

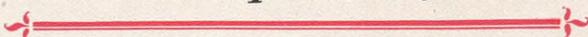
# TEXACO STAR



A RISING STAR — ON — THE WORLD'S HORIZON



## A Complete Cycle



**I**N THE OIL INDUSTRY there are a few concerns who are what is termed "A Complete Cycle."

The Texas Company is one of them.

Let us explain what this signifies specifically and just what it means to you.

It means that we do our own producing, we own and operate our own pipe lines, refineries, steamships, tank cars, terminals, barrel factories, distributing stations, warehouses, etc.

It means that from the time the crude comes from the ground until it is delivered to the purchaser, it does not leave our hands.

It is not necessary to stress the importance of this in insuring steady, uniform, dependable delivery.

For this and other reasons an increasing number of power users and power producers are employing Texaco Lubricants and Texaco Service to keep down operating expense through efficient lubrication.

THE TEXAS COMPANY

Dept. Z, 17 Battery Pl., New York City



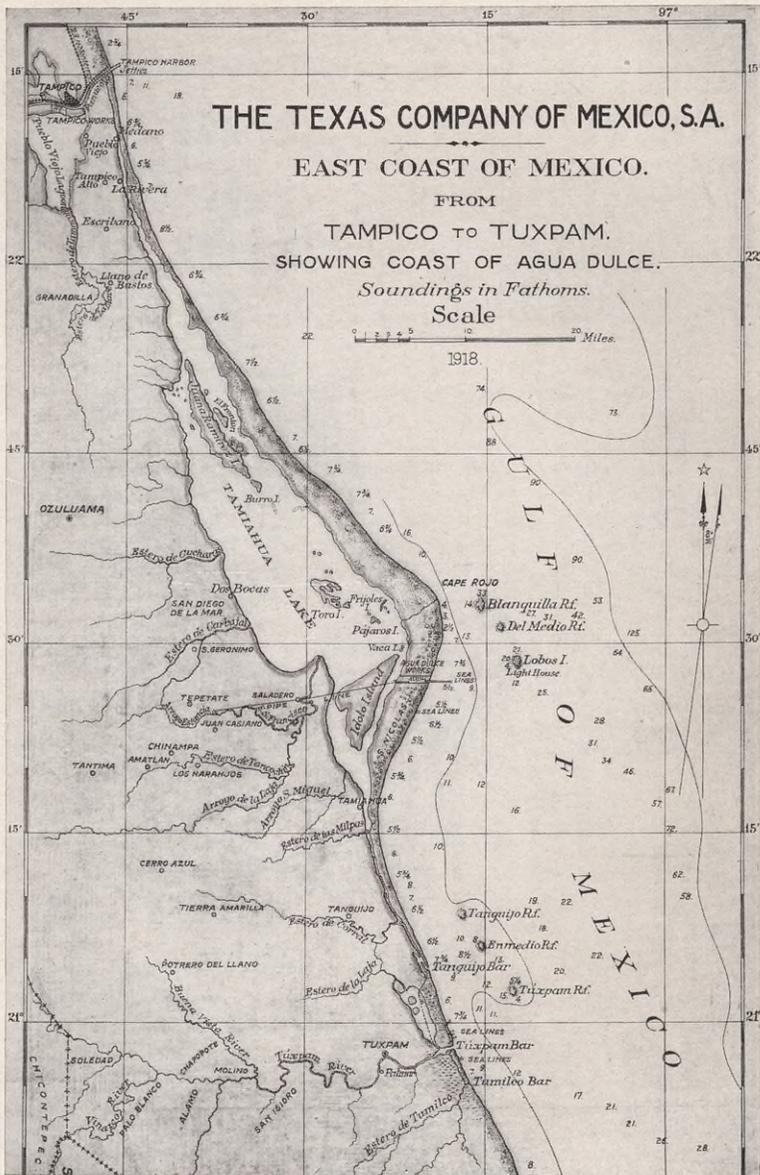
*There is a Texaco Lubricant for Every Purpose*

Property is desirable; is a positive good in the world. That some should be rich shows that others may become rich, and hence is just encouragement to industry and enterprise. Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built.

—*Abraham Lincoln.*

If we were to divide the vast army of workers of mature age into two classes, the savers and the spend-thrifts, we should practically separate the creditable from the discreditable, the exemplary from the pitiable, and the sober from the intemperate.

—*Andrew Carnegie.*



# TEXACO STAR

VOL. VIII

MARCH 1921

No. 3

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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Address: Texaco Star, 320 The Texas Company Building Annex, Houston, Texas

QUESTIONS about the spelling of the word "employe" have come so often to the editor of the *Texaco Star*, that he believes it will be of general interest to make a statement of the grounds of choice whether you will spell "employee" or "employe."

Either way is correct, in the sense of being sanctioned by creditable usage. The newspaper usage in this country would probably give a majority of more than two to one for the spelling "employee." On the other hand, if representative publications of every class were selected in advance as being carefully edited, they would probably show a majority for "employe." If only one representative of each class of book or periodical were selected in advance as being perhaps the best of its kind, the majority for "employe" would probably be two to one.

So much for usage. The intrinsic merits of the question rest on the following facts.

The word "employe" was recently adopted into the English language. Sixty years ago we printed it as a foreign word, "employé," in italics with the mark of accent. The French word is simply the passive participle of the verb to employ. "Employé" means one who has been employed, that is a man who works for an employer. The form "employée" is feminine, meaning a woman who thus works.

Gradually the word "employé" came into such common use that it was no longer foreign, and it was felt that the italics and accent should be discarded. But at this point, some writers applied the analogy of old French law words (of similar derivation) and later imitations in legal terminology, such as "payee," "assignee," "lessee," "guarantee," "drawee," etc. If "employe" were only or mainly used in technical legal phraseology this analogy would properly apply and "employee"

would be a natural spelling; but for a modern word in general use in every-day parlance, there is no good reason why the old law term twist should be put upon it.

★ ★

Another question of orthography may as well be answered here. Repeated inquiries have been made about it.

"Cooperate" is *not* a hyphenated word. It is difficult to imagine why so many persons feel impelled to syllabize it. Reminiscences of the child's primer do not in any other case appear to cause such a persistent impulse. Give your reader credit for a little knowledge of the language. Do you write "a-erial" instead of "aerial"? You do not syllabize "zoology" into "zo-ology," although you know ignorant persons actually misunderstood this word and gave us the vulgarism "zoo" (pronounced "zu"). The Cockney calls his Zoological Gardens in London "The Zoo."

There is a way in which the most precise writing and printing shows syllabification in a case of possible doubt, but *the hyphen is not the proper means for doing this*. The mark of dieresis over the second of two consecutive vowels is the proper way to indicate that the vowels do not form a diphthong or one syllable.

The magazine of the monotype machine by which the letter-press of the *Texaco Star* is set up has not hitherto contained a matrix for ö; but it has now been supplied, and for the sake of the "consciences of the weaker brethren" we shall henceforth print "coöperation" in the most punctilious way—"coöperation."

The typing machines for our stenographers, of course, will never be supplied with the mark of dieresis—as it is never necessary except in a dictionary. Stenographers may rest assured that there is no

# TEXACO STAR

need to *misuse* the hyphen. They are not making copy for a dictionary, and need not fear that correspondents would read "cuperate" instead of "coöperate," if they write "cooperate."

It is not a matter of great importance but I think so much of The Texas Company that I wish it would, at least in its highest offices, adopt the best ways in its use of our language, as well as in the making of its Petroleum Products.

★ ★

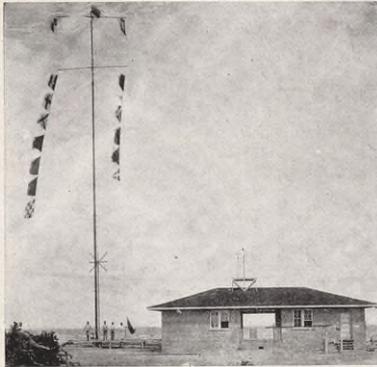
There ought to be more scrupulous honesty in big business men than in any other human relation. For big business requires team work on a gigantic scale.

—Henry L. Doherty.

The ability to think straight and true, and to train your mind to think correctly, is more a matter of temperament than original brain capacity.

—Henry L. Doherty.

The less important a man is the more badges he pins on his coat.



Signal Station at Agua Dulce Works

Weather signals and loading signals for the steamers loading at the ends of the sea lines.

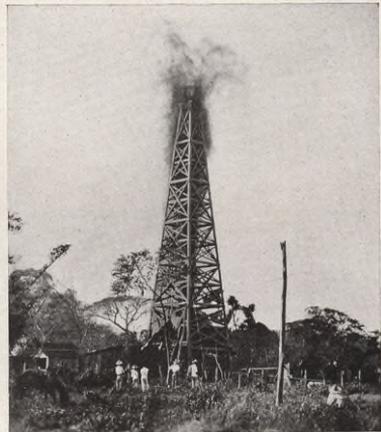
## CRUDE OIL PRICES AT WELLS

March 1, 1921

Pennsylvania . . . \$3.00	De Soto . . . . . \$1.90
Mercer Black . . . 2.73	Bull Bayou . . . . . 1.65
Coming, O . . . . . 1.90	Crichton . . . . . 1.50
Cabell, W. Va. . . . 3.71	Caddo Light . . . . . 2.00
Newcastle . . . . . 1.98	Caddo Heavy . . . . . 1.25
North Lima . . . . . 2.48	Vinton . . . . . 1.25
South Lima . . . . . 2.48	Jennings . . . . . 1.25
Indiana . . . . . 2.48	Spindletop . . . . . 1.25
Princeton, Ill. . . . 2.52	Sour Lake . . . . . 1.25
Illinois . . . . . 2.52	Batson . . . . . 1.25
Canada . . . . . 2.88	Saratoga . . . . . 1.25
Somerset, Ky. . . . 1.80	Humble . . . . . 1.25
Ragland, Ky. . . . . 1.00	Goose Creek . . . . . 1.25
California Light . . 2.95	Markham . . . . . 1.25
California Heavy . . 1.60	West Columbia . . . 1.25
Wyoming . . . . . 1.75	Corsicana Light . . . 1.25
Kansas and Okla. . 1.75	Corsicana Heavy . . . .75
Cushing . . . . . 1.75	Electra-Petrolia . . . 1.75
Hewitt . . . . . 1.75	Ranger . . . . . 1.75
Healdton . . . . . 1.00	Burkburnett . . . . . 1.75

A mere layman can't understand why efficiency experts don't get into business for themselves.

—Cleveland News.



Well on our Tepetate property—Rosas No. 3



Dock on Lake Tamiagua side of Agua Dulce Works

Note the Company's railway with gasoline locomotive and 20-ton flat cars. (See pages 8-13.)

## TEXACO STAR

**A Wise Admonition.**—The first copper coin authorized by Congress bore the legend, "Mind your own business." It was Benjamin Franklin who suggested that this motto be inscribed upon the piece, as he believed that coins bearing this and other wise sayings would serve a purpose besides that of legal tender.

It was not a bad idea, and the admonition is just as good today as it was then, and better, for there are more people proportionately today who will not mind their own business, fry their own fish, and tend to their own knitting.

No more popular person can be found than the one who minds his own business, tries to improve himself in it, and is sure that he still has much to learn about it. Every person is bound to make mistakes along with his successes. But this is his business. For a person deliberately to poke his proboscis into another's affairs, as critic or otherwise, is bound to bring unpopularity, to say the least.

On the other hand, the person who minds his own business in private affairs, saves himself trouble, preserves his peace of mind, conserves his nerve force, prolongs his life, and adds to the sum of human happiness.—*The Dallas Democrat.*

The chief asset of a nation is the character of its people. And character is the result of heredity and self-discipline under limitations imposed by environment. The chief public duty of a citizen is to give private attention to his own character.

—*Charles Aubrey Eaton.*

"In my six years of service in Congress, I have seen more class legislation passed than ever was passed before in the history of the country."

—*Senator Thomas (Dem.)*

Far worse than the colossal waste at Washington and the fallacies which have accompanied that waste is the poison which has crept into our body politic. . . . It has infected not only the ignorant but also many who call themselves intellectuals, but who are generally known as highbrows. From this latter class spring many who played the game of our enemies in the great war. They have a large following not only of the ignorant but also of well-meaning educated people whose so-called human sympathies are overdeveloped at the expense of their intellects, who are convinced that the world should be changed by destroying all the serviceable signposts which civilization and government have so laboriously marked with the "danger" sign. They want a new thing and each new thing must be done at the expense of a government already overburdened. Their sight does not reach beyond tomorrow and most of their "isms" have already been tried in countries less fortunate than this and have ended in red disaster.

—*Senator Sage (N. Y.)*

People will not accept any statement nowadays if they know its source; but they will believe anything that is told them without authority.

—*G. K. Chesterton.*

We are going to be called upon, nationally, collectively, and individually, to renounce extravagance and learn anew the old lessons of thrift and providence.—*Warren G. Harding.*

"Work for others as you would have them work for you."

The Fates  
Like hooded falcons  
Upon God's glove  
Often shake their bells  
Before striking.

—*Elizabeth J. Coatsworth.*

These evils I deserve and more, . . .  
Yet despair not of His final pardon  
Whose ear is ever open, and His eye  
Gracious to re-admit the suppliant.

—*Milton (Samson Agonistes.)*

### LIFE WISDOM

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

—*Benjamin Disraeli.*

The mills of the gods grind slowly, but they grind small.—*Greek Oracle.*

The gods are just, and of our pleasant vices make instruments to plague us.

—*Shakespeare.*

Crime and punishment grow out of one stem. Punishment is a fruit that unsuspected ripens within the flower of the pleasure that concealed it.—*Emerson.*

To me belongeth vengeance, and recompence (saith the Lord); their foot shall slip in due time: for the day of their calamity is at hand, and the things that shall come upon them make haste.—*Moses.*

Nothing is more dangerous to men than a sudden change of fortune.—*Quintillian.*

Whom they have injured they also hate.  
—*Seneca.*

He that can heroically endure adversity will bear prosperity with equal greatness of soul, for the mind that can not be dejected by the former is not likely to be transported with the latter.—*Fielding.*

Whenever I find a great deal of gratitude in a poor man, I take it for granted there would be as much generosity if he were a rich man.—*Pope.*

With what measure ye mete, it shall be measured to you again.—*Jesus.*

They who forgive most shall be most forgiven.—*Bailey.*

Let us not be weary in well doing; for in due season we shall reap, if we faint not.  
—*Paul.*

Confess yourself to heaven;  
Repent what's past; avoid what is to come.—*Shakespeare.*

# Overall Bill

TROUBLE SHOOTER



When the motor balks—he'll tell you why  
**TELL HIM YOUR TROUBLES**

Address L. V. Newton, Room 327, 17 Battery Place, New York, N. Y.

Nothing has yet been received from Mr. Newton, but we show the caption prepared for his column whenever our readers wish to get his advice, according to the announcement in the January issue.

★ ★

**Valentine Masquerade.**—The Texaco Club of Houston gave a valentine masquerade dance on the night of February 14. Six hundred merry folks thronged the Main Street Auditorium—Scotch Highlanders, Texas Cowboys, Spaniards, Russians, Swiss, Clowns, Yama Yama Girls—a regular League of Nations but with one tongue and one purpose.

A miniature George and Martha Washington, represented by Geo. T. Morse, Jr., and Dorothea Barnes, attracted particular attention.

The Red Star-Green T was made conspicuous by Masters Ino, Dand Peter A. Angened and little Miss Mary Angened, their costumes being literally covered with our emblem.

A feature of the evening was the "Give Me My Valentine" during intermission, valentines being distributed from the platform by members of the entertainment committee. The impressive entrance of Mr. Banker with a special valentine during the ceremonies brought down the house.

The programs were in the shape of red hearts and the dances were named after various departments, as the "Treasury One Step," "Pipe Line Fox Trot", "Executive One Step," "Stenographic Fox Trot," etc.

A Tacky Costume Dance, scheduled for March 18, now holds the interest of club members. Special prizes for the best costumes.

★ ★

## THE TEXACO CLUB—ANTWERP

Saturday, the 23rd of October, 1920, was a red letter day for The Texaco Club, being the first anniversary of its foundation. The members now muster 125. To celebrate the great occasion a concert and dance were held at the Grand Hotel. The music was of a high order, the performers being well-known professionals. The dance which followed was thoroughly enjoyed by the young people. It was a happy and sociable evening for everybody.

On December 18th, the first of what it is hoped will be a long and useful series of lectures, was given by Mr. Tabary, President of the Club and Manager of the Lubricating Department. His address was most interesting and learned. He dealt minutely with every aspect of Petroleum: Origin—Countries of Production—Search for Oil—Drilling of Wells—Transport. There was a large attendance of members, among them many of our Salesmen. Some of the salesmen live at a distance from Antwerp, therefore it was the more gratifying to see

the real interest displayed. The aim of these conferences is to give opportunity to the employes to acquaint themselves thoroughly with the products manufactured and sold by The Texas Company.

On January 29th it was the turn of Mr. Pichry, Chief of the Gasoline and Motor Oil Department, to give a lecture on the Refining of Petroleum—more especially the production of Gasoline. Mr. Pichry's paper was highly interesting and conveyed useful knowledge to his hearers. Both conferences wound up with informal dancing and singing, so that these evenings are both instructing and agreeable.

The Texaco Club, Antwerp, wish again to thank American friends very sincerely for their sympathetic response to the appeal for books.



Continental Petroleum Company's Stand  
At the "Salon de l'Automobile," Brussels, December, 1920.

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### Another Texaco Menu:

Staff Dinner in Honour of  
Mr. J. R. Pouncey's  
Visit to Copenhagen—December 4th, 1920

#### MENU

- Cocktail: Straight "Spirit" a la Texaco  
Hors-d'oeuvres: Tiger Roofing Squares  
Soup a la 17 Battery Place  
\*Fillet of Sole, Grease No. 00 Sauce  
\*\*Roast Veal, Texaco Asphalated Potatoes  
Vegetables a la Denmark  
\*Thibon Comp. Jelly  
300 Red Oil Jelly  
Salad, Ursa Oil Dressing  
\*\*\*Vega Axle Grease (frozen)  
Crater Compound Sauce  
Texacoat Cakes
- |        |                       |               |
|--------|-----------------------|---------------|
| Wines: | *Texaco Motor Oil M   | Liqueurs:     |
|        | **Texaco Motor Oil H  | Texaco Marine |
|        | ***Texaco Soluble Oil | Turbine Oil   |

If you wish success, make Perseverance your bosom friend, Experience your wise counsellor, Caution your elder brother, and Hope your guardian genius.—Addison.

## TEXACO STAR

### DEATH AND DISABILITY BENEFITS

J. S. BALLARD, Secretary for Employes Benefits

A few days ago a fellow employe asked the writer whether any death benefits had been paid. It naturally occurred to me that others might have the same question in mind, and that it would be worth while to tell the readers of the *Texaco Star* something of what the Company has been doing for the families of its deceased employes through its Plan of Death and Disability Benefits.

The Plan became effective January 1, 1919, but, inasmuch as it was under consideration and virtually adopted some months prior to that date, and because many employes lost their lives in the influenza scourge that prevailed in the fall of 1918, it was decided to extend it back to October 1, 1918. This action on the part of the Company resulted in the families of 48 employes, who died in October, November, and December, 1918, receiving death benefits.

From October 1, 1918, to December 31, 1920, the families of 100 deceased employes have received benefits under the Plan. The amounts paid beneficiaries have ranged from \$300 to \$5,000, the maximum amount paid under the Plan. Death benefits have been paid to beneficiaries residing in Maine, New Hampshire, Vermont, Massachusetts, New York, Pennsylvania, New Jersey, Maryland, Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Texas, Oklahoma, Missouri, Kansas, Illinois, Ohio, and Colorado, and to beneficiaries residing in Canada, Mexico, France, Ireland, Spain, India, and China.

Death and Total and Permanent Disability Benefits are paid to the beneficiaries of employes, or to employes who have become totally and permanently disabled, who at the date of death or the beginning of the last illness, or at the date of disability, shall have been one year or longer in the active, continuous, and exclusive service of this Company or its subsidiaries.

The amounts payable will be the same whether the employe dies or becomes totally and permanently disabled. In

either event the Company will pay, in monthly installments corresponding to the salary or wages received by the employe at the date of death or such disability, four months' full pay in cases where the term of service is one year, and one month's full pay for each complete six months of additional service; but in no case shall the amount exceed twelve months full pay or exceed a total of \$5,000.

A point well worth bearing in mind by all employes is that a new beneficiary should be promptly designated upon the death of the original beneficiary. Some time ago an employe designated his mother as beneficiary under the Plan. Several months after the designation was made the mother died. The employe died without naming a new beneficiary, and his failure to name a new beneficiary resulted in legal complications and considerable delay before payment could be made to his family.

Employes who desire to make changes of beneficiaries by reason of death, marriage, divorce, or for other reasons, should fill out a new questionnaire (Form G-185) and hand it to the head of his department for transmittal, or mail it direct to the Secretary for Employes Benefits, The Texas Company, Houston, Texas.

It is the usual thing for an employe to designate his wife as sole beneficiary, but occasionally an employe names his wife and children as beneficiaries. No restriction is placed by the Company on the beneficiaries an employe may name, but it is more sensible and businesslike to name the wife as sole beneficiary than to make both wife and children beneficiaries, as, where the children are minors, it is necessary for a guardian or other legal representative to be appointed to receive the benefits due them. The appointment of a guardian or other legal representative to receive payments due a minor results in delay in making payments at a time when money is most needed, to say nothing of the incident expense and annoyance to the widow in complying with the legal formalities necessary for such appointments.

"Horse sense" was well enough in the old days, but what one needs now for safety's sake is automobile sense.—Chicago News.

In a garage at Albuquerque is posted: "Don't smoke round the tank. If your life isn't worth anything, gasoline is."

# TEXACO STAR



Water front of the Tampico Works of The Texas Company of Mexico, S. A.  
View from city of Tampico across the river.

## MEXICAN OIL

C. W. PARDO, Tampico General Office

The presence of oil deposits in Mexico was known for many years. And the product of oil and asphalt seepages, called *chapopote*, has been used by the Indians since time immemorial for medicinal purposes, in religious ceremonies, and to a certain extent in building.

There have been various attempts to exploit oil in Mexico, in a small way, since 1865. Between 1873 and 1900 a number of small wells, ranging in depth from 125 to 1,500 feet, were sunk in the State of Vera Cruz, in what is now known as the southern fields of the Tampico region.

It may be said that the first important development commenced about 1904, when the Mexican Petroleum Company brought in its first well at Ebano, 35 miles west of Tampico.

The first great impetus was given, and the rush really began, about the year 1910, which marked the discovery of oil in the Panuco District, when the first successful well was brought in by the East Coast Oil Company. The same year was notable for the bringing in of two of the wonder wells of the world, the famous Juan Casiano by the Mexican Petroleum Company, and the Potrero del Llano by the Aguila Company, each with a potential capacity of approximately 200,000 barrels a day.

About two years previously, the great Dos Bocas well of the Aguila Company, in the San Geronimo district of the southern fields, came in with a cyclonic rush, blew an immense crater in the ground, and flowed wild at an estimated rate of 200,000 barrels a day for 60 days, when encroaching salt water destroyed it and extinguished the fire which had started about the time the well came in. The burning of the immense flow of oil, as it was forced out under a terrific pressure that threw the flames hundreds of feet in the air, formed a spectacle of indescribable grandeur. Thousands

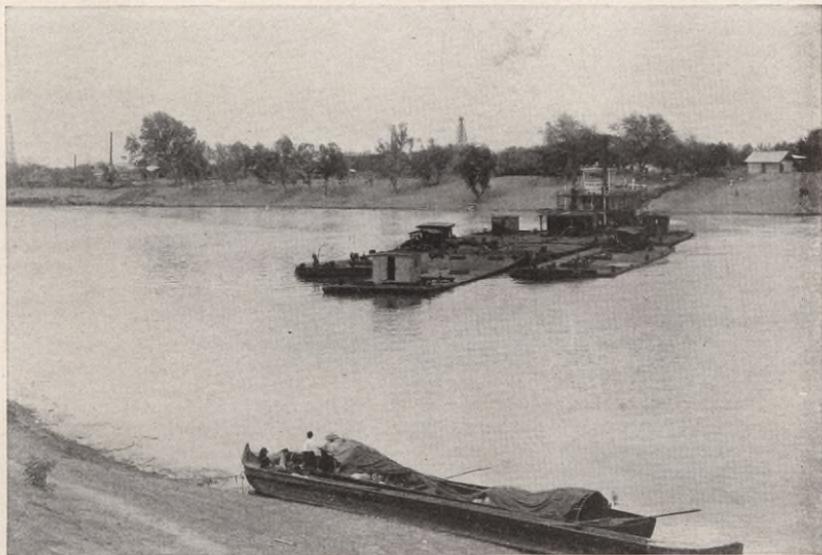
of people were attracted to the place from all over the country, while the best engineering talent in the world was invoked to devise means to extinguish the conflagration.

It was about this time that the spirit of revolutionary unrest began to manifest itself in Mexico. The beginning of a period of unparalleled development and national prosperity,—when capital from all parts of the world was turning eager speculative eyes to Mexico, when, for the dreams of early explorers of a fount of perpetual youth, was about to be substituted the reality of a fount of incalculable wealth,—suddenly fell into chaos. The mythological lid had been lifted by a well-meaning but miscalculating dreamer. The worst elements were turned loose. The people, drunk with the new notions, debauched “Liberty” into *libertinaje*, and every crime in the calendar was committed in her name. Through the long period of internal unrest and governmental instability the development of oil properties has been held in abeyance, and is only now beginning to assume proportions which would have been accomplished several years ago but for the conditions that existed.

The following table, which is approximately correct, gives an idea of the production of oil in Mexico for the last twenty years, and shows the rapid growth of the industry during the last two years.

Year	Production	Year	Production
1901 . . .	10,345 bbls.	1911 . . .	12,552,798 bbls.
1902 . . .	40,200 bbls.	1912 . . .	16,558,215 bbls.
1903 . . .	75,375 bbls.	1913 . . .	25,696,291 bbls.
1904 . . .	125,625 bbls.	1914 . . .	26,235,403 bbls.
1905 . . .	251,250 bbls.	1915 . . .	33,927,950 bbls.
1906 . . .	502,500 bbls.	1916 . . .	37,410,025 bbls.
1907 . . .	1,005,000 bbls.	1917 . . .	54,590,439 bbls.
1908 . . .	2,423,900 bbls.	1918 . . .	64,605,422 bbls.
1909 . . .	2,713,500 bbls.	1919 . . .	92,402,055 bbls.
1910 . . .	3,643,080 bbls.	1920 . . .	163,038,983 bbls.

## TEXACO STAR



River Steamer and oil laden barges leaving landing at Panuco for Tampico Works  
The Texas Company Well Cicero No. 1 is seen in the background.

The *potential* production of Mexico for 1919 was estimated at 600,000,000 barrels, and for 1920 at 750,000,000 barrels. But it is one thing to have a pig and quite another thing to get it to market.

The early producer of Mexican crude had serious and costly problems to contend with. The first production in the Panuco field, which marked the beginning of the transportation problem, was 50 to 75 miles from tide water and out of the world so far as railroad transportation was concerned. The first wells were near the Panuco River, which, under favorable conditions, is navigable for small craft to the vicinity of the production. Thus the transportation of crude oil from the Panuco field to the terminals at Tampico, has, up to the present time, been principally by river craft. Barges, carrying from 5,000 to 10,000 barrels of crude oil, towed by light draft stern wheel steamers, delivered their cargoes to storage tanks at the different terminals near the mouth of the river, and, on occasion, directly to waiting tank steamers. This necessitated large investments and expensive up-keep in

river equipment and transportation facilities, which by its nature and requirements is subject to rapid deterioration.

To the outsider who has never had to do with the production and transportation of oil, the mere matter of loading a barge, floating it down the river, and delivering its contents to a terminal or waiting ship, seems to be an insignificant item, and it would appear that the merry producer has nothing to do but produce and the cheerful shipper nothing to do but ship, and all the balance is clear gain to the one who finally delivers the pig to market.

Between the well and the heaving bosom of the untamed sea, however, are many items worthy of consideration, such as royalty to the owner, dockage and loading charges, inspection fees of various kinds, handling at the terminals, export tax and bar dues, not to mention the item of carrying charges after the cargo has been delivered on the aforementioned heaving bosom for transportation to final market.

Much more might be said of taxation: of the export tax, which has been a constant bone of contention since the beginning of

## TEXACO STAR



Tampico Works—Shop building at right—Power house at extreme left

the exportation of crude oil from this country; of the Federal Zone tax, collected in the form of rent where any part of the Federal Zone (a 60 meter strip along the coast or river fronts) is occupied; of inspection taxes of various kinds covering every possible class of improvement during the period of construction and generally annually forever thereafter; of fees for permits so numerous as to be confusing, as one may not dig a post hole, gauge a tank, or connect a hose except in the presence of or by permission of an inspector.

In addition to the many legal requirements, technicalities, and annoyances, which appear at first glance to be a complicated system of obstructions placed in the way of the investment of foreign capital and development of the country, the company or individual attempting extensive improvements in Mexico is dependent upon native labor. Naturally leisurely and easy going, the native laborer is aided by a law that has been liberal to a degree in the matter of legal holidays. Added to these are countless church festivals, which, while not strictly legal holidays, are so observed by the native, and their indulgence in this respect has become a fixed habit.

The new-comer into Mexico often has much to say in the way of criticism, really

unjust, about the methods, habits, and laws of the Mexican. The Anglo Saxon of the north, like his ancestors who swept over a great part of Europe in the early ages, has always been aggressive, and his progeny, especially from the United States, is inclined to egotism to the extent of placing himself upon a pedestal and saying, "My way is the proper way, and whoever differs from me is wrong." Just remember that the Mexicans are a different people, with customs, habits, and laws drawn from sources rooted in the centuries. Nature has been prodigal in her gifts to the country; perhaps there has never been the incentive to that activity which nature forced upon the peoples of the north. Who shall set himself up to be a judge in this case, or arrogate to himself the right to criticize?

The history of Tampico as a town begins about the year 1823. It was then a straggling village of scattered huts, without any commercial importance, but a more ideal townsite could not have been found on the Gulf coast. Situated on the north bank of the Panuco River just below its junction with the Tamesi, a rolling tract of land forms good natural drainage, within sight of the broad bosom of the Gulf, enjoying the health giving breezes which sweep in from the sea laden with the ozone



Cottages for American employes—Clubhouse and livingquarters for single men—Tampico Works

## TEXACO STAR



Agua Dulce Works—View from the dock which extends 1,185 feet into the open gulf

that brings rest to over-wrought nerves and woos nature's sweet restorer, sleep. At last the Midas touch of oil transformed it from a quiet, leisurely, little town into a noisy, hustling, thriving city of more than a hundred thousand inhabitants.

Living accommodations at Tampico, since the beginning of the oil boom, have been inadequate, and at the present time an unprecedented number of new comers makes the housing and proper care of employes one of the vital questions confronting companies operating in this district.

The Texas Company made liberal provision at its Tampico and Agua Dulce Works for the care of both its American and Mexican employes. At Tampico Works (Las Matillas) a thoroughly equipped hospital, with attending physician and nurses, has been established for taking care of sick or injured employes. At Tampico Works an ice plant and a comfortable club house with living quarters for single men, attractive dining room, billiard room, baths, *etc.* have been provided, while families of married employes are taken care of in 30 modern and comfortably equipped frame and brick cottages supplied with electric lights, water, and modern sanitation. Similar provision has been made at Agua Dulce, although up to the present time the living quarters have been occupied by single men only. Because of the unsettled condition of the lower country no American families have yet come to live in Agua Dulce.

The phenomenal development of oil production in Mexico and its exportation during recent years has taxed the Tampico harbor beyond its capacity. As the development of the industry moved southward, Tuxpam became the logical shipping point; but the lack of a harbor at which ships of any considerable draft can enter, made it necessary to install submarine pipe lines to loading berths in the Gulf where tankers can load to their capacity.

In 1918, The Texas Company established a terminal at Agua Dulce, on the Gulf Coast opposite Lobos Island and its adjoining reefs, 70 miles south of Tampico. When the development of the southern fields began, the production was 20 to 25 miles from tide water, or any means of transportation thereto, and it was necessary to construct a 10-inch pipe line from our Agua Dulce terminal to Tepetate, in the State of Vera Cruz, centrally located in the producing district 20 miles west, through which oil is carried directly from the fields to the terminal storage. This line has a capacity of 35,000 barrels a day. A thoroughly equipped pumping station was built at Tepetate. Lateral lines have been constructed to other producing points.

From Agua Dulce five 8-inch submarine lines, each about 2½ miles long, have been laid on the bed of the Gulf to two loading berths established in deep water. The slope from the beach to the loading berths is at an easy grade, and the bottom, composed of fine hard sand, makes an excellent



Group of houses at Tampico Works for American Employes—All brick

## TEXACO STAR



S. S. "Shenandoah" and Tug "Central American"—The "Shenandoah" pulled the line out to sea

The two small boats at the right are surf or mooring boats which brought a small hawser from the ship to the shore. After the small hawser is brought ashore the large hawser aboard the ship is attached to it and is pulled ashore to be fastened to the end of the sea line. The "Shenandoah" pulled the 2 1/2-mile string of 8-inch pipe into the exact position desired in just 25 minutes, an average rate of 500 feet per minute.

bed for the submarine lines. The end of each line, marked by a loading buoy, is easily connected to the tankers by a flexible hose.

Our first two submarine lines were laid to Berth No. 1 in 1918. The next two lines were laid to Berth No. 2 and put in service during latter part of 1920. A third line to Berth No. 1 has just been completed. Each line has a capacity of 2,000 barrels per hour. The depth of water at the loading berths is about 40 feet at mean low tide. Ships loading at these berths are often not visible from the shore except by the aid of binoculars.



Line starting out to sea

The sled attached to the end of the line keeps the sea line from fouling the numerous sand bars or any other obstruction on the bottom. The barrel attached to the top of the sled will float on the surface after the line is pulled out to deep water and by this the end of the sea line is easily found.



Capt. C. Birse of S. S. "Shenandoah," Supt. R. H. Donaldson and Diver J. Philpott of Agua Dulce Works (left to right)

These gentlemen are among those who were instrumental in the successful launching of our fifth submarine line at Agua Dulce on February 5, 1921.

Development in what is known as the southern fields, 75 to 100 miles south of Tampico, has been a more difficult and expensive problem than the earlier development in the Panuco and Topila fields, due to the greater distance from a base and lack of transportation facilities. Nearly all material is shipped from the United States through the port of Tampico, where

it must go through the detailed steps of customs clearance, technical delays, and annoyances, besides suffering untold obstructions on account of lack of facilities for prompt handling of heavy freight after arrival at the Government wharves.

There are no railroad lines in or near the fields, and transportation of materials from Tampico is by barges through the Chijol Canal, and Lake Tamiagua, an inland waterway along the coast from Tampico to Tuxpam. This canal can accommodate craft of a draft of only about four feet, and is very narrow, hence its capacity is always overtaxed and freight movement correspondingly delayed. There is no fixed barge rate down the canal, nor established rate per ton or otherwise for the movement of freight after it leaves the canal. It is never a question of price, but of getting the freight to destination.

The real work begins in the moving of heavy articles through an untracked wilderness where the roads were originally intended only for the passage of the patient burro in single file. To this is added the fact that the oil fields are located in a semi-tropical country, where torrential rains

## TEXACO STAR



Sea line on trucks ready to be pulled out to sea

Note the switch by which the trucks were run off out of the way as fast as they reached that point. In order to launch a submarine pipe line, a temporary narrow gauge railway track  $2\frac{1}{2}$  miles long is constructed immediately opposite the point in deep water selected for a loading berth. The pipe alongside of the track is connected up and wrapped with a protective coating of saturated felt doped with Texaco Asphalt. The entire string of pipe is then loaded on small trucks. The hawser, brought from a steamer lying a mile or so off shore, is secured to the end of the string of pipe. By means of shore beacons and signals the steamer is then directed to pull the string of pipe in a straight course until the outer end reaches the loading berth.

prevail for several months in the year. To these difficulties may be added, misunderstanding of the native laborer and his methods, legal difficulties, occasional bandit raids, *garrapatas*, *pinolillos*, the festive mosquito, and insidious malaria.

The first producing well of The Texas Company was Cicero No. 1, near the town of Panuco, which came in early in 1911 with an estimated production of 800 barrels a day. That rate continued for several weeks, when without warning it playfully broke all bonds and flowed at the rate of 8,000 barrels a day, flooding the country thereabouts with crude oil. It continued to flow at this rate, and the Company hurriedly constructed earthen storage to take care of the oil, until the well was finally brought under control. This well is still producing, under careful handling, a small quantity of oil.

The second well of The Texas Company was Cicero No. 2 on the same property, which has been a steady producer for several years, although not in as large volume as No. 1.

The next well brought in by the Company in the Panuco field was Chotes No. 1, on the property known as Los Chotes, situated at the corporate limits of the town of Panuco. This well came in with an initial production of 50,000 barrels a day, and soon settled down as a steady, reliable, well behaved producer, although at the present time, like Cicero No. 1, the volume is much less than formerly. It is being accorded careful handling.

A detailed description of the producing wells of The Texas Company of Mexico

would require too much space to serve the purposes of this communication. A summary of its producing wells at present is:

Panuco Fields.—9 wells, total average daily production 15,000 bbls.

Southern Fields.—5 wells, total average daily production 60,000 bbls.

The total production obtained by The Texas Company from its properties in Mexico from the beginning of its operations to December 31, 1920, has been:

Prior to 1920	Year 1920	Total
Panuco Fields:		
9,603,798.92	4,438,377.60	14,042,176.52 bbls.
Southern Fields:		
4,891,634.85	7,782,024.54	12,673,659.39 bbls.
14,495,433.77	12,220,402.14	26,715,835.91 bbls.

Since its entry into the Mexican fields, The Texas Company, in a conservative manner, has acquired properties in proven territory and in what might be desirable territory as the scenes of development and production shift. At present The Texas Company of Mexico owns in fee 6,000 acres of desirable lands, outside of its terminals at Tampico and Agua Dulce. The Company has under lease, distributed so as to properly cover desirable territory, approximately 150,000 acres.

# TEXACO STAR

## DEPARTMENTAL NEWS

The Managers of the respective Departments have assigned to the gentlemen 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 cooperate.

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	D. P. Harrington, Port Worth
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales Dept.	J. A. Brownell, Houston
Marine Dept.	{ A. L. Jimenez, Port Arthur
	{ H. Norris, New York
Legal Dept.	H. Tomfohrde, Houston
Treasury Dept.	Lee Dawson, Houston
Comptroller's Dept.	{ B. E. Emerson, Houston
Insurance Dept.	{ P. A. Masterson, New York
Sales Dept. S. Territory	C. M. Hayward, New York
Sales Dept. N. Territory	R. C. Galbraith, Houston
Asphalt Sales Dept.	Personnel Committee, N. Y.
Export Dept.	{ C. E. Murphy, New York
	{ J. B. Nielsen, New York
Purchasing Dept.	{ J. A. Wall, New York
	{ J. T. Rankin, Houston
Railway Traffic Dept.	J. M. Fleming, Houston
Producing Dept.	Otto Hartung, Houston
Pipe Lines	Fred Carroll, Houston
The Texas Steamship Co.	A. R. Weber, Bath, Me.

### REFINING DEPT.

Our new Assistant General Superintendent, W. S. S. Rodgers, Jr., arrived at Port Arthur Works on February 16. Our hearty welcome is extended to him.

January 17, 1921, Mr. James Russell, of the shipping department, and Miss India Wilcox, formerly of the telephone office, Port Arthur Works, were united in marriage. Our best wishes and heartiest congratulations to them.

February 11, 1921, Mr. James Albares, of the Car Shop, was married to Miss Orville Welch of this city. This came in the form of a surprise, as they went to Beaumont for the ceremony.

February 27 Miss Mary Correll and Mr. W. F. Earnest were married at the Covenant Baptist Church in Chicago. This is merely a formal announcement and matter of record, as everyone knew it was going to happen.

We are sorry to report that Miss Mercedes, our efficient visiting nurse, had to be taken home to Lake Charles on account of a serious illness. We hear she is recovering as well as could be expected.



Cafeteria—Port Arthur Works

Friends and fellow workmen of J. W. Bailey extend their deepest sympathy to him in the loss of his young wife, who died February 10 after a short illness of pneumonia.

There is an A. F. Brewer, Jr., now, who arrived in Boston, Mass. on February 9.

We think it is very early to take a vacation, but every one to his taste. We hope the following gentlemen are making the best of this delightful period: J. C. Dunagan, F. Justice, Dan Wilkox, Joe Gonauron, Joseph Broussard, G. W. Collier, R. E. Luders and J. B. Blandford, after spending about eleven months at Port Arthur Works, have returned to the Northern Terminal Division.

### WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF FEBRUARY, 1921

Refined—Coastwise.....	644,733 bbls.
Refined—Foreign.....	386,168 bbls.
	<u>1,030,901 bbls.</u>
Crude—Coastwise.....	67,841 bbls.
Total.....	<u>1,098,742 bbls.</u>

**BAYONNE TERMINAL.**—During the last month our Terminal has been the scene of so many sad farewells and greetings of welcome, that we are wondering whether we are coming or going. We are proud of our organization and gratified with the promotions which have been won by several members of it.

First of all, Bayonne Terminal is proud of H. M. Herron. Although Mr. Herron was officially Superintendent of the Delaware River Terminal at the time he was appointed Assistant General Superintendent of Northern Terminal, he was really a member of the Bayonne organization up to so recent a time that we claim him as our own. Mr. Herron came to Bayonne Terminal from Port Arthur in the capacity of Assistant Superintendent in August, 1917, and stayed with us until Nov. 1, 1920, when he was made Superintendent at Delaware River. On leaving Bayonne, he was presented with a gold watch and chain by the employes of our Terminal.

S. Hallager left Bayonne Feb. 1, 1921, to take up new work as Superintendent of Delaware River Terminal. It was a case of being both glad and sorry,—glad for his merited promotion and sad at his going. Except for short intervals, he has been here practically since The Texas Company started operations at Bayonne. He knows every nook and corner of Bayonne Terminal. In bidding him farewell, many of the employes both of office and plant, displayed oratorical ability not formerly suspected. Mr. Hallager was presented with a handsome silver service set.

Another to whom we bade farewell was our Engineer, Michael Halpern, who has been appointed Assistant Superintendent at Providence Terminal. Mr. Halpern had been with the Bayonne plant since he left college and had grown to be part of the terminal. "Mike" was a good engineer, everybody knows, but when it came to tickling the ivories.—"Oh, how I miss you, dear old pal of mine". To quote Mr. Simpson, "As an engineer, Mike, you are a good piano player." In a very appropriate speech Mr. Halpern thanked the organization for the silver service set with which he was presented.

We feel sure that all three of these men will have a warm spot in their hearts for the Bayonne

## TEXACO STAR

plant, and Bayonne will always remember them with pride.

Among the new arrivals we wish to mention J. W. Riseden, formerly Superintendent of Jacksonville, Fla., now our Assistant Superintendent. If height counts for anything, "Big Jim", as we understand he is familiarly known, is going to be a winner. Welcome to our city, Mr. Riseden.

P. Beall, formerly engineer of Providence Terminal, is coming to Bayonne to take the place of Mr. Halpern.

Our old friend, William Dowling, is stopping off with us *en route* to his new position as Assistant Superintendent of Norfolk Terminal.

Are you wondering who the rnan with the sunny smile is? Why that is J. J. Folan, Chief Clerk of Portland Terminal, who is learning how we do things at Bayonne, while J. W. Horan is now at Portland Terminal carrying them out.

Another one to make the change from the "great city" to the "wilds" of Bayonne, is J. R. Alexander who is now one of us.

A real Texaco surprise party was given the Hallager family before they left Bayonne. Mrs. and Mrs. Manley entertained the Hallagers for dinner, and on their return home Mr. Hallager was pleasantly surprised to find the place occupied by about thirty-five of his co-workers and friends. A most enjoyable evening was spent, and we feel certain that at least one, whose birthday it happened to be, will remember this party for a long time to come.

An instance of the fairness of Bayonne Terminal employees was exhibited in the recent movie star contest run by the New York Journal. Mr. Tilden had named every one of the stars correctly up to the fortieth, but at this point his keen conscience asserted itself and he withdrew. His explanation was that he was personally acquainted with all the managers of the local movie houses and in this way managed to get around the screen and meet all the movie stars.

We give the bowling scores for games played between Bayonne Terminal and New York Office at Bayonne on Feb. 16:

BAYONNE TERMINAL				NEW YORK OFFICE					
Farrell	158	198	144	500	Sweeney	182	196	226	604
Woodruff	164	217	170	551	Gilsenan	149	183	155	487
Simpson	139	168	147	554	Wittler	189	158	189	536
Bucina	189	158	171	518	Sturm	169	136	169	474
Ford	185	194	184	563	Falk	134	150	232	516
835 935 816					823 823 971				
Total 3 games; 2,586					Total 3 games; 2,617				

The New Yorkers won the first leg of the match by 31 pins, but they have still to meet Bayonne on the New York Office alleys, which gives the New Yorkers the advantage. A stiff game is expected, and all interested may come to see it. The New York bowlers noted with interest that Bayonne Terminal has some classy rosters and it is hoped that they will follow their team when it goes to New York.

**PROVIDENCE TERMINAL.**—We extend a hearty welcome to Mr. Halpern, our new Assistant Superintendent.

January 27, 1921, marked the departure of Mr. Dowling, Assistant Superintendent of Providence Terminal since July 1, 1917, to take the same office at Norfolk Terminal. Mr. Dowling was presented with a wardrobe trunk as a token of the esteem and good wishes of his associates. Mr. Sandford voiced the sentiments of all,—mingled feeling of regret and happiness, of regret that Providence was losing so good a man, and of happiness that it was a promotion for him and that the Texaco Family at Norfolk would be greatly benefited. In his thanks for the gift, Mr. Dowling said he prized it very much for the sentiment it expressed, and he expressed his regret in leaving a terminal where so much had been accomplished even against the great odds caused by war conditions. He highly commended all the men who had given such hearty support and acted with such loyal cooperation. He told how

the boys as they went to war were sorely missed, and as they were mustered out after the war how gladly each was welcomed back to the fold. As a last request, he asked that each one would give the new man taking charge of his work the same hearty cooperation they had given him.

P. Beall, Chief Engineer at Providence Terminal since March 17, 1919, has been transferred to Bayonne Terminal. Before his departure he was presented with a beautiful watch, a gift from the employees of the Terminal. A very fitting presentation speech was made by Mr. McAnall voicing the sentiments of the co-workers of our departing friend, who in turn spoke of his regret at leaving Providence Terminal where he has spent many happy hours.

Walter Curtis, Head Tester, has been transferred to Delaware River Terminal for a two-months stay. We hope you enjoy your trip, Walt, and will welcome you back when your two months is up.

The employees of Providence Terminal extend heartfelt sympathy to E. Gough for his recent bereavement.

**NORFOLK TERMINAL.**—Mr. Evans is back at his old stand at the Gate, after a severe illness. He is a favorite and looked mighty good to many as they rang in on the day of his return.

We are glad to see Dick Lawing back with us after his injury. He was accidentally shot while on a hunting trip.

C. C. Morgan, formerly our Storekeeper, has been transferred to the Railway Traffic Department in New York. Mr. Morgan is an old railroad man and will find his work very interesting and congenial. He had made many friends here who wish him well.

H. F. Randolph, our new Storekeeper, formerly of Marcus Hook, is rapidly getting acquainted. He is one of our baseball hopes for the 1921 season.

P. L. Gumaer, of the New York Office, once a star of Stevens University, has been transferred to Norfolk as Power Engineer. Also E. H. Della Valle, of Providence Terminal, has been transferred to our construction department. He, too, is athletic, having been a football and basket ball star of the Rice Institute, Houston, Texas.

P. L. Drake has left us for Oklahoma. He was an active factor in social and physical welfare. He did something every time there was something to be done (and that is the force that raises the morale of any group), driving persistently forward in the face of every obstacle, fresh and ready the next morning after every trying day to make the best of the one to be faced. His interest in all sports, particularly his active leadership in baseball, won loyalty and fighting spirit that made our team of 1920 a factor in the Norfolk City League and a desired opponent by many teams of this section. We were never beaten until the umpire had called the last man out, and no team felt safe until they knew the game was all over. He carried the good wishes of the large gathering he confronted to say good bye.

**A Time for Moderation.**—"I believe in free speech," exclaimed the vociferous man.  
"So do I," rejoined Uncle Bill Bottletop; "so do I. But free speech reminds me of the free lunch in the old days. You hate to see a man making a pig of himself just because something's free."

## TEXACO STAR



A few of the 22,467 bales of cotton ginned on the Taft Ranch during the year 1920  
The Taft Ranch is an extensive user of Texaco Products. Photo from Salesman D. K. Dodge.

### RAILWAY SALES DEPT.

Everything moving as smoothly in this Department as a Texaco-lubricated engine. The Boss is making a new record for traveling. "Hal" Noble is limbering up fast at Chicago.

Through the courtesy of the *Chicago Tribune*, we have distributed office hangers to our various offices bearing the slogan "1921 Will Reward Fighters".

We have got so in the habit of welcoming a new stenographer to E. B. Joyner's office each month that we feel lost this month at not being able to accord the usual welcome. However, we congratulate E. B. and hope his present secretary "stays put".

Our new booklet, *Lubrication Guide for the Railroads*, is being distributed to railroad men, being a complete guide to "the right oil for the right place." A clothbound booklet with gold lettering is being sent to purchasing agents for their use.

### SALES DEPT. S. TERRITORY

**HOUSTON DISTRICT.**—Marine Salesman G. W. Horton reports a pleasant and instructive trip to Gulf and Atlantic seaports, in company with General Marine Salesman C. P. Dodge, Jr. He says bright lights in New York are bright all right.

Marine Salesmen A. B. Fields of Port Arthur and Q. C. Sanders of Houston are certainly livening things up. Good luck to both of you.

Mr. and Mrs. Horace S. Wood of Asherton announce the arrival of Martha Jane on Jan. 23, 1921. Contratulations!

L. E. Weber has been checked in as Agent at Calvert vice T. J. Brock resigned, and A. H. Strahl has been checked in as Agent at McAllen vice P. P. Phillips resigned. We welcome these gentlemen into the ranks of Texaco.

Salesman S. M. Little is having a little sojourn in El Campo acting as Agent, vice W. H. Hilton resigned.

**DALLAS DISTRICT.**—The entire Texaco Family extends to Mrs. L. L. McClung its deepest sympathy on account of the loss of her husband, L. L. McClung of Palestine Station. Mr. McClung was driving a tank wagon on February 11, when crossing the I. & G. N. Railroad tracks at Palestine his wagon was struck by a switch engine and although he jumped he was unable to get to safety. He was instantly killed.

Mr. McClung's death is felt by all of his friends both in Palestine and Rusk where he formerly lived.

Dallas Office was honored by a visit in February from Assistant Managers W. H. Wagner and W. E. Bradford, Department Agent G. M. Worthington, and Supervising Engineer D. F. Beaman, of the Home Office, and S. E. Monroe, Superintendent of Houston District. We were mighty glad to see you, gentlemen, and hope we may have the pleasure again soon.

Our D. O. was agreeably surprised by a visit from Lubricating Assistant Wm. Reynolds, of Atlanta District, on his way to Houston. Come again, Mr. Reynolds, and don't make your stay so short.

### AGENTS WITH 100% COLLECTIONS FOR JANUARY

Albany	E. D. Lieb	Marlin	Roy Eddins
Baird	F. L. Walker	Mineola	J. M. Heard
Ballinger	Lee Butler	Paris	W. L. Fitzgerald
Big Springs	T. W. Ashley	Pecos	W. P. Flugin
Brady	J. C. Gahagan	Post	J. O. Ray
Canadian	John Caylor	San Saba	B. C. May
Coleman	R. D. Johnson	Quannah	C. F. Winbury
Colorado	D. R. Hart	Seymour	T. S. Herrell
Comanche	O. H. Donaho	Stamford	W. R. Donaho
Cooper	F. M. Figg	Stephenville	H. P. Cole
Copperas Cove	J. A. Brooks	Sterling City	R. P. Brown
Dublin	F. A. Wieser	Tahoka	W. G. Tarrance
Eastland	R. F. Jones	Terrell	Hugh Cowan
Ennis	J. R. Williams	Texarkana	R. E. Haller
Ferris	H. R. Crumley	Texline	M. C. Rule
Goldthwaite	M. R. Weatherby	Troup	L. J. Bridges
Greenville	Geo. Simpson	Waco	H. L. Wagoner
Hamilton	C. R. Taylor	Wasahachie	C. Trentham
Hamlin	G. G. Hall	Weatherford	H. L. Tate
Hereford	C. P. Cockrell	Wilmer	C. L. Wilkerson
Hillsboro	T. F. Autrey	Winters	J. G. Key
Leonard	A. A. Davy		

### OKLAHOMA DISTRICT.—The Jubilee:

"The tumult and the shouting dies,

The captains and the kings depart!"

"The greatest meeting ever held!" "The most interesting convention ever attended!" "More pep than ever seen!" These were remarks of our visitors at the Jubilee. And such an array of officialdom! We are proud to report the visitors from other Districts:

W. H. Wagner, Houston	S. E. Monroe, Houston
W. H. Noble, Houston	P. H. McNemer, Dallas
W. E. Bradford, Houston	Wm. Reynolds, Atlanta
G. M. Worthington, Houston	F. D. Gatchel, New York
W. E. O'Neill, Houston	M. A. Dyer, New Orleans
D. F. Beaman, Houston	R. E. Armstrong, Denver

It made old Oklahoma glad to see its Jubilee such an event as to attract so many from the other Districts.

Our Agents and Salesmen, after reviewing the sales end, became refinery experts through that

## TEXACO STAR



Big Jubilee of Oklahoma District Agents and Salesmen held at West Tulsa Works

tour conducted by Messrs. W. K. Holmes and J. P. Noble. We know the trade will hear of this Jubilee in more ways than one.

And then the speeches! We're glad Chauncey Depew wasn't present, he would have turned green with envy. Sam Monroe's talk on Specialties shows that a man can come back! The Refining Department's banquet, the Quartet, the Minstrel Show and that Black Boy from Kansas, the Dance, and all the other memories will give us things to talk about for months to come. We enjoyed this meet immensely and we have

"A little hope that you and I  
May have another bye and bye."

Leading Tank Wagon Motormen for January: F. Gladden, Pine Bluff, Ark.; S. P. Cearley, Hot Springs, Ark.; S. Simpson, Little Rock, Ark. Again we say, Hurrah for Arkansas! Change the name of Arkansas? Never!

We are glad to report the arrival of C. A. Horton, new Agent at Camden, Ark. Station, who takes the place of R. A. Stacey, Jr., transferred to Henryetta, Okla., vice W. J. Schultz resigned.



A Striking Contrast

The smoothly moving "Car With Texaco Education" was followed by a car that "Never Saw Texaco" jangling noisily along on one bare rim.



Ready for the Parade

One of the biggest features of the jubilee was the parade in which over forty pieces of bright red Texaco equipment, shining like new dollars, took part. The parade wound through the main business section of Tulsa creating a world of comment. A jazz band in one of the front trucks made every one come to the windows.

# TEXACO STAR

## Births in Oklahoma Texaco Family in February:

Born to Mr. and Mrs. H. F. Faerber, of Oklahoma City, on Feb. 20, an 8-lb. baby girl. Little Marian Ruth is a welcome addition to our Family. Of course, Chief Clerk Faerber can't make a "second" H. F. out of her, but he is proudly handing out the cigars just the same.

Gordon J. Morrison arrived at the home of Mr. and Mrs. L. H. Morrison of Nowata, Okla., Feb. 8, weighing 7½ lbs. A long and happy life to you, Baby Gordon, and our warmest congratulations to Father and Mother.

Joy Carlen arrived at the home of Mr. and Mrs. L. C. Riley, of Rogers, Ark., Feb. 15. Hurrah for Arkansas. Oklahoma sends congratulations.

The District Office got a telegram the other day which was sent from Ft. Smith, Ark. by Agent A. W. Wilson of Hugo, Okla. The wire was a surprise, for it read as follows: "Married today (15th) be back in Hugo Monday or Tuesday." Now that's making hay while the sun shines. Congratulations to the Wilson Family, may their path be bright.

In the D.O. mail received one Monday morning:

Mr supt Dodge Texas Oil Comp

Dere Mr supt Dodge

i recd your invitashun to be attend the jubilee at Tulsej in january and i am a small merchant living at Tombigbee & run a black smith shop to gether with my gaslene pumpst just wun yere ago Mr supt Dodge wun of them there smart drest drumers of yourn cum to me and sed bye a car, you need it even if you cant pay fer it i was not so sur of the first but was of the last so i sed i didnt wunt wun but he kept nagin and told me of sum knew fangled club he had joined, sumthing like a car lode club, and told me to take a car i did and have bin snloed under it ever since therofor why i couldnt be at your jubilee, furthermore if you have another jubilee next yere dont send me a tickit cause i will still be bizy sellin the uthr 65 barrels of oil. Hank Simpson down at Kelly Switch sent ward to me today buy his oldest boy john to tell you if your co. ever run out of oil to move to his genl store general cause it has so many stars round it, he let wun of your city slikers side track a car on him hopping to be abul to see you in 1920 an you wunt let your drumers bothur me meenwhile i am yrs trully,

Joshia Perkins,  
Tombigbee okl Febr 11 1921

**DENVER DISTRICT.**—Mr. Bain calls ye Correspondent's attention to the fact that his girl is a *boy*, instead of as reported in the February issue.

Denver Station Truck Driver Louis Hildendahl announces that he is the father of a 10½-lb. boy. Congratulations.

General Salesman W. L. McCamly has just returned from Salt Lake City, where he has been working with the Inter-Mountain Electric Company, our



Tank Wagon Driver William Seaman, Sheridan, Wyo.

Mr. Seaman died suddenly on January 24 of acute indigestion and heart trouble. He began working for The Texas Company September 11, 1920, and was always ready to do his part toward furthering the interests of the Company and made many friends and customers. He will be missed by all who knew him.

exclusive agents in that territory. He reports a profitable trip and says the Inter-Mountain people have a wonderful organization for distributing our products. While there he had the pleasure of attending one of the Company's monthly dances.

## 100% COLLECTIONS FOR JANUARY, 1921

Berthoud, Colo.	Ag't I. C. Sindt	Sales'n A. K. Williams
Ft. Morgan, Colo.	Ag't R. L. Smith	Sales'n J. B. Harris
Haxtun, Colo.	Ag't W. F. Miles	Sales'n J. B. Harris
Lowell, Ariz.	Ag't J. E. Brophy	
Telluride, Colo.	Ag't H. H. Ford	

Excellent showings made by a goodly number of other agents and salesmen entitles them to commendation. Look for their names in the 100% list next month.

This correspondent has often thought when puzzling over some name or amount appearing in a Daily Sales Report (S-180 or S-252) how much easier things would be, did the person writing the report consider that the people in the D. O. are not clairvoyants nor handwriting experts. When you think of the time lost looking up names, amounts, etc., because of poor writing, it seems to me that some representatives should give their reports the "once over", and, if lacking in clarity, should re-write, or better still print them, and thus lighten the burdens of their slaves in the D. O. Salesmen and Agents, take notice!

Agent Cyrus S. Bowman, Omaha, Neb., reports this:

A gentleman left his card at their home and afterwards the following conversation took place:

Jane.—Mamma, what does it say on that card?

Mamma.—It says Leslie B. McCown.

A few minutes later:

Little brother.—Jane, what does it say on that card?

Jane.—Let's be a clown.

**NEW ORLEANS DISTRICT.**—Milton Trowbridge, lately General Salesman, City of New Orleans, was made Agent at New Orleans on February 15, *vice* Rene Comeaux transferred to Marine Sales. This change is bound to be of mutual benefit. Mr. Comeaux's ability to speak French, with his qualities as a salesman, should enable him to be more than a success in his new field. Mr. Trowbridge's past record assures increased efficiency at New Orleans Station. Every agent and salesman in New Orleans District has resolved to show improvement this year to the extent of at least 10%.

Agent John Morson is busy looking after both Greenville and Clarksdale (Miss.) stations. This new arrangement gives promise of excellent results.

About the time this issue of the *Star* goes to press R. H. Martin, Agent at Houma, will be acting in the same capacity for Morgan City and Houma (La.) stations.

Both Martin and Morson showed splendid results last year at their respective stations.

New Orleans D. O. transmits the following, as pertinent to the present situation, but the clipping does not show the magazine from which it was taken:

I was talking with a man the other day who knows the business game through and through. He said that we were passing into a period when good men would have their opportunity and poor ones would be weeded out. Salesmen, he said, had been more or less "order takers." Hereafter they will have to get out and hustle.

Then he added: "I would rather have a salesman with flat feet and fallen arches than one with manicured nails."

## TEXACO STAR



Jacksonville, Fla. Station

Agent P. A. Jones (at extreme right) stimulates all to loyalty and service. Salesman Patterson, the big fellow in front of the Dodge, makes Texaco quality his most efficient wallop.

ATLANTA DISTRICT.—We have read President Beaty's letter in the February *Star* regarding employees owning stock in other oil companies. We easily see the justice of this ruling, but several employes here, unaware of the ruling, purchased small amounts of stock in "wildcat" companies. They are now trying to get rid of them, but unfortunately the stocks have no value. They can not even give them away. So we shall probably have a sacrificial fire, with the burners mourning about what they might have bought with the cash paid for these "scraps of paper."

Chief Clerk A. L. Prickett was married on January 22, 1921, to Mrs. Bess Cowan of Atlanta. And (whisper)—the other night we saw him going home with an armful of groceries.

Our D. O. audit will soon be finished. Right now everyone is doing "his darnedest" to make 100% verification of accounts. For a time we hoped for 100% collection of accounts, but have given up

that hope. To collect money in a section where cotton is the most important product, under present conditions, is, to say the least, *most difficult*. For a while the writer was tempted to weep tears of woe. But business seems to be holding up fairly well, and fresh eggs are selling at 33 cents per dozen, so possibly things are not as bad as they seemed. At any rate, one cheering thing we have noticed is that people are now working harder than they have worked in the last few years. "Good jobs" are scarcer than they have been, which makes us all "put out" to hold ours.

In the February issue Oklahoma District calls our attention to a commendable sale of Cordage Oil on the part of one of its salesmen. Wait until General Salesman L. B. Bennett has finished installing his "Success Sales System" in Atlanta and we'll see if we can't have him make a little better record than the one referred to.

At last it has passed the stage of cartoons in the "funny papers". And possibly in twenty years or so we can tell our children that we saw the dawn of "Blue Sundays." A signboard on one of Atlanta's principal streets reads: "Do you play cards on Sunday? If so, you are outside the Law."



Rome, Ga. Station

From February 9 to February 14 this station was under water from the overflow of the Etowah River. Fortunately no damage was done.

We look for the question to come up almost any time now as to whether it is proper for a Democrat to marry a Republican.—*Tulsa Tribune*.

"The man who is always demanding all that he earns is likely to forget to earn it."

Sign in Shop Window.—"Before you buy pants, come in and see ours."

"I did," says Inquisitive Ike, "and there wasn't a dern man clerk in the place, so I bought a pair and went out."—*The Rig and Reel*.



Jacksonville Electric Service Company

One of the largest distributors in Jacksonville, Fla. They believe that quality with good service is the road to success—hence Texaco Motor Oils.

# TEXACO STAR

SALES DEPT. NEW YORK DISTRICT.—  
N. TERRITORY Stamford Territory reports  
that great interest is shown  
in the Correspondence Course. Several  
men have completed Section 3, and those  
who have finished this section are unani-  
mous in their opinion that it deals with  
matters of vital interest.

A meeting of Agents, Salesmen, and Mechanics  
of Albany Territory was held at Albany in Repre-  
sentative H. S. Gruet's office on February 15. It was  
a very profitable meeting.

A meeting of Newburgh Territory was held in  
the Masonic Temple at Newburgh on January 25.  
Guests: Superintendent J. P. Gruet, Ass't Sup't  
D. L. Keys, Creditman A. D. MacDougall, C.  
Brettell of Motor Equipment, Representative H. S.  
Gruet of Albany, Traveling Ac't L. N. Beckman.

## PROGRAM

J. P. Gruet.....	General Conditions.
D. L. Keys.....	Lubrication Problems.
A. D. MacDougall.....	Credits and Collectivns.
V. T. J. Knapp.....	Station Coöperation.
L. N. Beckman.....	General Accounting.
A. Winters.....	You're grown up now, Don't run to Father.
C. Brettell.....	Equipment.
H. S. Gruet.....	Watch Albany!
B. J. Schwalback.....	Pumps and Tanks
F. Beck.....	Making a "Come-back"
G. W. Pitts.....	Service
D. S. Forson.....	Appearances
W. W. Bauer.....	How do you do it.
W. G. Marsden.....	Collection of Accounts.

It was an "Open-Forum, Get-Together" meet-  
ing, everyone asking and answering questions. There  
is every indication that Newburgh will travel the  
road of real efficiency in all things. Lack of space  
forbids any report of the discussions or of the re-  
marks of the Agents, and of Messrs. Knapp and  
Marsden on the subjects discussed. They were  
fine, and showed each man striving to operate  
economically to the permanent advantage of the  
Company, considering not only the present but  
the future.

## 100% COLLECTION EFFICIENCY

Everything on "A" List December 31 Collected in January			
A. E. Guffin	Agt.	Amsterdam	Albany Territory
E. G. Simmons	Agt.	Chatham	"
F. T. Spencer	Agt.	Cobleskill	"
F. J. Gohl	Agt.	Hudson	"
A. L. Baumes	Agt.	Saratoga Spgs.	"
J. A. Davis	Agt.	Schenectady	"
E. M. Daley	Agt.	Ticonderoga	"
E. J. Delahay	Agt.	Watervliet	"
J. F. Keenahan	S'n	Albany	"
M. Le Ville	Agt.	Cooperstown	Syracuse Territory
J. J. Cunningham	Agt.	Ogdensburg	"
L. E. Cleland	S'n	"	"
D. S. Forson	Agt.	Newburgh	Newburgh Ter.
V. T. J. Knapp	S'n	Middletown	"
W. W. Bauer	Agt.	Port Jervis	"
G. W. Pitts	Agt.	Middletown	"
G. E. Davis	Agt.	Millerton	Stamford Territory
John Nichols	Agt.	Mount Kisco	"
H. B. Hudson	Agt.	New Rochelle	"
W. R. Walker	Agt.	Peekskill	"
J. J. Dennehy	Agt.	White Plains	"
A. N. Doyle	S'n	Danbury	"
J. D. Brown	Agt.	Babylon	Long Island Ter
W. F. Sinderhauf	Agt.	Mineola	"
G. A. Jackson	Agt.	Riverhead	"
F. C. Mott	Agt.	Sag Harbor	"
L. H. Wolf	Agt.	Perth Amboy	Newark Territory

We had the pleasure of a visit from C. P. Dodge,  
Jr., General Marine Salesman for Southern Terri-  
tory, who was accompanied by G. W. Horton,  
Marine Salesman at the port of Galveston. These



At the Marine Exposition, Grand Central Palace

Our Government and Marine Sales Division had  
an attractive booth, under the supervision of  
Frank J. Shipman, at the Third National Marine  
Exposition, in the Grand Central Palace, New York  
City, during the week January 24 to 29.

gentlemen were with us during the week of the  
National Marine Exposition in New York, and  
during the previous week they had attended the  
Marine Engineers Convention at Washington, D. C.

The stork visited the home of Salesman F. E.  
Hutcheon on January 19, and left a son. Con-  
gratulations.

To properly balance the Texaco family, a baby  
girl was born to Mrs. James MacLachlan on Janu-  
ary 25. We understand her name is Evelyn  
Gertrude and she weighed 7 lbs. 12 oz. at birth.  
We congratulate the proud parents.

Thomas J. Russell, Representative's Clerk at  
Albany, has had an addition to his family in the  
form of a 7-lb boy. Congratulations

The Texas Company Basketball team representing the New  
York Office is the first we have ever had, but it is making an  
excellent record. Our team has entered the Industrial Basket-  
ball League of New York City, which is composed of the  
strongest commercial teams in town. We are in undisputed  
possession of second place, having won two games and lost  
one. The H. W. Johns-Mansville Company team leads the  
League, having won three games and lost none. We play  
them on March 1 and shall make every effort to pull them  
down a peg. A beautiful loving cup and seven solid gold  
medals are at stake for winning the pennant, and we are going  
to do our best to have those little emblems around T. T. Co.  
departments. A large number tried for the team. The follow-  
ing survived, and upon them rests the burden of bringing  
the Championship to The Texas Company:

Lyke, f.	Gaffney, f.	Medley, g.
Burns, f.	Schult, c.	Maresca, g.
Metzner, f.	Lanchantin, c.	Brauna, g.

"Bill" Waldis is Manager and T. H. Reid is Business Mgr.



Herkimer-Mohawk, N. Y. Station

Left to rt.: Representative Pencher, Traveling Ac-  
countant Galvin, Chauffeur Quinn, Agent Mosher.

# TEXACO STAR

## BOSTON DISTRICT



Providence, R. I. Refined Station—L. C. Carman, Agent

The Providence Station has only two 10x30 tanks because they receive their gasoline and kerosene through a pipe line from the Terminal a short distance away.



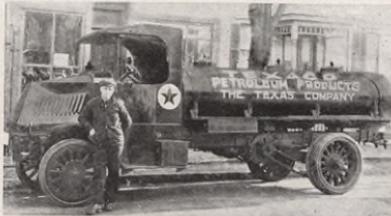
James O'Brien and his horses Teddy and Joe Pete

At Providence Refined Station is a tankwagon driver who holds the record, as far as we know, for continuous service in that capacity. James O'Brien, commonly known as Bo-Ko, has been driving tankwagon for thirty-seven years, during seven of which he has been employed by The Texas Company at Providence, R. I. He is a hard worker and devoted to his two favorite horses.



John Murphy and his 3 1/2 ton truck

Mr. Murphy has put out as high as \$6,000 gallons of gasoline in a month. He can bucket kerosene and gasoline faster than any other man at Providence Refined Station. He has been working at this Station about 8 years and has made an excellent reputation for himself through his sunny disposition and his willingness always to work a little extra for The Texas Company.



Tank Truck A-325, Springfield, Mass.

Truck A-325 at Springfield, Mass. Station has been in continuous service for two years and has covered 22,000 miles. When ordered to our repair shop for overhauling it was found to be in excellent condition due to the careful handling given it by Driver Walter J. Maynard.



Home of the Pittsburgh District Office  
Chamber of Commerce Building, Pittsburgh, Pa.

**PITTSBURGH District.**—We assume, of course, that everyone knows there has been a Pittsburgh District since September 1st, 1920, with Superintendent G. L. Clifton at the helm. We have been a little timid about breaking the ice and dropping into the *Star*, and then too we've been very busy.

Mr. C. M. Shubert of New York, Real Estate Agent, was of material assistance in securing our present quarters in The Chamber of Commerce Building. The latch-key will always be found on the outside for our friends at Room 601.

Chairman J. T. Groves of the Personnel Committee was one of our first visitors. In a very interesting talk he explained to employees of the District Office, many of them new in the service of the Company, the work of his Committee and the relation of the Company to its employees.

Since the organization of this District it has been our pleasure to number among our visitors L. A. Jacob, Geo. R. Rowland, H. J. Wilson, and Dr. Emmons.

The first meeting of Agents and Salesmen was held in the District Office on February 5, Superintendent G. L. Clifton presiding. Present: J. T. Groves and J. Van Santvoord of New York; Chief Accountant Worley; Agents J. W. McGuire, A. L. Thompson, L. L. Scott, and W. L. Heinz; Salesmen P. B. Bowman, G. W. Mullins, P. B. Killian, F. C. Colby, J. M. Cunningham, Geo. A. Orr, and H. B. Longshore; Engineers F. W. Smith, A. Hitchins, and C. B. Worthen; Ass't Agent Jacobucci.

The importance of adjusting ourselves to meet the new business conditions as we find them today was strongly impressed by Mr. Clifton.

Mr. Groves, whom we had the pleasure of having

## TEXACO STAR

with us on this occasion, presented convincingly the advantages of the Sheet Reporting System for the new salesman.

Mr. Van Santvoord outlined fully for us The Easy Pour Can Contest.

Chief Accountant Worley spoke on the relation of the Accounting to the Sales Department.

We regret that Mr. Parker, General Lubricating Assistant, was unable to be with us.

C. B. Worthen has recently assumed the duties of Automotive Engineer in this District, headquarters at Cleveland. H. B. Longshore has been transferred from Acting Agent at Detroit and now covers the City of Cleveland as Motor Oil Salesman.

Salesman S. D. Eccleston, brother of H. D. Eccleston of the New York Office, resigned on February 1 to make other connections in Chicago. Our best wishes go with him.

To "Dave" De Rosay, formerly of Boston District and a member of the Relay Team, are accorded first honors. His athletic activities will now be confined to walking the floor. Yes,—it's a boy and we understand the image of "Dave". The date,—Jan. 25. Congratulations.

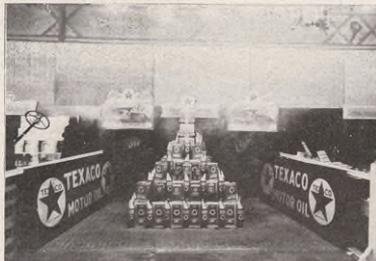


Exhibit at Cleveland Automobile Show—Jan. 18-20, 1921

This is the first show in which we have participated as a District. Our attractive display was arranged by Agent A. L. Thompson of Cleveland assisted by Salesman Orr.

**PHILADELPHIA DISTRICT.**—The employees of the Camden Station held their annual dinner party on January 26 at Bookbinder's, Philadelphia. The dinner was followed by a theatre party at Forrest Theatre. This is an idea carried out by employees of this Station at their own expense and shows that coöperation and good fellowship prevail.

The dinner was presided over by C. O. Bunting, and great enthusiasm was aroused by the speeches in accordance with the following program:

"Achievements of the Camden Station."—T. A. Byrne, Agent.

"The Texas Company—Its Aims and Policies."—C. R. McCarthy, Superintendent.

"The Loaned Equipment Situation."—F. J. Doran, Ass't Sup't.

"Solicitation of Business."—E. Nielsen, Ass't Sup't.

"The Curtailment of Operating Expenses."—S. E. Moudy, Ass't Sup't.

"Credits and Collections."—D. J. Woodfall, Chief Acct.

But the greatest treat of the evening was the unexpected humorous speech of B. J. Carr and the more serious one of J. M. Barefoot, Jr.

At the theatre the guests from Philadelphia were treated to a surprise when Raymond Hitchcock, the star of "Hitchy Koo", referred to them from the stage in an intimate manner. The question of the evening was: Who tipped him off.



Camden, N. J. Station Employees Annual Dinner at Bookbinder's, Philadelphia.

Camden Station had an 83% increase in gallonage for 1920 over 1919.

The employees of Camden Station extend their sympathy to Clerk-Cashier Wright for the sudden death of his father.

Ellwood Mead, Camden's star chauffeur, forgot his troubles with L-275 long enough to sneak off and get married, which caused David Woodruff to comment, "I knew that crazy kid would do something yet."

Mr. and Mrs. Fred H. Hinds, Greencastle, Pa., received a gift last December in the form of a 10-lb. baby boy. Congratulations, Fred, may his future be happy and prosperous.

"Charlie" Schaefer, our Traffic Clerk, held up the stork on its way South and "cribbed" a fine little "stenog", and, believe us, he will take dictation from her.

"Joe" Daly of the "Lub" is a salesman in the making and we do hope he makes good. He's a "regular feller" and deserves the chance to go to school once again. When the chance comes to a good friend, you learn and understand that our Company means just what it says: "We'll help you if you help yourself."

Well, whaddaya know folks, Eddie Murphy, of Lub Sales Supervision, whose engagement was announced in the January issue of the *Star*, got so excited over seeing his monicker in print that he hid himself away and got tied up to the sweetest li'l girl in New York Town. Even Houdini couldn't extricate himself from such a tie-up, so we guess Ed will just have to sit tight and grin and grin and grin. We extend our heartiest congratulations Ed, and hope that all your troubles may be little ones.

Owing to the inclement weather we are having in this District, Agent Richards of Hagerstown, Md. Station is enjoying the comfort of his two-dollar raincoat purchased in Philadelphia during the Company's outing in September.

Kelly of the Credit can fill your ear about "That there son of mine." There is no one can tell it like Kelly can. If "that son of mine" grows up to be like "Pop" he sure is going to be some boy.

Boys, lay in your supply of iodine and arnica, for it is a known fact that there is going to be a shortage in these commodities. "Teddy" and "Walter" our billers have taken up boxing and hit with the thumb sticking out.

Kelly is Salesman Lamont's version of how Agent J. J. Malloy will address the boss after the old trucks are replaced at the Trenton, N. J. Station:

"See our Mack are they" (C. R. McCarthy) any more for the Trenton Station?"

Of course this is inside information that the old trucks are going to be replaced by brand new Macks direct from Allentown, Penna.

There is a standing offer of \$500,000 to anyone that catches "Smiling Bob Bennett" without a smile. His advice to the "glum" with a grouch is this: "Smile and the world smiles with you, snore and you sleep alone."

## TEXACO STAR

**NORFOLK DISTRICT.**—On January 31 the employes of our District Office formed the "Texaco Club," and elected officers for the current year:

D. T. Glenn, President.  
G. D. Capps, Vice-President.  
F. H. Craft, Secretary.  
R. M. Hall, Treasurer.  
J. R. Walker, Sergeant-at-Arms.

The object of the Club will be to promote fellowship among the employes by having them come together at monthly smokers. It is proposed to have interesting and instructive addresses by outsiders as well as by members of the Club. "All for Each—Each for All" (with apologies to the Star) has been adopted as the motto of the Club.

In addition to monthly smokers, quarterly entertainments will be held, dances, theatre part es, banquets, or other functions equally enjoyable.

The officers of the District Office at their suggestion were entered as regular members of the Club. Superintendent Thompson made a short talk, assuring the Club of the interest of the Company in its success, and promising the cooperation of himself and his staff.

While organized by the District Sales Office, invitations have been extended to the office personnel of Norfolk Terminal, and Norfolk and Berkley refined stations, and to Representatives of the Company making Norfolk headquarters, to become active members. This is in line with the Club's policy "All for Each—Each for All". It is also hoped that from time to time the Club will have the pleasure of visits from other District organizations and from headquarters at New York.

Our Stock Clerk, Charles Worthless Parker, tallies with the description given by Irvin Cobb of a "Whatter". Mr. Cobb says it should be permissible to commit homicide in such cases.

It is practically certain that Maxton, N. C. Station has won the Economy Contest of 1920, but delay in receiving final figures prevents definite announcement. It is understood that Agent Edwards is preparing a place for the Cup.

Norfolk District is always open for instruction. It would be appreciated if New York District would explain how J. P. Donlin, chauffeur at White Plains, N. Y., on Nov. 12 made the record referred

Agent P. McLaird, of Greensboro, N. C., has made an enviable record since he took charge of our Station at that point. We hope to send soon a picture of our new plant at Greensboro.

The accompanying picture was taken aboard the Battleship *Louisiana* en route to Vera Cruz for the landing of Americans there in 1914. Puzzle: Find McL. in the picture.



to in the January Star. We figure that allowing ten minutes for loading each load, and twenty minutes for each delivery would make a total of 8 hrs. and 30 min. in loading and unloading for the 12.2 trips, and 19 deliveries claimed for him. This would leave only one hour for driving his day's distance of 91 miles, which is also claimed for him, in the time of 9½ hours. If the Norfolk District can be supplied with tank trucks similar to the one Mr. Donlin seems to be using, and traffic laws can be made to permit, we can make as good a record as any other District on the map, difference in road conditions and density of population notwithstanding.



Farm Tractors and Texaco Service

Mr. C. E. Mooman, who sends this picture and the following letter, operates a large farm near Roanoke, Va. Those who are familiar with the heavy uses to which farm tractors are put will appreciate what Mr. Mooman's experience and his testimonial mean:

Roanoke, Va., Jan. 8, 1921.

The Texas Company,  
Roanoke, Va.

Dear Sirs: The two Fordson tractors shown herewith are using Texaco Tractor Oil D in the motors and Texaco Thuban Compound in the differentials. I have been using Texaco Products exclusively in my tractors for over 18 months without having to make any repairs or adjustments due to lubrication.

I cannot recommend Texaco Tractor Oil and Thuban Compound too highly, as it has demonstrated its superiority in actual service test and it will serve others as well when they become Texaco users.

Yours very truly,

(Signed) C. E. Mooman.

### ASPHALT SALES DEPT.

One of the features of the annual convention of American Road Builders Association in Chicago, February 9-12, was the exhibit of the Asphalt Sales Department of The Texas Company. Representatives of the Department were particularly pleased to welcome engineers and contractors from their own territory at such a commodious and comfortable booth as was provided for them. There were hundreds of Texaco Asphalt friends in attendance.

Harry E. Morgan, Chief Accountant of Middle Western Division, who recently was injured painfully in an automobile accident in Chicago, is rapidly recuperating at the Mercy Hospital in that city. L. W. Moody, his assistant, who was also injured in the accident, escaped with a few slight bruises.

We are pleased and proud to announce that Allen D. Dimmick, salesman in Chicago territory, has been awarded the first prize of \$25 in the technical paper contest of the Illinois Society of Engi-

## TEXACO STAR



Some new equipment for use in Northern Territory  
Twenty two-ton capacity Mack Tank Trucks which the International Motor Company recently furnished to The Texas Company.

neers. This honor is a rare one for any company representative, and Mr. Dimmick is to be congratulated. His subject was "The Asphalt Pavements of the Future" for which he was given the first award by the judges:

Arthur N. Talbot, Prof. of Municipal and Sanitary Engineering, University of Illinois.

Edgar S. Nethercut, Sec'y Western Society of Engineers.  
S. C. Hadden, Editor, Municipal and County Engineering.  
The members of the Asphalt Sales Department are "in on" the fact that our Superintendent D. A. Kennedy of the New England Division is a poultry raiser, but we would like to tell friends of Gus who are not in this Department, that one morning after performing his daily duty of collecting the offerings of his hens, he carried two eggs in his pocket all the way from his home to his office. The funny part of it is that with all the jostling Mr. Kennedy usually gets on his way to the office the eggs never broke.

Colonel A. D. Stivers, Engineer of Asphalt Sales Department, has changed his headquarters from 801 Fifth Avenue, Fort Worth, Texas, to 901 Zangs Boulevard, Dallas, Texas.

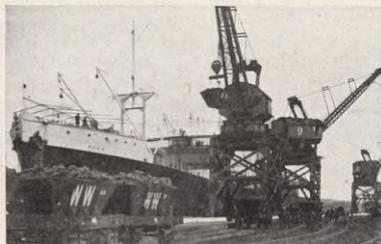
Sup't T. H. Reed of the Southern Division, sends the following from a letter addressed to him by Mr. Eugene Masters, City Manager, City of St. Augustine, Fla., dated January 21:

"We have recently completed surface treatment of about 10,000 square yards of asphalt and asphalt macadam streets with your Texaco Liquid Asphalt, No. 1. Notwithstanding the cold weather and dampness of this season of the year, the result has been perfectly satisfactory. The streets treated with oil and gravel present an appearance that would place them as new streets."

### EXPORT DEPT.

W. W. Stevens of our Fuel Oil and Terminal Equipment Division is now in Europe.

L. A. Moricca arrived in New York February 10 on the S. S. *Mexico*, after spending five weeks with The Texas Company (West Indies) Ltd. in Cuba.



Electric cranes on the Dyke of Newcastle, Australia

A number of these cranes travel by their own power from one end of the dyke to the other, their capacity ranging from 10 to 30 tons. Crater Compound is now being used with excellent results on this equipment.

Gluttony kills more than the sword.—Herbert.

Page twenty-four

### PURCHASING DEPT.

J. H. Steen, a recent arrival from Port Arthur and formerly of Mexia, Texas, is anxious to know just how the Brahma Bull got on top of the silo in the February Issue of the *Texaco Star*. When he was a boy they taught him that a cow jumped over the Moon, and he maintains a bull ought to be able to jump on top of a silo.

When Jeff was small he heard the old tune,  
About the cow that jumped over the moon.  
He thinks now, if that was so,  
A bull could jump on top of a silo.

Listen to us, Jeff, old Scout,  
Before they take you in and out.  
Don't believe all the Bull you hear,  
For someone will give you a bum steer.

### PIPE LINES

With the end of the hunting season on January 31, the stork has gotten pretty bold:

We first heard of him February 7 at West Dallas where he left a fine boy at the home of Mr. and Mrs. W. B. Sharp.

Next he soared into Houston with a few more "Pipe-Liners", delivering one to Mr. and Mrs. B. W. Smith; another to Mr. and Mrs. J. F. Tietze; and the third to Mrs. and Mrs. J. M. Ricke.

When last heard of, he was flying east, and having exhausted his stock of boys, he left two girl babies at the Dayton Station, one for Mr. and Mrs. L. C. Webb on the 19th and the other for Mr. and Mrs. P. W. Dillenback on the 22nd.

Beaumont will probably report later.

The Wichita Falls office feels that it has overlooked reporting an important event and asks that we announce the marriage of one of their telephone operators, Miss Mattie Stearman, to Mr. D. L. Holder on Dec. 1, 1920. The Pipe Line and Producing Departments combined in securing a handsome silver set for the happy pair.

We extend best wishes to Mr. B. W. Sammis, clerk in Beaumont office, and Miss Margaret Williams of Beaumont, who were quietly married at the home of the bride on January 25.

### THREE THINGS TO DO

Do your own work the best you can,  
Be sure you train the underman,  
To take your place  
In life's long race:  
And let your time abide.

In meantime, try to learn to do  
The good man's work next up from you:  
Thus you enhance  
Your promised chance  
To make an upward stride.

The end will be: with smiling face  
You'll step into your upper's place;  
While that glad man who sat below  
Will fill the place from whence you go.

Breckenridge, Texas

—F. W. Roberts.

## SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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

- EXECUTIVE** How to Develop Executive Ability Through Personality, by G. Sumner Small.—*Industrial Management*, February 1921.
- REFINING** The Chemistry of Petroleum, XVII, by C. J. Frankforter.—*Oil News*, Feb. 5, 1921.  
MacMichael Viscosimeter and Petroleum Products, by W. H. Herschel and E. W. Dean, of U. S. Bureau of Standards.—*Lubrication World*, February 1921.  
Some Comparisons of Steam and Fire Distillations of Gasoline, by Philip A. Moore.—*National Petroleum News*, February 16, 1921.  
Analysis of Refinery Building Costs, by Ernest Owen.—*Petroleum Magazine*, February 1921.
- SALES** Fitting the Salesman to the Territory, by Ray Giles.—*Printers' Ink Monthly*, February 1921.  
How to Train Salesmen to Sell, by J. George Frederick.—*Forbes Magazine*, February 19, 1921.  
Pits for Draining Customers' Cars Boost Motor Oil Trade.—*National Petroleum News*, February 23, 1921.
- LUBRICATING** Comment on Report of Committee on Lubricants, reprinted from "London Engineering."—*Lubrication World*, February 1921.  
Chassis Lubrication, by C. A. Bacon.—*Lubrication World*, February 1921.  
Lubricants for Air Compressors, by J. B. Rathbun.—*Petroleum Magazine*, February 1921.

**PRODUCING** Rhythm May Determine Gulf Coast Dome Production, by Dick Bradley.—*Oil Trade Journal*, February 1921.

Diamond Drill as a Prospector, by Frank A. Edison.—*Petroleum Magazine*, February 1921.

**MARINE** Lubrication of Marine Diesel Engines, by Louis R. Ford.—*Lubrication World*, Feb. 1921.

**GENERAL** The Trend of the Oil Industry in 1920, by Joseph E. Pogue.—*Automotive Industries*, February 17, 1921.

The New Foreman for the New Day, by Fred H. Rindge, Jr.—*Industrial Management*, February 1921.

Less Wages or More Work? by Maxwell Droke.—*Industrial Management*, February 1921.

Alcoholism, Prohibition, and Beyond, by Pearce Bailey, M. D.—*The North American Review*, February 1921.

The Immigration Problem Stripped of Fear and Hysteria, by Frances Kellor, Former Director of Bureau on Aliens, Adjutant General's Department, State of New York.—*The Annalist*, Feb. 21, 1921.



WHY DOES AN ELEVATOR  
MAKE YOU FEEL <sup>AND</sup> LIKE THIS  
LIKE THIS GUM'UP AND COMING DOWN

—L. C. Hain, Ins. Dept. N. Y.

**When You Are Out on the Road—  
Miles Away From Anywhere—  
And Your Engine Heats Up**

You get out and look at the radiator—  
And you find the water level is OK—  
You look at your oil gauge—  
And that shows where the trouble is—  
What do you do?

?

Do you risk it?—and run your car any-  
way—

Or do you get out and trudge along  
through the mud or dust?—

(One or the other seems to be present  
when you are in this fix)

To the next place where they sell oil—  
And take the kind of oil they give you—

Walk back and fill your car—

And then go on, worrying about what this  
oil might do to your engine—

\*\*\*

Or are you on to the Texaco Easy Pour  
Can—

And have you learned the value of having  
one of these with you all the time—

So that when you need oil you just step  
out and lift the hood—

Screw the cap off this handy can—

Punch the seal that guarantees pure, high-  
grade Texaco Motor Oil—

Put the nozzle into the breather tube  
opening which it reaches so easily—

And pour out the contents—

Snap back the hood—

Sit down behind the wheel—

And drive on, knowing that your engine  
is protected from friction and over-  
heating—

And comfortable in the knowledge that  
you have not spilled oil over your  
hands or your clothes—

And have not had the bother of stowing  
away a greasy can or an oily funnel.

If you have been through this, you will  
agree that it pays—

To hunt up a dealer who sells the Texaco  
Two Quart Easy Pour Can and get  
several of them—

So that you are sure to have clean, fresh  
oil when you need it most.



THE TEXAS COMPANY  
NEW YORK CHICAGO HOUSTON

Dept. Z, 17 Battery Place - New York City  
OFFICES IN PRINCIPAL CITIES

