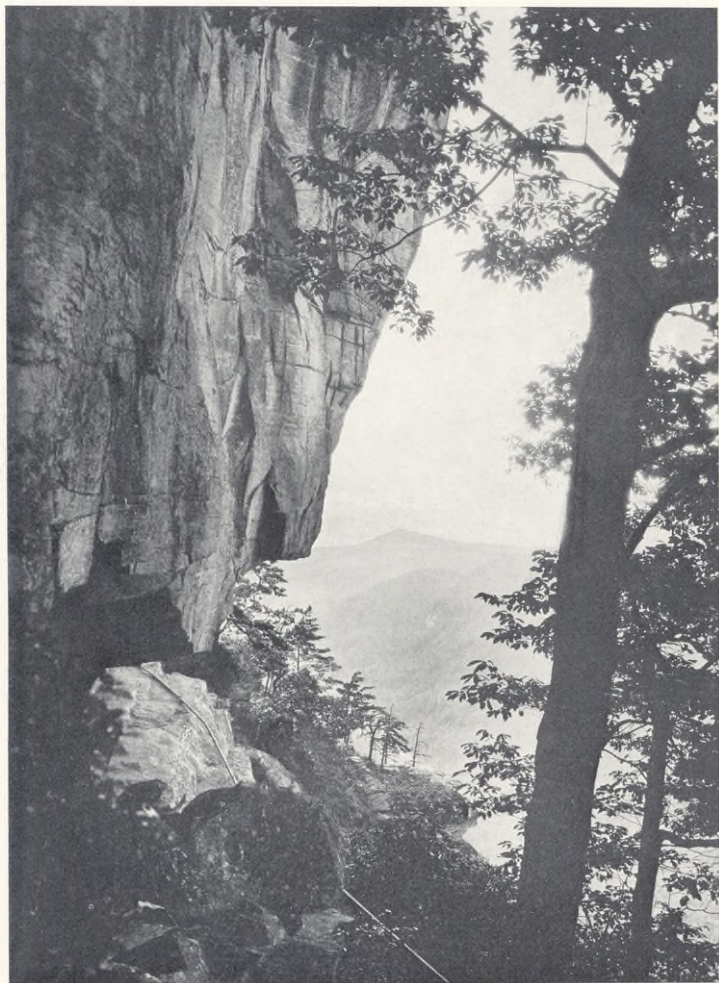


The TEXACO STAR

For Employes of The Texas Company



Hickory Nut Valley near Asheville—Little Pisgah Mountain in distance

Vol. XIII

SEPTEMBER 1926

No. 9

Artistic Attitude toward Our Work

The factory superintendent who has an interest in efficient organization of his machinery, his routing and planning, really has the artist in him. Any fine art is the effort to organize material in such a way that the result will be satisfying. In a factory where the routing is all wrong, there is the confusion which goes counter to the artistic sense.

This statement by a lecturer on business philosophy supports the view that there is opportunity for expression of the artistic instinct in every activity of life, and particularly in industry and business.

Delight is said to be the soul of art.

The thrill that comes to the superintendent who succeeds in converting a chaotic workroom into an efficient producing unit is just as satisfying and of the same quality as the thrill that is enjoyed by a playwright after he has organized his elusive thoughts into a compact and moving drama. The director of every successful business enterprise functions as an artist in the sense that he translates abstract ideas into concrete realities.

The notion that there is no place in business for the artist does not bear analysis. Success in business, or in anything else, demands that quality of mind and temperament which the true artist brings to his task. Business demands other qualities, too, among them dependability, industry, and stamina, and for this reason those who are blessed only with the artistic sense are often disqualified.

There never was a great artist in literature, music, or other form of expression whose art suffered because he also was a good business man. As the artist in a man helps him in his business, so does the business in a man help him in his art.—*Through the Meshes.*

The TEXACO STAR

PRINTED MONTHLY FOR DISTRIBUTION
TO EMPLOYEES OF THE TEXAS COMPANY

Vol. XIII

September 1926

No. 9

"All for Each—Each for All"

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

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Reorganization

The Texas Corporation, the articles of which were filed at Wilmington, Delaware, on August 26, was organized to take over the stock or holdings of The Texas Company. Its authorized capital is \$250,000,000, divided into shares of \$25 par. And there has gone out to stockholders of The Texas Company an offer submitted by the new company and unanimously approved by the directors as well as a number of representative stockholders of The Texas Company, for the exchange of shares of The Texas Company for shares of the new company, share for share. The Chase National Bank of New York will act as depository, and deposit of stock for exchange will be accepted until November 1. There is imposed a condition that more than 50% of the stock must be deposited for exchange, otherwise the deposited shares will be returned to the depositors, without charge or expense to them. Application will be made to list the certificates of deposit issued by The Chase National Bank on the New York Stock Exchange, so that between now and November the certificates of deposit can be traded in while stock is in the hands

of the depository. Before definitive certificates of the new company are delivered, application will be made to list its shares also on the New York Stock Exchange, and they will not be deliverable to the depositors until they are so listed effective upon official notice of issuance.

The Texas Company has been handicapped because of the limited powers that could be exercised under the laws of Texas, particularly with reference to holding the stock of other corporations, and it was to meet this situation, as well as to provide for the future necessities of an expanding business, that the new corporation was organized and a plan of reorganization put on foot. Our principal competitors are organized in states other than Texas and enjoy the privilege of holding the stock of other corporations without limit so long as anti-trust laws are respected. The Texas Company has not been permitted to have more than one subsidiary in any single state or foreign country. In 1915 and again in 1917 an effort was made to have the laws of Texas amended, and they were amended in certain particulars, but the relief then obtained has since proved inadequate.

An incidental advantage of the reorganization plan is that estates of deceased stockholders in the new company, non resident of Texas, will not be subject to the graduated inheritance tax imposed by the laws of this state. At present the transfer from an estate of stock in The Texas Company, more than 90 per cent of which is owned outside of Texas, is subject to this tax regardless of the stockholder's residence. It is fair to assume that this is reflected in the market price of the

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stock, which means that stockholders generally are affected.

It should be understood that this is only the first step in bringing the property into a better plan of incorporation. Next the new company will expect to acquire, by further reorganization of the operating company if necessary, 100 per cent ownership. In the meantime officers and directors of The Texas Company become the officers and directors of the new company, so that the same policies may govern both, and stockholders may feel assured that proper care will be exercised to preserve the established business and good will of The Texas Company, including its trade-marks and brands.

Upon the consummation of this exchange the new company will inaugurate a dividend rate corresponding to that of The Texas Company. The greater scope of operations and other advantages to be enjoyed by the new company, it is believed, should add to its future earnings. The listing of the stock should make it an active issue at once. At the proper time application will be made to withdraw shares of The Texas Company from the Stock Exchange list.

The portion of the authorized capital stock of the new company not required for the purposes of this plan will be subject to disposition by the board of directors.

Deposit of stock under this offer will not interfere with the receipt of dividends, because the record date for dividend due September 30 is past and the exchange will have been either effected or abandoned before the next dividend is due.

Where stock is pledged as collateral the holder, upon request, will doubtless be glad to forward it to the depository, receiving and holding the latter's certificate of deposit instead.

It may not be inappropriate to add in conclusion that this step is wholly without resentment against the policies which prevail in the state of Texas. Every state establishes and enforces its own policies, for its own reasons. The Texas Company has prospered as a corporation under the laws of Texas, and it is only to meet actual conditions and to realize the most out of opportunities, especially those which are now foreseen, that the present plan has been adopted. It may be practicable to retain actual physical operations in the original corporation or to place them in a new corporation organized in Texas. If so, this will be done. The new corporation now organized will in that event function mainly as a holding company.—*Amos L. Beaty.*

Page two

The Board of Directors on July 20, authorized the usual allotment of stock to employees, and notices from the Trustee will have been issued to all eligible employees in a short time. This stock is sold to employees at \$40 per share, payable in installments of 75 cents per month for each share and subject to the usual conditions. The first payment will be due January 31, 1927, and stock will participate in dividends from and after July 1, 1926.

The increase in price per share over the last allotment, the present price being \$40 against \$35 before, is close to the increase in book value. It is substantially less than the increase in market value. Both this year and last stock was purchased by the company in the open market, the cost this year being approximately \$7 per share more than last year.

Mid-year allotment is perhaps more logical than allotment at the beginning of the year, for, while it is based upon compensation earned in the preceding year, it is not an addition to compensation for the preceding year; rather it is something that goes with the current year, and being such it is not payable in advance.

Present estimate is that accepted allotments of this series will amount to 90,000 shares. That quantity annually is no small item, though no great amount of noise is made about it by the company. Employees understand and appreciate the provision made for them, and by their loyalty and hard work they make the provision possible.

Motor Oil Substitution

My editorial in the July-August 1926 issue of *The Texaco Star* entitled "Dishonest Motor Oil Substitution" has been misunderstood and I wish to clarify my meaning. I did not intend to minimize the evils of motor oil substitution. These evils are patent, whether the matter is viewed from the standpoint of common honesty, from the standpoint of the defrauded motorist, or from the standpoint of the oil company whose products are misrepresented to its injury. When I wrote the editorial I thought that the American Fair Trade League's estimate of the pecuniary losses caused by motor oil substitution was excessive. Perhaps I erred in this. At any rate, the criticism of those figures obscured for some the point which I endeavored to emphasize. This is: All efforts

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to stop dishonest substitution of motor oils should have the fullest possible support.

—The Editor.

Capital

It has been roughly estimated that \$5,000 of invested capital suffices to give permanent employment to one worker. Assuming, then, that a man has an annual income of \$65,000 of which he spends \$15,000 on himself, re-investing the balance of \$50,000, the conclusion is that he supplies tools for the productive employment of ten additional laborers each year.

The popular notion once was that the rich man who consumed or dissipated his income was serving the public interest. It was said that he was getting his money into circulation.

Since the beginning of the industrial era, however, the demand for capital has been so urgent that surplus funds can be put in circulation without wasting them on living habits.

Under present economic conditions it makes little difference who the capitalists are or how much capital they control, provided only that they use their funds productively and constructively.

If rich men do not eat their profits but use them to promote production, the outcome is more jobs and therefore higher wages, and more goods and therefore lower prices.

This is the most important single thought in the science of economics. The obscurity of this truth has been the source of envy and even hate when neither was justified.

—Through the Meshes.

Discriminating Praise

The leading article in *Printers' Ink* of August 5, 1926, entitled "How The Texas Company Introduced Its New Gasoline" should be read by every Texaco salesman and dealer.

For many years *Printers' Ink* has been the premier journal in its field of commercial advertising, and its critical estimates have the weight of authority.

The extended article comprises an illuminating analysis of our national advertising which should give our sales forces a keen appreciation of the work of the Advertising Division and enable them to put its helpfulness to the dealer before new prospects in ways that will convince them of the advantages offered.

The *Star* congratulates the Advertising Division on the distinguished praise implied in this striking article in *Printers' Ink*.

Mountain States Oil Index

We acknowledge with thanks receipt of a copy of "Mountain States Oil Index," kindly presented by the *Inland Oil Index* of Casper, Wyoming. The author of the valuable little book, A. J. Hazlett, is the versatile editor and publisher of the *Inland Oil Index*. He has made an authentic descriptive and statistical survey and directory of the oil, gas, and allied industries relating to all operations in the Rocky Mountains region. The compendium covers the States of Wyoming, Montana, Colorado, New Mexico, Arizona, Utah, Nevada, Idaho, North Dakota, South Dakota, Western Nebraska, Western Kansas, and the Texas Panhandle.

This Volume I—1926 is published (\$2) by A. J. Hazlett, Wyoming Oil World Publishing Co., Inc., Lock Drawer 1138, Casper, Wyoming.

One Way to a Man's Heart

Miss Chalkley's articles on cookery have called forth many expressions of appreciation from all over this country. Here is one sent to the *Star* from Lille, France:

Many thanks from a French Agent of Texaco to Miss Katherine Ferguson Chalkley for her recipes for cakes, published in The Texaco Star of June. They are really delicious.

With my best wishes, I am

Yours sincerely,

George Boez,

Lille Agency.

A Lyric Protest

The following verses by Miss Jacqueline Walters, of the Refining Department, Houston offices, are given because they are so well made, and because space ought not to be denied to a genuine lyric expression in opposition to the stoic-optimistic spiritually-minded philosophy which the editor of the *Star* has inculcated. He can but hope that this gifted contributor will try to think the matter through; and he suggests, as a starting point, thoughtful consideration of the dictum of Elie Faure (in his *The Dance Over Fire and Water*, Harper and Brothers, 1926):

"To live, for whoever begins to think, is horrible; while for him who persists in thinking it is sublime."

JOURNEY'S END

All roads must end
When I am dead and all of me is dust,

The TEXACO STAR

Save that spirit part of me
Which goes through some far star-strewn space.
If go I must—
Will not that part of me cry out for earth-worn days,
Mountains at sunset, morning haze,
Dim evenings hung with old familiar stars,
Earth's boundaries and Earth's prison bars?

Earth is so sweet.
Do heavenly ships come in from sea
Across far horizons at dawn of day
Laden with dreams—golden as Jason's fleece—
And hopes of things to be?
Or then—are all hopes done with closing of Earth's
door,
Dreams fulfilled and we may dream no more,
Muted and hushed in peace, with all joys given,
Flashed radiant into a sainted Heaven?

I am not tired
Of Life and Struggle, Hope and Fear,
Of sweet reward won by my toil-worn hands;
Earth's repayment for our love of her
Is very dear.
Kind fires of home upon a winter's night,
Shut sheltering Life and Love's delight
Lest out forever, embers to ashes on its hearth—
By opened doors of Death, closed doors of Life
and Birth.

All roads must end,
But strange and uncharted is the way
Through stars and star-dust to a visioned Heaven.
Write Thou me here "The End,"
And let me stay
Earth's dust upon Earth's kindly bosom.

—*Jacqueline Walters.*

Death

Man does not wish to die. And in order not to die, it is his spirit that he speaks to, and his heart, turn by turn. For man is only spirit and heart, and would cease to be man if his spirit ceased to approve the sentiments of his heart, and his heart to animate the discoveries of his spirit.—*Elie Faure.*

Today

They pull a verse to pieces and believe themselves to be the poet. They scrape a violin, and believe themselves to be the composer. Their foolishness is incredible. One of them said to me, one day, that a bachelor of arts of today knew more of philosophy than Aristotle. Such people do not know that it is no longer a question of using intelligence, but of re-creating it.—*Elie Faure.*

The property of tragedy is not to put a hero upon the scene, but to create heroes.
—*Elie Faure.*

Page four

A Voice from Over Seas

The following contributions were received from Mr. Oswald Sinnott, our Manager for Tasmania, along with his imaginative piece, "The Star Fairies," given on pages 18-20. They are presented in this space because space was lacking in the Export Department section of "Departmental News."

The Wanderer

Alone! yet not lonely; for you, dear,
Are with me tonight by the sea.
Your sweet voice, enchanting, I hear, dear,
Whispering Love's secrets to me.

Far away in your home I can see you,
Pensive! sad! Are you thinking of me?
Or have you forgotten, as some do,
The love chains that bound me to thee?

My darling, I'm here in the gloaming,
My fond eyes gaze deep into thine.
Call me home! I am tired of roaming,
Call me home! Little Sweetheart of Mine.

—*Oswald Sinnott,
Launceston, Tasmania.*

His Texaco Hour

Straight as an arrow from the bow
My car shot out and took the lead,
The engine murmuring soft and low,
I'm right chock full of power and speed.

I'm imbued with the Texaco Spirit,
Lubricated with Texaco Oil,
To me these two are the heavenly twins,
With them work is pleasure—not toil.

I'm leading the field by a furlong,
Taking hills without changing a gear,
And sweetly my transmission functions,
For Texaco Thuban is there.

Like a shadow I glide through the valleys,
Silent, strong, I'm the acme of power.
What matter what fate brings to-morrow?
I'm living—My Texaco Hour.

—*Oswald Sinnott, Launceston, Tasmania.*



Launceston, Tasmania
Office of The Texas Company (Australasia) Ltd.

Mr. Oswald Sinnott, Manager for Tasmania, in a letter to the editor, explains that our cargoes for Tasmania are transhipped to lighters at Beauty Point, 40 miles from Launceston, and then towed to our Launceston warehouse.

The TEXACO STAR



Avenue from Entrance, Port Arthur Works

Building Texaco Workers

V. Barrels and Flower Beds

A. A. NICHOSON, Employment Supervisor, Port Arthur Works



ALEXANDER THE GREAT, at a time when he approached the pinnacle of his power, conceived the idea of developing a race of giants, in order that the ranks of his magnificent army might be filled with a superman. His idea was never carried out, and the crumbling of his powerful empire is but one of the warning signs in the pages of history showing that success calls for a well balanced organization rather than for one which is overbalanced.

The advent of steam driven machines, later evolving into electric power and the internal combustion engine, might have blinded the industrial world into a tendency toward thinking of the worker as being physically underdeveloped in proportion to the expansion of science and mechanics. But if industry, like Alexander The Great, ever believed that to

gain and maintain supremacy it would be necessary to have the ranks of the work force filled with super men, it has earned and now knows that the race for industrial supremacy requires mental development more than it needs muscular strength, and that a healthy mind in an average body is more to be desired than an automat with the strength of an Atlas.

Only a few years ago, in many places where production was carried on the general scene was one of dilapidation; buildings were dingy and ill kept, looking as though paint was a luxury and window glass an almost unheard of commodity; weeds flourished until it looked as though they might have been cultivated; the plants portended nothing but bare work. Work in such an atmosphere is little more than drudgery.

But the scenes have shifted, and in this scene changing The Texas Company was one of the

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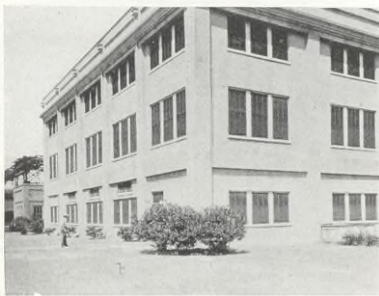


Office Building, Port Arthur Works



Cafeteria, Port Arthur Works

first to realize that the mental cultivation of a human work force is the first essential to the item of *quality*. Today industrial plants in general take on an appearance similar to that of our institutions of higher education; buildings are modern, trim, up-to-date, and embody beauty as well as usefulness; paint and glass, as well as soap and water, play an important part in keeping things spic and span; well kept lawns, flower beds, and fountains have replaced the rank growth of weeds, and please the eye and invigorate the mind. The whole scene, though busy and teeming with activity, is restful. One is impressed with the thought that here, in an atmosphere of system and harmony, great things are accomplished through great minds. Here one finds institutions of successful effort, rather than buildings to house bare work,—where things are accomplished through the love of rendering service rather



Central Power House, Port Arthur Works

than through the elements of coercion,—where collective effort promotes happiness in the world at large, and where human minds de-



Entrance to Office, Can Factory, and First Aid Room at Port Arthur Terminal and Case and Package Division
Flower beds in the heart of the plant

The TEXACO STAR



Welfare Building (at left) and Can Factory and Office, Case and Package Div. and Terminal, Port Arthur

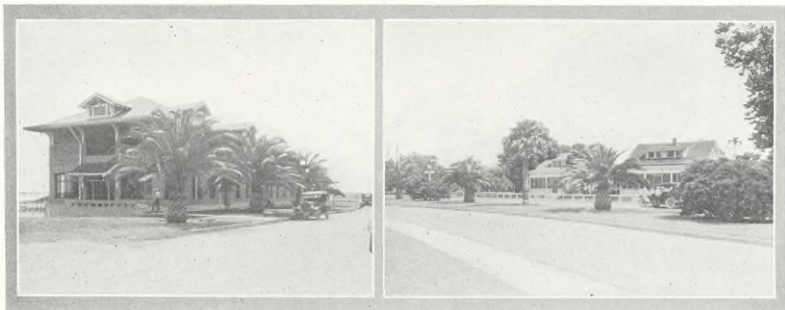
velop increasing powers through understanding of self and others, and through a comprehensive knowledge that in the final analysis they become the company.

Big men always accomplish big tasks—they maintain big ideals and reach big objectives. But such bigness must be fostered through a creative mind more than through sinewy mus-



Office Building, Port Neches Works

The TEXACO STAR



Commissary and Club House and Cottages at Port Neches Works

cles. The worker whose mind is constantly filled with creative thoughts will find that his life is harmonizing with the problem of production in which he is interested. He is bound to find that he is making good, and that of itself is an immense accomplishment. He may not be leading the procession, or be up in front doing any of the spectacular stunts that

gain the plaudits of the crowd; but he will be going steadily ahead, helping to make the world a better place in which to live and affording greater happiness through the contentment that he puts into the thing he is doing. A strip of lawn, a shady tree, a flower bed makes a wonderful difference in the production of petroleum or any other products.



Six of One—Half Dozen of Another

Suppose you met your friend Bill Jones, and he told you that he had just made arrangements that his wife should get \$1.09 a day for the rest of her life in the event of his death—you would think that his provision for Mrs. Jones was scarcely what one would call handsome, wouldn't you? You'd compare that with the \$10,000 policy you were carrying, and reflect how lucky your wife was.

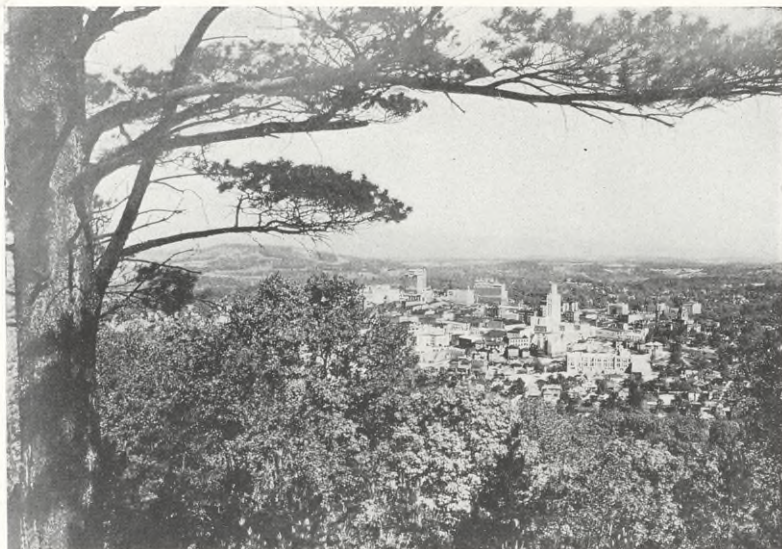
Well, perhaps she isn't so lucky as you think. Your \$10,000 policy would provide adequately for her if you could be certain that she would survive you only five years. Even in these days it is possible to make ends meet on \$2,000 a year. And if you could be sure that she would follow you within a year, so much the better—from the financial standpoint. She would then have \$10,000 a year.

But your wife may survive you 10, 15, 20 years. In that case, the \$10,000 wouldn't last very long if she lived on the principal. And if she put the money in a bank at 4% she would receive only \$400 a year. Divide that by 365 and you get—that is, she gets—\$1.09 a day. In other words, your wife isn't a bit better off than Mrs. Bill Jones, for whom you were feeling so sorry a moment ago. Even at 6%, \$10,000 would yield only \$600 a year.

How about a little extra insurance?

—*Checkmate.*

What this country could do with nicely is less paternalism in government and more in homes.—*Detroit News.*



Asheville, the mountain metropolis of Western North Carolina, as seen from Beaucatcher Mountain

Along Western North Carolina Roads

JOHN DEWEY TOPPING, Asheville, North Carolina

Twenty-two hundred miles of hard-surfaced road, linked with forty-four hundred miles of improved highway, have performed miracles in the old North State. Good roads have led to better schools, a better standard of living, and greater prosperity.

Western North Carolina, boasting of the highest and most beautiful mountains and some of the most magnificent scenery in eastern America, has always been a center of attraction to tourists and summer vacationists. With the advent of good roads Western North Carolina has been able to throw open to the world a veritable wonderland of beauty. Hard-surfaced highways now lead to points once inaccessible, or reached only on foot or astride a mountain mule.

Recently the publisher of a prominent motor magazine made a tour of Route No. 10 from Asheville to Murphy. The entire 127 miles required but five hours. Only three miles of

the way was other than hard-surfaced highway, and those three miles were detours around construction crews engaged in laying the final paved portion of this justly famous route. Two years ago members of the same party in making this trip required two full days to negotiate the tortuous mountain road that then existed.

Route No. 10 in this section of the State skirts the new Great Smoky Mountain National Park and opens to the tourists a magnificent scenic highway. And this road is but one of many in the "Land of the Sky" which now lead to interesting places well worth visiting.

The territory around Asheville, lying in that happy medium of altitude—2,300 feet, offers a most healthful climate. Asheville is the center of an all-year-round playground. Here are facilities for the golf enthusiast, the fisherman, the hunter, and for those interested in other

The TEXACO STAR



In the Great Smoky Mountains—looking west from The Chimneys
Primeval forests cover the mountainous area of the Great Smoky Mountains National Park

sports. For the horseman there are horses and probably the finest places for the practice of horsemanship in the world. Bridle trails lead from all the cities into the wilds where no auto can enter to disturb the picture. Through tree-shaded vistas these romantic ways lead to places of exotic beauty which only the horseman and hiker may enjoy. Hiking is also the vogue; for many of the highest points must be made on foot. Mount Mitchell, that famous peak 6,711 feet above sea level, is the highest point in Eastern America, and must be climbed in the last stages on foot, although an excellently maintained motor toll road leads the greater part of the way to the summit.

Western North Carolina is a pleasant change from the ordinary. It is a marvelous place for



Horsemanship is one of the sports in the Land of the Sky. This mount was an entry in the recent Biltmore Forest Horse Show at Asheville.

the visitor to rest and forget the cares and business worries of the other parts of the world. Not that there is any lack of business in Asheville and in other portions of this Land of the Sky. The activity which is under way here is phenomenal. But there is a certain essence in the very atmosphere of the highlands which bids the visitor to get away from the ordinary walks of life and spend a little time in play. In the Land of the Sky the world was made differently from any other place in the East. Great upheavals have created something different in the way of scenery. Clear streams water the valleys and keep the forests and countryside a perennial green in color. It is a terrain possessing a different sort of beauty from that usually found in mountain country.

Western North Carolina and Eastern Tennessee have earned national notice on account of the establishment of the Great Smoky Mountains National Park. This achievement has opened to the tourist and to the general public of this section a wonderland of beauty. Beginning modestly with a tract of 150,000 acres, the North Carolina Park Commission plans to expand this nucleus to include more than twice that area. The tract which will be bought from the lumbering interests of the region will be turned over to the United States Government for improvement. Tentative plans for the development of this great park call for a skyline road which will follow the line of highest range along that impressive chain of peaks from the Indian Gap to the Tennessee River, taking in one sweep the entire length of the park and furnishing to the lowland visitor the thrill of sometimes riding high above

The TEXACO STAR



The Great Smoky Mountains, backbone of Eastern North America.—Copyright by Thompson Bros.

The towering mountain ranges of North Carolina and Tennessee are interspersed with fertile river valleys well cultivated and possessing a beauty all their own.

the clouds and of at all times being at an elevation greater than five thousand feet. Transverse highways will cross the park from the Tennessee side to the Carolina side and will make connection with the skyline road at some of the numerous gaps which break through the mountain wall at different points.

Of the park itself and what it contains not everything is as yet known. There are inaccessible portions of this region which have yet to be trod by the white man's foot. There are seven unnamed peaks within the park, anyone of which, considered by itself, is an impressive mountain. But these peaks are dwarfed by the neighboring elevations. The park is a land of mystery soon to be explored and made known to the world. The pathways will be blasted through the stubborn mountain masses by the highway engineers.

The national government already has a foothold in the Land of the Sky. Ten years ago the forest service recognized the value of the timber reserve which the southern mountains still harbored. Three hundred thousand acres of forest land there lie within the borders of the Pisgah National Forest. It is an impressive tract, and it insures not only the permanence of the forest itself, but also the continuance of game and fish, and the even annual flow in the rivers which have their headwaters in this region. It is open at all times to visitors. At certain times of the year fishing and hunting are allowed. In addition, the forest is a great playground; inns have been established and camps are numerous within its boundaries. The forest reserve serves more than one purpose in the community life.

The newcomer in Western North Carolina

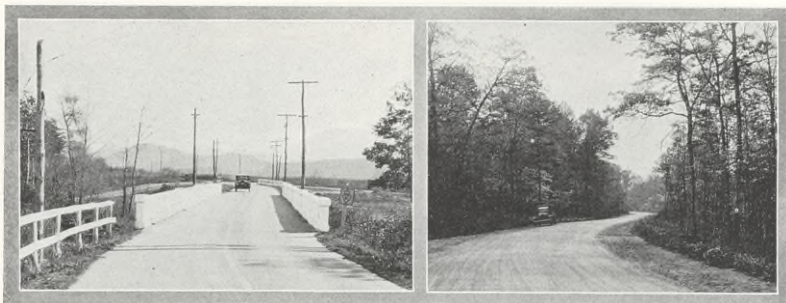


Clingman Dome, highest point in Great Smoky Mountains National Park—to the right of the Dome is seen an unnamed peak over 6,000 feet above sea level which has been tentatively named Mount Kephart after The Great Outdoorsman who fostered the park idea in this region.

Oiled highway bordering Great Smoky Mountains National Park leading through gorge of Nantahala River.

Photographs copyrighted by Asheville-Biltmore Film Co. The one showing Clingman Dome and Mount Kephart is the first of its sort taken on the eastern side of the Great Smoky range.

The TEXACO STAR



A section of Highway 10 which traverses North Carolina from Murphy to the sea as a surfaced belt of travel. Main road to Biltmore Forest Club—all roads are good roads around Asheville.

should see certain things in order to appreciate this "Land of the Sky." It is a great vacation land, richly endowed with beauty. One may find here the extremes of ultra culture and ultra primitiveness. The environs of Asheville have been made beautiful with the skill of the best landscape artists and architects. The city now follows in its future building operations the plan of a world-famous city engineer. With the aid of beautiful surroundings that plan will soon evolve here one of the most attractive cities ever produced by the labor and care of men. Through countryside estates wonderfully arranged and cared for, it is possible to drive within a few hours to the primeval wilderness, the mountain fastnesses which are now insured from the ravages of men by the establishment of the Great Smoky Mountains National Park and the Pisgah Forest.

A visit to Asheville is not complete unless one has seen the Biltmore estate which is open to visitors on certain days of the week. This is one of the show places, known far and wide throughout the country. Sunset Mountain and Grove Park Inn invite the newcomer. Hendersonville, Waynesville, Bryson City, Old Fort, Franklin, Weaverville, Black Mountain, and many other towns and cities which dot the surface of this plateau are within easy distance, and each has its individual attractions. When in Asheville, Chimney Rock and Lake Lure are nearby. Mount Mitchell, the highest point in Eastern America, can be reached within a short distance, and on the opposite side of the city Mount Pisgah offers its lure for a half-day's trip. There are other places which should not be missed. Among them should be men-

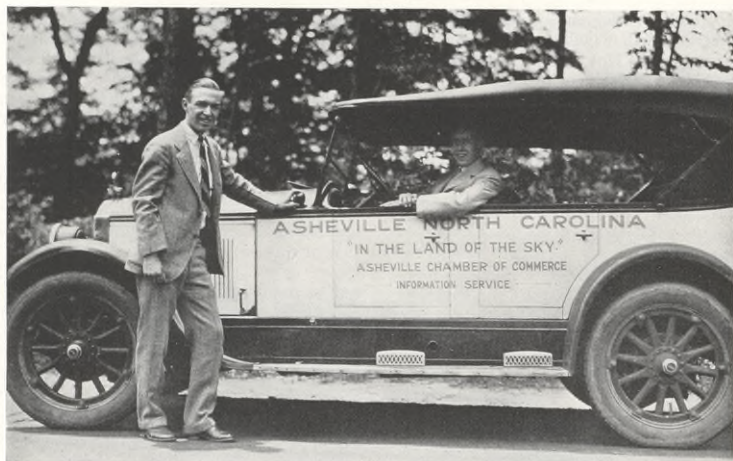
tioned the Linville region, boasting of a magnificent falls, a lake, and the famous Blowing Rock. Conestee Falls and beyond to Caesar's Head in South Carolina invite the motorist to a full day trip.

There are other attractions not as well known to the public which should be on the itinerary of every tourist and visitor to this Land of the Sky. Hidden in the recesses of the Great Smokies are located the remnants of the great Cherokee nation. Nearly three thousand Indians live on their reservation here. They will be within the boundaries of the Great Smoky Mountains National Park. Then one should not miss visiting the potters. The pottery industry here grew up among the mountaineers who utilized native clay to make their pots and churns. There are numerous native potteries within easy reach of Asheville. Their products are very beautiful and their methods well worth witnessing. Also, there exists now at Tryon an industry known as the Tryon Toy Makers. Here native artisans produce beautiful specimens of woodcarving. Toys, bowls, trays, doors, and rafters become works of art under the skilled hands of these workers. They are a unique part of this mountain country which no visitor can afford to miss.

In fact the whole region is unique. At every turn and twist of the road is something new. No township is like any other. The Land of the Sky has a refreshing variety of attractions. To see it, and to see it in the whole, is to have a rejuvenating experience.

He is happiest, be he king or peasant, who finds peace in his home.—*Goethe*.

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Information Car and its pilots Moore Bryson and John Guerard (at the wheel)

An Embassy of Good Will

JOHN DEWEY TOPPING, Asheville, N. C.

The mountains of the southwest have extended to the plains of the southwest a huge budget of good will within the last six months. In March the "Land of the Sky Special" carried 116 representatives of Western North Carolina on a mission of friendship through the states of the Gulf coast region. In July a special automobile with two pilots representing the Asheville Chamber of Commerce followed the same general route on a similar mission.

Good roads have produced in America a nation of broadly informed citizens. Over 600,000 visitors tarried for a time in Asheville last year. Every section of the country is represented. To keep these tourists informed as to the roads falls to the lot of the Information Bureau of the Asheville Chamber of Commerce. Tourists themselves supply a great deal of this information. The remainder is secured by the official car.

Rounding out a 25,000 miles pilgrimage through the North, the Middle West, the East, and Canada, and south to Florida, the missionary car left Asheville on July 1 bound for the South and Southwest. The two pilots, Moore Bryson and John Guerard, college students,

spent a good part of their vacation on this tour. The knowledge they gained was transmitted daily to Asheville.

The route, covering over 5,000 miles, began auspiciously. An escort of traffic police accompanied the car to the Buncombe County line over the magnificent North Carolina route No. 29. Leaving behind them a trail of blue and white road signs which indicated the route to Asheville, the ambassadors of the mountain region rolled over the winding road that led them down to the cotton fields of South Carolina. Atlanta was a major stop, and from there good highways wound through the rolling northern Alabama country into the glare of innumerable iron furnaces at Birmingham. South of Birmingham they had a glimpse of the "Black Belt," and the gleam of the blue waters of the Gulf greeted them at Mobile.

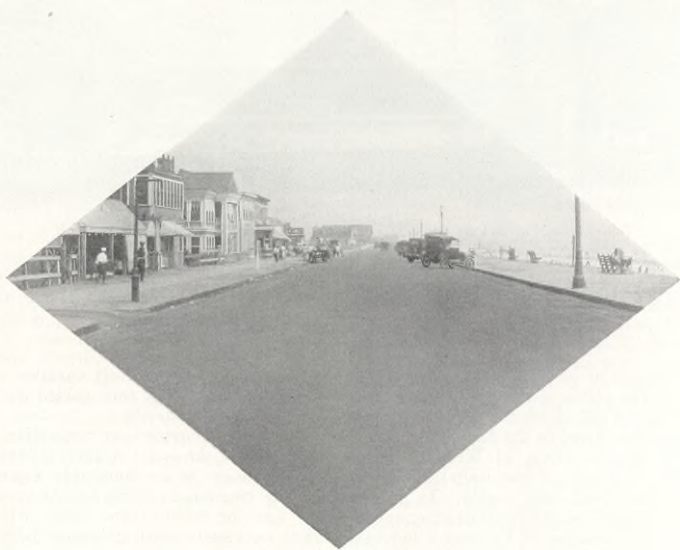
Westward leads the Old Spanish Trail. New Orleans enticed them with picturesque shops and historic riches. Beaumont and Port Arthur told them of the greatness of the oil industry, and Galveston showed them her ships. There are great and growing cities in Texas. Houston, Austin, Dallas, and Fort Worth were

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on the route. Oklahoma City and Tulsa illustrated the growth of Oklahoma. Arkansas held its attractions at Hot Springs and Little Rock. Memphis, city of river steamers and cotton, was the next port of call. Thence the boys followed the valley of the mighty Tennessee through Huntsville, Chattanooga, Knoxville, and returned to their native city in the Land of the Sky.

These two young men represented in person

the good will of Western North Carolina. They kept constantly in touch with the Information Bureau at Asheville which distributes road information to all tourists. During the six weeks of their tour they gained much in contacts with new people and in knowledge of the great booming southern commonwealth. Their experiences were valuable to themselves and the knowledge gained was of service to thousands of visitors to Asheville.



Serving Boston's Coney Island

Revere Beach, Massachusetts, has been nicknamed the "Coney Island" of Boston. During the months when surf-bathing is in vogue, the throngs which flock to this Beach are strongly suggestive of its namesake, the Coney Island of world fame in New York City.

Those who own automobiles travel to Revere Beach by highway, and the thoroughfare fronting the beach is for a season literally hidden beneath the cars of the eager bathers. The thoroughfare is Revere Beach Boulevard.

In 1923 it was decided that traffic conditions on the Boulevard required the construction of a new and modern pavement. Upon the Metropolitan District Commission of the State of Massa-

chusetts fell the duty of selecting the most suitable type of pavement for the work. The result of their investigations and deliberations was the choice of a Penetration Macadam pavement. Texaco No. 96 Paving Cement was selected to make good the choice of the Commission.

The old pavement was scarified and an additional course of new three-inch trap rock laid over it. The initial application of Texaco Asphalt was two gallons to the square yard, with a final seal coat of one-half gallon to the square yard.

Two and a half years of Revere Beach Boulevard traffic have thus far passed over the Texaco Asphalt Macadam pavement, and they have left no trace of their passing.

Man and Insects

J. S. LANKFORD, M. D., San Antonio, Texas, in Medical Record and Annals

Man in his whole period of evolution has been at constant war with insects. It is claimed by scientists that it was war to the death at one period with grave danger. Even now if it were not for the bird life there would be danger of food shortage and starvation.

Within historical times we have always had friendly insects, benefactors of the human race—the bee, the ant, and others; and enemy insects that are an intolerable nuisance but were thought harmless until the last generation or two—the mosquito, the louse, the flea, the tse-tse fly, the bed bug. . . .

With the scientific knowledge of this day it is easy to see that man's greatest enemies are those insects that convey disease one way or another. Rome had no greater civilization fifteen hundred years ago than the Mayas. Recent excavations and study of the jungle buried city Chichen Atza in Yucatan has proved this, and has also shown clearly that this wonderful people were cut down by the stegomyia fasciata. A great epidemic is plainly revealed in graphic art, showing patients very ill with black vomit, certainly yellow fever. The great experimental work of Reed, Carrol, Aggramonte and Lazier in Havana in 1898 laid the foundation for extermination of the stegomyia fasciata to the vast benefit of the human race, especially tropical peoples. Yellow fever can never again seriously hurt the world, as shown by the marvelous work done by Gorgas in the Canal Zone where the mortality rate was reduced from two hundred and forty to seven and a half per thousand, chiefly by mosquito destruction.

The anopheles is a harder proposition, for malaria is man's universal burden, eating the heart out of the life blood all over the world, an incalculable curse. Those engaged in study of chronic diseases are often astonished at the frequency of unrecognized malaria.

The typhoid fly is another dangerous pest. His hairy body and legs are common carriers of this disease which is wide spread over the earth and was once the scourge of armies. The coming of the ever present Ford and other cars has displaced the horse and abolished most of the breeding places; and in this way automobiles are saving possibly as many as they kill. The dirty fly can be exterminated,

and the water supply improved till typhoid fever is banished.

The louse we have with us always in certain strata of society. That it can be controlled and typhus fever prevented was proved by American physicians and nurses in Bulgaria during the world war and in many other instances. It should be done.

The rat carried the flea and the flea communicated the plague that repeatedly devastated the whole population of large cities in recent centuries. Vigilance will hold it in check, and if civilization does not decline man's present knowledge will make the world safe against the plague.

The tse-tse fly and sleeping sickness is not so grave a problem because it is confined to a restricted area.

These things are facts. What shall we do about it? The application of present knowledge could work wonders.

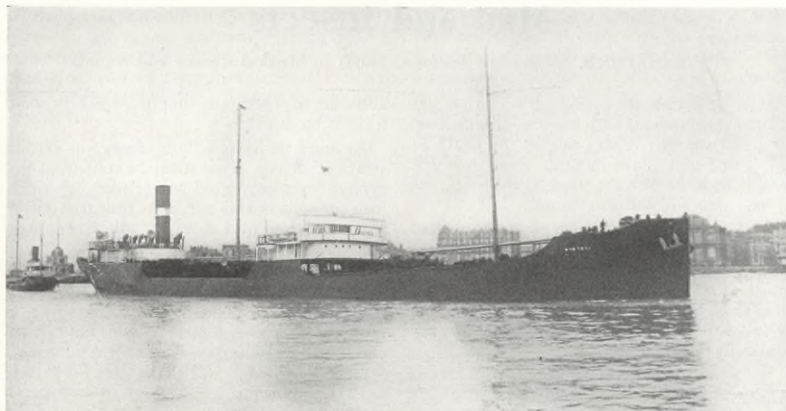
Is the business man and the physician too busy to attend to this greatest of all important matters, the protection of the public health? It should not be so. If has been said that the old family doctor is gone. Even so a better has come. We have in his stead the highly specialized physician with broader knowledge, greater information, alert, interested, sympathetic, who can hold the confidence of the people, with great influence in the community.

The greatest opportunity for service that has ever come to the physician's profession is to put into the minds and hearts of the people the information he possesses. Education is the essential thing; education in the home, in the school, in the public press especially. Will the doctor lift himself out of his ancient shell of ethics and use his precious privilege of proper publicity for the benefit of the people? The intelligent business man will cooperate with him in his effort.

We do not despise all those who have vices, but we despise those who are without any virtue.—*French proverb.*

The fears of old age disturb us, yet how few attain it.—*LaBruyere.*

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S. S. "New York" at Havre, France, January 31, 1926

An Interesting Voyage

ARTHUR LEFEVRE, Editor of The Texaco Star

Having made a July-August double number of the *Star*, the editor planned to revisit New York City after a three-years interval, to bespeak in person on behalf of the Company journal the coöperation by co-workers in the New York offices needed during the year 1927, in the way of leading articles originating in the various departments of the Company's activities. He wishes he could make like visitations to submit the same petition at all centers, domestic and foreign, of the entire organization. Of course, everybody is very busy, but it is eminently worth while to keep *The Texaco Star* going on its 'own breeze' with material emanating from within, as it has contrived to do for the most part during its thirteen years of service. All and sundry are hereby so exhorted, especially Managers of Departments who know the talents of individuals and could easily encourage and stimulate others to the needed coöperation if they find it impracticable to contribute themselves.

It was possible this year to prepare far enough ahead for the September issue to allow the last week of July and three weeks of August for this business, and therefore possible to go one way by sea. I sought permission to go at least as far as Norfolk on one of our tankers.

Cabin accommodation for guests being very limited and the need for passage for our people to New York being greater than for passage to Norfolk, I had the good fortune to be assigned to our S. S. *New York* which arrived at Port Arthur at noon on Saturday, July 24, and was due to sail for Norfolk the forenoon of the next day, Sunday, July 25. I was instructed to report aboard ship Saturday evening, as it might be possible to depart early in the morning.

The voyage was interesting to me, and an account of it should be interesting to readers of the *Star*, particularly as they hear so little from the Marine Department. "Half the world," the saying goes, "does not know how the other half lives," and it should interest those who go home at five o'clock and are 'off the job' on Sundays and holidays, to envisage co-workers who are 'on the job' 24 hours a day every day. The big ship can not afford to lose time—if they get into port Christmas Eve they depart on Christmas. Think of it and all that it implies, office forces!

The *New York* left Port Arthur with a cargo of 72,000 bbls. in twelve grades, and about 2,000 cases in the dry cargo hold forward. She has eight main tanks, seven of which were filled with the New and Better gasoline, one

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with kerosene. The sixteen wing tanks were variously filled. Norfolk District was 'pawing up the ground' for the cargo.

On the day before we sailed the Weather Bureau radioed that a West Indies hurricane was centered over the island of Nassau apparently hesitating whether to enter the Gulf of Mexico or to go up the Florida coast.

Some engine trouble delayed our departure for a few hours, but we left Port Arthur on the 25th, being kept informed about the storm by radio. Had the hurricane entered the Gulf we would have steamed south and evaded its terrible pathway.

The second day out we heard that the storm had gone up the Florida coast, and the next day, when we were off Key West, the master of the *New York* received a radiogram from our New York office telling that the S. S. *Roanoke* with the barge *Dallas* in tow, from Jacksonville to Port Arthur, had been caught by the hurricane off Miami and that the barge was adrift. Our Captain called up the *Roanoke* and learned that she was searching the ocean wastes between the Great and Little Bahama Banks.

A barge having no motive power is almost helpless against wind and currents, and the *Dallas* was in danger of being driven on the reefs of the Bahama Banks which run parallel with the Florida coast confining the Gulf Stream between the two. Our Captain, with great sagacity, it seemed to me, judged that if the *Dallas* was still afloat the Stream would be carrying her northward along the reefs, and after passing them she would drift northeast into the open Atlantic—out of traveled routes, where her little crew might starve to death if not searched for and found. The *New York* set out on the search, crossing the Gulf Stream and steaming up along the reefs, the officers constantly scanning the horizons glasses in hand. In the afternoon of that day we sighted the barge drifting along about three miles from the reefs, upon which, had strong winds from the west been blowing, she would have been helplessly dashed to pieces.

As the *New York* manoeuvred alongside, the *Dallas* shot a line across us—there being attached to the line a rope and it to a steel hawser. The line broke. Again we steamed around and alongside. They shot another line, but as our sailors very carefully began to pull it in it parted. The third attempt was successful. Meanwhile we had radioed the *Roanoke* giving our position saying that we would tow the barge southwest to Jupiter Lighthouse on the Florida coast (about 85 miles

north of Miami) where the *Dallas* could anchor if the *Roanoke* could not reach the rendezvous by the time of our arrival. At about 2 a. m. of the next day the *Dallas* was anchored off Jupiter Lighthouse and almost simultaneously the *Roanoke* arrived and picked her up to proceed to Port Arthur. The *New York* then turned to proceed on her own course northward—two days delayed.

Although our voyage up the Florida coast was only two days in the wake of a hurricane we saw no signs of it, as the agitated waters of the Gulf Stream had been carried on bodily and replaced by the new placid water upon which we sailed. We had had daily news of the storm—how it had been the worst in poor Nassau's history; of the devastation on that and other islands; of the loss of the whole sponge fishing fleet. The last radio we received about the storm told that it had turned inland on the Georgia coast and was whirling over northern Alabama with much diminished violence.

I never expected to see 800 miles of open Atlantic as still as a summer lake, but so we found it—even off Cape Hatteras. Five times many years ago I had passed that stormy cape always to find rough seas, and once (in 1891) a fearful storm which nearly wrecked the *Nueces*, then a new boat of the Mallory Line from New York to Galveston, now a freighter.

A south wind, moving approximately at the ship's rate of speed, followed us and our smoke rose nearly vertically during most of the northward course. The electric fans supplied in the sleeping quarters of all hands were in requisition every night. Sunday night, August 1, our ship rode out in Hampton Roads, and docked at our Norfolk Terminal Monday morning.

The food and cooking of the officers' mess was very good, and I am sure the same was true for the crew. My own chief pleasure was found in the congenial company and the kindness they showed their only passenger. Especially am I indebted to Captain Peter Peterson (in whom I feel I am enriched by a fine new friend), First Mate Elder Gilbert, and Chief Engineer Paul Rohfing. May they and all the rest of the good ship's company live long and prosper.

All that mankind has done, thought, gained, or been—it is lying in matchless preservation in the pages of books.—*Carlyle*.

The more mind does, the more it can do.
—*William James*.

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The Star Fairies

OSWALD SINNOTT, Manager for Tasmania, Launceston, Tasmania

Mr. Sinnott writes: "Some time since, when on a visit to Queensland as a delegate to a conference of the United Commercial Travellers' Association of Australia, the children of one of my brother 'Knights of the Road' asked me to write them a fairy tale. This I did, and as I used the names of Texaco Oils in the story I take the liberty of handing you a copy of my humble effort."

It was a beautiful day and four little Queensland girls were having a trip into the country with their papa and mamma.

They had wandered along a lovely fern glen away from their parents, who told them to be careful not to go too far away or the fairies might get them.

The time passed quickly, as time happily spent always does, even to grown up people; and the four little girls, tired with running about the bush gathering wild flowers and ferns, sat down to rest and were soon fast asleep.

"We better be going back to Mummy," said Pat sleepily, "or those fairies might get us."

"I wonder what a fairy is like? I suppose they wouldn't hurt us anyway. What do you think, Mick?" queried Lorna.

Mick, whose real name was Edna, said of course fairies never hurt children, if they did they wouldn't be fairies; and Phyllis, who was really tired out, said, "Do never mind the fairies, let us have a little sleep. I wish a real fairy would come and let us see it."

No sooner were the words out of her mouth than a sweet voice, which sounded like the note of a nightingale, spoke from a blue shrub, saying, "Well, little girls, you have your wish." The girls, startled, all said, "Oh," and looking towards where the voice came from saw the tiniest little mite you could think of. She had a wand in her hand and above her hair a lovely star shone just like a star in the heavens. Her face was as beautiful as a picture, and the smile which wreathed her lips made the children forget their fright.

Standing on the tip of a bough she folded her sharp little wings behind her back and continued: "I am one of the Star Fairies, and when our King Ursa heard one of you say she would like to see a real fairy he sent me to you with a message and invitation to come to see our realm in the Star of Hope; so, if you will all join hands and close your eyes we will be off. You need not be afraid, we will have

you back again to your Mamma and Papa before they get anxious about you."

The four girls felt rather frightened, but the fairy spoke so kindly and had such a kind sweet face that the temptation to see Fairyland was too great, and holding each other fast they closed their eyes as the fairy waved her wand, and felt themselves rushing up into the air, and heard what seemed like the singing of a thousand little birds, and almost immediately they landed with a little "plop."

"Here we are," said the Fairy, "You may now open your eyes." Oh! what a wonderful scene was before them.

They were seated on a beautiful cushion of golden silk so wonderfully light that they seemed still to be floating in the air, and all around them were other cushions of all colors on each of which was seated a Star Fairy, and at the end of the glen sat a rather larger Fairy than the others on a golden throne, and to him all the fairies bowed as they sang their greetings to their little sisters from that other world called the Earth.

They were in a cosy little glen surrounded by hills, and through the glen ran a little river of silver, which made a sound like thousands of tiny tinkling bells as it jumped and tumbled and skipped on its course, and lovely little flowers sparkled in the grass like a million stars. But the prettiest scene of all was about a hundred tiny star fairies dancing on the greenward round a May pole. In and out they weaved and flitted, singing happily the while, much the same as the bigger children on our own Mother Earth.

All at once the singing stopped and the King Star Fairy stood up from his throne and bowing very gracefully addressed the children: "Little girls from so far away, greetings and hearty welcome to our Star of Hope," he began, and the gentle tone of his voice quickly won the children's hearts, so full was it of loving kindness and sympathy. "We are the Star Fairies, and our mission is to bring happiness to our cousins on your Earth who may be sad, and to give hope to those who are downhearted and discouraged by troubles which seem never ending. But every cloud has a silver lining and if, when troubled, you try not to worry but look around and see if there is anyone in worse trouble than yourself and then try to

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help them, the pleasure you will gain in helping others will soon make you forget your own troubles, and they, being neglected, will speedily disappear, as even the darkest cloud fades into nothingness when the Great Father of us all sends his Sun to shine upon it."

"And now," continued King Ursa, "let me introduce you to my Court. This, turning to the Star Fairy who first found the children, is Aleph. She is the children's Star Fairy, and watches over all the little children in your world. It is she who puts good healthy thoughts into their little heads and teaches them to love and obey their Daddies and Mummies and try to do one kind good deed each day, to earn a happy smile of love from their parents. She also warns them to beware of the Glare of Fable Lamps, which seek to guide their little feet into pitfalls. She also teaches them to work hard at school and play fair and happily in all their games, and at night while they sleep she watches over them till the dawn of another day awakes them."

Turning to another Star Fairy, clothed in a beautiful white gossamer silk dress and seated on a cushion, the whiteness of which rivalled the lilies in the field: "This is Cetus, the Star Fairy of Truth, Innocence, and Purity. Her task is to teach Mortals that no matter what the result might seem to be, always to speak the truth, for eventually truth must be triumphant; to live in innocence, and by the purity of their lives to be crutches for their weaker brethren to lean on, until they too learn to walk strongly in that bright, though narrow, path, which leads to the Victory of Life."

Turning to a mischievous faced Star Fairy, whose round little eyes fairly danced, who sat on a cushion that seemed to be made up of tiny star points: "This is Capella, the Star Fairy of Mirth, Joy, and Love. He teaches all little children to romp and play and to share their toys and sweeties with their not so fortunate playmates. He makes the little ones love to gambol in God's sweet fresh air, to run and leap and frolic, and to love the birds and beasts, the flowers, and the woods; and many a tired Daddy nearing home from his work, hearing his children's laughter, forgets his worries and realizes that after all his work is only a very small debt to pay for the treasure the Good God has given him in his children and their Mummy."

"You now see before you the Star Fairy Spica," said he, as a thoughtful kind looking fairy with tiny spectacles on her nose, a book under her arm, and a little switch in her hand

approached them. "She is the School Teacher Fairy. She teaches the children to love their lessons and their teachers, and so persevere with their studies that when they grow up to be men and women they are well fitted to become teachers and helpers to the children who come after them."

"Here," said the King, turning to a rather plainly dressed Star Fairy of cheerful sober looks, "is Nabob, the Workmaster Star Fairy. He teaches mortals that all the joys of life must be earned to be thoroughly enjoyed, and that when you have cheerfully finished your daily tasks you can fully enjoy your relaxations and pastimes."

After introducing them to numerous other fairies, all of whom had some useful and necessary vocation, he turned to the Star Fairy children, saying: "Children of the Star Fairies, give greetings to these mortal children, Lorna Eva, Phyllis, Edna, and Joyce Paterson. These children have come all the way from the Earth to see your home and see you play, and so to gather courage and hope and happiness to help them and their little friends through their journey of life." "Greetings," shrilled the little Star Fairy children. In reply Lorna Eva said, when the noise of the Star Children had subsided: "Dear King Star Fairy Ursa, and all dear kind fairies, we are little children in our Homeland, and until we grow up and sit on committees and attend a conference or two, we, of course, cannot make speeches very well; but we do thank you for being so very good and kind to us, and we are all so pleased to be here with you today, and when we go back to our Mummy and Daddy we will try to be good and make everyone happy and good too, and we will tell everybody how wonderfully happy you all are up here in this lovely Star of Hope, because you are all so good. Thank you all, dear sweet fairies. And now my sisters and I will give you greetings and thanks for your kind wishes."

Then the girls stood up and yelled, "Hip, Hip, Hurray!" and the great noise astonished all the fairies very much, and made the star hills shake so that they seemed like to topple over. But the fairies soon broke out into smiles and laughter, and surrounding the sisters they all trooped into the Banquet Chamber, where on the tiniest of stools they all sat down to a beautiful repast and drank fairy toasts out of fairy cut-glass and ate fairy food which seemed to melt in their mouths in delicious cream. Several of the fairies sang songs with

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voices like rivulets of honey, and before the banquet was over our girls sang, by special request from Lyra the Star Fairy of Music, that dear old song, which makes some realize the joys of home they possess, and to other poor exiles brings tears of longing and regret for paradise lost. I need not tell you, dear children, the song was, *Home, Sweet Home*.

After the banquet the girls were conducted by troops of Star Fairies to the very smallest bedroom they could imagine, and dozens of fairy beds were placed side by side for our

girls to sleep in. Darling clouds of blue formed the curtains and canopy; the mattress, quilt, and pillows were made from the down of the humming bird. Olympian, the Prayer Fairy, then said prayers while the girls and all the fairy children knelt in their beds.

They were all very tired and soon closed their eyes and knew nothing more till they heard their Mummy cry, "Here they are, Daddy! under this old tree, and the little darlings are fast asleep."

The Vegetables of Early Autumn

(Copyright 1926)

KATHERINE FERGUSON CHALKLEY, State College, Pennsylvania

The vegetables of late summer appeal to many of us as the most delicious of all vegetables. It is during August and September that egg plants, beets, lima beans, home grown celery, cauliflower, green corn, cucumbers, peppers, and tomatoes are abundant in our gardens and are cheapest and best in the markets.

Vegetables, like fruits, are best when they are freshest. It is, therefore, wise to try to get them direct from the garden to the table. If this is impossible, pick out some grocer or vegetable vender who gets fresh supplies daily and patronize him.

Cucumbers, celery, and tomatoes are delicious either raw or cooked. And, with the exception of tomatoes, they are most frequently served raw. But have you ever tried serving celery in this way?

Celery in Cream Sauce

Scrape and wash celery and cut into small pieces. Cook until soft in boiling salted water. Drain, and to one cup of celery add one-half cup of cream sauce.

Cream Sauce

2 tbs. butter. 1 C. thin cream or rich milk.
2 tbs. flour. Salt and pepper.

Melt the butter and add the flour, stirring until thoroughly blended. Gradually add the milk. Stir constantly. Let boil for two or three minutes. Add seasoning. If you whip the sauce with an egg beater or wire whipper while it is cooking, it will have a velvety fluffy texture.

Cucumbers cooked have a flavor all their own—a delightful flavor, too. This is an easy way to prepare them:

Stuffed Cucumbers

4 cucumbers. 6 tbs. bread crumbs.
Salt and pepper. 3 tbs. chopped cooked
3 tbs. chili sauce. bacon or ham.
 1 C. meat stock or gravy.

Pare the cucumbers, cut in two-inch pieces crosswise and scoop out seeds. Mix bread crumbs with seasoning and chopped meat and moisten with chili sauce. Put cucumbers into baking dish, fill with bread mixture and surround with meat stock or gravy, and bake for half an hour. Cover with bread crumbs, dot with butter, return to oven and brown. Serve piping hot.

The orthodox way to serve egg plant is to cut it into quarter-inch slices, soak it in salt water, drain it, dip it in flour, egg, and crumbs, and fry it in deep fat. I never knew that there were other ways of serving this vegetable until two or three years ago, when to my great surprise and delight, I tasted:

Stuffed Egg Plant

1 egg plant. 1 egg.
3/4 C. stale bread crumbs. 1/2 tsp. onion juice.
2 tbs. bacon drippings. Salt and pepper.

Cook the whole egg plant for twenty minutes in boiling salted water to cover. Remove and drain. Cut a slice from the stem end, and with a sharp spoon remove the pulp. Be careful not to go too close to the outer shell. Chop the pulp and add the bread crumbs, bacon drippings, onion juice, and salt and pepper. Mix thoroughly and cook five or ten minutes over a slow fire. Cool. Add one egg well beaten. Refill egg plant shell with this mixture and bake half an hour.

Then there is scalloped egg plant which will delight the palate. It is a very good main dish to serve during August and September.

Scalloped Egg Plant

Pare an egg plant and cut into small cubes. Cook

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in boiling, salted water until soft, and drain. Turn into a buttered baking dish, sprinkle with bread crumbs and butter, and bake until the crumbs are brown. A delicious variation is to cover the egg plant with finely chopped cooked bacon or ham before sprinkling with the crumbs. This will give a twangy tasty flavor.

Lima beans to many persons mean the dried variety that is sold, three pounds for a quarter, at the chain stores during the winter months. Lima beans to the connoisseurs, those fortunate mortals who have New England grandmothers, mean small, delicious, pale green lima beans, newly stripped from their pods and prepared in this way:

Lima Beans Yankee Style

| | |
|----------------------------|-----------------------------------|
| 2 C. cooked beans. | 1 small onion. |
| $\frac{1}{2}$ tsp. salt. | $\frac{1}{2}$ C. chopped carrots. |
| $\frac{1}{8}$ tsp. pepper. | 1 tsp. sugar. |
| 1 slice salt pork. | 1 tbs. butter. |

Cook the lima beans until tender in slightly salted, boiling water. Drain, but save the liquor. Put the cooked beans into a greased baking dish. Sprinkle with sugar, salt, and pepper. Cut the salt pork, or a thick slice of bacon, into small pieces and fry until crisp and drain. Brown the onion and carrots in the grease from the pork. Add the bits of crisped meat and the onions and carrots to the lima beans and mix well. Pour the saved liquor into the dish until it reaches half the height of the beans. Cover and cook for $\frac{3}{4}$ of an hour in a slow oven. Serve from the baking dish.

It is an unwritten rule in some families that there is to be green corn on the cob for at least one meal every day that green corn is in season. Once in awhile—though not often—there are a couple of ears left on the platter even after the greediest corn-eater at the table is satisfied. Here is a fine way to make use of those two ears.

Green Corn Salad

| | |
|------------------------------|----------------------|
| 4 ripe tomatoes. | 4 tbs. mayonnaise. |
| 2 ears cooked green corn. | Paprika and salt. |
| 1 tbs. chopped green pepper. | Parsley and lettuce. |

Pare and chill the tomatoes and scoop out centers. Cut the corn from the cobs, add peppers, paprika, and salt and moisten with mayonnaise. Arrange the tomatoes on lettuce leaves, stuff with corn, top with a little mayonnaise, decorate with sprig of parsley.

There are ways and ways of serving beets, but it seems to be the consensus of opinion that beets are best if they are tart. That is why the following recipe is or will become a favorite. Be sure to cook the beets whole and skin them as soon as they are cool enough to handle. Old beets are tough and will remain tough no matter how long you cook them. Pick out young and tender ones, fresh from the garden.

Beets in Vinegar Sauce

| | |
|-----------------------------------|-------------------------|
| 8 beets. | 3 tbs. vinegar. |
| 2 tbs. butter or bacon drippings. | 1 tsp. sugar. |
| 2 tbs. flour. | Dash of horseradish. |
| $\frac{1}{2}$ tsp. salt | Pepper |
| | $\frac{2}{3}$ C. water. |

Scrub the beets and cook in boiling salted water until soft. Drain, plunge into cold water, skin, and cut into cubes. Melt the butter and rub in flour until a smooth paste is formed. Add the water and vinegar mixed. Cook a couple minutes and then add salt, pepper, sugar, and horseradish. Reheat the beet cubes in the sauce.

A hearty and delicious vegetable is cauliflower. It may be served in a cream sauce, with butter, as a salad, au gratin, with cheese; but Mother's Cauliflower, prepared in this way, wins the prize:

Mother's Cauliflower

Cook a head of cauliflower from which the stalks and outer leaves have been removed until it is tender in salted boiling water. Drain and place on a hot platter, sprinkle with finely chopped hard boiled eggs and parsley and one-half cup of stale bread crumbs, all of which have been delicately browned in hot butter. Serve at once.

Succotash, so the legend goes, is an old Indian dish:

Succotash

Mix equal parts of hot boiled green corn, cut from the cob, and lima beans cooked until tender. Serve piping hot with lots of butter.

Green corn in pepper is another tasteful and unusual dish that is easily prepared:

Green Corn in Peppers

| | |
|--------------------------|------------------------|
| 4 peppers. | $\frac{1}{2}$ C. milk. |
| 6 ears green corn. | Salt and pepper. |
| $\frac{1}{4}$ tsp. soda. | 2 tbs. butter. |

Cut tops off peppers and remove seeds. Parboil for twenty minutes in salted boiling water to which soda has been added. Drain. Cut corn from freshly husked ears. Put into sauce pan, add milk, and cook over slow fire for half an hour. Stir frequently. Season with salt, pepper, and butter. Fill peppers with corn, sprinkle with bread crumbs and butter, and brown in oven.

At last we come to tomatoes, those most zestful, colorful, healthful fruits of the garden. Have you ever broiled tomatoes?

Broiled Tomatoes

Wash four tomatoes and cut in halves crosswise. Sprinkle with salt and pepper and flour. Dip in egg and bread crumbs, place on a well greased broiler, broil slowly for ten to twelve minutes.

Southern Style Tomatoes

Wash and dry four large firm tomatoes. Put into a buttered baking dish. Prick tops several times with fork. Bake until soft and serve with curls of crisp bacon and a thin cream sauce.

Tomatoes may be stuffed with meat mixtures and baked, sprinkled with bread crumbs and browned, served with sour sauces and sweet sauces as salads and relishes. But however and whenever you serve them, you may rest assured that your family is getting one of the most vital food elements—vitamines. Tomatoes are exceedingly rich in this necessary food element. Serve them often. Combine them with other vegetables. Use them alone—but use them!

The TEXACO STAR

LAW CURRENT

Rob't A. John

MINES AND MINERAL LEASES.—An oil lease whose term is limited to ten years, and as much longer as oil and gas can be produced in paying quantities, where there was but one producing well drilled on considerable acreage, it was held that the court could cancel the lease, except as to a tract sufficient to operate the producing well.—*McCarney v. Freel et al.*, 246 Pac. (Kan.), 500.

MINES AND MINERAL LEASES.—Upon an implied covenant to develop and operate with reasonable diligence, a part of the premises was so developed; but the other part was not. The Supreme Court of Oklahoma held that for such a breach, that which was not properly developed authorized a forfeiture in part.—*Scott v. Price*, 247 Pac. (Okla.), 103.

ESCAPED OIL—RECOVERY.—Where oil escaped from a pipe line and flowed upon an adjoining property, it was held that the original owner of the oil in the pipe line could recover against the owner of the property on which the oil flowed.—*Crosson v. Lion Oil & Refining Co.*, 275 S. W. (Ark.), 899.

MINES AND MINERALS—TRESPASSES.—Where coal is taken willfully, wrongfully, and intentionally, the measure of damages to the owner is the market value at the mouth of the mine, without any deduction for the cost of mining; but where the coal was taken under a bona fide belief that it was owned by the taker, the measure of damages is the value of the coal in place.—*Brady v. Stafford*, 152 N. E. (Ohio), 188.

LANDLORD AND TENANT—ABANDONMENT BY TENANT.—In a surface lease, where the tenant abandons the purposes of the lease, the landlord is not required to re-let the premises, but at his option may suffer the same to remain idle and recover his rent.—*Penick v. Eddleman*, 283 S. W. (Tex.), 302.

MINES AND MINERALS—CO-TENANTS.—An owner of eleven-twelfths of the fee leased the entire fee, under the belief that he was sole owner. In an accounting with the owner of the one-twelfth, it was held that said owner was only entitled to one-twelfth share of the usual and customary royalty reserved in mineral leaseholds.—*Gillispie v. Blanton*, 282 S. W. (Ky.), 1061.

SALE OF GASOLINE AT FILLING STATION.—A gasoline filling station is not a nuisance *per se*.

A municipal corporation has the right to reasonably regulate its construction and operation and create zones for the location of same; but an ordinance conferring on the city council discretion either to grant or refuse a permit is void, as granting arbitrary power in violation of the constitution.—*Slaughter v. Post*, 282 S. W. (Ky.), 1091.

DRILLING OPERATIONS.—Failure to plug and abandon wells, causing water to enter into the wells owned by abutting property owners, is basis for damages by the latter as against the former.—*Palmer Corporation v. Collins*, 284 S. W. (Ky.), 95.

OIL AND GAS—IMPLIED OBLIGATIONS.—The production of oil or gas, or the extraction of gasoline from natural gas, is for mutual benefit of both parties, and the test is what could reasonably be expected of operators of ordinary prudence, and the honest judgment of the lessee who bears the burden and expense of operations generally will be regarded as conclusive as to the rights of the parties.—*Blue Creek Development Company v. Howell*, 133 S. E. (W. Va.), 704.

CONVEYANCES AND ROYALTIES.—Oil and gas in place is part of the realty, and right to it passes with conveyance of surface, unless specially excepted. The word "royalty" used in an oil and gas lease generally refers to share of product or profit reserved by the owner for permitting another to use his property. *Hill v. Roberts*, 284 S. W. (Tex.), 247.

CRUDE OIL PRICES AT WELL

July 31, 1926

| | | | |
|-------------------|--------------|-------------|----------------|
| Penna., Bradford | \$.340 | Eldorado | \$.200 to 2.30 |
| Other Penna. | 3.30 | Smackover | 1.10 to 1.50 |
| Indiana | 2.25 | Haynesville | 2.00 to 2.10 |
| Canada | 2.88 | Homer | 1.85 to 2.20 |
| Ragland, Ky. | 1.25 | Caddo | 1.40 to 2.45 |
| California | .85 to 2.74 | DeSoto | 2.30 |
| Okl. & Kas. | 1.65 to 3.57 | Bull Bayou | 1.95 to 2.25 |
| N., N.C., C. Tex. | 1.65 to 3.57 | Crichton | 2.10 |
| Luling | 1.30 | Wyoming | 1.35 to 2.40 |
| Gulf Coast | 1.50 to 2.30 | Colorado | 1.50 to 1.85 |

August 31, 1926

| | | | |
|-------------------|--------------|-------------|----------------|
| Penna., Bradford | \$.340 | Eldorado | \$.200 to 2.30 |
| Other Penna. | 3.30 | Smackover | 1.10 to 1.50 |
| Indiana | 2.25 | Haynesville | 2.00 to 2.10 |
| Canada | 2.88 | Homer | 1.85 to 2.20 |
| Ragland, Ky. | 1.25 | Caddo | 1.40 to 2.45 |
| California | .85 to 2.74 | DeSoto | 2.30 |
| Okl. & Kas. | 1.65 to 3.57 | Bull Bayou | 1.95 to 2.25 |
| N., N.C., C. Tex. | 1.65 to 3.57 | Crichton | 2.10 |
| Luling | 1.30 | Wyoming | 1.35 to 2.40 |
| Gulf Coast | 1.40 to 2.30 | Colorado | 1.50 to 1.85 |
| Spindletop | 1.30 to 1.60 | | |

The TEXACO STAR

DEPARTMENTAL NEWS

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

Refining Dept.
Ry. Traffic & Sales Dept.
Marine Dept.

Legal Dept.
Treasury Dept.

Comptroller's Dept.

Insurance Dept.
Governmental Reports
Sales Dept. S. Territory
Sales Dept. N. Territory
Asphalt Sales Dept.
Export Dept.
Purchasing Dept.

Producing Dept.
Pipe Lines
T. I. Co. of Mexico S. A.

C. K. Longaker, Houston
J. A. Brownell, New York
H. Hassell, Port Arthur
H. Norris, New York
H. Tomfohrde, Houston
H. G. Symms, Houston
R. Fisher, New York
B. E. Emerson, Houston
P. A. Masterson, New York
C. M. Hayward, New York
L. C. Oakley, New York
D. L. Lindsay, Houston
Geo. W. Vos, New York
J. J. Smith, New York
J. B. Nielsen, New York
J. A. Wall, New York
J. E. McHale, Houston
J. T. Rankin, Denver
Otto Hartung, Houston
Fred Carroll, Houston
C. W. Pardo, Tampico

REFINING DEPT.

The safety training course for the supervisory forces at Port Arthur Works, which was inaugurated in April, will extend over a period of six months. We have one meeting a month, the first part devoted to lectures, the latter to

open forum. Much good has been derived from these conferences and the fact that the course was optional with the foremen and that the attendance has increased rather than decreased demonstrates that our foremen are interested in maintaining and constantly improving safety in their respective plants.

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF JULY, 1926

| | |
|------------------------|-----------------|
| Refined—Coastwise..... | 1,252,518 bbls. |
| Refined—Foreign..... | 351,974 bbls. |
| | 1,604,492 bbls. |
| Crude—Coastwise..... | 18,045 bbls. |
| Total..... | 1,622,537 bbls. |

WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF AUGUST, 1926

| | |
|------------------------|-----------------|
| Refined—Coastwise..... | 1,593,051 bbls. |
| Refined—Foreign..... | 244,497 bbls. |
| | 1,837,548 bbls. |
| Crude—Coastwise..... | 64,704 bbls. |
| Total..... | 1,902,252 bbls. |

Advice, like water, takes the form of the vessel it is poured into.—*Hindoo*.

A tree often transplanted bears little fruit.



Foremen at Port Arthur Works and some of the foremen from Port Neches Works and the Case and Package Division enrolled in the safety training course which is being given to the supervisory forces.

The TEXACO STAR

Providence Terminal
Bulk Oil Bowling
Team

Winners of 1925-26 Championship: left to right, standing, Olsen, Captain Skelley, Rodican; sitting, Goulding, Gilchrist.



TREASURY DEPT.

William F. Majory, Jr., Transfer Clerk, has resigned to become Transfer Agent of The Bethlehem Steel Company. His friends in the Stock Transfer Division, where he has been employed since 1921, wish him success and the rewards that go with his well deserved promotion.

SALES DEPT. S. TERRITORY

Chief Accountant Saunders of Sales Department, Northern Territory, paid our Territorial Accounting offices a visit one day in August. Come back, "Dick," when you can stay longer, so that we may show you over the fastest growing city in the great Southwest.

We had the pleasure of a visit from Paul Perkins, formerly of this office, but now in the Jacksonville District Office.

Houston District.—Although it is a little late we wish to make some report of the picnic and meeting of Zone 8, Houston District, on June 13. It had been felt for a long time by our agents in the Rio Grande Valley that such a get together meeting would be beneficial to all, and under the auspices of Representative B. L. Kowalski the plan was carried out with the result that a very pleasant and profitable time was enjoyed by all. Every agent from Zone 8 was present—N. J. Garcia, Brownsville; O. N. Joyner, Harlingen; B. E. Carroll, Raymondville; John W. Herndon, Mercedes; Jules DeMange, San Juan; Tom S. Disbrow, San Benito; J. F. Thomason, Donna; A. H. Strahle of Mission, McAllen, and Edinburg; also Assistant Agent Ed. Williams of Edinburg; D. Newby operating a Company service station at Mercedes, and T. J. Lynn and R. Smith operating a Company service station at McAllen. In addition, the agents brought along their staff of warehousemen, drivers, salesmen, and other assistants, not omitting, in several cases, their matrimonial assistants.

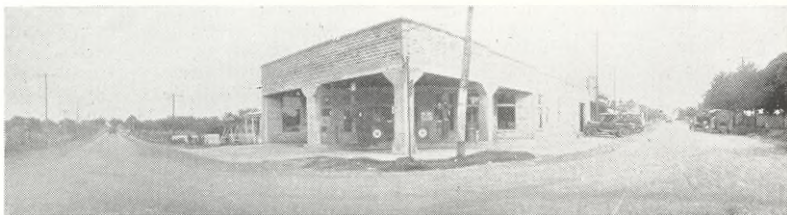
The meeting took place on Padre Island near Point Isabel, Texas, with the avowed purpose of making Zone 8 "The Pride of Houston District." The party was conveyed by launches from Point Isabel to Bird Island where they had an interesting glance at the bird life under the protection of the U. S. Government. They then headed for Padre Island where, through the courtesy of Captain Wallace Reid, commander of the U. S. Coast Guard Station, they



Zone 8, Houston District, picnic on Padre Island near Point Isabel, Texas.

District Superintendent (Sales) J. H. Glass, third from right in rear row; Representative B. L. Kowalski, sitting in front row with hat in one hand and cigar in the other; Captain Wallace Reid, sitting in front row with military cap between his hands.

The TEXACO STAR



Mittanck Bros. Filling Station, Pleasanton, Texas

Mr. Mittanck commenced business in Pleasanton in November 1920 and has continually handled Texaco products with great success. He says that since the advent of our New and Better Texaco Gasoline his sales of lubricating oils as well as gasoline have considerably increased, the gasoline sales surpassing those of any other station in the town.

were permitted to land and were conducted through the life saving station by Captain Reid, who later addressed the party on the duties discharged by him and his men and the requirements of the Government in keeping the Coast Guard Station and equipment clean and up to standard although hidden from the rest of the world.

Luncheon was served on the island and Representative Kowalski warmed to his work and addressed the assembled Texaco workers. All declared that an important asset of the meeting was the presence of Superintendent (Sales) J.

H. Glass who, following up Mr. Kowalski's good work, gave a brief but comprehensive talk. After business was dismissed there was bathing in the waters of the Gulf, dancing exhibitions by several of the agents' daughters, and so forth. All are loud in praise of the idea. The moral effect was splendid and the social intermingling of these people striving for one great cause was of inestimable benefit. All declare they're going to put and keep Zone 8 first in Houston District.

Gus Hein of Houston District Accounting came shyly peeping round the door the other day, a box of cigars in one hand and a box of candy in the other. A Girl. Congratulations to Mr. and Mrs. Hein.



Office in new service station, Hearne, Texas

The office of W. R. Boswell's new service station at Hearne might be taken for the sanctum sanctorum of a bank manager. Mr. Boswell is seen seated, but he is always ready to jump up on the approach of a car and dispense Texaco products. This drive-in station is neat, clean, and commodious, and is showing excellent results under Mr. Boswell's expert management.

If you kill much time you'll kill your career.

Our good friend Mr. "Bud" Smith of Port Arthur shows what he can do when he goes afishing, this 500-pound fish being one of his captures. Mr. Smith is interested in several Port Arthur concerns and also in the using of Texaco products.



The TEXACO STAR

Dallas District.—Assistant Treasurer H. G. Symms spent July 20 visiting the District Office. We were very glad to have him with us and to have him inspect our new office building, which we are proud of.

We have the Southern Territory's "Goat" on collections for June. This goat has just arrived from Jacksonville, Florida, where it has been pastured for too long a time. The famous animal is on display in the Dallas D. O., where we would like to keep it permanently. It was apparently 'treated rough' in Florida, being minus one horn and about half of the hide on the left side when it arrived here, and there was no evidence of this happening during transit. Florida has a return ticket purchased for the Goat July 1, but we are going to try to keep it until the hide grows on and the horns grow back. The Goat wears a collar bearing the inscription "Southern Territory"—from H. G. Symms."

How to Keep the Goat in Dallas

Go after collections this month,
Out on the job early each day.
After collecting all you think you can,
Take another shot at the bad ones.

It's easy to get the money,
Stay with the hard ones until they pay.

Best Agents make 100% collections
And get the big commission checks.
Can't let the other agents beat you,
Keep right after the slow pays.

In time they will be prompt pay.
No business lost if they can't pay.

Do it Today
And don't put it off.
Last minute work
Lost money for the Company.
All conditions are good.
Send in collections.



A park bench in Brady, Texas
Donated by Agent J. C. Gahagan for use in a pleasure park of his city.

The weak are quickest to condemn the weak.

Page twenty-six

Oklahoma District.—The District Office is now in its new home in the Mercantile Building, fifth floor, and our visitors will hardly be able to recognize us—we are so 'tony'. We invite each and all of you to pay our new offices a visit.

At times a man should receive honorable mention even though he does not sell a tank car of oil, and we wish to present an interesting feat of salesmanship. At Prague and at Paden, Okla., we are represented by T. C. Hatcher and W. E. Groves. These are small towns, but we have live wires in them. The other day Representative Geo. Ware asked these two agents to try and sell a few cans of Home Lube; the boys said, "All right, George," and stepped out and sold 46 dozen. We dare the larger agencies to take the goat from them.

M. F. Shortes, Service Station Agent at Oklahoma City No. 2, runs away with filling station honors for the month of July—increased gasoline sales 60%—his motor oil 60%—grease 300%. Go to it, boy, the sky is your limit.



Pennant winners in Bankers' and Oilers' League,
Oklahoma City

Standing, left to right: O. Watson, S. Fant, P. Scott, L. Dewey (Manager), C. Clark, B. Mounts (Captain).
Kneeling: G. Byerly, T. Reid, E. Scarlett, L. Taylor, J. Oliver.

By defeating the First National Bank team, 5 to 3, The Texas Company Baseball Team won the all-season championship in the Bankers' and Oilers' League and will represent that circuit in the city tournament to decide the all-city sandlot champion. Texaco sailed through the first half of the season in impressive style, winning the bunting with nine victories and one defeat. There are several City Leagues in Oklahoma City and The Texas Company team will play off the final game for City Championship of all Leagues on September 12. The boys are confident, even though they have drawn the hardest team in the city to defeat. Oklahoma District's slogan, "It Can Be Done" applies to playing baseball as well as selling tank cars of oil, etc.

The TEXACO STAR



Meeting of The Texas Oil Company's Louisiana representatives and agents at New Iberia, La.

The photograph, taken under the spreading moss-draped oaks on the banks of Bayou Teche, shows in the background the historic stream immortalized in Longfellow's "Evangeline."

District Manager Dyer is standing in the back row with arms crossed; at his right is Mr. Max Zimmerman, General Manager of the Charles Boldt Paper Mills at New Iberia, who uses Texaco products exclusively in his big plant; at Mr. Dyer's left is General Superintendent of Sales W. H. Noble, Houston.

New Orleans District.—Territorial Sales Managers F. T. Manley and H. W. Dodge and Mr. Frank Goodyear of the Great Southern Lumber Company were recently welcome visitors to our District Office, and we take this occasion to announce that Texaco is once again lubricating the world's largest saw mill at Bogalusa, La., operated by the Great Southern Lumber Company. This contract was negotiated through the efforts of H. W. Dodge and the close attention given to the customer's plant by Lubricating Engineer Downs and Representative G. F. Price.

Superintendent Lubricating Sales R. C. Galbraith spent a day with us while on his way back to Houston from a trip to Jacksonville, Fla. We enjoyed his visit very much and hope he will come soon again and stay longer.

Another face that we were glad to see again was that of our old friend Jack W. Harville, presently of the Denver Office. Jack passed through his old bailiwick on a vacation trip

and everyone here was delighted to see him.

Our new District Office building in New Orleans is nearing completion. It will be an ornament to the city and a credit to the Company. Even in its unfinished state it is attracting wide attention because of unique details in its exterior embellishment.

Andrus' Service Station, Opelousas, La., operated by E. A. Andrus, a most faithful and enthusiastic Texaco booster, judged by its gallonage each month, must be a mecca for tourists and automobile drivers in that section.

Arthur I. Roth, Chief Clerk in office of Sales Superintendent, was recently commissioned a Second Lieutenant in Headquarters Troop, Washington Artillery, National Guard, after serving for some time as Sergeant. He officiated in his new capacity for the first time at the annual encampment of National Guard Troops. Arthur makes a nifty looking "second looy" and may be relied upon to measure up to the requirements of the rank.



New and Better Texaco Barbecue and Picnic given by Agent E. H. Cannon of Memphis Station on July 27 to Memphis retail gasoline and oil dealers, at Matt Kenedy's Grove on Raleigh Road half a mile east of Raleigh Springs.

The TEXACO STAR

Atlanta District.—We extend our deepest sympathy to the families of Construction Foreman O. E. Brown. Mr. Brown was seriously burned while boring hole in gasoline pipe line at Thomasville, Ga. Station on July 2, and the injuries finally resulted in his death. He was being assisted by Truck Motorman A. M. Singletary, who was slightly burned but was able to resume his duties.



Law Auto Service Co., Dothan, Ala.

Lubricating Assistant Wm. Reynolds writes of this fine new Texaco station: "Although the original estimate for gallonage was 5,000 I prophesied it would go to 10,000, due to the importance of quality and the splendid location although adjoining a competitor's. My prophesy about Law's station came true for gasoline, and motor oil is increasing relatively. It is a rarely fine service station and they give especial attention to quality and cleanliness. Agent W. T. Jones of Dothan Station is an unusual worker and a quality convert."



Mable Cody's Flying Circus

This photograph was taken while the circus was in Thomasville, Ga. Miss Cody has been using in her plane the New and Better Texaco Gasoline since it has been on the market and is very much pleased with its performance.

Our usual prompt service was rendered Miss Cody, as five minutes after her arrival we had our gasoline on the field and our sign up in order that the public would know what kind of gasoline Miss Cody used in her daring flights.

The plane had been in the weather from Monday to Thursday and several hard rains had soaked the machine; but when the pilot, Mr. Willingham, started up on Thursday, the plane being wet at the time, he gave one turn of the propeller to prime, then turned on the switch and gave another turn, and off the motor started. He turned to our Representative, D. D. Arden, and said: "Thanks to your gasoline for that." He had expected to have trouble in starting the motor.

Florida District.—One of our Motor Truck Salesmen, Geo. W. Brant, Jr., Ocala, was making a delivery of New and Better Gasoline at one of the camp filling stations of the Marion County Road Department, and while he was unloading with a hose from truck to underground tank, one of the Road Department trucks came up to the pump for gas and in filling his tank allowed it to run over. The gasoline, striking the exhaust pipe, became ignited and immediately the truck was a mass of flame. Our Motor Truck Salesman was cool enough to get his fire extinguisher, and in a few moments had the blaze out, thereby saving the Road Dept. (our customer) a \$2,000 truck.



Eveready Service Station, St. Petersburg, Fla.

Left to right: Harry Thompson, Wyche Hunter, Eddie Dorsey, C. P. Dodge, Jr., Miss Bertha Fink, F. T. Manley, M. E. Ligon, Joe Holland Thompson, Harvey Fink.

Joe H. Thompson, in charge of this station writes:

"On Mr. F. T. Manley's recent inspection trip through the Florida District, accompanied by District Manager C. P. Dodge, Jr., St. Petersburg Station under Agent M. E. Ligon was on the itinerary and gave an opportunity of renewing acquaintance with some of their former Houston friends. A call was made upon the Eveready Service Station, operated by Joe Holland Thompson and Harvey Fink. This station is located on Gandy Boulevard, the main highway between St. Petersburg and Tampa. In St. Petersburg Gandy Boulevard connects with Gandy bridge which spans Tampa Bay and is the longest automobile toll bridge in the world—six miles in length. An idea of the immense amount of traffic that passes over Gandy Boulevard may be got from the fact that during the height of the winter tourist season 1200 cars an hour passed the Eveready Service Station. The large volume of business enjoyed by this station indicates that the majority of these motorists appreciate the superior quality of Texaco products."

When in doubt, say nothing.

The TEXACO STAR

SALES DEPT.
N. TERRITORY

Boston District.—The following interesting communication regarding our publication *Lubrication* is from Mr. Arthur K. Johnson, Lowell Textile School, Lowell, Mass.:

I wish to acknowledge receipt of bound volume XI (1925) of "Lubrication," and to thank you heartily for your courtesy in sending it.

Furthermore I wish to express my deep appreciation of "Lubrication" as an aid to class instruction and demonstration in courses dealing with industrial lubrication. The numerous and excellent cuts and pictures and the epitomized variations of conditions and constructions on the covers have proved invaluable.



Gasoline at the President's Summer Camp
This photograph from President Coolidge's summer

camp at Lake Osgood in the wilds of the Adirondacks shows the enterprise of our Texaco distributors in the Saranac Lake district, the Champlain Valley Oil Company. They installed at the camp garage a new Gilbert and Barker gasoline pump for the private supply of the New and Better Texaco Gasoline to the motor cars of the President and his party.

Standing by the gasoline pump are Mr. Cochrane (nearest to the pump), manager of Champlain Valley Oil Company, and Mr. Roberson, the President's chauffeur. Mr. Cochrane wears the smile that goes with a job well done, and Mr. Roberson, judging from his pleased countenance, is mighty glad to have a supply of Texaco gasoline so conveniently at hand. For the photograph we are indebted to Gilbert & Barker Manufacturing Company, Springfield, Mass.

Minneapolis District.—A sales meeting of service station operators was held at the D. O. on the evening of July 2. It was attended by about 75 operators, and by salesmen and Twin Cities Plant and District Office employees. District Manager Herndon presided, and gave an interesting talk on the merits of our New and Better Texaco Gasoline. Superintendent (Sales) Meltabarger gave an instructive talk and demonstration on our Golden Motor Oils.

Milwaukee Station reports big gallonage gains, and says that prospective customers are calling up by telephone requesting a salesman to submit our proposition on gasoline.

When Messrs. Dodge, Herndon, and Wright visited Milwaukee Station in June, on an inspection tour, they were much pleased with the appearance of the Bulk Station and the lease and license stations. There isn't a man connected with the Sales or the Operating forces of the Milwaukee Bulk Station who is not proud of his Station, and passersby always look upon it with eyes of admiration.

The Hughes Oil Company of Glendive, Montana, who operate a goodly number of bulk



Texaco Club picnic, Paradise Island, Waconia Lake, Minnesota

Our Texaco Club held its first picnic on Thursday, June 24, on Paradise Island in Waconia Lake, Waconia, Minn. The day was spent in games, swimming, fishing, and dancing. The main feature of the games was a ball game between the Twin Cities Plant employees and District Office employees, with score 18 to 10 in favor of the D. O. The picnic was attended by 135 and was declared a huge success.

The TEXACO STAR

plants throughout North Dakota and Montana, held a sales meeting of their North Dakota Agents at Dickinson, N. D., on Saturday, July 10. The meeting was attended by some thirty employes of the Hughes Oil Company. District Manager R. T. Herndon, Chief Accountant, R. W. Ross, and Creditman L. E. Miller, also attended. Interesting talks were made by Messrs. Hughes, Sample, and Taylor of the Hughes Oil Company, and Herndon, Ross, and Miller of The Texas Company.

The July Collection campaign was most successful. The Stetson hat and Louie Miller's box of cigars offered a tempting incentive. Representative Morris of Zone 8 said little during the month—in fact he never chirped—but he passed along a confidential tip to his agents and they turned in a percentage 94.3.

Incidentally the "boys" added 667 new accounts to the list during the month. What was it Emerson said about hitching your wagon to a star? Keep your glasses turned toward Minneapolis District—a new star appears in the constellation.

Salesman Hossfeld won first place in general standing in Twin Cities for July, F. T. Perchen second place, and Fitzimons and Kimball tied for third position. Congratulations.

All previous gallonage records were broken by Twin Cities and Milwaukee stations during July. Congratulations to Representatives Bass and Nickles and Agents Freeman and Morgan and the entire forces.

Denver District.—We much enjoyed a visit from Department Agent G. M. Worthington en route to Spokane via Salt Lake City.

We welcome Mr. S. Slattery of the Territorial Office, who has been temporarily appointed Zone Representative. Mr. Slattery is assigned to one of the most beautiful sections of Colorado and we are sure he will derive much pleasure from his new duties and experience some thrills unknown to the New York Office.

The Texaco Annual Picnic, sponsored by The Texaco Club, was held at Eldorado Springs, Colorado, a beautiful little summer resort nestling in the Rockies about 35 miles from Denver. The trip was made by autos and special Interurban Tramway cars, the autos and the cars being decorated with Texaco trade-mark signs and the New and Better Texaco Gasoline signs.

We were honored by the presence of Territorial Manager H. W. Dodge of New York, District Manager William Thompson of Norfolk, Virginia, and Mr. Sherman Ford, representative from our Washington, D. C., Office.

Among local celebrities present was Mayor Stapleton of Denver.

We believe this was the finest, biggest, and most enjoyable affair of its kind ever held here. A full day was spent in a delightful manner, all returning to their duties grateful for the day—a re-united Texaco family.

Spokane District.—Department Agent G. M. Worthington's recent visit was much enjoyed in a business as well as a social way.

M. E. Duncan, former Commission Agent, Boise, Idaho, was appointed Representative Zone No. 3, July 1, 1926, headquarters Boise, Idaho. Congratulations to Mr. Duncan.

ASPHALT SALES DEPT.

It will interest readers of the *Star* to know that the latest number on record of Texaco paved cities and towns in the country is 1250. The healthy growth in the number of municipalities and communities paving with Texaco is the best tribute to the unexcelled quality of our road and street materials.

Recently a communication was received from a contractor of Omaha, Nebraska, which began as follows: "We have been doing asphalt paving for 20 years and use Texaco Asphalt almost entirely." That speaks rather well for Texaco, don't you think?

One of the year's biggest road oil contracts is that let by the State of Pennsylvania for laying the dust on its dirt State roads. For the absence of dust on these roads this year motorists owe a vote of thanks to Texaco Road Oil. Approximately 2,400,000 gallons of this oil is being used.

The clan of Kemp is still celebrating a new addition to its ranks. Naturally and properly the name appointed for the newcomer was L. W. Kemp, Jr. His birthday falls on June 23. If you happen to meet "Lew" Kemp, the Asphalt Department's representative in Houston, remember to ask: "How's the chip off the old block?" It may still net a cigar or two.

PURCHASING DEPT.

C. Ed Daniel has resigned to accept a position with one of our competitors. We are sorry to lose our star golfer but wish him the best luck in his new position.

EXPORT DEPT.

We learned with deep regret of the death, on June 4, of Mr. Enrique Gondola, Manager of Pinasco & Co., distributors of Texaco products in Rosario, Argentine, and extend sympathy to those bereaved by his untimely passing.

The TEXACO STAR



View of Illa Secca from deck of S. S. "Lightburne"

Inauguration of The Texas Company (So. Amer.) Ltd. gasoline bulk installation at Rio de Janeiro, Brazil

June 13 was a day of days with our Brazilian organization, for on that day our S. S. "Lightburne" arrived with the first cargo of gasoline for the new tank installation located on the Illa Secca at the inlet to the beautiful harbor of Rio de Janeiro. The Illa Secca is an island owned by The Texas Company (So. Amer.) Ltd., and our packing warehouses have been located there for a number of years.



View of S. S. "Lightburne" taken from the top of the tank

The arrival of the "Lightburne" was the subject of much comment by the press and the public and a reception was tendered on the occasion by The Texas Company (So. Amer.) Ltd. at Illa Secca.

A group of some of those present at the inauguration of the discharge, left to right, sitting: Master of S. S. "Lightburne," U. S. Consul Wilson, General Manager P. P. Demers, Consul-General A. Gaulin, Lloyd's Agent; standing: Mr. Tirelli, a newspaper reporter, Mr. C. Gray, Chief Engineer of S. S. "Lightburne" and his wife, two warehousemen, Mr. F. R. Queiroz, Mr. J. B. Stobo.

On May 31, 1926, Don Manuel Balina, father of Mr. Balina of the firm of Mignaquy & Company, distributors of Texaco products in Argentina, passed away. We offer to Mr. Balina and the members of his family expressions of our deepest sympathy.

Mr. J. A. Lopez, manager of The Texas Company, Santo Domingo, has returned to Santo Domingo after spending a well earned vacation in Venezuela.

M. D. Greer, Superintendent of Shipping Division, Export Department, resigned July 1 to become Vice President and Treasurer in the firm Roth & Greer, Inc. of Royersford, Penn. We all wish Mr. Greer godspeed.

While we have no organization in Switzerland, we have some very enthusiastic and efficient distributors in that wonderful republic, who defrayed the expenses of an exhibit, including a motor oil fountain, at the Geneva Motor Show. Several hundred new customers and prospects rewarded their efforts. We are told that on the opening day Mr. Haeberlin, the President of Switzerland, visited and commented favorably on the exhibit, and we have read with interest an article from a Geneva newspaper commenting on the exhibit and incidentally showing an excellent understanding of the scope of activities and policies of our company.

The TEXACO STAR



Texaco Home, Rotterdam, Holland

On July 10 the opening of a clubhouse for employes of the Continental Petroleum Company at Rotterdam was celebrated in presence of their manager, Mr. T. R. Waterburg.

The bungalow, called Texaco Home, was built by the employes themselves under supervision of their fellow worker Mr. C. Kuipers who certainly knows how to build bungalows. The idea came from our Mr. Van Gool, who spent several years in the United States and knows that outdoor sport is of great benefit to office workers. The money required was raised amongst the employes who will receive shares for the amounts paid by them. The roof was constructed of Texaco Roofing which was a donation from The Texas Company.

On the inauguration day a canoe was presented to the club by our station agent at Gouda, Mr. De Greaft, and a phonograph by Mr. E. Kuypers, Jr., who is selling much of our gasoline at Rotterdam. A demonstration of radio music helped to make the day as successful as could be. There are still many plans to be worked out, but Rome was not built in one day. There is plenty of opportunity to swim and to fish and for sailing and dancing, and a playground for children will soon be made.

The first photograph shows the erecting of the beams, the second was taken one month later, the third gives a good view of the bungalow and surroundings, the fourth was taken on inauguration day.

We congratulate our colleagues in Rotterdam on the splendid spirit of cooperation and good fellowship of which the Texaco Home gives eloquent testimony.

SUGGESTIVE INDEX OF CURRENT ARTICLES

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

- LABORATORIES. Equipment for High Pressure Reactions. F. A. Ernst.—*Ind. and Eng. Chem.*, July 1926, page 664.
- Safeguarding Laboratory Motors. H. L. Trumbull.—*Ditto*, p. 675.
- Precise Determination of Aromatic Hydrocarbons. A. M. Erskine.—*Ditto*, p. 694.
- Aromatic Hydrocarbon Content of Natural Gas Gasoline. A. M. Erskine.—*Ditto*, p. 722.
- Pure Hydrocarbons from Petroleum. G. G. Brown and A. R. Carr.—*Ditto*, p. 718.
- Systematic Refining of Cracked Distillates. J. C. Morrell.—*Ditto*, p. 733.
- Terminating Charcoal Tests of Gas. B. F. L. Kallam.—*Oil and Gas Journal*, July 15, 1926, p. 120.
- Metallization in the Oil Refinery. Ismar Ginsberg.—*Refiner and Natural Gasoline Manufacturer*, July 1926, p. 33.
- Relation of Volatility to Acceleration and Anti-Knock Qualities of Natural Gasoline. Drs. E. H. Leslie and G. G. Brown.—*Ditto*, p. 34.
- Nature of the Protoparaffin Waxes in Petroleum. Sachanen and Bestuschew.—*Petroleum*, 1926, 22, 484-486.
- Sulfur Compounds Removed from a Persian Petroleum by means of Sulfuric Acid. E. H. Thierry.—*J. S. C.*, 1925, 127, 2759-2759.
- Methods of Testing Natural Gas for Volume and Gasoline Content. George E. Lusk.—*Oil Age*, 1926, 23, 5, 35-37.
- Apparatus for Analysis of small amounts of Vapor when present in Permanent Gases. I. R. McHaffie.—*J. Am. Chem. Soc.*, 1926, 48, 1143.
- SALES. How The Texas Company Introduced Its New Gasoline. C. B. Larrabee.—*Printers' Ink*, August 5, 1926.
- The Texas Company Successfully Markets New Gasoline. H. J. Struth.—*The Oil Trade*, August 1926.
- LUBRICATING. Wire Rope Lubrication. Allen F. Brewer.—*Industrial Management*, July 1926.
- GENERAL. "If I Were Dictator." David A. Reed.—*The Nation's Business*, August 1926.
- The United States in Relation to the European Situation. (Forty signed articles on various phases of the situation.)—*The Annals*, American Academy of Political and Social Science, July 1926.
- Truth and Fiction. Lord Balfour and Rudyard Kipling.—*The Living Age*, August 14, 1926.
- BOOK. Better Correspondence. W. C. Miller.—Miller Publishing Company, El Paso, Texas. 278 pages, \$3.50, sent free for examination. This helpful work bears principally on sales letters. The author at one time was employed in our El Paso District Office.



New Mikado Type 330 series locomotives recently purchased by the Western Pacific Railroad
Lubricated with Texaco Products

The liberty of the country
can be subverted only by a
pretense of adhering to all
the forms of law and yet
by breaking down all the
substance of our liberties.

—*Alexander Hamilton.*