25th Annual Convention of the American Society for Municipal Improvements was held at New Orleans November 11-14. Literature dealing with the various types of asphaltic construction and technical articles written by engineers of the Asphalt Sales Department were abundantly distributed and in high favor among those at the Convention. The American Society for Municipal Improvements is one of the largest organizations of its kind in the world. Its standard specifications are widely adopted for government, state, county and municipal highway work and also for other branches of public construction. Several members of our Department belong to the Society and take an active part in its affairs.

Earle T. Farley of the New York Office will wed Miss Winifred J. Waterman of Cragmere Park, Mahwah, N. J., on November 8. Mr. Farley was a First Lieutenant in Aviation and saw service at many posts in this country during the war. He was formerly associated with our Jacksonville, New Orleans, and Chicago Offices.

EXPORT DEPT.

C. F. Lufkin and C. V. Birch have left for Australia to be connected with The Texas Company (Australasia), Ltd.

F. J. Boyd, local manager for The Texas Company, Santo Domingo, is now in the States on a vacation.

Engine trouble caused the S.S. "Umzumbi", en route from England to Cape Town, to put into Las Palmas, Canary Islands. Among the passengers of the

"Umzumbi", who landed for a few hours, were our S. H. Wallace and P. V. Stonerod and their families. These gentlemen are to be connected with The Texas Company (So. Africa), Ltd. and we expect them to make a big killing, both in business and among the lions and other big game of the African jungle.

The stop at Las Palmas enabled Mr. Wallace and Mr. Stonerod to visit our newly appointed agent for the Canary Islands, Mr. Eufemiano Fuentes.



Mr. Stonerod and our newly appointed agent for the Canary Islands Mr. Eufemiano Fuentes



Warehouse at Las Palmas, Canary Islands
Built by Mr. Fuentes to be used exclusively for the storage of our products. The group at the right are Messrs. Wallace, Stonerod and Fuentes.

"Getting" His Audience.—An evangelist announced that on the following evening he would speak on the subject "Liars," and advised his hearers to read in advance the seventeenth chapter of Mark.

The next night he said: "I am going to preach on 'Liars' tonight and I would like to know how many read the chapter I suggested." A hundred hands were upraised.

"Now," he said, "you are the very persons I want to talk to—there isn't any seventeenth chapter of Mark."—Boston Transcript.

Saving is the quickest road to opportunity.

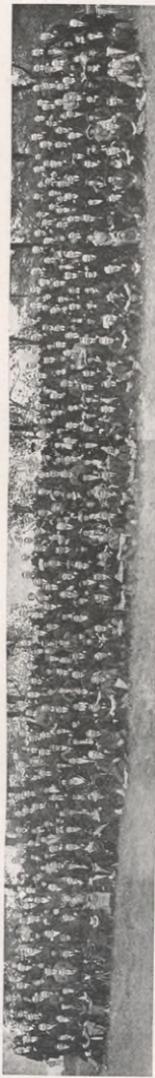
SUGGESTIVE INDEX OF CURRENT ARTICLES

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.

- PRODUCING** Petroliferous Provinces Outlined—Productivity Analyzed, by E. G. Woodruff.—*Petroleum*, Oct. 1919.
Investigations as to Oil-Water Emulsion—Laboratory and Field Tests as to Properties and Cause of B. S., by Alexander W. McCoy and E. A. Trager, Bartlesville, Okla., and H. R. Shidel, El Dorado, Kas.—*Petroleum*, Oct. 1919.
- NATURAL GAS** Safeguarding Gas Supply, by Clifton W. Sears.—*Natural Gas and Gasoline Journal*, Sept. 1919.
Fuel Gas, by Fred Crabtree, Carnegie Institute of Technology.—*Natural Gas and Gasoline Journal*, Sept. 1919.
- FUEL OIL** Unnecessary Losses in Firing Fuel Oil, by C. R. Weimouth.—*Oil News*, Oct. 20, 1919.
- SALES** Tips and Filling Stations—Ethics of the Gasoline Selling Business and the Model Employee—Why Trade Goes Elsewhere—How Real Service Wins.—*Petroleum Age*, Oct. 1919.
Getting the Most Out of Motor Trucks.—*System*, Oct. 1919.
- LUBRICATION** What Governs Selection of Lubricants.—*Petroleum*, Oct. 1919.
- GENERAL** Superstition vs. Science in Hunt for Petroleum, by A. J. Hazlett.—*The Oil Trade Journal*, Oct. 1919.
Plans of American Petroleum Institute Taking Shape.—*The Oil Trade Journal*, Oct. 1919.
Dedicate Oil Research Home.—*Petroleum Age*, Oct. 1919.
Only 26.9 Per Cent. (of 800 samples) Pass U. S. Gasoline Tests.—*Petroleum*, Oct. 1919.
Viscosimeter for Gasoline—Analytic Study of Instrument, by Winslow H. Herschell.—*Petroleum*, Oct. 1919.
Foolish Money Peters Out—Wave of Silly Speculation Subsides, by John Warren.—*Petroleum Age*, Oct. 1919.
Running Away from Work and Jobs, by Dale Wolf.—*Industrial Management*, Oct. 1919.

Boston District Employees Outing at Wardhurst Lynnfield, Mass.—See Departmental News.



THIS SPARROW SOME DAY WILL RETIRE WITH A FORTUNE, A MILLION OR HIGHER BECAUSE WHEN HE READS THAT HIS GOODS SOME ONE NEEDS

This sparrow gets right on the wire!

HOP ©



STORK NEVER WAS TIDY OR NEAT HE LOOKED LIKE A BUM OF TH' STREET AND THE FOLKS IN THE GAME THOUGHT HIS GOODS WERE TH' SAME—

How does he expect to compete?

HOP ©

USE RED CROSS CHRISTMAS SEALS



The Tuberculosis Nurse is playing a great part in the fight to check the White Plague in the United States. This disease killed 150,000 Americans last year, and most of these died because of ignorance, carelessness, and neglect.

The Tuberculosis Nurse, wearing the emblem of the double-barred cross, is spreading the story of health everywhere in the nation-wide campaign of prevention and education.

FIGHT TUBERCULOSIS WITH RED CROSS CHRISTMAS SEALS.