

The TEXACO STAR

For Employes of The Texas Company



Vol. XIII

FEBRUARY 1926

No. 2



HE FRONT COVER shows the best and most authentic statue portraiture of George Washington, executed by the renowned French sculptor Houdon. Familiar to Americans is Houdon's bust of Benjamin Franklin, and in Europe famous works of his are too numerous to mention.

The year 1926 A. D. has been designated "Jefferson Year," being the sesquicentennial of the Declaration of Independence and the Fourth of July of this year being the hundredth anniversary of the death of Thomas Jefferson.

It is an interesting coincidence, illustrating Jefferson's knowledge and appreciation of art, that it was he who arranged in Paris for Houdon to go to America to make this statue of Washington for the State Capitol of Virginia. The date of the statue is 1785. Houdon spent some time with Washington at Mount Vernon where he modeled the bust, but he completed the statue in Paris.

In recognition of "Jefferson Year" there is an article in this issue from data supplied by the Virginia State Chamber of Commerce, but in this editor's estimation the premier place in our February issue belongs perennially to Washington—First in War, First in Peace, First in the Hearts of His Countrymen.

*For the photograph of the statue
we thank the Virginia State
Chamber of Commerce.*

The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XIII

February 1926

No. 2

"All for Each—Each for All"

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

Copyright, 1926, by The Texas Company

While the contents of this journal are copyrighted other publications are welcome to reprint any article or illustration provided due credit is given to The Texas Company.

Advertising Program for 1926

A splendid portfolio, bound in a handsome flexible cover stamped with the best gilt and colors for Red Star and Green T beautifully embossed, presenting the Advertising Plan for 1926, has been issued by the Advertising Division to all Texaco salesmen.

The work is, as Superintendent Vos says in a letter of transmittal, "a monument to the wholehearted coöperation of many individuals and departments in the Company."

Forewords by Superintendent Geo. W. Vos, Vice President W. W. Bruce, and Manager Sales Department H. W. Dodge, describing its purposes and the uses to which it should be put, are most encouraging, suggestive, and stimulating.

Sales representatives of The Texas Company, of every kind, if they use this portfolio, and use it well, will have their ways smoothed for them to an extraordinary degree. Armed with this they should be able to take their pick for local distributors of Texaco Products.

The sales forces of The Texas Company have always had an advantage in the unexcelled quality of the products supplied by the Refining Department.

They are now enabled to show all dealers and prospective dealers, in striking and con-

vincing ways, what The Texas Company has done, is doing, and will continue to do with ever increasing effect, to develop public knowledge of Texaco products and confidence in them. The steady growth in the demand for Texaco, thus secured to the dealer without expense on his part, makes his job easier and his profits greater.

Every dealer appreciates skillful coöperation. The national advertising we are doing is unquestionably bringing people to the Texaco Pump and the Texaco Lube Tank. With your Portfolio of the Advertising Program for 1926, you can demonstrate to the dealer what The Texas Company is doing to help him sell.

The portfolio first shows in striking reproductions the scope of the Company's national advertising in the successive years 1922, 1923, 1924, and 1925. The dealer is much interested in the Company's national advertising of previous years, because it is still working for him. Then follow the earliest items in 1926; outlines of others that will follow; and detailed explanation of many offered aids in coöperative and dealer advertising.

Additional inserts will be sent to each holder of the Portfolio, as they come out periodically.

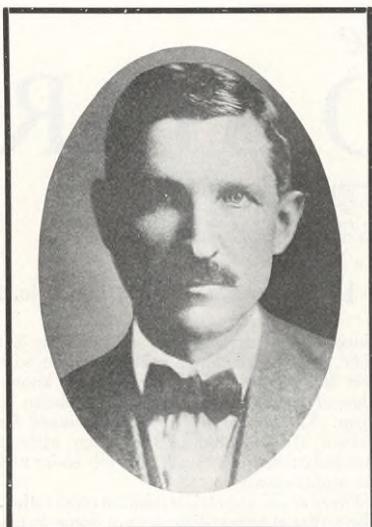
These are days of keen competition, and the help you give the dealer in making his business more profitable is one of the great factors in successful salesmanship.

All salesmen are exhorted:

Every dealer in your territory has rights in this portfolio. Be fair to him—be fair to yourself. Show it, explain it to him at every opportunity you can make—and you can make many.

Who does the utmost that he can will whiles do more.—*Burns.*

The TEXACO STAR



C. P. Dodge

C. P. Dodge, Secretary of The Texas Company, and Manager Sales Department, Southern Territory, died at 5 a. m. January 13, 1926, in Memphis, Tennessee, from injuries received in an automobile accident. Mr. Dodge was being driven to the station about 9:30 p. m., January 12, by friends with whom he had dined, when the automobile in which he was riding on making a turn careened against a tree and was wrecked. Word of the terrible accident came as a shock to his many friends. It was hard to realize that the genial friend and wise counselor in the prime of his strength was no more. The memory of him with all its tender associations will live as an inspiration in the hearts of those who knew him to love him. Courteous, kind, brave spirit and indefatigable worker, he was truly a man among men.

Clarence Porter Dodge was born in Lynchburg, Virginia, March 13, 1868. In 1870 his family moved to Austin, Texas, where his father, Rev. Henry W. Dodge, accepted the pastorate of the First Baptist Church and was at one time Chaplain of the House of Representatives. In 1884 C. P. Dodge entered the University of Missouri at Columbia, Missouri.

After two years attendance, he returned to Texas. His family had moved to Grandview where his sister (now Mrs. James W. Swayne) and he took the principalship and assistant principalship respectively of the Grandview Public Schools.

At the age of twenty-one years, Mr. Dodge was made first cashier of the First National Bank, Cameron, Texas, after a few months training in banking at Fort Worth under the direction of John R. Hoxie. In 1892 he became associated as cashier with the banking firm of Miller, Hall & Company, Temple, Texas.

Governor Joseph D. Sayers in 1901 appointed him the first State Purchasing Agent of Texas. Mr. Dodge became also the first Purchasing Agent of The Texas Company, joining the organization at Beaumont, June 13, 1903. On May 31, 1904, he was elected a director of the Company, and on December 20, 1905, was made Manager of the Sales Department, Southern Territory. He was elected Secretary of The Texas Company November 25, 1913.

Quiet and reserved, his is the record of the steady progress of a strong man overcoming multitudinous obstructions and difficulties that beset the path of those who win success by sheer force of character. He is of the very web and woof of the great record of this Company's growth.

He was endeared to all of his associates through his long term of faithful service. We stand uncovered before the fallen one. Words fail us! But we know that he has left his mark on our hearts and that fond memories will play about his name in the years ahead, and we shall miss him in the days to come.

The following letter, signed by the members of the Territorial and District staffs, addressed to Mr. Dodge's surviving widow and children, is a brief but eloquent expression of the feelings of all his associates:

Houston, Texas, January 19, 1926

Mrs. C. P. DODGE
Mrs. KEMPERTON DEAN
Mr. H. W. DODGE
Mr. C. P. DODGE, JR.
Mr. D. K. DODGE
Mr. H. T. DODGE

We realize how very feeble and futile must be any words of ours which should attempt to lift from you the mantle of grief after so great a loss, but we tender you the consolation that

The TEXACO STAR

may be found in the thoughts of how we and all who knew Mr. Dodge loved him and how we view the exemplary life he lived.

His twenty-two years of service with The Texas Company as its Secretary, Director, and Sales Manager, and his association with us were ever in gracious friendliness. His life was replete with activities and successes, and the inspiration that flowed from it will long survive.

We pray that the Almighty may lighten your burden of sorrow and leave you only the cherished memory of the loved and lost.

Sincerely and respectfully,

W. W. BRUCE

THOS. ABRAHAM	C. J. D. GERRETS
D. F. BEAMAN	J. H. GLASS
G. D. BENTLEY	J. S. JONES
HUGH BONHAM	J. S. LEACH
P. H. BURGER	S. E. MONROE
WILL CARROLL	W. H. NOBLE
R. C. CATHCART	B. E. ROBERTSON
L. H. DANIEL	E. A. RULFS
E. E. DATTNER	E. O. SMITH
A. E. DEMORE	H. E. SPEAR
F. K. DORRANCE	W. H. WAGNER
H. J. DOUGHERTY	H. T. WOOD
M. A. DYER	J. O. WOODWARD
H. F. FAERBER	GENTRY WORLEY
R. C. GALBRAITH	G. M. WORTHINGTON

Willing to Wait

The following statement of a labor organizer, who was arguing against profit-sharing plans, is illuminating:

"Undivided profits look big to some employers, and they sound enormous, but when distributed among workmen at the end of the year mean little or nothing to the individual. And few men care to wait a year, or nearly so, for a little extra money that they are not certain of getting when the time comes."

The earmark of a capitalist as distinguished from a wage earner is his willingness to wait for his earnings. The experienced trained capitalist figures in long periods—five, ten, twenty years. This takes, nerve, patience, self-control.

Few of us have these qualities in the degree required for successful operation.

The labor organizer said very truthfully that few men care to wait a year, or nearly so, for a little extra money that they are not

sure of getting even when the dividend date arrives.

It is foolish to denounce the man who has schooled himself to wait. His willingness to sacrifice the present for the future is of benefit to us all. His price is moderate—six to ten per cent a year—so small, in fact, that it does not appeal at all to the imagination of 90 per cent of human beings.

Now and then, a corporation by the exercise of restraint accumulates a large surplus. For ten years stockholders are given dividends of only five per cent on their investment. Additional earnings are reinvested in the business. Eventually, it is decided to capitalize this surplus, and a stock dividend of 100 to 200 per cent is announced. Often a cry is raised that this is an example of profiteering. The long period of lean years is forgotten by the public. Nor is it realized that a stock dividend is not a cash dividend—instead of one piece of paper the investor now has two.

Another fact: The vast bulk of the wealth created by a nation is paid out in wages, from week to week. The part that is paid to capitalists is comparatively small. If divided it would really amount to so little per worker that it would make practically no difference in his standard of living.—*Through the Meshes.*

The Advertising Division

(This item arrived too late to be given its intended place in *Departmental News*.)

On Feb. 1, 1926, Charles E. Murphy resigned as Assistant Superintendent of the Advertising Division. He put in nine years with us and left because of an unusually fine business offer.

In a note to the editor, dated Feb. 1, Mr. Vos says:

"As a matter of fact, Mr. Lefevre, the duty of supplying this news item has faced me with the dilemma of either understating our appreciation of C. E. M.—or, making this sound like an 'Obit.'

"It is only fair to mention his war record which took him through some of the hardest fought battles in Belgium and France and from private to captain winning for him also high military decorations which he is too modest to exhibit.

"His letter of resignation and our response show the true feelings brought out by his leaving."

The TEXACO STAR

New York, January 22, 1926.
Resignation

Mr. George W. Vos,
Office.

My dear George:

I hereby respectfully submit my resignation to The Texas Company, effective February 1, 1926.

I would like to state formally at this time my sincere appreciation for your many kindnesses to me while working under you. In fact, your splendid cooperation and cordial attitude have always made me feel that I was working *with* you, which was exactly the case. I have enjoyed every minute of your leadership and have profited materially by it.

It is with deep regret that I leave The Texas Company. It has become a personality to me—one for which I have developed a deep affection which shall not vanish quickly.

Through you, I extend my appreciation to the other members of the Advertising Division for their splendid cooperation at all times. Every one of them has been most cordial and helpful; nothing has ever been too much trouble. Their spirit is a credit to your fine Department.

The best of luck to you all.

Sincerely,
Charles E. Murphy.

New York, January 30, 1926.

C. E. Murphy.

My dear Charles:

I have your letter of resignation, and in discussing it with Mr. Bruce, we decided to accept it, effective February 1st, so that you can begin your new activities at once.

My genuine regret at seeing you go is tempered somewhat by the certainty that you are finding a wider opportunity for your enviable qualities in a field that should yield you a happy and prosperous career.

I speak not alone for the Advertising Division and myself, but for that host of your friends throughout this Company, when I say you carry with you not only our good wishes, but our affection and respect.

Sincerely,
Geo. W. Vos.

May This Spirit Spread

The following letter from the Machine Shop Foreman at our Tampa (Fla.) Auto Repair Shop offers an inspiring idea to each and all of us. Its third paragraph represents one of the fundamental purposes for which *The Texaco Star* was established in 1913, and in furtherance of which it has been conducted ever

since. Perhaps this brief letter may 'get across' more effectively than various editorials that have been written on the subject:

Tampa Auto Repair Shop,
Jan. 18, 1926.

The Editor,
The Texaco Star, Houston, Texas.

Dear Sir: I am sending you today the copy of *Industrial Management* received from you on the 11th.

I certainly thank you for this favor and I have sent in subscription to this magazine and several others that are more or less allied to the production and upkeep of motor equipment and transportation.

The whole organization of producing, transporting, and selling of any product so relies upon the different departments that it is hard to tell just where the responsibility of one department ends and the other begins, but I think that every individual in *all* departments should be as familiar as possible with the needs and methods of the others.

Again thanking you for your help, I remain,
Very truly yours,

H. P. Moseley.

Correction

In the leading article last month, on page six, the remark was made: "The Denver & Salt Lake R. R. (Moffat Road) crosses the Continental Divide at Corona, an elevation of 11,660 feet, the highest point reached by a standard gauge railroad in the world."

Probably our writer got his information from some newspaper use of statistics in which (as frequently happens) the World was assumed to be covered by the U. S. A. Here comes word from another region of the surface of the Planet, making the U. S. A. somewhat of a 'piker' in this particular competition.

Mr. G. Sheldon Calkins, 6436 University Avenue, Chicago, writes:

Editor, *The Texaco Star*.—Your attention is called to an article in the January *Texaco Star* in which the statement is made that the Denver & Salt Lake R. R. is the highest standard gauge railroad in the world. If my information is correct, the Peruvian Central, which crosses the Andes at an elevation of 15,665 feet above sea level, and is a standard gauge railroad, is the highest. It might be interesting to add that the engines burn fuel oil. It does not say it is Texaco oil, but I would not be surprised.

So we may still hope that Texaco, at any rate, has kept pace with the world leader.

The TEXACO STAR

THINGS THAT ENDURE

Honor and truth and manhood—
These are the things that stand,
Though the sneer and jibe of the cynic tribe
Are loud through the width of the land.
The scoffer may lord it an hour on earth,
And a lie may live for a day;
But truth and honor and manly worth
Are things that endure alway.

Labor and love and virtue—
Time does not dim their glow,
Though the smart may say, in their languid way
“Oh, we’ve outgrown all that, you know!”
But a lie, whatever the guise it wears,
Is a lie as it was of yore,
And a truth that has lasted a million years
Is good for a million more!

—*Ted Olson.*

It is a truly sublime spectacle when, in the stillness of the night, in an unclouded sky, the stars, like the world's choir, rise and set, and, as it were, divide existence into two portions—the one, belonging to the earthly, is silent in the perfect stillness of night; whilst the other, alone, comes forth in sublimity, pomp, and majesty. Viewed in this light the starry heavens truly exercise a moral influence over us. Who can readily stray into the paths of immorality if he has been accustomed to live amidst such thoughts and feelings, and frequently to dwell upon them? How are we entranced by the simple splendors of this wonderful drama of nature!

—*Wilhelm von Humboldt.*

Though joy be far from us, we may seek to conserve our efficiency by calm fortitude.

—*J. Arthur Thompson.*

Not very gay certainly, not happy—who in a world like this that has any more reflection than the brutes can be what they call happy at my age?—but I am better than happy in having learned to do without happiness.

—*Jane Welsh Carlyle*, at forty-two.

How comely a thing is affliction borne cheerfully, which is not beyond the reach of the humblest of us.—*J. M. Barrie.*

Man is timid and apologetic; he is no longer upright; we are afraid of truth, afraid of fortune, afraid of death, and afraid of each other.

—*Emerson.*

“Work and wait,” “Work and wait,” is what God says to us in Creation and in Providence.—*Titcomb.*

I thank the Lord on high
That He will let me die
Before I suffer any ill
Beyond my strength to bear.

—*J. C. Tolman.*

Fate used me meanly; but I looked at her and laughed, That none might know how bitter was the cup I quaffed. Along came Joy, and paused beside me where I sat, Saying: “I came to see what you were laughing at.”

LIFE WISDOM

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

—*Benjamin Disraeli.*

Courage. Unless a man has that virtue he has no security for preserving any other.

—*Samuel Johnson.*

Adversity is the trial of principle. Without it a man hardly knows whether he is honest or not.—*Fielding.*

The virtuous retain in their mind the good done to them, whereas the evil they experienced drops from their mind like water from a lotus petal.—*Jatakamala.*

Courage for the great sorrows of life and patience for the small ones.—*Victor Hugo.*

When our hopes break, let our patience hold.—*Thomas Fuller.*

Endurance is the crowning quality.—*Lowell.*

No man can be brave who thinks pain the greatest evil; nor temperate, who considers pleasure the highest good.—*Cicero.*

None but the brave deserve the fair.

—*Dryden.*

The disclosure of excellence in any of its manifold guises affords convincing evidence that there are spiritual altitudes which no evil can reach, everlasting truths in which there is no alloy of error.—*Kevork Costikyan.*

A man of courage is also full of faith.

—*Yonge.*

Fear is cruel and mean.—*Emerson.*

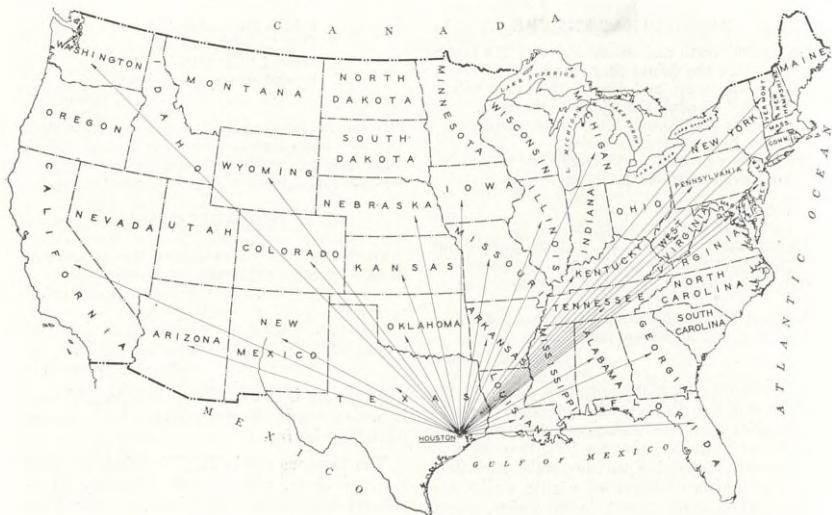
Inscription on the gates of Busyrane.—On first gate: “Be bold!” On the second gate: “Be bold, be bold, and evermore be bold.” On third gate: “Be not too bold!”

Courage scorns the death it cannot shun.

—*Dryden.*

The art of conquering is that of despising death.—*French proverb.*

The TEXACO STAR



The markers indicate the residence by States of royalty owners regularly receiving checks from the Producing Department's offices in Houston.

Who Is In the Oil Business?

D. J. MORAN, Vice President, Manager Producing Department

Public sentiment has a tendency to pile up into tidal wave proportions. Unless enlightened by correct information it loses the stimulating and colorful effect of temperate impulses. Prejudices and passions often leave devastation behind them. There are those who look upon the hurricane with trembling, yet do not hesitate to fan the whirlwinds of ignorance and folly! Of course, I am not suggesting that it would be well for human activities to find a dead level. The orderly ebb and flow of economic forces are to social life what the regular tides and currents of the seas are to the life within the waters. Business has its ups and downs which strengthen its structure and purify its methods.

Rapt preoccupation with problems at hand often blinds us to the far reaching and intimate connections of our efforts with the work of others. One has only to meet people in any group to sense the natural interest they feel in the activities about them. Who has not

heard the query in hotel lobby or Pullman smoker, "What line do you follow?" or "What's your business or profession?" And it is heartening to witness the enthusiasm and loyalty of each to his "bread and butter," and to see the respect paid to the opinions of those who speak with authority as knowing the integrity of their own business and understanding its problems. Many untrue or exaggerated statements leveled at the legitimate oil business are largely due to hasty generalizations based upon the familiar dealings of the fly-by-night operator.

Keeping in mind the fluctuating market conditions, the ever increasing burden of a multitude of taxes (exceeding 50 percent of the net earnings in 1924), the natural hazards of the producing end, let us briefly review a few facts concerning the operations of The Texas Company so as to have a clearer idea of this business and its extensive activities touching the livelihood of thousands of citizens

The TEXACO STAR



The dividends on stock

in order that the question, "Who is in the oil business?" may be at least partially answered.

By careful husbanding of earnings it has been possible to mail regularly dividend checks to over thirty thousand stockholders living in Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, Wyoming, the District of Columbia, Alaska, Hawaii, Philippine Islands, Porto Rico, Canal Zone, and to a few stockholders living in foreign countries. All professions and people in the various walks of life are represented in this group who have invested their savings in the Company. They are vitally interested in the successful conduct of the business and in the maintenance of its strong position. None should be more enthusiastic boosters of the Red Star and Green T than they. To their unfailing support of the counsel of the Board of Directors is due in no small degree the successes gained.

The aggregation of sufficient wealth from many relatively small sources to build businesses capable of producing, manufacturing, distributing, and marketing products in volume to utilize the machinery and improvements of invention, is one of the crowning

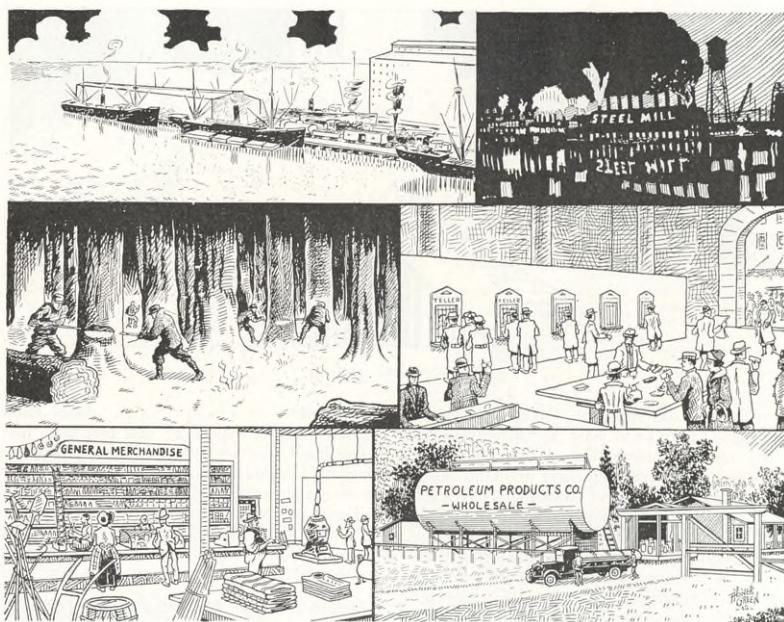
achievements of modern times. Aside from all sentimental vaporings, the pregnant fact forces itself upon us that only by such accumulation of capital is it possible to provide for an ever increasing population.

Turning from the owners to the employe personnel noted for their spirit of "All for Each—Each for All," the monthly average number of persons on the payrolls last year



The pay envelope

The TEXACO STAR



Some collateral interests

was 19,911. Thus we may reasonably assume that well over 60,000 souls are entirely dependent upon salaries or wages paid by this Company. Throughout the length and breadth of this great land and wherever Texaco products are marketed, our ability to issue these salary checks adds its quota to the general prosperity. Salary expense alone runs into figures that stagger the imagination. Who can realize the multifarious transactions adding to the flow of commodities through the many trade channels of an annual pay roll of over thirty-six millions of dollars? We are justly proud of this contribution to human well-being, and only a man blinded by morbid thoughts would fail to give this fact its rightful recognition.

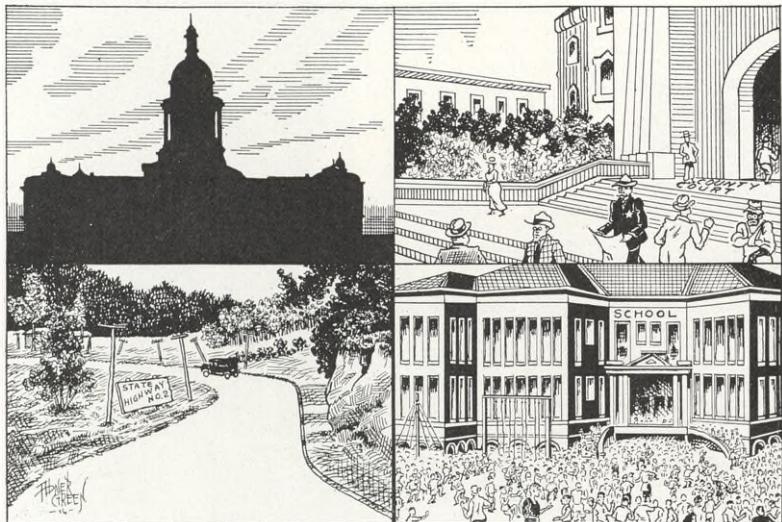
Pleasing as this prospect appears it merely reveals a section of the picture. Besides those in the regular employ of the Company and their families, many merchants, doctors, lawyers, bankers, supply houses, jobbers, manufacturers of raw materials, lumber interests, transportation companies by land and sea, and

others are more or less directly interested in the successful conduct of our operations for their financial rewards. Our sales stations and equipment exhibit an investment in "outside" commodities of no mean proportions. Try to estimate the equipment and labor represented in six refineries, three topping plants, four asphalt plants, acid plants, casing and box factory, can factory, shook mills, besides twenty-eight deep water terminals, and the magnitude and variety of such collateral interests will begin to be appreciated.

Over forty-six hundred miles of pipe lines with pumping equipment and operating ten thousand miles of telegraph and telephone lines represent no insignificant activity. Those who understand transportation will especially value the facts that the total mileage of Company cars alone in 1924 was over seventy millions of miles over the railroads of this country and that we operate nineteen steam vessels in addition to motor vessels, tugs and barges.

Reading over the titles of relationship of those other than regular employees who receive

The TEXACO STAR



Where some of the taxes we pay go

checks from the Producing Department instantly reminds one of law books. How lawyers roll these words over their tongues! Lessor, lessee, joint operator, over-riding royalty owner, royalty owner, sub-lessor, sub-lessee, etc. are specimens that daily need accurate and legal defining in the contractual relations entered into. As an indication of such relations, this Department monthly sends over two thousand checks to royalty owners living in twenty-nine states and the District of Columbia. Each check usually represents an individual interest ranging from .00000204 to .16666666. These do not include joint interest holders, water rentals, or other interests. The average number of checks issued annually totals over 120,000—another item showing the extent of this Department's transactions. With what diversity of enthusiasm are these slips of paper received, depending upon the need of the recipient. Mayhap some farmer in the drought area looks to his lease money for living expenses until he is able to sow and reap another crop.

At this season of critical self examination when

"Custom hangs upon us with a weight
Heavy as frost, and deep almost as life,"

it is also appropriate to review in all humility the good work accomplished. "Better is the sight of the eyes than the wandering of the desire." Those of us whose life work is bound up in the oil business know that, in spite of innuendo uttered from mischievous design sowing discord to perplex counsel or retard legitimate success, our efforts are worthy and fulfill industrial and economic requirements of the whole people. As it has been skillfully worded: "Political economy (the economy of a state or of citizens) consists simply in the production, preservation, and distribution, at fittest time and place, of useful or pleasurable things." Whether they be farmers or shipwrights, merchants or truck drivers, builders or oil men, they are all adding continually to the riches and well-being of their country.

In the scope of this article and probably in the nature of the subject "Who is in the oil business?" I could necessarily only suggest the intricate and delicate interconnection of any large business activity with the varied work of the world about it. Perhaps this intimate association from which thousands of citizens get their bread and butter is the best thought I could leave with you in the wish for our continued successes in the years ahead.

The TEXACO STAR



Photo by Farri-Dementi Studio

Monticello, the home of Thomas Jefferson, near Charlottesville, Virginia

Thomas Jefferson

Born April 13, 1743—Died July 4, 1826

Photographs and data from Virginia State Chamber of Commerce

One hundred years ago an old man, his shoulders bent by the weight of over four score years, stood with a spy glass and watched pygmy workmen in the beautiful valley at his feet laying the foundations for a great university. Too old to leave his beautiful home, Monticello, perched like a jewel on 'Little Mountain,' in the Virginia hills, Thomas Jefferson strained his old eyes to watch the realization of his dream, the erection of a beautiful fountain of learning, where all men might come, free and equal, and drink their fill.

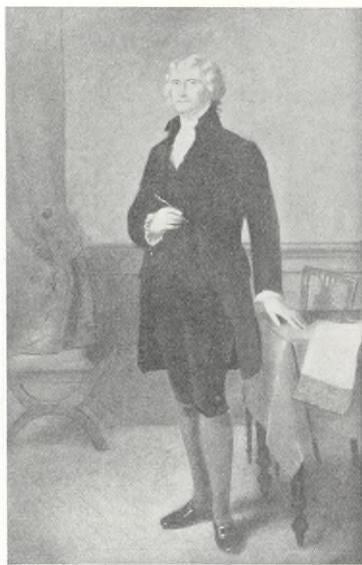
Thomas Jefferson is best known because it was his pen that drafted for the budding republic its Declaration of Independence, yet he did many other and some greater things. Long before the country thought of a declaration of independence many of the principles enun-

ciated therein were voiced by Jefferson in a paper which he hoped would be adopted as instructions for Virginia representatives to the first Continental Congress in Philadelphia in 1774. They were rejected because the Virginia leaders considered them, at that time, rash.

It was through Jefferson that the laws of entail and primo-geniture in Virginia were abolished. He drafted and obtained the enactment of his bill for religious freedom in the Commonwealth of Virginia. With its passage Virginia became the first state in all the world formally to proclaim all creeds free to worship God according to the dictates of the heart. His principle of religious freedom was implanted in the Constitution of the United States by the First Amendment.

It was Thomas Jefferson who first advocated

The TEXACO STAR



Th Jefferson

and introduced legislation for the abolition of slavery. He fought for the establishment in Virginia of primary and secondary schools. His measure for that purpose was partly adopted in 1706, when a bill was enacted providing for elementary schools to be established by the counties should they so desire. Jefferson was the greatest champion of education in all history.

Thomas Jefferson was born April 13, 1743. His father was Peter Jefferson, a hardy frontiersman, while his mother, Jane Randolph, was an offspring of the aristocratic blood of the colony. Until he was seventeen his education consisted largely of tutoring at private schools near Shadwell, his birthplace, which is near where the Rivanna River enters the James.

At seventeen he rode down along the James River to the then capital of Virginia at Williamsburg and entered William and Mary College. He devoted himself to his books, studied hard, and became fond of music, architecture, and mathematics. He graduated in

two years and from 1762 to 1767 studied law in the offices of George Wythe, a brilliant Virginia barrister with whom both Marshall and Clay got their legal schooling.

In 1768 Jefferson started his public career by being elected to the House of Burgesses of Virginia from Albemarle County. In 1774 he presented to the Assembly's appointees to the Continental Congress in Philadelphia a memorandum on the rights of British America which was not accepted. This document formed the basis on which later he wrote the Declaration of Independence.

Jefferson began his thirty-five years of national service in 1775 when he went to the Continental Congress as an alternate, thirty-two years of age. In 1776 he was named on a committee, with John Adams, Benjamin Franklin, Roger Sherman, and Robert R. Livingston, to draft a declaration of independence, and he was assigned by the committee to write the document. After sundry eliminations and alterations the declaration was hurriedly adopted—as Jefferson himself relates, more because the room in which the Congress sat was swarming with flies and the clothing of the delegates very thin and the meeting impatient to adjourn, than for any other reason.

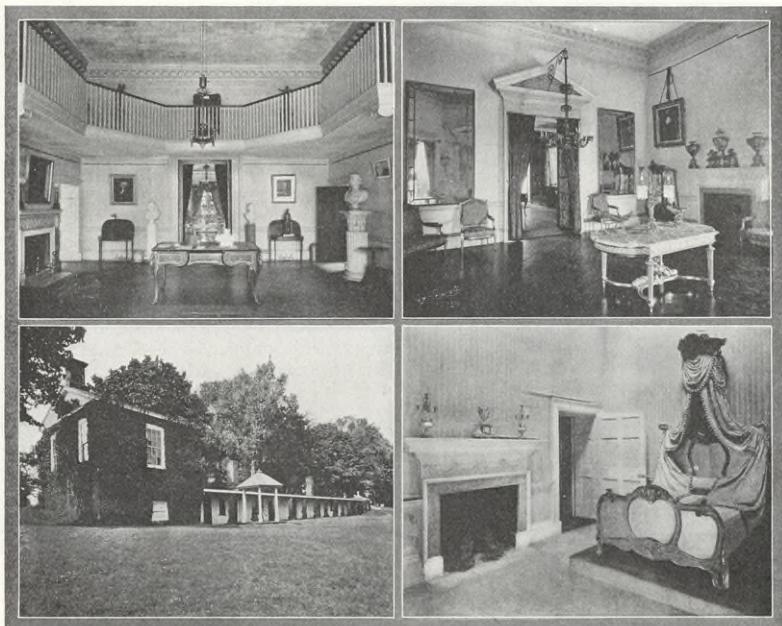
He was reelected to the next Congress but declined to serve, feeling that he was needed in his native State. Two of his most cherished measures met defeat. One was his bill for freedom of the slaves, and the other for establishment of schools in every county. The latter, much diluted, eventually became a law.



Photo by Farris-Dementi Studio

Where Thomas Jefferson in his boyhood went to school. This building is still standing near his birthplace, Shadwell, not far from Charlottesville.

The TEXACO STAR



Photos by Farris-Dementi Studio

A beautiful hall and the ball room in Monticello

Kitchen and servant quarters

One of the bedrooms

Jefferson's influence in American history can hardly be estimated. He introduced the first bill in the history of the world calling for punishment of crime in relation to the seriousness of the offense. He first advocated the elective system of studies at an American institution of learning, claiming that the student should have the right to select the studies to be pursued. The principle of punishment by expatriation advocated by him became law. His work lead to the passage of the first formal law assuring every creed complete religious liberty adopted by any state in the history of the world.

Jefferson succeeded Patrick Henry as governor of Virginia, and acquitted himself with credit. He returned to Congress in 1783, where his principal achievement was the bill which provided for the system of coinage in force today. In 1784 he was named minister to France. In 1790 he became Secretary of

State under Washington, whose administrative policy it was to recognize the 'opposition' in his cabinets. Steadily Jefferson became the leader of the political alignment now known as the Democratic Party. He was Vice President in 1797, with John Adams as President.

He became third president of the United States in 1801. He caused to be passed a naturalization law and established the first sinking fund to pay off the public debt. He devised the first law governing the slave trade, which made it a federal offense to import slaves in States which had prohibited their importation. He founded the United States Secret Service. He secured the establishment of the first mint in America—the one at Philadelphia. Before him all American currency was manufactured in Europe.

It was President Jefferson who consummated the Louisiana Purchase, by which the vast territory of the Mississippi Valley from

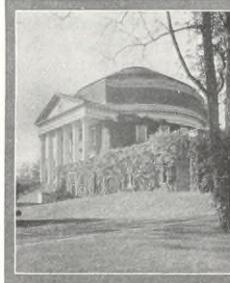
The TEXACO STAR



The Lawn, University of Virginia, campus laid out by Thomas Jefferson A gate to the University grounds



"East Lawn" and "West Lawn," looking south from the "Rotunda," University of Virginia



Views of the Rotunda, University of Va.
The statue of the great architect stands
at the north front.



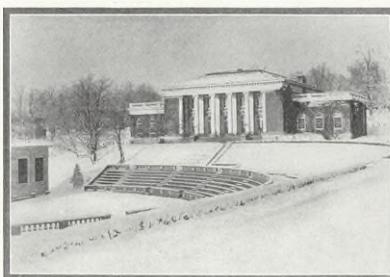
the Allegheny to the Rocky Mountains was acquired from France for \$15,000,000. Today that territory comprises fourteen States of the Union.

During Jefferson's first term as President he refused to continue the practice of paying tribute to the Bashaw of Tripoli for safe conduct of American ships through Mediterranean waters. Tripoli forthwith declared war on the United States, and after a four years

conflict the Mediterranean was made safe for American commerce for evermore. During his second term he caused to be passed the act of embargo which held American ships in port during the French and English war. Both France and England had accused American commerce of helping the enemy.

After his retirement from the presidency of the United States, Jefferson devoted himself to founding in Virginia a great university for

The TEXACO STAR



Auditorium for largest pipe organ in the world.

all the people. With his own means he helped to finance the construction of the University of Virginia. His hands designed the plot and the original buildings of the most beautiful educational institution in the world today. The original University of Virginia had no president and the professors were equal in rank and themselves managed their work. For the last seven years of his life Jefferson served as Rector of the Board of Visitors—the governing board of the University of Virginia.

Jefferson was a man of marvelous versatility. His mind was inventive, and his love of beauty is responsible for the fine State Capitol in Richmond, the incomparable charm of the University of Virginia, and the magnificent



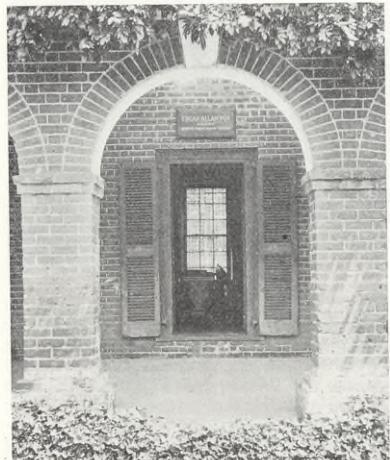
One of a group of science halls, University of Va.

domestic seat which he named Monticello. These he designed largely with his own hands and they stand today, for all to see, models of architecture. It is impossible for anyone to visit these places without falling under the spell of their beauty.

While unsuccessful as a farmer, Jefferson added to the structure of farming, as he improved everything on which he laid his hands. It was Jefferson who first advocated and practised crop rotation. He was the first in America to use an incubator for hatching chickens, the first to use a threshing machine, and the first American farmer to plant rice. He made many of his own tools and all of the iron work for his inventions. He turned out the first swivel chair; founded the American glass industry; invented the campstool, wheelbarrow, letter copying press, and the improvements of the old plows which led to the shear plow. Jefferson first suggested the Panama Canal.

It was due to Jefferson's kindness to British captured soldiers confined in Virginia, that the British spared Monticello when, during Jefferson's term as governor, Tarleton almost surprised the General Assembly in session at Charlottesville and all but captured Jefferson. The governor escaped through a warning carried by Jack Jouett, Virginia's Paul Revere, who heard the British cavalry passing his father's inn and leaping on his horse rode through the woods and arrived just in time to warn the legislators; but for him, Thomas Jefferson, Patrick Henry, and James Monroe would have been captured.

Of all Jefferson's achievements the greatest, in his own estimation, are those appeals to fame inscribed, after his own instructions, on his tomb at Monticello: "Author of the Declaration of Independence—Author of the Statutes of Virginia for Religious Freedom—Father of the University of Virginia."



Edgar Allan Poe's dormitory, No. 13 West Range (facing Monroe Hill), University of Virginia.

The TEXACO STAR



Mount Vernon, home of George Washington, on the Potomac fifteen miles below Washington City

Washington City and Washington's Native State

Photographs and data from the Virginia State Chamber of Commerce

Magnificent Washington on the banks of the Potomac intrigues the imagination of all who have read the history of the thirteen British colonies which became the greatest republic in the world. In its early days a journey to the nation's Capital was a difficult undertaking, even for residents of Virginia. Thomas Jefferson rode from Monticello in Albemarle County on horseback to his inauguration as president of the United States of America; James Madison, with his fascinating wife, Dolly, came to the White House from his home, Montpelier in Orange County, in his carriage. For the ordinary citizen travel by stage coach was difficult and costly.

Today Washington is the center of a great system of highways leading from every part of America, and as many thousands of visitors come in automobiles as come on the finest railroads in the world.

Washington lies in the heart of Colonial America. To visit the Capital without visiting even briefly some of the nearby shrines of American history is to miss a golden oppor-

tunity. Especially easy of access are the most historic and beautiful parts of Virginia.

From the base of the majestic Lincoln Memorial the great Memorial Bridge will soon span the Potomac to Arlington, home of Robert E. Lee. A few minutes bring the tourist to Alexandria, where can be seen the old Masonic Lodge to which George Washington belonged. There is the church where he attended services. Within half an hour lies beautiful Mount Vernon. It is only 50 miles to Fredericksburg where center most of the traditions of George Washington. Here is the Washington Farm, the home of Martha Washington, his mother, well preserved. The only monument in the world erected by women to a woman, the Mary Washington memorial, stands at Fredericksburg. Here is Kenmore, where his sister Betty lived after her marriage, and the Rising Sun Tavern, well preserved, where Charles, brother of George Washington, kept a hostelry. In the courthouse in Fredericksburg the will of Martha Washington may be seen.

Fredericksburg also was the legal residence

The TEXACO STAR



Home in Fredericksburg of Mary the mother of George Washington. Monument marking the grave of Mary Washington, Fredericksburg, the only monument ever erected to a woman by women. Concrete road near Fredericksburg, Va.

of James Monroe, and his home and his law offices remain. John Paul Jones was born in Fredericksburg and there Commodore Mathew Fontaine Maury was born and lived, the Pathfinder of the Seas, who made possible the laying of the Atlantic cable and was the founder of the U. S. Naval Observatory.

Surrounding Fredericksburg are famous battlefields including Chancellorsville, the Wilderness, and Spotsylvania Courthouse. Not far from the city is the oldest monumental inscription in the United States, the headstone of Lieutenant William Harris, marked May 16, 1668, antedating the arrival of the Pilgrim Fathers by nearly twenty years. Three routes, about 50 miles, lead south to Richmond.

Points of interest in the capital of Virginia can be only barely suggested. Here still stands the church in which Patrick Henry made his "Liberty or Death" speech. The capitol build-

ing, designed by Thomas Jefferson, houses the Houdon statue of Washington. The White House of the Confederacy, in which Jefferson Davis lived, has been made a museum where are housed priceless souvenirs of the war between the States. In the State Museum are many wonderful old relics, including the original McCormick reaper. The Poe Shrine, in honor of the great poet who edited the *Southern Literary Messenger*, is in the oldest building in Richmond where the *Messenger* was published. Richmond is surrounded by battlefields.

Thirty-seven miles to the east is Williamsburg, old capitol of Virginia. Here is the second oldest college in America. In the town are many colonial mansions, and on a side street is the home of Blackbeard, the famous pre-colonial pirate. In Williamsburg is the site of the first theatre in America.

Bruton Parish Church in Williamsburg suc-

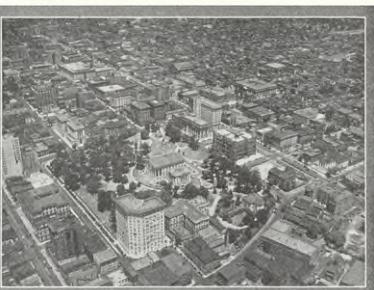


Rising Sun Tavern in Fredericksburg, meeting place of patriots who under the leadership of Washington, Madison, Monroe, Patrick Henry, Jefferson, and Richard Henry Lee deliberated the first steps of the revolt from England

Law offices of President James Monroe, Fredericksburg, Va.

Photographs presented by Fredericksburg and Virginia State Chamber of Commerce

The TEXACO STAR



Monument Avenue, Richmond, Va., from top of St. James Church—monuments to Stuart, Jackson, Lee, and Jefferson Davis. The aerial photograph (showing State Capitol at center) by Fairchild Aerial Surveys, Inc.



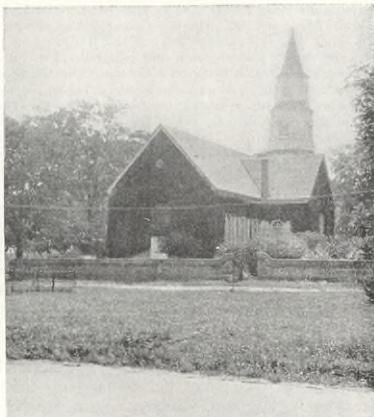
Virginia State Capitol in Richmond



White House of the Confederacy
In foreground is the shaft of the C. S. S. "Merimac."

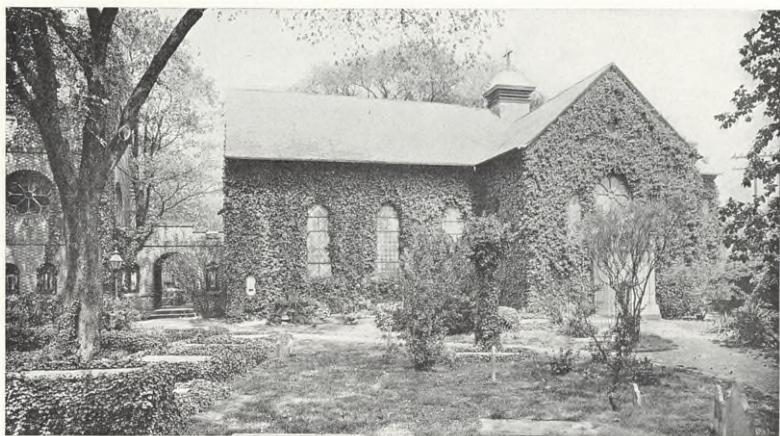
ceeded the first protestant church in America, the one erected by John Smith and his followers on Jamestown Island. It succeeded also to the position of court church of colonial Virginia, where the governor and his followers

worshipped, and for these reasons is regarded as the oldest protestant foundation in America. Worship on Jamestown Island began in 1607 under an old sail stretched between "three or four neighboring trees," but soon a church was built, "a homely thing like a barn set upon cratchets covered with rafters, sedge, and earth." This was the first court church of colonial Virginia. A substantial church of cedars was built a little later, and we are told how Lord De La Warre used to come to service in great state attended by "captains and counselors and fifty halberdiers in his lordship's livery, fair red cloaks, before and behind."



Bruton Church, Williamsburg, Va.
Oldest protestant foundation in America

The TEXACO STAR



Old St. Paul's Church, Norfolk, Va.

This is Norfolk's most conspicuous historical land mark, noticed by every stranger who enters the gates of the City; thousands of Americans and foreigners bear in mind pleasing memories of its ancient architecture, its ivy-clad walls, its restful grounds. Photograph by H. C. Mann, noted photographer of Norfolk. We are indebted to Rev. H. H. Covington, Rector of St. Paul's, for copy of the following inscription on the tower of the church:

"St. Paul's Church, Elizabeth River Parish was established by the Colonial government before 1637. The first parish church was at Mr. Sewell's Point. The first church erected on the site of Norfolk was in 1641 as a Chapel at Ease. Norfolk became a borough on Sept. 15, 1736, and the present church known as the Borough Church was built in 1739. The initials S. B. on the south wing stand for Col. Samuel Boush who gave the land. In 1761 the parish was divided into Elizabeth River, Portsmouth, and St. Bride's parishes. The church was struck and partially burned by the British on Jan. 1, 1776, when the borough was bombarded and destroyed. The church established by law in Virginia was dis-established by the result of the Revolutionary War, and its glebe lands were confiscated by the State. The Episcopal Church in Virginia was reorganized after that war. This building, in 1832, after a period of disuse, was repaired and consecrated with the name of St. Paul's. During the Civil War it was occupied and much injured by the Federal forces from 1862 to 1865. After the war it was returned to the congregation and repaired. The interior was restored in 1892 and the tower erected in 1901."

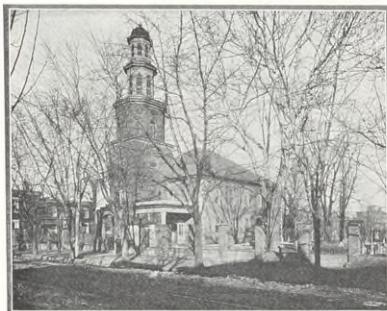
The cannon ball which struck the church in the bombardment mentioned by this inscription, fell to the ground after striking the wall and remained buried in the earth till 1848. The "Daily Southern Argus," a newspaper published in Norfolk, gave in its issue of May 13, 1848, an account of "the recent finding" of the ball about two feet in the earth directly below the indenture it had made in the wall. The ball was replaced in the indenture and there cemented. Its location, on the south side of the church at the corner near Church Street, is marked by a plate bearing the inscription: "Fired by Lord Dunmore, Jan. 1, 1776." The ball which struck the church is reputed to have been fired by the warship "Liverpool."

When Middle Plantation (Williamsburg) was established a church was built on the present site of Bruton, and in 1698 it was determined to move the capital thither "on account of the prevalence of malaria and mosquitos" at Jamestown, while at Middle Plantation "the air was serene and temperate and crystal springs burst from dry and champaign soil." The church building at Williamsburg proved too small for the increased demand upon its accommodations and Governor Spotswood in 1710 proposed to the vestry the building of a new church, with wings constructed at state expense containing pews for the governor and

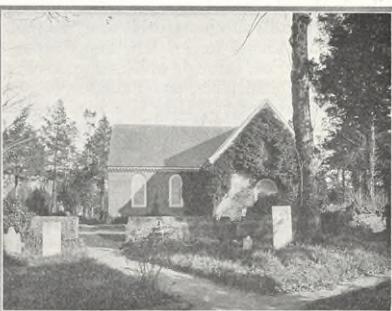
members of the house. The present stately edifice was erected 1710-1715.

A charter had been drafted in the reign of Charles II looking to the creation of a diocese on this side of the Atlantic, which was to extend from Nova Scotia to Jamaica and include all the colonies in America. Jamestown was to be the see city, and the church there was to be erected into a cathedral. Bruton succeeded Jamestown, and it is probable that the new church was built with the cathedral idea in mind. It is the only colonial church with a long "cathedral" choir. The crossing is midway of the church's length.

The TEXACO STAR



Christ Church, Alexandria



Old Blanford Church, Petersburg

As the successor of the Jamestown church Bruton inherited the old communion silver, which is still in its possession, and the font now in use in the church is believed also to have come from Jamestown; consequently the church's associations go far back beyond the revolutionary period. Two of the pews are memorials to Gideon Macon, great grandfather of Mrs. Washington, vestryman in 1678, and to Daniel Parke, great grandfather of Daniel Parke Custis, first husband of Mrs. Washington. The tombstone of Rowland Jones, first known minister of the parish, another great grandfather of Mrs. Washington, is in the chancel, while in front of the rail are the grave stones of her grandparents.

Nearly all the men prominent in the revolutionary period in Virginia were worshipers in this church, many of them vestrymen. There are pews memorial to Washington, Jefferson, Henry, Monroe, Tyler, Marshall, George Mason, Thomas Nelson, the Randolphs, and many others. The bell in the tower was the first in America to proclaim civil independence, when on May 15, 1776, a resolution was passed by the Virginia house calling upon their delegates to move for independence in the continental congress. The bell was rung on this occasion.

The Bible from which the morning lessons are regularly read was the gift of his late Majesty, King Edward VII. It was made for the church and was presented in commemoration of the three-hundredth anniversary of the settlement at Jamestown. The inscription toolled in gold on a leather leaf is:

THIS BIBLE IS PRESENTED BY HIS MAJESTY
KING EDWARD THE SEVENTH, KING OF GREAT

BRITAIN AND IRELAND AND EMPEROR OF INDIA,
TO THE CHURCH OF BRUTON, VIRGINIA, A
SHRINE RICH IN VENERABLE TRADITIONS OF
WORSHIP, SOLEMN MEMORIES OF PATRIOTS AND
STATESMEN, AND IN HISTORIC WITNESS TO THE
ONENESS OF OUR PEOPLE. THE KING WILL
EVER HOPE AND PRAY THAT THE TIES OF KIN-
SHIP AND OF LANGUAGE AND THE COMMON
HERITAGE OF ORDERED WORSHIP AND OF EN-
NOBLING IDEALS MAY, THROUGH THE SAVING
FAITH IN OUR LORD AND REDEEMER JESUS
CHRIST REVEALED IN THESE SACRED PAGES,
CONTINUE TO UNITE GREAT BRITAIN AND AMER-
ICA IN A BENEFICENT FELLOWSHIP FOR SETTING
FORWARD PEACE AND GOOD WILL AMONG MEN.

The book rests upon a handsome bronze lectern presented by President Roosevelt, which represents the Angel of Peace standing upon the globe with one foot upon America and one upon England, while the globe is guarded by the British Lion and American Eagle with the Washington coat of arms between. The evening lessons are read from a copy of the American revised version of the Bible presented by President Woodrow Wilson, with inscription by his own hand.

Eight miles from Williamsburg is Jamestown where the first permanent English settlement in America was established. Little remains of the town except the restored church erected in the seventeenth century. Much of the original church was used in the restoration. The ruins of the first country club in the world, erected for the unmarried men of the colony at the express order of the king, have been uncovered. A federal monument marks the spot.

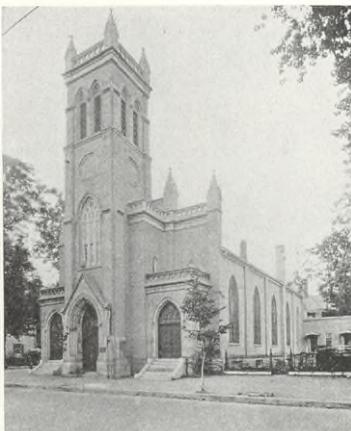
Returning through Williamsburg and 16

The TEXACO STAR

miles further the traveler comes to Yorktown, where Cornwallis surrendered his army to the Colonial and French forces. The first custom house in America, through which all goods in New York, Philadelphia, and Baltimore were entered, stands intact. Here is a monument erected by the United States in honor of the 100th anniversary of the surrender. Quaint old homes, taverns, and other buildings of colonial date are to be seen. The Nelson House, owned by the Governor of Virginia of that day, is well preserved.

In case the tourist is to return to Washington, and lacks time to extend his excursions, for instance to Petersburg, he would do well to go back from Richmond by way of Charlottesville and Staunton and through the beautiful Shenandoah Valley to Winchester by the Lee Highway to Washington.

Presbyterian Church at Winchester,
where Lord Fairfax's bones are buried



Tax Evils in New England States

REINHOLD HEKELER, Department Agent, Governmental Reports Department
Address before Conference of New England Tax Officials' Association

For many years I have handled tax matters in almost every state of the Union for a large corporation, and I find that the taxpayer is not generally given the consideration to which he is entitled. In the New England States our experience has been that tax assessors do not give proper consideration to values as rendered by the taxpayer in sworn returns.

The industry with which I am connected owns property which is not owned or used by any other industry, so that it is difficult for an assessor to be posted on the actual market value of such equipment. Consequently, when we are asked to make a sworn return, our figures should be given due consideration. Our policy has always been to show values in our returns which can be substantiated in court if necessary, and yet assessors are inclined to ignore these figures and assess us according to their own ideas of values. It is not an infrequent occurrence to have assessors value property at \$1,000 which we can buy in the open market for \$600 or \$800, and when we communicate with the assessors, we are simply

told that they have valued all property of a similar nature on the same basis. This leaves us no other remedy than to attack the assessment in court, but because of the small amounts involved, such steps are never taken. And the assessors are fully aware of this fact.

Then again, we find places, as in Rhode Island, where the law is peculiar in that it makes it necessary for a non-resident corporation to file its returns and have them sworn to personally by an officer of the corporation before one of the local assessors. This makes it necessary for the corporation to send an officer to Rhode Island to swear to these returns. I believe this should be corrected. The return should be accepted and be given full credence, even if sworn to before a notary out of the state. Just consider what might happen if every state in the union were to have a law that all tax returns by residents and non-residents must be sworn to by an officer of the corporation on July 1st. The corporation would have to have thousands of officers. Even in Rhode Island it might become im-

The TEXACO STAR

possible for a corporation to have an officer swear to returns in each municipality. After a corporation goes to the expense of sending an officer to Rhode Island to swear to returns, such returns should be given full consideration; yet in one place in that state after I filed a return and swore to it personally the tax assessors absolutely ignored the contents of the return, so far as values are concerned, and assessed us three times as much as our property would bring in the open market. And then when I wrote to the assessors and asked for an explanation or for a reconsideration, I was not even granted the ordinary courtesy of a reply. The tax had to be paid by October 15. Although I wrote twice to the assessors I received no response, and, therefore, there was nothing left for us to do but to pay the tax and contest the issue in court. But the amount involved hardly warrants such procedure, unless we should feel that these assessors are going to continue their actions in the future and it may be deemed necessary to set them right once for all.

In Connecticut we have the question of what constitutes average value of merchandise on hand. In some cities they claim the amount on hand on the taxing day is what is meant; in other cities the average of twelve monthly inventories is what is meant; and in another city the amount of sales per annum divided by twelve is the value of merchandise on hand. Just think what this last method might mean. One dealer might have a complete turnover of all his merchandise twice a week, another dealer twice a year. Now if the total sales for the year be divided by twelve, what an injustice would be worked upon the taxpayer whose turnover is twice a week. We have in one city in Connecticut storage capacity for approximately \$10,000 worth of merchandise, but the assessors claim that our average value of merchandise is \$25,000. This can hardly be considered fair. Certainly no one can have more stock on hand than he can store. If he can at no time stock more than \$10,000 worth, how can the taxable value of his merchandise on hand be more than \$10,000?

In Massachusetts it frequently happens that my company erects structures on land leased from railroad companies, but if we are dissatisfied with the amount of the assessment we have no standing before the assessors and must ask the railroad company to send a representative to appear in our behalf. Yet this representative of the railroad company has no more idea of the value of our structures than the assessors have. It is an injustice not to

permit us to appear in our own behalf and lay our proofs before the assessors.

Then we have the question of tax return forms. The State of Connecticut has generally a very good form, but now comes New Britain with an abbreviated form which has no place at all where value of merchandise may be shown. In other words, it looks to us as if the assessors were going to place their own value upon our merchandise and not even allow us an opportunity to state what we think it is worth. We are convicted before we are tried. In the opinion of the persons who drew up this form, apparently, all taxpayers are dishonest as to merchandise, and, consequently, they are not given an opportunity to state what their property is worth. They must abide by what the assessors say it is worth.

Of course it is an easy matter to criticise the actions of others, but I feel no criticism should be made by any one unless a solution of the difficulty be offered. With this thought in mind I make the following suggestions to this Conference.

First. Each state should have a standard kind of tax return form, which should be used by all assessors in the state. This form should be comprehensive enough to allow the taxpayer to list all his property and show his idea of the value thereof.

Second. The taxpayer should be given an opportunity to ascertain the assessed value of his property before the assessment books are finally closed. Assessors should be courteous enough to answer any inquiries received by mail, where return stamped envelopes are enclosed. Then if the taxpayer feels that he is unfairly assessed he should be given the opportunity to confer with the assessors, or possibly with a Board of Relief, so that any correction which may appear justified can be made before tax bills are issued. This is much more satisfactory to all concerned than to compel taxpayers to resort to court proceedings in order to have assessments corrected.

Third. Each state should permit non-residents to swear to tax returns before a notary outside of the state. An oath administered by such a notary should be given the same weight as any oath administered by an assessor himself. This remark applies chiefly to Rhode Island.

Fourth. In cases where a person or corporation has built structures on leased land, the owners of the structures should have the right to be heard before the assessors without making it necessary for the owner to be accompanied by the owner of the land.

The TEXACO STAR

More About Palo Duro Canyon

A letter from John Granger, Chief Clerk of the State Reclamation Department,
Austin, Texas, to J. C. Tolman

Dear Jack: For some reason your *Texaco Star* for Christmas, which I am sure you sent me, has not come, so I went downstairs to the library and read your Christmas story on Christmas in 1887 in the Palo Duro Canyon. It is fine. Hurrah for our side! I found a copy at a friend's house a week ago, and they thought I was a very interesting person indeed when I told them that part of that I was and some of it I saw—a little later.

But is the person on the left foreground of the picture at the foot of page 17 P. G. O.? It looks to me like a bewhiskered Nelson Darden, but maybe Nelson was not with the outfit then. (It was P. G. O.—*Ed.*)

I had a good smile over P. G.'s reading of the "Duchess" novel—was it really P. G. who read it, in that imitable silken Virginian voice of his? I bet it was a *Seaside Library* copy—I can see the red and yellow cover, the "coarse paper and blunt type." How that series used to flood the country with the latest productions of the Duchess, Ouida, and others of the kind, with their sweet sad stories of the dandies of the Guards and Hyde Park and the beauties of Belgravia and Mayfair. All gone now, gone as far as the cowboy and the buffalo of the plains. Well, we pay \$2 instead of two bits now for worse. Your picture of P. G. so engaged reminded me of Bret Harte's poem on "Dickens in Camp"—his best poem I think:

Above the pines the moon was slowly drifting;

The river sang below;

The dim Sierras, far above, uplifting

Their minarets of snow.

But of course you recall it.

I remember very well the tradition of the biscuit that baked on the squat. And old Bill, and Sebe, and Sideways, and the Major. The Major used to rouse us from our noon nap under the wagon with his: "Wake! Arise! or be forever fallen!" (*Paradise Lost*.) I remember one day the major was on his back sound asleep with his head just under the front axle, and one of the boys yelled in his ear, "Awake! Arise! or be forever fallen;" whereupon the Major instantly awoke and arose, cracking his head on the axle. His language for a few minutes after was more picturesque than elegant. You remember that when he

lay down for his siesta he used to say, "Well, a little more sleep and a little more slumber, a little more folding of the hands," misquoted from *Proverbs*, or paraphrased, but no one knew it.

I had some fine letters from you and Phil those days, but they too are lost—gone glimmering 'mid the shades of things that were. Them was the days! Happy days of youth and health and hopes—hopes that might have had more fruition but for the fact that the Higher-ups were the measly combination that they were of all that was reprehensible in New England or New York or New Jersey or anywhere else. How different everything might have been had they had just the least idea of that touch of nature that makes the whole world kin; you and I would now "count their memories half divine," and that is of the essence of glory. For what is glory but having your memory counted half divine by enough people?

Was it the August of '88 or '89 I was up there? 'Eighty-nine, perhaps. I got off the train at Washburn before daybreak and went into the little unpainted hotel, which with a store building similarly unpainted, and the little depot, was about all the town there was. Dick was to meet me there and drive me down to your camp. I asked for him, and presently he came rolling down a stairway (two sloping planks with horizontal boards nailed between them) in his underwear, a very short and very fat individual. I thought of him long afterwards when I read Mr. Dooley's description of King Edward—"sixty-wan by sixty-three, and every inch a King, Hinnessey." He was very cordial indeed, and tho' I had traveled all night in a day coach he seemed pleased with my appearance and said that by—I looked like a poet. In due time we drove off, Dick putting a flask of whiskey in each coat pocket, taking a good pull at one before getting into his seat, and another immediately after. He stopped at the store to get some things for camp, and very luckily asked a friend to get in and drive with us. Shortly he became unable to preserve the perpendicular, and we pulled him off the seat and laid him in the bed of the wagon.

In due time I had my first view of the Palo

The TEXACO STAR

Duro Canyon, and I shall never forget it—illimitable flat plain all round us, and yonder a mountain world *beneath* our feet. We found the camp about noon, and Bill helped us to get Dick out of the wagon and lay him on the shady side of a bush, where he slumbered till late in the afternoon. A comical sight he was when he woke up; he had no idea of where he was or how he got there.

And then that Sunday when we went in to Amarillo and had dinner in the hotel, and the trouble we had with H. on the way back—Phil lost his temper with him completely. The old Major wisely stayed in camp, you remember, unable to trust himself. What wonderful and awful scrapes he got himself into before and after with his cups; and what a world of drink it was, to be sure! He was a graduate of Annapolis, you remember, and he told us one day of his reading *The Last Days of Pompeii* in the excavations of that city, when on a cruise as a middy, and of sailing into the Bay of Spezzia, where Shelley was drowned; and I regarded him almost as Browning did *his* friend who had "once seen Shelley plain."

And one day I took a nap under the wagon and the shadow shifted and I woke up with a wonderful blister across the bridge of my nose, like a wad of chewing gum. And one afternoon we climbed down to the foot of the canyon and went swimming in a fine pool by a waterfall; and you and Dave (I think it was) climbed up some ugly looking perpendicular rocks, quite unnecessarily I thought, to the infinite peril of your precious necks, on the way back to camp. And one day T. D. drove up and went down the sides of the canyon with two buckets, which he brought up full of water, one for each of his horses! T. D. is rich now, the only member of the whole force who made any money out of his connection with the company.

I remember the "mirages" very well—how cattle a mile away seemed to stand in water up to their tummies, the surface crinkled into a thousand wavelets by the eternal wind, and how on my first day the boys smiled when I started out with a cup to get a drink of fresh water. They furnished me the cup all right! And the diabolical wind! Does it still blow that way up there? Good-bye to your hat if it blew off, unless you went after it on horseback.

Another forenoon we were all on the cap-rock near the present city of Canyon and in the distance saw a wagon of lumber unloaded on the ground to build the first house in that

town. Phil told us they were starting a town there to be called Canyon, that it would be the future great, the metropolis of this part of the world, and the center of a large part of the surrounding country, *etc., etc.* We each chipped in his piece of similar wit; but there was not in the whole bunch enough money or foresight to go over and buy a piece of cheap land there. Canyon has been a tidy little city for many years now, and no doubt someone got rich off some of that land none of us would even think of buying that morning. Phil would have done better to have bought 160 acres there than the 640 of sub-irrigated land he discoursed so elegantly of, somewhere in Collingsworth County, that was going to make him \$120,000 a year from alfalfa, which the Major, the Austin Major I mean now, would not sell him except at about 50% more than anyone else might have had it for. Conscientious scruples about selling to an employe of the Company. And so a fortune of \$120,000 a year was sacrificed because Phil wouldn't be gouged a few hundred dollars on the initial outlay. Phil must be Irish. Six hundred acres in alfalfa, 20 tons annually to the acre (two crops of 10 tons each), \$10 a ton, \$120,000 a year. Had anyone a Fort Worth paper that showed the price of alfalfa? I had one, and it was \$10.50 a ton three days before. That proved it absolutely.

Hoot, mon, here's a story written by my ain sel'.

P. S. It strikes me I was too full of my own recollections of the Palo Duro Canyon to do justice to your story of it. I enjoyed it immensely and thank you for a pleasant hour. I think it is wonderful that you are able to produce or procure all the pictures for your various articles. How do you do it? I used to save such material, but have lost large quantities of it. You must have a fine filing system and have your women folks well trained in the matter of leaving it alone. I attribute my losses to house cleaning and moving.

Let me hear from you when the spirit moves, and jog the spirit occasionally—or kick it.

Civilization will be saved, not by democracy, not by idealism, not by the League of Nations, but by a sense of humor.—*Through the Meshes*.

"Following the paths of least resistance is what makes rivers and men crooked."

The TEXACO STAR

LAW CURRENT

Rob't A. John

STATUTE OF FRAUDS—ASSIGNMENT OF LEASE.—The Commission of Appeals, approved by the Supreme Court of Texas, has held that the assignment of a customary mineral lease must be in writing; otherwise, the contract assigning it is void as in violation of the Statute of Frauds. It also holds that description of the property in the assignment must be such that the land under lease can be identified.—*Anders v. Johnson*, 276 S. W., 678.

CRUDE PURCHASES—POSTED PRICE.—A contract for the purchase of crude oil based on the posted price of a certain marketing company is clear, unambiguous, and enforceable, although the purchasing company making the price, which was the standard in the contract, did not purchase all the oil in a particular month.—*American Refining Co. v. Staley*, 274 S. W. (Tex.), 272.

MINES AND MINERALS.—Where a party enters land upon a *bona fide* belief that he is the owner thereof and produces oil, and is subsequently sued and title to the land is adjudged in another, from which judgment an appeal is prosecuted, held that the prosecution of the appeal does not change his moral status pending the appeal, and that in a final accounting where the title is adjudicated against him, he is entitled to be credited with the cost of production.—*Gulf Refining Co. v. United States of America*, Advance Opinions, U. S. Supreme Court, December 1, 1925, page 58.

MEASURE OF DAMAGES FOR FAILURE TO DEVELOP.—In the case of *American Sulphur Co. v. Freeport Sulphur Co.*, 276 S. W., 448, the Court of Civil Appeals of Texas has held that the damages recoverable by lessor upon failure upon the part of lessee to use reasonable diligence in the production of sulphur, is the amount of royalties that lessor would have received at the time of trial, plus 6 per cent on said royalties, refusing to follow the rule in other jurisdictions that the recovery is that of interest on royalty oil.

ASSESSMENT—CONSTITUTIONAL LAW.—A decision of far reaching importance was recently rendered by the Supreme Court of the United States in the case of *Browning et al v. Hooper et al.* This suit was brought to restrain the issue or sale of bonds of a Road District

in Archer County, Texas, and to restrain the levy or collection of any tax to pay the interest or principal on the bonds. The court held that Article 627, Revised Statutes of Texas, under which it was attempted to create the District, was repugnant to the 14th Amendment of the Federal Constitution and therefore the issuance of the bonds and levy and collection of taxes to pay them were void.

It is thought that this decision is also applicable to districts heretofore created and bonds issued under the same Act.

Motion for rehearing in this case is now pending, and it is possible that the court will reverse its decision. If the decision should stand, it is the general opinion that some method will be evolved under which taxes can be legally levied to pay the interest and principal on all such outstanding bonds. The decision of the Supreme Court of the United States in the case of *Spencer v. Merchant*, 31 L. Ed., 763, possibly suggests an effective method.

Deepest Oil Well Breaks Records

The Miley Oil Company's No. 6 Well, at Athens, Calif., is the deepest well of its kind ever drilled—having reached a final depth of 7,591 feet, nearly a mile and a half. Besides breaking the record for depth, other records were made in drilling the well. According to Wendell M. Smith, in *Oil Bulletin*, the outstanding facts are: largest string of drill pipe; largest string of casing; deepest perforated casing; deepest cement job; deepest core extracted; deepest oil sand; greatest drilling speed; lowest cost per foot of well drilled. The total cost was \$170,000; and the well is producing about 1,500 barrels a day.

Pluck

Though rough my path may be, and long,
I'll grit my teeth and sing a song.
Though troubles come as billows roll,
No one shall say of me, "Poor soul,
Life got the best of him, no doubt;
He seems to be all down and out."

I may be blue; I'll never show it;
Discouraged, but no one shall know it.
Courage shall always light my eyes;
Hope falters, but it never dies.
With head held high, Life's foes I'll rout;
I simply won't be down and out.

—Ethel Osborn Hill,
Port Arthur, Texas.

The TEXACO STAR

DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	W. H. McMorries, Jr., Port Arthur
Ry. Traffic & Sales Dept.	J. A. Broyle, New York
Marine Dept.	H. Hassell, Port Arthur
Legal Dept.	H. Norris, New York
Treasury Dept.	H. Tomfordie, Houston
Comptroller's Dept.	H. G. Symms, Houston
Insurance Dept.	R. Fisher, New York
Governmental Reports	B. E. Egan, Houston
Sales Dept. S. Territory	P. A. Matteson, New York
Sales Dept. N. Territory	C. M. Hayward, New York
Asphalt Sales Dept.	L. C. Oakley, New York
Export Dept.	R. C. Galbraith, Houston
Purchasing Dept.	Geo. W. Von New York
Producing Dept.	J. J. Smith, New York
Pipe Lines	J. B. Nielsen, New York
T. T. Co. of Mexico S. A.	J. A. Walsh, New York
	J. E. McHale, Houston
	J. T. Rankin, Denver
	Otto Hartung, Houston
	Fred Carroll, Houston
	C. W. Pardo, Tampico

REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF JANUARY, 1926	
Refined—Coastwise.....	1,097,412 bbls.
Refined—Foreign.....	259,548 bbls.
	1,356,960 bbls.
Crude—Coastwise.....	284,306 bbls.
Total.....	1,641,266 bbls.

GOVERNMENTAL REPORTS DEPT.

Mrs. Chas. E. Scouller, she came back for a few days to induct Miss Kathleen Little, her successor as Judge Taylor's Assistant and Secretary. Miss Little comes to us with splendid recommendations as to her ability, disposition, and business training. She is an honor graduate, an A. B., of the University of Texas, and for the last several years has occupied a responsible position with the American Bankers Association in New York. We welcome her as a worthy addition to the splendid organization of The Texas Company and predict that she will wear with honor and credit the mantle of her predecessor.

RAILWAY TRAFFIC AND SALES DEPT. With great regret we report the death of W. G. Lanigan, Rate Clerk, New York Office, on January 7. Mr. Lanigan leaves a wife and young son to mourn his

passing, and to them the Department extends its deepest condolences.

Our sympathies are extended to W. E. Dunn of the Rate Room in the recent loss of his father.

Houston District.—

SALES DEPT. We are all sorry to lose **S. TERRITORY** genial Tommy Bradfield, Chief Motor Inspector, who has resigned to take a position with a tire concern; we wish him success. An efficient successor to Mr. Bradfield is S. I. Oates, formerly Shop Foreman, Houston Auto Repair Shop.

Louis Daab, Agent at League City Station, quietly took unto himself a wife in the midst of the Christmas festivities. Nothing can stop Louis now, and the good wishes of the District go out to Mr. and Mrs. Daab.

Got another Representative's representative. G. D. English, Representative Zone 10, wired January 5 to say it was a Boy—G. D. Junior. Congratulations to Mr. and Mrs. English—and Junior!

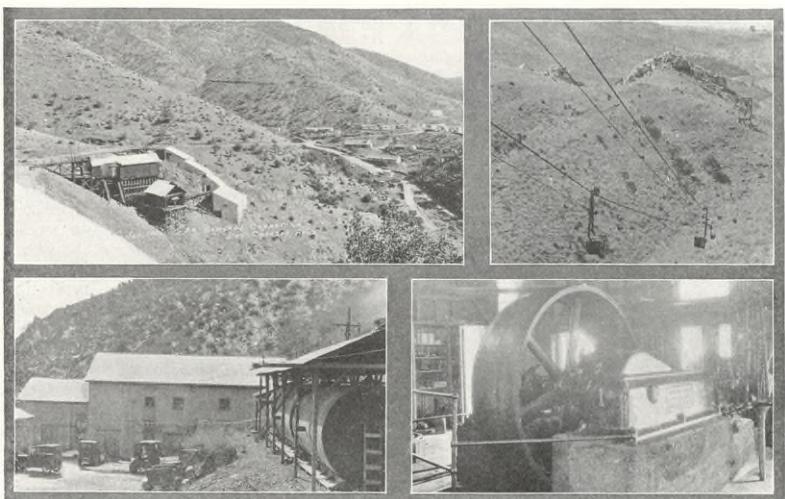
Chas. E. Neal, proprietor of the Chas. E. Neal Auto Company at Cotulla and our staunch friend, has made some improvements to his salesroom which we are assured rivals the best of such structures in the United States. Representative A. R. Hutchins says he had a conversation with Mr. Neal recently which convinced him that Mr. Neal is the original founder of the Optimists Club; nothing is going to stop him this year with his progressive Ford Dealership and Service Shop, and Texaco products will help him along.



A progressive Texaco dealer's filling station
The Clark Motor Company, our good customer at Lockhart, Texas, has been handling Texaco products exclusively for several years. There is no mistaking what brand they handle—they are not shy about it.

Agent L. C. Terry is seen with his hat off, and truck driver Tom Williams standing at the rear end of the truck.

The TEXACO STAR



Central Copper Company of Arizona—at Dos Cabezos, Arizona
Texaco lubricated 100%—handled out of our Willcox, Ariz., Station
The second picture above shows aerial tramway for transporting ore from mill to loading trains over two miles away. Below are shown the power house and an air compressor.

Dallas District.—The consolidation of Dallas and El Paso Districts has brought a number of members of the Texaco Family from El Paso to Dallas. They are all very welcome and we hope they will like Dallas. All of the Agents and Salesmen now reporting to Dallas instead of El Paso may feel assured they will have the heartiest co-operation of the D. O.

Construction of the addition to the D. O. Building is progressing under the supervision of Construction Foreman F. D. Paulus. Mr. Paulus was recalled from Florida District for this special work and he is very welcome back to Dallas.

Agent W. L. Black of Texarkana recently reported: "No calls today. Too busy looking at 8½ pound boy, born 11:45 p. m. December 19, 1925. Another Texaco Booster." We offer felicitations, and are expecting Texarkana to show large increases with this additional help for the Agent.

New Orleans District.—Representative J. B. Powell, Lake Charles, La., suffered the loss of his brother during the Christmas holidays. All of his friends and co-workers extend heartfelt sympathy.

Atlanta District.—We were glad to have as visitor on January 12 E. A. Rulfs of the Houston office.

Born to Assistant Agent H. E. Buckheister, Charleston, S. C., and wife, on December 27, Henry Edward, Jr., weighing only 10 pounds. The Texaco Family is ever increasing.

Florida District.—Heeding the call for a clean-up on unpaid accounts the field force of the biggest District in the Southern Territory stepped out and mopped up to the tune of 91.05%.

14 stations out of 48 made 100%
21 stations out of 48 made 99% or better,
9 stations out of 48 made 80% or better,
44 out of the 48 made from 80% to 100%.

It seems to be the general belief that collecting an account in Florida is the easiest part of a fieldman's work. In justice to those who put this campaign over, let it be known that it took work—lots of it. Eighteen hours of work a day is a short day for the boys who are making Florida District *First in Everything*.

The following telegram from Agent B. F. Parsons, Zephyrhills, Florida, on January 1 represents the Texaco Spirit of co-operation

The TEXACO STAR

prevalent in Florida District; "Made one hundred percent collections for month of December. Let us continue with that spirit of coöperation we have displayed in the past but with a more determined effort with the new year. Let us all resolve more firmly than ever before to put Texaco products before the public in a more convincing manner than we have in nineteen twenty-five. A happy new year to you and all the boys."

Santa Claus was very liberal to Agent J. H. Hulsey, Orlando Station, in presenting him with a daughter on Christmas Day. Congratulations to Mr. and Mrs. Hulsey.

SALES DEPT. **New York District.**—Agent Leslie Cleland of Ogdensburg, N. Y. Station heard that one of his customers in Lisbon, N. Y., which is 15 miles from Ogdensburg, had received a carload proposition from one of our competitors, very attractive from a price standpoint. A typical Adirondack blizzard was raging, but without hesitancy Agent Cleland took one of his chauffeurs, Roy Jacques who happened to be on his vacation, and mounting his faithful Red Ford started toward Lisbon. It was a case of shovel and buck their way through for 15 miles. Eventually they arrived in Lisbon, interviewed the customer, and secured his order for a carload of Texaco Primary Oils. Knowing the country these men had to travel through and the weather conditions, we consider this one of the finest examples of loyalty and salesmanship in Zone 10. Representative Marsden is to be complimented on having such excellent men.

Norfolk District.—The entire District extends congratulations to A. T. Hawkins, our new Agent at Raleigh, N. C., upon his recent marriage to Miss Margaret Frances Gill of Wake Forest, N. C.

All you have to do is to set a goal in Norfolk District and they will make it. They can make them from all angles. They set out four years ago to win the Tidewater championship and the prospects for doing it have never looked brighter than at present. Last year they were eliminated by the champions from Fort Monroe, a cracker-jack team from the Army. This year they have suffered only one defeat, and that was by the same team from Fort Monroe, on the soldiers' home court, by a margin of 9 points. Ten games in the won column offset this loss. The team is composed of Hippie, Hurley, and Witt, forwards; Har-



Eveready Service Station, North Wilkesboro, N. C.

This station is owned by our distributor the Johnson Oil Company. It is a credit to The Texas Company, and it is a pleasure to be associated with such a wide-awake distributor as the Johnson Oil Company.

rison, center; Hackett, Brennan, and Sutton, guards. The writer is willing to bet a brown derby that these boys will be hailed as the "Champions of Tidewater" when the final game is over.

Agent R. B. Allen of Greensboro, N. C., sends a page from the *Greensboro Daily News* and two photographs. The cadets of Oak Ridge Institute are grouped in the picture in front of a store presided over by M. B. Cottrell, where we have a pump. To these students the Texaco Star is a symbol of good gasoline; for "Friend Mike" would sell them no other. Year after year the boys leave this school disposed to buy Texaco.

Quotations from the *Greensboro Daily News* follow:

Every college town has its "hang-out" place for the students, with a friend of the boys in charge, but probably no college town in America rivals the Oak Ridge Military Institute, at Oak Ridge, 15 miles north of Greensboro.

The "Friend" of every boy at Oak Ridge Institute is not known alone at the "Ridge," but by thousands of old graduates who have gone from the institute into



W. R. Pleasants, Greensboro, N. C.

This rural station is averaging 3500 gallons for the three months it has been in operation. It is 100% Texaco.

The TEXACO STAR



Oak Ridge Mercantile Company presided over by "Friend Mike" Cottrell whose store has been for twenty-five years the "hang-out" of the students at Oak Ridge Military Institute, Oak Ridge, North Carolina.

The gasoline pump next to the telephone pole (somewhat indistinct in the photograph) dispenses Texaco and one of our globes is mounted on top of it. For years the students have seen the Texaco Star on this pump and to them it is a symbol of good gasoline—because Friend Mike would sell no other.

the business world. It can be said that M. B. Cottrell is known to over 10,000 people on "speaking terms," as "Friend Mike."

Over 6,000 students have graduated from the school since he began his duties. His store has been a place of fun and merry-making for the students and never a student has been put on record otherwise than the best friend of "Friend Mike."

He keeps the spirits of the boys high during the year. Two big paddles have become fixtures in the lives of the students and also instruments of "pleasure," although dreaded by the boys. To settle disputes, to keep down noise, and to make the boys more friendly he wields these paddles well and often. There are a few rules which all the boys must abide by, and unless they do the dreaded paddle is brought forth.

At the beginning of each year two sheriffs are appointed by "Friend" and their duty is to see that everything is kept quiet. They catch the boys as he orders and "put them over." When a sheriff gets a boy he is marched to the counter and forced to bend over. "Friend" does the rest, and believe the writer, he can hit hard. After the boy has received his "licks" he must shake hands with "Friend" and the sheriffs.

For 25 years the big store has been the hang-out place for the cadets. There is not a day that passes but some old student comes in to talk over old times and "Friend Mike" remembers them all. Daily he receives letters from almost every State in the Union and as far away as Cuba from former students.

The "store class," as the students are known, gather together at the end of the year to bid farewell to "Friend Mike," the best pal in the world. For the last 20 years the "store classes" have been photographed, and their pictures are treasures of the teacher of the "store class." You would be unable to buy one of these pictures at any price, for money could not replace them.

Mr. Cottrell is 58 years of age and has been a resident of Oak Ridge since childhood. He attended the school at Oak Ridge. In referring to the men who have graduated from the school and his "store class," "Friend Mike" said: "It is interesting to watch them grow and I don't think I have forgotten many of the six thousand." He expressed his "love for everybody that ever attended his store class and took a beating from his

hands and the big broad paddle. He pointed at the pictures of the former "store classes," many of which have faded from wear and age; showed the writer a few of the boys who have become among the highest men in the Old North State, some who have died, and some who have turned out to be black sheep.

This story will recall to the hearts of many old graduates what a good time they used to have, and they will be glad to learn that it is going on the same as ever. There are business men in every State in the Union

and some leaders in old Cuba who will never forget their boyhood friend and will never forget the paddlings they received at his hands for the pranks they attempted to pull. They will never forget "Friend Mike" Cottrell.



"Friend Mike" Cottrell

Minneapolis District.—We welcome to our organization the tank commission station at Bowman, North Dakota, the Missouri Slope Oil Company; also the tank commission station at Brainerd, Minnesota, with H. R. Day as agent. Mr. Day by affiliating with The Texas Company is locking arms with old friends, inasmuch as he was formerly in the employ of the Company at a refinery and as salesman. One hundred per cent Texaco is his byword.

The TEXACO STAR

Mr. Day has mentioned that his reason for lining up with us is because he has followed Texaco from the refining end to the sales and knows the products to be everything they claim to be.

We welcome the new tank commission station at Harvey, North Dakota, with J. W. Brant, as agent—the Brant Oil Company. Representative O. M. Roseth says he wishes the staff of the D. O. could see the spirit of the Brant Oil Company in the distribution of Texaco products. Texaco being new in the vicinity of Harvey, we feel fortunate in lining up with a man like J. W. Brant.

The District welcomes as a new tank commission station, the Moffit Oil Company, at Moffit, N. D.; also the Velva Oil Company at Velva, N. D., a new station set to put it over big and tell 'em about Texaco. They know that the more talking they do about Texaco the more they will sell.

We welcome a new distributor at Almena, Wisconsin, the Better Oil Company. They have behind them at all times proof that the products we and they distribute are everything claimed for them.

Stations making 100% collections during December:

Ashley, N. D.	Underwood, N.D.	Juanita, N. D.
Berthold, N. D.	Alexandria, S.D.	Lisbon, N. D.
Casselton, N. D.	Gettysburg, S.D.	Mandan, N. D.
Crosby, N. D.	Lead, S. D.	Minot, N. D.
Fargo, N. D.	Platte, S. D.	NewRockford, ND
Grafton, N. D.	Sioux Falls, S.D.	Portland, N. D.
Hazen, N. D.	Vermilion, S. D.	Stanley, N. D.
Jamestown, N.D.	Belfield, N. D.	Valley City, N.D.
LaMoure, N. D.	Cando, N. D.	Brookings, S. D.
LundsValley, ND	Cooperstown, ND	Gregory, S. D.
Medina, N. D.	Devils Lake, N.D.	Miller, S. D.
Mott, N. D.	Glen Ullin, N.D.	Pollock, S. D.
Parshall, N. D.	Grand Forks, ND	Tyndall, S. D.
Selfridge, N. D.	Hillsboro, N. D.	

We point with pride to these stations, and are hoping that there will be an increase for January. District Manager G. H. Seawell and the staff extend congratulations to the stations named and hope that the good work will be continued.

We are proud of our basket ball team. Only two games have been played, but they have won the laurels. The first was with Butler Brothers of Minneapolis, score 18 to 13 in Texaco's favor; the second with Northwestern Bell Telephone Company, Texaco victorious 16 to 13. All the boys ask is more enthusiasm on the part of those who do not play on the team. Let's make it standing room only the next time.



Winner of the Sales and Efficiency Banner for November—Twin Cities Service Station.

Presented to Filling Station Salesman Elmer Swenson (middle) by Representative L. T. Buss (right) and Filling Station Supervisor E. J. Gallagher (left) both working out of St. Paul Station.

Denver District.—J. T. Walsh of the accounting department, one of the oldest em-



Lease and License Service Station, Hebron, Nebraska

We received the following on the opening of this station, owned and operated by Agent August Fels: "The guiding Star of Southern Nebraska." If you do not believe it, kindly have a look at photo.

Opening Day? Sure we had it—January 6, 1926. Business? Well, we just had so much that it took four of us going full speed ahead to keep up with the procession. Handy Grips? Certainly, we put 'em out, but lost count of the cases as there were so many.

Mr. Fels was complimented by every customer upon his beautiful station and was assured by them that they would give him their business.

Did the people want Texaco? I'll say they did; for, in spite of bad roads and inclement weather, sales approached the 1500 gallon mark.

You will find this station very much in evidence from now on.

The TEXACO STAR

ployees of Denver District in service, has been granted leave of absence to recuperate his health. Jack, our best wishes follow you, and may you speedily and soundly recover.

Spokane District.—The D. O. mourns the loss of Miss Frances Dalton who is leaving for an extended visit in California. We hope to see Miss Dalton back in Spokane in the spring.

Santa Claus has been known to carry all kinds of packages, but here's an unusual one: one baby boy to Mr. and Mrs. Charlie Dunne of the D. O., named John Kiernan, weight 8½ lbs., December 25, 1925. Congratulations.



Results of a hunting and fishing trip made by L. G. Peterson (left) and Emory Wackerlie (right) of the firm Peterson & Wackerlie, Star & Jewett dealers, Idaho Falls, Idaho. These men are as good in business as they are in hunting and fishing. Needless to say they sell Texaco Products 100%.

ASPHALT SALES DEPT. For the twenty-third time the country's highway-building industry gathered for their annual convention during the week January 11-15, the meeting, as usual, being in Chicago. The attendance was at least 15,000.

The exhibition of road building machinery and materials was staged in the Coliseum, the New Coliseum, the Coliseum Annex, and the Greer Building. Some exhibitors who could not squeeze into these buildings were forced to display their products in the open.

Texaco's Asphalt Sales Department was there, our booth in its customary position in the Coliseum ballroom opposite the display of the U. S. Bureau of Public Roads. Engineers and contractors from all parts of the country were constantly in our booth discussing their problems with our representatives and listening to their recommendations. An interesting, instructive, and profitable week all around.

As the result of being loaned to the Kansas Automobile Owners Association, the Asphalt Department's captivating mechanical manikin has been an outstanding attraction at a number of fairs throughout the State of Kansas. The manikin's most recent appearance was at the Chicago Road Show.

The new year opened with a bang for Texaco No. 55 Road Oil when the Borough of Bronx, New York City, awarded its 800,000 gallons contract to The Texas Company. This represents the opening gun of the road oil campaign of one Austin Russell. We see visions of a record-breaking gallonage in road oil sales in the vicinity of New York this year.

We sometimes learn a lot from our failures if we have put into them the effort, the very best thought and work we are capable of.

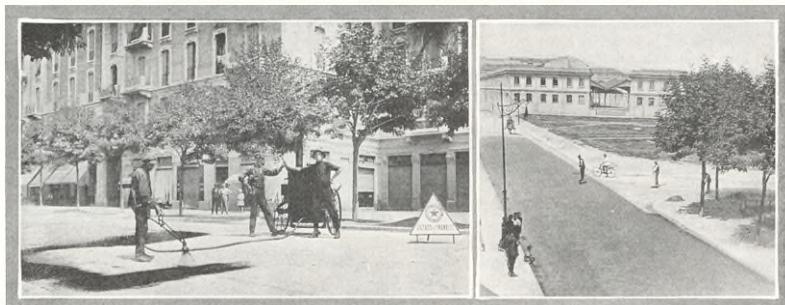
EXPORT DEPT. W. G. Moore has returned to New York after an extended trip to Europe.



The Texas Company (So. Amer.) Ltd. at the Auto Show recently held in São Paulo, Brazil.

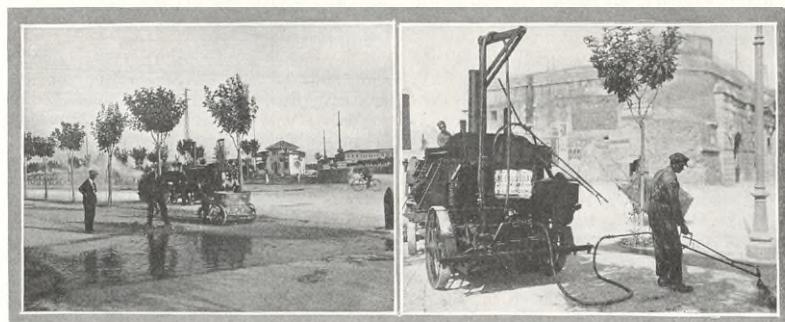
This exhibit was visited by many prominent people. One of its principal features, not clearly shown on account of the picture being taken at an angle, was an old motor showing the results of the use of "any oil" and a new motor into which our "Clean, Clear, Golden-Colored Motor Oil" poured through an "Easy Pour" can by means of an automobile oil pump connected to an electric motor. This device attracted much attention from the crowd of visitors. Some of them believed that the clear oil was nothing but jelly arranged to illude the eye. Numerous persons put their fingers under the flow, and frequently one saw visitors wiping their finger tips to remove the oil, occasionally resulting in spotted garments. Many orders were taken at this show and our exhibition was in all respects a great success.

The TEXACO STAR



Texaco Asphalt in Italy—application of Texaco Asphalt Group No. 6 on the Via Cadore, Milan.

Power Spreader at work applying Texaco Asphalt on the drives of the Park laid out as a memorial of the men of Verona who lost their lives in the World War.



Memorial Park, Verona, Italy. Driveway being covered with Texaco Asphalt. Note the trees each one of which has a lamp and is dedicated to the memory of a native soldier of Verona who died for his country during the World War.

PRODUCING DEPT. The Accounting force of the Producing Department gave a ("Dutch") banquet at Camp Beaty Wednesday, February 3, 1926. W. T. Daly presided ably assisted by Harry W. Hughes. Everything went over splendidly. The dinner was enjoyed by all and Mr. Heinrich received a rousing vote of thanks for the manner in which he prepared and served it.

Activities began at 7 p. m. sharp—William Tecumseh (Big Bull) Daly, toastmaster; H. W. Hughes, Entertainment—in accordance with the following program:

Welcome Address
Roll Call

V. L. Porter
W. T. Daly

Menu

Spudding in

Cap Rock

Boulders

Shale	Gumbo
Water and Bottom Sediment	Crude Oil
<i>Aftermath</i>	
A Little Hot Air	Slats Van Tress
Bloody Murder	Champion Morris
Evolution Blues	Skinny Kelly
Harmonica Selections	Farmer Manry
The Charleston	Hippo Zahn and a pair of "Reds"
Sonata from Wagner	Deacon Cullum
Yes Sir, That's My Baby	Lengthy Duke and Friday Hughes
Buck and Wing	Flounder Lansford
Blackboard Cartoons	"Jelly" Burks
Lecture	Dr. Komalskyki Whiskerski
Five Round Battle Royal	Dutch Benz and Black Mama Heiser
Good Night Song	Entire Gang
In the evening by the moonlight, I could hear those darkies singing;	

The TEXACO STAR

In the evening by the moonlight,
I could hear those banjos ringing;
How the old folks would enjoy it,
They would sit all night and listen,
As we sang in the evening by the moonlight.

Home Sweet Home

V. L. Porter, O. Hartung, and C. S. Farquhar each made a talk on behalf of the Department, and following these everyone had an opportunity to tell a "good joke."

Harry Hughes and Jack Duke entertained with a few old fashioned selections on their accordions; and Homer Kelly, the Department's song bird, impressed his audience very much with some harmonious melodies.

Zahn and the "Gold Dust Twins" sang and gave an exhibition of the Charleston. The prize fight between "Hang-on" Heiser and "Lightning" Patotzka ended in a draw.

Many exhibited his skill on the harmonica, while Lansford showed us all that he could buck and wing.

An interesting lecture was delivered by the famous Dr. John Anderson Brittenham, B. V. D., ZR-5, on "The Ultimateness of the Penultimate."

At the close of this event an old fashioned badger fight was pulled off. The principals in this event were two very athletic young men in the persons of Edwin P. Ross, Jr. and Baldwin Zahn. Ross, being the most successful of the two, got the badger out and the ferocious animal grabbed him by the leg, causing Edwin to jump high in the air and give out several loud yells. Walter Morris came in with a lame hand, having been attacked by the badger.

Every wrong thought depreciates the mind.



Preliminary work on Neches River crossing

PIPE LINES We send a view of the preliminary work on the Neches River Crossing where The Texas Pipe Line Company will put in eight lines, four eight-inch and four ten-inch. The pipe in the picture has been welded together and the heavy cast iron river clamps are lying against the lines ready to be bolted on.

The number of the lines; the depth at which they must be laid, forty-eight feet; and the fact that the river can be closed to navigation for only a very short time makes this one of the most difficult river crossings ever attempted in this country.

CRUDE OIL PRICES AT WELL

January 31, 1926

Penna., Bradford...	\$3.65	Eldorado...	\$1.55 to 1.65
Other Penna.....	3.55	Smackover ...	85 to 1.30
Indiana.....	1.78	Haynesville...	1.55 to 1.65
Canada.....	2.38	Homer.....	1.40 to 1.75
Ragland, Ky.....	1.15	Caddo.....	1.65 to 1.95
California ...	85 to 2.30	DeSoto.....	1.80
Oklahoma & Kas.	1.15 to 2.43	Bull Bayou...	1.45 to 1.75
N., NC., C. Tx	1.15 to 2.43	Crichton.....	1.60
Luling.....	1.10	Wyoming...	1.10 to 1.90
Gulf Coast...	1.25 to 1.50	Colorado...	1.00 to 1.35

Now

The past is gone—
Gone forever—
Hereafter to
Return never.

Today's sorrow:
Coming after
On the morrow
May be laughter.

And hate and scorn,
Born of today,
On the morrow
May pass away.

Sorrow and grief
Bear many tears,
Which pass away
With coming years.

Looking backward,
Ever we see
Fair times that still,
We wish to be.

But in the past
Was toil and pain
We wish not to
Return again.

On through the past
Time us has led;
We cannot turn,
The past is dead.

And there is hope
Of greater things
Than looking back
Now ever brings.

Therefore in time
That is before,
Strive on and on—
Look back no more.

Achieve above
Things that were last;
Let Now excel
The fading Past.

—A. O. Goldfinch, Jr.,
Sour Lake,
Texas.

SUGGESTIVE INDEX OF CURRENT ARTICLES

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

EXECUTIVE. The Control of Inventory Through the Scientific Determination of Lot Sizes. IV—The Specification or Groundwork from Which All Control Records Originate. H. S. Owen.—*Industrial Management*, January 1926.

EMPLOYMENT & SERVICE—AND EXECUTIVES. Concerning Application Forms. James B. M. Clark.—*Industrial Management*, January 1926.

SAFETY. Static—How Is It Caused; How Prevented? Preliminary Committee Report, National Safety Council.—*National Petroleum News*, January 6, 1926.

LABORATORIES. The Origin of Hydrogen Sulfide in Persian Natural Gas. W. H. Cadman.—*J. I. Pet. Techn.*, October 1926, p. 487.

Latent Heats of Vaporization of Distillates from Paraffin Base Petroleum. E. H. Leslie, J. C. Geniesse, T. W. Legatski, and L. H. Jagrowski.—*Ind. & Eng. Chem.*, January 1926, p. 45.

Laboratory Distillation Analysis of Petroleum. Howard G. Vesper.—*Ditto*, page 64.

High-Precision Fractional Distillation in the Laboratory. W. A. Peters, Jr., and Theodore Baker.—*Ditto*, p. 69.

Specific Heats, Heats of Vaporization, and Critical Temperatures of California Petroleum Oils. Edward H. Zeitfuchs.—*Ditto*, p. 79.

The Administration of Industrial Research. Edward R. Weidlein.—*Ditto*, p. 98.

EXPORT. How Swindlers Attack the Exporter. Henry Schott.—*The Nation's Business*, January 1926.

SALES. Some Observations on Service Station of the Future. R. A. M. Anderson.—*Petroleum Age*, January 1, 1926.

When Station Must Please Residence District. R. A. M. Anderson, *Petroleum Age*, January 15, 1926.

FUEL OIL. *Avoiding Profit Leaks in Fuel Oil. Roy R. Moore.—*Petroleum Age*, January 15, 1926.

PIPE LINES—PRODUCING. Some Rules for Painting Oil Tanks—Quantities Needed to Cover. H. L. Minister, Petroleum Engineer.—*National Petroleum News*, January 26, 1926.

GENERAL. Taxes? It's Up to You! Martin B. Madden.—*The Nation's Business*, January 1926. This Word War on the Capitalist. Harper Leech.—*The Nation's Business*, January 1926.

We Can't Recognize Soviet Russia Yet. Edmund A. Walsh.—*The Nation's Business*, January 1926.

Baltimore's Tactics Cut Baltimore's Taxes. Johnson Heywood.—*The Nation's Business*, January 1926.

American Pulpit Captured by Radicals. Margaret C. Robinson.—*Dearborn Independent*, January 9, 1926. "Many ministers lured by words that stand for things they do not see nor clearly comprehend."

The Wagner Cycle at Bayreuth. Guido Micheli.—*The Living Age*, January 16, 1926.

The Land of Two Rivers—Mosul and Its People. F. W. Chardin.—*The Living Age*, January 16, 1926.

A Dance a Week for Beginners—The Waltz.—*Dearborn Independent*, January 16, 1926.

Wilson Dam

in

Muscle Shoals

This dam is 120 feet from the roadway above to the water level, and is 4,600 feet in length. Texaco lubricants played a big part in the construction of this dam, being used altogether with the exception of small percentage. Photo from Lubricating Engineer W. L. Heinz.



The present generation of business almost universally throughout its responsible organization and management has shown every disposition to correct its own abuses with as little intervention of the Government as possible.

—President Coolidge.