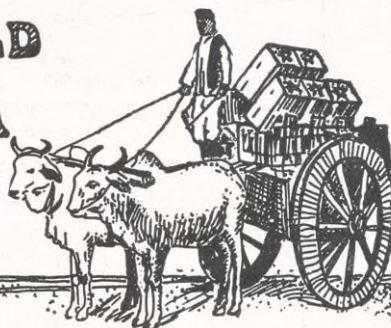


TEXACO STAR

IN OLD INDIA



ALTHOUGH the railroads run up and down the length and breadth of India, and autos are not unknown, the rough cart drawn by the sacred bull is still a common sight.

Occasionally we are obliged to call upon one of these picturesque primitive conveyances to deliver TEXACO Oils.

Our business in India includes not only the sale of large quantities of burning oils to the natives, but the supply of lubricants to the big cotton mills and other industries, and a great many other oil products.

This distant business is held by the quality of TEXACO Products. They must pay their way in such markets by their economy.

That is why TEXACO Petroleum Products are in demand the world over. That is why your neighbors ask for them and why you should use them.

There is a TEXACO Agent near you. Let us serve you through him.

The Texas Company
General Offices: Houston, Texas
Agents Everywhere



KNOWING what you *have*,—*saving* what you have,—knowing what you *will* need,—knowing *when* you will need it, these are the four requisites to efficiency in handling supplies and stores.

Arrangement, labels, and records enable you to know what you have.

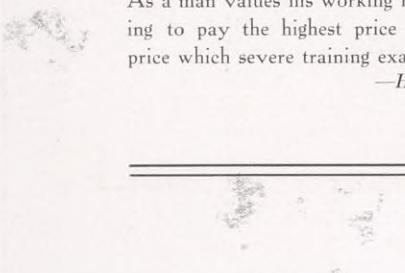
Requisitions, and comparisons between users enable you to save what you have.

But knowing what you will need and when you will need it are much more difficult to determine. Usually this determination is the measure of efficiency of a whole business.

If you can keep from buying too much, and still have what you want when you want it, you can make your business pay.

TO know every detail, to gain an insight into each secret, to learn every method, to secure every kind of skill, are the prime necessities of success in any art, craft, or trade. No time too long, no study too hard, no discipline too severe for the attainment of complete familiarity with one's work and complete ease and skill in the doing of it. As a man values his working life, he must be willing to pay the highest price of success in it—the price which severe training exacts.

—*Hamilton Wright Mabie.*



TEXACO STAR



Type of station where filling is done at the curb, with arrangement such that cars can drive in sufficiently to be out of the way of traffic.
Vauxhall Filling Station, Newark, N. J.

TEXACO STAR

VOL. III

FEBRUARY 1916

No. 4

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 411 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

HERE ought not to be now, as there never should have been in the past, any question whether this country should be prepared to hold its own, or not; but only the question *how* to prepare effectively and without waste or serious mistakes. It is a primary function of every government to keep its country always prepared to defend itself against aggression and also ready to advance its just interests. There is less need of haste than of skillful planning. I see little or nothing for the people to do, except to say to their chosen magistrates—perhaps to shout it to them: "Of course,—get ready, and keep ready! Why did you ever allow us to be so unready?"

★ ★

"The time has come," the Walrus said,
"To speak of many things,
Of ships and shoes and sealing-wax,
Of cabbages and kings."

More than a thousand bills were introduced in the Senate immediately after the present Congress convened. The House of Representatives will doubtless be yet more prolific. How can the several things that greatly need to be done receive proper attention amid such distractions? Foolish or untimely discussion cannot be altogether avoided under free political institutions, but if it is allowed to become excessive grave dangers arise. The following passage in Macaulay's Essay on William Pitt explains what, in the very nature of parliamentary government, we need most to be on our guard against:

Parliamentary government is government by speaking. In such a government the power of speaking is the most highly prized of all the qualities which a politician can possess; and that power may exist, in the highest degree, without judgment,

without fortitude, without skill in reading the characters of men or the signs of the times, without any knowledge of the principles of government or political economy, and without any skill in diplomacy or in the administration of war.

A striking example of the ruthless follies that are endangering the welfare of this country in its present critical situation, appeared in an announcement recently issued by Miss Alice Paul, leader of the Congressional Union for Women:

We want to make suffrage the big idea at the opening of Congress and drill into the minds of Congressmen the votes-for-women propaganda until they can think of nothing else.

Entirely aside from one's opinion about female suffrage, the ruthless tactics of professional agitators for that or any other untimely matter should be denounced. Intelligent women the country over, of course, condemn such tactics, but there is need that a sound public opinion be made effective for the protection of our lawmakers against such onslaughts. The *Milwaukee Free Press* justly commented on the statement of the leader of the Congressional Union for Women as follows:

The brazen mischievousness of the plan, the distraction and disturbance which it is designed to create, cannot be too severely condemned. . . . The clear and conscious purpose is to drive every vital National question into the background with absolutely no concern for the consequences. . . .

The tactics of the suffragist leaders are characteristic of that class of spoiled, persistent, and irresponsible American women who think they must have everything they ask for, and failing that, are entitled to make life miserable for all concerned. The same nagging tactics which wives of this class employ toward their husbands, the same lack of consideration they display for the wishes and interests of the rest of the family, are evident in the methods of the suffragist leaders. Unless they are given what they want and that quickly—no matter how great the objection or inopportune the time—they are prepared to nag and pester the Legislature or

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Congress in the expectation that sheer disgust and weariness will drive its members into acquiescence; in other words, the same method by which the selfish, spoiled, and irresponsible wife tries to get her husband to buy the limousine which he can not afford and which the family does not need, but which she thinks is essential to her existence. And just as this wife is prepared to jeopardize the best interests of the domestic establishment if only her whim is satisfied, so are the suffragists prepared to jeopardize the best interests of the National establishment by forcing their disturbing propaganda upon Congress when questions of the most serious and imminent concern should enlist its entire attention.

★ ★

Life's prize competitions are not ends in themselves. They are means of proving our worth as men; of bringing out what is best in us; of enabling us to determine and of enabling the world to determine the positions of leadership and responsibility for which we are fitted. A man's success or failure in life is measured by his success or failure in accepting the responsibilities of the position for which he has proved his fitness.—*President Hadley.*

★ ★

To live a considerate life; to do a good job today and a better one tomorrow; to meet your brother every time you meet anybody; to stand with your feet in the inevitable muck of convention, and suck with your nostrils the high air of sane idealism,—these things justify a man to his own conscience and before every decent tribunal.—*Richard Wightman.*

★ ★

It is not possible to realize an ideal; something is deeply wrong with a man who is satisfied with himself. But ideals are like the stars to a seafaring man adrift on a desert of waters; you cannot grasp them with your hands, but by rightly choosing and following them you reach your desired harbor.

★ ★

The late Ambrose Webster, founder of the American Watch Tool Company, was known for the originality of his ideas of factory management. Mr. James Dangerfield has told in the *American Machinist* of the following conversation with Mr. Webster, some years ago while he was employed by that Company:

"Mr. Webster, pardon the question, but why do you pay Morgan \$3.50 a day? It seems to me that you have other fully as good workmen who get only \$3.00 a day, and I doubt if Morgan could go anywhere else and get more than that."

Mr. Webster replied: "You are right. As a workman Morgan could not command over \$3.00

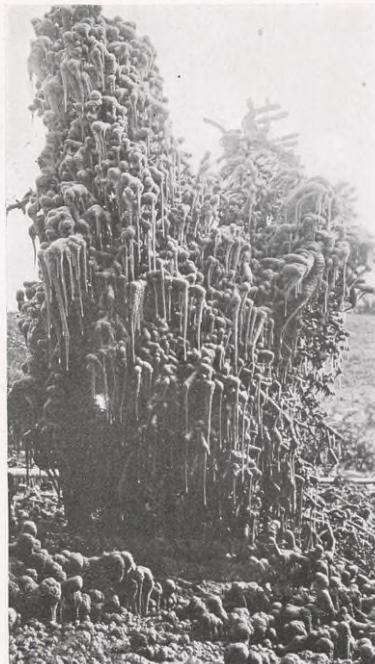
a day, but he is of such good disposition, always placing the best construction on whatever we do, and saying a good word for the company when others are inclined to grumble, that this influence among the men is well worth the extra half-dollar a day."

★ ★

A big man turns a big job into a little job; on the other hand, it takes a big man to make a big job out of a little one.

★ ★

Port Arthur, Texas, January 22.—Mrs. John W. Gates has donated \$55,000 to this place to build and maintain a public library. She has agreed to give \$30,000 to build the library and \$25,000 as an endowment fund for maintenance. It is planned to have the librarian furnished by the independent school district and the city is to furnish such other necessary funds as are needed to maintain the building and grounds. A commodious site has been reserved for years for this building. It is located just in front of the high school building, and immediately across the street from the Port Arthur college, a donation by the late Mr. Gates to the Methodist church.—*Houston Post.*



Tree covered with frozen oil—in Cushing Field

TEXACO STAR

MISSING

Everybody! Please read the following letter from the distressed parents of a youth who disappeared June 6, 1914. Let us try to find trace of him:

Tulsa, Okla., January 25, 1916.

Editor *Texaco Star*: I would like to know if I could advertise for our boy in the *Texaco Star*. When he was last heard of he was an employee of The Texas Company at Logansport, La., in the civil engineering department. He was working for the Company until June 5, 1914,—received his last check on that date, and wrote us he would be home on June 6, 1914. From that day until this we have not been able to find him. We have searched everywhere.

I feel that the *Texaco Star* might help us find something of him, dead or alive. It is a heart-broken mother who asks this of you. Our boy was a good boy, and was working during the vacation with intention of continuing school. He was about 17 years old. I send his picture with description, and it may be someone whom your interesting paper reaches could give us some information. We have advertised in other papers without any results.

If I should say any more, it would be only an outpouring of a heart that is longing for some news of her darling boy. If everyone who reads the *Texaco Star* would interest himself, I am sure it would help the distressed mother and father. He was a kind, loving boy, and why he should go away and lose himself to us in this way is what we cannot understand. I fear, however, that he has met an untimely death. No one knows what our anxiety is.

Be kind enough to have any communications addressed to us in care of The Texas Company, Tulsa, Okla., or at 639 West 9th Street, Tulsa, Okla.

Yours respectfully,

Mr. and Mrs. W. C. Middaugh.

Mr. Middaugh is an employee of The Texas Company in the Tulsa Office of the Pipe Line Dept.

LIFE WISDOM

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

—*Benjamin Disraeli*.

A thing is never too often repeated which is never sufficiently learned.—*Seneca*.

The great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude.—*Emerson*.

What I must do is all that concerns me, not what the people think.—*Emerson*.

It is royal to do good and be abused.

—*Marcus Aurelius*.

Woe unto you when all men speak well of you.—*Jesus*.

Cowardice among the people's representatives is a greater menace to this government than corruption.—*Joseph W. Bailey*.

A ruler who appoints any man to an office when there is another man better qualified for it, sins against God and against the State.—*Mahomet*.



Moncel Maurice Middaugh—Missing

He was in the employ of The Texas Company at Logansport, La., in Civil Engineering department. When last seen he was dressed as in this picture, tan suit and cap. He was 5 feet 10 inches tall; weight 155 pounds; brown hair, gray eyes, fair complexion; happy disposition, always with a smile. Age 19 years on Feb. 11, 1916, but could easily pass for 22 years old.

Conceit may puff a man up, but never prop him up.—*Ruskin*.

The man who is honest with himself will keep honest with his neighbors.

—*E. N. Ferdon*.

Evil is wrought by want of thought as well as want of heart.—*Thomas Hood*.

Thought is the sight of the intellect.

—*Balzac*.

Somebody will form public opinion, and if the best elements do not form it in the most healthy manner, then the bad element will form it in the most unhealthy way.

—*E. C. Simmons*.

To suggest where you cannot compel, to guide where you cannot demand, that is the supreme form of skill.—*Montesquieu*.

Civilization rewards genius, capacity, force, and integrity; but when the final awards are made all the blue ribbons go to the men who felt like quitting—but didn't.

—*David Gibson*.

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VIEWS OF SOME OF THE ITEMS OF CONSTRUCTION EXECUTED AT PORT ARTHUR WORKS AND TERMINAL DURING 1915



Original Boiler House No. 1, at Port Arthur Works, which was equipped with fourteen 110 h. p. return tubular boilers. These boilers have been replaced by eight 520 h. p. water tube boilers, and the height of the building has been increased about eight feet. This plant was not shut down during the progress of the work, some of the old or new boilers being continuously in operation.



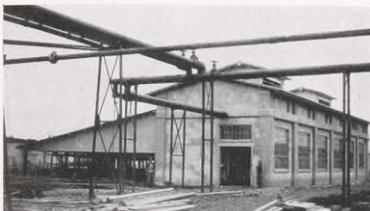
Boiler House No. 1—Work half completed.



Boiler House No. 1—Almost entirely completed.



Pump House No. 1—Structural steel frame work.



Pump House No. 1—Completed building; equipped with 13 large steam pumps. The pump manifolds are connected to about 40 independent suction and discharge lines. About 260 gate valves were required to make up the manifolds, which are installed in a concrete pit adjoining the building.



Some 1000-bbl. Crude Stills under construction, and Locomotive Crane No. 1 used for handling plates and other heavy parts.



Pile Driver No. 2 constructing revetments on marshy ground for reservoir levees.

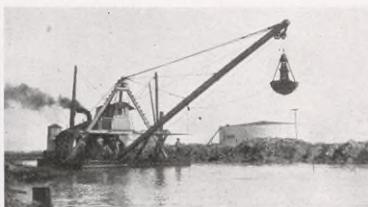
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Pile Driver No. 1 driving piles in marsh for 55,000-bbl. tank foundation. Several thousand piles, 24' to 30' long, were driven by these two pile drivers. Both were constructed at the works.



Dredge No. 3; same size and equipment. Each dredge handles about 650 cubic yards in eight hours. Reservoirs and floor protection levees to be constructed in 1916 involve about 475,000 cu. yds. Every dredge is being operated 24 hours a day.



Dredge No. 1, constructed in 1913. The other dredges were constructed in the latter part of 1915.

During extremely dry seasons, and during seasons of high tide, the fresh water streams at Port Arthur are filled with salt water and it is necessary to store large supplies of fresh water. Floating excavators, or dredges, equipped with clam shell buckets are being used to construct the banks of reservoirs. The elevation of the tops of the banks is about 10 feet above the average surface, and, by connecting one reservoir to another, these banks will enclose almost entirely our Port Arthur Works and will serve as protection against the possibility of another tidal wave such as accompanied the hurricane that visited the Gulf coast in 1915. Five dredges have been designed and constructed at the Works.



Dredge No. 4—Picture taken while the house was being built on it, and while the steel hull for Dredge No. 5 was on the ways ready for launching.



Buckeye Ditcher No. 1, at Port Arthur Works.

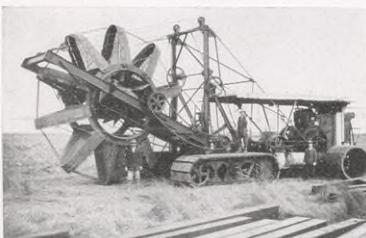


Dredge No. 2, built on a steel hull 30' wide by 50' long; equipped with boom 64' long, hoisting engine, and a 21 cubic feet clam shell bucket. These dredges are of very shallow draft and can be floated almost anywhere. The regular crew on each consists of three men.

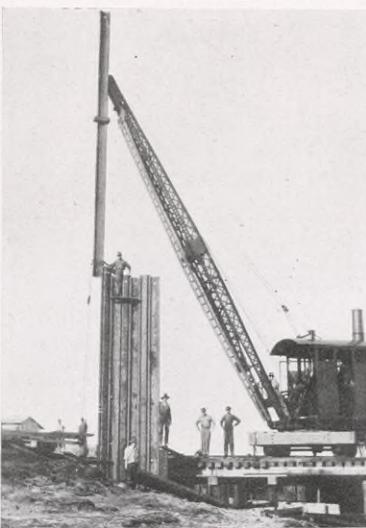


Rear View of Ditcher No. 1, showing ditch 6' wide at top and 6' deep. Operates with crew of three men, handles about 67 cu. yds. per hour.

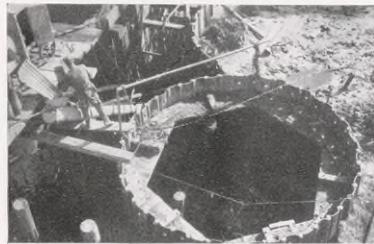
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Ditcher No. 2, practically a duplicate of No. 1, throwing up fire levees around tanks at Port Neches Works.



Locomotive Crane No. 2, at Port Arthur Works, driving sheet piling about 30' long, driven to enclose two pits about 20' deep in which two 20" centrifugal drainage pumps have been installed.



Top view of one of the pump pits.



Locomotive Crane and Clam Shell Bucket excavating the pits enclosed with steel sheet piles.



Locomotive Crane lowering pump parts into a pit. The two pumps will have a combined capacity of 35,000,000 gallons for a 24 hour day.



Original Shook Mill Boiler House at Port Arthur Terminal, which was equipped with two 175 h. p. boilers. This plant has recently been increased by adding one 364 h. p. boiler, and the old building has been replaced by a new building.

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New Shook Mill Boiler House in foreground. The first building in the background is the new power house at Port Arthur Terminal, equipped with two Turbo Electric Generators of 680 k. w. and 125 k. w. capacity respectively. Sawdust and other refuse from the manufacture of shooks for cases is used exclusively as fuel for the boilers.



Site of new Can Factory at Port Arthur Terminal.



Foundation and Ground Floor of new Can Factory.

This has been communicated in good faith (through his Department chief) by Salesman Miller, but we cannot say what the Producers may think about it:

Oil Well in Boston.—Within sight of the State House, near the Public Library and in the famous



Concreting roof of new Can Factory.



New Can Factory at Port Arthur Terminal.

Back Bay section, there is an oil well producing by almost primitive methods.

Upon presenting the card of The Texas Company to Chief Engineer Herbert A. Green of the Boston Athletic Club, recently, a smile came to his face when he said, "Why I have my own oil well in the cellar." Noting my questioning look he continued, "The Charles River was confined by the building of a dam across from Boston to Cambridge in the month of May 1914, thereby causing a rise in its level near this section, and rains have since caused an overflow at times. The foundation of this clubhouse is of concrete, floor level and sides up to several feet, and nothing was thought of oil until one day a break in the wall permitted a considerable amount to come through after a storm. Oil was then taken up with a tin cup; the following day a hand pump brought up half a barrel of oil, and each day since that time from two to ten gallons of oil are obtained in this manner. After filtering through a cloth the oil is used for general lubrication."

The engine room here is well appointed, the machinery of modern type, and Mr. Green regarded as a capable man, his veracity being unquestioned.

It is further stated that a barrel of oil a month was formerly purchased for their consumption.

(Signed) Joseph H. Miller,
Care The Texas Company,
Boston, Mass.

★ ★
"If a man is a low class thinker, he cannot be a high class worker."

TEXACO STAR



Type of convenient "drive-in" arrangement—Pelham Filling Station,
New Rochelle-Pelham Manor, No. 61

FILLING STATIONS

J. P. GRUET
Superintendent New York District

The term "Filling Station" seems to be generally accepted as describing any distributing agency used exclusively for serving the consumer with gasoline, motor lubricants, and accessories. These stations are rapidly becoming a factor in the distribution of gasoline and motor lubricants.

Their chief advantage from the standpoint of the producing and distributing companies, is the fact that they enable such companies to effect direct distribution to the consumer without passing the products through one or several middlemen; but until the public are more fully educated to this method of distribution and less dependent on their local garage for service and supplies, it is rather difficult to attract sufficient business unless prices are somewhat in favor of the filling station. This is the principal factor which seems to work against the filling station in its present state of development. Experience seems to prove that at equal prices the trade will patronize the garage to a larger extent in preference to a filling station. The rapid development which has been made in installing such stations within the last year or so has changed to some extent

the conditions under which garages generally can do business.

Before filling stations became a factor in the distribution of gasoline it was more or less customary for the garage to make its principal income from gasoline sales. In fact this was carried to such an extreme that often the profits derived from gasoline sales were expected to take care of losses incurred on storage and possibly some accessories.

The lower prices now generally charged by garages for gasoline have compelled a re-adjustment of charges for storage and accessories. This process of re-adjustment is being carried on at this time, and it leaves the question somewhat open as to whether ultimately the large distribution of gasoline, motor lubricants, and accessories is to be made through the filling station or continue with the garage. If the first mentioned condition is to apply, it will necessitate that garages be operated on a basis which will prove profitable from revenues other than profit on products sold through filling stations. There are a good many opinions as to how this situation will develop. The writer's opinion is

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United Gas Station, Bedford Avenue and Eastern Parkway, Brooklyn, N. Y.

that filling stations are going to prove profitable when properly located and managed. Undoubtedly the larger companies who are naturally seeking the best market for their gasoline and motor lubricants are going to be considerably influenced in the question of such installations by the large proportion of losses occasioned by the generally unreliable class of people managing garages. The filling station business is, of course, cash, and the fact that there are no losses on bad accounts and that stocks are immediately converted into money as soon as sold, is a feature which will not be overlooked.

In considering the possibilities of marketing through filling stations there are three conditions which are important, and each seems of equal importance. They are location, quality of products sold, and service.

In selecting a location it is well to keep in mind that these stations must be situated where the public can see and get at them readily, as the public will not go out of their way to secure such service as can be rendered by the filling station. Generally such stations should be located on well patronized touring routes, and, when so located, the means of access and delivery is most important. It is safe to say that a station not well located will not be patronized, nor will the public continue to patronize

a station no matter how conveniently located if the products handled are not of a satisfactory quality. It is equally true that if the public does not secure proper service their patronage will not be continued.

It is possible to get as many different ideas on filling station locations as there are persons who are willing and competent to discuss the subject. The ideas here presented will be considered as those of the writer, who may as well admit that he has found his judgment in selecting locations not infallible to say the least.

The necessity of locating on well traveled touring roads seems to be generally admitted. If such locations can be secured in or near a town where some local trade can be obtained, so much the better. The necessity of getting on the proper side of the road is sometimes lost sight of. In some cases this does not seem to make much difference, but in others it is important. In most cases, it is thought a safe plan to locate on the right side of the road leaving a town; this seems to work out on the theory that the public are more apt to fill up on leaving a town than just before entering it.

Assuming the location selected is all that could be desired both from the standpoint of touring traffic and local possibilities, the next important condition is the method to be used in filling cars.

TEXACO STAR



Type of "drive-in" filling station—Montclair Filling Station, Newark, N. J., No. 4

The arrangements which now seem to be used and under varying conditions to meet requirements, are as follows:

First.—Filling from self-measuring pump located on the curb.

Second.—Filling from portable wheel tank.

Third.—Filling from self-measuring tank located inside of the line of sidewalk and curb, the space from the curb to pump being leveled to the level of the street so that the filling space is a widening or continuation of the street.

Fourth.—Filling from self-measuring pump located along driveway within the filling station enclosure.

Fifth.—Filling by buckets drawn from self-measuring pumps inside the building or enclosure.

The first arrangement can be used only at points where local restrictions do not prohibit the use of a curb pump. Almost all large cities restrict against the use of such pumps on the curb.

The second arrangement can be used in almost any locality and, where possible and business justifies, can be used in connection with the first arrangement. Such a combination makes a very satisfactory and flexible delivery method, as any number of wheel tanks can be used. Where local restrictions prevent the use of curb pumps the portable wheel tank is quite as con-

venient except for the necessity of more frequent filling.

The third arrangement is the writer's preference wherever such an arrangement can be secured. The public patronizing these stations, while they like to get out of the way of traffic when stopping to be filled, do not like to drive in an enclosure off the street. Of course, local conditions may justify any of the five arrangements suggested, or possibly some arrangement not mentioned.

In securing locations on touring routes it is well not to locate in a town where there are a number of garages in the vicinity. The writer has had an experience with one location of this kind at Lynbrook, L. I. The location was secured in this town at a point called The Five Corners, being directly in the center of town at the convergence of five well traveled roads. This station has facilities for serving automobiles both on the main road and also on a nicely arranged driveway; but, whether from the fact that the approach from one street is so obstructed that the station cannot be seen until within a distance of possibly 75 feet, or the fact that there are several garages on the main touring road within a block each way from this station, or some condition that we have not been able to ascertain, the fact remains that the public have not patronized this station to the extent of making it at all profitable.

A somewhat similar occurrence might be men-

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tioned in connection with a filling station installed by this company at New Rochelle, N. Y. This station was located at the turn of an extremely well patronized touring route used by a large number of tourists going through Fairfield County, Conn. At times traffic is so heavy at this corner that it requires two traffic policemen to regulate it. Notwithstanding this the station has never been profitable, possibly from the fact that it was located on a corner which was inconvenient to reach and from the fact that where traffic is so heavy motorists will not take the chance of stopping traffic by turning out.

In connection with the subject of location, the question of equipment would naturally be considered. The Texas Company, in line with its policy on equipment of any character, desires and tries to have at these stations equipment which will give the best possible service. We have found that the proper design of portable steel building with concrete floor has many advantages over any other class of building, for the reasons that it is neat appearing, serviceable, and can be readily taken down and utilized at some other point if the location first selected does not come up to expectations.

The Texas Company is now using exclusively the pump equipment made by S. F. Bowser & Company, which will be generally admitted to be the most satisfactory equipment of this character. Our outside pumps are of the class known as self-measuring and throw one gallon on each full raise of the plunger. Where particularly large business is anticipated, the same company make a five gallon stroke pump which is very satisfactory but considerably more expensive than the one gallon pump.

These pumps are sometimes equipped with very attractive globes bearing our Texaco trade mark, which when illuminated furnish very effective advertising. In addition to the signs on the station building as shown in some of the illustrations for this article, the Advertising Department furnish a very attractive circular day sign, and for larger and more important stations a somewhat similar sign which can be illuminated.

In deciding on the capacity of gasoline storage it is well to have the storage larger than necessary rather than too small. As a general rule no station should be equipped with less than 500 gallons storage, and if the outlook for business is good 1000 gallons would be better.

To show how our agents are instructed regarding the care of equipment, the follow-

ing extract from Instructions to Filling Station Agents is given:

Office.—It is very important that the office be kept in a neat condition. Waste paper baskets should be furnished, and the office swept daily and otherwise kept so that its condition will reflect to the credit of the agent.

Lubricating Stock.—Stock room should be kept free of all litter, and particularly oily waste. At least one fire extinguisher and two buckets filled with sand should be supplied and kept in convenient places.

A place should be provided for keeping small articles such as marking brushes, tools, etc., and these articles should be kept in place when not in use.

Tanks and Piping.—Filling station agents will be required to report to the station agent having charge of filling station any defect in equipment, such as tanks, lines, or pumps, by telephone immediately after such defects are noted.

All exposed piping should be painted as frequently as necessary with Texaco Liquid Pipe Dip. All valves should be painted Red. Filling station agents should also paint with Liquid Pipe Dip any exposed metal work about the filling station. This does not apply to steel buildings, which will be painted according to our specifications.

General.—It is desired that the appearance of our filling stations be as attractive as possible. Grass should be sown and attended to wherever possible, and in some cases small flower beds may be advisable and attractive. Authority for such work should be secured from the station agent having charge of the filling station.

Filling hose, brooms, cans, packages, etc. should not be allowed to stand around the filling station, but should be put back into their place as soon as used.

No Smoking signs should be placed at all convenient and proper points. Smoking should not be allowed around the filling station under any conditions.

The station agent having charge of the filling station will make an inspection and submit to the District Superintendent at least once each month a report showing the condition of the filling station. This refers particularly to the condition of the buildings, tanks, piping, and pumps; but report should also cover general sales conditions and also condition of stock.

Quality.—In the exclusive use of Texaco Products we feel that the question of quality is well taken care of.

Service.—The question of service is and will continue to be a very important item toward securing proper results at these stations. It is hardly necessary to say that we require from representatives of this Company in charge of such stations the utmost politeness and consideration for the wants of the public. Our employes are expected to do a little more than is necessary to satisfy the requirements of our customers. All of the filling stations operated by this Company in the New York District are equipped with air compressors for filling tires and with water for filling

TEXACO STAR



Interior of Filling Station No. 1, Halsey and Pearl Streets, Newark N. J., H. R. Conger, Agent



Filling Station No. 1, Halsey and Pearl Streets, Newark N. J.

radiators. Our representatives are expected to offer these facilities whenever needed and to personally perform wherever possible all labor in connection with their use.

It is possible to greatly stimulate the sale of products other than gasoline by making inquiries as to customers' wants and suggesting such of our products as the customer might be able to use. It should be kept in mind that a customer who once feels that proper service has not been rendered will very seldom continue his patronage.

We try to impress on our representatives at these stations, as well as all representatives coming in contact with our trade, that they are responsible for the opinion which the public hold of The Texas Company and its methods of doing business, and we of course let them know that we wish them to give such service and attention to our customers as will insure continued patronage and leave as good an impression in the minds of the public as possible of our method of doing business and of the products we sell. Our representatives considering the matter in this light will very often be much more careful to leave a good impression than they would be otherwise.

The first filling stations constructed and operated in the New York District were placed at different locations in the City of Newark, N. J. The garage situation in Newark was in a very unsatisfactory condition in that there were very few garages that from past experience and credit information available we could sell on credit.

TEXACO STAR



Filling Station at 174th Street and Broadway, New York City

This condition resulted in our securing a much smaller share of the gasoline business than we felt we were entitled to. While the results obtained have not been entirely satisfactory for one reason or another, we have obtained a larger proportion of the business than before, and this business has been obtained at a minimum of losses due to bad accounts.

In Newark we built and equipped four filling stations which are owned and operated by this Company. Two of them have been quite satisfactory; one was satisfactory for a time; and the other has always been of doubtful value. The history of the one referred to as having been successful for a time will give an idea of how changing conditions may affect such stations:

This filling station, known as Halsey Street Filling Station No. 1, was located near the corner of Halsey Street and Pearl Street. Halsey Street was, at the time of erection, the main touring road through Newark on which practically all of the automobile accessory shops in Newark were and still are located. It would have been impossible on account of the street being quite narrow to have located with any success a station directly on this street, so a location was secured on a street, so called but really an alley, leading from the main automobile street through to another very good street. At the time this station was started the main street (Broad Street) of Newark, which would naturally be taken to reach certain outlying points, was of very poor construction, which resulted in practically all of the automobile traffic going through the street on which our station was located. For a time this station showed satisfactory results, often selling as high as 1000 gallons a day. Recently the main street has been repaved and is now used considerably by the touring public, which has resulted in our sales falling off so they will now average some-

what less than 150 gallons a day. On account of this changed condition it may appear advisable later to discontinue this station.

Another station in the Newark territory, which the writer considers the best located of any station in the District, is on a touring road, well out of Newark and at the intersection of another road, our station being located on a triangular piece of property formed by these roads. The filling arrangement is that referred to in this article as No. 3 and has proved quite satisfactory. [See frontispiece illustration.] This station will average well over 5000 gallons a month for the year.

We are now experimenting with filling stations in Greater New York having recently built a very fine appearing station at 174th Street and Broadway. Considerable of the traffic going out of New York passes this location and there is, of course, some local traffic. As this station has only recently been started we can not say just what results are going to be obtained.

The question of expense of operation is one that must be very carefully considered. When figuring on the installation of such stations in large communities the item of rent will have to be considered along the lines of whether or not sufficient business is available and obtainable to justify the expense. Such conditions require careful analysis of the results that can be reasonably expected compared with the probable cost of operation.

In addition to consideration of the filling station as owned and operated by the company whose products are to be marketed, the loaning of equipment to garages under an equipment lease and filling station agreement has been resorted to to a con-

TEXACO STAR



Type of Garage Filling Station, showing class of equipment and signs supplied—New Rochelle-Pelham Manor, No. 23, G. O. Reynolds, Distributer

siderable extent in this district. The particular advantage of this class of station is the low initial cost of installation. Where competitive prices and marketing conditions are equal these stations have been found quite satisfactory, in fact in the territory along the Boston Post Road in Westchester County, N. Y. and Fairfield County, Conn. this Company has a great number of these stations and is getting fairly satisfactory results.

The City of Baltimore has met the puzzling problem of "blinding headlights" by an ordinance requiring that "all headlights on automobiles must have their front glasses ground, or otherwise obscured, so that the filament of the electric bulb is not visible from the front." This rule went into effect November 15, 1915.

★ ★

Various devices have been designed to keep the windshield of a motor car clear of rain by mechanical wiping off, or by

While the cost of installation and at times the expense of operation is greater with filling stations owned and operated by the Company, the results obtained in most cases would seem to justify stations of this description as against the distributing arrangement last referred to, on account of the direct control of marketing conditions and permanency of business obtained.

coating the glass with a substance that tends to shed the water. A different idea is represented in the electric windshield cleaner which has recently appeared on the market. This consists of a resistance wire in an oval frame hung on the glass in front of the driver's face. An electric current generated by the starting and lighting dynamo, or by the ignition system, passes through the resistance coil and heats it. The heat communicated to the oval space on the windshield dries up the water falling on that spot.

TEXACO STAR

EFFICIENCY

P. C. SCULLIN

Chairman Refining Dept. Efficiency Committee

Contributed by Superintendent T. Mullin, Lockport Works:-

The effect of efficiency is determined by knowing the time, energy, equipment, and material actually required to obtain certain results, and converting wasted time, energy, equipment, and material into profitable returns.

In our refineries and terminals efforts must be centered on the conservation of expenditures, such as judicious purchasing of material for repairs and operating; utilizing, when conditions permit, obsolete equipment for other than original purposes, provided such equipment cannot be disposed of to advantage; curbing a natural tendency to carry excess labor during slack times; effecting higher efficiency in fuel consumption and plant operation; and prevention of oil losses due to leaky tanks, lines, barrels, and evaporation. The prevention of oil losses is a most important factor and demands constant watchfulness and the united efforts of all employees. Intelligent precaution taken in time, with strict observance of rules and safe practices for the prevention of fire and accident, should be the watch-word of all employees regardless of position.

When efficiency is applied to the individual the principal requirement is the power to plan, direct, or perform, and, also, to exert the necessary energy to accomplish a desired undertaking, and the bringing of all one's ability to bear promptly on the thing to be done. The man in a minor position who performs his part of the work promptly and efficiently is as important to the building of an organization as the man who plans or directs it. Muscular exertion does not necessarily constitute efficiency. A man may be industrious, make strenuous efforts, and exercise himself to the utmost, but still be inefficient. Good judgment and careful analysis of the work, and the length of time taken to accomplish it, give a true conception of his efficiency; though of course with unskilled labor and work of minor importance physical qualities are highly desirable. Due consideration, however, should be given to the man who fails to perform a task but makes every reasonable effort,

either mental or physical, to accomplish it, as his lack of efficiency may be due to lack of training or experience and not to lack of energy or ambition. Proper attention given to such a man may develop a valuable and efficient employee.

Skilled men are often prevented from working efficiently or to full capacity by doing work that should be done by others, such as a carpenter carrying his own lumber, a mason mixing and carrying his mortar, or a machinist sweeping and cleaning his shop. Each individual should be placed where his ability and service will best aid the business. His ability is readily noticeable to efficient foremen and others supervising the work in the actual performance of duties given him; and the duties of those in authority—foremen, straw-bosses, and men—should be clearly defined and known to all, so that no friction arises through misunderstanding in giving and obeying orders. Excuses for failure to obey instructions or perform a task has no place in the scheme of efficiency. It has been said that a poor excuse is better than none, and it might also be said that a poor excuse is worse than none.

When efficiency is applied to an industrial unit it requires organization, system, discipline, and loyalty. System as applied to the organization consists of rules and regulations which govern the action of employees, and is absolutely necessary in successfully conducting modern industries. It saves time, eliminates ineffective and unnecessary effort, cuts expenses, and insures accuracy. A system, however, when once installed should not mean that rules and regulations laid down must not be changed to meet new conditions. A progressive business is continually growing and the system must grow in proportion. An efficient system must be flexible and subject to change when new conditions arise. Discipline as applied to the individual requires a system of physical and mental training. It is the main spoke in the wheel of organization and without it uniformity, organized effort, and effective operations are impossible. Loyalty of employees toward an organization cannot be expected without impartial fairness, consideration, and regard for their feelings. The recognition of men, both as to their being essential parts of an organization and the importance of their individual effort down to the most

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humble worker, creates cooperation, enthusiasm, and loyalty. It tends to instill in the men a feeling that they are part of the business; it brings them to realize the possibilities of advancement to more responsible positions.

The necessity of cooperation among all employees of any industrial unit is also essential to permanent success. Periodical meetings of those in authority—foremen and men in charge of various departments—tend to stimulate interest, develop ideas, and create a "pull-together" feeling. In these meetings men should be encouraged to take an active part, discuss their problems, and make individual suggestions as to their ideas of more effective or efficient operations coming within their notice.

Last, but not least, is the neat and orderly appearance of grounds and equipment. Waste oil from defective lines, etc. is not only a total loss to the Company, but is extremely dangerous to life and property. Tools, pipe, fittings, lumber, or other material scattered promiscuously and lying neglected on any part of the plant is a sure sign of mismanagement and inefficiency; and the individual employee neglecting to properly care for tools or equipment under his charge, be it only a shovel or monkey-wrench, is rarely efficient in other respects.

Industrial Efficiency.—A leading Eastern railroad prides itself on the fact that it does not throw away a single article that has any value. Everything relegated to the scrap heap is sold if there is a market for it. In 1914 the scrap metal sold brought to the company's treasury \$2,157,241.24, which was \$1,000,000 less than in 1913. Waste paper sold for \$19,211, oil barrels for \$22,439, and old rubber for \$15,222. Locomotives and wooden passenger cars sold for \$114,326. Old wheels, metals, and wrought iron yielded more than \$780,000. Other odds and ends brought in \$121,997.—*Scientific American*.

★ ★

A great factory with the machinery all working and revolving with rhythmic regularity and with the men all driven by one impulse and moving in unison, is one of the most inspiring examples of directed force the world shows. I have rarely seen the face of a mechanic in the act of creation which was not fine, never one which was not earnest and impressive.—*Thomas Nelson Page*.

★ ★

"Owens seems to have an antipathy to settling down to anything."

"Yes; that's why he is always so tardy in settling up for anything."

The only man who can make a success by constantly changing his views is the stereopticon man.—*Emerson Enthusiasm*.

SAFETY AND SANITATION

ST. C. B. BYRNE

Chairman Central Committee of Safety

The following trustworthy account of the ways in which typhoid fever is generally contracted and methods for its prevention, is condensed from *Bulletin 478 U. S. Dept. of Agriculture*.

Typhoid fever is a communicable disease, more to be dreaded on the whole than smallpox. In countries which practice vaccination smallpox is a disease which occurs only occasionally and is soon stamped out, whereas typhoid prevails widely in all civilized countries. Typhoid fever attacks by preference the young and middle aged, and causes many deaths every year and great economic losses. Serious impairment of the heart and other organs may persist after recovery. The disease is not contagious in the ordinary sense of the word, i. e. it is not usually spread from person to person by direct contact, as in the case of scarlet fever or smallpox. Careful nurses seldom contract the disease. It is an infectious disease. Generally the infection is distributed *indirectly*, the person who contracts the disease having in some way swallowed germs derived from a previous case.

Sources of Infection.—The disease is due to a germ known as the typhoid bacillus. This germ causes ulcers in the intestinal walls, from which it enters the blood stream and multiplies in other organs of the body, notably the spleen, and is excreted by the kidneys. The virus of the disease, i. e. the germ, is discharged from the body in great numbers through the bowels and from the kidneys, and these discharges are the source of infections. The disease is usually contracted by drinking infected water, but may be acquired through infected milk, salads, or other uncooked foods.

Many wells, springs, and small streams are infected for longer or shorter periods, especially during the autumn and early winter. It is not safe to drink at such places without knowledge that the water does not contain the typhoid germ. . . . At Plymouth, Pa. more than 1,000 cases of typhoid fever resulted in a small community from throwing out the bowel and kidney discharges of one patient upon frozen soil in the vicinity of a stream from which the town was furnished with water. A spring rain washed these discharges into the stream, and soon after the whole community was infected.

The danger from milk is not due to contamination from the cow; cattle do not suffer from the disease. Milk is infected only when contaminated water is used to dilute it, or when pails and cans are washed with such water, or when the germs enter it from the hands or other parts of the body of persons who either expel them chronically or who have been associated with active cases of typhoid. One great danger about milk is that typhoid germs multiply in it without perceptibly changing its appearance. . . . Some years ago at Harper's Ferry 15 or 20 cases of typhoid were traced to one milkman whose daughter was ill of typhoid. This man nursed his daughter, milked the cows, washed the cans, and delivered the milk. Typhoid sprang up all along the milkman's track.

It is believed that the common house fly frequently carries from filthy places the germs of typhoid fever,

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and deposits them on food in kitchens and on dining tables. Those who nurse the sick and are careless about disinfection frequently infect themselves by soiling food or drink with their dirty hands. The fingers should not be put into the mouth, the sick should not be kissed, and the utensils used in the sick-room, such as plates, spoons, etc., should be thoroughly scalded on removal from the room.

The time between infection and the appearance of the disease is usually from nine to fourteen days.

Sanitary Measures.—When one is compelled to live in a house or neighborhood where typhoid prevails he should eat and drink only such foods as have been recently heated to above scalding temperature. All drinking water must be boiled before it is used. Salads should be avoided, and water and milk should always be scalded before use. Fruits should be pared. The typhoid fever organism is very susceptible to heat, and slight boiling or even a good strong scalding is sufficient to destroy it. The house fly should be screened out of the house, while any that gain access should be diligently pursued and destroyed. A bit of wire netting attached to a wooden handle is a convenient weapon. If these measures were practiced a large part of the now prevalent fever could be prevented, especially if the discharges of the sick were thoroughly disinfected before being thrown out upon the soil or into latrines.

In many cases the typhoid organism persists in the bowel discharges and in the urine for a number of weeks after recovery, so great care should be taken for a month or two that these discharges are not allowed to contaminate soil or water. To bowel and kidney discharges should be added an equal volume of 5% carbolic acid solution (poison) or 5% solution of liquor cresol (U. S. Pharmacopoeia). Soiled linen should be put at once into boiling water. Soiled hands should be immersed for five minutes in mercuric chloride solution in water (1:1000) colored with methylene blue to distinguish it from ordinary non-poisonous fluids and kept out of reach of children and animals. Tablets of this character are on the market. In no case should mercuric chloride solution be put into metallic vessels which are not enameled, as it soon becomes inert.

Vaccination Against Typhoid Fever.—Owing to the difficulty of carrying out sanitary precautions in localities where house flies swarm and bad water is prevalent and local conditions are unknown, it is advised that field men receive preventive inoculation. This advice will hold for all well persons who find themselves in such situations.

Typhoid fever is a self-limited disease. If the patient does not die during the progress of the disease the body reacts against the invading micro-organisms with the production of various antibodies and these antibodies limit the disease to a variable number of weeks, after which the person recovers and the virus (the germ) disappears from the body. The preventive inoculation for typhoid depends upon this fact. In recent years it has been discovered that by injecting under the skin a small quantity of dead typhoid culture the body would react in the same way as against the living bacteria in the bowels, and with the same result, namely, the increase in the body of antibodies which persist for a considerable period rendering the person resistant to the disease.

This method has now been practiced on a large scale, chiefly in the armies of various nations, with

striking results. In the U. S. Army inoculations have been made compulsory, and everybody has been inoculated from the Secretary of War down. Previous to this, typhoid caused extensive loss in our Army. For example, in 1868, in the Seventh Army Corps, stationed at Jacksonville, Fla., consisting of 10,759 men, there were 1,729 undoubted cases of typhoid and 2,693 cases believed to be typhoid, making a total of 4,422 with 245 deaths. In the recent maneuver at San Antonio, Texas, there were 12,801 men all inoculated. Among these there was only case of typhoid, no death. There were two cases among civilian teamsters who refused to be inoculated. The one case in the Army was a Sergeant who received only two doses of the prophylactic, three being the proper number. His disease was so mild that it was only identified as typhoid by means of blood cultures. During this period 49 cases of typhoid and 19 deaths were reported among the citizens of San Antonio. At Galveston, Texas, where a lesser number of troops were stationed, there were 192 cases of typhoid among the citizens and not one among the inoculated soldiers. In both San Antonio and Galveston the troops had large freedom of visiting the towns and it is certain that cases would have developed in the Army but for the inoculations.

Various commissions on antityphoid vaccination have been appointed in England, Germany, France, and the United States, and without exception the conclusions adopted have been to the effect that antityphoid vaccination is useful, without danger, and provides a simple method of diminishing the frequency of typhoid fever.

Old people and very young persons are little subject to typhoid fever. Inoculation is not deemed necessary for these classes, and in general for civilians who live at home and are able to care for themselves properly. Neither is it advised for people in ill health. But for well persons exposed to the dangers of field service or who live in rural districts where water supply is not filtered and purified, it is urgently advised that the regulation three inoculations of the U. S. Army be taken. These should be given always by a competent physician, never by the person himself.

The reaction from the inoculations are two: A moderate local swelling, and a slight general fever. These are of shorter duration and usually much less severe than from inoculations for smallpox. The entire reaction is over in 48 hours, and during this time severe labor should be avoided. It is stated by the Surgeon General's Office that no untoward results of any kind have ever been noted.

Even the smallest scratch on the hand sends a Bethlehem Steel Plant employee to the dispensary. There is no debating whether this or that hurt is sufficient to make the laborer stop work—it is compulsory that the doctors do the deciding. More than 90 out of every 100 men can immediately return to their work after the medical precaution has been exercised. When it is recalled that injuries at first no more serious than a slight scratch may lead to the amputation of a limb or even death, the reason why 1,300 or more visit the dispensary of the Bethlehem Steel Plant every week is apparent.—*Scientific American*.

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"It is better to lose a minute in avoiding a possible accident than a month in nursing an injury."

TEXACO STAR

BY THE WAY

Mr. G. W. Vos (the artist in the Advertising Division to whom the *Texaco Star* is indebted for all its cover designs) sends the following statements by the Vice President and Mfg. Manager of a large plant, which were printed on a slip of paper to be enclosed in the pay envelope of every man in the plant:

Brooklyn, N. Y., January 17th, 1916.

Mr. F. M. Seamans:—

I desire to compliment you and your factory organization on the improved general appearance of the factory.

I appreciate that it is a difficult task, in view of the re-arrangement of departments incident to the final combination of all the elements of our consolidated plant, to have the factory look as neat as would be possible had the plant and its various departments been established along definite lines for some time.

I can safely say that the plant has a better appearance than ever before, and I am encouraged to look forward to a continuance of the effort to constantly bring the factor of neatness and cleanliness up to the highest attainable point.

Yours very truly,
Wm. Ottmann,
Vice-President.

Isn't it better to receive a compliment than a complaint? I am sure you appreciate the above letter from Mr. Ottman, as much as I do.

Let us all get into line to deserve only praise, not only in the clean and careful manner in which we produce our work, but also for the painstaking way in which we look after the order of our immediate surroundings.

You will pick up paper if I will, you will look after each little point that makes your business life as pleasant and clean as your home life, if I will, and *I will*. Therefore, I thank you for co-operating with me to the end, that our surroundings, as well as our work, may always merit approval.

With appreciation, and thanks, I am,
Very truly yours,
The United States Printing & Lithograph Co.
F. M. Seamans,
Mfg. Manager.

★ ★

The following suggestion is made by Mr. Rene Trahan, Order Clerk in the Atlanta District Office:

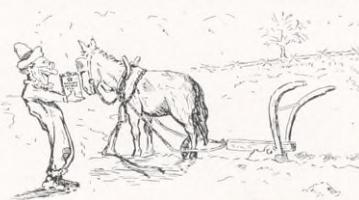
Products or brands carrying a slogan such as the Packard Motor Car Company's "Ask the Man who Owns One," Postum Cereal Company's "There's a Reason," Underwood Typewriter Company's "The One You Will Eventually Buy," and others, is, I believe, a most forcible manner of advertising, because when the slogan becomes established one cannot think of the slogan without thinking of the product it advertises.

The point the writer desires to offer is that, inasmuch as Texaco Motor Oil is largely advertised and is strictly a quality oil, I think if a slogan were popularized it would be a great testimonial—especially so, if some slogan that suggests *quality* identifies the product on all classes of advertising matter.

I believe "The Carefree Oil" has been adopted, but not advanced in the same manner as the ones cited above have been. I suggest the combination of that slogan with "Let Comparison Show You." This, I think, would be a slight improvement, inasmuch as it points to quality and the point made comes regularly in quality arguments. I do believe that this suggestion, or something similar, if appropriated, would, when once noticed by the autoist, be so absorbed in his mind that when our representative called to solicit, one-half of the quality argument would be constructed.

★ ★

A record crowd of pleased patrons visited the popular playhouse Sweetwater Theater Saturday afternoon and evening. . . . Among the pictures shown, one that was particularly attractive and interesting was furnished by Mr. J. D. Turner, a traveling representative of The Texas Company. This picture shows the 1915 Motor Boat Races held at Chicago on Lake Michigan last September, when a new world record was established—the winning boat making over a mile a minute. This picture was not only thrilling to the spectators and beautiful in its make-up, but was of interest to a great many of our people who use gasoline and lubricating oil and are anxious to know when they are using high grade oil and gasoline. In these races the boat that made the new world's record used exclusively Texaco motor oil, and gasoline, a fact which was of special interest to Mr. W. H. Jobe, local Agent for The Texas Company, who has been telling the trade in this territory for several years that Texaco Motor Oils and Texaco Gasoline were "Winners." Mr. Jobe was an interested spectator at the evening performance, and in addition to having a number of local people as his guests for the evening, had as his special guests State Representative Don L. Biggers of Lubbock and Hon. Joe B. Ferguson of Hale Center. Mr. Ferguson,



By Gum! that Texas fellow said this would speed up anything,—so I'll try it on you, Dobbins.



WHOA!

(By Asst. Supt. T. F. Mercer, Norfolk Terminal.)

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who is a brother of Gov. Jim Ferguson, seemed to enjoy the evening's diversion very much, and had some complimentary things to say about Sweetwater's popular place of amusement. The management reported that over twelve hundred people attended the show.—*The Daily Reporter, Sweetwater, Texas, Monday, January 17, 1916.*

THE MAN WITH OIL TO SELL

I am a man with Oil to sell,

When I land a chance my tale to tell
To a man with the power to buy,
I never talk about shows and things
Nor air my views of the warring kings
While the precious minutes fly.

With a funny yarn I don't begin,
But right from the jump I buckle in
To tell of the goods we make.

My competitors I never knock,
But boast the quality of my stock
And the order begin to take.

I never waste his time or mine
In chatting of weather, bad or fine,
Or arguing politics.
I waste no time on a tale of woe,
Or bring out a deck of cards to show
A few of my clever tricks.

The war that's on I quite forget,
The tariff too, and the nation's debt;
Though times are out of joint,
I start right in from the jump to dwell
On the products I have got to sell
And I talk right to the point.

I pass up religion and lodges too
And art and science and novels new
And women I have met.

I stick right close to my little job
And make no mention of Tyrus Cobb
Or friends in the upper set.

But begin to tell of the old red Star—
And, with the possible aid of a good cigar,
I add the letter T;
Then add the E and the X and the A C O
And he knows our brand is *Texaco*,

And is no doubt better acquainted with me.

And later on, if I'm on my job,
With the use of my Ford and the help of God,
I'll open a new account;
And after that, all Grease and Oil
That come as fruits of my laboring toil
Will increase my bonus amount.

—*Salesman M. H. Fletcher, Boston District.*

★ ★

"Old Hutch," the famous Grain King of Chicago, was notorious for signing every petition he was asked to sign. There is a story that on one occasion he signed one to have the Governor send himself (Old Hutch) to the penitentiary. That demonstrated, what everybody knew, the utter worthlessness of petitions. Now comes a story from Kansas that beats the Old Hutch story. A wag got up a petition headed "To Shorten the Long, Long Way to Tipperary." The petition was signed by over twenty gentlemen, among them several prominent citizens, who expressed great interest in public roads and a willingness to do anything to promote a more efficient system of public highways.

—*State Topics (Texas).*

"Two real Texaco Stars"—Children of Agent I. P. Baker, El Campo, Texas Station:



Sidney Earl Baker, at 25 months



May Alene Baker, at 4 months

★ ★

"I wonder how many men will be made unhappy when I marry," said the flirt.

"How many do you expect to marry?" answered her dearest friend.

"Where's Tommy?" asked Mr. Jones, on his return from business one evening.
"Gone to bed," was his wife's reply. "I sent him as a punishment for swearing."

"Swearing?" shouted Jones; "I'll teach him to swear!"

Without waiting for a light the angry father rushed upstairs to interview the culprit, only to fall over a loose stair-rod and bump his shin.

When the air had cleared, he heard his wife call gently, "Better come down, dear, I'm sure Tommy has heard enough for his first lesson."

TEXACO STAR

DEPARTMENTAL NEWS

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

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

PIPE LINE DEPT. T. J. Hannon, Superintendent of Tankage, was called in January to his old home, Olean, N. Y., on account of the death of a brother who resided there. His deceased brother was for years gauger for the National Transit Company, and was well known in oil circles in that vicinity. The Pipe Line Department extend their sympathy to Mr. Hannon in the loss of his brother.

Mrs. Grace Shults-Dennis, wife of W. L. Dennis of our Tampico office, died at Tampico Jan. 12. The remains were shipped to Mexia, Texas, accompanied by Mr. Dennis, Mrs. B. Dennis, his mother, Mr. William Dennis, his brother, and Mess. Carter Panill and Henry Houze. Funeral took place at Mexia on Jan. 16. A number from the Houston office attended the funeral. Mr. Dennis has the sympathy of his many friends in his sad bereavement.

A. T. Frain, of the Tampico office, ar-

rived in Houston recently and is now spending his vacation with relatives and friends.

B. C. Walker who has been employed in the Shreveport office, was moved to Houston in January to take a position in the Fuel Oil Department, succeeding S. J. Lones transferred to Tulsa.

R. B. Robinson, Jr., Civil Engineer, formerly located at Shreveport, has been transferred to the Engineering Division at Houston.

The Telephone operators wish to express their hearty thanks to their kind Texaco friends who remembered them so generously at Christmas.

General Superintendent M. NATURAL GAS DEPT. W. Bahan is confined to his home in Fort Worth with a severe cold. His many friends in all departments hope for his speedy recovery.

Superintendent Thos. F. O'Brien, Shreveport District, and Mrs. O'Brien, were welcome visitors in Fort Worth during Christmas week. Their home was once in Fort Worth, and the renewal of former acquaintance was a pleasure to all.

Joseph Merkt, the "Davy Crockett" of Shackelford and adjoining counties, and incidentally Superintendent of Pioneer Natural Gas Company interests in that section, spent, among other things, a few days in Fort Worth during Christmas week.

L. E. Barrows, Mechanical Engineer, is visiting points in Ohio, West Virginia, Pennsylvania, and New York. Mr. Barrows will without doubt have a pleasant trip, as both pleasure and business are spelled alike by him.

Miss Mary E. Gross has resumed her duties in the Fort Worth Office after a successful argument with the prevailing ailment *la grippe*.

Henry Warlike Brennan, the energetic



Pipe Line Station, Concord, Texas

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dispenser of gas, natural and otherwise, in Moran, Texas, is joyous over the return of Mrs. H. W. Brennan from her home in Pennsylvania accompanied by Henrietta Wilhelmina Brennan, the First.

C. J. King has been appointed REFINING Assistant Superintendent of DEPT. West Dallas Works. Mr. King moved from Port Arthur to West Dallas early in January.

B. S. Craig entered the service Feb. 1 as Electrical Engineer, headquarters Houston.

J. G. Evans, formerly in the Motive Power Department of Sunset-Central Lines, has been added to the Engineering Staff at Houston, in capacity of draftsman.

W. D. Richardson, Engineer, has been transferred from Lockport to Port Arthur.

C. E. Hasbrook, recently appointed Superintendent of Jacksonville Terminal, left Port Arthur for Jacksonville Feb. 1, accompanied by C. S. Atwell, Engineer, who will be located at Jacksonville for a few months.

The construction of a new Shook Manufacturing Plant at Morgan City, La., was begun the first week of February. Charles Beard, foreman of the Shook Factory at Port Arthur Terminal, has been transferred to Morgan City. C. W. Horan, Clerk, and M. L. Harned, Mech. Engineer, have also been transferred from Port Arthur to Morgan City.

Supt. W. K. Holmes of West Tulsa Works on returning from a business trip to Kansas City was agreeably surprised to find that his brother Earl D. Holmes, of Olean, N. Y., had arrived for a visit. Mr. Holmes was so well pleased with Tulsa that he has accepted an important position with the McEwen Mfg. Co., and expects to have his family join him in the near future.

The West Tulsa Works Office has been removed from its former location about 800 feet east. The work of the office force was continued during the process of moving the building,—a novel experience for the boys, much like working on board Ship.

J. A. Barlow, Chief Clerk West Tulsa Works, has returned from a vacation trip in the East. He reports a fine time, having spent the holidays with his parents and relatives in Plain Field, N. J., and once more visited the old familiar haunts of Greater New York.

The eight hour day, which was inaugurated with the New Year, seems to be met

with much favor by the employees at our West Tulsa Works.

F. T. Smith, Head Timekeeper at Port Arthur Terminal, and Miss Ruth Munson, were united in marriage in the presence of relatives and friends at the Episcopal Church, Angleton, Texas, Wednesday, Dec. 29, 1915, 3:00 p. m. Mr. and Mrs. Smith will make their home at 1019 Procter Street, Port Arthur.

P. W. Gauss, Cost Clerk Case and Package Division, and Miss Ethel White were united in marriage at the home of the bride's sister, Mrs. R. J. Roberts, Bryan, Texas, Dec. 14, 1915, in the presence of relatives and a few friends. After a brief honeymoon trip, Mr. and Mrs. Gauss will be at home to their many friends in Port Arthur, Texas.

Mr. J. R. Harned, of Chickasha, Okla., formerly in U. S. Government Service at Elephant Butte Dam, New Mexico, has recently been added to the timekeeping force of the Case and Package Division, Port Arthur.

K. R. White, lately from the Texas A. and M. College, has entered the service in the Case and Package Division.

The S. S. *Ara* finished loading at Port Arthur January 14 with a cargo of 12,809 wood barrels of liquid asphalt. As we load 60 barrels in a car, this cargo would take 213 cars or 4 trains of 50 cars each. If the cars were all in one line, they would be over two miles long. If the barrels were stacked one on top of the other, they would be five miles high. As the bung holes average $2\frac{1}{2}$ inches in diameter, or 4.9 square inches in area, if all the bung holes were made into one the diameter would be 24 feet. We claim this would be some bung hole and some bung. 130 sets of eight copies each or 1040 tally sheets were made, covering the cargo. The ship finished loading at 3:40 p. m. Jan. 14. Bills of lading, tally sheets, and other documents were completed at 8:00 p. m., and the ship sailed at daylight Jan. 15.

Port Neches now boasts a real port. The arrival of two large barges, the *Vera Cruz* and the *Tampico*, from Mexico with crude oil was an important event for this place. A large crowd gathered to witness for the first time the arrival of these barges, and the whole office force "took off" when they were first sighted. This event means much for these works, and is another step in the

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growth of the Works and of Port Neches. We are all elated, and looking forward to better times, larger works, and employment for more men.

Water shipments by The Texas Company from Port Arthur, Texas, month of January 1916:

DATE	VESSEL	BARRELS	DESTINATION
		Refined.	
1st	S.S. Tamesi	25,096	Norfolk, Va.
1st	S.S. San Eduardo	58,237	Dartmouth, Eng.
6th	S.S. Senator	380	Cuba
9th	S.S. Texas	59,332	Norfolk and Delaware River
10th	S.S. Northwestern	21,767	Norfolk, Va.
10th	Brg. Tulsa	7,921	Amesville, La.
11th	S.V. John B. Biemiller	8,104	West Africa
12th	Brg. Magnolia	7,095	Mobile, Ala.
12th	S.S. Louisiana	32,073	Charleston, S. C.
13th	S.S. Rayo	3,713	Bayonne, N. J.
14th	S.S. Avra	15,450	Gothenburg, Swe.
14th	S.S. Alabama	29,539	Bayonne, N. J.
14th	S.S. Dan	28,403	Naples, Italy
16th	S.S. Illinois	59,570	Bayonne, N. J.
18th	S.V. Coniscliffe	3,566	West Indies
18th	S.V. Jordan Hill	21,728	Australia
19th	S.S. Massasoit	40,135	Dartm'th, Eng.
23rd	S.S. Mariana	3,421	Porto Rico
24th	S.S. Bloomfield	43,838	Dartm'th, Eng.
24th	Sch. Kenwood	7,149	Brazil
25th	S.S. City of Everett	2,521	Bayonne, N. J.
26th	S.S. Louisiana	31,537	Charleston, S. C.
27th	Brg. Magnolia	7,069	Mobile, Ala.
27th	Brg. Tulsa	7,970	Amesville, La.
29th	S.V. Inga	1,483	Jamaica
31st	S.S. Hollington	12,338	Rouen, France
31st	S.S. Georgia	59,201	Norfolk and Delaware River
	Miscellaneous	2,279	
		600,912	
		Crude.	
6th	S.S. Senator	2,857	Cuba
13th	S.S. Rayo	34,504	Bayonne, N. J.
25th	S.S. City of Everett	28,204	Bayonne, N. J.
		65,565	

Total: 666,477 bbls.

MARINE Miss Asta Svensson to Mr. Jacob DEPT. Hansen, married, January 5, 1916; Brooklyn, N. Y. (Mr. Hansen is better known as Captain Jack Hansen.)

TREASURY Treasurer Green visited in January the Denver and El DEPT. Paso Districts. He, together with Sales Department officials, held meetings of Agents and Salesmen in each District for the purpose of enlivening interest in credit and collection matters. Mr. Green has now held such meetings in all Districts of the Southern Territory, and it is hoped

and expected that great benefits will be derived therefrom.

R. L. Burch, stenographer, was transferred to the Executive department on January 24, and was succeeded in our General Office by L. N. Hobbs, formerly with Johnson Bros. Lumber Co., Trinity, Texas.

F. S. Healy, who served as a stenographer in the General Office for several months, was recently transferred to the Legal Department, Land Division.

SALES DEPT. Atlanta District.—Agent S. TERRITORY Riley, of Cordele, Ga., a little town of about 6,000 population, recently showed his interest in The Texas Company in a rather original way. At his own expense he had prepared a banquet to which he invited about forty of the leading citizens and business men of the town, calling the affair a Texaco Banquet and telling his guests when inviting them that they would hear some good lubricating talk. He notified Lubricating Assistant Reynolds to be on hand. "Uncle Bill" is always there when anything is to be said on the merits or superiority of Texaco lubricants, and he reports this as one of the most interesting and enthusiastic meetings he ever attended. He states that although he likes to talk, he found it almost impossible to get away from these people after he had opened their eyes on the subject of economical lubrication. Nearly every one, he says, had a question to ask, or a lubricating problem to solve. Mr. Reynolds believes that much good will toward The Texas Company was engendered at this meeting, and thinks considerable business will come as a direct result. He is high in his praise of Agent Riley's interest and originality in pulling off this stunt.

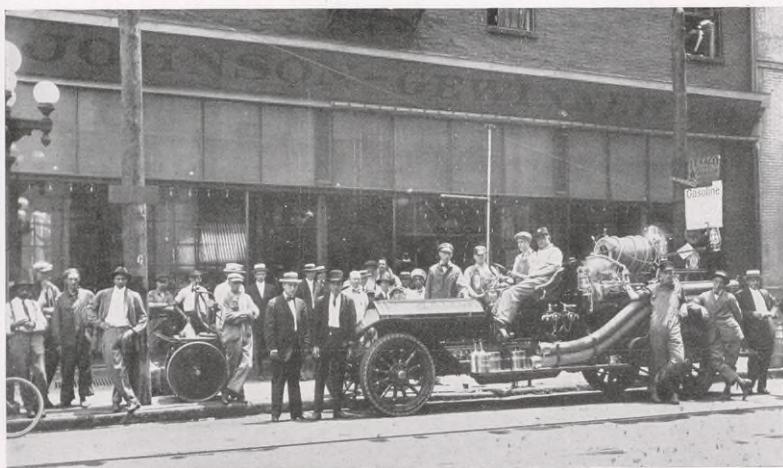
Assistant Manager M. G. Jones paid the Atlanta District a visit on January 9 and 10.

Cashier C. A. Pounds and wife are happy over the arrival of another Texaco Booster at their home.

General Clerk Anderson is being congratulated on the fine boy who came to take up an abode in his home recently.

G. H. Seawell led the salesmen on percentage of collections to number of outstanding accounts during December, Salesman Farrior second. Salesman Taylor was first on number of accounts collected, also

TEXACO STAR



Hose and Reel Wagon, of Atlanta Fire Department, filling with Texaco Gasoline at Johnson-Gewinner Co.'s Filling Station. The City of Atlanta uses Texaco Gasoline.

on number of XXX accounts collected. Salesman Vick was first on number of B accounts collected, and second on total number of accounts collected during December.

Athens, Ga. Station made the largest increase on Roofing sales for December over November, Savannah Station second.

Birmingham District.—On the afternoon of January 4 the Birmingham Warehouse and tanks were destroyed by fire. This was one of the most spectacular fires in the history of the City of Birmingham. We are glad to note that no one was seriously injured.

→ We were pleased to have with us in January such distinguished visitors as M. G. Jones of Houston, and D. A. Vann and W. E. Bradford of Atlanta. We trust these gentlemen will favor us with their presence again soon.

W. N. Penn, formerly of Dallas, Texas, is now Salesman with headquarters at Selma, Ala. We are pleased to have Mr. Penn with us and wish him every success.

J. C. Taylor, Lubricating Record Clerk, has been appointed as Agent at Selma. We trust he will do some good work and wish him every success.

J. T. Cecil from Texas has been appointed

Engineer in this District. Welcome to Alabama, Mr. Cecil.

J. W. Willis has been appointed Agent



One of the largest cotton mills in the world, which has been supplied exclusively with Texaco lubricants for several years.



Engine room of plant shown above

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

	Highest Percent of Collections to Outstanding Accounts and Bills Receivable December 1915	Lowest Percent of Accounts Transferred to "B" December 1915	Lowest Marketing Gallonage Cost December 1915	Lowest Marketing Percentage Cost December 1915	Highest Percent Increase Sales of Lubricating Oils as Compared with Dec. 1914	Highest Percent Increase Sales of Grease as Compared with December 1914	Highest Percent Increase Sales of Roofing as Compared with December 1914	Highest Percent Increase Sales of Refined Oil and Gasoline as Compared with December 1914
Leading Districts, in order named	El Paso Dallas Oklahoma	Denver Dallas Houston	Oklahoma Birmingham Atlanta	El Paso Atlanta Birmingham	Birmingham Houston El Paso	Birmingham New Orleans El Paso	Dallas Atlanta Birmingham	Oklahoma Atlanta Dallas
Leading Stations in Atlanta District, in order named	Columbus Sumter Live Oak	Charleston Valdosta Greenville	Charleston Columbia Atlanta	Charleston Columbia Albany	Pensacola Albany Valdosta	Valdosta Waycross Macon	Greenville Savannah Columbus	Valdosta Greenwood Pensacola
Leading Stations in Birmingham District, in order named	Sheffield Gadsden Birmingham	Birmingham Sheffield Gadsden	Mobile Birmingham Mobile	Mobile Birmingham Bessemer	Bessemer Birmingham Bessemer	Montgomery Birmingham Sheffield	Bessemer Mobile Montgomery	Bessemer Mobile Montgomery
Leading Stations in Dallas District, in order named	Denison Cleburne Big Springs	Ft. Worth San Angelo Waco	San Angelo Stamford Paris	San Angelo Stamford Paris	Amarillo Tyler Big Springs	Amarillo Wichita Falls Ft. Worth	San Angelo Big Springs Texarkana	Abilene Amarillo Dallas
Leading Stations in Denver District, in order named	Trinidad Berthoud Ft. Collins	Ault Ft. Collins Trinidad	Greeley Ft. Morgan Trinidad	Greeley Ft. Morgan Trinidad	Trinidad Ft. Morgan Sterling	Cheyenne Denver Trinidad	Sterling Greeley Trinidad
Leading Stations in El Paso District, in order named	Marfa Silver City Carlsbad	Albuquerque Pecos Douglas	Deming Nogales Tucson	Deming Nogales Tucson	Carlsbad Douglas Tucson	Roswell Miami Albuquerque	Albuquerque	Deming Tucson Douglas
Leading Stations in Houston District, in order named	Sour Lake Yoakum Taylor	Galveston Pt. Arthur Laredo	Yoakum Beaumont Corpus Christi	Yoakum Corpus Christi San Antonio	Sour Lake Kingsville Taylor	Taylor Austin Alice	Corpus Christi Galveston Brownsville	Beaumont Houston Taylor
Leading Stations in New Orleans District, in order named	Biloxi Jackson Jennings	Jennings Hattiesburg Vicksburg	Biloxi Hattiesburg Harvey	Biloxi Hattiesburg Greenville	Lake Charles Alexandria Shreveport	Shreveport Hattiesburg Crowley	Crowley Alexandria Jennings	Crowley Alexandria Jennings
Leading Stations in Oklahoma District, in order named	Tulsa Oklahoma City Altus	Hobart Guthrie Ada	Tulsa Durant Hobart	Tulsa Hugo Hobart	Durant Ft. Smith Ada	Muskogee Oklahoma City Enid	Hugo Muskogee Oklahoma City	Tulsa Durant Altus
Leading Station in Southern Territory	Biloxi, Miss.	Ft. Worth, Tex.	Deming, N. M.	Deming, N. M.	Carlsbad, N. M.	Roswell, N. M.	San Angelo, Tex.	Tulsa, Okla.

TEXACO STAR

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

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

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at Talladega, Ala. Station which was opened Jan. 1. Good luck to Mr. Willis.

General Assistant Jones and Lubricating Assistant Taylor are feeling happy these days notwithstanding the disastrous fire on Jan. 4. They state that prospects look good for a fine year during 1916.

Agent H. W. Patterson, of Mobile, was a visitor at the District Office on Sunday, January 9.

New Orleans District.—Major Wm. W. Crane, formerly Agent at New Orleans, has resigned to become connected in a responsible position with a newly organized financial institution.

SALES DEPT. Boston District.—It is with deep regret that we announce the decease of Miss Emmeline L. Frederick, stenographer for Chief Accountant J. J. Kelly. Miss Frederick was taken ill a few months ago and succumbed Jan. 17, 1916.

The following became effective Jan. 1, 1916:

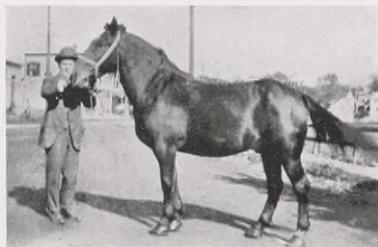
F. B. J. Vincent appointed Acting Agent Burlington, Vt. Refined Station, replacing J. C. Hermes.

Montgomery Ogden appointed Acting Agent Worcester, Mass. Refined Station, replacing D. F. Harris resigned.

F. R. Slater, salesman in Vermont, resigned to go into business for himself, and G. A. Raino, formerly Agent at Springfield, has been transferred to Mr. Slater's position, headquarters 23 Beaumont St., Springfield, Mass.

A. L. Smith transferred from Agent at Meriden and New Britain Filling Stations to Acting Agent at Springfield, Mass. Station until an Agent can be appointed to relieve Agent Bridel of Pittsfield Station, he then to transfer to Springfield.

Effective Feb. 1, F. H. Knight of Worcester appointed Representative. In addition to his present duties Mr. Knight will



Salesman David Marshall exhibiting a recent purchase for Swampscott, Mass. Station



Operating Inspector A. N. Noble examining "Quality," the pride of Springfield, Mass. Station



Dennis Murphy with "Pud" and "Frank." Mr. Murphy is not only one of the best tank wagon drivers, but some horseman as well, as is evident from the splendid condition of these horses which have been in constant service at the Boston Station for five years.

TEXACO STAR

supervise Salesmen E. L. Hough and W. A. Monahan and the Worcester, Fitchburg Milford, and Southbridge, Mass. Stations.

J. L. Whitney, Tankwagon Driver Portland, Maine Refined Station, is the father of a ten-pound boy, born Dec. 23, 1915.

Through the kindness of Supt. Reinhardt members of the Buchner Chapter Crater Compound Club were permitted to attend the launching of the S. S. *Texas* at the Fore River Shipbuilding Yards, Quincy, Mass., on Dec. 22, 1915. The Fore River Shipbuilding Corporation kindly took our party to and from the Station in automobiles. The Company's largest tank steamer (70,000 bbls. capacity) slid out of her bearings as gracefully as a swan, listing neither to the port nor starboard. On the platform stood the daughter of Judge Brooks of Houston, Texas, Miss Edwina Frances Brooks, who proudly smashed the bottle of sparkling vintage and said the words that christened our latest boat the *Texas*.

After the launching, through the kindness of Manager Smith, from whom our Mr. Van Bibber gained consent to inspect the steamer which had been hauled up alongside the docks, a thorough inspection was made of the steamer and also of the shipbuilding plant whose boiler and engine rooms and machine shops were of considerable interest to the party. "Some ship," said all hands that went on board the *Texas*, and "some ship" she surely is.

New York District.—On Dec. 3, the annual meeting of the Greasers Chapter of the Crater Compound Club was held, President W. F. Woodill presiding. Officers elected for 1916 are:

President	W. F. Woodill
Vice President	E. S. Quirk
Secretary	E. P. Snyder
Treasurer	S. C. Eberhardt

Superintendent Gruet addressed the meeting and all enjoyed his remarks. Arrangements were made to hold the next meeting on Jan. 28 at the Hotel Breslin, Broadway and 29th Street, where the members had dinner at 6 p. m. The regular business meeting followed.

F. W. Beinecke, Fuel Oil Engineer, has been appointed Assistant to the Superintendent New York District, headquarters in District Office.



Mt. Kisco, N. Y. Station, the day after the storm of Dec. 14, 1915.

A. D. McDougall has been appointed Credit Clerk.

The boys of the order and drum desks of the Accounting department have formed a social club called the S-31 Club. Meetings are held once a week. At the first meeting J. O'Brien was unanimously elected president.



Winter in New York—Monsey, N. Y. Station



Snow at Monsey, N. Y. Station

VANISH THE CHEMIST

Away with the viscometer! Bah! to the thermometer, barometer, flash cup, etc. Dr. Mackenzie take heed, your job is threatened! H. W. Shaner, who takes care of South Jersey for us, comes forward with the following story:

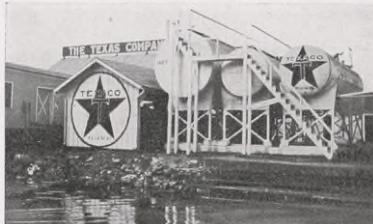
Mr. Shaner was soliciting business on Motor Oils at the South Jersey resorts and dropped in at Avalon, N. J., a small fishing town. Here he met an old fisherman with a flowing appendage which would arouse envy in Santa Claus. The old Tar

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had a small gasoline boat, so our representative requested an order. The fisherman accepted the sample, gravely smelled it, rubbed a little between his fingers, weighed the four ounce sample in his hand. Then, seizing his flowing whiskers in his right hand, lashing them amidship, and holding them firmly in place, he drank a large swallow of the oil.

Calmly he said, "It ain't no good."

We have the results of this test:—The taste test disclosed considerable kerosene in the oil. The weight test showed the "oil too light." The rubbing test "did not clean the hands."



Ogdensburg, N. Y. Station



Agent Leslie Cleland and his son, Ogdensburg, N. Y.

Philadelphia District.—We have the pleasure of presenting to readers of the *Star* a photograph of Alfred M. Werner, Jr. Master Alfred is two years and nine months old, and we are given to understand by

his father that "the kid" is positively the only one of his class in this section of the country. Mr. Werner is Agent at the Baltimore Warehouse, and much of the success of that place is due to his energy. Advocating preparedness, we suppose the purchase of a desk and other necessary articles for Master Werner is now in order.



"A Texaco Product from Baltimore"

Alfred M. Werner, Jr. (2 yrs. 9 mos.), son of Agent Werner, Baltimore Warehouse.

On Nov. 8 Charles T. Corrigan of the Baltimore Warehouse and Miss Virginia Bean of Valley Lee, Md. were married. After a trip through southern parts of Maryland and the mountains of Virginia, Mr. and Mrs. Corrigan made their home in Baltimore. The employees of the Philadelphia District, to all of whom Mr. Corrigan is well known, extended congratulations and best wishes.

Milton N. Walls, also of the Baltimore Warehouse and Miss Anna Levy were married in Ellicott, City, Md. on Dec. 18. Mr. and Mrs. Wells took a trip through Delaware and are now at home in Baltimore. To this happy couple we extend our heartiest wishes.

"Smiling Bob" Rennie, our efficient Order Clerk, has returned to his duties after a two-weeks battle with *la grippe*. We are all glad to have Robert back with us again.

At the 1916 Automobile Show held in Convention Hall, Philadelphia, The Texas Company had a fine exhibit. G. G. Stranahan, D. C. Wainwright and E. J.

TEXACO STAR



Henderson, N. C. Station, Agent W. V. Percy—Just coming through a hard winter (Feb. 15, 1915)

Tallant addressed the crowds that gathered around our stand in a manner which upheld Texaco efficiency. Several good "leads" were obtained by, and no doubt considerable business will result through the efforts of this "lightning" trio.

All will be grieved to learn of the loss suffered by George J. Miller, Clerk at Baltimore in the death of his sister, Mrs. William Johnston, on Dec. 20. Mrs. Johnston had been ill for some time. Her husband is Chief Quartermaster on the President's yacht *Mayflower*. To the surviving members of her family the employees of The Texas Company desire to express their condolences.

Norfolk District.—Mr. Clifford Earl Nash of the Lubricating Division and Miss Louise Jordan were married at 5:00 p. m. on Wednesday, Dec. 20, 1915 at the bride's home on Westover Avenue, Norfolk, Va. The entire Norfolk District was invited to the wedding and many attended. Mr. and Mrs. Nash are now living in New York, as Mr. Nash was transferred to Mr. C. H. Parker's office on Jan. 15.

We wish to call Mr. George Beaton's special attention to the preceding announcement, and our suggestion is "Go to it, George."

The following additions have been made to the Norfolk District:

W. H. Grose	Engineer Salesman
R. B. Allen	Operating Inspector
G. V. Wakeman	Agent, Concord, N. C.
W. E. Beaton	Agent, Charlottesville, Va.
R. O. Dozier	Record Clerk District Office
J. L. Reed	Record Clerk District Office
N. O. Kilpatrick	Invoice Clerk District Office
Harold Sydnor	Office Boy District Office

Miss Virginia Fulghum had a severe attack of *la grippe* which kept her from the office about two weeks, but she reported back at the office Jan. 17 and all were glad to see her again at her desk.

W. J. Barton was transferred to the Lubricating Division to take over the work formerly handled by C. E. Nash transferred to New York Office. C. J. Measell, Price Clerk, has been transferred to the Order desk. W. B. Wray succeeded Mr. Measell as Price Clerk, and N. O. Kilpatrick took charge of Mr. Wray's desk.

J. H. Morrison, who was transferred to Boston District, was presented with a handsome Howard watch with the following inscription engraved on the back:

Presented to J. H. Morrison
By his Friends
Norfolk District
January 15, 1916.

The Texaco Bowling Team of the Norfolk District continues to lead the Commercial league of the City of Norfolk, although hard pressed by another contender for the honor. We observe that Boston and

TEXACO STAR



One of the Texaco Daylight Signs, in Salisbury, N. C.

Philadelphia districts are engaging in this sport, and the Norfolk District would not object to a challenge.

Chicago District.—P. L. Shaffer, appointed Lubricating Salesman, Chicago Jan. 1, 1916.



Philip L. Shaffer, Jr. (5 months old, 2 ft. in his stockingfeet, 22 lbs.), son of Lubricating Salesman Shaffer, Chicago.

E. W. Golden, appointed Lubricating Salesman, St. Louis, Jan. 1, 1916.

At the meeting of the Chicago Crater Compound Club on January 14, officers were elected for the ensuing year:

O. J. May	Moderator
F. E. Stewart	President
J. E. Byrne	Vice President
H. C. Jernegan	Secretary
S. S. Jackman	Treasurer
A. M. Waldner	Sergeant at Arms

Arrived at the home of Mr. and Mrs. P. E. West, Dec. 17, 1915, a baby boy. Mr. West is our Bonus and Commission Statement Clerk.



Exhibit conducted by the Commercial Oil & Supply Company, our Agent at Gary, Ind.

In making a trip to our Des Plaines, Ill. Station, D. G. Drummond had his pocket picked. Fortunately for him, the purse contained but \$3.00.

We hope shortly to be able to announce

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.

EXECUTIVES Do High Prices Mean Prosperity? by Willford L. King—*The Annalist*, Jan. 17, 1916.
"A study which brings the conclusion that it is the quantity of goods produced per capita and not their exchange value which makes a nation rich or poor."

The Aftermath of Europe's Colossal Borrowing, by G. H. Davenport, Dean of the School of Commerce, University of Missouri—*The Annalist*, Jan. 17, 1916.

A Premium on Foresightedness—*The Annalist*, Jan. 24, 1916.

COMPTROLLER'S Overhead Expense Distribution. VIII. Adjusting Current Costs, by Nicholas Thiel Ficker—*Eng. Mag.*, Jan. 1916.

Checking Losses in the Storeroom, by Wilfred G. Astle—*The Iron Trade Review*, Jan. 1916.
The "balance of stores" system.

The Disposition of Unearned Factory Expense, by Max Simpson—*American Machinist*, Oct. 21, 1915.

REFINING The Manufacture of Petroleum Products, by Dr. F. C. Robinson, Chief Chemist of The Atlantic Refining Co.—*Oildom*, Jan. 1916.

Lubrication and Lubricating Oil, by F. W. Mann, Ph. D., Chief Chemist Standard Oil Co., Richmond, California,—*Oildom*, Jan. 1916.

Handling Materials in Manufacturing Plants. III. Conveyors—Belt, Flight, Apron, Bucket, by Robert L. Streeter—*Eng. Mag.*, Jan. 1916.

What the Superintendent Should Know, by A. Hamilton Church—*American Machinist*, Oct. 14, 1915.

PIPE LINE Sudden Cooling of Boilers in Cases of Low Water, by R. N. Blackburn—*Power*, Nov. 16, 1915.
Results of experiments in England not generally known in U. S. Advises letting comparatively cold feed water into over-heated boiler, according to the new Canadian rule in case of low water: "Shut the draft damper, open the fire-door, and start the injector or feed pump."^h

Steam Engine Efficiency, by Charles L. Hubbard—*The National Engineer*, Jan. 1916.
"Method of determining—examples showing how problems are worked. Article to be continued."

Power Plant Accidents (Editorial)—*The National Engineer*, Jan. 1916.

PRODUCERS Valuation of Oil Properties, by Roswell Johnson, Consulting Oil Geologist, and Professor of Oil and Gas Production in University of Pittsburgh—*Petroleum Age*, Dec. 1915.

Geology and Underground Waters of the Northern Llano Estacado, by Charles Laurence Baker—*Bulletin University of Texas*, 1915: No. 57, *Bureau of Economic Geology and Technology*.

SALES Graphs for the Sales Manager, by Stanley C. Tarrant—*System*, Dec. 1915.

Is it Getting Harder to Sell, by Edward Hines—*System*, Dec. 1915.

What Customers Want to Know, by Max Hart—*System*, Dec. 1915.

Selling the Difficult Prospect, by Neil M. Clark—*System*, Jan. 1916.

the opening of our new Station at West Pullman, Ill. This Station will handle a complete line of Lubricants, Refined Oils, Naphtha, and Gasoline. Some of the principal suburbs of Chicago that the Station will cover are:

Morgan Park
Blue Island
Harvey
West Pullman
Kensington
South Chicago
Roseland

These suburbs have a population of over 200,000 people.

When our new Station at Archer Avenue and Chicago River is opened, which will probably be sometime this Fall, it, together with West Pullman, will be of untold value to us in taking care of deliveries in the southern section of Chicago and to points in Northwestern Indiana.

Two new underground tanks have been installed at North Kingsbury Street Station, and the garage enlarged, giving considerably more yard room. For the new South Side Station and North Kingsbury

Street Station, both located on branches of the Chicago River, supplies will be brought from Lockport Refinery in barges which will make the trip in one day, thus insuring us quick transport. While we are located only 30 miles from Lockport Refinery, the best service we can secure in making shipment by railroad is five days. The employees of the Chicago District appreciate these improvements.

W. H. Cleveland, Chas. EXPORT DEPT. Clages, and Jos. W. Davis have recently joined the staff of the Export Department.

J. C. de Medeiros sailed on Jan. 23 for Brazil, where he will be attached to the staff of The Texas Company (South America) Ltd.

P. Van Wagner, formerly with the Waters Pierce Oil Co. in Mexico, is now in charge of The Texas Company's business in Santo Domingo. He is assisted by Geo. A. Hummell.

With sincere regret we announce the death of Fred T. Fox after a brief illness at San Juan, Porto Rico.

SAVE
THE
GEARS



SAVE
THE
GEARS

THIS is the emblem of the CRATER COMPOUND CLUB, which has for its slogan "SAVE THE GEARS." This is a unique social organization, made up of the members of the Texaco Sales Force. Each one of our districts, scattered all over the country, has its own chapter. Interesting meetings are held from time to time—knitting the men together with bonds of goodfellowship, and increasing their personal efficiency through their exchange of experiences.

In addition to their social functions, the activities of this club include trips to plants of various kinds for first-hand observation of Texaco Lubricants in active service.

The Texaco Salesman's enthusiasm for

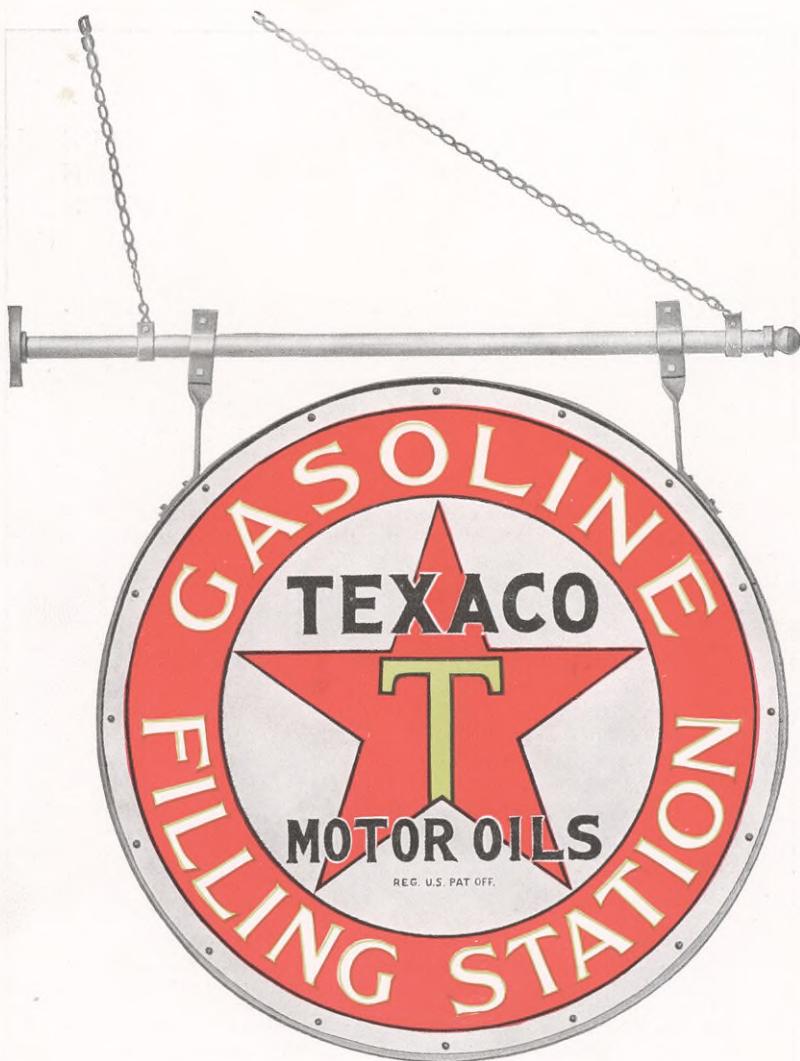
TEXACO CRATER COMPOUND

the great gear and rope dressing, prompted their choice of the name and slogan for their club. We might also add that besides the regular club members, there is a host of "tributary" members. These are the Managers, Superintendents, Millwrights, Master Mechanics, Purchasing Agents, and Officials of concerns using TEXACO CRATER COMPOUND. They share with us the enthusiasm for TEXACO CRATER COMPOUND. They know it from experience, and they know that TEXACO CRATER COMPOUND "SAVES THE GEARS."

TEXACO CRATER COMPOUND is a specialty we are proud of—and, like the rest of the Texaco Lubricants, it is a product made to fit a particular set of requirements.

Ask any Texaco Salesman or Engineer to prove to you the wear-saving features, and the lubricating economy of TEXACO CRATER COMPOUND, or any other Texaco Lubricant used under your plant conditions.

THE TEXAS COMPANY



OUR 42-inch enameled double-faced sign. This sign is displayed at Texaco Filling Stations.

Swinging out from its strong iron frame, it can be seen from some distance; and most motorists agree that it is well worth going a distance to find one of these signs—and Texaco Motor Products.