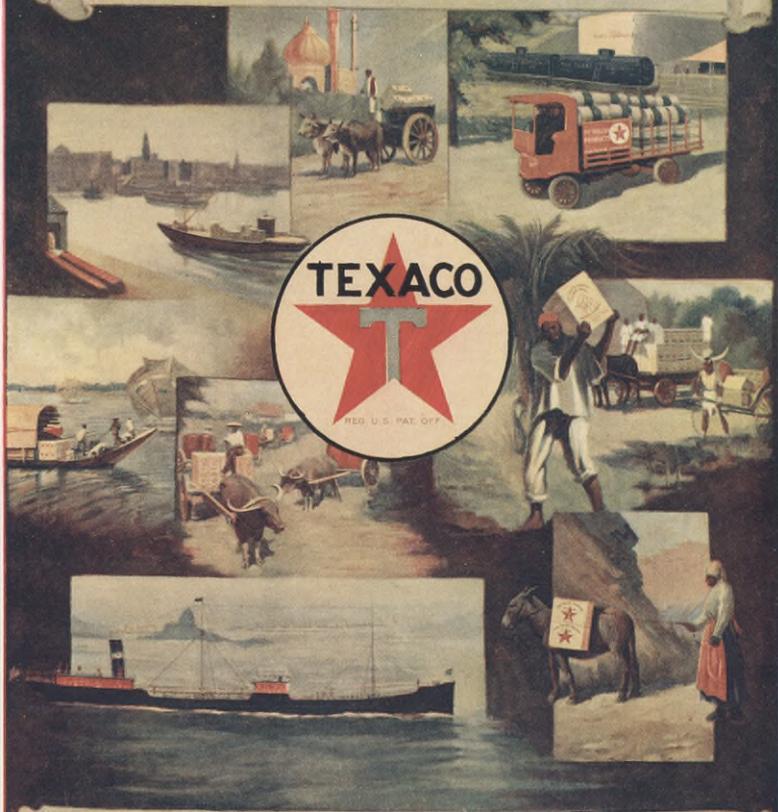


Texaco Star



THE TEXAS COMPANY



PETROLEUM AND ITS PRODUCTS

THE TEXAS COMPANY'S ALMANAC FOR 1917

Below this pictured portion is attached a pad of the monthly calendar tables, with advertisements of our various products and addresses of our agents and representatives.

ON the opposite page is a reproduction of The Texas Company's Calendar for 1917.

Intended primarily for foreign distribution, one hundred thousand of these Calendars were issued in three languages, English, Spanish, and Portuguese. The English edition for the United States, South America, and Australia; the Spanish for the West Indies, Argentine, Uruguay, and Philippine Islands; the Portuguese for Brazil.

The designs were painted from photographs taken in various parts of the world by The Texas Company's foreign representatives. They convey some idea of the diverse and picturesque methods of transporting Texaco products to consumers in many lands, and, incidentally, show how wide in extent is the territory embraced in The Texas Company's operations.

In the upper right hand corner the United States is represented; the picture showing auto trucks, tank cars, etc. indicates the modern equipment used by The Texas Company in America. Below this is a scene from East Africa showing a Kafir burdened with a case of our kerosene, emerging from the group. The contrast between this picture and the one above is marked; the latter shows the ultra-modern method of transporting oil products; the former, the ultra-primitive.

In many foreign countries where Texaco products are sold, the reliable "burro" constitutes the chief means of transportation. One of these faithful animals, bearing cases of our kerosene and driven by a native, is shown in the lower right hand picture.

Brazil's National Pride, the beautiful harbour of Rio de Janeiro, as viewed from the sea, is shown in the lower left hand corner; and the pride of our Marine Department, the flagship *Texas*, is shown in the foreground of this picture. Above it, immediately under the Trade Mark, is a scene from America's Far Eastern possession, the Philippine Islands, where Texaco products enjoy wide popularity. Carabaos, the native beasts of burden, are shown hauling cartloads of Texaco refined and lubricating oils. To the left of this is a scene on one of the great shallow rivers of China, which form the chief commercial highways of the Yellow Man's Republic; the picturesque "junks" are transporting Texaco products upcountry.

The skyline and harbour of Sydney, Australia's up-to-date metropolis, is shown in the upper left hand corner, with The Texas Company's lighter *Light of the Age* in the foreground. This lighter derives its name from our brand of kerosene so popular with the residents of that vast Island Continent.

The top center position is devoted to a scene from India, showing native bullock carts loaded with our oils.

The Calendars were printed by what is known as the "Offset Lithographic Process," ten colors being required to reproduce the designer's original painting.



Houston, Texas, No. 4 Filling Station, Main Street and Webster Avenue, known as "Oaklawn Filling Station" from the natural grove of splendid liveoaks in which it is set. For a view showing the handsome facades of the structure and the display room and office at the corner of the streets see "Departmental News." This view, from the interior of the lot, shows the filling stands placed on the center lines of the double-arched driveways, having entrances on both streets from which attendants can fill either to the right or to the left. In the rear corner of the lot is a fully appointed ladies' rest room, also lockers for employes, air compressor machine room, etc.

TEXACO STAR

VOL. IV

JANUARY 1917

No. 3

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 311 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

NOTICE—The Texas Company and its subsidiaries will pay a bonus to each employe in service on December 30, 1916, whose December compensation is at a rate of not more than \$2500.00 per year. The bonus will be ten per cent of the total amount paid each employe for services during the year 1916. Payment will be made on or about January 15, 1917.

E. C. LUFKIN, President.

The following notice was posted on the bulletin boards of our Case and Package Plant, but it is equally applicable and its suggestions deserve attentive consideration throughout all departments:

SUGGESTIONS TO EMPLOYEES

EMPLOYEES RECEIVING THE 10% BONUS ARE ENCOURAGED TO CONSIDER THE MOST ADVANTAGEOUS USE OF THEIR MONEY

FIRST—PAY OFF YOUR INDEBTEDNESS.

Keep square with the world.

SECOND—CONSIDER BUYING A LOT AND BUILDING A HOME.

The bonus will amount to enough to many employes to enable them to immediately start building homes of their own.

THIRD—SAVINGS ACCOUNT.

Start a Savings Account which will earn you 4% interest every year. If the interest is left with the principal and you add a little savings each pay day you will soon have a bank account working for you and paying you an income regularly.

FOURTH—LIFE INSURANCE.

Many of you have families dependent on you and they, without your earning power, might suffer. Consider protecting them with at least a small life insurance.

FIFTH—EDUCATION.

To the younger employes the suggestion is made that an investment in a night school course at the

College would in time show a good profit. Anyone who "learns-to-earn" usually finds promotion easy. The Texas Company is continually looking for trained employes to advance to better positions.

SIXTH—INVESTMENTS.

If you are inclined to invest your money in some proposition, the soundness of which you are not sure of, consult some good business man you know before letting your money go that way.

It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure you haven't lost the things that money can't buy.—*George Horace Lorimer.*

One who prided himself on his close calculations in money matters advised an acquaintance: "You could save money by selling your home and boarding." "I am not keeping my home to save money," dryly answered the other, "I save money to keep our home."

Home, Sweet Home.—Oh, Home! It is a sacred place—or was in olden days, before the people learned to chase to moving picture plays; to tango dances and such things, to skating on the floor; and now the youthful laughter rings within the Home no more. You will recall, old men and dames, the homes of long ago, and you'll recall the fireside games the children used to know. The neighbors' kids would come along with your own kids to play, and merry as a bridal song the evening passed away. An evening spent away from home in olden days was rare; the children hadn't learned to roam for pleasure everywhere. But now your house is but a shell where children sleep and eat; it serves the purpose

TEXACO STAR

very well—their home is on the street. Their home is where the lights are bright, where ragtime music flows; their noon's the middle of the night, their friends are—Lord, who knows? The windows of your home are dark, and silence broods o'er all; you call it Home—God save the mark! 'Tis but a sty or stall.—*Walt Mason.*

Few are more *dissipated*, in the accurate and full sense of the word, than those who feel and say every day: "Where shall we go tonight?" "What's doing?" "What's on at the movies?"

Dr. G. W. Gray, Chairman Refining Committee, tendered his resignation, to be effective December 31, 1916, in order to engage in the gasoline business with new associates in Oklahoma and Kansas. The Texas Company regrets to lose Dr. Gray's services as an expert petroleum chemist, and many will miss the cordial personal relations which have been enjoyed throughout the years that have included the Company's greatest growth; but he takes with him the good will of all and wishes for success and happiness in his future career.

One of the chief functions of the Federal Trade Commission was to be the repression of unfair commercial practices. Everybody was invited to complain. With tens of thousands of corporations in the United States, if the loud-voiced smashers of business had been right the Commission should have been literally smothered with protests against alleged oppressive and unfair acts. Yet in 15 months only 246 were lodged, and many of these were found to be utterly baseless. Nowhere is business conducted today with a keener sense of honor than in the big American corporations. . . . Putting the facts frankly before the thinking public is a wise move for every large corporation, public or private. From prejudiced and ignorant criticism all corporations have suffered tremendously in the past; such unanswered criticism has made the extremes of prosecution and even persecution possible. Conversely, putting the corporation's side of it squarely before the public will do more than anything else to insure the corporation's receiving the same kind of "square deal" it is giving the public.—*Leslie's Weekly.*

Sometimes a man gets the notion that he's uplifting the human race when he's only trying to boss it around.—*Wash. Star.*

What profit did you pay last year on your employer's investment in you?

"A man with Push can get there, but it takes the man with Character to stay there."

The crying evil of the young man who enters the business world today is the lack of application, preparation, thoroughness, with ambition but without the willingness to struggle to gain his desired end.

—*Theodore N. Vail.*

We have grown literally afraid to be poor. We despise anyone who elects to be poor in order to simplify and save his inner life. We have lost the power of even imagining what the ancient idealization of poverty could have meant; the liberation from material attachments, the unbridled soul, the manlier indifference, the paying our way by what we are or do, and not by what we have, the right to fling away our life at any moment irresponsibly—the more athletic trim; in short, the moral fighting shape. It is certain that the prevalent fear of poverty among the educated classes is the worst moral disease from which our civilization suffers.

—*William James.*

Do not pray for easy lives. Pray to be stronger men. Do not pray for tasks equal to your powers; pray for powers equal to your tasks. Then the doing of your work shall be no miracle. From it you shall wonder at yourself, at the richness of life which has come in you by the grace of God.

—*Phillips Brooks.*

There is no personal charm so great as the charm of a cheerful and happy temperament; it is a great error to suppose that this comes entirely by nature; it comes quite as much by culture.—*Van Dyke.*

Just Like a Man.—"What do you suppose I have done to-day, darling?" he asked.

"I don't know, dear. You know I never was good at guessing."

"Had my life insured."

"That's just like you, Will White! All you seem to think of is yourself."

A grocer leaned over the counter and yelled at a boy who stood close to a bunch of bananas:

"Are you tryin' to steal them bananas, boy?"

"No—no, sir," the boy faltered. "I'm trying not to!"—*New York Globe.*

TEXACO STAR

THE FUTURE BEGINS RIGHT NOW

By Rutledge Loomis

Copyright, 1916, by John R. Colter

It pleases our fancy to pause in life and plan a fresh essay;
Erasing the Past, we clench our teeth and fashion a Better Day;
"Tomorrow I start—," "From Tuesday on—," "I'll never again allow—"
We plan and resolve, but fail to see that the Future begins right now.

We plan so often to change our lives—but not, of course, today;
That waste of money we'll stop next week, and then we'll save our pay;
We meant what we said, yet the following week it was twice as hard again;
We clean overlooked the adamant fact that "the Future" began right then!

Go on! pile up those castles in Spain, dream to your heart's desire,
Plan the death of the habits you hate, covet the job up higher;
Dare to them all and seal your pledge with a high resolve,—but bow
To the Great Today! Its act decides! The Future begins *right now*.

Beautiful Things.—The beautiful things are the things we do; they are not the things we wear, as we shall find when the journey's through, and the roll call's read up there. We're illustrating the latest styles, with raiment that beats the band; but the beautiful things are the kindly smiles that go with the helping hand. We burden ourselves with gleaming gems, that neighbors may stop and stare; but the beautiful things are the diadems of stars that the righteous wear. There are beau-

tiful things in the poor man's cot, though empty the hearth and cold, if love and service are in each thought that husband and wife may hold. The beautiful things that we mortals buy and flash in the crowded street, will all be junk when we come to die, and march to the judgment seat. When everything's weighed on that fateful day, the lightest thing will be gold. There are beautiful things within reach today, but they are not bought or sold.—*Wall Mason.*

LIFE WISDOM

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

—*Benjamin Disraeli.*

I have noticed that most people in this world are about as happy as they have made up their minds to be.—*Lincoln.*

If your morals make you dreary, depend upon it they are wrong. I do not say to give them up, for they may be all you have; but conceal them like a vice, lest they should spoil the lives of better and simpler people.

—*R. L. Stevenson.*

The miser is as much in want of what he has as of what he has not.—*Cyrus.*

Habit is habit, and not to be flung out of the window by any man, but coaxed down stairs a step at a time.—*Mark Twain.*

Wisdom is to know what to do next; skill is to know how to do it; virtue is doing it.—*Buddha.*

There's a better man behind an honorable failure than the one behind a dishonorable success.—*Herbert Kaufman.*

CRUDE OIL PRICES AT WELLS

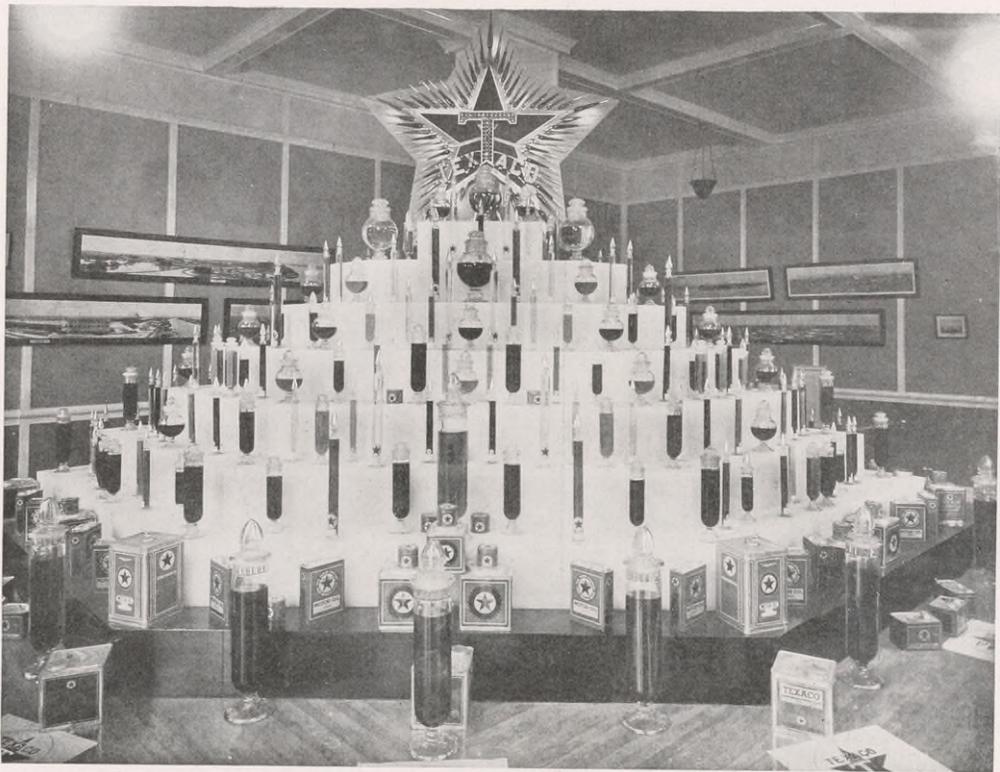
December 1, 1916

Pennsylvania.....	\$2.60	Caddo Light.....	\$1.00
Mercer Black.....	2.10	Caddo Heavy.....	.65
Corning, O.....	2.10	Vivian Heavy.....	.65
Cabell, W. Va.....	2.07	Vinton.....	.65
Newcastle.....	2.10	Jennings.....	.65
North Lima.....	1.48	Spindletop.....	.70
South Lima.....	1.48	Sour Lake.....	.65
Indiana.....	1.33	Batson.....	.65
Princeton, Ill.....	1.52	Saratoga.....	.65
Illinois.....	1.52	Humble.....	.65
Canada.....	1.98	Dayton.....	.65
Somerset, Ky.....	1.90	Corsicana Light..	1.00
Ragland, Ky.....	.90	Corsicana Heavy..	.50
California Light...	.70	Petrolia.....	1.00
California Heavy...	.40	Electra.....	1.00
Mexico.....20 to .40		Markham.....	.65
		Kansas and Okla.	1.00
De Soto Light.....	.90	Heraldton.....	.50
Crichton Light....	.70	Thrall.....	1.00

January 1, 1917

Pennsylvania.....	\$2.85	Caddo Light.....	\$1.40
Mercer Black.....	2.30	Caddo Heavy.....	.85
Corning, O.....	2.25	Vivian Heavy.....	.85
Cabell, W. Va.....	2.22	Vinton.....	1.00
Newcastle.....	2.15	Jennings.....	1.00
North Lima.....	1.58	Spindletop.....	1.05
South Lima.....	1.58	Sour Lake.....	1.00
Indiana.....	1.43	Batson.....	1.00
Princeton, Ill.....	1.62	Saratoga.....	.90
Illinois.....	1.62	Humble.....	1.00
Canada.....	1.98	Dayton.....	.70
Somerset, Ky.....	2.05	Corsicana Light..	1.40
Ragland, Ky.....	.95	Corsicana Heavy..	.50
California Light...	.73	Petrolia.....	1.40
California Heavy...	.40	Electra.....	1.40
Mexico.....20 to .40		Markham.....	.75
		Kansas and Okla.	1.40
De Soto Light.....	1.30	Heraldton.....	.75
Crichton Light....	1.10	Thrall.....	1.40

TEXACO STAR



Houston Office Building Exhibit—In ground floor windows of The Texas Company Building, Houston, Texas—Main corner room display

The pyramid is constructed of slabs of paraffine, 14 tons in weight, on an asphalt base. A complete line of our oils is arranged on the steps, graduating in color from crudes and dark lubricants at the base up through lighter shades of red and yellow oils to the light yellow and water-white oils at the top. The apex is crowned with an electrical reproduction of the Texaco trade mark. The height of the pyramid is 16 feet. Green, red, and white lights softly diffuse through the paraffine slabs. The pyramid lights and brilliant exterior lights alternate on a flash system, making a beautiful effect.

TEXACO STAR



Houston Office Building Exhibit—Corner of Main Exhibit Room, showing office of W. F. Clancey, in charge of the Exhibit and also in charge of Information and Employment Bureau

EXHIBITS AND DISPLAYS

F. K. DORRANCE, Superintendent of Roofing Division
ARTHUR LEFEVRE, JR., Houston Representative of Advertising Division

The advertising possibilities of fair exhibits depend to a large extent upon the number of people who will view them—the number of visitors—and on the location and attractiveness of the display. Fairs and expositions, such as Texas State Fair with an attendance of 1,400,000, Texas Cotton Palace with 406,000, Oklahoma State Fair with 159,000, and South Texas Fair, Mississippi State Fair, Alabama State Fair with approximately 75,000 each, give opportunity of appealing directly and impressively to the attention of people who are or should be personally interested in petroleum products. The interest developed and its lasting value depend on the proper selection and im-

pressive arrangement of the products displayed together with the zeal and deportment of the salesmen in attendance. It is the opinion of those in position to judge of the direct results that our exhibits at these fairs had an immediate and lasting effect of acquainting the public with Texaco brands and increasing the sales of the whole line.

The advertising policy, or the relation of the advertising to the sales efforts, largely determines the form of appeal of fair exhibits and window displays. The Texas Company uses advertising as a sales-aid; that is, "to aid the salesman by doing for him some of the tedious and least productive work of the selling organiza-

TEXACO STAR

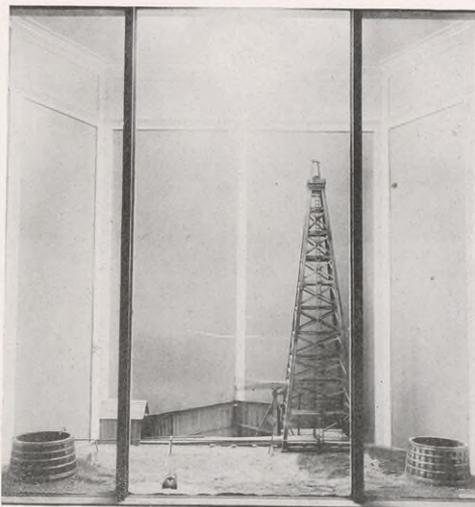
tion" and to do that "which cannot be done by the selling force at any time". Thus, our fair exhibits and window displays are restricted to a general publicity appeal.

In exhibit work one is necessarily limited by the flexibility of the material exhibited and the dimensions of the exhibit space. Harmony and contrast of colors is an important element; the minutest detail of harmony and symmetry of design must not be overlooked; and in selecting material for decoration purposes it is important to keep always in mind the central principle that the exhibit is to bring before public attention as forcibly as possible Texaco Products.

A window display may be designed to attract attention to one product, but Fair Exhibits are planned to boost the whole line without undue emphasis on any one product. When a comparatively large amount of a product is used in fair exhibit work, it is assigned the position of background or foundation decoration. This preserves the balance of the general scheme. Often, however, the exigencies of erecting a particular exhibit demand over-use of a product. This can usually be remedied by what we term a balancing-design.

In order to focus the attention of the teeming crowds upon one exhibit out of the maze of exhibits, special skill must be exercised to invent or utilize some attention-riveting device whereby your exhibit attracts visitors and prompts questions and gives the exhibitor the desired means of entering into conversations concerning his products. He must, figuratively speaking, exhibit in a different key from the numerous exhibits that surround his own. Success in exhibiting is largely due to the ingenious use of "little" devices.

A sign or signs should be so displayed that there will be no doubt as to the exhibit being that of The Texas Company, and there should also be a generous display of our trade mark in order that those whose attention is attracted by the exhibit must consciously or unconsciously get and retain a mental impression of the relation



Houston Office Building Exhibit—Window display showing a working model of derrick and engine house. The machinery is in operation pumping oil from well to tanks. A model of the Hughes Rotary Drill is also displayed.

between our name or trade mark and petroleum products or the product of particular interest.

In the distribution of souvenirs at fair exhibits it is very hard to exercise any discrimination; therefore it is desirable to have a main souvenir that can be distributed without stint to all, backed up by a few special souvenirs and also something for the "kiddies". Our souvenirs should not only be the means of attracting people to our exhibit and detaining them there, but should do advertising duty afterwards. A souvenir that smacks of service doubly impresses the recipient and creates a most favorable attitude towards and remembrance of the exhibitor.

In order that exhibits do not lack the personal touch it is well to have local representatives always on duty to meet the trade—thus bringing the exhibitor closer home to those interested, putting the salesmen in contact with live prospects, and making it possible to close sales between customers and local representatives. Of course, it is not always feasible to push the close-of-sales at exhibits, but it is highly desirable to do so upon the slightest in-



Houston Office Building Exhibit—Window display of Texaco Roofing, asphalt, roofing cement, and waterproofing materials.



Houston Office Building Exhibit—Window display of Texaco Asphalt, showing materials used in paving construction, sections of paving, and a miniature illuminated asphalt street.

TEXACO STAR



Houston Office Building Exhibit—Window display of oils, grease specialties, and domestic and export cans and cases.



Lubricating oils and greases, including a device showing the different viscosities of oils—8 glass tubes filled with different oils in which air bubbles are continually rising at different speeds according to the different densities of the oils.

TEXACO STAR

TEXACO STAR



Exhibit at South Texas Fair at Beaumont. Note effective decoration—red electric star backed with rays of white and green fabric

initiative of visitors; otherwise an element of business alertness and service is lacking that immediately reacts against desired exhibit-results. As a necessary consequence of the relation between advertising as a sales-aid and sales efforts, the fullest benefits from an exhibit cannot be reaped

without the liberal co-operation and assistance of local representatives. The Texaco Bunch are noted for their "All for Each—Each for All" spirit.

The value of fair exhibiting is enhanced by prompt and ingenious use of placards; especially when these are placed on exhibit



Effective display of placards, "These Tractors use Texaco Ursa Oil, The Texas Company," South Texas State Fair, Beaumont

TEXACO STAR



In The Texas Company's exhibit at the Dallas Texas State Fair

machinery do they convey a most desirable impression upon the public as to the quality of Texaco Products. The use of a particular product is thus intimately associated with the machine. It is, also, most desirable to bring into conspicuous view our attractive equipment. Every opportunity must be grasped to persistently center public attention upon Texaco Products.

Aside from the advertising value prop-

erly arranged exhibits may have, they have also an educational value for our own salesmen and agents—particularly so with the younger employes, furnishing them opportunities to become familiar with the entire line of products and to post themselves on all, thus stimulating an interest and enthusiasm which prompts them to push the entire line instead of specializing on a few products.

Properly installed dealer-window dis-



One million people viewed this sign during the automobile races at the 1916 Texas State Fair, Dallas. It was a 90 ft. sign, directly facing the grandstand, declaring that all the cars racing used Texaco Gasoline and Motor Oil exclusively. Note the Texaco tank wagon supplying gasoline and lubricating oils.

TEXACO STAR



Section of Dallas State Fair Exhibit showing pyramid of Texaco illuminated from its interior. The soft brilliancy of the translucent material made a very striking object.



Section of Dallas State Fair Exhibit showing linoleum mats manufactured by the Salem Linoleum Co. from Texaco Linoleum Felt

plays are of value not only to the manufacturer but also to the retail merchant. A window exhibit should emphasize one product; or, if more, similar products, or some one phase of the business. It should be a concentrated appeal, easily grasped at a glance. A well "dressed" window is an effective advertisement. The retail dealer appreciates any efficient service of this sort that the manufacturer may give. Putting in an appropriate window display renders the dealer a valuable service for which he is, usually, grateful and reciprocates by

pushing the manufacturer's goods.

The uses for petroleum products have been so extended that there are few persons outside the pale of prospective-customers. Of the thousands that visit our exhibits a very large percentage can at once be interested in some product, and many can be educated to use other Texaco Products. This educational effect is an important result of our exhibiting, aside from the emphasis that is constantly laid on "Texaco Petroleum Products—Famous for Their Quality".



Handsome exhibit at State Fair, Birmingham, Ala. Note the tank wagon in the rear at the left

TEXACO STAR

JACK AND JILL

B. E. HULL, Department Engineer

R. L. DRAKE, Sup't Case and Package Division

Several years ago Superintendent C. C. Blackman, of our West Dallas Works, purchased two diminutive mules, which he very appropriately christened "Jack" and "Jill". It is not to be inferred, however, that Mr. Blackman had any thought of the proverbial hill and pail of water when these faithful little animals were christened. They are exceptionally small mules, weighing about 650 lbs. each. They are mouse-colored and are of trim and neat appearance, and very agile.



In March 1914, Jack and Jill were moved from Dallas to our Case and Package Plant at Port Arthur. Since reaching Port Arthur they have been continuously employed for moving lumber from the stock pile to the Shook Mill, where it is manufactured into shooks for making cases. During the two and a half years they have been in this service it is believed that each has executed more work, in ton miles, than any other animal employed by our Company. During this period they have moved 49,000,000 feet, board measure, of lumber an average distance of 900 feet; the total

weight of the lumber was approximately 74,000 tons, so that they have moved a total of 13,000 ton miles, or an average of 4,650 ton miles per year.

In moving this lumber Jack and Jill have walked 6,500 miles and have moved 113,000 times their combined weight. A total of 8,900,000 cases have been manufactured from the lumber they have moved. If this lumber had been used for constructing a board walk two feet wide, the walk would be 4,600 miles long.

While these figures may be staggering to the human mind, they do not seem to worry Jack and Jill. At the present writing they are actively engaged in the operation of moving lumber and at any time during the day each of them may be seen drawing a truck loaded with 2,600 ft. of lumber.

Superintendent Blackman, as a great many of us know, is a distinguished linguist when it comes to talking "mule". Why, Mr. Blackman can go up to a mule, take him by one ear, whisper a few words down the funnel, and the mule will roll his



C. C. Blackman can talk "mule"

TEXACO STAR

eyes, flop the other ear, wag his tail, and trot off to do exactly what Mr. Blackman has asked him to do.

That Mr. Blackman is the best friend a mule ever had is very clearly shown in the wording of the telegram he sent when the mules were shipped from West Dallas Works to Port Arthur, which read:

"The little mules Jack and Jill shipped to you last night. Take good care of them and advise when they arrive."
and he wrote:

"Please do not let the driver whip or abuse them. We have never hit them."



Another Mule Fancier—R. C. Holmes mounted on the best mule owned by R. E. Brooks at Tepetate, Mexico

AN OIL COMPANY'S HOME FOR AGED HORSES AND MULES.

By A. J. HAZLETT,

In *The Oil Trade Journal*, November 1916.

It may be true that corporations do not have souls, but if one will take the trouble to dig deep enough into their organizations he will find in most of the larger companies some man in a position of responsibility whose heart is in the right place.

The Producers Oil Company, one of the largest oil producing companies in the world, maintains what its employes call "our poor farm". It is no less than a home for veteran horses and mules, grown old in the service of the company and retired as it were on a pension.

The farm is at Sour Lake and consists of 200 acres of choice pasture land where the

animals are free to roam at will. Occasionally when one of the old-timers gets a bit frisky, a saddle is thrown on his back and he is given a little exercise, but he is never made to do any hard work. The company figures that his past labors entitle him to rest the remainder of his days. The animals have plenty of food, pure water, and good care. If one becomes so infirm as to be unable to chew his food he is given bran mash, and when he grows too old and decrepit to enjoy his surroundings he is humanely put out of the way and given a decent burial. It would be interesting to know what the old Dobbins gossip about in their days of idleness. Like the aged veterans of the Civil War, who are spending their declining years in state and federal homes, they probably talk over old battles and criticize the grub. Perhaps, too, they kick on being forced to associate with mules.

The barn is 60x100 ft. with 15-ft. sheds on each side. Twenty-odd head of horses and mules are now cared for on the farm.

The cottage home of Supt. Murphy and Mrs. Murphy is a three-room building with screened-in porches, rear and front. It has bath room, running water, gas, and electric light, and is modern throughout.

Just what official is responsible for the infirmary is not known but most of the employes give the credit to the late Walter B. Sharp, the man who first put the Producers Oil Company on the oil map. While he was at the head of the Company the farm was located on rented property, at Waldeck in Brazoria County. About two years ago it was moved to Sour Lake where the Company has plenty of land of its own.

* *

Commenting on this "story" in *The Oil Trade Journal*, the *Daily Ardmoreite*, Ardmore, Okla., says:

Any company that is so thoughtful of its dumb animals will also be thoughtful of its employes, and deserves to make the success in business which the Producers Oil Company is making.

Give us to awake with smiles, give us to labor smiling. As the sun returns in the east, so let our patience be renewed with dawn; as the sun lightens the world, so let our loving-kindness make bright this house of our habitation.—*Robert Louis Stevenson.*

TEXACO STAR

SAFETY AND SANITATION

ST. C. B. BYRNE

Chairman Central Committee of Safety

The letter given below, written by the secretary of a Wisconsin insurance company to its policyholders, is worthy of much consideration and is germane to the work and aims of our Committee.

All are agreed that a great many accidents, throughout industrial activity, happen on account of men not understanding thoroughly enough the work to which they are assigned and the dangers surrounding the work to be done. Above all things, care should be taken by those in authority to see that every new employe, and every old employe set at a task new to him, understands what is to be done and how it is to be done, and that he is warned against any existing dangers and is taught the proper precautions to guard against injury. To set a man at work on a job new to him without careful instructions as to the proper way to do the work and ample warning of any existing hazards is an injustice to both the Company and the employe.

As a foreman is in his position by reason of his experience and capacity, and, therefore, understands the details of all work under his charge, he is the one to pass this knowledge on to those under him in enough detail to enable them to perform a task in the same way that he himself would do it. The careful foreman is reflected in every man under his control, and he is the foreman that keeps his force up to high standards of safety and efficiency.

We sincerely hope that each employe

will put into his 1917 accident-prevention efforts more zeal and energy than has been displayed during 1916. If we do, our efforts will be well rewarded.

EMPLOYERS MUTUAL LIABILITY
INSURANCE COMPANY OF WISCONSIN

To Our Policyholders: Statistics prepared by the Industrial Commission of Wisconsin show that industrial accidents during the first six months of this year have increased approximately 65 per cent as compared with the first six months of 1915. While a part of this increase is accounted for by the fact that many more men are employed this year than last, the principal reason for the tremendous increase is the great number of new and green men.

The instruction of new men in their work has always been a great factor in reducing accidents. With the increased number of new men, the foreman and superintendent should give more attention to the instruction of such men. Help the new man to get started right!

Fewer accidents, in addition to holding down the cost of your insurance, will increase the efficiency of your plant.

Talk this over with your foreman. If this Company or its Safety Inspectors can be of any service in this regard, please advise.

Yours very truly,

H. J. Haggie, Secretary.

A recent accident at Portland, Me. emphasizes a danger against which all users of gasoline ought to guard most carefully:

Investigation of the \$20,000 fire in Towle's Garage today showed that the fire was started when an employe dropped the iron nozzle of a gasoline filling tank on the concrete floor, causing a spark which ignited the gasoline. Within a few minutes the interior of the garage was a mass of flame, and it was with difficulty that the workmen escaped with their lives. . . . The employe who was filling an automobile with gasoline when the fire started narrowly escaped with his life, as his clothing caught fire and it was with difficulty that he was able to get out of the building. Other employes escaped through the rear windows.—Portland Evening Express.



One of The Texas Company's exhibit floats in Labor Day Parade, Birmingham, Ala.

DEPARTMENTAL NEWS

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

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

PIPE LINE DEPT. Wm. J. Bissonnet, for a number of years in the Houston Office, left on Dec. 1 to be associated with R. J. Armor in the automobile business. Clark Fletcher has assumed the duties formerly performed by Mr. Bissonnet, and W. B. Waltmon entered the service to fill the vacancy.

M. E. Hollern, of the Shreveport district, has been assigned to duties in laying the 8-inch line from Healdton to Sherman.

REFINING DEPT. The Japanese Steamer *Sanuki Maru*, which loaded case oil at the Port Arthur Casing

Plant in November, carried a crew of 75 Japanese who were anxious to get a glimpse of the new world. Captain Hori, in charge of the vessel, requested that they be allowed to visit our plant. Accordingly, the crew was divided into groups in charge of the ship's officers, most of whom spoke English, and conducted through the various departments of the casing plant. They seemed to be much interested in all they saw and to enjoy the visit very much.

If one will look over the lists of shipments from our Port Arthur Terminal as printed each month in the *Texaco Star*, if only for the last few months, it would be interesting to note the many different countries for which cargoes have departed. It would give an idea of the worldwide territory covered by Texaco products.

F. J. Strowbridge, of the Port Arthur Casing Plant, is about the proudest father

there ever was since the stork left a fine baby girl at his home a few weeks ago.

On Nov. 28 L. F. Connor, stenographer in the Terminal Offices, and Miss Maude Corliss, of Port Arthur, were married.

First Sgt. H. F. Stuckey, Company L, 3rd Texas Infantry, recently, while home on a furlough, visited the Terminal Offices, where he was a member of the clerical force when the militia was called out. He stated that The Texas Company employes in the two Port Arthur companies at Corpus Christi appreciate very much the Company's liberal action in allowing them half pay, and that a number of the men had asked him to express their gratitude for this generosity.

One of the most delightful events of the season in Port Arthur was the Texaco Club's Christmas Dance, given at the Plaza Hotel Thursday night, Dec. 21.

C. H. Lange, formerly connected with the engineering work at the Morgan City Shook Mill, has again entered the employ of the Company.

Morgan City recently witnessed one of the best Badger fights ever staged in that vicinity. Interested fans filled the livery stable to overflowing, while a large number of negroes perched themselves on buggy tops and the rafters of the building to witness the much-heralded fight. The badger and the dog were evenly matched, the latter weighing only 1½ lbs. more than his opponent. F. Greer Watson, Timekeeper at the Shook Mill, officiated.

A meeting of the Northern Terminals Chief Clerks was held in the New York Office Dec. 11-13. On the evening of the 12th they enjoyed a complete dinner at the Chemists Club through the courtesy of Mr. K. G. Mackenzie; and on the 13th an inspection trip was made to Bayonne Terminal, after which luncheon was enjoyed at the Newark Bay Club, with thanks to Mr. Hallager for the arrangements.

Boswell Drake, who has been serving on the border with the 7th N. Y. returned Dec. 3 to his position at Del. Riv. Terminal.

On Oct. 28, 1916, H. Parker, Barrelhouse Foreman, came to the plant wearing a broad smile—all because his wife presented him with a fine baby daughter.

On Sept. 27, 1916, Joseph Childs, pipe-fitter at Del. Riv. Term., and Miss Mary Ogden of Chester, Pa. were quietly married. Joe's many friends wish him a happy married life.

The boys at Delaware River Terminal devote as much as possible of their noon

TEXACO STAR

hour to seasonable athletics. During the summer a game of baseball is played, and the spectators enjoy enthusiastic rooting for their chosen team. Now they are out for soccer, and a lively game is played every day. The boys not only enjoy themselves but are keeping themselves in first class physical condition, which is an important factor in personal efficiency. There is no better way to promote good health than by proper outdoor exercise.

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

DATE	VESSEL	BARRELS	DESTINATION
		Refined.	
2nd	S.S. Sanuki Maru	37,771	Philippines
3rd	S.S. Florida	10,841	Bayonne, N. J.
3rd	Brg. Tulsa	8,089	Amesville, La.
3rd	S.S. Texas	71,348	Charleston & Jacksonville
4th	Brg. Dallas	16,825	Bayonne, N. J.
6th	S.S. Tharros	24,098	Asia
8th	S.S. Wieldrecht	33,027	Holland
8th	S.S. Teakwood	47,783	Dartmouth, Eng.
9th	S.S. Georgia	54,558	London, Eng.
9th	S.S. Luckenbach	19,242	South America
10th	S.S. Louisiana	31,419	Delaware River
10th	Brg. Tulsa	8,108	Mobile, Ala.
11th	S.V. Gwen Warren	2,533	Jamaica
12th	S.S. Alabama	29,905	Bayonne, N. J.
14th	Brg. Sixty One	4,839	London, Eng.
14th	S.S. Illinois	62,050	London, Eng.
15th	S.S. Northwestern	22,699	Bayonne, N. J.
16th	S.S. Mikesan Maru	23,470	Philippines
16th	S.S. New York	72,727	Norfolk, Va.
16th	S.S. Texas	70,237	Bayonne, N. J.
18th	S.S. Bloomfield	42,319	Dart'mth, Eng.
18th	Brg. Sixty Three	5,034	Galveston, Tex.
18th	Brg. Sixty One	4,701	Galveston, Tex.
23rd	Brg. Tulsa	8,210	Amesville, La.
26th	S.S. San Juan	2,635	Porto Rico
26th	S.S. Silverlip	99,586	Dartm'th, Eng.
30th	Brg. Dallas	16,901	Providence, R. I.
30th	S.S. Florida	11,245	Providence, R. I.
31st	S.S. Louisiana	27,977	Bayonne, N. J.
31st	S.S. New York	72,083	Norfolk, Va.
31st	S.S. San Gregorio	104,442	Dartm'th, Eng.
31st	Miscellaneous	3,499	

1,050,223

Crude.

9th S.S. Georgia 2 London
Total: 1,050,225 barrels

COMPTRON- Earl W. Lubbock and W.
LER'S DEPT. G. Forrest have recently
been added to the general
office bookkeeping staff.

E. R. Turner has been transferred from
General Office to Natural Gas Department
with headquarters at Fort Worth, Texas.

SALES DEPT. Agent B. G. Mew, of San
S. TERRITORY Antonio, Texas Station, on
Dec. 29 wrote the follow-
ing moving appeal to Mr. M. J. Monroe,
Sup't of Houston District, anent an acci-
dent that befell Salesman T. T. Hurt and
his motor car when the car turned over with
him on a country road:

Car No. 1932, just out of the paint and repair
shop, must go back for more repairs and some paint.
The car is hurt, also Mr. Hurt is hurt—has an extra
fine black eye and a badly hurt face. I think Mr.
Hurt's hurts will be all right in a few days; but I am
hurt because Mr. Hurt hurt the car and the other
two cars are in the paint shop.

Please let me have this hurt car repaired at once,
so that Mr. Hurt can have the hurt car, when Mr.
Hurt gets over his hurts.

*Mr. Frederick King Dorrance
and
Mrs. Florence Pace
Married*

*Saturday, December twenty-third
nineteen hundred and sixteen
At Home January twentieth, Atlanta, Ga.*

Mr. and Mrs. B. E. Robertson have the
sympathy of the Atlanta District Office in
the loss of their bright little daughter Eliz-
abeth, who died in December.

Atlanta District employes desire to ex-
press their appreciation and thanks to the
Company for the *Texaco Star*, which is a
welcome monthly visitor to each and every
employe in this District, and one that al-



The Texas Company Exhibit at San Angelo, Texas Fair

TEXACO STAR



Oaklawn Filling Station, Main Street and Webster Avenue, Houston, Texas. See Frontispiece

This station, designed by Chief Engineer E. H. Catlin, of the Pipe Line Department, is of old mission style, constructed of hollow tile and brick finished with stucco, roof red Spanish tile, floors concrete. The trade marks in the gables and in the show windows are art glass mosaic work. In the rear, at the far corner of the lot, is a structure of the same material in which are the air compressor machine room and lockers for employees and a rest room for the use of ladies while their cars are being filled.

ways has many articles of interest and practical help. We feel that it fully meets the Texaco test *Quality*, both in typographical makeup and interesting reading matter. The Christmas number is one we should all be proud of.

Appointments and transfers in Atlanta District:

G. H. Nickles from Waycross, agency to Rome, Ga. agency, succeeding E. E. Holder resigned.
H. J. Gibson, Clerk at Savannah appointed Agent at Waycross, J. H. Bennett succeeding Gibson.
T. E. Horton, Agent at Augusta, Ga., transferred



Fireproof Warehouse, 80 by 140 feet, Birmingham, Ala.—Probably the best Sales Station Warehouse in the South

TEXACO STAR



Texaco Products Exhibit at Electrical Show, Denver, Colo.



Display for Good Roads Automobile Parade at Cisco, Texas, October 26, 1916. Agent W. M. Reagan of Cisco is at the wheel, Salesman W. H. Gray standing in the car, and Mrs. Reagan and son Hal and daughter Gladys standing by the car. Mr Gray writes: "Agent Reagan and myself, with the assistance of his lady, had Texaco where it always stands—at the head. The bouquet in my hand was tossed by a fair damsel."

to agency at Tampa, Fla. L. B. Bennett, City Salesman Jacksonville, appointed Agent at Augusta. J. A. Morson, Head Clerk at Jacksonville, succeeds Bennett as City Salesman, K. P. Pierce, Clerk in District Office, going to Jacksonville as Head Clerk.

H. G. Thompson, Salesman out of Macon, Ga., transferred to Salesman headquarters Tampa, Fla. R. S. Hill, Clerk at Macon Station, succeeds Salesman Thompson in Macon territory.

J. H. McNamara has been employed as Sales Sheet Writer in District Office.

SALES DEPT. New York District.—The present quarters of the District Offices having become overcrowded, commodious offices have been taken on another floor of the Whitehall Building, 17 Battery Place.

Card—The telephone Operators in the New York Office have found it impossible to thank all in the Company personally who remembered them so generously Christmas time and desire to thank them through the *Texaco Star*.

Mrs. G. P. (Gillespie) Hardesty
Miss Margie Donohue
Miss Helen Ryan
Miss Helen Sinnott

Boston District.—Manager C. E. Woodbridge, with Harry Tipper, L. A. Jacobs, and several others of the Advertising Division, attended the meeting of American National Advertisers held in Boston Dec. 5-7. Mr. Tipper is an ex-president of the

TEXACO STAR



Eileen Kerns, 25 months old daughter of Mr. and Mrs. F. C. Kerns, Chief Clerk Lubricating Division, Houston, Texas

Association and is now a member of its Executive Committee.

About twenty members of our District Office force are taking a course in Business English and all are interested in letters to the trade and to other offices, *etc.*

T. F. Cawley, Relief Agent, and Miss Helen I. Georin were married Dec. 15, 1916 at Providence, R. I. Mr. Cawley's many friends offer congratulations.

Appointments and transfers:

W. A. Edmundson, formerly of Philadelphia District, has been transferred to Boston District as Chief Lubrication Engineer, to have charge of all technical matters.

W. O. Brinsmade, Agent at our new Fairhaven East Station.

P. J. B. Vincent, Agent at Lebanon, N. H., succeeding G. J. Landers resigned.

Frank R. Lill transferred from Order Clerk to Traveling Accountant; James E. Flanagan re-entered the service to take the place of Order Clerk.

R. H. Mullaney, formerly Agent at Harwich, Mass., has severed his connection with the Company.

Philadelphia District.—F. E. Taws is now in charge of all motor equipment in the Philadelphia District. Robert J. Russell has entered the service as stenographer and assistant to Mr. Taws.

The engagement of Miss Anna Henry, stenographer to Sup't McCarthy, and Mr. F. E. Taws was recently announced.

The District Office unitedly extends hearty congratulations and good wishes to B. H. Halvey on his marriage to "the best little girl in the land."

J. C. Montgomery resigned as stenographer and assistant to H. T. Dietrick in the Lubricating Division, and the position is now being filled by C. Franklin Fretz.

Leo Coogan resigned as clerk in accounting office, and his duties have been assumed by David B. Roop.

Norfolk District.—The Third Annual Meeting of Agents and Salesmen of the Norfolk District was held in Norfolk, Va. Dec. 18-19. Sup't William Thompson presided. Visitors from outside the District were F. D. Gatchell, Ass't Mgr. Sales Dept. N. Ter., and J. T. Govers from New York, Sup't C. R. McCarthy from Philadelphia, and Sup't G. H. Reinhardt from Boston. The talks by Sup't Thompson should have good effect throughout the District. All enjoyed a talk by Mr. Groves and promised to assist in bringing the Sheet Reporting System to a higher standard. Mr. McCarthy's interruptions were very beneficial and caused a lot of amusement; he was the life of the meeting, and we hope this will not be his last visit to our annual meetings. Mr. Reinhardt's address was very interesting and we insist on his being with us again next year. Among the outstanding features of the meeting was a paper by J. H. Foster, Creditman of Norfolk District.

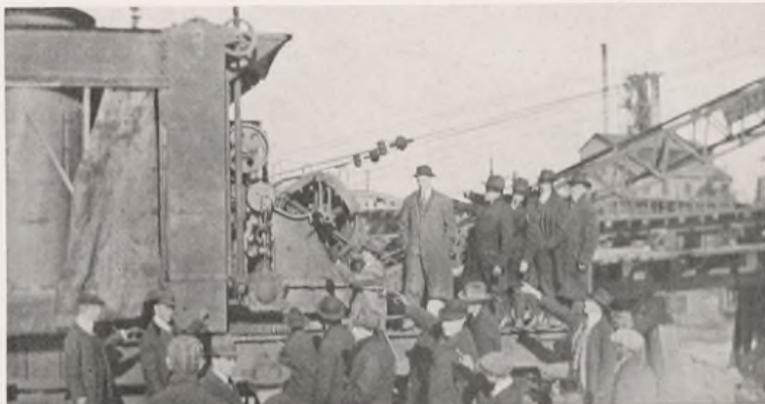
Monday evening, accompanied by wives and lady friends, all took a special train for Cape Henry to enjoy an oyster roast and turkey dinner. After partaking of the luscious bivalves and Princess Anne turkey, the party spent a pleasant evening in the Casino Ball Room. Besides the music and dancing, special entertainment was furnished by Charles Rowland McCarthy and Joseph L. Tinney, of Philadelphia, who did a trick with a hat and two oysters. If anyone wishes to know how this trick is done, ask them.

The Thubanite Chapter of the Crater Compound Club held its Third Annual meeting Dec. 19. Twelve new members were initiated. The feature of the initiation was a parade which created quite a sensation along the streets of Norfolk. It was led by The Texaco band and every member in line wore a red cap with green tassel, the front of the caps being ornamented with The Texas Company's trade

TEXACO STAR



Norfolk Chapter of C. C. Club waiting for the boat to go to the Virginia Smelting Company, Norfolk, Va., to inspect their plant



Members of Crater Compound Club inspecting gears and cables of a Browning crane at the Virginia Smelting Company's plant



At the center of the group is Supt. Sullivan of the Virginia Smelting Co.'s plant; at his right stands Salesman C. L. Short who handles the Virginia Smelting Co. account; at Mr. Sullivan's left stands Gen'l Ass't G. L. Clifton of our Norfolk District Office

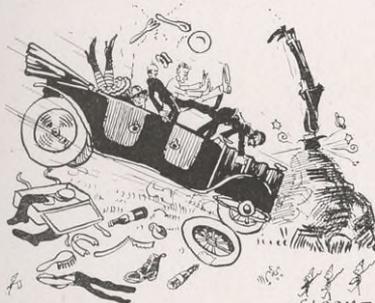
TEXACO STAR

mark. Two of the candidates were dressed in regular initiation form, one carrying a 25-lb. can of Crater Compound on his shoulder, the other drawing a miniature tank car by a 2-inch rope, the car being lettered with our tank car specifications.

The following day the Club visited the Virginia Smelting Company's plant, which was very beneficial to all as there is hardly a piece of machinery in the plant on which Crater Compound cannot be used.



Fleet of Jenke's Oil Company, Tarboro, N. C., decorated by their salesman, M. P. Williams, for the Edgecombe County Fair Parade, October 31-Nov. 3, 1916.



New York Officials on a tour, visiting Company Stations in North Carolina

Chicago District.—Curt Parker has joined our selling force, traveling out of Joplin, Mo.

R. B. Lacour of the Chicago Office has been transferred to St. Louis to travel territory formerly covered by D. H. Hughes.

A meeting of the Crater Compound Club was held Dec. 8. Stimulating talks were made by J. T. Groves, H. T. Snell and O. J. May. Officers for 1917 were elected:

O. J. May, Moderator S. S. Jackman, President
W. B. Wansbro, V. Pres. H. C. Jernegan, Sec'y
F. Straus, Treasurer L. R. E. Penn, Sr't. at A.
J. R. Bolt, Chrm. Entertainment and Init. Com.

EXPORT DEPT. W. C. Wallace, who has been in London for the last two years, returned to spend the holidays with his family in the States.

O. Guelcher has returned to New York.

F. B. Walsh has been transferred from the Accounting Division to the Asiatic Division as assistant to C. A. Damm.

Albert Phillips left recently for Rio de Janeiro, where he will be connected with The Texas Company (South America) Ltd.

Cape Town, October 10, 1916.

Editor *Texaco Star*: The South African Texaco boys have for many months enjoyed and taken a keen interest in the accounts, published in the *Texaco Star*, of Texaco outings in America. Believing that same interest to be among our American colleagues, the writer has taken it upon himself to frame an account of the first South African Texaco Picnic. Two results of the Camera contest, mentioned in the account, may prove interesting.

Yours very truly,

A. E. Seals,
Chrm. Entertainment Committee

ANOTHER VOICE FROM SOUTH AFRICA

After five years of hard pushing The Texas Co. (S. A.) Ltd. thought the time was ripe to have a "Gathering of the Clans" in the way of a Picnic. The South African family, though the majority are South Africans, can boast of several American cousins among them who have, after a very studious time, well accustomed themselves to the South African habits and have gained the confidence and respect of all.

On Wiener's Day, October 2nd, (a holiday purely South African) three motor buses flying the Red Star and Green T were drawn up at the Company's Offices to take the family to a holiday resort called Hout Bay. In picnic garb, off went the merry crowd who, despite drizzly weather, enjoyed the long and beautiful ride. Upon arriving at the Hout Bay Hotel they betook themselves to the "Winter Garden." This garden is not what its name suggests, but is enclosed with a rainproof roof. The latter was built some years before Texaco Roofing discovered South Africa, otherwise Texaco would have been used. After a delightful cup of tea and a snack, and the family introductions over, off the boys started with sports. Sports? Yes, they were provided for, wet or fine. They opened with a very appropriate one "Are you there?"

It would take up too much space to go into details of the sports, but the boys had many surprises. For instance, in the relay race Mr. Hinman (Assistant Manager for South Africa) surprised all, as a dark horse. The family knew him to be as sharp as a needle and credited him with being able to get a move on in some ways, but did not bargain for his being able to get a move on in a race.

With appetites like lions the family sat down for Luncheon, a sight the Mother House would have enjoyed. The Cape Town Branch Manager, Mr.

TEXACO STAR

Wm. Hughes, to make the family forget that "aching void" while waiting to be served, supplied a thirst quencher by way of a recitation entitled "The Charge of the Light Brigade." This had a satisfying effect upon the family, who at the finish were so full up with laughter, that it was hard to concentrate their minds on the fact that they were, before this recitation, hungry; but eventually they fell to.

The afternoon sports proved very interesting. They were opened by our American relations exhibiting their powers with the camera. Mr. Irwin (Manager for South Africa), Mr. Gillies, Mr. Tarter, and Mr. Holliger each made an exhibition, and their attempts were all satisfactory—no cracked plates. Mr. Holliger, one of the latest arrivals from the States, took away the breath of the whole family in an event called "Slinging the Monkey," this being to all who have traveled across any sea, this being a ship's game. We understand that this gentleman is a jolly good hand at "slinging our products," which may account for his marvelous exhibition.

At High Tea (no Game allowed) prizes were distributed to winners in the sports. Mr. Gillies, not being blessed with a wife to call his own, made a grand slam in carrying off a Cup called "The Muller Cup." This Cup was presented for the event of the day by one of the Cape Town stenographers, Miss Muller, the event being a Tug o' War—Married *versus* Single. This Cup is to be "pulled for"

each year, being marked as a floating trophy.

The sports over, information leaked out that "our ladies" (S. A. stenographers) had been busy getting on the right side of the hotel proprietress for a loan of some powder; then Mr. Irwin remembered he had a tin of French Chalk in his car. This sprinkled on the floor, our Ladies informed the boys it was to be rubbed in with the feet, and after a musician was found just showed them the way to use their tootsies. Dancing? Yes, that was it. Mrs. Daintree, one of our oldest ladies (in respect to the operating period of The Texas Co. (S. A.) Ltd., accompanied by Mr. Irwin gave an interesting exhibition of the American Two-Step.

At 7:45 p. m. the family were informed "the carriages are waiting." Soon all were seated in the buses and, with a hearty cheer for "Texaco," made for home.

This outing was the first of The Texas Co. (S. A.) Ltd., and it had a most pleasing effect upon "the boys." The saying about "all work and no play" was proved by the increased vigor with which they settled down to it the following day. The outing has put new blood into their veins and the Mother Office may now be prepared for new results; for the South African determination, we hear, has no bounds, and seeing 99 points out of 100 are on the side of "work" there is no knowing what surprisss we may have in store for New York.



Texaco Picnic on Wiener Day (a South African holiday), Cape Town, S. A. — Picnic Sports

SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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

- REFINING Speeding Up Mother Nature—*The Nation's Business*, Dec. 1916.
The Chemist in industry.
- EXPORT The New Philippine Bank and Our Trade With the Islands, by H. B. Willis—*The Nation's Business*, Dec. 1916.
Preventing the Corrosion of Pipe, by F. N. Speller—*The Iron Trade Review*, Nov. 30, 1916.
Life of pipe in hot water heating and supply systems may be doubled.
- SAFETY AND SANITATION The Physician in Modern Industry, by Magnus W. Alexander—*The Iron Trade Review*, Oct. 19, 1916.
Value of medical attention in industrial practice.
- SALES The Texas Company in Chicago Operates Trucks So Efficiently Their Records Sell Texaco Oils—*National Petroleum News*, Dec. 1916.
Should be read by every truck driver in The Texas Company.
Sales Management, IV—Organization—Functional—Analysis, by E. St. E. Lewis—*Engineering Magazine*, Dec. 1916.
- LUBRICATION Lubrication of an Ice Plant, by J. W. Fromeyer; Testing of Lubricating Oils, by Dr. W. H. Herschell; What Must the Jobber Do? by L. E. Thorp; Grease, by A. J. Callaghan—*Oildom*, Dec. 1916.
- GENERAL The Horse and His Care, by Dr. Lucky, State Veterinarian of Missouri—*Transfer and Storage*, Aug. 1916.
Gasoline Specifications Not Practical—*Oildom*, Dec. 1916.
Measuring Productive Capacity, by H. L. Gantt—*The Iron Trade Review*, Dec. 7, 1916.
What 71 Years in Business Have Taught Us, by Cyrus H. McCormick—*System*, Dec. 1916.
How We Are Meeting Competition, by J. A. Underwood, of Favorite Stove and Range Co.—*System*, Dec. 1916.
The Weak Spot in Business Preparedness, by Wm. C. Redfield—*System*, Dec. 1916.
Two Opposing Railroad Valuations—*The Unpopular Review*, Jan. 1917.
Future of the Technical and Trade Press, by J. H. McGraw—*Engineering Record*, Nov. 4, 1916.
Perpetual Inventory in Valuation Work, by Charles Piez—*The Iron Trade Review*, Dec. 7, 1916.
Practical Costs, by Earl S. Clark—*Engineering Magazine*, Dec. 1916.
"Ninety per cent of our manufacturers are fixing their prices by guess—How to eliminate guesswork."
Three Ways to Test Cost Figures, by W. L. Churchill—*System*, Dec. 1916.



