

THE TEXACO STAR



FUEL OIL DEPARTMENT

Manager

G. L. NOBLE, Vice President

HOUSTON

E. B. JOYNER, Secretary to Manager

Assistant Managers

L. F. JORDAN - - - - - - - - - - CHICAGO

D. F. McMAHON	-	-	-	-	-	-	-	Houston
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Manager Mississippi River Territory

L. A. JUNG - - (Texas Oil Company) - - NEW ORLEANS

Representatives

J. F. RYAN - - - - - ATLANTA

W. E. GREENWOOD - - - - - NEW YORK

H. M. ELDRIDGE - (Texas Oil Company) - - NEW ORLEANS

T. E. ADLER - - - - - HOUSTON

Lubricating Experts, Railway Division

W. H. BARROWS - - - - - - - - KANSAS CITY

JNO. NICHOLSON - - - - - Houston

D. W. FITZGERALD	-	-	-	-	-	-	-	St. Louis
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J. J. HENNESSY - - - - - LITTLE ROCK

WEBB L. GIBBS - - - - - CHICAGO

ONE notable obstacle encountered in the management of all great corporations is found in the lack of co-operation. The individual employee who feels that his or her progress depends upon his or her individual activities, regardless of co-operation with the working force as a whole, is sure to have a disastrous influence upon associates.

The reason that we fail to find the 'sing' in the great corporation offices—the high, sustained, unvarying, triumphant note—is that many employees do not understand that they best serve themselves when they best serve something greater than themselves, and that the corporation—that co-operation—are bigger things.

As soon as an employe learns this he knows that he must have the help of his associates, and he can only gain this by giving them his help. He learns that he can progress faster through helping his fellow-workers than he can by climbing over them, and that abiding success is principally born of true unselfishness.

—*Newcomb Carlton.*

FUEL OIL DEPARTMENT STAFF



1. G. L. Noble, Vice President, Manager, Houston. 2. L. F. Jordan, Assistant Manager, Chicago. 3. D. F. McMahon, Assistant Manager, Houston. 4. E. B. Joyner, Secretary to Manager. 5. L. A. Jung, Manager Mississippi River Territory (Texas Oil Co.), New Orleans. 6. H. M. Eldridge, Representative (Texas Oil Co.), New Orleans. 7. J. F. Ryan, Representative, Atlanta. 8. W. E. Greenwood, Representative, New York. 9. T. E. Adler, Representative, Houston. 10. W. H. Barrows, Lubricating Expert, Kansas City. 11. D. W. Fitzgerald, Lubricating Expert, St. Louis. 12. Jno. Nicholson, Lubricating Expert, Houston. 13. J. J. Hennessy, Lubricating Expert, Little Rock. 14. Webb L. Gibbs, Lubricating Expert, Chicago.

TEXACO STAR

VOL. I

AUGUST 1914

No. 10

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF

THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 1101 CARTER BUILDING, HOUSTON, TEXAS

PERHAPS the less argumentative discussion in this country of the fateful war in Europe, the better. Certainly partisan feeling springing from mere personal experiences or prejudices should not be expressed. Unless one understands the vaster aspects of European history since the fall of the empire and civilization of Rome, and the meaning of some of the possible issues of the present conflict for the future of civilization, he must in this case be like one who does not see the forest on account of the trees. The proper attitude for the government and for the citizens of this country is serenity in all public utterances and perfect impartiality in reporting news as well as in all overt acts,—coupled with thankfulness, without conceit or selfish exultation, for our own fortunate situation. Part of an editorial in the *Chicago Herald*, August 3, expresses this counsel very aptly:

Sit tight! Don't rock the boat! That's the watchword today. That's the first duty of every American at this moment. That's what this country needs to keep it straight and safe and true to its course. . . . We are preparing to maintain strict neutrality. Questions may arise with foreign nations as to what constitutes contraband. Such questions cannot involve us in difficulties. They will be settled by the ordinary processes. The general principles of neutrality and neutral commerce are plain. The United States will adhere rigorously to them. Friendly intercourse, as far as circumstances permit, will be its rule and its procedure. Stock exchanges have closed—a wise precaution. This country cannot be the dumping ground of the whole body of securities that Europe is anxious to convert into money. The closing is temporary. Elsewhere there is no prospect of interference with the orderly processes of American business. The administration has decided to appeal officially to the public to help maintain existing satisfactory conditions. The public cannot fail to respond. The only danger is one which it

may create itself. Its course is simple. All it has to do is to sit tight, to do nothing to disrupt the fortunate condition in which this country happily finds itself.

Don't rock the boat—that's the central idea. The swell from the great battleship "Europe" will be felt. But it will not hurt us. It need not even break over the sides. Sit tight! Don't rock the boat! Keep its head well up against the sea. Don't let it get into the trough of the waves. Let every man realize that at this moment calm confidence and calm thankfulness are the first duty. They are absolutely justified by the favorable situation in which we find ourselves. They are the certain guarantee of a continuance of those conditions.

★ ★

The following statement, authorized by the General Counsel and President of the Company and made on July 19 immediately after being notified that petitions had been filed in an Oklahoma court in the name of the State of Oklahoma alleging illegal acts on the part of The Texas Company, is sufficient to assure every stockholder and employee that all the acts of the Company complained of have been right and proper as business policies and perfectly consistent with all laws as understood by our legal advisers. The legal principles and the laws in this case seem plain. The facts are still plainer and have always been perfectly open.

"Our understanding is that the suit is brought under the State anti-trust act and is based on alleged combination between The Texas Company and Producers Oil Company and between The Texas Company and Central Petroleum Company, the latter owning a number of oil-producing companies in Oklahoma. There has been no consolidation of competing companies or combination in restraint of trade. The Texas Company itself is not in the business of producing oil, but is a purchaser, transporter, refiner, and marketer. The Producers Oil

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Company takes leases, drills, and produces. The two companies are not competitive and never were. They are in different branches of the business, the one supplementing the other, and it would not violate any anti-trust statute for The Texas to own the Producers outright.

"So far as the relations of The Texas Company and Central Petroleum Company are concerned, it is considered sufficient to say that these resulted from the compromise of a lawsuit in the Federal Court. The Texas Company had a contract with Central Fuel Oil Company, whereby it purchased the oil that might be produced from the properties of the producing companies whose stock was owned by the Central Fuel Oil Company for ten years. These properties are in the North Oklahoma field in which the Producers Oil Company does not operate. There was litigation culminating in a decision of the United States Circuit Court of Appeals for the Eighth Circuit, upholding the contract.

"In that case the legality of the ownership of the stock of all these producing companies by one holding company was brought in question, and because it was apparent that the combination was not for the purpose of restraining trade or violating the Oklahoma anti-trust law, but was for the purpose of economy in operation and for the purpose of inducing the construction of a new pipe line to that field and improving the marketing opportunities of the producing companies, the consolidation was upheld. Later the bondholders of Central Fuel Oil Company sued to foreclose their mortgage, and obtained appointment of receivers. Still later there was a compromise whereby Central Petroleum Company was organized to take over the assets of Central Fuel Oil Company, and in lieu of its contract The Texas Company, upon guaranteeing the dividends on the preferred stock for ten years, was given the management of the properties during that period, thus insuring it the privilege of buying the oil at the market price. It also has an option on the preferred stock at par, which may be exercised only at the end of the ten years, but it has no investment in the stock or in any of the companies, or their properties, and the stock which it has the privilege of buying has never sold as high as 50 on the market. The total production of Central Petroleum Company and its producing companies is less than 1½ per cent of the production of Oklahoma.

"We expect to show that the purpose of The Texas Company in the transactions in question was not to monopolize the oil business in Oklahoma or anywhere else, but was to make the company reasonably certain at all times of an adequate supply of crude oil for its refineries and markets and to place it beyond the power of competitors to cut it off from such supply by acquiring the production.

"When we first heard about the charges being made by ex-Gov. Haskell we at once telegraphed the Attorney General and thereafter laid before him, and at his request before Mr. Haskell, copies of all documents that they desired to examine, and have tried at all times to be frank about the facts."

The status of the matter until July 30 is fixed by the following court order given at Atoka, Oklahoma, July 20, 1914:

"On this twentieth day of July nineteen fourteen the plaintiff appeared by attorneys and The Texas

Company, Producers Oil Co., Wolverine Oil Co., and certain other corporate defendants appeared specially by their attorneys and plead to the jurisdiction of the court. The matter was argued and was by the court taken under advisement, and the parties were given ten days in which to file briefs on the question of jurisdiction. If after consideration of such briefs the court shall overrule the plea to the jurisdiction or venue this day filed, the other or second plea to the jurisdiction, same being a plea to the jurisdiction of the court over the subject matter on behalf of each of the appearing defendants, shall be filed and submitted and passed on by the court. The plaintiff does not insist on the appointment of a receiver at this time. The appearing defendants voluntarily state in open court that pending these hearings none of the books, records, or files of records will be removed from the State."

★ ★

In a recent communication to the Academy of Medicine in Paris, Dr. Berthe de Sandfort has reported various experiments showing uses of paraffin in medicine and surgery. Hot paraffin baths can be endured at a much higher temperature than is endurable in hot water baths. This property is valuable in the treatment of rheumatism, gout, lumbago, sciatica, varicose veins, etc. In surgery, wounds, ulcers, burns, and the like may be treated with hot paraffin in preference to other dressings. The wax forms an artificial scab which protects the wound from the atmospheric microbes, and apparently in other ways yet to be explained, promotes rapid healing.

★ ★

Trifles make a difference. For instance, in the use of tools in a shop, a lathe with an even number of teeth in the head gear permits the easy rotation of a spindle in fractions of a turn, while one with an uneven number of teeth is difficult to handle. These small points are frequently overlooked or neglected in business enterprises of every kind, yet their total effect is not small.

★ ★

In each issue of the *Texaco Star* we have offered a foreword expressing some fundamental principle or principles of efficiency. If read consecutively, they would be found to be more comprehensive than they have been regarded, perhaps, if merely glanced at one by one. The foreword in this issue is taken from an interview by Edward Marshall with Newcomb Carlton, the recently elected President of the Western Union Telegraph Company. It had hap-

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pened that Mr. Carlton had given the off-hand answer, "Stimulated luck," to a query, "To what do you attribute your rise?" Mr. Marshall thereupon interviewed him, primarily to ask what he meant by "stimulated luck." The interview, published in the New York Times for June 21, developed thoughtful discussions of several fundamental questions of business management. Our foreword this month gives the gist of one of the matters treated. On the point "stimulated luck," President Carlton said in part:

There have been few men, probably there have been no men, who have not had their chances. Some men have had more than others. It would be stupid to maintain that equally good luck approaches within the reach of all men. But every man probably has at least one chance to realize the best capabilities which he possesses.

I imagine few men have been taken to success by any one characteristic. A life's victory usually must be charged to a combination of attributes.

How is the department head who is looking for the best man to fill a certain place to know where to find him? He wants only the best man. All he can do, however, is to choose the man who has made the best impression. If the real genius has shrunk modestly into the back-ground, with few or no goods in his show window, the fact that he has treasures hidden on remote shelves won't help the head of his department toward his discovery, won't help him, himself, to get the important and remunerative job for which he really is fitted.

Luck comes in here, of course. The man we really want may be a subordinate in Seattle, beyond reach of our searching survey, which, of course, reveals most clearly the men nearest to the lantern.

We pick the man who has made an impression. If some man qualified to make a deeper one has been a thousand miles away, that is bad luck for him and us, and good luck for the man who has been near at hand; but the man whose impression has been made probably tried to make it, and that, of course, was not luck, but brain-work. He has stimulated his luck. Perhaps that luck consisted in the opportunity for an hour's talk with the head of his department. Well, the stimulation consisted of the effort he put forth to take advantage of that hour.

If men do not show us their virtues, we have not the time, indeed we have not the cleverness, to dig into inconspicuous personalities and find them. It sometimes requires high art to properly reveal good qualities. It is worth working for. But these must be genuine. They cannot be counterfeited, although they must be shown.

"Stimulated luck," was, I suppose, only an expression which popped into my head as a substitute for promptly taking advantage of opportunity. Senator John J. Ingalls wrote a sonnet entitled "Opportunity," which practically expresses the stimulated luck idea. The Ingalls sonnet runs:

OPPORTUNITY

Master of human destinies am I.

Fame, love, and fortune on my footsteps wait.

Cities and fields I walk. I penetrate
Deserts and seas remote, and passing by

Hovel and mart and palace, soon or late.
I knock, unbidden, once at every gate.
If sleeping, wake; if feasting, rise before
I turn away. It is the hour of fate,
And they who follow me reach every state
Mortals desire, and conquer every foe
Save Death; but those who doubt or hesitate
Condemned to failure, penury, and woe,
Seek me in vain and uselessly implore.
I answer not, and I return no more.

★ ★

The whole question of opportunity, luck, chance, accident, must be viewed from many sides to be seen in its true proportions. "It is wonderful how many great successes have come of accident," said a friend to Rufus Choate. "Nonsense," replied the great lawyer, "you might as well let drop the Greek alphabet and expect to pick up the *Iliad*."

A calm, sane, manly view was Abraham Lincoln's: "I will study and get ready, and then maybe my chance will come."

Oliver Wendell Holmes points to "one constant element of luck" in his lines:

Be firm. One constant element of luck
Is genuine, solid, old Teutonic pluck.
Stick to your aim. The mongrel's hold will slip,
But only crowsbars loose the bulldog's grip;
Small though he looks, the jaw that never yields
Drags down the bellowing monarch of the fields.

EFFICIENCYGRAMS

It is doubtful if there exists a more insidious force working to undermine the foundations of business character than that of unfavorable and unfounded criticism of superiors.—*American Machinist*.

Have faithfulness and sincerity as first principles.

Develop resources. Anticipate requirements.

To ask a stranger for a loan is poor business.

Every time you sit down before an obstacle and say "I can't," you forge about yourself the ball and chain of a habit that will eventually rob you of power to progress.

Nervous prostration is never occasioned by you pushing your business; it only happens when your business pushes you.—*The Philistine*.

The things that come to those who wait may come from the discard.

The man who trusts men will make fewer mistakes than he who distrusts them.—*Cavour*.

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No. A-6 Taken July 25-1916.
The Texas Company's Office Building
Houston, Texas
Warren & Wetmore Architects
GEORGE E. FULLER, JR. Builder

The architectural design of the new home office building of The Texas Company was shown in the June issue, with a general description of the plans. Believing that everyone connected with the Company would be interested in reports of progress, we arranged to show each successive month a photograph of the rising structure. The first of the series, taken June 25, was given in the July issue. The photograph here shown was taken July 29.

The foundations have been made 28 feet deep and are nearly completed. The first delivery of structural steel was received July 29, and the setting of cast iron column bases was begun on the same date.

ONLY Safety Matches should be used in or about the plants, terminals, stations, warehouses, etc., where petroleum or any of its products is handled or stored. Such matches are given to employes in some departments of The Texas Company, and it would be well to require their exclusive use in every division and branch. The Producers Oil Co. prints the following on every little box of the safety matches furnished to its employes:

These safety matches are furnished gratis to our employes in order that they will not carry nor use other kinds. Protect yourself and others from bodily injury, and our property from destruction, by fire and explosion, by using them exclusively. ALWAYS THINK OF THE POSSIBLE DANGER BEFORE YOU STRIKE A MATCH.

It is a common occurrence for a safety-match box to give out on the striking sides before all the matches are used up. This will never happen if the matches are struck properly. The striking surface needs only a slight contact. Never make a long scratch, simply snap the head of the match quickly on about a quarter of an inch of the striking surface. If so used, the striking surfaces will outlast the matches. The long scratch causes the match to ignite before contact ceases, and thus the surface is scorched.

Some safety matches will strike on a glass windowpane or door. This is the case (as the writer has found by experiment) with the safety matches supplied by the Producers Oil Company.

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U. S. S. Delaware—burning The Texas Company's fuel oil

FUEL OIL

G. L. NOBLE

Vice President and Manager of the Fuel Oil Department

IN its incipency the organization of The Texas Company was primarily for the purpose of marketing oil as a fuel, and therefore the Fuel Oil Department may be considered as the oldest department of the Company, although, as a matter of fact, the Department was only created some five years ago. The Department as now organized, in a general way, looks after the sale of fuel oil to all customers, although the sale of fuel oil to the Navy of the United States is handled through the Sales Manager of the Northern Territory; to navies of foreign countries, through the Sales Manager of the Export Department; and to general consumers other than railroads, through the sales superintendents of the various districts. The railroad fuel oil trade, which is a very large volume of business, is handled exclusively by this Department. This Department also looks after, to a large extent, the purchase of crude oils in the various fields in the United States and Mexico, and in addition, handles exclusively sales of all products to railroads in the United States and Canada. The Department is, therefore, divided into three divisions, *viz.*, Fuel Oil, Oil Purchases, and Railways,

and we will take up the subjects of this article in the order named. In discussing the fuel oil question, I am going to quote largely from our "Oil Fuel Book" published in 1912, which was the result of very careful and painstaking work on the part of Messrs. C. N. Scott, now Vice President of the Producers Oil Company, and L. E. Barrows, now of the Natural Gas Department, assisted by the combined talent of the various officials of the Company more or less familiar with the subject. This book, we are proud to say, is today being used as a text book by a number of universities and colleges.

FUEL OIL It is only within the last ten or twelve years that oil has been used to any extent as a fuel, for the reason that prior to the time of the discovery of oil in California and the Gulf Coast Country, the quantity and grade of oil produced in the Eastern States did not allow of its use commercially for fuel. When the first mentioned fields came into existence, however, producing large quantities of what is called "heavy gravity" oils, it was soon found that these oils were admirably adapted for boiler use. The consequence was a demand for fuel oil, with all

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Photograph of flame from oil fuel burner in boiler furnace.—The dark area is shadow, not smoke

of its advantages over any other commercial fuel except natural gas. In the use of oil as a fuel there are many decided advantages over other fuels, such as general cleanliness, low cost of handling, high boiler and furnace efficiency, total absence of smoke, no loss when stored indefinitely, no spontaneous combustion, decreased maintenance cost, and numerous others that could be mentioned if space permitted.

Generally speaking the specifications covering commercial oil fuels are as follows:

Gravity: Oil of a gravity between 15° Beaume and 30° Beaume is as a rule a suitable one for use under a boiler. It should not be too heavy to be easily vaporized by a jet of steam or to cause trouble in cold weather, and not so light and volatile as to be flashy.

Moisture: Oil fuel should not contain more than a fractional percentage of moisture, sediment, or impurities to be wholly satisfactory.

Flash and Fire Points: The oil should not flash at the temperature to which it will be subjected in storage or in transportation, or at ordinary temperatures in the boiler room.

Reduced Crude as Fuel: An ideal oil

for commercial fuel is a crude petroleum which has been through a preliminary distillation, removing the light, flashy, volatile products, as well as all moisture and sediment, and raising the flash point beyond any temperature met in handling the product.

GENERAL EQUIPMENT FOR OIL BURNING

1. A storage tank or tanks, the size of which will depend upon the capacity of the plant and upon the method of oil delivery.

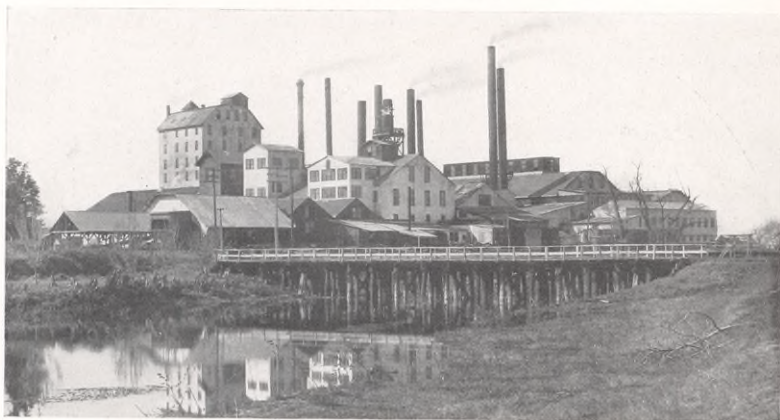
2. A set of small pumps, in duplicate, to draw the oil from the storage tank and deliver it to the burners at the requisite pressure.

3. Oil burners, of which there are several excellent designs on the market.

4. The necessary piping between storage tanks, pumps, and burners. The piping should be so arranged, by means of a relief valve at the oil pumps, as to enable any excess oil to return to the storage tanks. In localities where freezing weather is experienced it is best to equip the storage tanks with a few steam pipes to be used in warming the oil when necessary.

5. The proper arrangement of furnace for the boiler under consideration.

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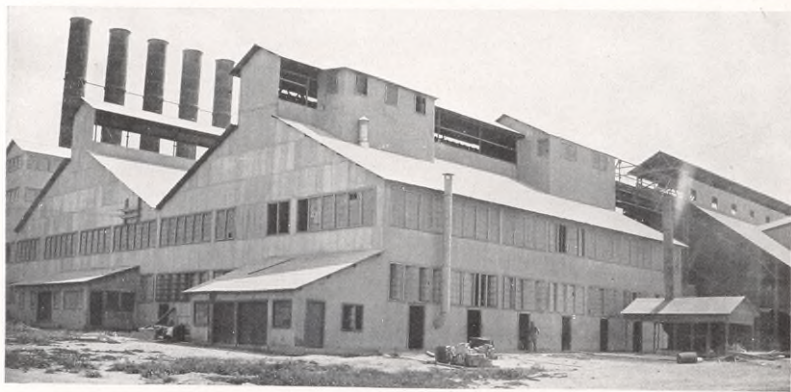


Imperial Sugar Co., Sugarland, Texas

In burning oil it is highly desirable to pre-heat the oil before entering the furnace, but at no time should it be heated above its flash point. This can be done very easily by the exhaust steam, or, if that is not available, by live steam. The successful burning of oil fuel requires a larger furnace volume than coal, the essential requirement being the perfect intermingling of the finely divided oil particles with the air supporting combustion in an incandescent furnace. Hence it is sometimes desirable to remove the grate

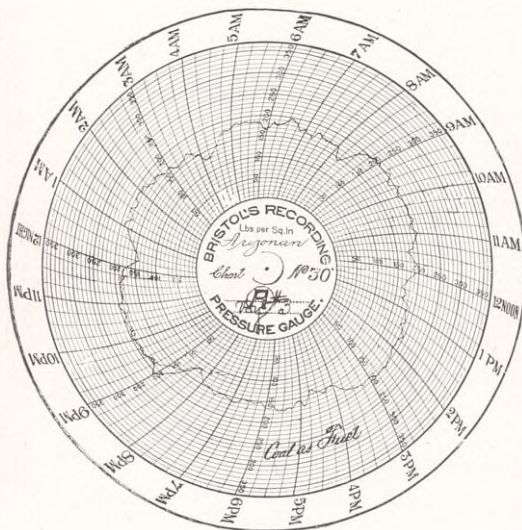
bars entirely when changing from coal to oil.

In the Mississippi River territory, where sugar cane is grown extensively and where there are a large number of sugar mills, numerous tests have been made as to the economical use of oil as a fuel and the great majority of the planters prefer oil even at comparatively high prices rather than go back to the use of other fuels, owing to the high efficiency obtained when using oil, as a moment's loss during grinding season may mean considerable

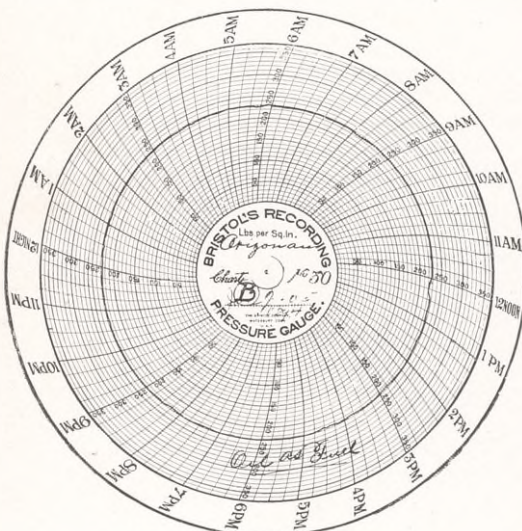


Kiln Room—Oil Burning Kilns, Southwestern States Portland Cement Co., West Dallas, Texas

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Steam Pressure Chart from S. S. Arizonan—Coal as Fuel



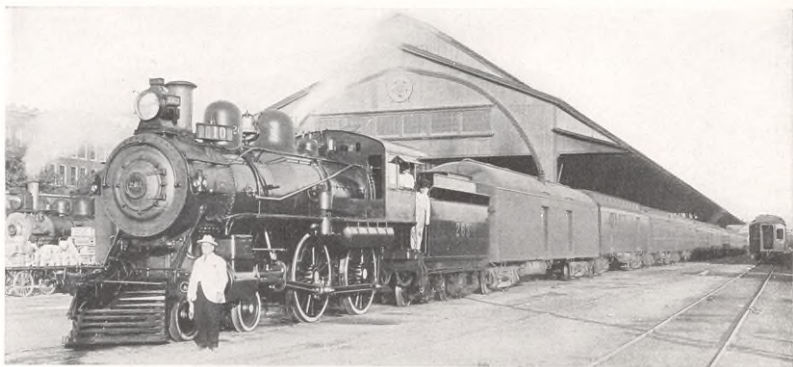
Steam Pressure Chart from S. S. Arizonan—Oil as Fuel

monetary loss. This Company has in the past ten years or so furnished millions of barrels of oil to the sugar mills in that territory—and we do not sell all that is used in that territory by any means.

The Navies of the World have found that oil fuel is best suited for their purposes for many reasons, and were they assured of a dependable supply at a price for a given number of years every vessel would be promptly converted for its use. I think the same would hold good with ships in the commercial trade, as a test made by the American Hawaiian Steamship Company with their S.S. 'Arizonan' on two trips, New York to Hawaiian Island ports and return, one trip with coal and one with oil, showed a saving in time on the oil trip of 25 days in the round trip, owing to an increase in speed of .94 knots per hour and saving of 7 days used in coaling at various ports. This saving in time alone represented about \$12,500, and in addition thereto there was a saving of something over \$7,000 in expenses for crew on account of not needing as many men in fire room, in additional cargo space heretofore used for storing coal, etc.

In railroad service there is not quite as much difference between oil and coal fuel as in commercial service, for the reason that railroads, being such large consumers of fuels, necessarily can buy coal very much cheaper than commercial plants, and because the cost of converting a locomotive from

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Southern Pacific Oil Burning Locomotive—Grand Central Station, Houston, Texas

coal to oil and changing coal storage to oil storage is much greater than in stationary plants. But notwithstanding this, the railroads where fuel oil is available are loath to change back from oil to coal even when the price of oil is comparatively higher than coal, for the reason that there are many economies in the use of oil that do not appear on the face of comparisons, such as preventing prairie fires, cotton fires, etc. which sometimes cost the railroads considerable money; saving in the use of power, as during busy seasons when engines are in demand an oil burner can be gotten through a terminal in very short time, thus practically increasing the number of engines in service; use of open cars for handling cotton, which is of material advantage at certain times; better lookout for stock or other objects on the track, as the fireman is on his seat on the left side rather than down on the deck when firing coal; less delays at intermediate points, as there are no fires to clean; and other incidental savings that cannot always be figured in the dollars and cents column.

The Texas Company individually does not produce any crude oil, but purchases its supply of crude from the various producers in the fields of Texas, Louisiana, and Oklahoma. These purchases are made under the following conditions, *viz*:

Contracts: Under this plan a contract is made with a producer for his oil in

settling tank at well in the field at a given price for a stated period, usually three, six, or twelve months, said contract limiting the amount to be taken each day.

Credit Balance Price: Under this plan the producer runs his oil into our pipe line and sells his oil under what is known as a daily selling order, at our posted market price for that field, which may vary from day to day or week to week, depending naturally on the old established rule of Supply and Demand. In some instances producers do not sell on daily runs, but close out their oil in line at certain periods—this being especially true on a rising market.

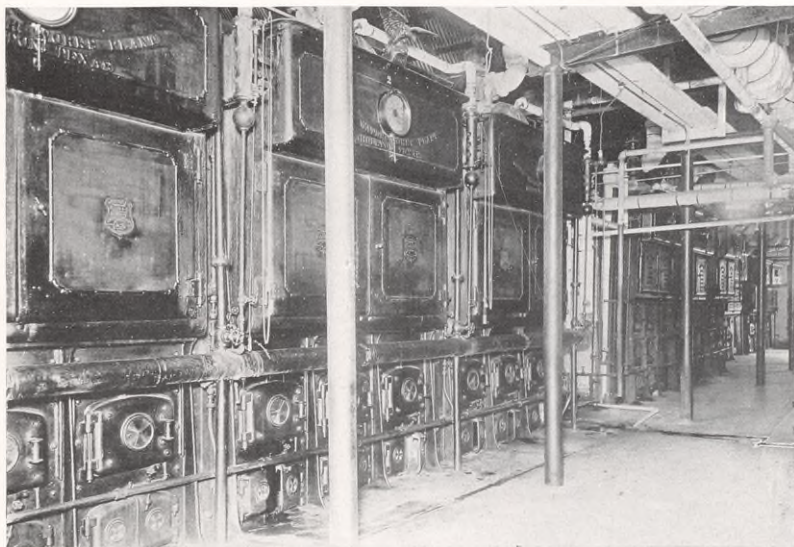
When contracts are made or new customers secured for our line, the Oil Purchases Division notifies the Pipe Line Department, in order that they may connect up to the settling tanks and handle the oil in accordance with their rules and regulations. This Department must therefore keep in touch with field conditions; know the daily output of each field; watch all new development; be in touch with requirements of the various refineries and fuel oil division (as certain grades of crude suitable for fuel purposes are sold direct to fuel trade) and with the stocks and room of Pipe Line Department; and maintain cordial relations with the producer.

RAILWAY DIVISION Under this heading comes what is commonly known as the Railway Sales Department, through which is handled all sales

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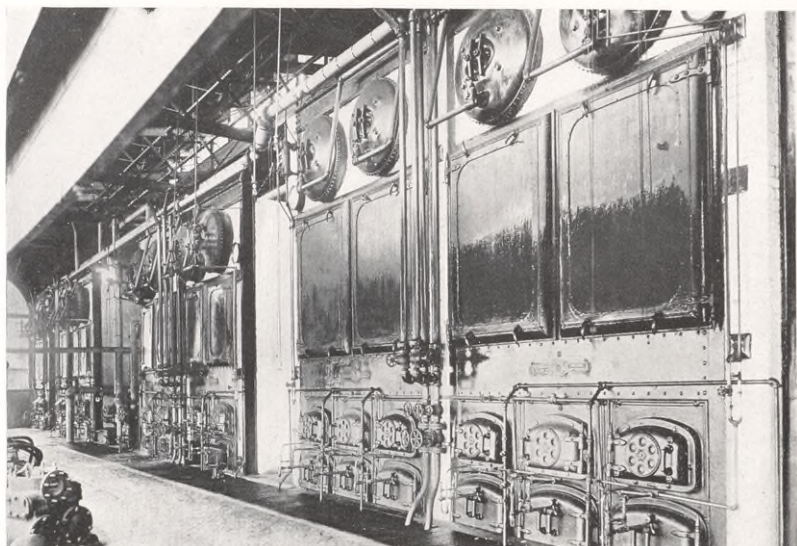


Water Works, Fort Worth, Texas



Houston Water Works—Boiler Room, Pumping Station

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Houston Light and Power Co.—Boiler Room

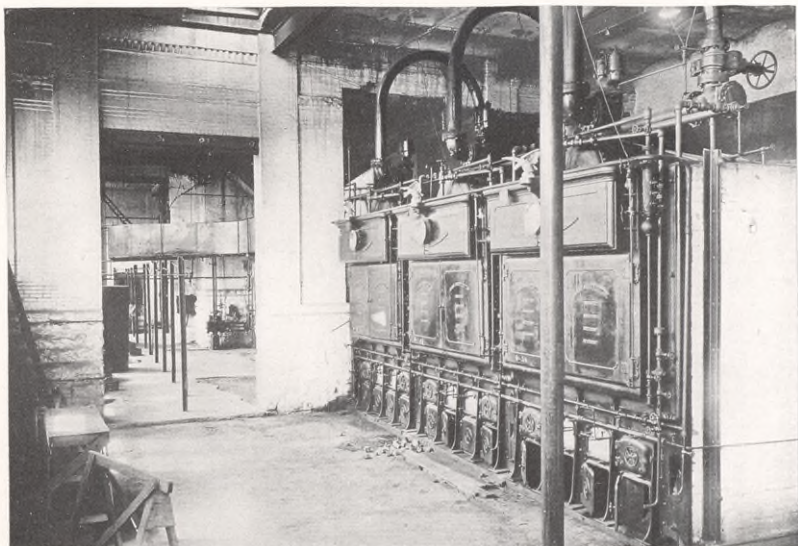
other than fuel oil to the railroads in the United States and Canada. Since our advent into the railroad game some five years ago, we have demonstrated to the railroad world at large that we can successfully lubricate the heaviest engines and fastest moving trains in this country and have increased our business from nothing to a very satisfactory sum, and we expect to double this in the next year or two.

In the handling of railroad lubrication not very many different kinds of oil or grease are required, in fact only two oils and two greases; but they must be made exactly right and out of certain stocks. Our Refining Department is furnishing us as good a grade of oil and grease as was ever used to pack a box or lubricate a cylinder, and the result has been that we have made a splendid record in our work with the roads. But it takes work and lots of it to keep everything moving smoothly on a large railroad system; and for that reason we have a corps of experts whose sole business is to travel over the roads we are lubricating, stopping off at every oiling or supply station, coaching the men in their work and pointing out errors,

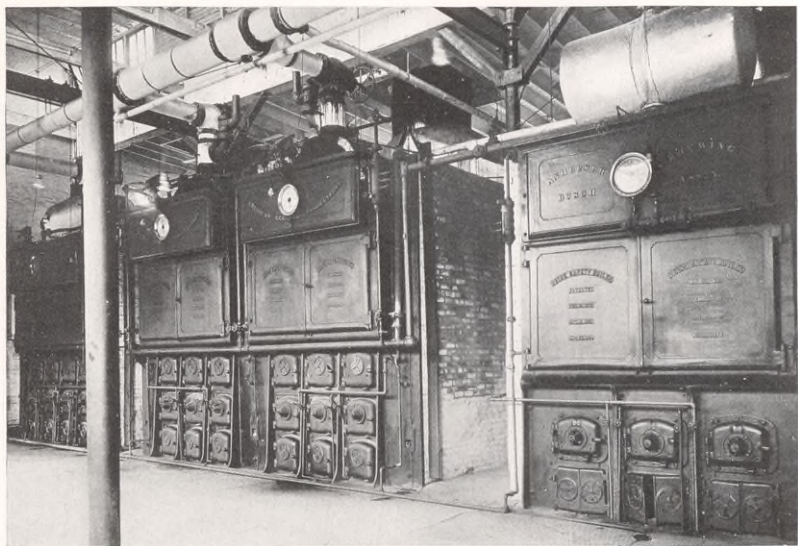
riding on the engines to assist the engineers in the economical use of lubricants, etc. All of these men are trained mechanics, knowing an engine or car from the ground up, and have naturally been recruited from the railroad ranks.

Railroad lubrication is generally handled on what is known as "Mileage Guarantee Contracts," that is, the oil company guarantees to lubricate their equipment, including only engines and passenger and freight cars, for a given sum per thousand miles run, and in case the oil company fails to do this they must refund to the railroad company any sum it cost them in excess of this amount. It is therefore essential that the matter be watched by the experts very closely, as two or three miles less per pint on the thousand miles run will increase the cost materially where the mileage made is heavy. In order that you may gather some idea of this—On the Missouri Pacific System, which we have been lubricating for the past two years and whose contract was again awarded us for another three years only recently, the engine mileage for the year amounted to a little over 35,000,000,

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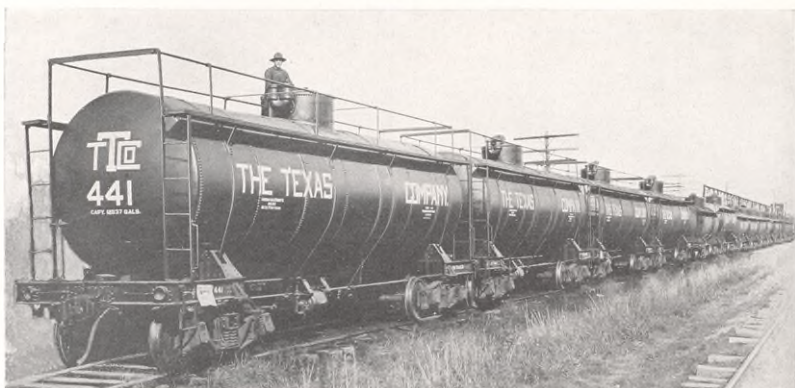


Boiler Room—Texas Brewing Co., Fort Worth



Boiler Room—American Brewing Association, Houston

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Tank Cars.

passenger cars over 64,000,000, freight cars nearly 450,000,000, and a decrease of 15 to 20 miles per pint on freight cars would mean an increase in cost of probably two-tenths of a cent per thousand miles, and this, of course, would be more marked in engine service where the higher grades of oils are used.

We have been, and are, lubricating such railroads as the Missouri Pacific System, International and Great Northern Railway, Ft. Worth and Denver City Railway, Texas Midland Railway, and Midland Valley Railway, and a great many smaller lines in the southern and western territory. We are also furnishing a large number of railroads their shop oils, headlight and signal oils, and gasoline. In fact, we have as customers on our books at the present almost every railroad of

any size in this country, including such lines as the Pennsylvania, N. Y. Central, B. & O., C. & O., Norfolk & Western, Seaboard, Chicago & Alton, Northern Pacific, Union Pacific, Southern Pacific, Kansas City Southern, Mobile & Ohio, Southern, Atlantic Coast Lines, Queen & Crescent, Texas & Pacific, El Paso S. W., Denver & Rio Grande, Oregon Short Line, C. B. & Q., C. & N. W., Milwaukee, and others too numerous to mention. In taking care of this business we depend on our agencies throughout the various parts of the country for necessary stocks and service. As the competition for railroad business is very keen, it is essential in order to secure and hold it that railroad orders be given preferred attention; and I am glad to say that our boys all along the line appreciate this and give the Railroad Division's orders prompt consideration.



Our Station and Wharf, Harrisburg, Texas

TEXACO STAR

BY THE WAY



Hampton, Va., July 1, 1914.

Editor *Texaco Star*: In recent issues of the *Star* I have noticed pictures of and remarks on different stations, ships, and other equipment of the Company, sent in by agents and clerks of the said stations, ships, etc. Inclosed please find prints of the following subjects which I would like very much to see in the *Star*, if you think they are of any value:

(1) The Texas Company's Station at Hampton, Va., in the Norfolk District. The Station is located on Hampton Creek and is used by the motor boat trade.

(2) The Texas Company's Tank Wagon, operated from the Hampton Station.

(3) The package delivery boat *Dola Lawson*, used to supply the trade on the waters of lower Chesapeake Bay and tributaries.

Realizing that all such material received cannot be used, and also knowing that this is at the best but a poor attempt to help out in the monthly edition of the *Star*, I will not be "mad" if these pictures do not appear in the next, or the next, issue of our paper. Rather it will only spur me on to greater efforts until I do contribute something that will be useful. These pictures were taken by myself, a clerk at the Hampton, Va., Station, and while not of much value in themselves I hope they

will show that I am ever ready to help the *Star* in any manner that I may be able.

Wishing you great success,

Very truly yours,

Jno. B. Bentley.

The following report is interesting, if true,—and the *Oil City Derrick* is usually good authority in such matters:

James F. Forker, sales agent for the Oil Well Supply Company, has returned from a visit to Calgary, Alberta, Canada, and to the freak "gasoline" well located 40 miles south of Calgary. The oil is of such a high gravity that it can be used as fuel for automobiles and other inner-combustion engines. It is selling for 20 cents a gallon. The output from the well is about 20 barrels a day. There were about 20 rigs up or wells drilling at the time Mr. Forker visited the field and the people of that section had gone practically distracted. Between 300 and 400 oil companies, most of them of the wildcat order, had been organized. The samples brought back by Mr. Forker show an oil water white in color, almost as volatile as commercial gasoline. The well was completed at a depth of 2,640 feet May 20.—*Oil City Derrick*.

★ ★

One big advantage of oil as a fuel in boiler work, whether marine or stationary, is the fact that with oil the boiler can be pushed way beyond its rating and an evaporation obtained that would be impossible with coal. Tests made by the United States Navy Department show that the heat absorptive power of boilers is very great, and that boilers can be pushed with little drop in efficiency far above their normal rating. The evaporation per square foot of heating surface has been increased from 3 pounds of water from and at 212 degrees to 15 pounds of water with a drop in efficiency of only 10 percent. These results show the possibilities of small boiler installations when using oil fuel.—*International Marine Engineering*.

★ ★

Upwards of a hundred companies are conducting their own schools at the present time, both because the preliminary training of their employees is unsatisfactory and because specialized training, which public schools cannot give, is a profitable investment for the employer.—*Engineering Record*.

★ ★

"Bill's going to sue the company for damages."
"Why, what did they do to him?"
"They blew the quittin' whistle when 'e was carrin' a 'eavy piece of iron, and 'e dropt it on 'is foot."—*Everybody's Magazine*.

A woman, wearing an anxious expression, called at an insurance office.

"I understand that for five dollars I can insure my house for a thousand dollars in your company."

"Yes, that is right. If your house burns down we pay you one thousand dollars."

"And," continued the woman anxiously, "do you make any inquiries as to the origin of the fire?"

"Certainly we make the most careful inquiries, madam."

"Oh!"—and she turned to leave the office—"I thought there was a catch in it somewhere."—*The Texas Interurban*.

Goat: Anything of yours that your enemy gets.
—*The Philistine*.

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.	W. L. Conover, Houston.
Legal Dept.	A. E. Weber, New York.
Treasury Dept.	F. C. Pannill, Houston.
Comptroller's Dept.	Lee Dawson, Houston.
Sales Dept., S. Territory	B. E. Emerson, Houston.
Sales Dept., N. Territory	J. K. Pouncey, New York.
Export Dept.	D. A. Vann, Houston.
Purchasing Dept.	S. Slattery, New York.
Railway Traffic Dept.	J. B. Nielsen, New York.
Producers	J. E. Byrne, Chicago.
	J. W. Painter, Houston.
	P. C. Harvey, Houston.

PIPE LINE DEPT. Supt. J. G. Quinn, Wichita Falls, Texas, departed Aug. 1 for the Great Lakes to spend a much needed vacation. Friends of Mr. Quinn in Texas will look forward each day for the expressman, expecting a shipment of lake trout, as we understand he is an expert fisherman, having had considerable experience in West Virginia oil fields.

Earl Sturm, formerly connection foreman at Electra, has been transferred to the Dallas District.

H. M. Phillips, of Engineering Department, Wichita Falls, Texas, has been transferred to Shreveport, La.

F. A. Higginbotham, formerly located at Corsicana, has been transferred to Dayton Station, replacing Dan Hickey, who has been transferred to Electra.

Ben Davis, Chief Clerk to J. L. Dowling, has returned from his farm in Central Texas. He reports a bumper crop of "Ben Davis" apples.

G. H. Speary has returned from a trip to Eastern points, including several of the cities where they indulge in baseball.

D. F. McMahon was recently host to the "summer widowers" and a number of other friends. Mr. McMahon's home was artistically decorated, the prevailing colors being red, white, and blue. Refreshments were served during the evening under the supervision of Mr. D. A. Vann.

FUEL OIL DEPT. Vice President Noble returned home on July 4 after accompanying his family to the

White Mountains where they will remain the balance of the summer.

D. F. McMahon, Assistant Manager Fuel Oil Department, made a short trip to Jennings, La., where Mrs. McMahon and young Denny are spending the summer with her parents.

D. W. Fitzgerald, Lubricating Expert located at St. Louis, spent a week in Houston during July. Fitz considers himself the Six Cylinder Kid when it comes to passing judgment on Grease.

J. A. Brownell, after having strayed away from the fold for a year or so, has come back to good company and is now stenographer for Vice Pres. Noble.

S. J. Lones, Chief Clerk for D. F. McMahon, left July 22 to spend a vacation with his parents at Baird, Texas. We understand that the citizens of Baird are arranging a reception for him that will make that part of the country sit up and take notice. They think a lot of Selman out that way.

T. E. Adler, Fuel Oil Salesman, who has been working Oklahoma territory for some time, is spending the last week of July in Houston.

REFINING DEPT. H. M. Snyder, chief clerk of the Southern Terminals, left July 2 for Glen Hazel, Pa., having been called home on account of the illness of his father.

L. D. Fletcher of the Houston Office, accompanied by his wife, is visiting his parents at Lima, O.

J. H. Bissonnet has accepted a position in the General Office at Houston.

F. C. Smith, General Superintendent Port Arthur Works, is spending a vacation in Salt Lake City and in Colorado.

D. J. Moran of the Engineering force at Port Arthur Works spent several days in Houston visiting with his father, Mr. M. Moran of Tulsa, Oklahoma.

H. B. Elmendorf has entered the service of the Company at Port Arthur Works and has been assigned duties with the Engineering force.

W. D. Hanna has been employed at Port Arthur Works to assist with the stenographic work.

H. H. Detwiler resigned from the Laboratory force at Port Arthur Works on June 29.

R. L. Drake, Supt. of the Case and Package Division, was a Houston visitor in the latter part of July.

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C. F. Lufkin, son of President Lufkin, has returned to the north after spending a month acquainting himself with the operation of Port Arthur Terminal, Port Arthur Works, and Port Neches Works. He claims to have only one regret incident to his stay—he failed to place his money on the dog instead of the badger. Even at that he showed his sporting proclivities to be of a high order.

Bruno L. Durst, civil engineer, recently transferred from Port Arthur Works to Port Arthur Terminal, resigned June 30.

L. A. Taft, chief clerk Amesville Terminal, is spending his vacation visiting friends and relatives in Olean, N. Y.

Asst. Supt. A. E. Manley of Delaware River Terminal was in charge of Norfolk Terminal for about one month while Supt. Wall was visiting at Delaware River Terminal.

Miss Helen G. Gilbertsen entered the service of the Company at Bayonne Terminal and will assist with the stenographic work at that point.

R. W. Tate and A. Bender have joined the force at Bayonne Terminal.

J. R. Armstrong has accepted a position at Providence Terminal, and has been assigned stenographic duties.

F. H. Mitchell has been employed as stenographer at Portland Terminal.

W. J. Salmond, general warehouseman at Portland Terminal, resigned June 13.

O. C. Butcher has been transferred from Bayonne Terminal to Portland Terminal where he has been assigned clerical duties.

Charles Barlow of the New York office of the Terminal Division relieved Chief Clerk Busbey of Providence Terminal July 13 to 27 while the latter was on a vacation.

A. E. Price, formerly at Port Arthur Terminal and now a student at Cornell University, is employed in the New York Terminal office during summer vacation.

F. W. Kruger of the New York Terminal Office is on the sick list.

L. W. "Cy" Lindsay, New York Terminal Office, accompanied by one of his Bowling Club friends, Frank Snyder, is spending his vacation around Olean, N. Y.

H. T. Miller of the New York Terminal Division Office returned July 20 from his vacation at Bethel, N. Y. He reports good pike fishing, a catch of 18.

R. W. Taylor, New York Terminal Office, has returned from his vacation,

which included a trip to Bolivar, N. Y. and Washington, D. C.

MARINE
DEPT.

South American is the new name that has been assigned to the tug *Hornet*.



Tug South American (ex Hornet)

Thomas F. Purcell, Marine Department, Accounting, is leaving New York for the Catskill Mountains for the benefit of his health; he takes with him the best wishes of his fellow-workers in the Department for a complete and speedy recovery.

S. E. McKee, formerly Chief Clerk of Marine Dept. at Port Arthur, arrived in New York July 18, and will hereafter be with the Marine Department at New York.

EXPORT
DEPT.

Mr. F. H. Schlesinger has been transferred to the Continental Petroleum Co., Antwerp.

Hong Kong, April 25th, 1914.

The Texas Company,
New York.

Dear Sirs:

We take this opportunity to thank you for having despatched to us a few copies each of the February and March edition of "Texaco Star," which have proved very interesting reading indeed, to us as well as to some of our Chinese friends, and we have no hesitation in saying that these pamphlets have greatly impressed our Chinese friends and thus form an excellent advertisement for your esteemed Company. We would, therefore, suggest that you will kindly continue sending us regularly further numbers of the "Texaco Star," and if you can spare 12 copies of each edition we would distribute them amongst our friends.

We remain, Dear Sirs,

Yours faithfully,

Reuter, Brockelmann & Co.

We send a newspaper clipping received from our Hongkong representatives, giving an interesting account of an audacious piracy. As piracy in the minds of a great many is a thing of the past, it would be interesting to reprint this article, or part of it, in the *Star*.

[Part of an article from the Hongkong Daily Press, Wednesday, April 29, 1914—Ed.]

We have had in recent years to record many piratical outrages on river-steamers plying between

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Hongkong and the West River ports, but the outrage on the *Tai On*, of which news reached the Colony early yesterday morning, is one of the most audacious in the record.

The *Tai On* cleared Monday night at her usual time, 7 o'clock, for Kongmoon, carrying a general cargo, 363 passengers, and crew of about 40, the officers being Captain Wetherell, Chief Officer Evans, and Chief Engineer T. D. McCartney. About 10 o'clock, the steamer being off Kai Au near Macao, a number of pirates among the passengers made their presence known. Armed with Mausers, they threatened the terrified passengers. The Captain, in his cabin, heard a noise of many people rushing, followed by pistol shots. He rushed to the bridge, seizing a duck-shot gun, and was in time to see the first pirate attempt to clamber on to the bridge. He fired, and the robber received the full charge in the stomach. The other two officers and two Portuguese guards were on the bridge. They offered a determined resistance and ultimately drove the pirates from the bridge deck. Some of the pirates actually got on the bridge, and the Chief Engineer had a narrow escape. A pirate had him by the throat, when Captain Wetherell shot the would-be murderer. Some of the duck-shot lodged in the Chief Engineer's hips.

When the pirates retired to the lower decks they stopped the engines, plunged the ship in darkness by cutting off the electric light, and put the steering gear out of order. They then broke open tins of kerosene among the cargo and set fire to the ship fore and aft. By some it is believed that this was done with the object of cowing the Captain and his gallant band to submission; by others it is suggested that they fired the ship in a frenzy at being balked. In any case, the fire spread so rapidly that within a few minutes she was alight from stem to stern, and among the first objects to be destroyed were the boats. Many of the Chinese passengers and crew leapt overboard and swam about in the muddy water, others hung over the sides of the vessel. Many must have succumbed either from drowning or from burns. The distress signal was hoisted, rockets sent up, and whistles blown.

At about 10:20 P. M. Captain John Somerville of the *Shun Lee* observed the rockets and heard the ill-fated steamer's whistles. He immediately steered his vessel toward her. On getting up to her, he dropped anchor in 12 feet of water about four cables from the *Tai On*. He promptly ordered three boats out, and about 11:30 P. M. the three boats pulled away to the burning ship. From that time up till 4 o'clock yesterday morning they were plying to and fro picking up people from the water. The *Shiu On*, *Hoi Sang*, and *Wo Kwai* also observed the signals of the *Tai On* and boats were sent out from these steamers also. Spectators of the scene describe it as one never to be forgotten. The flames brought the *Tai On* out in strong relief, and the cries and screams of women and children struggling in the water made a night of horrors that will live forever in the memory of those who participated.

The Captain and Chief Engineer were the last to leave the *Tai On*, thus adhering to the high traditions of British seamanship. Both jumped overboard. The Chief Engineer was picked up by the *Shiu On*, which rescued 32 others. Captain Wetherell was picked up by the *Wo Kwai*

and was transferred to the *Hoi Sang*, which also saved several others. The Chief Officer of the *Tai On*, who had dropped overboard about a quarter of an hour before the Captain, has not since been seen and grave fears are entertained as to his fate. The *Shun Lee* conveyed about 120 survivors to Hongkong yesterday morning. The *Hoi Sang* was the first to arrive. Altogether just over 160 were brought to Hongkong, and some of these are pirates. The firing of the vessel placed them in the same plight as the passengers. All the survivors have been detained pending inquiries. Seven were sent to hospitals suffering from bullet wounds or burns. The Chief Engineer was also sent to the hospital.

Our representative interviewed Captain Wetherell early yesterday morning. He was obviously a bit unnerved, but excepting that his hair had been badly burnt and powder marks on his hands, he was little the worse for his nerve-wracking experience. He told his tale simply and modestly. He is not a man to respond to an invitation to give a "descriptive" story. From other sources we learn that the skipper was much too modest in speaking of the part he played. He praised the Portuguese guard highly and said it is to them that the European officers largely owe their lives. The ship usually carries four Portuguese guards, but on this trip only two were on board. One, named Dies, was formerly a soldier at Macao, and the other, named L. J. da Silva, is a married man with a family residing in Hongkong. Both are reported missing.

Captain Wetherell said that the spot where the pirates made their attack was just where the *Tai On* was pirated about twelve months ago, and where the *Shing Tai* was held up only a month ago. The *Tai On* was a vessel of 468 tons register, owned by the Kwong On Steamship Company. She flew the British flag.

PURCHASING
DEPT.

Congratulations and best wishes of all are extended to Mr. E. A. Johnston and Miss Margaret McKinnon, who were married in Brooklyn, N. Y., June 30, 1914.

SALES DEPT.
S. TERRITORY

General Assistant J. A. Gray of the Central American District sailed on July 24 for a trip over his territory.

Speaking of "pop" balances: H. J. Ueber, handling Ledger No. 4 in the New Orleans District, the heaviest of the four ledgers, has secured fifteen consecutive pop balances—February 1913 to April 1914 inclusive. In May 1914 he was out one cent, but came back in June with another pop balance.

After demonstrating the economy in the use of Texaco lubricants over competitive products in a large saw-mill last month, Mechanical Engineer Downs was rewarded with a standing order for shipment weekly of eleven barrels of lubricating oil and two barrels of kerosene.

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Superintendent Cook has returned to Atlanta from a ten days tour of Florida.

S. E. Monroe spent about ten days with salesmen Taylor and Sanders in South Carolina. Mr. Monroe has made record-breaking sales of Specialties and Lubricating Oils. The following is from a letter from Salesman M. C. Sanders to Mr. Monroe, after spending a week with him:

I must tell you of an experience today in demonstrating Harness Oil. I went to a man's store and could not find a piece of leather anywhere, but the thought of my belt occurred to me, so proceeded to remove it and show how nicely this wonderful product would disappear into the leather and not soil a white shirt. It worked like a charm and I landed the order. It is now late, so must get some sleep and be ready to Hit the Ball tomorrow.

This is the true Texaco spirit: "The Whole Line All the Time."

During the past month, Griffin, Ga. has been added to our list of stations. A. S. Gossett has been appointed Agent. Griffin is a wide-awake little city, and as Mr. Gossett seems to be an active agent we are expecting good results from this latest addition.

General Assistant B. F. Johns and Lubricating Assistant William Reynolds have taken up their new duties, and are busy in their respective fields. Mr. Reynolds has moved his family from Charleston to Atlanta and has started on his new work with the same vim that won him such great success as a lubricating salesman in South Carolina.

Agent C. H. Newton at Greenville, S. C., has asked for a two weeks vacation which he intends to spend at Hendersonville, N. C. Congratulations.

J. C. Meintzer is to be complimented on sales of Specialties and Lubricating Oils.

W. W. Allen, Salesman, North Georgia territory, continues to send in many good orders for Specialties and Lubricating Oils.

Chief Accountant Murdy is on his vacation. Just before leaving, several of the boys asked him confidentially whether he was going to board or keep house on his return. We have our suspicions.

S. L. Gilreath, formerly Tank Wagon Driver at Greenville, has been appointed Agent at Sumter, S. C. We wish him success.

H. T. Wood is making a good showing in his territory around Albany, Valdosta, and Waycross.

R. T. Hanna was appointed City Salesman at Atlanta on June 1. Mr. Hanna

has made many friends in Atlanta and is to be complimented on his showing in lubricating sales to the Smoke Stack trade.

Superintendent Cook has been wondering where all the oil is used that Agent Denham at Milledgeville, Ga., is selling.

O. F. Taylor is to be congratulated on sales of Specialties and Lubricating Oils. His reports are sure cure for sore eyes.

W. H. George, Agent, Atlanta, Ga., continues to show big lubricating sales.

Atlanta leads the District in the sale of Motor Oil. At the recent three-hour-continuous-running-at-maximum-speed test made on the new 107 H. P. American-LaFrance Fire Engine, purchased by the City of Atlanta, Texaco Motor Oil "H" was used with entire success.

Although our competitors jollied themselves into believing they had cinched the largest oil mill and gin contract in the Oklahoma District, Superintendent Galbraith reports a renewal of same.

Salesman J. T. Foresee and wife are the proud parents of an eight pound baby girl. They have christened the young lady Maxine Rosemand.

Agent Finch holds the record for pleasant surprises, securing in one week three large lubricating contracts after they had been reported closed two weeks prior by our competitors.

George A. LaBrant, clerk at Chickasha station, claims the title of Superintendent of Construction of the Oklahoma District. George is building a barn for the Company at Hugo, Oklahoma.

F. C. Smith, General Superintendent Port Arthur Works, paid the Pueblo Office a very pleasant visit in July.

On July 15th and 16th there was held in Denver a Salesmen's and Agents' meeting. Future Orders were discussed and our campaign for next year outlined. We also mapped a special campaign on axle grease during the next three months, and we expect a much better showing on that product. Specialty sales were discussed thoroughly and all present were impressed with the idea that "The Whole Line All The Time" was the Company slogan in all Districts, and that the Pueblo District sales force must adopt same if we were to keep the pace set by other Districts. Collections were discussed and all agreed that we had considerable room for improvement and promised to work towards that

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end. Keeping up equipment, securing better movement on iron barrels, and cutting out all unnecessary expense were gone into thoroughly by Supt. Monroe and Western Representative Freeman. Much good was accomplished and all report a pleasant and profitable time.

We wish to extend our sympathy to Agent Raizon, Trinidad, Colorado, in his recent sad bereavement, the death of his father, Dr. Raizon.

LUBRICATING DIVISION HONOR ROLL, JUNE 1914.

J. McAdams, Dallas District
W. M. Brown, Dallas District
O. S. Calloway, Dallas District
W. E. Bradford, Dallas District
Wade Cowan, Dallas District
L. B. Torrey, Dallas District
T. E. Meece, Houston District
W. C. Arnett, Houston District
F. H. Sullivan, Houston District
M. C. Sanders, Atlanta District
R. T. Hanna, Atlanta District
Wm. Reynolds, Atlanta District
C. S. Campbell, Birmingham District
C. S. Meece, El Paso District
A. F. Fegan, El Paso District
R. L. Howell, El Paso District
R. H. Comeaux, New Orleans District
A. F. Renaud, New Orleans District
B. F. Johns, New Orleans District
F. E. Castleberry, New Orleans District
J. D. Barton, Pueblo District

Twenty-one names this month, but still room for twice that many. Be an Honor Man this month.

A promise made is honor pledged, and to break it is to weaken the entire structure of character. Confidence between man and man rests on the belief that promises will be filled. The surest way to establish a good name, gain respect, and show love of principle and honor, is to FAITHFULLY keep every promise made, even though embarrassment and loss may result to you in carrying it out.—*Selected.*

Will Carroll, new salesman traveling out of Waco, and H. A. Forman, traveling out of Austin, recently succeeded men promoted to higher positions on account of the excellent showing made in their respective territories. The new men are determined to surpass their predecessors. Watch for their names on the Honor Roll.

H. B. Roeder (El Paso District) whose name was on the Honor Roll last month, fell short of it for June by a narrow margin. His July reports promise an early opportunity to welcome him back among the top-notchers.

Uncertainty as to crop conditions in Oklahoma has been holding back some of the boys up there. Now that all-around

bumper crop is assured, those who have been chafing at the delay in placing orders for harvest needs are going after all the hardware and general stores, gins, oil mills, compresses, grain elevators, etc., with a rush and a promise of new names on the Honor Roll.

June 16, 17, and 18 were great days for Agent Hammett, Vicksburg, Miss. A contract was closed each day covering "Everything in the book." Hammett says it is the "Original Noise That Counts."

Rene Trahan, new Agent at Meridian, Miss., has been thoroughly coached by Salesman R. W. McLaurin in the science of selling Texaco Motor Oil. Mr. McLaurin says "Trahan is going to surprise you."

For the benefit of those representatives who are sometimes inclined to forget that the word Texaco is synonymous with Quality and attempt to excuse a failure because a competitor cut prices, the following facts are offered for consideration: Salesman P. H. Wilson and R. W. McLaurin (New Orleans District) closed a five hundred barrel lubricating contract during July at an average of 25 cents per gallon higher on Cylinder Oil, 2 cents per gallon on Engine Oil, a fraction of a cent on Castor Machine Oil, 2½ cents per pound on Cup Grease, and a quarter of a cent per pound on Car Grease. The competitor had two of their crack salesmen, their Special Agent, and Special Mechanical Engineer, on the ground making every possible concession to secure the contract.

Agent Craig, Macon, Ga., sends in the following report for July 4:

The Texas Company enjoyed a barbecue of young pig and "trimmings" at Lakeside today after delivering 500 gallons of Gasoline.

W. G. Craig and Family.
E. O. Ling and Family.
J. T. Ellis and Family.
W. H. Greer and Family.

"Some pig" was the general sentiment.

A few days later Mr. Craig sold a carload order of lubricating oil and gasoline to a new customer, at prices far above competition. Was it the "young pig" or the "trimmings?"

Mr. Craig's versatility is further shown by his activities as a moving picture star. He tells it in this way:

Called at Parker Quarries this morning to talk Crusher Oil and found them taking a moving picture of the Works. Mr. Parker asked Mr. Ellis, of the Ellis Garage, and myself to take the part of two tramps, which we did, and pulled off a nice piece

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of Texaco advertising by drinking out of a Texaco Motor Oil Can which we were supposed to find in a wrecked car with some valuable papers.

Several years ago C. J. Reed was a confirmed lumber salesman. He was sales manager for the Gulf Lumber Company at Fullerton, La., for several years, and had also been connected with the Industrial Lumber Company in the selling end.

A little over a year ago he left the lumber business and went out for The Texas Company, selling Texaco Roofing to the sawmills of the Southwestern territory. He has made the biggest kind of a hit in this business, and has closed contracts with many dozens of big mills for the roofing that covers their mills, planers, sheds, etc. He also calls on the naval stores people, and has been singularly successful in selling them roofing. He is a big, powerful, good-natured, iron-gray man of the hustling type, and he has become known to The Texas Company

forces as a "Big Contract Man."

If you are interested in a fireproof and substantial covering for your mill or sheds, a line to Mr. Reed, care of The Texas Company, at Houston, will bring him swiftly into your presence, and after that all doubts are futile, for he carries conviction with him; also the "execution" of contracts is the "mainest" part of his business.

We present herewith an excellent illustration of Mr. Reed. The face is his. The rest is "Texaco." May they both live long and prosper.—*The Gulf Coast Lumberman*.

[Readers of the *Texaco Star* will recall that it was Mr. C. J. Reed who wrote the roofing advertisement printed in our February issue. The Manager of the Advertising Division says, if all Mr. Reed's selling talk is as good as that particular sample, he does not wonder at his success in selling "The Mark of Quality" roofing.—Ed.]

SALES DEPT. This mystifying portrait
N. TERRITORY of Mr. Tipper came in by
Transatlantic Wireless.



H. T. in London.

We were at a loss to explain his apparent lack of funds. Our first thought was that

he had sat in a "friendly game" on the steamer, or that he had been obliged to pay heavy duty on the new advertising ideas he brought into England. We also entertained the idea for a while that perhaps Mr. Tipper was seeking material for a book entitled, "An Ad Man Afoot in England," or "How to See Europe Without Money." We made inquiries at his office. They informed us that Mr. Tipper's money was perfectly safe—just where he left it—on his bureau at home. To be real truthful, we cannot say that this is how Mr. Tipper looks, but we do know that this is how he felt when he missed his wallet just eight minutes before the steamer sailed. We also wish to state that the artist will take his vacation one day before Mr. Tipper returns.

E. W. Conkling, salesman in New York District, has been transferred to Chicago District. New York regrets losing Mr. Conkling, but his home is in Detroit and he desires to be as near his fireside as possible. Fred E. Smith has been appointed to cover the territory formerly handled by Mr. Conkling.

Miss E. E. Kenner has been added to the office force of the Lubricating Division, New York District.

F. D. Shields, formerly our Buffalo, N.Y. representative, has been appointed to handle special business in New York State previously taken care of by F. H. Knight.

Texaco Gasoline and Motor Oil secured another victory in the recent race of the

TEXACO STAR

Invincible Motor Cycle Club of Brooklyn, N. Y., as confirmed by the following letter:

Mr. J. P. Gruet, Jr.,
Supt. Texas Oil Co.

May 29, 1914.

Dear Sir:

I had the pleasure of receiving a gold medal and a perfect score in the Invincible Race on their spring run which they recently held, and will say that I lay part of this good showing to the Texas Gasoline and Oil which I used. My engine never ran better before. We entered eleven members of our club in the run, and seven came home with a clean slate.

I sincerely wish you and your company the same luck that your gasoline and oil brought to me and my fellow club members, a gold medal which I have no doubt will come to you in the near future when the people find out as I have the GOOD that's in GAS and OILS.

Here's hoping you good health, and a bright future for you and your Company.

(Signed) George A. Ellis.

R. E. Armstrong, Supt. of the Houston District, who injured himself by falling on a bathtub at his hotel when attending the combined meeting last October, has been in New York to consult with specialists. We regret the cause of Mr. Armstrong's trip, but were mighty pleased to see him. He takes back many messages to our friends in the South.

D. A. Vann of the Houston Office was a welcome visitor at the New York Office recently. We had Coney Island in good working order, and regretted Mr. Vann could not take the time to look it over. R. C. Galbraith of the Tulsa office was along with Mr. Vann and we were very sorry their stay was so short.

F. J. Shipman recently left for a trip to the Pacific Coast where he will visit the U. S. Navy Yards to line them up on our new Lubricating contract. Mr. Shipman will return by way of Port Arthur, and will then visit the Navy Yards along the Atlantic Coast.

J. L. Tinney, who formerly solicited Government business at Philadelphia and vicinity, has been transferred to the New York Office, and is working in connection with Mr. Shipman. Mr. Tinney succeeds Fletcher H. Birch, resigned.

A. L. Kennedy, for several years Station Auditor in Northern Territory, Comptroller's Department, was recently appointed Station Operating Inspector in the Boston District. We are glad to welcome Mr. Kennedy to the Sales Department.

E. H. Oakley, who was formerly connected with the Land department in the New York Office and resigned to take up other work in New Mexico, has again become connected with our Company as

Station Operating Inspector in the Boston District.

Willis B. Troy, for a number of years Sales Manager for the New York Lubricating Oil Company, is now a member of The Texas Company forces and is inaugurating a special Motor Oil campaign.

Purchasing Agent E. A. Johnston is receiving congratulations from his many friends in the Sales Department on his recent marriage to Miss Margaret M. McKinnan of Flatbush, N. Y.

Tommy Stocks, agent at the Greensboro, N. C., Station, has a new employee—Tommy, Jr.; but this youngster has not been entered on the payroll as yet owing to the child labor laws in North Carolina, he being only about a month old. The boys of the District Office suggested to "Fine Business" that he name the boy "Nabob."

Salesman Cope, who succeeded in landing the business of the Greek battleship *Kilkis* (the old U. S. S. *Mississippi*), has also succeeded in adding the words "Dolphin Oil" to the Greek language. It is a treat to hear W. B. say "Dolphin Oil" in Greek.

Cashier H. T. Doran is visiting his people in Philadelphia, and is meeting his old friends in the Philadelphia Office.

The Roanoke, Va., Danville, Va., and Wilmington, N. C., Stations will soon open for business. Our prospects at these points are very bright.

As a slight token of the friendly feeling and as an appreciation of the many kind acts of our ex-Superintendent, the Norfolk District employes presented to Mr. F. D. Gatchell, now Assistant Manager of the Sales Department, N. Territory, a Howard watch. We feel sure the "Boss" will enjoy keeping up with the times by this souvenir.

The Texas Company has recently closed contracts with the Peoples Gas Light & Coke Company of Chicago covering a number of their plants in the vicinity of Chicago. The contracts cover a period of three years beginning in the Fall, and in the aggregate involve the delivery of 1,750,000 barrels of gas oil. The contracts were made after exhaustive comparative tests between Texaco Gas Oil and competitive oil. Representatives of the Peoples Gas Light & Coke Company are willing to state that The Texas Company product is substantially more efficient than the oil in comparison with which it was tested.

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** Making the Big Plan Work, by T. T. Cook—*System*, July 1914.
 Making advertising, etc., express house policies.
 From the Customer's Viewpoint, by E. C. Simmons [Head of the largest hardware house in the world]—*System*, July 1914.
 The Case of the Inventor—*The Iron Age*, June 18, 1914.
 Liberality by employers pays.
 The Spirit of the House, by D. L. Hanson—*System*, July 1914.
 The Workshop of England, by Theodore H. Price—*The Outlook*, July 25, 1914.
 Saving Time in Paying Men, by Jedediah Treat—*System*, July 1914.
- COMPTROLLER** I. Economics of a Manufacturing Business, by Forest E. Cordullo—*The Iron Age*, May 7, 1914.
 First of a series of articles to make clear the facts which affect costs.
 II. The Depreciation of Factory Equipment—*Ibid*, May 14.
 Sinking fund often incorrectly figured—Several things affecting useful life of apparatus—Second-hand value.
 III. Capital Costs in a Manufacturing Business—*Ibid*, May 21.
 Three types of Amortization—Charges to be made on account of insurance, taxes, and repairs.
 IV. Labor and Other Costs in Manufacturing—*Ibid*, May 28.
 Establishing value of second-hand apparatus—Outline of overhead and miscellaneous charges—Nine elements of labor cost.
 V. Bookkeeping of Manufacturing Costs—*Ibid*, June 4.
 Elements of the cost of material—Shop accounts to determine sources of profits and time value of assets, etc.
- FUEL OIL** Fuel Oil in the Southwest, by Wm. B. Phillips—
 Bulletin No. 90, June 1914, American Institute of Mining Engineers.
 Burning Fuel Oil Under Boiler, by W. G. Greenless, *Power* June 9, 1914.
 Testing Steam Consumption of Oil Burner, by R. T. Strohm—*The National Engineer*, April 1914.
 Steam jet affords most satisfactory atomizing agent.
- REFINING** Extinguishing Fires in Oils and Volatile Liquids, by E. A. Barrier—*Journal of the American Society of Mechanical Engineers*, April 1914.
 Preventable Losses in Factory Power Plants. VI. The Steam Piping and the Engines, by D. M. Myers—*The Engineering Magazine*, July 1914.
 See *Comptroller*.
- ENGINEERS** Status of Engineering Organization in the U. S.—*Engineering Record*, June 13, 1914.
 From presidential address of Hunter McDougal before Baltimore Convention of the American Soc. of Civil Engineers.
 Canada's Largest Elevated Tank—*Engineering Record*, June 20, 1914.
 Special curve for bottom—giving considerable less depth than hemispherical bottom and maximum capacity for steel used.
- SALES** Bad Debts and Hidden Losses, by Wheeler Sammons—*System*, July 1914.
 When Salesmen Help You Buy, by Johnson Heywood—*System*, July 1914.
 South Carolina State Department of Agriculture, Bulletin No. 44, May 1914, by E. J. Watson, Commissioner.
 Reports on samples of gasoline and kerosene.
 Maintaining Oiled Macadam Drives in Detroit—*Engineering Record*, July 11, 1914.
 Cutting Lubricant and Its Application to Turning and Boring Tools, by Albert A. Dowd—*The Engineering Magazine*, July 1914.
 Practical information concerning lubricants, with formula therefor, and delivery of lubricant at point of cutting tool.
 Advertising Policies that Hold Customers, by E. S. Rogers—*System*, July 1914.
- EXPORT** International Relations of the United States—*The Annals of the American Academy of Political and Social Science*, Vol. LIV, Whole No. 143, July 1914.
 Including some very valuable articles mainly concerning Mexico, Central America, South America, and the Orient.
 The National Foreign Trade Convention—*The Iron Age*, June 4, 1914.
 Export Manufacturers' Page—*The Inter-American*, June 15, 1914.
 Columbia's Resources and Possibilities, by Charles M. Pepper—*The Iron Age*, June 4, 1914.
 The Proper Way to Promote Foreign Trade, by John Clausen—*The Annalist*, July 27, 1914.
- R. Y. TRAFFIC** Graduated Railroad Transportation Rates, by J. F. Townsend—*The Iron Age*, June 18, 1914.
 Larger freight cars, heavier loading, and scale rates to encourage good loading.
- PRODUCERS** Recovery of Oil in California—*The Annalist*, July 20, 1914.
 Only 5.9 per cent of oil in the California fields will be recovered for marketing, unless more efficient methods are used.
- GENERAL** The Practical Introduction of Efficiency Principles. VII., by C. E. Knoeppel—*The Engineering Magazine*, July 1914.
 Results of Scientific Management, by George D. Babcock [Production Manager H. H. Franklin Co.]—*American Machinist*, June 18, 1914.
 The Same, but fuller, in *The Iron Age*, June 4, June 11, June 18, and June 25.
 Training the Worker Within an Industry—*The Annalist*, July 20, 1915.

ANOTHER CHANCE FOR THE PRIZE—

The Advertising Division has decided to hold off announcing the winners of the contest until next month.

We are doing this to give everyone sufficient time to send in at least one good idea.

Some of you mailed your "ads" to Houston, which meant that they arrived at this office too late to be passed upon and put into shape for printing.

Now you all have another chance—there is no limit to the number of "ads". Any employe can submit.

Keep sending them in. While we have a drawer full of "ads" now, we want more.

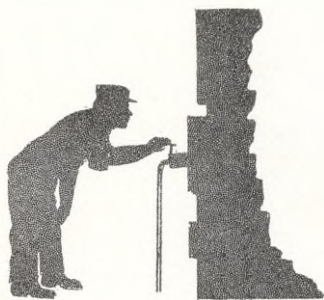
Everybody is invited to try for the gold and silver Texaco prize fobs. Remember it's the idea that counts.

THE TEXAS COMPANY,
ADVERTISING DIVISION,
17 BATTERY PLACE,
NEW YORK.



BANISH THE STOKE HOLD

Increase Efficiency—Reduce Labor Charges



Make steam the modern way—with
TEXACO FUEL OIL