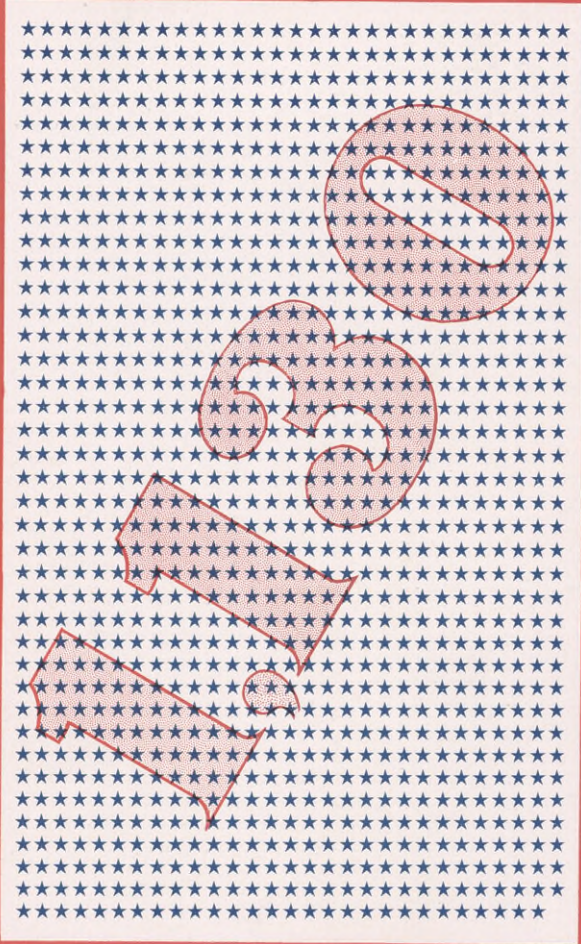
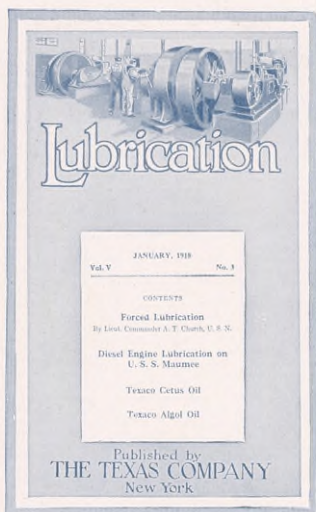


Texaco Star

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SERVICE FLAG OF THE TEXAS COMPANY-AS OF JAN. 1, 1918



Published Monthly
in the
Interest
of
Efficient
Lubrication

PACIFIC PETROLEUM RECORD

Los Angeles, California,
December 13, 1917.

Mr. L. H. Canfield,
Editor of "Lubrication",
The Texas Company,
Whitehall Bldg., New York.

Dear Sir:-Referring to your circular letter of October 31st with reference to the mailing list of "Lubrication", I should be glad to have you change my address to room #1002 Van Nuys Bldg., Los Angeles, instead of care of the Independent Oil Producers Agency.

The writer certainly is very much interested in your magazine, and from an educational point of view I consider it as good as a text book.

Cordially and sincerely yours,

(Signed) Frank J. Silsbee,
Editor and Publisher.

FJS/W

LUBRICATION

The Texas Company, 17 Battery Place
New York City



Christ in Flanders

WE had forgotten You, or very nearly—
You did not seem to touch us very nearly—
Of course we thought about You now and then;
Especially in any time of trouble—
We knew that You were good in time of trouble—
But we are very ordinary men.

And there were always other things to think of—
There's lots of things a man has got to think of—
His work, his home, his pleasure and his wife;
And so we only thought of You on Sunday—
Sometimes, perhaps, not even on a Sunday—
Because there's always lots to fill one's life.

Now we remember; over here in Flanders—
(It isn't strange to think of You in Flanders)—
This hideous warfare seems to make things clear.
We never thought about You much in England—
But now that we are far away from England—
We have no doubts, we know that You are here.

You helped us pass the jest along the trenches—
Where, in cold blood, we waited in the trenches—
You touched its ribaldry and made it fine.
You stood beside us in our pain and weakness—
We're glad to think You understand our weakness—
Somehow it seems to help us not to whine.

We think about You kneeling in the Garden—
Ah! God! the agony of that dread Garden—
We know You prayed for us upon the Cross.
If anything could make us glad to bear it—
'Twould be the knowledge that You willed to bear it—
Pain—death—the uttermost of human loss.

Though we forgot You—You will not forget us—
We feel so sure that You will not forget us—
But stay with us until this dream is past.
And so we ask for courage, strength, and pardon—
Especially, I think, we ask for pardon—
And that You'll stand beside us to the last.

—L. W., in "The Spectator"



These buoys are to be located in the Gulf of Mexico about two miles from shore and are to be used as moorings for ships at the end of the sea-loading lines of The Texas Company of Mexico. All the forgings were made from steel billets and the plate work was sheared, formed, punched, and riveted up complete in the Port Arthur Works Boiler Shop. Each of the forged eye bars weighs about 860 lbs.

TEXACO STAR

VOL. V

FEBRUARY 1918

No. 4

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 401 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

FOR INFORMATION of employes and stockholders we reprint the following statement, dated January 3, 1918, made to the New York Stock Exchange in connection with the application to list the recent increase in capital stock:

THE TEXAS COMPANY

(Organized under the laws of Texas.)

CAPITAL STOCK

Referring to this company's previous applications, especially to A-4737, dated March 20, 1917, application is hereby made for the listing of \$13,875,000 additional of this company's Capital Stock on official notice of issuance in exchange for outstanding subscription receipts, making the total amount of Capital Stock covered by this and previous applications \$69,375,000 (the total authorized issue). Said Capital Stock is of the par value of \$100 per share, is full paid and non-assessable and no personal liability attaches to stockholders.

The history of the original incorporation of the Company and of previous increases of its Capital Stock to \$55,500,000 is given in previous applications. All of this issued stock has been listed.

On June 22, 1917, at a special meeting of the stockholders, held after due notice and in accordance with the by-laws of the Company, it was resolved by the unanimous vote of 459,639 shares of the Capital Stock of the Company, that being all of the stock represented or voted upon at the meeting and more than two-thirds of the total outstanding, to increase the Capital Stock of the Company to 693,750 shares, of the par value of \$100 each. The 138,750 shares of this increase were to be offered for subscription at par proratably to the stockholders of the Company, payments to be made as follows: Thirty per cent. on or before August 15, 1917; thirty per cent. on or before October 15, 1917; and forty per cent. on or before January 5, 1918.

The stock now sought to be listed was offered and subscribed for under and in accordance with said resolutions to stockholders of record July 10, 1917; and prior to issuance of stock certificates proof of this increase and of payment therefor will be filed with the Secretary of State of the State of Texas,

which, under the laws of Texas, will accomplish the increase, nothing further being necessary.

The stock now sought to be listed will participate in dividends from and after January 1, 1918.

The proceeds of the sale of said 138,750 shares will be applied to the purchase of crude supplies and increasing the manufacturing and distributing facilities of the company.

Since making its last application this company has amended its charter and made certain changes in its corporate organization and in the form of some of its holdings. Prior to June 19, 1917, such corporations, though empowered to buy, store, pipe, transport, refine and market petroleum, and to own and operate equipment and plants for these purposes, had no direct charter power to engage in the producing business, and under the laws of Texas the power to prospect for and produce oil and to hold lands and leases for these purposes could not be conferred upon corporations of this kind, according to the opinion of counsel. But on the date last mentioned there became effective an act of the Texas legislature, approved February 20, 1917, under which this company, in the manner hereinafter shown, has acquired the lacking powers.

At the meeting on June 22, 1917, the stockholders of the company authorized a conveyance of its oil pipe line system, the lines in Texas and Louisiana to a Texas pipe line corporation, and the lines in Oklahoma to an Oklahoma pipe line corporation, in exchange for the stock of these new corporations, all of which was provided for in the act of the legislature. Amendment of the charter embracing the power to engage in the producing business in accordance with the act of the legislature was also authorized at this meeting. On June 26, 1917, The Texas Pipe Line Company, with capital stock of \$14,000,000, shares \$100 each, was incorporated under the laws of Texas, and on June 27, 1917, The Texas Pipe Line Company of Oklahoma, with capital stock of \$6,000,000, shares \$100 each, was incorporated under the laws of Oklahoma. The oil pipe lines in Texas and Louisiana were conveyed to the former, and those in Oklahoma were conveyed to the latter, the parent company taking the \$20,000,000 stock of the new companies in payment for these properties which stood on its books at \$18,517,749.41. And on June 27, 1917, the charter of The Texas Company

TEXACO STAR

was formally amended, as authorized by the act of the legislature, and in accordance with the vote of the stockholders. These new pipe line companies began business on July 1, 1917, and they operate solely as carriers. The Texas Company has since acquired the producing properties formerly owned by Producers Oil Company, which company has been dissolved, so that the business of this company now, in short, is that of producing, buying, storing, refining, shipping and marketing petroleum. Its producing properties are located in the States of Texas, Oklahoma, Louisiana, Kansas, and Wyoming, and in the Republic of Mexico, and their daily production is upwards of 40,000 barrels, of which about three-fourths is in Texas and Oklahoma. The approximate acreage held is as follows: Fee ownership in Texas 36,000 acres, in Oklahoma 3,000 acres, and in Louisiana 11,000 acres. Under lease, in Texas 1,100,000 acres, in Oklahoma 214,000 acres, in Louisiana 262,000 acres, in Kansas 27,000 acres, in Wyoming 19,000 acres and in other territory 45,000 acres. Its steel tankage, located principally in Texas, Oklahoma and Louisiana, amounts to 28,000,000 barrels, and its emergency storage to 3,000,000 barrels. Its refineries, located at Port Arthur, Port Neches, Dallas, Tulsa and Lockport, have a combined daily still capacity of 70,000 barrels. Its fleet, including vessels requisitioned or in the government service on account of the war, and including regular cargo boats as well as tankers, has a carrying capacity of 122,800 tons deadweight, the ocean going vessels being of 102,500 tons and other vessels of 20,300 tons capacity; also 35 tugs, tow boats, launches, and delivery boats; and material has been ordered for approximately 80,000 tons additional, some of which is under construction and at least half should be completed during the calendar year, but it is all subject to the general requisition order of the government. Its tank cars owned and leased number 2,970. It owns 14 ocean terminals and has 679 sales stations, exclusive of gasoline filling stations, in the United States. And it owns or controls terminals, stations, and marketing equipment in various foreign countries.

The Texas Pipe Line Company owns and operates 829 miles of 8-inch, 536 miles of 6-inch, and 50 miles of less than 6-inch pipe lines, making a total of 1,415 miles; and The Texas Pipe Line Company of Oklahoma owns and operates 270 miles of 8-inch, 141 miles of 6-inch, and 84 miles of less than 6-inch pipe lines, making a total of 495 miles. Included in each instance are the necessary pumping stations with their tankage and equipment, and telegraph and telephone systems, wires and poles owned by these companies, substantially coincident with the pipe lines. And in addition to the trunk lines the companies own and operate connecting branches and gathering systems in the various fields which they reach. The receiving points on the lines in Texas include Burkburnett, Electra, Goose Creek, Humble, Markham, Moran, Petrolia, and Sour Lake. The receiving points on the lines in Oklahoma include Artesian, Avant, Bald Hill, Bartlesville, Bird Creek, Bixby, Boynton, Collinsville, Copan, Cushing, Dewey, Flat Rock, Glenn, Grayson, Hamilton, Heathton, Henryetta, Hogshooter, Hominy, Lost City, Morris, Okmulgee, Owasso, Red Fork, Stone Bluff, and Turley. And the receiving points on the lines in Louisiana include Crichton, Evangeline, Naborton, Oil City, and Vinton. Port Arthur, Texas, is the ultimate terminal of all the lines. From initial ter-

minals they merge at the junctions of West Tulsa, Sherman, Dallas, Humble, Logansport, and Garrison, and reach the Gulf at Port Arthur.

The Texas Company and its subsidiaries employ over 16,000 persons.

The company has issued new stock at par prorate to stockholders to the amount of the following percentages on their holdings: in 1915 20%; in 1916, two issues, 45%; in 1917 25%. And since the date of its last application the company has paid quarterly dividends regularly at the rate of 2½%, or 10% per annum.

The policy and practice of this company in reference to depreciation is to set aside annually an amount sufficient to cover. This amount may vary owing to the experience of the company in the particular year. The depreciation thus set up as a liability to November 30, 1917, appears in the accompanying balance sheet an item of \$24,626,412.39. In addition to this there is charged off against the properties of the Producing Department as losses, depreciation and depletion the maximum amount allowed by the Treasury Department of the United States. The pipe line companies charge at the rate of 7 per cent. per annum to depreciation. All of the companies, of course, charge off to profit and loss the amount of properties lost or replaced or that became valueless. The refineries, pipe lines, terminals, stations, etc., that make up the plant account were constructed by The Texas Company, and the costs appearing in the accompanying statement were the costs of such construction at the date of construction and in no case could the property be replaced at the same cost now.

INCOME ACCOUNT FOR THE FIVE MONTHS ENDED NOVEMBER 30, 1917

*Gross earnings	\$30,848,982.23
Less operating expenses, including taxes and insurance	14,488,060.16
Net earnings	\$16,360,922.07
Less added to reserve for sinking fund and depreciation	\$678,570.77
Less added to provision for taxes	4,143,126.98
	4,821,697.75
Available for surplus and dividends	\$11,539,224.32
Dividends paid	1,387,500.00
Carried to surplus	\$10,151,724.32
Surplus June 30, 1917	40,270,188.77
Surplus November 30, 1917	\$50,421,913.09
*This includes \$5,113,693.66 earnings of Producers Oil Company, of which \$2,389,361.88 was earned prior to March 1, 1913.	

BALANCE SHEET AS OF NOVEMBER 30, 1917

ASSETS

Plant account—Investments in real estate, leases, oil wells, tankage, refineries, ships, cars, terminals, distributing stations, natural gas wells and equipment	\$65,472,665.14
Bonds and mortgages:	
Liberty 4's	\$540,000.00
Marshall Gas Company	164,199.51
Border Gas Company	128,206.82
Miscellaneous	251.00
	832,657.33
Stocks of pipe line companies:	
The Texas Pipe Line Company	\$13,073,402.31
The Texas Pipe Line Company of Oklahoma	5,444,347.10
	18,517,749.41
Other investments:	
Houston building and lot	\$1,016,001.93
Norfolk building and lot	77,753.77
Other real estate	36,274.93
Foreign terminals	391,069.93

TEXACO STAR

Other securities	322,393.37
Furniture and fixtures	510,196.36
Miscellaneous	113,188.81
	2,466,878.70
Storehouse supplies	6,291,789.52
Stocks of oil, crude and refined and in process of manufacture (at June 30, 1917 inventories, subsequent purchases at cost, subsequent production at market prices current at date of production, total substantially less than present market value)	45,316,048.54
Unexpired insurance	259,419.48
Accounts receivable	13,951,193.67
Bills receivable	1,746,473.35
Advances to subsidiary companies	9,669,184.52
Contract advances	1,293,737.85
Cash on hand	8,447,841.25
	\$174,265,626.76

LIABILITIES

Capital stock issued	\$55,500,000.00
Received on stock subscriptions, new issue	11,929,710.00
Six per cent. debentures, due 1931	16,058,000.00
Accounts payable	4,538,355.46
Bills payable	4,485,341.25
Provision for interest on debentures	401,450.00
Provision for taxes	5,500,000.00
Provision for bad and doubtful accounts receivable	304,444.57
Insurance reserve fund	500,000.00
Reserve for sinking fund and depreciation	24,626,412.39
Surplus	50,421,913.09
	\$174,265,626.76

INCOME ACCOUNT OF THE TEXAS PIPE LINE COMPANY FOR FIVE MONTHS ENDED NOVEMBER 30, 1917

Gross earnings	\$2,592,062.34
Less operating expenses, including taxes and insurance	1,033,436.85
Net earnings	\$1,558,625.49
Less added to reserve for depreciation	418,920.30
Available for surplus and dividends	\$1,139,705.19

BALANCE SHEET OF THE TEXAS PIPE LINE COMPANY AS OF NOVEMBER 30, 1917

ASSETS

Plant account	\$13,674,273.67
Storehouse supplies	515,229.37
Unexpired insurance	1,209.64
Accounts receivable	1,411,292.87
Cash on hand	58,457.63
	\$15,660,463.18

LIABILITIES

Capital stock issued	\$14,000,000.00
Accounts payable	77,601.27
Provisions for taxes	24,236.40
Reserve for depreciation	418,920.32
Surplus	1,139,705.10
	\$15,660,463.18

INCOME ACCOUNT OF THE TEXAS PIPE LINE COMPANY OF OKLAHOMA FOR FIVE MONTHS ENDED NOVEMBER 30, 1917

Gross earnings	\$1,423,446.58
Less operating expenses, including taxes and insurance	586,242.66
Net earnings	\$837,203.92
Less added to reserve for depreciation	179,540.26
Available for surplus and dividends	\$657,663.66

BALANCE SHEET OF THE TEXAS PIPE LINE COMPANY OF OKLAHOMA AS OF NOVEMBER 30, 1917

ASSETS

Plant account	\$5,858,632.61
Storehouse supplies	279,451.94
Unexpired insurance	1,623.98

Accounts receivable	1,045,309.41
Cash on hand	31,958.24
	\$7,216,976.18

LIABILITIES

Capital stock issued	\$6,000,000.00
Accounts payable	364,801.56
Provision for taxes	14,970.70
Reserve for depreciation	179,540.26
Surplus	657,663.66
	\$7,216,976.18

WARNING

MAKE YOUR WAR INCOME RETURN!!

At the request of the United States Government, your attention is called to the necessity of making your income tax return to the revenue collector of your district before March 1, 1918.

You must make a return if you are a single person, man or woman, and received a net income during 1917 of \$1,000 or more.

You must make such return also if you are a married man but do not live with your wife or if you are a married woman and do not live with your husband, and your net income amounted to \$1,000 or more.

If you are a married man and live with your wife, and your income, including the income of your wife and dependent children, amounted to \$2,000 or more, you must make a return.

Failure to make such returns will subject you to severe penalties.

Get from your bank or postoffice or the internal revenue agent in your town a copy of form 1040, or 1040-A, and follow the printed instructions.

* *

All persons connected with The Texas Company should read attentively the statement, printed in this issue of the *Texaco Star*, describing the courses of correspondence-school study now ready for distribution, and offered to all employes. The Committee to whom this Correspondence School work was assigned have been diligent and painstaking. All the matter prepared has been submitted and re-submitted to those in our organization best able to pass on the various features presented. A great deal of good would result to the individuals who prosecute these studies and to the Company, if the proper interest is elicited throughout all branches of our organization.

TEXACO STAR



Captain J. H. Lapham

"Captain Jack," who resigned from the Board of Directors of The Texas Company to become one of the 1,130 Stars in our Service Flag, is attached to a command at Camp Travis, Texas

The respective sections of the mailing list of the *Texaco Star* will be sent this month for correction to those who have been appointed to perform that duty. We hope every one will give faithful attention to the matter thus entrusted to him, by doing whatever may be necessary to make sure that no employe within his jurisdiction who would like to receive the Company journal is omitted from his section of the mailing list.

* *

We thank the several persons who responded to the request made last month for names and addresses of men of The Texas Company now serving in the Army or Navy. The request is earnestly repeated, as more than half of the 1,130 addresses wanted are still lacking. We ask the co-operation of all—the fighting men themselves and their old associates. Whoever you are, if you know or can find out the

present mailing addresses of any of our boys in Army or Navy, please send them to us. Military addresses change so frequently that there is as much need of correcting the list we have as of adding to it.

A great many of the Stars in our Service Flag send us the changes in their own addresses. We wish all would follow the example of Patrick J. Lee, formerly of the Pipe Line offices in Houston, who included in his letter the addresses of a round dozen comrades in arms scattered from Texas to California:

Camp Bowie, Texas, Jan. 20, 1918

Editor *Texaco Star*, "Heavenly Houston":—This is just a line of thanks for the current issue of the *Texaco Star* just received. I am very grateful, and can't help admiring the kind and patriotic thoughts which must have prompted the Company officials in adopting such a magnanimous idea as mailing to all former employes now in Governmental service monthly copies of their favorite magazine, the *Texaco Star*. The idea is splendid, as it enables us old employes who are temporarily detached from The Texas Company to keep posted on the Company's activities, thereby retaining in spirit at least our former affiliation with the Texaco Family. This periodical though small in size is large in thought and cheering in expression, and, judging from myself, many a gloomy moment will be banished and many a homesick soldier will be cheered by perusing its well edited columns. I particularly enjoy the "Life Wisdom" hints.

I hope that when we are ordered overseas the *Texaco Star* will follow us there. When this division triumphantly marches thru the streets of Berlin and a victorious navy majestically sails thru the Kiel Canal, it will be found that "Texaco" played an important part by giving man power and fuel power. If I have not previously been used up for "cannon fodder," or the victim of a German "mopping up squad," or one of those who inhaled too freely of poisonous gases, it will give me great pleasure to sit unmolested in the Kaiser's Palace sipping Parisian wines, smoking cigars stamped "Made in America," and reading the *Texaco Star*.

I furnish herewith the names and addresses of twelve former employes of The Texas Company who are now in the Service.

Wishing you and the other members of the Texaco Family a very happy, successful, and prosperous year,

Most cordially yours,

Patrick J. Lee,

Co. A, 131st Machine Gun Battalion,
36th Div. U. S. N. G., Camp Bowie, Texas.

We somehow got last month the address of Robert A. Stacy, Jr., former Agent at Brownsville, Texas, and surprised him. It is now up to him to keep us informed of changes in his address:

I thought that I had been forgotten, but was agreeably surprised to receive the "Star" for November, December, and January. I would love to continue on your mailing list. I am a member of Ambulance Company No. 357, now stationed at

TEXACO STAR

Camp Travis, Texas. I enlisted at Houston last June, and you may rest assured I recall with fond recollections my association with old "Texaco."

E. H. Oakley, former General Assistant in Norfolk District, advises of his transfer from one aviation school to another:

Thank you for your good letter of Nov. 22nd and for including Mr. Bedford's article on "Petroleum" in the Suggestive Index in the December number. This year's issue was just as fine as the previous Christmas number had led us to expect it would be.

Together with a Major friend and another Captain of the Signal Corps, I rented a furnished room at 2209 Tom Greene St., Austin. Yes, that's really the name of the street, and one evening while looking through the book-case I found the March 1914 number of the *Star*. I have had a soft spot in my heart for my landlord ever since.

Our local agent, Mr. Joseph A. O'Reilly, has been very courteous and extended his best efforts to help an Army Officer friend of mine rent a motor car for a few weeks.

I have found Austin a very attractive place, full of delightful people, and I hoped I might stay here till I went to France, but I have been ordered to report to the School of Military Aeronautics at the Georgia Institute of Technology, Atlanta, Georgia.

* *

The other day a woman remarked: "Here I am, knitting hours and hours every day and have been for weeks. For goodness' sake, what did I do with my time before I took to knitting?"

Many another has thought the same thing. It is apparent that we Americans, men, women, and children, have been as wasteful of time as we have been in the matter of food and clothes and amusements and money. . . . The discipline of war days is forcing home many surprising and long-delayed lessons which should be learned "for keeps."

—*The Three Partners.*

* *

On the 22nd day of this month Washington's Farewell Address will once more be read aloud to the Congress. It were well if, on the same day, every citizen would take the time to read it in full. The address was commended by its supremely great author to our "frequent review," as comprising the counsels which appeared to him "all-important to the permanency of your felicity as a people." The present is eminently one of those times which he said might "now and then recur," when his counsels, he dared to hope, might moderate party spirit, warn against mischiefs, or guard against the impostures of pretended patriotism.

The full text of Washington's Farewell Address was given as a Supplement in the March 1916 issue of the *Texaco Star*. For those whose copies do not go back to 1916 about 100 copies of that leaflet are still available.

Make it mine

To feel amid the city's jar

That there abides a peace of Thine
Man did not make and can not mar.

—*Matthew Arnold.*

And I smile to think God's greatness
Flows around our incompleteness,
Round our restlessness His Rest.

—*E. B. Browning.*

LIFE WISDOM

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

—*Benjamin Disraeli.*

Do the duty that lies nearest thee; the next is already clearer.—*Carlyle.*

If we would amend the world, we should mend ourselves.—*Wm. Penn.*

Get thy tools ready; God will find thee work.—*Browning.*

Count always your highest moments your truest moments.—*Phillips Brooks.*

No life can be pure in its purpose and strong in its strife and all life not be purer and stronger thereby.—*Owen Meredith.*

Our anger and impatience often prove much more mischievous than the things about which we are angry or impatient.

—*Marcus Aurelius.*

You cannot dream yourself into a character; you must forge and hammer yourself into one.—*Froude.*

No power on earth, nor under the earth, can make a man do wrong without his own consent.—*I. Sharpless.*

Who governs his tongue is perfectly able to control all his passions.—*Channing.*

If thou thinkest twice before thou speakest once, thou wilt speak twice the better for it.—*Wm. Penn.*

He that ruleth his spirit is better than he that taketh a city.—*Solomon.*

The only helpless people in the world are the lazy.—*Gen. Armstrong.*

If you want to be miserable think about yourself.—*Chas. Kingsley.*

They are slaves who dare not be
In the right with two or three.

—*Lowell.*

The eyes of the Lord are in every place, beholding the evil and the good.

—*Solomon.*

TEXACO STAR
CORRESPONDENCE SCHOOL
NEW COURSE NOW READY FOR DISTRIBUTION

L. H. CANFIELD

Some months ago it was thought desirable to revise the course of study offered by the Correspondence School. A Committee, consisting of Messrs. F. D. Gatchell, W. F. Parish, K. G. Mackenzie, J. T. Groves, and L. H. Canfield, has had charge of the work and has now completed its labors. The original course was intended to meet the needs of Sales employes in Northern Territory; but the Committee believes that the scope of the revised course of lessons has been so broadened that it will now appeal not only to all employes of the Company's selling organizations, but to many in other branches of our industry. It has been decided therefore that the course will be open to all employes of The Texas Company and its associated and affiliated companies.

The new course is divided into four sections:

Section I.—The Texas Company, Its Facilities and Products; 24 lessons.

Section II.—Texaco Lubricants at Work; 24 lessons.

Section III.—Operating a Refined Station; 18 lessons.

Section IV.—Selling Texaco Products; 24 lessons.

Sections I, II, and IV combined make up a complete course for salesmen and engineers, and upon the completion of this course, which normally will take between two and three years, a certificate will be issued suitable for framing, signed by a representative of the School, by an Executive Officer, and by the head of the Department to which the student belongs.

Sections I, III, and IV, in a similar manner, constitute a complete course for agents and other employes in the operating end of the Sales Department.

Section I, The Texas Company, Its Facilities and Products, must be taken before any of the other sections, and upon the completion of this section each student will be presented with a volume of the lessons bound in leather. On the inside cover of this volume there will be a certificate to the effect that the student has completed the section. It is expected that the students will complete the sections of either course in the order named.

An outline of the first section is given as follows:

OUTLINE OF SECTION I

PART I—THE TEXAS COMPANY

- Lesson 1. The Texas Company
- Lesson 2. Producing Crude Oil
- Lesson 3. Transporting Crude Oil
- Lesson 4. Refineries
- Lesson 5. Transporting Texaco Products
- Lesson 6. Distributing Texaco Products

PART II—TEXACO PRODUCTS

- Lesson 7. Texaco Gasoline
- Lesson 8. Texene
- Lesson 9. Texaco Illuminating Oils
- Lesson 10. Texaco Lubricating Oils
- Lesson 11. Texaco Greases
- Lesson 12. Fixed Oils and Compounded Oils
- Lesson 13. Texaco Fuel Oil
- Lesson 14. Texaco Road Oil and Asphalt
- Lesson 15. Texaco Products (review)

PART III—TESTS

- Lesson 16. Color and Odor
- Lesson 17. Gravity
- Lesson 18. Flash and Fire
- Lesson 19. Cold Test
- Lesson 20. Viscosity
- Lesson 21. Distillation Test
- Lesson 22. Carbon Residue
- Lesson 23. Water and Sediment
- Lesson 24. Tests (review)

The second and third sections are now nearing completion, and work on the fourth section is progressing satisfactorily. The second and third sections will be ready for distribution before any of the students will have completed Section I, and in the meantime Section IV will also have been completed. As in the case of Section I, bound copies will be presented to all students who complete the sections. Students who desire may take all four sections.

A tentative outline of these sections follows:

SECTION II—TEXACO LUBRICANTS AT WORK

- Lesson 1. General Introduction
- Lesson 2. What Lubricants Do
- Lesson 3. Thermometers and Similar Instruments
- Lesson 4. Fuels and How They Are Used
- Lesson 5. Steam Boilers
- Lesson 6. Getting Up Steam
- Lesson 7. History of the Steam Engine
- Lesson 8. Reciprocating Steam Engines
- Lesson 9. Steam Engine Losses
- Lesson 10. Other Machines in the Steam Plant
- Lesson 11. Cylinder and Valve Lubrication
- Lesson 12. Engine Lubrication

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- Lesson 13. Steam Turbines
- Lesson 14. Marine Engine Lubrication
- Lesson 15. Internal Combustion Engines
- Lesson 16. Gasoline Engines
- Lesson 17. Lubricating the Motor Car
- Lesson 18. Gas Engines
- Lesson 19. Diesel Engines
- Lesson 20. Oiling Systems
- Lesson 21. Textile Mills
- Lesson 22. Mining Machinery
- Lesson 23. Farm and Contractors' Machinery
- Lesson 24. Testing Lubricants Under Practical Conditions

SECTION III—OPERATING A REFINED STATION

- Lesson 1. The Station Agent
- Lesson 2. General Equipment
- Lesson 3. Delivery Equipment
- Lesson 4. Care of Live Stock
- Lesson 5. Incoming Products
- Lesson 6. Care of Warehouse Stocks
- Lesson 7. Stock Inventories
- Lesson 8. Fire Prevention
- Lesson 9. Safety First
- Lesson 10. Routing the Wagons
- Lesson 11. Contact with the Public
- Lesson 12. Service
- Lesson 13. Credits and Collections
- Lesson 14. Accounting
- Lesson 15. Accounting—continued
- Lesson 16. Accounting—concluded
- Lesson 17. The Operating Inspector
- Lesson 18. Review

SECTION IV—SELLING TEXACO PRODUCTS

Part I—Organization

- Lesson 1. General Organization
- Lesson 2. Sales Organization
- Lesson 3. District Organization
- Lesson 4. Territorial Conditions
- Lesson 5. Office Routine

Part II—The Salesman

- Lesson 6. Selling
- Lesson 7. The Salesman
- Lesson 8. Mental Attitude of the Salesman
- Lesson 9. Thinking Things Out
- Lesson 10. Salesman's Individuality
- Lesson 11. Motive Power Behind the Salesman

Part III—The Customer

- Lesson 12. Types of Customers
- Lesson 13. The Customer's Point of View
- Lesson 14. Sizing Up the Customer

Part IV—The Sale

- Lesson 15. How and Why a Sale Is Made
- Lesson 16. Power of Suggestion
- Lesson 17. The Interview
- Lesson 18. Selling Talks
- Lesson 19. Signing the Order
- Lesson 20. Holding the Customer
- Lesson 21. Advertising and Selling (Part I)
- Lesson 22. Advertising and Selling (Part II)
- Lesson 23. Business Correspondence
- Lesson 24. Review

Inasmuch as the first section contains some of the material given in the original course, the question may arise as to whether credit will be given for work done in con-

nection with the old course. In the new course the lessons have been thoroughly revised and enlarged and there is considerable material not given in the original course. Also the method of treatment is somewhat different and the questions are entirely different, so that it will be impossible to give any credit to those who may have taken all or part of the original course. On the other hand, any information which the student may have gained from the old course will make the new course that much easier, and if the old lessons were thoroughly understood it will be a comparatively simple matter to review the subject in the new course and to answer the new questions. As with the old course, each lesson must be answered before the next lesson will be sent out.

The records of the School will be maintained in such a manner that they may be readily consulted when consideration is being given to promotion or advance in salary of any of its students.

Employees of the Company who may wish to take the course should make the request through the head of their Department, who will forward the request, with approval endorsed, to the Secretary of the Committee, at 17 Battery Place, New York City, for further attention.

If the lines of your face reveal maturity, why not thwart time by having your shoulders radiate vigor of purpose and youthfulness of spirit?

—Lucien V. LaTaste

What humanity needs is greater voltage in its thinking machinery and less honking on the part of its vociferator.—Geo. M. Bailey.

CRUDE OIL PRICES AT WELLS

January 1, 1918

Pennsylvania . . .	\$3.75	Healdton	\$1.20
Mercer Black . . .	2.23	De Soto	1.90
Corring, O.	2.80	Crichton	1.50
Cabell, W. Va. . . .	2.72	Caddo Light	2.00
Newcastle	2.23	Caddo Heavy	1.00
North Lima	2.08	Vinton	1.00
South Lima	2.08	Jennings	1.00
Indiana	1.98	Spindletop	1.05
Princeton, Ill. . . .	2.12	Sour Lake	1.00
Illinois	2.12	Batson	1.00
Canada	2.48	Saratoga	1.00
Somerset, Ky. . . .	2.55	Humble	1.00
Ragland, Ky.	1.20	Goose Creek	1.00
California Light . .	1.11	Corsicana Light . .	2.00
California Heavy . .	.78	Corsicana Heavy . .	1.05
Wyoming	1.15	Petrolia	2.00
Kansas and Okla. .	2.00	Electra	2.00
Cushing	2.25	Markham	1.00

Same Prices for February 1.

TEXACO STAR

BY THE WAY

Many reports continue to come to us of liberal contributions to the Red Cross made at various plants and offices of the Company. Salesman G. B. Evans in reporting liberal donations at Jennings, La., adds: "The *Texaco Star* is getting more interesting each month. We all read it from cover to cover."—which we are glad and grateful to hear.

THE FIRST SUBMARINE.—It has often been remarked that the submarine is not a modern invention; which is entirely true. Not so many persons know, however, that the first submarine to be operated in war was in the American Revolution, and that General Washington was an observer of its first and only adventure. This submarine, which was called the *Turtle*, was so constructed that it was submerged by the use of the hand-operated paddles that propelled it, and these paddles were worked by the sole occupant of the boat. When the British had sailed into New York the sergeant, or whoever he was, who operated the *Turtle*, conceived the idea of blowing up the British man-o'-war that was in the New York harbor. He contrived to get to the British ship and under it, and his purpose was to bore a hole in the bottom with an auger, but his plans were frustrated by the copper casing on the bottom of the Britisher. The next day the *Turtle* was being towed up the Hudson by a sloop when the Britisher caught sight of them and blew both of them out of the water. That was the unhappy end of the first submarine that was actually used in war. Napoleon, I believe, tried an experiment with a submarine known as the *Nautilus*, but it was not successful.

—L. D. Gillette in "Washington Post."

GROWN UP TO SHORT DRESSES

Husband—"What makes you so late?"
 Wife—"I stopped to shorten one of daughter's dresses for the party she's going to tonight. I can hardly realize that she's quite grown up now."

—New York American.

Fear a-tuggin' at your heart,
 Chills a-chasin' down your spine,
 Gosh! it's hard to ask a girl
 To be your Valentine.



Sergeant Rudolfo Hulen Fernandez, Headquarters Detachment, 72nd Infantry Brigade, Camp Bowie, Texas—Mr. Fernandez, it will be remembered, contributed a story of the Philippine Islands in our Christmas Number for 1916.

TEXACO MEDIUM

Down where the long-leaf pines do grow,
 Where the autos run and the motor boats go,
 Where the engine sounds like the purr of a cat,
 And the engineer can snooze a good long nap
 Resting well assured of a settled fact,
 That the engine will run without mishap,
 No matter how fast and long he may speed'm,
 If he uses Texaco Motor Oil Medium.

The Good Samaritan is working each day,
 Motor Oil Medium makes easy the way;
 Many a motor has fallen among thieves,
 But Motor Oil Medium always relieves;
 It heals up the wounds and troubles within,
 And the motor goes purring on to the Inn.
 So it matters not how fast and long you may speed'm
 If you only use Texaco Motor Oil Medium.

—J. F. Brincker,
 Warehouseman, New Bern, N. C.

Pay your way and be kind.



Views from the top of The Texas Company Building on Jan. 11, 1918, taken by B. M. Castle and J. W. Diecker of our Houston Offices—Such a snowfall would not impress our brethren in the North, but nearly a quarter of a century had elapsed since the last previous time its like had been seen in "Heavenly Houston"

TEXACO STAR

DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	D. P. Harrington, Fort Worth
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales Dept.	E. B. Joyner, Houston
Marine Dept.	Wesley McKee, Jr., Port Arthur
Legal Dept.	A. R. Weber, New York
Treasury Dept.	J. S. Ballard, Houston
Comptroller's Dept.	Lee Dawson, Houston
Insurance Dept.	B. E. Emerson, Houston
Sales Dept., S. Territory	P. A. Masterson, New York
Sales Dept., N. Territory	Roy B. Wright, Houston
Export Dept.	M. G. Jones, Houston
Purchasing Dept.	S. Slattery, New York
Railway Traffic Dept.	J. B. Nielsen, New York
Pipe Lines	J. E. Byrne, New York
Producers	J. T. Rankin, Houston
	J. W. Painter, Houston
	A. M. Donoghue, Houston
	Delbert Leggett, Houston

WARNING

MAKE YOUR WAR INCOME RETURN!!

At the request of the United States Government, your attention is called to the necessity of making your income tax return to the revenue collector of your district before March 1, 1918.

You must make a return if you are a single person, man or woman, and received a net income during 1917 of \$1,000 or more.

You must make such return also if you are a married man but do not live with your wife or if you are a married woman and do not live with your husband, and your net income amounted to \$1,000 or more.

If you are a married man and live with your wife, and your income, including the income of your wife and dependent children, amounted to \$2,000 or more, you must make a return.

Failure to make such returns will subject you to severe penalties.

Get from your bank or postoffice or the internal revenue agent in your town a copy of form 1040, or 1040-A, and follow the printed instructions.

Lots of people who spend their time mourning over the brevity of life could make it seem longer if they worked more.—*Don Marquis.*

REFINING DEPT.

E. Rathbone, Lubrication Engineer at Port Arthur Works, has been appointed Aeronautical Engineer with rank of First Lieutenant.

D. J. Moran complimented Mr. Rieber with a fine Italian deer from Mexico. Mr. Capen has christened it "Bante."



Oscar Berwick, who died Dec. 31, 1917

Oscar Berwick attended the public schools of Centerville and Franklin in the parish of St. Mary, where he was born. During the season of 1912-13 he attended the Port Arthur Business College; he then worked two years in the Laboratory of The Texas Company at Port Arthur. In the fall of 1915 he entered Bucknell University in Pennsylvania, intending to complete a course in chemistry; but an accident in a baseball game, in which he sustained a broken ankle, brought him home the following spring to recuperate. In December 1916, he again entered the employ of The Texas Company at the Amesville Terminal. He left this position in May 1917 to volunteer in the Washington Artillery at New Orleans. On August 5, 1917, he was mustered into the U. S. Army in the 141st Field Artillery, which was composed mostly of Washington Artillery men. He died at Camp Beauregard, Louisiana, on December 31, 1917, from spinal meningitis, at the age of 22 years, 11 months, 4 days.

TEXACO STAR

J. M. Wagner, formerly Chief Clerk of the M. K. & T. Denison office, has been appointed to a position in the General Office.

L. D. Heckman, Engineering Division, has left the service to go into business in Port Arthur.

The Texaco Welfare League of Port Arthur Works held its annual meeting on Jan. 9. Reports were heard from outgoing officers, and the treasurer's report showed an excellent financial condition. A new Board of Directors was elected.

At a meeting of the Texaco Athletic Association on Jan. 14 officers were elected:

C. R. Raup	President
E. C. Follett	Vice-President
L. C. Morris	Treasurer
Edgar Golden	Secretary
J. R. Mackey	To Council
Ed Aden	To Council
Herman Wilkins	To Council
Bat Dempsey	To Council
Carroll Cameron	To Council

C. W. Horan is now acting Chief Clerk at Morgan City and F. T. Smith is acting Cashier at the Port Arthur Casing Plant. J. H. Stevens, former Chief Clerk at Morgan City, enlisted in the Aviation Corps, and is now at Camp McArthur, Texas.

Melvin G. Collins, formerly draughtsman in the Engineering force of the Casing Plant, is now a Corporal in the 303rd Engineers at Camp Dicks, New York.

H. T. Box is the proud father of a baby boy who arrived Dec. 22, 1917.

New appointments:

C. S. Sweitzer, lithographer in charge of the Lithographing department of Case and Package Div.

Miss Emma Gantt, in Gen'l Off. C. & P. Div.

E. H. Miles and Miss Lena Steinberg, in the Time department of C. & P. Div.

L. E. Stinson, checker in Lumber department of C. & P. Div.

Miss Ruth B. Harris, Mrs. Nora H. Graham, and J. K. Simms, in the Store department at Port Arthur Terminal.

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF JANUARY, 1918:

Refined—Coastwise.....	744,123 bbls.
Refined—Export.....	63,543 bbls.
	807,666 bbls.
Crude—Coastwise.....	0 bbls.
Crude—Export.....	6,371 bbls.
Total.....	814,037 bbls.

At a special meeting of employes of the Northern Terminals Division Office, held Jan. 3, Mr. Cox read a letter from Superintendent L. R. Holmes in which he thanked the employes for their whole-hearted ef-

forts and results produced during the past year, in spite of the many handicaps.

Additions to our Office force: Hal L. Glenn, File Clerk; Miss Jean Arbuckle, Stenographer.

Albert Price, of the Engineering department of the Northern Terminals Division, left on Jan. 3 for the Officers Training Camp for college and enlisted men at Yaphank, N. Y. Best wishes to Bert.

The following articles made by the Soldiers Welfare Committee were shipped to our boys in the service:

1 pair wristlets to P. Beall,	
1 pair wristlets and sweater to Max Taradash,	
1 pair wristlets to E. T. Johnson.	

The employes at Delaware River Terminal extend to Chas. B. Northam their sympathy on account of the recent death of his father.

Geo. F. Waltz and Leroy W. Brook have been added to the Del. Riv. Term. Office.

H. K. Randolph has been transferred from Del. Riv. to Providence Terminal.

It is with deep regret we have to report the death of pretty Miss Ruth M. Coykendall, stenographer at the Bayonne Terminal and 18-years old daughter of Mr. and Mrs. F. J. Coykendall, recently of Corning, N. Y.

Appointments and transfers:

J. A. Hill, Stock Clerk, transferred from Providence Terminal.

A. E. Ford, from Stock Clerk to Assistant Cashier. Joseph G. Higgins, John J. Kenery, and John Reilly, added to clerical force.

Miss Ethel Paine and Miss Marion Lisk, stenographers, and Miss Viola K. Gatton, file clerk.

Our basket ball team is still in the Industrial League, but was recently defeated by the Babcock & Wilcox team. We attribute our defeat to want of practice but feel as the season progresses we will make a better showing.

The Bowling Team in the Industrial League has won eight games and lost seven games so far this season.

SALES DEPT. TERRITORY

Wm. M. Davis, Supervising Engineer in the Lubricating Division, left Houston for Washington Jan. 30, after receiving an appointment as Lubricating Engineer in the Aeronautical Mechanical Engineering Division of the Signal Corps. He was granted indefinite leave of absence by The Texas Company. Mr. Davis has a son in Company C, 9th Battalion, Signal Corps, at Leon Springs.

TEXACO STAR

I'd rather be a "Could-Be,"

If I cannot be an "Are";

For a "Could-Be" is a "May-Be"

With a chance of reaching par.

I'd rather be a "Has-Been"

Than a "Might-Have-Been," by far;

For a "Might-Have-Been" is a "Hasn't-Been,"

But a "Has-Been" was once an "Are."

—*"A. F. F. found it."*

HOUSTON DISTRICT.—A. P. La Touche, formerly of the District Office, who enlisted some time ago in the Aviation service, has been made a corporal.

We are indeed pleased to announce that on January 29 there was born to Mr. and Mrs. H. W. Dodge a ten-pound baby boy. Mr. Dodge is General Assistant of the Houston District, and the son of Manager C. P. Dodge. We all extend to Mr. and Mrs. Dodge our sincere congratulations.

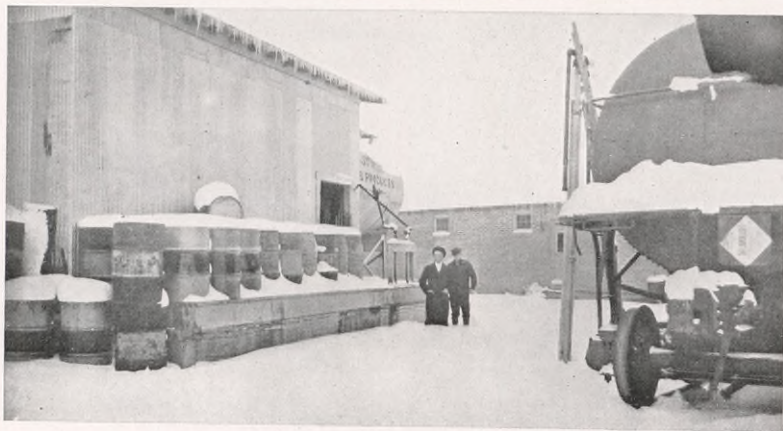
We also take pleasure in reporting that on January 15 there arrived at the home of Mr. and Mrs. H. D. Gohlman a ten-pound baby boy. His name is Harry David Gohlman, Jr. His father, H. D. Gohlman, is one of our lubricating engineers. Harry David, Jr. came into the world boosting Texaco products and expects to follow the career of a lubricating engineer. We congratulate Mr. and Mrs. Gohlman.

DENVER DISTRICT.—We are glad to announce the entry of the following into the fold of Benedicts:

G. W. Schwert, Chief Accountant, and



M. K. Patrick, former Clerk and Cashier, Denver, Colo. Station, now First Sergeant Truck Co. No. 4, 115th Ammunition Train, Camp Kearney, Linda Vista, California

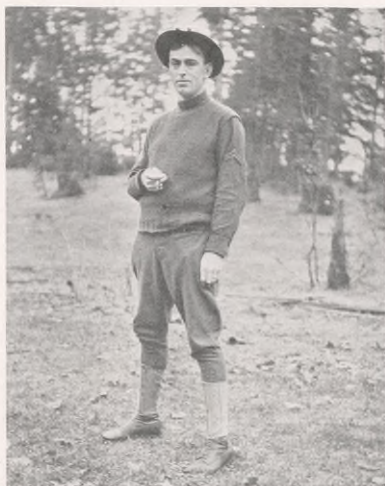


Sheridan, Wyo. Station, Oct. 28, 1917, 12° below zero

TEXACO STAR



Butte, Mont. Station—Left to right: Agent F. N. Brees, City Salesman George O'Connor, Traveling Salesman G. S. Filsinger, Tank Truck Driver Ray Hoida, Clerk and Cashier O. F. Prier, Stake Truck Driver Walter Ginsberg, Assistant Warehouseman F. T. Jensen, Stake Truck Driver Hugh J. Murphy, Warehouseman P. D. Fletcher, Tank Truck Driver E. I. Fletcher



George Filsinger, former Salesman Butte, Mont. Station, now Corporal Battery C, 348th Field Artillery, Camp Lewis, Wash.

On Jan. 8 Corporal Filsinger wrote to the Denver District Office: "Army life is all right and I am here to see it to a finish, but will be glad to get back to the good old Texas Company. I, like most of the boys here, have higher ambitions than to be a soldier all my life, unless our country needs us."

Page fourteen



Motor Truck at Butte, Mont. Station—Driver E. I. Fletcher is now in military service

Miss Agnes Marguerite Alford, married at Cheyenne, Wyo., Dec. 29.

J. A. Howser, Salesman, and Miss Minnie Ware, married at Denver Dec. 19.

Frank C. Allen, Stenographer, and Miss Anita S. Fleming, married at Denver Jan. 10.

E. M. Adams, auto truck driver, Denver Station, has proudly announced the arrival of a 15-pound boy at his home on Jan. 10.

Resignations and appointments:

Miss H. F. Goudy, billing machine operator, resigned. Miss Goudy recently married and will make her future home in Casper, Wyo.

C. E. Moritz, extension clerk, resigned to enter University of Colorado.

D. H. Johnson, Agent at Basin, Wyo., *vice* E. Moore, resigned to take charge of his ranch.

TEXACO STAR

J. W. Lander, Agent at Ault, Colo., *vice* Wyatt and Parker resigned.

Herman Jones, Clerk and Cashier at Pueblo, Colo. Station.

W. M. Tatum, Salesman in Eastern Colorado with headquarters in Denver.

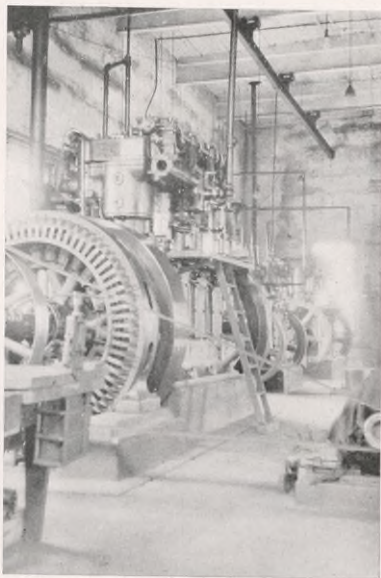
In District Office: J. L. Culbreath, billing machine operator; R. B. Boyer, stenographer; M. D. Thompson, stenographer and Lub. Record clerk; John McDougall, sales clerk; B. B. Gunn, extension clerk, *vice* J. H. Barton transferred to sales clerk.

NEW ORLEANS DISTRICT.—Agent Henri Peret of Lafayette, La., sent in a collection list for the month of November 1917 which showed that during December every account as of November 30 had been collected in its entirety. Mr. Peret wrote that he had felt this would be the best way for him to wish his District Superintendent and The Texas Company a Happy and Prosperous New Year.



Giant Bucyrus Steam Shovels stripping out coal for the D. B. Gore Co. at Tait's Gap, Ala.—Texaco Summit Valve Oil and Crater Compound are used on these monster shovels

ATLANTA DISTRICT.—All at Charleston, S. C. Station and many other friends sympathize with Otho Dutson in the loss of his wife, Cynthia, who died December 7, 1917. Mr. Dutson is the oldest employe at the Charleston Station.

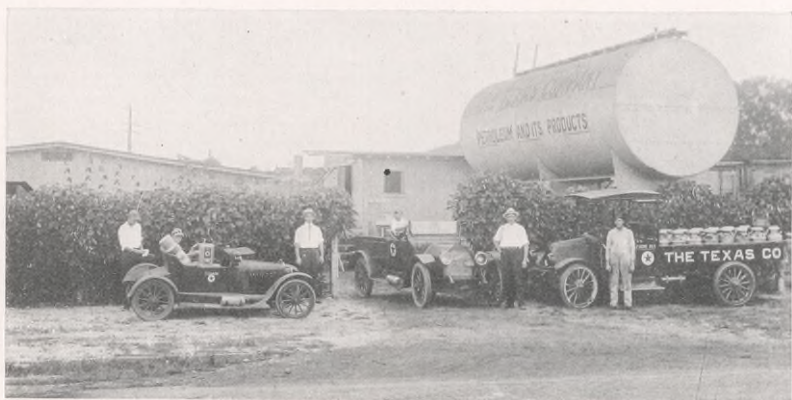


Engine Room of the Plant of Southern Utilities Co., Sanford, Fla.—Three Westinghouse Gas Engines, 150 h. p., 50 h. p., and 75 h. p.—Texaco Winner Oil R. is being used for all lubrication of these engines with the highest degree of satisfaction

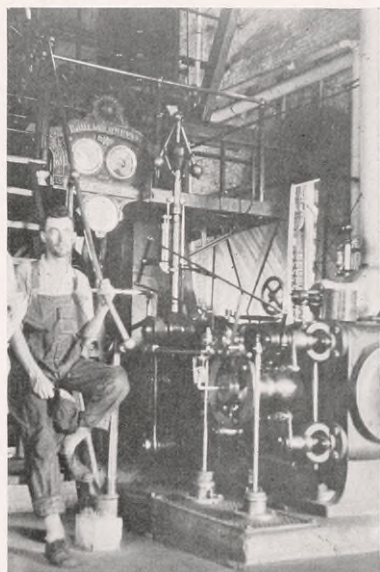


Griffin, Ga. Filling Station—Opened for business Jan. 1, 1918

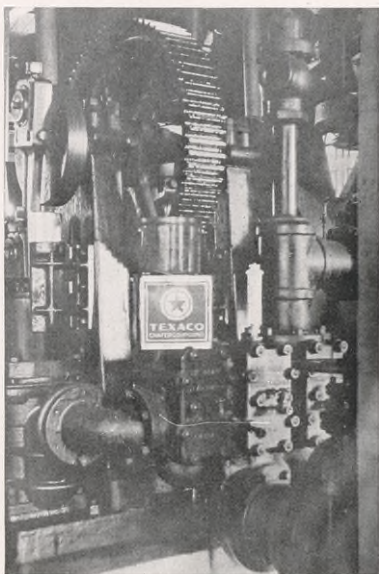
TEXACO STAR



Sanford, Fla. Station



A 25-ton Frick Ice Machine at plant of Southern Utilities Company, Lakeland, Florida—Just back of this machine is a 65-ton Frick machine driven by a tandem Corliss —On both of these engines 650 Texaco Cylinder Oil is used —Ateph Engine Oil is used for all external lubrication—Chief Engineer L. B. Anderson says his middle name is Texaco.



Smith-Vale geared pump at ice plant of Southern Utilities Company, Lakeland, Fla.—This pump has been in constant service day and night for two years—The gears are lubricated with Crater Compound and the tool marks on the teeth of gear and pinion are as much in evidence as the day we first put Crater Compound on them—The Chief says: "Crater Compound is the one great lubricant."

TEXACO STAR



Bronx Filling Station, New York City—Goodyear Truck making its stop for Texaco Products on its trip from Akron to Boston, to New York, and return—These trips are made for trial purposes and Texaco Products are used exclusively—This Truck uses the largest pneumatic tire made, 48 x 12 inches

Railroad congestion and the national crisis have suddenly brought about what good roads propaganda have been advocating for 15 years. Highway freight trains are now running in the United States over country roads. Motor trucks are working not only in short hauls between nearby points, but are running on regular schedules between several Ohio cities and ports on the Atlantic coast. One fleet makes a round trip between Akron and Boston in less than a week. The trucks are run continuously by three shifts of drivers, who sleep and eat right in the big vans.

That Uncle Sam appreciates the magnitude of the industry which has made such things possible is

shown by the following letter written by Secretary of War Baker to Fred H. Caley, manager of the Cleveland Automobile Show:

"I feel quite sure that the war industries board will take no action prejudicing so great an industry without very mature reflection and a clear sense of their duty in that regard. As a matter of fact, we are all conscious that the general industry of the country must be maintained as far as possible and that the great organizations of manufacture and trade which have been built up in times of peace ought not to be dispersed beyond the urgent necessities of the war program."

—News Item.

SALES DEPT. NEW YORK DISTRICT.—
N. TERRITORY Howard Galvin, Traveling Auditor New York District, has entered U. S. Navy as Yeoman. Mr. Galvin will be missed among the field men.

C. W. Mackay, Supervisor of Structures, is now at Bath, Maine, with The Texas Steamship Company. We are sorry to lose "Mac" and trust he will be returned to us after he has "done his bit."

In the Buffalo Territory we hope to see a grand clean-up, as Representative Eberhardt has been transferred from Bayonne territory to accomplish this purpose.

The meeting of the Lubricating Salesmen was addressed by Mr. Rowland, also by Chief Engineer C. M. Roe, who made his initial address on Jan. 18.

On Jan. 22 the salesmen of New York

District inspected the plant of the Whitehall Building, New York City, and the various units were explained by Engineer C. M. Roe. The salesmen felt they were benefited and hope to arrange another meeting in the near future at some other plant.

Transfers and appointments:

T. J. McDermott, from Agent at Perth Amboy, N. J., to Salesman, Newark territory.

E. I. Decker, from Agent at Red Bank, N. J., to Salesman, Newark territory.

E. W. Furey, from Agent at Bradley Beach, N. J., to Agent at Perth Amboy, N. J.

Chas. F. Burney, from Clerk to Acting Agent at Bradley Beach, N. J.

A. Freeland, from Driver to Acting Agent at Red Bank, N. J.

F. J. Silkworth, from Agent at Greenport, L. I., to Agent at Port Jefferson, L. I.

G. Frank Tuthill, Agent at Greenport, L. I.

Chester M. Roe, from Philadelphia District to Chief Lubrication Engineer, New York District.

J. H. Young, from Lubrication Engineer of this

TEXACO STAR



Hyannis, Mass. Station

District to Staff Engineer, Lubricating Division.
Thos. J. May, from Clerk to Salesman at Albany.
Geo. R. Penchard, Salesman, Albany territory.
Sidney J. Grant, Salesman, Herkimer, resigned.
Charles Sann, Salesman, Herkimer territory.
Geo. F. Beverly, Salesman, Youngstown territory, resigned.

J. F. Keenan, Salesman, Albany, N. Y., on leave of absence to enter U. S. Army.

L. M. Heckscher, Salesman, Metropol. territory.
J. McNeely, from Salesman, Metropolitan territory, to Clerk in District Office.

Frederick Hellmich, Salesman, Metropol. territory.
Melville Bryant, Salesman, Youngstown territory.
Albert Hitchins, Lubrication Engineer.

BOSTON DISTRICT.—It's hard to keep the Texaco boys down. Latest advice from Camp Devens, Mass. informs that F. R. Lill, formerly Traveling Accountant, has been advanced to Corporal. Keep pushing, Frank, and here's our best wishes that on your return we may greet you as Captain Lill. By the way, recently at Camp Devens at drill one morning the Captain asked that experienced clerks step forward. Feeling confident on account of his experience in The Texas Company, Frank stepped out proudly—and was assigned to unload two carloads of hay. He, no doubt, made good, but we feel sure he will not volunteer as a clerk for some time to come.

From "Somewhere in France" Edw. Brady, formerly of Sales Reporting department, sends his best wishes to the Texaco Bunch. Ed claims there's nothing like the Army life for making "White Hopes." He

weighed 129 lbs. on entering the service in July and now weighs 165 lbs. Ed is now with Company B, 102nd Machine Gun Battalion, known as "The Suicide Squad."

M. J. Crowley, Salesman, has enlisted in the Navy as an Oiler. "Jerry" will still be handling Texaco products, and we know he won't forget to use the big three, Cetus, Neptune, and Ursa, plentifully and often.

Walter Boon's right hand man, "Bill" Curley of Boston Lub. Station, has joined the colors and is stationed at Washington, D. C., as a Yeoman. We have our doubts if Walter will follow his footsteps but we believe he would make a good sailor just the same. There's one job "Pud" Boon is in love with, filling 5 and 10 gallon cans of cylinder oil with temperature five below.

It took some urging to get Chief Clerk Murdy away from his desk during the re-



Lebanon, N. H. Station—"40 degrees below and over 3 feet of snow on the level!"

TEXACO STAR

cent cold spell. Why? A radiator a foot and a half back of his desk turned on full was a good place to warm feet. No time to listen to conversation about coal. Cheer up, W. F.!—the worst is yet to come. Get your overshoes ready now.

Jack Morrison and George Beaton, Jr. may not be weather prophets, but we all know that they were on vacation at their old stamping ground in Norfolk while the thermometer was 10 below zero in Boston.

Can you beat this for service? Order for shipment to Navy Yard, Charlestown, Mass. 'phoned Providence Terminal late Monday afternoon. Shipment left Providence noontime Tuesday. Paymaster's office called up Wednesday asking that tracer be placed in effort to effect immediate delivery. Neither the New Haven nor the B. & M. have record of car going forward, and upon investigation at Navy Yard, car was found to be almost unloaded at 3 o'clock Wednesday. Guess the railroads must be figuring yet how the car got up there.

We recently promised to advise our Southern friends in the event the New England winter proved too rigorous for certain members of our organization, who were more familiar with Southern Sunshine than with New England Frost. We, therefore, feel it our duty to say that when the thermometer fell to 14° below zero in Boston during the early part of January, Bill Murdy's spirits fell even further. He was so cold that he stuttered for a week.

PHILADELPHIA DISTRICT.—Three more men from our District Office could not resist the call to the colors: C. C. Studley, Clerk; W. J. Devine, Salesman; B. V. H. Yardley, Salesman. We wish them good luck and honors in their new duties.

After the first half of the bowling season, Texaco took the Cup offered by the Petroleum League of Philadelphia, consisting of eight of our largest competitors. We are now in first place, with good prospects for taking the next half and the final Cup. The Texaco consists of: E. J. Tallant, T. A. D. Hildenberger, G. G. Stranahan, Leo Coll, Wm. K. Jones. Other Districts please note there are a few open dates.

The following, submitted by J. J. Ryan, attracted much attention during the Thuban Compound Demonstration in and around Philadelphia:

TEXACO THUBAN COMPOUND

The perfect Gear Lubricant,
Eliminates metallic contact,
Excels in Rears and Transmissions,
Absolutely indestructible,
Combines perfection and economy,
On all Motor Vehicles.

THUBAN

Takes the place of Grease,
Highly efficient in cold weather,
Unaffected by extreme heat,
Best by test,
Action without friction,
No splashing, No Waste.

THUBAN

Constantly sticks to gear teeth,
One trial proves its superiority,
Most modern, most wonderful,
Prevents cutting and wear and noise,
One filling lasts over 5,000 miles,
Uniform and effective.
Now is the time for practical test.
Don't forget the name—THUBAN COMPOUND

THE TEXAS COMPANY

Appointments and transfers:

James Brown, Supervisor of Structures, succeeding A. W. Oliver. While we regret to lose Mr. Oliver we welcome Mr. Brown to our District.

In Dist. Off.: Perry Faust, E. A. Murphy, F. E. Gauger, J. M. Dougherty, stenographers; C. H.



A Texaco Station that sprung up over night constructed by Saint Nick assisted by H. B. Halvey, Station Inspector of Philadelphia District—If, in any doubt as to the great amount of business performed by these trucks and equipment, look up the Halvey Twins, who are keeping the wheels busy since early Christmas morning

TEXACO STAR

Furness, Extension Clerk; J. A. McFadden, Order Clerk; A. W. Rosenfield, clerk; C. V. Poole, salesman.

F. R. Margraff, Clerk-Cash Phila.-Chelton Ave. Joseph Engle, barnman, Phila.-Snyder Ave. C. J. Ainsman, painter, Phila.-S. Blvd. Rep. shop. H. H. Carmack, Clerk-Cashier, Frederick, Md. W. S. Worth, chauffeur, Trenton, N. J. S. B. Roff, chauffeur, Washington, D. C. W. J. King, from Agent in Training to Dist. Off. Salesman.

W. C. Roderick, from Agent in Training to Hagerstown, Md.

P. J. Boran, from Agent to Dist. Off. F. S. Relief. B. S. Hutson, from City Solicitor to Acting Agent, Alexandria, Va.

J. M. Ryan, from Driver to Agent, Atco, N. J. W. J. Johnson, from Assistant Agent to Agent, Philadelphia N. E. Boulevard.

NORFOLK DISTRICT.—The Norfolk District Office secures from the *Texaco Star* a supply of each month's issue which we ourselves send direct to our boys in the service. We have also adopted the policy of writing to each man in the service a letter once a month advising them that this *Star* has been sent out and giving a brief outline of any changes in the Office that are not mentioned in the *Star*. We also tell them the current events that have happened in their home towns during the month. We think this is a good policy and we know that the boys appreciate it. As a sample of the replies we receive, we give this recent letter from one of our Corporals:

Company E, 318th Inf., Camp Lee, Va.
Jan. 18, 1918.

Dear Bill and the Bunch:

Many thanks for the "Star" and the letter with it. It is indeed good to read about what's happening back home and in the other Texaco points. Everything is going along about the same as usual around here except that I'm in the office again now. The Commanding Officer called me out of non-com school Monday night and told me I was detailed for duty in the office from now on. The last time he asked me if I would like to work in the office, but this time he said I was detailed in the office, so I think I'll work here. He said he wanted me to come in here and learn the work thoroughly and that he would look out for me, but what that means I do not know.

We have a non-commissioned officers' club now and all the non-coms in the regiment belong to it. Believe me, we have some "joint." We have pretty good furniture with writing tables and rocking chairs and a very nice Victrola with lots of good records; but most of all there are decks of cards and there are druggets in the middle of the floors, and whenever you go in you see a bunch around a table playing poker, or a crowd on the floor around those druggets and they have some little cubes with dots on them which they shake in their hands and then throw them on the floor and snap their fingers. Some of them have a handful of money and some have a pretty sad look.

Best regards to all in the District Office and especially the Sales and Technical departments.

Sincerely,
Corp. R. L. Skeeter.

JP. S.—It looks like home here, they use Texaco Floor Oil on all the barracks floors.

The Norfolk District is more than glad to be able to report that we are still leading all the Districts in the Northern Territory in the Motor Oil Contest. The following telegram received from Mr. C. H. Parker, New York, on January 14, made us all feel very good:

First in five items of contest for December Edging out Philadelphia in New Accounts Congratulations

For the benefit of the readers of the *Texaco Star* who are not familiar with this Contest, it should be explained that there are five items in the Contest and the Norfolk District had been leading in four since the Contest began. The Philadelphia District beat us in one item, New Accounts, during the first month—which was September. We have been gaining a few points on Philadelphia in this item each month and we hope to be able to report to the readers of the *Star* that the Norfolk District is leading in all five items by the time the next issue goes to press.

We noticed in the December issue of the *Texaco Star* that the New York District boasts that one of their 150-gallon Ford tank trucks put out 2,550 gallons in one day. We have had a large number of Ford trucks in the Norfolk District to put out this much, and inasmuch as the New York District has challenged the other Districts to beat this record, we wish to state that Chauffeur M. C. Hager, of 150-gallon Ford Truck No. 2704 at our Charlotte, N. C. Station, on October 15 sold 100 gallons Crystalite, 3,431 gallons Gasoline, and 15 gallons of Motor Oil, making a total of 3,546 gallons. This was delivered to suburban territory and not in short hauls.

In looking over record of deliveries made by our little 150-gallon Ford tank trucks the following drivers' records in the Norfolk District are worthy of mention:

Greensboro, N. C.—W. E. Cheek with Ford Car No. 2745 put out 26,091 gallons in the month of October; 22,752 gallons in November.

Hampton, Va.—V. B. Balmer with Ford Car No. 3070 delivered in November 20,205 gallons.

Durham, N. C.—F. C. Stone with Ford Car No. 3083 sold in November 19,245 gallons.

Gastonia, N. C.—G. F. McKee with Ford Car No. 2884 put out 19,979 gallons in November.

The Norfolk District has a semi-rural population

TEXACO STAR



New occupation for Oil Men during recent storm in Chicago



North Kingsbury Street Station, Chicago

and the drivers had to drive 10 to 15 miles to make these deliveries.

Martinsville, Va.—This is a new station opened in September. Their record, however, is worthy of special mention. With a 150-gallon Ford truck, No. 3066, Driver J. H. Dyer delivered in September 2,024 gallons; in October, 11,611 gallons; in November, 15,008 gallons. Mr. Dyer, being a new man, says he is going to give the older members of the Texaco Family a hard race for first place.

Due to the extremely cold weather in Norfolk during the latter part of December and the month of January, all work has been suspended on our new office building. We were due to move to this building on January 1. The contractors recently advised us that if they could have about one week of warm weather, they could finish the brick work and then it would take only a short while to do the interior work, and that we should be in our building sometime during the month of March. We expect to hold our yearly Salesmen's and Agents' Meeting soon after the building is completed, and at that time we shall have a general housewarming.

Appointments and resignations:

In Dist. Off.: C. W. Newton, Extension Clerk; G. E. Chapman, Cash Sales Clerk; C. W. Parker, Equipment Clerk; J. E. Donlan, Clerk; Miss Vivian Bunting, stenographer; Sanford Taylor, File Clerk in Operating dept. *vice* Lee Dongan transferred to Lubricating dept.; C. T. Sawyer and W. A. Holt, office boys; Jacob Riley (colored), janitor.

A. J. Shields, C. J. Measell, and P. P. Lattimer, resigned to enlist in U. S. N. R. F.

J. S. Shallcross, resigned to accept a position with another company.

C. S. Barrett and L. Richmond, office boys, resigned.

Salesman L. L. Breeden has been transferred to Roanoke, Va. territory and will solicit the business formerly worked by R. G. Neal, as Mr. Neal has enlisted in a new artillery company which has just been organized in the State of Virginia.

Salesman W. S. Davis has also been transferred to Roanoke, Va. territory to solicit the trade formerly worked by P. P. Bilodeau who resigned.

CHICAGO DISTRICT.—December sales in Chicago District will be somewhat lower than usual on account of the storms raging in this vicinity. Pessimism prevails in this office on account of not being able to make deliveries as usual, but when the snow goes away, good-bye pessimism.

The Texas Navy, consisting of three barges and one tug, doing patrol duty between Lockport and Chicago, supplying the People's Gas Light & Coke Co. with Fuel Oil, as well as our stations with supplies, is doing excellent work under the supervision of Commodore Wright.

Salesmen J. L. Force and C. H. Bierman, St. Louis, have resigned.

F. T. Bishop has been engaged as Salesman, Chicago District.

Fred H. Miller, Salesman at Joplin, Mo., put one over on us for a few months, but Fred is of draft age and when signing his Questionnaire he had to 'fess up to marrying Miss Adele M. Bullard of Joplin, Mo. on Oct. 3, 1917. Congratulations, Fred.

L. V. Newton, Supervisor of Equipment, is all smiles these days. He was presented with a baby daughter January 10.

EXPORT DEPT. The Bowling Club which was organized by the Sales Division of the Export Department has been reorganized and now includes the whole Export Department. They have challenged the teams representing the Northern Terminals Division and the Marine Department and would like to hear from teams representing other Departments of the Company.

W. G. Moore has returned to New York after an extended trip in Santo Domingo and Porto Rico.

The Coding Division recently had the pleasure of a visit from their husky col-

TEXACO STAR



Garage of the Dundee Motor and Engineering Works, Dundee, Natal, South Africa
This Garage is one of the most completely equipped and progressive in the Union of South Africa. It is conducted by Mr. Percy Briggs, a former employe of The Texas Company (South Africa) Ltd. Texaco Motor Products are sold here exclusively. Mr. Briggs, the proprietor, is seen at the right, in front of the telegraph pole



Display of Texaco products in the establishment of Barnard Sons & Co. at Castries, agents for The Texas Company in St. Lucia, B. W. I. St. Lucia, largest of the Windward Islands, is a British possession. The island does a thriving business in sugar, cocoa, and other tropical products, and Castries by reason of its deep water harbor is an important coaling station for boats in the West Indian service. Through the efforts of the progressive firm, Barnard Sons & Co., Texaco Petroleum Products enjoy wide popularity on the island.

TEXACO STAR

league Ed. Gaynor, who was on a furlough from Camp Wadsworth.

We have been notified that G. W. Johnson has reached Rio de Janeiro safely.

M. L. Thompson after an interesting trip arrived safely at Rotterdam, Holland.

A. H. Latham, E. J. Grojean, Andrew J. T. Dorin, Leo C. Egan, B. H. Mattner, have joined the Accounting Division; L. E. Smart, Accounting Agency Division; W. MacAfee, F. J. Schaefer, African Division; T. S. Pates, Australian Division; R. A. McDonnell, Terminal Division; W. O. Balanzatigui, Sales Division; B. Milnor, Roofing Division; L. A. Bernard, F. Starke, K. W. Romeyn, W. M. Wheeler, Shipping Div.

John Villovic, W. P. Ryan, V. Sullivan, formerly with the Shipping Division, and C. H. Fister of the Australian Division have resigned to join the colors. Mr. Villovic was presented with a handsome wrist watch by the Shipping Division.

The following verses extolling the virtues of the Ford Car in the Ambulance Service were written by a member of the Ambulance Service in France. We received a copy from the American Headquarters of the Service at Allentown, Pa.:

HUNKA TIN

AN AMBULANCE SERVICE PARODY

You may talk about your voitures
When you're sitting round the quarters,
But when it comes to getting blessés in,
Take a little tip from me,
Let those heavy motors be,
Pin your faith to Henry F.'s old Hunka Tin.
Give her essence and l'eau,
Crank her up and let 'er go,
You back-firing, spark plug foulin' Hunka Tin.

The paint is not so good,
And no doubt you'll find the hood
Will rattle like a boiler shop en route;
The cooler's sure to boil,
And perhaps she's leakin' oil,
Then oftentimes the horn declines to toot.
But when the night is black
And there're blessés to take back
And they hardly give you time to take a smoke,
It's mighty good to feel
When you're sitting at the wheel,
She'll be running when the bigger cars are broke.

After all the wars are past,
And we're taken home at last,
To our reward of which the preacher sings,
When these ukelele sharps
Will be strumming golden harps
And the aviators all have reg'lar wings,
When the Kaiser is in hell
With the furnace drawing well,
Paying for his million different kinds of sin,

If they're running short of coal,
Show me how to reach the hole,
And I'll cast a few loads in with Hunka Tin.

Yes, Tin, Tin, Tin,
You exasperating puzzle, Hunka Tin;
I've abused you and I've flayed you,
But by Henry Ford who made you,
You are better than a Packard, Hunka Tin!

PIPE M. C. Breaker and S. K.
LINES Lloyd, both of the Houston
office, were taken suddenly
sick on the afternoon of Jan. 31 almost at
the same hour. It afterward proved to be
ptomaine poisoning. These young men had
eaten their meal together at a Houston
restaurant on the same day, and, no doubt,
the food there eaten was the cause.



Sergeant I. P. Chidsey, Company A Signal Corps, 111th Division, Camp Bowie, Texas, who enlisted in the Texas National Guard last summer and rapidly rose to Sergeant. Mr. Chidsey was first employed by The Texas Company at Beaumont in 1904, and has been in the Pipe Line Department and Fuel Oil Department, and was for some time located at Tampico, Mexico. He has many friends in various sections of the country who admire his patriotism, and they are glad to see that he is making advance in military life.

TEXACO STAR

H. H. Burghard, clerk in the office of The Texas Company Employment Bureau, has been transferred to the office of T. J. McMahon, Oil Dispatcher, where he will do stenographic and clerical work.

W. B. Waltman, Accountant in the Houston office, departed in the latter part of January, and will be employed in the Sales Department of The Texas Company at Denver, Colorado. On account of the ill health of Mrs. Waltman it is necessary for her to live in a higher altitude. J. D. Dorbandt succeeds Mr. Waltman.

J. A. Damon, of the Houston office, and Miss Leona Radcliff, of Houston, were married on Jan. 19 at Galveston, Texas. They will make their residence in Houston.

D. S. Perry, of the Engineering Division, is temporarily in charge of the Tank Gauging Division.

T. T. Co. of
Mexico, S. A.

Barge *Vera Cruz*, which arrived Jan. 11 in tow of the *Pan American*, brought 3 stills from Port Neches, which are to be installed at Tampico Works. With the arrival of these important units the actual construction of this plant will draw rapidly to a close, as foundations and settings have been in readiness to receive the stills for some time.

Edmond Tanner returned to Tampico on the *Tampico*, which arrived Jan. 11. Mr. Tanner was in Tampico during the first part of the summer, but left for several months to regain his health. During his absence he has been in Port Arthur.

L. Sanderson, who has been acting as timekeeper on pipe-line construction at Camp Idolo, has been transferred to the general office of Tampico Works.

J. P. Tomberlin, who has been with the company about a year and a half in the Dock and Dredge Department and as assistant Construction Engineer at Tampico Works, has been transferred to Agua Dulce where he will have charge of the construction of that plant.

C. E. Hasbrook is now Chief Stationary Engineer and Plant Foreman at Agua Dulce Works. Mr. Hasbrook, until Nov. 1, 1917, was with The Texas Company at Providence Terminal.

Gus Marbe, formerly of Port Arthur Works, has been transferred from Tampico Works to Agua Dulce Works, where he will act as warehouseman.

The class in Spanish is rapidly increasing, and interest in the work has been greatly stimulated since the announcement of Mr. Oshel, Carpenter Foreman, that his rate hereafter will be 50 cents Mex. per lesson. Much attention is given to conversation and by close attention to his faultless constructions a good working knowledge of the language may be acquired in a remarkably short time. Mr. Oshel is a firm believer in the blending of English and Spanish so that difficulty in expressing one's self is reduced to a minimum. The following example, being an order given to one of his men, will illustrate the blending method: "Put that *martillo* over there in *la esquina* so *usted* can get it in *la mañana*." A fair knowledge of either language is all that is necessary to correctly translate the above into: "Put that hammer over there in the corner so you can get it in the morning." The correct use of the hands during conversation is a great help to both native and foreigner in understanding what is being said.

WARNING

MAKE YOUR WAR INCOME RETURN!!

At the request of the United States Government, your attention is called to the necessity of making your income tax return to the revenue collector of your district before March 1, 1918.

You must make a return if you are a single person, man or woman, and received a net income during 1917 of \$1,000 or more.

You must make such return also if you are a married man but do not live with your wife or if you are a married woman and do not live with your husband, and your net income amounted to \$1,000 or more.

If you are a married man and live with your wife, and your income, including the income of your wife and dependent children, amounted to \$2,000 or more, you must make a return.

Failure to make such returns will subject you to severe penalties.

Get from your bank or postoffice or the internal revenue agent in your town a copy of form 1040, or 1040-A, and follow the printed instructions.

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.

MANAGEMENT Would Your Business Go On If You Quit? by W. S. Rogers—*System*, January 1918.

Putting It Up to the President, by Lester Bernstein—*Industrial Management*, January 1918.

Suggestive comments on reports to executive heads.

COMPTROLLER'S Reproduction Cost in Industrial Appraisalment, by Charles W. McKay—*Industrial Management*, January 1918.

EXPORT The Skeleton in Our Foreign Trade Closet, No. 2, by Wm. S. Culbertson—*The Nation's Business*, January 1918.

The Biggest Market in the World, by Elmer R. Murphey—*System*, January 1918.

SALES How Long Do You Wait for Your Money? by Maurice T. Fleisher—*System*, January 1918.

LUBRICATING Lubricating Engineering, by John Rome Battle—*National Petroleum News*, January 16, 1918

ENGINEERING Under New Management—The Fallacy of Engineering Discussion, by Charles M. Horton—*Industrial Management*, January 1918.

PIPE LINES Apply New System to Large Storage—*National Petroleum News*, Jan. 16, 1918.

GENERAL Statement by Bedford on Conditions—*Oildom*, January 1918.

Mastering Power Production—I, by Walter N. Polakov—*Industrial Management*, January 1918.

Financing the War—*Whole No. 164, The Annals of the American Academy of Political and Social Science*, January 1918.

Crimes of Charity, by Konrad Bercovici—Publishers, Alfred A. Knopf, New York, \$1.50, postage 12 cents.

John Reed, who writes an introduction, says the style of this book might be called Russian, "bald narrative which carries absolute conviction." It is an arraignment, revolting if true, of organized charity and of the "wrongful blundering of society in its feeble attempts to abolish poverty."



S. S. "Frederick Luckenbach" unloading Texaco Products at Para, Brazil

When Jack Frost Rules

IN WINTER, when snowdrifts block the roads, the prompt delivery of burning oil is of paramount importance.

So that people who depend on Texaco burning oil for light and fuel for oil stoves may be promptly supplied, we employ tank sleighs. These are a familiar and welcome sight in the Northern States.

Our fine strong teams are obliged to breast blizzard and snowdrift—*but they get the oil there.* That feature of Texaco service, prompt delivery, is as important as the high quality of Texaco products in building our world business.

We might call attention here to the way TEXACO LUBRICANTS resist cold, a character that recommends them for automobile and other out-door work.

This is a reproduction of a page in the book "TEXACO AT HOME & ABROAD". This book has been described in the August 1917 issue of the TEXACO STAR. Have all your good customers received copies?

