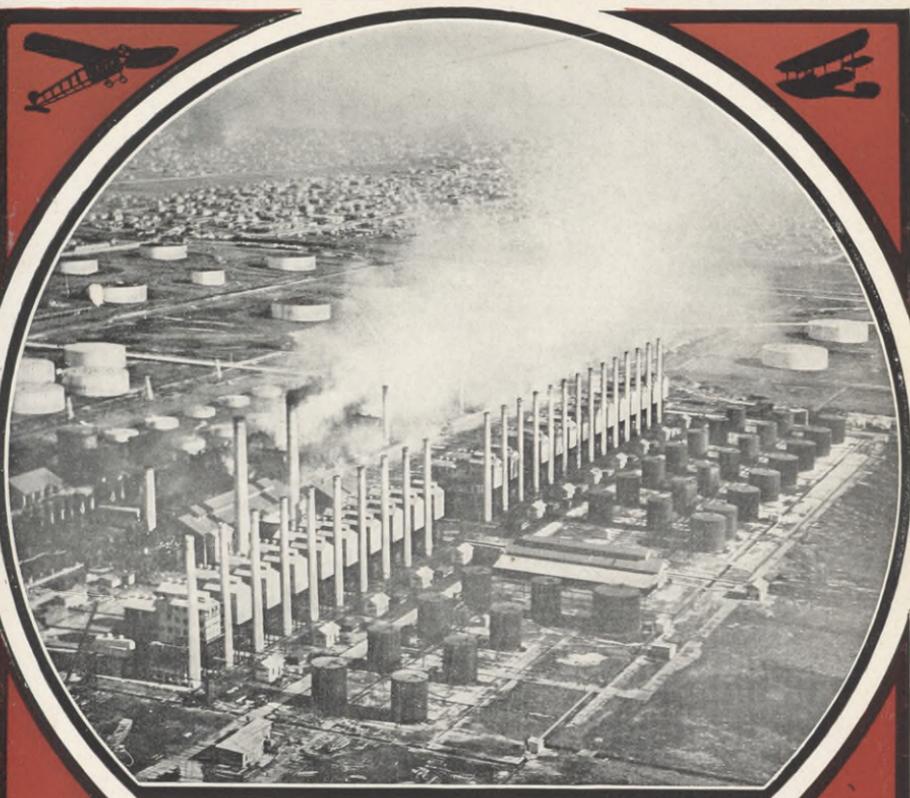


# TEXACO STAR

FOR EMPLOYEES OF THE TEXAS COMPANY



HOLMES-MANLEY PRESSURE STILL  
INSTALLATION  
PORT ARTHUR WORKS





## He's Used Texaco Roofing Before

PERHAPS you sold it to him years ago.

The thing that's bound to stand out strongly in his mind is the fact that Texaco Roofing after the stress of many seasons on his farm building is today just as good as ever. When this man builds a new barn or an addition to the house, you can be pretty sure you'll get an order for more Texaco Roofing. If you handle lumber and other building materials, so much the better. Your customer's confidence in the roofing helps to establish his confidence in you—the dealer who sells it.

Texaco Roofing is made from

long fibred, flexible felt, thoroughly impregnated and coated with Texaco asphalt prepared especially for the purpose.

In our process of manufacture, the asphalt, fresh from the stills, is transferred hot to the roofing plant. There is no chance of burning it through reheating. Texaco Roofing is therefore uniformly good—it does not crack nor become brittle with age.

The Texas Company's distributing stations all over the country make it easy to replenish your stock at any time. Broad-gauge consumer advertising helps build your business.

THE TEXAS COMPANY

*Petroleum and its Products*

General Offices: Houston, Texas

Offices in Principal Cities

# TEXACO ROOFING

This is, in reduced size, an advertisement which has appeared in several journals reaching lumber dealers and others who sell roofing

## EPISTLE TO A YOUNG FRIEND

Ye'll try the world soon, my lad,  
 And, Andrew dear, believe me,  
 Ye'll find mankind an unco squad,  
 And muckle they may grieve ye:  
 For care and trouble set your thought,  
 E'en when your end's attained;  
 And a' your views may come to nought  
 Where every nerve is strained.

I'll no say men are villians a' ;  
 The real, hardened wicked,  
 Wha ha'e nae check but human law,  
 Are to a few restricted;  
 But och, mankind are unco weak,  
 An' little to be trusted;  
 If self the wavering balance shake  
 It's rarely right adjusted!

Yet they wha fa' in fortune's strife,  
 Their fate we should nae censure,  
 For still th' important end of life  
 They equally may answer:  
 A man may ha'e an honest heart,  
 Though poortith hourly stare him;  
 A man may tak' a neebor's part,  
 Yet nae ha'e cash to spare him.

Aye free, aff han' your story tell,  
 When wi' a bosom crony;  
 But still keep something to yoursel'  
 Ye scarcely tell to ony.  
 Conceal yoursel' as weel's ye can  
 Fra critical dissection;  
 But keek through every other man,  
 Wi' sharpened, sly inspection.

The sacred lowe o' weel-placed love,  
 Luxuriantly indulge it;  
 But never tempt th' illicit rove,  
 Though naething should divulge it:  
 I wave the quantum o' the sin,  
 The hazard of concealing:  
 But och! it hardens a' within,  
 And petrifies the feeling!

To catch dame Fortune's golden smile,  
 Assiduous wait upon her;  
 And gather gear by every wile  
 That's justified by honour;  
 Not for to hide it in a hedge,  
 Nor for a train attendant;  
 But for the glorious privilege  
 Of being independent.

The fear o' hell's a hangman's whip  
 To haud the wretch in order;  
 But where ye feel your honour grip,  
 Let that aye be your border;  
 Its slightest touches, instant pause—  
 Debar a' side pretences;  
 And resolutely keep its laws,  
 Uncaring consequences.

The Great Creator to revere,  
 Must sure become the creature;  
 But still the preaching cant forbear,  
 And e'en the rigid feature:  
 Yet ne'er with wits profane to range,  
 Be complaisance extended;  
 An atheist's laugh's a poor exchange  
 For Deity offended!

When ranting round in pleasure's ring,  
 Religion may be blinded;  
 Or if she gi'e a random sting,  
 It may be little minded;  
 But when on life we're tempest-driven,  
 A conscience but a canker—  
 A correspondence fixed wi' Heaven  
 Is sure a noble anchor!

Adieu, dear amiable youth!  
 Your heart can ne'er be wanting:  
 May Prudence, Fortitude, and Truth,  
 Erect your brow undaunting!  
 In ploughman phrase, "God send you speed,"  
 Still daily to grow wiser!  
 And may you better reck the rede,  
 Than ever did th' adviser!

—Robert Burns.

7011 101 1200



PORT ARTHUR TERMINAL AND CASE AND PACKAGE PLANT

# TEXACO STAR

VOL. IX

JANUARY 1922

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, 320 The Texas Company Building Annex, Houston, Texas

ON behalf of our workers "at the front" and others interested in the Texaco Library, sincerest thanks are extended to all whose contributions have made this library idea a living reality.

Up to the tenth of January, 1,812 books have been donated. Three Library units have been established—at Parks Camp, Texas, Shreveport, La., and Tulsa, Okla. Books nearly sufficient in number for another unit are in hand, but these being almost entirely fiction we are waiting to fill out a proper unit by books purchased with cash contributions. Cash donations have been received amounting to \$350.

Suitable units should comprise about 500 books, and about twenty units are needed. Therefore, about 8,000 more books are needed immediately in order to establish the plan on a parity at all advantageous locations; and in order to fill out the donated books into fairly well balanced units, there is need for cash to buy at least one fourth of the books—say, at least \$3,000.

We give the names of those who have helped thus far, and shall list additional names from time to time as kindly donors extend the lists.

Books have been contributed by:

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Cash has been contributed by:

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The love of reading enables a man to exchange the wearisome hours of life which come to every man for hours of delight.

—Montesquieu.

Some righteous are left in Israel! Press despatches have reported that the Jewish church in Ekaterinoslav, upon the accusation of his own father, has expelled the criminal pervert Leon Trotsky as being an apostate from Judaism and an enemy of mankind. During the ceremony of cursing the apostate and evil doer, his mother fainted, but she revived and again joined the other members of the family in disowning the monster of iniquity as her son.

## TEXACO STAR



Making Texaco history at Stockholm, Sweden

While moderate quantities of Texaco Products have found their way into Sweden in the past, the arrangements consummated in the signed agreement lying on the table in the picture will mark the real commencement of our efforts to gain a permanent footing in that desirable market. The participants in the ceremony are: Front row, left to right: L. A. Damm, W. A. Thompson, Jr., R. J. Hellman, Otto L. Furstenberg, E. A. Wahlund, C. A. Severin. Back row: J. M. Smith, G. A. Wahlund, Miss G. M. Marlgren, W. W. Stevens, J. Tanham.

### NEW YEAR VOW

Of pledges I have made no string; just one resolve I've scored: This year I won't buy anything that I can't well afford. In bygone years I blew my cash for junk and gilded brick; I'd buy up any kind of trash that I could get on tick. Henceforth I'll pay for this and that before I take it home, and if I can't afford a hat, I'll have a naked dome. For it is better far to walk and have a painful corn, than drive a motor round a block, and toot a costly horn, and know you owe for oil and gas, for tires you run all day, and that the citizens you pass are waiting for their pay. I've decked myself in brave attire, in silken sox and shirts, and anything I might desire I'd buy—and now it hurts. And letters come to my abode, stern documents that say, "Some seven bones you long have owed—why not come in and pay?" A long, long time I have endured rebuffs at every store, and now such troubles must be cured—I'll buy on tick no more. Like prudent lads I will behave, my wages I won't blow; and if I can't afford a shave I'll let my whiskers grow.—*Walt Mason.*

The wisest habit to acquire is the habit of care in forming habits.

Be just and fear not.—*Shakespeare.*

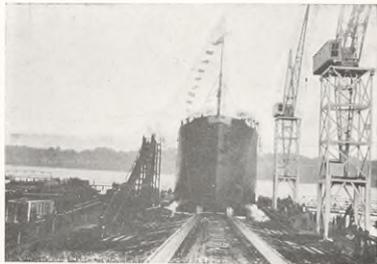
Page four

If you earned \$1800 in 1921, this was 6% on a \$30,000 plant—your body and your brain. If you are over 40, the plant may deteriorate soon. In any event, unless you saved 10% of \$1800 for depreciation account, sinking fund, capital reserve (call it what you like), you lost ground in 1921.

What about 1922?

New York.

—L. C. Oakley.



Launching The Texas Company's S. S. "New Jersey"  
At Bath, Maine, November 19, 1921

## TEXACO STAR

### BLESSEDNESS

It's no in titles nor in rank;  
It's no in wealth like Lon'on bank,  
To purchase peace and rest:  
It's no in making muckle mair;  
It's no in books; it's no in lear,  
To make us truly blest:  
If happiness ha'e not her seat  
And center in the breast,  
We may be wise, or rich, or great,  
But never can be blest.

—Robert Burns.

The inner state of blessedness depends not at all on the externals of life. Blessedness is a benediction that has to do wholly with the life within. Nothing is more important for right thought and action, and for happiness, than to recognize clearly the antithesis between the Outer and the Inner life. The distinction is not at all that between outward acts and inner motives; either acts or motives may refer entirely to the outer life, or entirely to the inner life. External success may involve inner ruin, and inner success might necessitate outer catastrophe.

This antithesis or distinction is prominent in Shakespeare's philosophy, and the best presentation of the idea in literature may be read in Moulton's "Shakespeare as a Dramatic Thinker," in its chapter entitled "The Life Without and the Life Within; The mask-Tragedy of Henry the Eighth." I advise every one, who is in any degree able to do it, to read that illuminating and strengthening book. I quote one passage from the opening of the chapter mentioned.

This conception of the Outer and Inner life—or, as it has sometimes been called, this antithesis of Doing and Being—has application all over the field of morals. One may be great in doing, supreme in power and resource as regards the activities of external life, while in the sphere of being and introspective consciousness he may show nothing but bewilderment and lack of insight: such is Macbeth. Another, like Hamlet, may be at home in self-analysis and all that belongs to the roots of action, and yet show only uncertainty and hesitation when he comes to act. Or the distinction of the two lives may appear in another way. We talk of success and failure, of the rise and fall of historical personages. But what is success in the external life may be failure in the life within: a position of external pomp and dignity may be obtained by a moral sacrifice which plunges the world of being into ruin. Or to the eyes of all without there may be a fall: the life within is conscious of a rise and an expansion in spiritual dignity. It is in the latter form that the application of the antithesis may be made to the play of *Henry the Eighth*.

### DAYS

Daughters of Time, the hypocritic Days,  
Muffled and dumb like barefoot dervishes,  
And marching single in an endless file,  
Bring diadems and fagots in their hands.  
To each they offer gifts after his will,  
Bread, kingdoms, stars, and sky that holds them  
all.

I, in my pleaded garden, watched the pomp,  
Forgot my morning wishes, hastily  
Took a few herbs and apples, and the Day  
Turned and departed silent. I, too late,  
Under her solemn fillet saw the scorn.

—Emerson.

### LIFE WISDOM

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

—Benjamin Disraeli.

Peace rules the day where reason rules the mind.—Collins.

We are always complaining that our days are few, and acting as though there would be no end of them.—Seneca.

The obligation of Duty, and the obedience which is demanded to it, is a part of the constitution of every normal human mind.—W. H. Wilson.

The cares of life, if carried too far, bring more of pain than pleasure and war against health. Thus I praise not what is in extreme, but the idea "nothing in excess," and the wise will agree with me.

—Euripides.

He who learns the rules of wisdom without conforming to them in his life, is like a man who labored in his fields but did not sow.—Saadi.

The most manifest sign of wisdom is continual cheerfulness.—Montaigne.

If thou desire to be held wise, be so wise as to hold thy tongue.—Quarles.

Every man, however wise, requires the advice of some sagacious friend in the affairs of life.—Plautus.

Success in most things depends on knowing how long it takes to succeed.

—Montesquieu.

Beware. What proceeds from you will return to you again.—Mencius.

Let no man be called happy before his death.—Solon.

# TEXACO STAR

The chart of the sailing ship *Edward Sewall* rounding Cape Horn in 1914 met with great interest among persons and firms having to do with shipping. Some desired very much to see the log of the vessel for this part of her voyage. The editor referred these desires to the Marine Department, and Mr. Geo. B. Drake kindly communicated with Captain Richard Quick. The log book is filed away aboard the *Edward Sewall* at New Orleans, but Captain Quick was good enough to furnish an abstract from the log of the ship, copied from a memorandum book, which he fortunately had, covering this portion of the voyage. We print the chart again with Captain Quick's abstract from the log.

## VOYAGE—1913-1914

Left Philadelphia October 1913, and reached vicinity of Cape Horn sixty days out.

In a heavy gale early in December broke off bowsprit, knight head, put back to Bahia Blanco, Argentina, and had same repaired. Started out early in January 1914 and reached Cape Horn where again in a gale broke bowsprit a second time. Once more put back to Bahia Blanco where an entire new bowsprit was built and we started again March second for Cape Horn, and on March 7 crossed 50° S. Lat. in the Atlantic and started around the Horn. Fresh N. W. wind.

Mar. 8. Fresh N. W. wind till midnight, then heavy S. W. gale.

Mar. 9. Heavy S. W. gale all day. Ship making good time under foresail. Made the land at six p. m. and hove to till daylight.

Mar. 10. Six a. m. made Cape San Diego and went through Le Maire Straights. Stood off shore with strong S. W. wind and wore ship at midnight, and stood back under the land.

Mar. 11. Calm till four p. m. then fresh N. E. wind, and at four a. m. till under Cape Horn.

Mar. 12. Six a. m. up under Cape. Heavy S. W. gale with heavy rain. Put ship under topsails and stood off. At midnight wore ship and stood back.

Mar. 13. Calm till noon then light N. E. wind.

Mar. 14. Noon close to Cape Horn, light N. E. wind.

Mar. 15. Four a. m. well up under Ildelfonso, when a heavy W. S. W. gale struck us all aback. All hands on deck to clew up and haul down till we got ship under six topsails and foresail.

Mar. 16. Heavy W. S. W. gale. Ship under three topsails and foresail.

Mar. 17. Same all around. Sea getting very heavy.

Mar. 18. Ship under five topsails and foresail.

Mar. 19. Heavy gale. Ship under three lower topsails.

Mar. 20. Heavy gale till four p. m. then light easterly wind till four a. m. then heavy S. W. gale.

Mar. 21. Very heavy S. W. gale. Ship now under two lower topsails only.

Mar. 22. Wind moderating. Set what sail the ship could stand and made good headway, considering the terribly heavy sea.

Mar. 23. Heavy S. W. to W. S. W. gale. Ship under six topsails and making some headway.

Mar. 24. Heavy gale till noon then wind hauled to N. W. with heavy rain. Very bad weather and heavy sea, have been able to make some westing. Four men hurt wearing ship. Heavy sea running. Decks full of water.

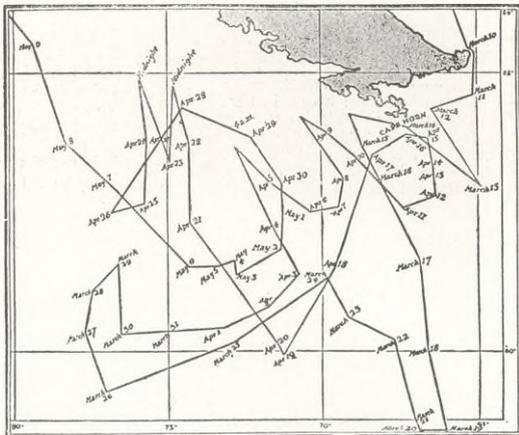
Mar. 25. Wind N. W. Strong gale with rain. Terribly heavy gale with sea. Ship covered with water.

Mar. 26. Moderating fast but sea very heavy.

Mar. 27. Wind W. S. W. and moderating. Set lower top-gangsails.

Mar. 28. Fine weather till noon then heavy squall blew main lower top-gallant sail away. Wind continues to increase, sea getting very heavy. Decks full of water.

Mar. 29. Terrible gale. Lost mizzen upper topsail.



It took 67 days, but she did it.

Chart of the sailing ship *Edward Sewall* rounding Cape Horn.

Mar. 30. All hands up all night and at six a. m. wind jumped from N. W. to S. W. with hurricane force. Ship under two lower topsails and completely under water. Very heavy cross sea. Rain and sleet.

Mar. 31. Very heavy gale all day. Sea very heavy and decks full of water all the time. Rain and sleet.

Apr. 1. Very heavy N. W. gale. Ship hove to under two lower topsails and drifting to the east.

Apr. 2. Same heavy N. W. gale with heavy hail squalls and we continue to drift to the east.

Apr. 3. Very heavy W. S. W. gale with heavy sea. Deck under water.

Apr. 4. Wind moderating fast. Ship now under six topsails, foremast and crossjack and lower staysails.

Apr. 5. S. W. gale till noon then wind shifted to W. N. W. heavy gale. Ship under three lower topsails. At midnight lost main lower topsail.

Apr. 6. Heavy gale, high sea all day, decks full of water.

Apr. 7. Comes in with moderate gale, at six p. m. heavy gale. Ship under two lower topsails. At nine p. m. main lower topsail sheet parted. Sail split but we saved it. Ship drifting to the east. So far we have drifted three hundred miles to the eastward.

Apr. 8. Wind moderating. Set lower staysails and foresail. Very high sea all day with decks full of water.

Apr. 9. W. S. W. strong to W. N. W. very heavy gale with heavy snow squalls. Ship under two lower topsails again. Wore ship at midnight and noon.

Apr. 10. Strong W. N. W. gale. Rain and sleet. Wore ship at eight a. m. Decks full of water.

Apr. 11. Very heavy W. N. W. gale. Inner jib carried away. Ship under water all day.

Apr. 12. Heavy W. N. W. gale till noon then moderate. Bent inner jib.

Apr. 13. Light W. N. W. wind to calm. Four a. m. wind hauled to strong N. N. E. with heavy rain till noon then quick shift to W. N. W. All hands crew up and haul down till we got ship under two lower topsails again. Very high sea.

Apr. 14. W. N. W. gale to very quick S. W. gale. Very strong snow squalls.

Apr. 15. Very heavy gale to calm. Heavy rain and very heavy sea. Ship laboring and taking over lots of water.

Apr. 16. S. W. gale moderating to calm. Very heavy sea and heavy rain. Have not seen the sun for fourteen days, the moon is in the last quarter now and we have seen it once. Nothing but lead colored sky and the wind at hurricane force all the time. We make sail for every lull that comes only to get it off her as quick as we can. We are forty miles east of Cape Horn now if I can figure. Dead Reckoning.

April 17. Calm to fresh N. E. wind till eleven a. m. then strong W. N. W. gale. At six a. m. past Cape Horn, close aboard the second time. Thirty-six days ago we passed it, and at one time were three hundred miles

## TEXACO STAR



Running section lines in the Texas Panhandle in 1888

Right to left: Babe (horse), Barrington Poynton, J. C. Tolman (with transit), P. G. Omohundro (chief of the party), Charley Howard (once of Jesse James Gang), Asher McCullough, Watt Morris (famous bandit), Yellow Hammer (horse). Picture taken on the Llano Estacado at a time when there were 36 houses in the Panhandle of Texas outside of Fort Elliott and the little town of Mobeetie. On account of frequent devastating prairie fires furrows were plowed at convenient intervals and the fresh dirt frequently stopped the progress of the fires. These fire guards served the added purpose of collecting fuel. The quantities of small chunks piled up on the windward side of the furrow shown in the photograph are "buffalo chips," which supplied the only fuel obtainable on the plains.



A tough bunch at lunch

Left to right: Omohundro, Howard, Poynton, Morris, McCullough, Tolman. This outfit remained in the field for two years, and during that time they were never in town and they did not see any humans outside of their own party more than a dozen times in the two years. It is hard to believe that as recently as 1888 and 1889 there were so few people in the Panhandle of Texas. The toughness of the bunch may be appreciated from the fact that four of the six men were outlaws under indictment for such offenses as murder, cattle theft, and train robbery.

Mr. Tolman's narrative of the Indian frontier in 1878, in the Christmas number, excited much historical interest. Many requests for extra copies were received from persons especially interested, among them one for Brigadier General O'Connell, U. S. A. (Retired), now living at Washington, D. C., who was shown in one of the old photographs as a lieutenant at Fort Sully. The pictures of life in the Texas Panhandle in 1888, shown above, may have a somewhat similar interest.

to the west of it but got driven back. My heart was broken about a thousand times.

Apr. 18. N. W. to W. with heavy snow squalls. Mate got hurt wearing ship.

Apr. 19. Wind to N., heavy rain. Got two fingers jammed in a block and broken.

Apr. 20. Nearly calm all day.

Apr. 21. Wind W. to W. S. W. Heavy snow squalls but can carry six topsails and mainsail and are making good time.

Apr. 22. W. S. W. to W. N. W. Heavy gale.

Apr. 23. W. N. W. heavy gale to S. W. Fine weather.

Apr. 24. S. W. fine weather to W. strong gale and very heavy sea. Ship under water all the time. Ship under five topsails.

Apr. 25. W. strong gale to W. N. W. moderate.

Apr. 26. W. N. W. to W. S. W. very heavy gale.

Apr. 27. W. S. W. heavy gale till six a. m. then more moderate, but with heavy snow squalls.

Apr. 28. Very heavy W. N. W. gale.

Apr. 29. Terrible heavy W. N. W. gale, with terrible heavy snow squalls. Ship under two lower topsails, and at ten a. m. main lower topsail blew away although it was a brand new sail and bent for the first time. This gale has lasted forty-two hours at hurricane force, with

a terribly heavy sea, and I have been on deck all that time and am getting pretty tired.

Apr. 30. At four p. m. the gale moderated and we are back to the Cape again.

May 1. Fine weather. In forty-six days I have worked seven chronometer sights, and have got a Latitude five times.

May 2. Calm all day but very heavy sea.

May 3. Eight a. m. till six p. m. heavy N. N. W. gale with very heavy sea.

May 4. Heavy rain and calm all day.

May 5. W. S. W. to N. W. wind with fine weather.

May 6. N. W. and calm to S. W. fine weather.

May 7. S. W. all day, fine weather. All sails set and ship making fine time. Heaven, what a change this is.

May 8. Very light S. W. winds with fine weather. First time the decks have been dry for sixty days, and the first time the Royals have been on her for 54 days.

May 9. Fine weather. Past the 30 parallel in the Pacific. All well, but a little rusty. Weather beaten and sea worn, after sixty-seven days of heavy westerly gales and rough weather.

Around July first stopped at Honolulu for fresh provisions, and on August 5 arrived at Seattle.

The entire voyage covered a period of ten months.

## TEXACO STAR

The Green Tree Club, backed by all the Pipe Line Offices in Houston, believing that Santa Claus might miss some of the children in this vicinity, purchased a truck load of fruit, nuts, candy, and toys and distributed them Christmas Eve along the Beaumont Road and adjacent country.

At times the visits took the nature of social calls, as when the party encountered friends near Dayton who had many times extended courtesies to them when they were on hunting or fishing expeditions; but most of the calls were made at little farms where poor crops and hard times had removed possibility of Christmas cheer.

The pictures were taken as light permitted, that of the old couple by their campfire marks a joyous surprise for them on a long journey in an old camp wagon from West Texas to Louisiana.

The Green Tree Club party got back to Houston late Christmas Eve after having covered

about one hundred miles, all with wet feet, tired and cold, but happy in the memory of a hundred glowing children's faces.

How's this for sunbeams in the home? They are Morgan and Talmadge, sons of Price Clerk C. T. Nunn of Atlanta District Office.



Four years ago it became necessary to announce that pictures of children could be shown only in the Christmas Number of each year. The necessity for this rule increased with the Company's growth, and it must be maintained. Circumstances, however, may justify an exception to almost any rule. These bright pictures arrived too late to be included last month and we give them as an aftermath of Christmas.

This also serves to give notice again of the necessary rule, and thus avoid occasions for returning pictures with explanatory letters, until the season of the next Christmas approaches, when all pictures of children should be received before November 15.



Lon, Junior, and Frances Ellen, 4 years and 2 years old, children of Production Foreman Lon Abney, Naborton, La.



# TEXACO STAR

## NOTES FROM ANTWERP

The concert and dance given by The Texaco Club at the Grand Hotel on November 5th—being its second anniversary—was a great success. The kind interest shown by Mr. and Mrs. W. A. Thompson, Jr., in being present, was greatly appreciated. One of the young ladies presented Mrs. Thompson with a bouquet and said a few words of welcome on behalf of the Club.

Other American visitors were Mr. Moore, Mr. Jacob, Mr. and Mrs. Waterbury, Mr. and Mrs. Claeys, Mr. Candor, Mr. and Mrs. Becker, Mr. and Mrs. Wittke; and among our own people, Mr. Everaert, Mr. and Mrs. Gilson, Mr. and Mrs. Tabary.

Only two members of the club took part in the concert: Mr. Lefebvre, Lubricating Oil salesman, who proved himself a master of the clarinet, and Mr. Wagendorp, Assistant Accountant, who sang remarkably well. The other performers were professionals. We may mention items that were very pleasing: a performance on the harp by Mademoiselle De Backer, and Mr. Vernay's overture for the piano. Madame Levering has a well trained voice of high compass.

Dancing was kept up with great spirit and our American visitors in particular did their duty nobly in this respect.

The Committee of The Texaco Club is constituted as follows for a period of three years:

### EXECUTIVE COMMITTEE

E. Tabary	President
P. Langmans	Vice President
J. Casier	Secretary
G. Pechry	Entertainment Manager
E. Steculorum	Treasurer

### GENERAL COMMITTEE

G. Phillippe	M. Bury
R. Cas	R. De Cordt
E. Casteels	H. Melo
A. Brancart	Miss M. Stevens
E. Labreux	Mrs. Van der Maeren
L. Phillipperon	

★ ★

One of the most successful dances and entertainments ever held by employees of The Texas Company in New York City was enjoyed by more than eleven hundred employees and friends at the Hotel Pennsylvania on December 9 when The Texaco Association of New York gave its first dance and entertainment for this season.

One of the best dance orchestras in New York played the music. The entertainment was rendered by members of the Association.

Jas. MacLachlan, Salesman Newark Territory, and L. A. Taft, Chief Clerk, Bayonne, each obliged with a few songs.

Arthur Goethe and his partner Miss Mary Tully entertained with specialty dances.

Gus Gerety obliged with a specialty dance or two.

Harry Linalberry contributed a magician act.

Miss Florabelle Castell entertained with fancy dances.

F. D. Gatchell is the new president of the Association, and the Entertainment Committee, who conducted this dance, were: F. B. Walsh, Chairman; J. T. McLaughlin; G. S. Kaufman; I. S. Higgins; T. F. Quinn; G. S. Fisher.

★ ★

The adjacent little drawings are humorously reminiscent of some of the recent "typographical error" contentions.

## ROBERT BURNS

(Born Jan. 25, 1759; died July 21, 1796.)  
WRITTEN ON THE ANNIVERSARY OF HIS DEATH

He was our nature poet  
Who touched the human heart  
Wherever it was pulsing,  
In forest, field, or mart;  
He sang to babes in cradles  
And to the new-made bride,  
The aged stopped to listen  
Throughout the country side.

The flags of rhyme and rhythm  
Are hanging at half mast  
In honor of a poet  
Come to his own at last;  
The dear bluebells of Scotland  
That nod among the ferns  
Are ringing, sadly ringing,  
A dirge for Bobby Burns.

Breckenridge, Texas. —F. W. Roberts.

The following card, issued over the signature of the Long Bell Company, one of our best customers, was given to Lubricating Assistant T. L. Morris by Mr. R. F. Morse, General Manager of the Long Bell Company, Quitman, Miss.:

### WHAT IS EFFICIENCY?

Efficiency is doing things, not wishing you could do them, dreaming about them or wondering if you can do them.

It is knowing how to apply theory to practice, turning defeat into experience and using it to achieve success. It is the ability to mass one's personality at any time or place, and the elimination of weakness, regret, worry, and fear.

It is self-reliance clothed with modesty, persistence plus politeness, and the hand of steel in the velvet glove. Efficiency is alertness, presence of mind, readiness to adjust one's self to the unexpected, impinging the ego against the combination of events—luck, fate, custom, and prejudice—until they give way.

It is purpose, practice, patience, the measure of a man, the real size of his soul, the ability to use one's passions, likes, dislikes, habits, experience, education, mind, body, and heart, and not to be used by these things.

It is self-mastery, concentration, vision, and common sense, and the sum total of all that is in man.



# TEXACO STAR

## LIFE AT LAS MATILLAS TERMINAL—AND NOTES FROM TAMPICO

Notes by C. W. Pardo, our correspondent in Tampico. See also in *Departmental News*.

Notwithstanding the H. C. L., which is especially onerous in Mexico, the employes and families living at Las Matillas Terminal at this season are feasting on venison and wild duck. Both can be had plentifully for the mere effort of walking a short distance from the Club House and the ability to carry a gun and shoot even indifferently.

Las Matillas is the original name of the tract of land of which The Texas Company terminal site forms a part. The purchase of The Texas Company originally consisted of 416 hectares and 9,122 square meters, equivalent to 1,030 acres. This tract of land has the Panuco river for its boundary along its entire length on the north and Lake Pueblo Viejo for a southern boundary. Lake Pueblo Viejo is a shallow body of water for the most part, covering an area of approximately nine miles in its greatest length and six miles in its greatest width. These waters, with the tributary lagoons and estuaries, are the winter feeding grounds of thousands of migratory water fowl. Geese and ducks of every known variety cover the surface of these lagoons, lordly cranes stalk majestically about or, in company with beautiful white herons, stand like sentinels along the shore or in shallows waiting an opportunity to take toll from the finny tribes in the waters about them. It is an ideal hunting ground and the employes of the Company at the Terminal on Sundays and holidays vie with each other to bring in the largest number of ducks. Claims to distinction in this line are so numerous that I refrain from mentioning names for fear of exciting jealousies which might lead to serious results.

B. E. Hull, who, with his family has been sojourning at the Terminal for several months, is a man of few words but valorous acts when it comes to duck shooting, and as he is out of the competition now, having returned to Houston, I may safely mention the fact that it was no unusual feat for Mr. Hull and another even indifferent hunter to bag 150 ducks in one or two hours shooting within easy walking distance of the Terminal. Mr. Hull declares that it is not a question of how many you can get, but how many you can carry.

Mr. and Mrs. Hull and Buster left Tampico December 1 on the *Shenandoah* for Port Arthur en route to Houston. Mr. Hull has been chairman of the local committee in charge of operations during the absence of General Manager Moran in the United States during the last two months.

Among the recent innovations which prove that this part of Mexico is keeping pace with the world in other things besides taxes, is the inauguration of an aeroplane mail and passenger service between Tampico and Mexico City. This service has now been extended to the oil fields in the lower country. Thus a trip is made in 40 minutes to an hour which formerly required 8 to 24 hours. The money with which to meet the field and camp pay rolls is now carried in aeroplane from Tampico direct to the camps. The auburn haired Treas-

urer of The Texas Company of Mexico in flying his maiden trip from Tampico to the salt water fields of Amatlan was away from his office less than two hours for the round trip. When the history of the pay roll robberies between Tampico and the southern fields during the last two years is recalled,—in which hundreds of thousands of dollars were lost in addition to the lives of many men, when scarcely a month passed without an attack by the banditti which infested the country on a pay master or a boat carrying funds,—it is not strange that the new aeroplane service is exceedingly popular with every one except the bandits.

Only a month ago Pat Coyne, field foreman in the Tepetate district, was held up by a party of bandits and required to deliver what cash he had in camp, which amounted to only a few dollars. This did not satisfy the bandits who were under the impression that a large consignment had just been sent to the camp to meet the pay rolls. When Coyne insisted that he had no more money they threw a rope around his neck and strung him up to an improvised scaffold in an effort to choke him into a more liberal contribution. They finally desisted and went their way, but Pat spoke in whispers for several days and his lacerated neck was indisputable evidence of the rough handling he had received.

Notwithstanding the general depression in the Mexican fields, The Texas Company's record of exports of crude oil for November shows:

Exports from Tampico	559,771.79 barrels
Exports from Agua Dulce	298,070.82 barrels
Total	1,148,842.61 barrels

All oil from the Panuco fields or heavy crude region is brought to Las Matillas in barges. This movement during the month of November amounted to 491,400 barrels, an average daily movement of 16,400 barrels. The pipe line runs from the field to the terminal at Agua Dulce during the month of November amounted to 586,800 barrels, an average daily movement of 19,560 bbls.

Although salt water encroachment has made serious inroads on production, The Texas Company is able to record a production during the month of November:

Heavy crude	507,074 barrels
Light crude	173,953 barrels
Total	681,027 barrels

While no record breaking wells were brought in during November, results have been encouraging and the Company has placed on record three good wells in the Panuco district:

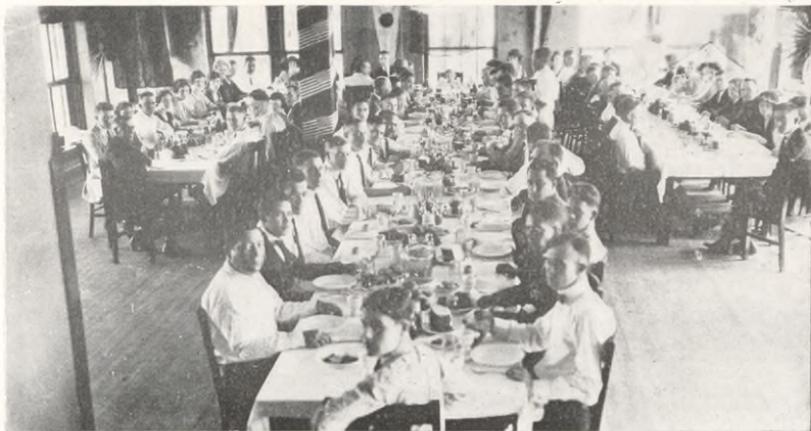
Galvan No. 3, lot 22 Potero de la Isetla, came in November 2 and is making 1,000 barrels a day.

Galvan No. 6, lot 16 Potero de la Isetla, was completed December 4 and has a record of 8,000 barrels a day.

Segura No. 4, lot 15 Potero de la Isetla, came in at 10 o'clock in the morning of December 7 with an initial production of 1,000 barrels a day.

General Manager D. J. Moran paid a flying visit to the Panuco district the first week in December and personally acted as Padrino at the birth of well Segura No. 4. This well is being drilled deeper with the hope of increasing the production.

## TEXACO STAR



Thanksgiving Dinner in The Texas Company Club House at Las Matillas Terminal—First Table  
E. A. Hensel, in charge of the Club House, received many expressions of appreciation of this bounteous spread.



Second Table

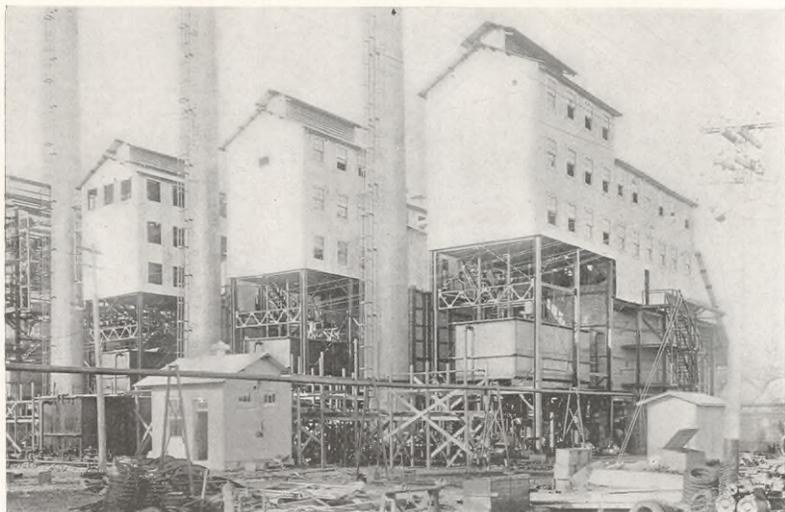
The smile on the nearest face is probably one of triumph, as comparison with the first table indicates that its wearer was a "repeater" at the second table.  
In the evening the dining room was cleared and the feasting of midday gave way to music and dancing at night, and as curfew does not ring at this Terminal on such occasions the pleasures were enjoyed to a late hour.



Residence of Mr. D. J. Moran



Residence of Mr. William Copeland  
Homes in Tampico's most exclusive residential section, Colonia Aguila, roofed with Texaco Red Slate Surfaced Roofing.



Rear view of completed Batteries 1, 2, and 3, taken February 20, 1920.

## PRESSURE STILL INSTALLATION AT PORT ARTHUR WORKS

Since the discovery of petroleum, refiners have generally directed their efforts to the manufacture of the maximum quantities of such products as were required to fill the public's need. The product most in demand up until the early part of the present century was illuminating oil, or kerosene. Gasoline was in little demand and of little value until the use of the gasoline stove became general, and there was no urgent need or demand for increased yields from the crude oils until after the advent of the internal combustion engine and the automobile.

The entire production of gasoline in the United States in 1901 was under 7,000,000 barrels of 42 gallons; and in 1910 less than 15,000,000 barrels. In 1920 the production had increased to 116,000,000 barrels.

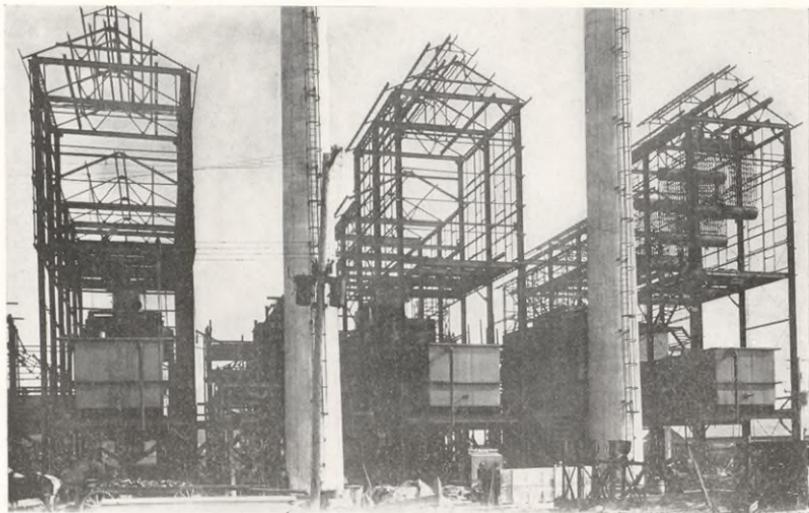
Early in the second decade of this century oil refiners began to realize that the demand for gasoline would so rapidly increase that, to supply the needs and realize the greatest profit, means must be devised of securing more gasoline than could be produced by the ordinary methods of distillation. The Texas Company management, with its experienced refiners and research

forces, has been diligent in investigating the many possibilities, and in solving the chemical and mechanical problems incident to the development of processes and equipment that would successfully and profitably break down the higher boiling hydrocarbons of generally low value into low boiling hydrocarbons, or gasoline fractions, of higher value, these processes being generally termed "cracking" processes.

Oil refining began, and continued up until less than ten years ago, with the simple method of distillation at approximately atmospheric pressure by placing the oil in closed containers, or stills, provided with lines emanating from the top, called vapor lines, through which the vapors were conducted to coils immersed in water, whereby the vapors were cooled and condensed into liquids, the lighter boiling fractions (gasoline or naphtha) being extracted first and followed by the kerosene, gas oil, and lubricating fractions in the order named.

It was early discovered that if the speed of distillation were greatly decreased after the kerosene fraction had been removed, the higher boiling hydrocarbons would to

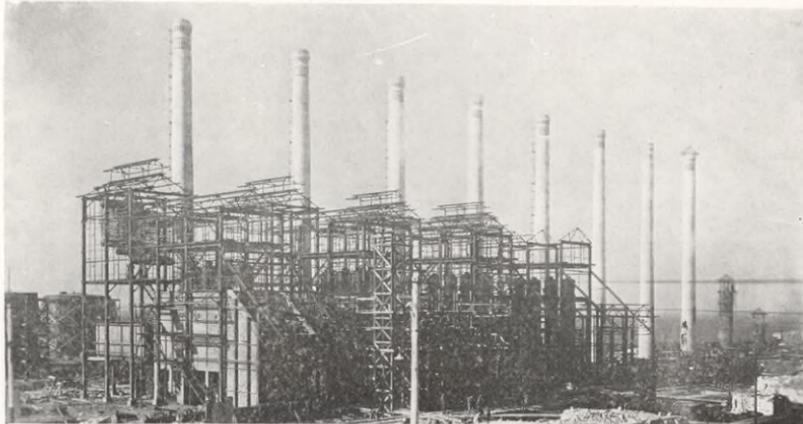
## TEXACO STAR



Rear view of Batteries 1, 2, and 3 during construction, taken December 22, 1919.

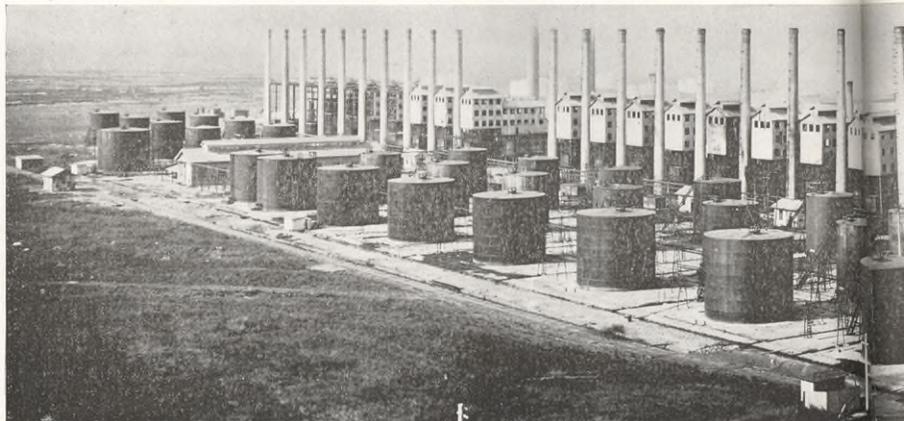
some extent be broken down or cracked and there would be obtained a considerably increased yield of kerosene and a slightly increased yield of gasoline. A number of patents were taken out during the latter part of the nineteenth century covering methods for increasing the yield of kero-

sene. But some more effective method was necessary to substantially increase the yield of gasoline, and among the many things The Texas Company forces found necessary to determine by experiments in the laboratories and, in many instances, in commercial sized units, were:



Front view of Batteries 1, 2, 3, 4, and 5 during construction, taken December 22, 1919.

## TEXACO STAR



REAR VIEW OF PORT ARTHUR INSTALLATION OF HOLMES-MANLEY VERTICAL CONTINUOUS STILL.

What might be accomplished with chemicals and catalyzers on the different grades or fractions of heavier hydrocarbons.

The effect of varying temperatures and pressures.

The rate of decomposition under conditions required to effect the conversion.

The character of the products produced under varying conditions of chemical reaction, temperature, pressure, etc.

Whether the ideas and development were new and patentable.

The necessity of keeping in mind and determining with each different experiment and research effort, that the product must be of a quality satisfactory for the market, and that no process would be of material interest unless it was a profitable one and capable of being carried on in a large way.

Therefore, coincident with the development work, the cost of equipment, cost of operation, and patent protection have all had due consideration and attention.

Because of the inevitable formation of carbon in the pressure cracking process, special efforts have been made in this installation, first, to prevent excessive accumulation of carbon on the heated surfaces of the equipment, and, second, to devise and design equipment which would, by virtue of large capacity through continuous distillation and preheating of the oil before entering the stills, effect the decomposition with the minimum amount of fuel

and damage to equipment by excessive heating. This we believe has been accomplished to a very satisfactory degree by the Holmes-Manley Vertical Still installation. This installation now consists of twenty-four batteries of four stills each, or a total of ninety-six stills. The first battery was put into operation in February 1920 and the twenty-fourth battery was completed and put into operation in December 1920.

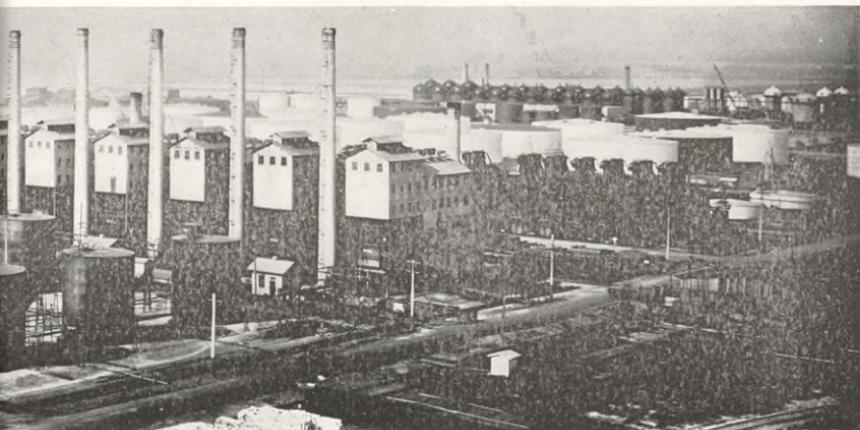
During the year 1920 these stills were charged with a total of 2,295,147 barrels of 42 gallons; and during the year 1921 with 5,059,798 barrels; the charging stock consisting of the general run of gas oils and similar distillates produced from Texas, Oklahoma, and Louisiana paraffine base crudes, Gulf Coast asphalt base crudes, and large quantities of similar distillates from the Mexican crudes. A considerable portion of the charge consisted of what is known as "cycle" stock, or distillate produced from redistilling pressure still bottoms in the ordinary stills.

The production of Navy Specification Gasoline from these pressure stills during 1921 has been in excess of 25% of the total charge.

On matters of cost, it can be said that the operation is highly profitable.

At the present time this is the only large pressure still operation aside from the operations in some of the Standard Oil plants.

# TEXACO STAR



ATION PRESSURE STILLS CONSISTING OF TWENTY-FOUR UNITS OF FOUR STILLS EACH

A contract recently made between the Standard Oil Company of Indiana, owner of the Burton and other pressure patents, and The Texas Company, owner of the Adams, Holmes-Manley, and other pressure patents, permits the use of these patents by both companies and makes it possible for either company to license other manufacturers under what would seem to be most advantageous conditions, which can, and should, eliminate any serious concern as to the gasoline supply for many years to come.



Another View of Port Arthur Terminal—See Frontispiece

There is no excellence without great labor.

If you kill much time you'll kill your career.

## CRUDE OIL PRICES AT WELLS

January 1, 1922

Pennsylvania	....\$4.00	Crichton	.....\$1.75
Corning, O.	..... 2.40	Caddo Light	.... 2.00
Cabell, W. Va.	.... 2.61	Caddo Heavy	.... 1.25
North Lima	.... 2.48	Vinton	..... 1.25
South Lima	.... 2.48	Orange	..... 1.25
Indiana	..... 2.28	Jennings	..... 1.25
Princeton, Ill.	.... 2.27	Spindletop	..... 1.25
Illinois	..... 2.27	Sour Lake	..... 1.25
Canada	..... 2.88	Batson	..... 1.25
Somerset, Ky.	.... 2.40	Saratoga	..... 1.25
Ragland, Ky.	.... 1.25	Humble	..... 1.25
California Light	.. 2.45	Goose Creek	.... 1.25
California Heavy	.. 1.10	Markham	..... 1.25
Wyoming	..... 1.40	West Columbia	.. 1.25
Kansas and Okla.	.. 2.00	Corsicana Light	.. 1.30
Cushing	..... 2.00	Corsicana Heavy	.. .95
Hewitt	..... 2.00	Mexia	..... 1.00
Healdton	..... 1.30	Electra	..... 2.25
Homer	..... 2.00	Petrolia	..... 2.25
De Soto	..... 2.00	Ranger	..... 2.25
Bull Bayou	..... 1.90	Burkburnett	.... 2.25

It is easy enough to start almost anything, but to see the thing through is the test of character.

There are but two ways of paying debt; increase of industry in raising income, increase of thrift in laying out.—*Carlyle*.

Pay what you owe, and you'll know what is your own.—*Benj. Franklin*.

Consult your banker before buying securities that are offered in exchange for your Liberty bonds.

Learn your job.

DEPARTMENTAL NEWS

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

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

REFINING DEPARTMENT

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

Refined—Coastwise.....	738,805 bbls.
Refined—Foreign.....	854,945 bbls.
	<u>1,593,750 bbls.</u>
Crude—Coastwise.....	120,513 bbls.
Crude—Foreign.....	60,149 bbls.
	<u>180,662 bbls.</u>
Total.....	1,774,412 bbls.

The Cafeteria for the Case and Package Division Plant and Port Arthur Terminal is located on the third floor of the building in the foreground of the photograph. The interior view shows the Cafeteria just before noon. The employes have found this Cafeteria much to their liking. Five hundred daily take their lunch here. Any employe of The Texas Company can buy his lunch at cost, or if he prefers, bring his own lunch and add to it a bowl of hot soup or cup of coffee.

The ultimate success of any manufacturer depends absolutely upon the general excellence of his product.—*Andrew Carnegie.*

Good ware easily finds a buyer.—*Plautus.*

Page sixteen

N. TERMINALS DIV. OFFICE.—We take this means of expressing to Mr. L. R. Holmes our heart-felt sympathy in the loss of his mother, who died on December 11 at her home in Olean, N. Y.

Mr. Amundsen is back in his office hard at work as usual, after a six weeks tour of the South on Company business.

Richard E. Luders, formerly Power Engineer at Providence Terminal, has been temporarily transferred to this office as assistant to C. C. Moore. We are glad to have him with us and hope he will like us as much as we do him.

J. B. Blandford, Jr., formerly Power Engineer at Norfolk Terminal, has engaged in engineering work in one of the eastern cities. We regret losing Mr. Blandford and wish him every success.

BAYONNE TERMINAL.—We are proud of the painting record made by Wladyslaw Karkut and John Bojor, of the Cooper Shop, who painted the roof of a 55,000 barrel tank in six hours.

The members of the Bulk Oil department, with some other employes, presented a gold watch to



Christmas Tree in the Cafeteria



Office Building for Port Arthur Terminal and Case and Package Plant

## TEXACO STAR

John P. Golden, head gauger, transferred to Delaware River. "Johnny" is one of the finest, and we miss his smile. Furthermore, Delaware River is gaining a strong addition to their baseball team.

Again we have said farewell to F. J. Coykendall, formerly yard master here, and now again transferred to Delaware River. We are sorry to have him go, but so many of his former associates from Bayonne are now with him at Marcus Hook that it must feel like home to him.

We are glad to welcome to our midst H. G. Wilkins, transferred from Delaware River.

**PROVIDENCE TERMINAL.**—Mr. Gustine Tomellini and Miss Grace Otton were united in marriage on November 21 at St. Michael's Church. After the wedding breakfast at the home of the bride the newly-weds left for Boston to spend a week. They will live at 50 Clifford St., Pawtucket, R. I. We extend heartiest good wishes.

We are all glad to see Messrs. Cameron and Skelley back on the job after a siege of illness.



S. S. "Dordogne," French Government naval collier

The *Dordogne*, a tanker, uses Texaco lubricants exclusively. M. Victor Cardin is chief engineer. This vessel has operated under three different flags—as the British S. S. *Silverdip*; the German S. S. *San Isidoro*; and now under French flag. Picture received from Marine Salesman C. P. Dodge, Jr.

**HOUSTON DISTRICT.—**  
**SALES DEPT.**  
**S. TERRITORY** We regret very much the death of Agent E. C. Laas of Brenham. Our sympathies are extended to his family. He was succeeded by his son P. J. Laas who is a highly respected citizen of Brenham.

The following letter from Mr. H. W. Brown, of the Houston Association of Credit Men, Inc., speaks highly of Texaco Service:

Houston, Texas, November 22, 1921.

Mr. H. G. Symms, General Credit Manager,  
The Texas Company,  
Houston, Texas.

Dear Mr. Symms: I am taking this opportunity of commending the service furnished by your employees in the filling stations in Houston, San Antonio, and Boerne.

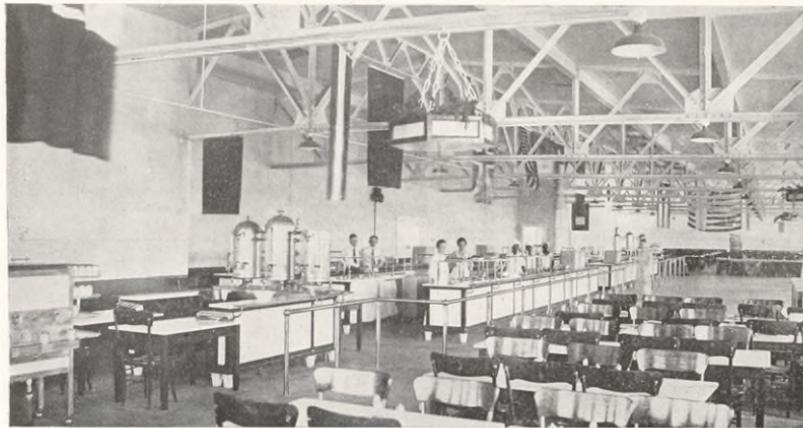
On August 20, Mrs. Brown and myself started on a trip to West Texas and had occasion to stop at several of the filling stations in the above named cities and it was a pleasure to drive up to your stations because the men in charge were always very alert and willing to do their part, in fact, they seemed to want to go out of their way to give information and assist us in every way possible. This is especially true of your station on East Houston Street, San Antonio. The men at this station were especially nice and I took occasion to notice that it was not alone ourselves that they gave this service to, but to everyone who drove up to the station, be he negro with an old Ford truck or be it a person with a \$5000 car, it did not appear to make any difference, the service was just the same to everyone. We also used Texas Co. gas at several stations who handled the Company gasoline and they also gave us good service but not as the Texas Company's own gas stations.

I trust that this letter will be of service to you. I am sending a carbon copy of this letter to Mr. W. C. Samuels.

H. W. Brown.

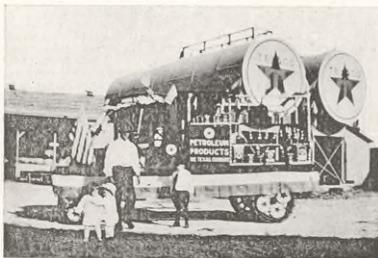
Mrs. Mary Harwood, who joined the ranks of the Carona Oil Company of Mexico, writes: "Arrived o. k. and am Happy." We miss your jolly laughter and smiling face and our wishes are that good health and fortune will ever follow you.

Chief Clerk Glass during two weeks has been humming "Home Sweet Home." Questioned about his happiness, he informed us he is in his new home at 2505 Whitney. Those who have seen it say: "It is too beautiful for words."

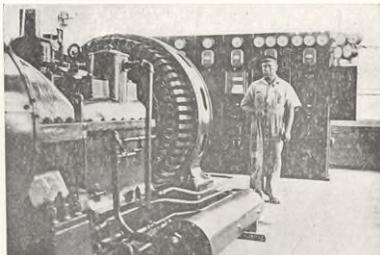


Cafeteria for Port Arthur Terminal and Case and Package Plant

## TEXACO STAR



For Armistice Day parade at Yoakum, Texas  
Truck Driver Middlebrook of Yoakum Station certainly has the Company's interest at heart. We commend him for advertising Texaco Products as well as for helping the Committee in planning the parade.



In Power Plant of Sugarland Industries  
Showing part of switch board, one of their 500 k. w. Westinghouse geared turbines, and Chief Engineer H. A. Robinson who heartily approves our Alcaid Oil used on these turbines.



Loading Texaco at Sapulpa, Okla.

Aviator Sam J. Taylor (center), Agent E. F. Underwood, Tank Truck Motorman L. A. Jones.

Mr. E. F. Underwood, Agent,  
The Texas Company, Sapulpa, Oklahoma.

Dear Sir: I wish to thank you for your courtesies and the splendid service you have rendered me during my stay in your city.

In introducing "Texaco" to me, I consider you have done me a great favor, for there is an element of satisfaction in your products and service that heretofore I did not believe existed. I have of course known of Texaco Products, but, until you approached me, had never felt the need of trying them. Now, I assure you, only dire necessity will cause me to use any other. My twenty-nine hours flying in your city has been with less trouble than I usually encounter, and to Texaco I give the credit.

I hope that the pictures you had made turn out satisfactorily and that you will forward me one.

Again thanking you for your personal efforts in my behalf, and trusting that I may see you again in the near future,

Sincerely yours,

Sam J. Taylor

Sapulpa, Okla.  
October 22, 1921.

Taylor's Commercial Flyers, Greenville, S. C.

**DALLAS DISTRICT.**—Mr. Harry B. McLendon and Miss Hazel Read were married on November 26. The employes of the District Office presented the happy couple with a chest of silver and all wish them long life and happiness.

D. O. employes choose sides and engage in fast baseball game during the noon hour each day. Some good games have been played and much pleasure has been derived by players and spectators.

Learn your business.

**OKLAHOMA DISTRICT.**—Department Agent G. M. Worthington visited our District in December and received a hearty welcome from all. A visit from Houston friends always peps us up and we enjoy having them with us.

We regret to announce the death of Mr. Secor, father of B. F. Secor of the D. O., in Houston on December 19. We extend our sympathy to Mr. and Mrs. Secor in their hour of sadness.

## TEXACO STAR



A class in Texaco at Sapulpa, Okla.

Stake Truck Motorman J. C. Evans conducted a class in Texaco during a Kiwanis Picnic Outing, enlightening some 150 boys on the virtues of Texaco Petroleum Products. After this outing the boys unanimously petitioned the School Board to institute a regular course in such subjects. The picnic was a complete success. Our Truck transported "two tons" of boys to and from the grounds.

Joplin, Mo. Station is sending in some fine business. Salesman F. H. Miller had the honor of sending in the first contract since the transfer to Oklahoma District. The contract was Motor Oils only.

### DENVER DISTRICT.— November Leaders:

Oil Sales	Roofing Sales	Collections
L. E. Buffin	A. D. Daniels	E. I. Johnson
A. K. Williams	H. L. Murphey	B. E. Donaldson
S. A. Street	J. H. Shapard	G. P. Leuck
B. E. Donaldson	S. A. Street	W. G. Head
C. R. Swan	A. K. Williams	C. R. Swan

Salesman M. K. Patrick reports the birth on December 16 of Robert Kent Patrick. "Pat" does not predict the exact date, but he declares that it is only a question of time until Robert Kent will be flaunting the service colors of Texaco.

The tone of voice usually adopted by Credit Manager Knox when conversing over the telephone is not one which you would think of as typifying the shrieking violet. No. On the contrary, Mr. Knox usually speaks in a firm clear voice, audible for some distance from the telephone. Strange it is, therefore—passing strange, that when Mr. Knox takes up the telephone at about four forty-five each evening he should shade his voice to the merest whisper. One must be standing very close to catch his: "Main . . . ? . . . Transit Department,



Digging out after a snowstorm on October 27

Salesman A. D. Daniel digging out his roadster on top of Monarch Pass (Colorado) at an elevation of 11,200 feet, just after a snowstorm on Oct. 27, 1921. Dan says he's kind o' figgerin' on getting a transfer to Honolulu.

please." And after that, if one had the bad grace to continue standing near, one must be possessed of micro-coustic auditory appendages to catch the conversation that takes place.



For a local parade. Mr. L. A. Jacob, please note



Some original ideas of Agent Jack of Lusk, Wyo.

NEW ORLEANS DISTRICT.—Officers and directors of The Texas Oil Company were re-elected unanimously at the annual meetings of the stockholders and directors on December 5, 1921.

The stockholders re-elected T. J. Donoghue and C. P. Dodge, Houston; H. M. Eldredge and M. A. Dyer, New Orleans; and Hampton Story, Shreveport, to the directorate.

After the stockholders' meeting the directors re-elected the officers: T. J. Donoghue, President; H. M. Eldredge, Vice-President; M. A. Dyer, Secretary-Treasurer; J. B. Duke, Assistant Secretary; Guy Carroll, Assistant Treasurer; H. G. Symms, Assistant Treasurer.

One day, about the middle of October, as we were sitting in our sanctum busily engaged, in walked Jimmie Adams, Agent at Spartanburg, S. C. He had come in to talk with Salesman Bennett of Atlanta District, who was making his headquarters with us during a visit to this District. We didn't know then that this was Jimmie Adams, and as the two sat and talked we wondered why Louis Adams should come in all dressed up with coat, hat, bow tie, and so on, and sit and talk with Mr. Bennett as if he had not seen him in some time. We couldn't get straight, for there was the same semi-nude pate, the same mustache, the same features, the same physique, and, yes, even the voice and manner of our own Louis. We

## TEXACO STAR

gave serious thought to our sanity. The turmoil in our alleged brain was not ended until we learned that the visitor was the aforesaid Jimmie Adams, twin brother to L. Perry Adams of more or less Fuel Oil Department fame. Whew! These boys are exact duplicates of each other.

The following letter was received from the New Orleans and Northeastern Railroad Company, dated Hattiesburg, Miss., December 2, 1921: The Texas Oil Company, Perfect Package Month Hattiesburg, Miss. November 1921.

Gentlemen: The American Railway Association set aside November as "Perfect Package Month" and arranged for a nationwide campaign to stimulate further interest in good packing of shipments by freight and express.

During the month just closed, all shipments made were closely inspected as to packing, containers, and marks, and exceptions taken. I am more than pleased to advise you that you made shipment of 502 packages through my warehouse during this period, and no exceptions whatever were found against same.

I wish to congratulate your cooperation and interest in this matter, and I believe that Hattiesburg shippers will be "second to none" throughout the United States in offering their shipments to the transportation companies in good condition.

Yours truly, C. W. Hasell, Agent.

This is very good work on the part of Agent J. W. Knight and his men, and it is typical of the force at Hattiesburg. As this is written, Hattiesburg is the only station in this District to make this record. Can any other District compare with this?



Drawing a diagram

Superintendent Dyer defining for the benefit of Auditor Tom Hester just what constitutes old and slow moving stock.



New Orleans hunting party

We don't know anything about it, but we wonder if this snap was the only thing "shot" that day. Anyway, they didn't bring any ducks home.

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ATLANTA DISTRICT.—Our entire District was immeasurably grieved by the death of Colonel Bob Swain, who was universally beloved in this section of the Company. He went to work for The Texas Company in September 1913, and with the exception of three months in 1916, continued with us until the time of his death.

Colonel Swain had been in poor health for several years and suffered many physical handicaps, but through it all he was never heard to complain. During the early part of 1920 he was absent on sick leave and we were afraid we might lose him, but he returned much improved. Undoubtedly his recovery at that time was due to the faithful attendance of his nurse, Miss Jewell Pickard. Colonel Swain and Miss Pickard had been childhood sweethearts, and their romance happily culminated in their marriage in 1920.

A few days before his death, Colonel Swain left the Office feeling rather weak, but it was thought nothing serious. On Thanksgiving day, however, he passed away, death caused by apoplexy. He was a true friend to many and it was real friendship, for it lasted through trial and tribulation. Our heartfelt sympathy goes out to his widow in her hour of trial.

Several promotions made in field forces:

T. R. Scott, who made a wonderful record as Agent at Florence, S. C. is Agent at Greenville, S. C., where he will no doubt establish an equally enviable record; H. F. Lancaster has been transferred from the Agency at Chester, S. C., to Florence, S. C., to succeed Mr. Scott, Mr. Lancaster being succeeded at Chester by H. D. Cotran, formerly a clerk at Charleston, S. C. Station; R. M. Davidson, formerly Marine Salesman at Charleston, is now a Traveling Salesman covering North Georgia territory, and has already demonstrated the fact that he is as valuable in the interior as on the coast; D. E. Golden, formerly a star on Spartanburg's "Peerless Staff" of Tank Wagon Drivers, has been appointed Traveling Salesman in South Carolina.

Salesman R. M. Davidson, recently transferred from Marine Salesman at Charleston to Traveling Salesman in North Georgia, evidently took the change as a good omen; for he was one of the contracting parties in a marriage ceremony a short while ago. May the best that life has to offer be the lot of Roy and his better half.

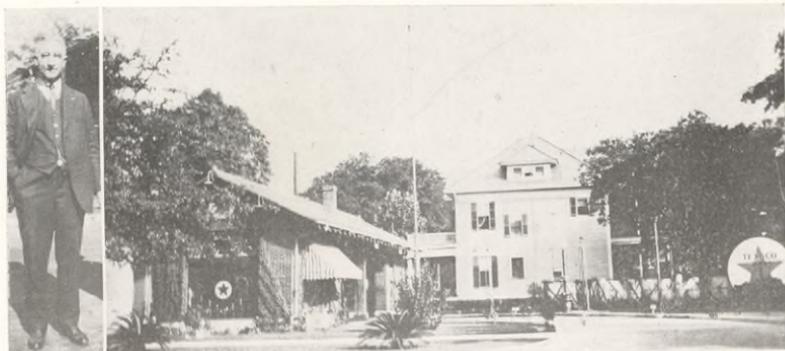
We are pleased to impart the information that there recently arrived at the home of Salesman T. Q. Jones a 10-lb. boy. This makes Mr. Jones the proud father of three hustling youngsters.

Wait for me

Salesman Charles W. Levy, known as 504: "The greatest Axle Grease demonstrator in the State of Alabama, but not in Texas where this claim belongs to S. E. Monroe. I have been one of his students. Our Easy Pour Can is a grand invention. Previously, before prohibition went into effect, they used corkscrews."



## TEXACO STAR



A. F. S. No. 1, Mobile, Ala.

Ain't it a grand and glorious feelin' to know that your filling station produces top-notch results? That is how Agent C. L. Schweizer feels. During the month of November the output of this station was the greatest in all history of all filling stations in this District.

**SALES DEPT. N. TERRITORY** The Christmas Stocking Club, originated in the Territorial Office a year ago, was able to take care of three hundred children this Christmas. It is a most worthy object, and the members of the committee in charge of this work deserve great credit for the admirable way in which the distribution of the presents was effected, and for their untiring efforts and time spent outside of the routine of business to accomplish the wonderful result.

On December 10 a baby boy arrived in the home of Mr. and Mrs. George W. Hambridge. George is very enthusiastic over the new arrival and proudly talks about the baby and tells us that he has auburn hair. Our congratulations are extended to both proud parents.

### NEW YORK DISTRICT.—

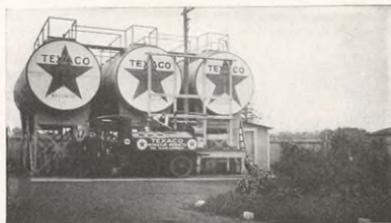


Harry Donahue

Genial Oil Dealer and Texaco Booster at New Brunswick, N. J.



The pride of Passiac-Clifton, N. J. Station  
Truck L, 1365 and Chauffeur C. Saathoff.



Red Bank, N. J. Station

100% COLLECTION EFFICIENCY OCTOBER 1921

W. E. Mason	S'n N. Y. City	Metropolitan Ter.
F. T. Spencer	Agt. Cobleskill, N. Y.	Albany Territory
Frank J. Gohl	Agt. Hudson, N. Y.	" "
E. M. Daley	Agt. Ticonderoga, N. Y.	" "
U. J. Delahay	Agt. Watervliet, N. Y.	" "
J. H. Allen	S'n Saratoga, N. Y.	" "
L. E. Cleland	S'n Ogdensburg, N. Y.	" "
G. W. Pitts	Agt. Middletown, N. Y.	Newburgh Ter.
V. T. J. Knapp	S'n Middletown, N. Y.	" "
H. J. Schwalbach	S'n Kingston, N. Y.	" "
G. E. Davis	Agt. Millerton, N. Y.	Stamford Ter.
John Nichols	Agt. Mount Kisco, N. Y.	" "
W. R. Walker	Agt. Peekskill, N. Y.	" "
L. H. Wolff	Agt. Perth Amboy, N. J.	Newark Ter.
H. B. Gould	S'n Morristown, N. J.	" "

## TEXACO STAR

BOSTON DISTRICT.—H. C. Mason has again been successful in securing contract from the Boston Elevated Railway Company for their requirements of Lubricating Oil from December 1, 1921, to November 30, 1922, on a gallonage basis against mileage guarantee. Our previous contract for the period December 1, 1919, to November 30, 1920, was on a mileage guarantee basis; but our policy having changed in regard to accepting mileage guarantee contracts, we did not offer a proposition in line with their wishes last year. This business for the ensuing year was secured in the face of strong competition and represents one of the most difficult lubricating problems in the country, having 535 miles of track, 2,229 surface passenger cars, 420 elevated passenger cars, 203 service cars, 220 snow-ploughs, 14 sweepers, with a yearly mileage of about 5,000,000 miles.

To Agent W. F. Daley at Riverpoint, R. I. Station, we extend our sincere sympathy in the loss of his mother on November 15, 1921.

Among the stork arrivals this month is a baby girl, on December 16, at the home of Chief Accountant W. F. Murdy. Now you will have to move out in the country, Bill.

At the Thanksgiving bowling contest Freddy Powers took the first prize, a 12-pound turkey; Herman and Park tied for second, but Herman with the lucky coin took home the bird. Another contest is arranged for Christmas and two more turkeys will be offered as prizes.

On December 8 the bowling team of the Texaco Athletic Association defeated the Standard Oil Company team by thirty pins, due to the good rolling of Flanagan and Kadlec, their pin-fall being 324 and 322 respectively. The Texaco team rolled 1468, with a high single string of 533.

The second annual banquet of the Texaco Athletic Association was held at the Cantabridgia Clubhouse in Cambridge on December 15. Covers were laid for 175. During the dinner singing and reading sketches were furnished by cabaret artists, and we are indebted to Mr. Curtice for his good judgment in the selection of those engaged for this part of the evening's entertainment. From eight to ten an interesting program was enjoyed, particularly because of the talent exhibited by some of our local people whom we congratulate and thank for their efforts. We again had the pleasure of hearing Mrs. Hopkins, in her usual good voice, and our accomplished Superintendent who played her accompaniments. A dance by Miss Edna Carter, four-year old daughter of Assistant Creditman F. L. Carter, was one of the "hits" of the evening.

The Committee in charge of the banquet were:  
D. H. Curtice, Chairman      Mrs. Florence Kerrigan  
Beatrice Duffy              Madeleine Parker  
Jule O'Brien                Alroy Newcomb  
Marie Barrie                 William Murphy

Officers for the coming year were elected:

I. J. Burley, President  
H. G. Mongeau, Vice-President  
H. J. McCarthy, Secretary  
R. A. Crowley, Treasurer



C. E. Britton Co., Rumford, Me.  
A thoroughbred Texaco Booster.

A True Story of Two Faithful Horses.—We have had "Tom" and "Jerry" at the Lawrence Station since it opened March 10, 1916. They have worked every day and never did they complain, but on December 3 of this year Mr. Dennis gave Agent Rolley orders to sell them. So Rolley sold them to a Mr. Lachance, an oil dealer who had always bought his oil from the Standard Oil Company. The first morning Mr. Lachance went in to load up, the horses refused to pull the wagon. "Rolley," said Lachance, "these horses will not pull." "Well," replied Rolley, "those horses have always had in front of them something good to eat and I suppose they are fussy about what they pull behind them; pump the load of Standard back into the tanks and come to the Texas and I assure you, you will have no trouble." Mr. Lachance "took a chance," and we now have him for a steady customer.

PHILADELPHIA DISTRICT.—Francis J. Doran, who has been our Assistant General Superintendent for many years, has been appointed Representative in Eastern Pennsylvania territory.

Mr. Doran's headquarters are at the new refined station in Allentown, Pa. All agents and salesmen in this territory should now be on the lookout for the red Studebaker coupe enclosing Mr. Doran.

Another change has been the appointment of S. E. Moudy, Assistant Superintendent in Charge of Operation, to Representative in the Eastern Shore district.

Mr. Moudy is to be congratulated on his appointment as Representative in such an important territory. His headquarters will be at Middleton, Delaware. He, also, has a red coupe.

Both Mr. Doran and Mr. Moudy are among the earliest employes of The Texas Company in Northern Territory. It appears to be Superintendent McCarthy's aim to take all the old experienced timber that has been around him in the District Office, on whom he can depend without any doubt, and place them in the field as Representatives requiring very little supervision, if any, from the District Office.

## TEXACO STAR

Superintendent McCarthy, before the end of the year, will have his five Representatives submit budgets covering each station's expense for the year 1922, and the average monthly gallonage of each product each Representative undertakes to sell through each station in his territory during 1922. The budget prepared by Superintendent McCarthy in December 1920 appears to be well in line in all respects with what was experienced in each territory during 1921. Now that we know what was done in 1921, we feel safe in saying that considerable improvement can be made in 1922 at every point.

Superintendent McCarthy and Assistant Superintendent Leo Deutsch, in charge of Solicitation, formerly of Chicago District, completed a tour of inspection of the New Jersey territory. Mr. Deutsch reports he is well pleased with the results he has obtained and the cooperation given him by all employees since his transfer to Philadelphia District Oct. 15, 1921.

Mr. Deutsch has a placard on his office door reading: "When it is finally settled that the thing is impossible watch some fellow do it." And all salesmen in the District now realize that when it is settled that a new prospect can not be closed, then the thing to do is—tell it to Leo Deutsch and watch him go to work and demonstrate how it can be done. One of our large competitors called up and wanted to know if The Texas Company was cutting prices, as they noticed some of their oldest accounts disappearing and being taken over by The Texas Company.

The Credit forces have received several encouraging letters from Salesmen and Agents giving assurance that they are out to set a record for the New Year on collections, forwarding of reports, forms, S-25's, as well as on sales. Mention might be made of the fine record, for the past year, of the following men, who have not had a transfer to "B":

R. H. Farnum	Atlantic City, N. J.
J. L. Cook	Cambridge, Md.
F. H. Higgins	Rockville, Md.

The following deserve credit for their high standard of collections, and we are certain they will not stop until they reach 100% for 1922:

W. C. Mariner	Pocomoke, Md.
R. H. Farnum	Atlantic City, N. J.
D. F. Danfke	Chambersburg, Pa.
J. L. Cook	Cambridge, Md.

We have bright prospects for the coming year, so let's make it a big year for everything. The same old cooperation and we will win!

Superintendent McCarthy received a few days ago the following letter from Agent P. Mc Laird, Greensboro, N. C.:

Referring to our bet of a hat made at the Norfolk District's Seventh Annual Meeting, I have the pleasure of advising that on Monday, Dec. 12, I reached the 500 mark on Easy Pour sales. Believing that you would be exceedingly desirous of paying the bet promptly, I am hastening to inform you that I have won it, and will ask that you kindly forward the bid, size 7 1/4, immediately, so that I can doll up in it for the coming holidays. In case a careful search in all the stores and haberdasheries of your fair, but absolutely dead, city fails to produce a Kelly expensive and classy enough to suit the occasion, you might, by sending the difference in cash, be able to settle the obligation by forwarding a quart of first class hooch. "Please give this matter your very prompt attention, so that it will not be necessary for me to write you again to obtain settlement of this account,"—quotation from our Mr. J. Horace Foster, Credit Man.

And in the files we find Superintendent McCarthy's reply:

I have your very interesting letter of December 13, advising that you have sold five hundred Easy Pours.

I was of the opinion that you were to sell these in a much shorter time, but Mr. Thompson, your Superintendent, has been trying to convince me my impression is wrong. Therefore, I will permit the point to remain open, but pay my bet with you, with the understanding that it will not establish a precedent in connection with the Norfolk District bet.

I wish to congratulate you on your success. At this season of the year our boys in the Philadelphia District turn gratefully to those who have done something during the year 1921, and the members of my staff and other employees of the Philadelphia District extend to you and yours greetings of the season and wish you and yours every possible success during the year 1922.

Personally, however, I feel that knowing me and the boys of the Philadelphia District at this time of the year to be contented and in a very joyful mood over our successful year, you may have taken advantage of the same and might be playing a joke, and after the Christmas spirit is over our good friend J. Horatio Foster will probably notify you that he is unable to collect for a large percentage of the Easy Pours you are supposed to have sold, put you on a truck and send you out getting the return of quite a few sales and crediting the customer's account, which I understand has been done heretofore in contests in the Norfolk District.

I sincerely hope that you will not pull such a mean trick after receiving my check for the ten "herries" to cover the purchase of a "Kelly." I will look around in the Stetson store and see if I can purchase a hat for you; if not, I will mail you my check.



Agent J. C. T. Packard, Dover, Del.

He put out 20,000 gallons of refined products the second month after his station opened. On account of increasing gallonage it was necessary to add this Ford truck to his equipment.

To that Christmas Tree in the Accounting Department! Everybody picked a surprise off the tree. The credit belongs to the girls—Misses Graubart, Ford, Rigney, and White—ably assisted by the other members of the division.

We express to Stationer Clifford H. Furness the sympathy of the office for the loss of his mother.

It is rumored that wedding bells will soon ring in the District. We are not mentioning names, but it is noted that our charming young File Clerk is receiving daily letters, telegrams, etc. from the far away Minnesota Metropolis.

Supervisor of Structures R. N. Wellman is touring the District—but losing considerable time running out of gasoline and having to walk several miles to the nearest Texaco pump. Bob Ogilvie suggests that those interested in outdoor sleeping should consult Mr. Wellman on the advantages of sleeping in a Ford.

Come on Wellman! Don't you know all of us are waiting for you to erect those new stations? We want to put out the gallons!

## TEXACO STAR



M. R. Bunting and C. H. Boucher  
Baltimore Salesmen in yard at Baltimore, Md. Station.

"Congenial Jim" Lynch, our Pump and Tank authority, won't tell us whether he's married. "Bob" Rennie, Superintendent McCarthy's right hand man, and the twin to the Pump and Tank expert, knows the secret, but he won't tell—just hee-haws like "Old Maud." We think he stood up and braced the other fellow so he wouldn't collapse.

When conversing with "Tinney" Turner, our Creditman, if you mention a name, don't be surprised to be asked "What's his rating?", or "Have we an S-25 on him," or "Wait till I see how he pays his account." This may have nothing to do with the conversation, but it proves that the big thing on his mind is Credits and Collections.

T exaco  
E asily  
X cels  
A ny  
C ompetitive  
O il

S ervice  
T houghtful  
A ttention  
R endered

**PITTSBURGH DISTRICT.**—Supervisor of Lub. Sales J. R. Holt recently made a general inspection of the Pittsburgh District. After spending a few days in the District Office he visited Youngstown and Cleveland stations accompanied by our Mr. Macnamara.

We were pleased also to have a visit from L. V. Newton, who came to inspect the motor equipment in this District.

Agent L. L. Scott of Wheeling, W. Va. Station has been transferred to Agent in Charge of Pittsburgh Station.

Salesman Geo. W. Mullins has been transferred from D. O. Salesman to Agent at Wheeling, and Fred A. Hoffman, transferred from the New York Office, will take over the territory covered by Mr. Mullins.

Sylvester Adair announces the arrival on Christmas morning of Gertrude Gloria Adair.

Mr. Adair was formerly with the Railway Traffic Department in New York, and after going through the Student Salesmen's Course in New York was transferred recently to Pittsburgh as salesman.

Speaking of Fords, we submit the following letter from a Wisconsin town:

Deer Mr. Ford: Ay hafe bane your ajent har for tene years bot Ay want you to kenceal my kontrac. Sumting turned up hare today that set me to thinking. I was sitting en frunt of my plase and a faller drive up een a Packart car and ask me how far vas ett to Minneapolicen an Ay tal heem 47 miles, he say, geev me 15 gallons gas and a quart of oil. A leedle later a feller drive up en a Kedlak and say, how far ees et to Meeneapolicen and I say 47 miles, es ses, geev me 10 galluns gas and a quart of oil. Efter aile, a faller drive up een a Dodge and esk me, how faar vas eet to Meeneapolicen, and I sa 47 miles, he teel me I should geev him 5 galluns gas and vum pint oil. After a spell a faller drive up een a Ford. He esk me how faar vaset to Meeneapolicen and Ay say 47 miles, he sed geev me a quart of vater and a peekeage of Camels.  
Sven Larson.

Some "Pep Paragraphs" by Agent W. E. Graham of Detroit, Mich. Station:

When you are hitched to the "rig" do your share of the pulling.

A man must feel happy and contented who makes good on his own initiative.

A fellow who cares more for personal glory than success is liable to get very little of either.

The fellow who creates his own opportunities never has to worry about his success.

Too much idle time on your hands is liable to make your feet wobbly.

Some salesmen would be more successful if the cars they drive held but one person.

It's all right to forget your past, but don't forget your future.

There is all kinds of room at the top, but a man must have ambition, persistency, and determination to climb there.

The man who has come to the conclusion that he can do only one kind of work is a failure.

The man who sees too many obstacles seldom gets ahead.

Ability without confidence is like a horse without a rider.

Men who refuse to progress become stagnant the same as water that does not move.

With faith in front, and confidence in back, success will insert itself in the middle.

No man knows the full scope of his ability until he has to put it to a test. God pity the man who is afraid of the test.

Just because they want to be sold is no reason to assume they will buy without a canvass.

The fellow who is looking for something soft usually finds that the soft jobs are held by those who went after something hard.

**CHICAGO DISTRICT.**—Auditors Green and Elwood have left after completing the 1921 audit of the Chicago District. They were given a try-out in the Chicago District Bowling League and proved to be very able bowlers. They have left vacancies on the team not easily filled. We are sorry that their stay was so short.

To make a long story short, we have a Texaco Bowling League at Chicago—eight teams in all. At this writing it looks like "S. B." had better step on the "Staff" as the "Accounting No. 1's" are only one game behind and pushing hard for first place.

L. R. E. Renn, Agent at St. Louis, has resigned. We extend our best wishes to Mr. Renn in his new connection.

## TEXACO STAR



Assistant Superintendent Sam B. Wright, in charge of Sales  
Looks like our "S. B." got a nibble.

J. J. Schugmann, who has been Agent at Indianapolis for several years, will be succeeded by B. C. Phillippo, effective January 1. Mr. Schugmann will be Salesman at Grand Rapids, replacing Jack Hertel who has been given a territory in Chicago.

D. Wagner has been inquiring around the Accounting office about the shortest way leading to Crown Point, the town where hurried courtships come to an abrupt ending and the realities of married life commence. It seems that Dan is going to give his folks at home a real surprise. May it be a Happy New Year.

Edw. Neulow of the Bookkeeping force reports another addition to his family, a baby girl. How about the cigars, Ed?

Anyone wanting protection from second story men or burglars, see Cashier "Jeff" Trimble who has a couple of good watch dogs. Jeff claims they are the best money can buy.



Michigan Independent Oil Co., Three Rivers, Mich.  
Exhibit at St. Joseph County Michigan Fair.



Window of S. M. Tronsrue, Long Prairie, Minn.  
Display arranged by Salesman C. B. Nilsen.

NORFOLK DISTRICT.—Capt. W. A. Ludwick, Assistant Superintendent, presented a paper entitled "Lubricants and Lubrication" before the Virginia section of the A. S. M. E. at the meeting held in the Monticello Hotel early in January.

Our deepest sympathy goes out to Chief Accountant L. Austin and his family in their recent bereavement. Their little son John David died on November 29, after a short illness.

In the month of October the following stations and distributors put out the greatest gallonage ever handled by them in any one month:

Bedford, Va.	Agent R. B. Wilkes
Concord, N. C.	Agent L. L. Bessley
Danville, Va.	Agent Henry Machin, Jr.
Edentos, N. C.	Agent E. C. Conger
Elizabeth City, N. C.	Agent M. L. Clark
Greensboro, N. C.	Agent P. McLaird
Henderson, N. C.	Agent C. E. Krause
Irvington, Va.	Agent F. A. Gunby
Leaksville, N. C.	Agent M. N. Shaw
Louisville, N. C.	Agent S. C. Foster
Martinsville, Va.	Agent G. M. Andes
Maxton, N. C.	Agent J. S. Edwards
Mt. Airy, N. C.	Agent C. A. Shelton
Reedville, Va.	Agent P. S. Davis
Richmond, Va.	Agent J. D. Swann
Rocky Mount, N. C.	Agent L. A. Gardner
Suffolk, Va.	Agent R. L. Smith
Urbanna, Va.	Agent L. H. Leaf
Appalachia, Va.	Motorcycle Supply Co.
Clayton N. C.	Pope Oil Co.
Cullen, Va.	Rest Oil Co.
Felkin, N. C.	Johnson Oil Co.
Fremont, N. C.	Fremont Wholesale Corp'n
Gary, W. Va.	Gary Supply Co.
Hertford, N. C.	Reed & Felton
Lincolnton, N. C.	Carroll Oil Co.
Plymouth, N. C.	W. F. Midgett
Seaford, Va.	J. W. Hornsby
Sharps, Va.	Milden Packing Co.
Shelby, N. C.	Arey Bros. Oil Co.
Spring Hope, N. C.	Spring Hope Gro. Co.
Statesville, N. C.	Statesville Oil Co.
Tarboro, N. C.	Murphy Jenkins Co.
Victoria, Va.	A. C. Lope
Windsor, N. C.	A. B. Outlaw



The Service Garage, Bedford, Va.

Showing Agent R. B. Wilkes and his truck. This garage started business March 1, 1919, and purchased the first load of gasoline sold through the Bedford station. It is 100% Texaco.

## TEXACO STAR

J. C. Fokes, our honorable District correspondent for the Texaco Star, is spending a vacation in Georgia. We are wishing J. C. a very pleasant trip back to his old home town.

Agent H. C. Maclin, Jr., of Danville, Va., joined the ranks of happily married men on December 19. We are wishing Mr. Maclin all the happiness and prosperity possible in his new adventure. If he is as successful working in double harness as he has proved to be in the various capacities in which he has served the Company, his future will meet all expectations.

Miles Clark, we congratulate you. The output for Elizabeth City Station jumped to 243,544 gallons for the month of November. This station takes second place in Norfolk District this month, ranking next to Norfolk Station with a gallonage of 374,870. Elizabeth City Station has been gradually forging ahead, and we expect to see still bigger results in the future.

Of considerable interest and great importance in the highway building industry is the annual meeting of the American Road Builders' Association. The 1922 meeting will be held at the Coliseum in Chicago January 17 to 20.

It is anticipated that this meeting will have a larger attendance than any previous convention of the Association. The Asphalt Sales Department has secured the same exhibition space that it held at the last meeting, and will have its usual attractive display of asphalt products and road building literature.

The beauty and the durability of Texaco Asphalt construction have been so thoroughly recognized that all three of the permanent types—Sheet Asphalt, Asphaltic Concrete, and Asphalt Macadam—have been used on the State Capitol grounds of a number of States. At Topeka, Kansas, and Toronto, Ontario, it's Texaco Asphaltic Concrete; at Des Moines, Iowa, and Oklahoma City, it's Texaco Sheet Asphalt; at Jefferson City, Mo., it's Texaco Asphalt Macadam. Texaco Asphalt also was used in the construction of the driveways surrounding the State Capitol at Austin, Texas.

E. C. Spelman, Assistant Superintendent South American Division, sailed for Brazil by S. S. *Huron* December 22, to serve as Assistant General Manager in Rio de Janeiro of The Texas Company (So. Amer.) Ltd.

P. P. Demers, former Assistant General Manager of The Texas Company (So. Amer.) Ltd., arrived in New York with Mrs. Demers by S. S. *Acolus* December 1. Mr. Demers is now in charge of the South American Division of Export Department.

We have recently had the pleasure of a visit from R. E. Humphreys, General Manager of The Texas Company (P. I.) Inc.

H. A. Thomas has returned to New York



Jaffa, Palestine—Discharging ex harbor craft



Our Distributor's Office—Main Street, Jaffa

after a prolonged visit to Brazil.

## TEXACO STAR



Trying to make a sale

Some Jaffa merchants and a Texaco Salesman. Note the Texaco cases at the left.



A narrow escape

Our Mr. Englebright had a narrow escape while driving this car, which was totally destroyed by a railway train at San Juan, Porto Rico. A negligent watchman at the crossing signalled to him to go ahead. Fortunately Mr. Englebright showed presence of mind and jumped out in time to escape unhurt. The Railroad Company, being at fault, has settled claim for the destroyed automobile.

The truest help we can render an afflicted man is not to take his burden from him, but to call out his best energy, that he may be able to bear the burden.—*Phillips Brooks.*



Fields Warehouse, Burkburnett Field

Photograph by C. W. Haliburton, Warehouseman at the Fields Warehouse.

PRODUCING  
DEPT.

The attached piece of literature has provided quite a deal of merriment for the Parks Camp District Office.

It is an exact copy of a letter written by our negro janitor to a mail order house after office hours on one of the Company's typewriters. In some manner it came into the possession of one of the office men who put a copy of it into general circulation.

PARKS . TEXAS .

AUGUST . 31 . DEAR . FRIED . I . RECE . YOUR .  
 PAKAGE . AND . IT . WORKS . NOT . WHAT . I . THOUGHT . IT .  
 WORKS . THOSE . SHOES . IS . TO . HEAVY . FOR . HORSE . TO  
 WARE . I . WONTED . A . LIGHT . SUNDAY . DRESS . SHOE .  
 VICE . SIE . KID . FOR . SUNDAY . DRESS . SHOE . FOR . SUNDAY .  
 THIS . SHOE . YOU . CENT . ME . IS . A . PLOW . SHOE . I .  
 DONT . WORK . ON . THE . FORM . I . WORKE . IN . THE .  
 OFFICE . FOR . THE . TEXAS . OIL . CO . AND . PLEASE .  
 RETURN . ME . MONEY . BACK . TO . ME . I . WONT . LIGHT .  
 SHOE . TO . KEEP . BOOK . IN . I . WORK . IN . THE .  
 OFFICE . I . KANT . WORK . IN . THEM . SHOES . IN . THE .  
 OFFICE . PLEASE . RETURN . MY . MONEY . BACK . TO . ME .  
 PLEASE .  
 EL . HOPKINS . JW . Y .

### STICK TO YOUR BUSH

He was a husky youngster,  
 Way out in West Va.,  
 He mined the dusky diamonds,  
 And raked in ten per day.  
 He made a little fortune,  
 Then married him a wife;  
 Their mutual agreement  
 Decried the miner's life.  
 Then facing to the westward  
 They went to Washington;  
 By judicious profiteering  
 Made money by the ton.  
 The great World War was raging,  
 And everything was wild;  
 Their trade bought quite insanely,  
 Their fortune higher piled,  
 And then they heard of oil,  
 Way East in Stephens Co.,  
 And they at once decided  
 That they'd sell out and go.  
 A sunny summer morning,  
 Near the town Eliasville,  
 They leased a forty acres,  
 On the summit of a hill.  
 They spudded in a wild cat,  
 With usual run of luck;  
 Lost tools, and found salt water,  
 And found that they were "stuck."  
 And so their princely fortune  
 Had found its Nadir goal;  
 Was buried where they found it—  
 In the bottom of a hole.  
 So now the loving housewife  
 Is darning hubby's sox,  
 While he is busy selling  
 Town lots and oil stox.  
 Remember tides and fortunes,  
 Forever ebb and flow;  
 Be content with honest earnings,  
 And stick to what you know.

—*F. W. Roberts, Breckenridge.*

## TEXACO STAR



Allen Water Stations, Burkburnett Field  
Old Allen Water Station No. 2 in foreground, new  
Allen Water Station in middle distance.



Morgan Power No. 1, Burkburnett Field



Morgan Power No. 2, Burkburnett Field  
Photographs by Warehouseman G. W. Haliburton.

### PIPE LINES

The Dallas Division is justly proud of its record at Mexia. In a period of six weeks they have constructed twenty miles of eight-inch main line from Groesbeck to Freestone, built a temporary steam station, and laid the main part of a large gathering system. The main station is also well under way.

The Oil Accounting Department reports two Christmas presents: A baby boy born to Mr. and Mrs. V. E. Wood Dec. 3, and a baby girl born to Mr. and Mrs. D. G. Gray Dec. 12.

P. J. Lee, formerly of the Oil Accounting Department, but now located at Tampico, was a welcome visitor in Houston during the holidays.

The Christmas of C. E. Pratt of the Accounting Department of Houston was saddened by the death, on December 27, of his wife's father.

M. E. Hollern and wife, of Breckenridge, were called to Meadville, Pa., by the sad news of the death of Mrs. Hollern's mother.

Members of the Tulsa Texaco Club were entertained with a dance at the Kennedy Hall on the evening of December 2. All departments were represented and everyone had a delightful time.

E. J. Blackwell, formerly of Breckenridge, has been transferred to Bunker, Texas, as Foreman.

T. T. CO. OF MEXICO, S. A. Christmas and home are calling many of our employes, and requests for vacations have reduced the force to a minimum in nearly all departments.

A meeting of the stockholders of The Texas Company of Mexico has been called for December 10 to attend to routine affairs.

A general Sales Department for the handling of all Texaco Products has recently been opened in Tampico with D. K. Dodge in charge. Many Texaco Products already enjoy an established reputation in this vicinity, especially roofing and lubricating oils. An agency has also been established in Mexico City under the supervision of the Tampico Office, and an active campaign has been inaugurated for all of the products handled by the Sales Department in the United States. This campaign will mean sharp competition with the Aguila Company and the Pierce Oil Corporation, both long established, extensively advertised, and well patronized all over the Republic. Other local agencies will be opened in important business centers as soon as conditions justify.

Captain Charles Birse, Master of the S. S. *Shenandoah*, familiar to readers of the Star as one of the prominent figures in the successful pulling of The Texas Company sea loading line at Port Lobos early in the year, made a record run on his last trip from Port Arthur to Tampico, completing the voyage, bar to bar, in 42 hours.

Terminal Superintendent E. O. Smith submits the following record of loadings at The Texas Company wharf during the month of November:

Vessel	Date	Barrels	Time in Loading
Roanoke	Nov. 2	57,914.09	16 hours 25 minutes
Pennsylvania	Nov. 6	58,664.18	24 hours 50 minutes
Occidental	Nov. 10	58,283.66	27 hours 50 minutes
Louisiana	Nov. 11	26,339.70	15 hours 50 minutes
Harvester	Nov. 17	59,519.10	13 hours 25 minutes
Virginia	Nov. 22	59,179.96	26 hours 31 minutes
Pennsylvania	Nov. 23	60,371.70	21 hours 55 minutes
Reaper	Nov. 25	59,908.57	27 hours 00 minutes
Shenandoah	Nov. 30	59,756.56	35 hours 15 minutes

In order that all throughout the organization may be thoroughly imbued with the idea that Economy is our watchword and should be practiced as well as preached, General Manager D. J. Moran has caused to be printed an attractive "aviso" which is sent out with each letter or memorandum in inter-departmental correspondence. The reminder is printed in both English and Spanish as follows:

#### IMPORTANT

DAILY.—SEE IF IT IS POSSIBLE TO CREATE AN ECONOMY BY SUGGESTION OR ADMINISTRATION.

WATCH YOUR COSTS.

CLOSELY SUPERVISE YOUR ASSIGNMENT.

REMEMBER THIS CANNOT BE ACCOMPLISHED IN 8 HOURS.

SUBSTITUTE INSTEAD OF REQUISITIONING.

MANAGER.

#### IMPORTANTE

DIARIAMENTE.—VEA UD. SI LE IS POSIBLE ESTABLECER ECONOMIA POR INDICACION O ADMINISTRACION.

VIGILE SUS COSTOS.

INSPECCIONE CUIDADOSAMENTE SU ASIGNATURA.

RECUERDE QUE ESTO NO SE HACE EN 8 HORAS.

SUSTITUYA EN VEZ DE REQUISITAR.

GERENTE.

## SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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

- EXECUTIVE** How to Educate Foremen, by V. M. Palmer.—*Industrial Management*, December 1921.  
Qualifications of Employes Must Be Developed, by Harry Tipper.—*Automotive Industries*, Dec. 22, 1921.  
Attention should be paid to the development of men as well as to their selection.
- COMP-TROLLER'S** How to Take an Inventory, by G. C. Hafner.—*Petroleum Age*, December 1921.  
The one basis: "Cost or Market, whichever is lower."—Inventory instructions,—Forms, and how to use them.
- REFINING** Many New Avenues for Research Work Cited at Technical Sessions, by V. B. Guthrie.—*National Petroleum News*, Dec. 14, 1921.  
Reported from the convention of the American Petroleum Institute at Chicago, Dec. 6 and 7.
- PRODUCING** Bolivia Has Vast Area of Potential Oil Fields, by A. A. Holland.—*Oil Trade Journal*, December 1921.
- SALES** Marine Filling Stations, by F. A. Bean.—*Oil News*, Dec. 20, 1921.
- GENERAL** The Year Ending and the Year to Come, by H. W. Bunn.—*North American Review*, January 1922.  
The *North American Review* for January is an especially good and instructive number.  
Plenty of Oil and Always Will Be, by H. F. Sinclair.—*National Petroleum News*, Dec. 14, 1921.  
Afterthoughts of a Trust Buster, by Frank K. Nebeker.—*The Nation's Business*, December 1921.  
Mr. Nebeker, Assistant Attorney General under the last Administration, from his wide experience in the operation of the Sherman Act declares that it ought to be amended in the interest of the public.  
Details of Body Design at the New York Salon, by George J. Mercer.—*Automotive Industries*, Dec. 8, 1921.  
An authoritative detailed survey of the exhibits, of great value to everyone interested in probable developments in the design and production of automobile bodies during the next year. This is a notable service rendered by the premier journal of the automotive industries.
- BOOK** Petroleum Production Methods, by John R. Suman.—*Gulf Publishing Company*, Houston, Texas.  
A comprehensive practical handbook for everyone in the producing and pipe-line fields of the petroleum industry. 547 pages.



**Children cry for it,  
—and Engineers who know  
don't want to be without it:**

Harbor City, Cal., Dec. 3, 1921.

"Lubrication,"

The Texas Company,  
New York, N. Y.

Gentlemen:

I have read with great interest the articles appearing in the Sept. and Oct. issues of "Lubrication." These articles are the best I have seen, and I read everything on the subject I can get.

My baby got ahold of the September issue of "Lubrication" and tore it up badly. If you have another copy to spare, please send me one as I wish to keep it in my files for future reference.

Yours truly,  
John A. Wood.



**A** STORY handed down from Antiquity tells how three blind men were taken to "see" an elephant.

The first one grasped the swinging trunk and asserted that an elephant was like a snake.

The second put his arms around a huge rigid leg and said "How like a tree!"

The third blind man, running his hand along the broad, rough side of the animal said both were wrong, as an elephant was indisputably like a wall.

And then they wrangled.

The trouble was that they could not combine their knowledge.

Nor did they consult some one who could see the elephant in its entirety and give them the whole picture.

Today the need for exchanging ideas is met by Business and Trade Associations and Periodicals which cover almost every field of human and industrial activity.

Some little time ago there was no comprehensive Clearing House for the exchange of data on the Science of Lubrication.

Ten years ago, this magazine "Lubrication" was designed to meet that need.

And the large number of communications received and the actual service rendered have proved the worth of this idea.

But remember that there is a more immediate service and a more per-

sonal presentation of "the whole picture" in the daily work of Texaco Lubrication Engineers.

They are out in every field of industry covering every phase of lubrication as it applies to the production, transmission, and utilization of Power.

Part of their work consists in making detailed reports. Hundreds are received daily. These reports are carefully digested and anything new or salient is transmitted to the whole force.

Thus, with our finger on the pulse of the industrial world, we are able to diagnose successfully every lubricating condition, and with the complete line of Texaco Lubricants at our disposal, we are ready to prescribe the right lubricant to take care of every mechanical condition.

For every power unit or machine, new or old, there is a Texaco Lubricant exactly suited to the work, and our Engineers know how to apply them in the right amount—no more, no less—to secure the most economical and efficient results.

On this basis we have built up an extensive, growing business in all classes of lubricants.

The plants, shops, mines, and mills who have benefited by Texaco Service cover the country and embrace every industry—yours included.

Call on us when you need lubricants, or Texaco Service.

*There is a Texaco Lubricant for Every Purpose*

## THE TEXAS COMPANY

*Petroleum Products*

Dept. X, 17 Battery Pl., New York City

NEW YORK · CHICAGO · HOUSTON

*Offices in Principal Cities*

