

# *The* TEXACO STAR

*For Employes of The Texas Company*



*"So deep and large her bounties are  
That one broad long midsummer day  
Shall to the planet overpay  
The ravage of a year of war."*



YOU cannot make the short man tall by cutting off the legs of the tall man.

I can't make my hair grow by trimming yours.

You cannot make the poor man rich by making the rich man poor.

What is handed down to us does us very little good; what we earn for ourselves helps us to get more.

Every time we give a man something for nothing, we weaken his backbone. And if we do it often enough, we destroy his backbone and leave him nothing but a wishbone.

The more the state does for the man the less the man will do for himself.

The less a man knows about his own business, the more he thinks he knows about the business of government.

Pretended friendship has been the subterfuge of bunco-steerers from the beginning of time.

Never take the advice of a failure. He will lead to failure.

The true friend of labor is the man who by word and deed aids in establishing and maintaining conditions of steady employment.

Had no one saved there would be no capital.

The more capital we create and save, the more employment there will be, and the higher the general standard of living.

Every man who works and saves is a capitalist.

We have been agitating and legislating and regulating the business man out of business and the working man out of his job. And we thought we were reformers.

From the beginning of time the mainspring of industry has been the hope of private profit.

Employment comes only through the investment of capital.

Idle dollars mean idle men.

—*From speeches of Senator  
G. W. Cartwright of California.*



# The TEXACO STAR

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*"All for Each—Each for All"*

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## Wheat

The rise in the price of wheat at the present juncture of affairs has other bearings more valuable even to the wheat farmers themselves than its immediate economic effects. It is a striking object lesson on the inevitable operation of supply and demand, and the lesson is likely to be learned by many who have been under the spell of misguiding leaders. The latter will have much wind taken out of their sails,—but they may be left to gnash their teeth in secret at the unlooked for prosperity of those whose votes were supplicated in order that they might be saved from "Wall Street."

It all comes so well timed. The opportunist McNary-Haugen bill had been defeated by what seemed a last stand of conservative calmness, but that fact was to be used as a bludgeon to break down the weakened bulwarks against misrule. Now, all should see that the farmers would have injured themselves through the collateral and distant effects of government price-fixing and financing. Likewise, they may now see a blessing in the failure of the attempt made in their name to induce the I. C. C. to reduce freight rates on their products; the crippling of the railroads would have injured the farmers along with all others, and the price of wheat could not have been materially advanced. Also, the inflated resentment against failure to get help through the tariff will be punctured. The President, in accordance with the advice of the Tariff Com-

mission, raised the duties on Canadian wheat; but a tariff could not help, because there was more than enough wheat for both domestic and export demand at the current price. It happened that the increased tariff was followed by a drop in the price of wheat. The futility of raising the duty was plain in advance, but some of the politicians were outraged and made inflammatory appeals to the farmers.

Suddenly the world's outlook upon wheat changed. Weather damage had reduced estimates of the Canadian crop by 150,000,000 bushels, with prospects of a smaller crop in Europe than had been anticipated. In one day American crop values rose a billion dollars.

Surely this experience will tend to quiet the frightened cry for government help. Grumbling at the failure of government to do the impossible will be silenced among those who give thought to this working out of natural laws. Many will recall the President's first message to the Congress, in which he said: "No complicated scheme of relief, no plan for government fixing of prices, no resort to the public treasury will be of any permanent value in establishing agriculture. Simple and direct methods put into operation by the farmer himself are the only real sources for restoration."

Some of the *simple and direct* methods which should be immediately considered by every farmer were suggested by President Coolidge in the remark: "Those farmers who raise their living on their land are not greatly in distress." Conditions have been hard and unjust to the farmer—for reasons that would require another essay to explain—but the all-wheat or all-cotton farmer would be, and ought to be, at serious disadvantage in the long run even under perfect adjustments with all other industries.

In illustration of more or less similar facts which ought to be pondered in many sections of the country, I quote from a statement issued by the Texas Industrial Congress which hap-

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pens to be at hand: "Texas has but three-twentieths of a hog per capita for a year's pork supply. It produces less than one pint of milk per day and only one egg every other day per capita. There are 27,000 farms without domestic animals of any kind; 101,500 farms are without cattle; 130,000 have no hogs; and 150,000 are without milch cows." There is no occasion to 'pass a law' about this. It is worse than foolish to imagine that any government could relieve everybody from responsibility for thrift and good management in his business.

In conclusion, the wheat farmers who are acting through the American Farm Bureau Federation may reconsider with calm second thought their plan to buy all the large wheat elevators for cooperative management. There is no objection if it would do them any good, but if they were led into the project by the suspicion dinned into their ears that the elevators have been robbing them; then, the development of the fact that nearly all owners of important wheat elevators are ready and eager to sell should give them pause. Evidently the elevators have not been robbing, and it may be surmised that the business has not been profitable. In any case, profitable operation depends upon management; cooperative idealism alone can never bring success. Would they employ highly competent executives at high salaries and keep the business clean from political machinations?

### "Progressive Political Action"

In his letter to the Conference for Progressive Political Action—which is substantially the platform of the Third Party—Mr. LaFollette stated: "The one paramount issue of the 1924 campaign is to break the combined power of the private monopoly system over the political and economic life of the American people." In the mind of the editor of *The Texaco Star*, speaking for himself, arise queries expressed by *The Independent* in its issue of July 19. They call for the independent reflection of every citizen: "What is the private monopoly system or the monopolies to which he continually refers? Does Mr. LaFollette know of many monopolies in America? Does he know of a few monopolies? Does he know of one? Yes, he mentions the 'packing monopolies' and 'the oil monopoly'. Does Mr. LaFollette think the packing industry is monopolized? Or the oil industry? No, Mr. LaFollette is an intelligent man. Why, then, does he select as his paramount issue the breaking of something which does not exist?"

### "The Most Valuable of All Arts"

The dictum of Abraham Lincoln quoted in this column expresses a deep prophetic thought. A book might be written to expand it. Such a book has been written; it is listed in the Index on the inside page of the back cover. I wish there remained space to commend it adequately to all who think of making homes. To such I say: Do not fail to read "City Homes on Country Lanes—Philosophy and Practice of the Home-in-a-Garden." It is not a dream; the greater part describes experience in actual suburbs, and gives minute practical diagrams and specifications for gardens in home lots of from 50-foot frontage to one acre. Young men and young women, read this book.

"The kiss of the sun for pardon;  
The song of the birds for mirth;  
One is nearer God's heart in a garden  
Than anywhere else on earth."

"A small house,  
A large garden,  
A few dear friends,  
And many books."

### LIFE WISDOM

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

—Benjamin Disraeli.

The most valuable of all arts will be the art of deriving a comfortable subsistence from the smallest area of soil.—Abraham Lincoln.

I believe in a spade and an acre of ground. Whoso cuts a straight path to his own living, in the sun and rain and sprouting grain, seems to be a universal working man. He solves the problem of life.—Emerson.

Give a man the secure possession of a bleak rock, and he will turn it into a garden; give him a nine-years lease of a garden, and he will convert it into a desert.—Arthur Young.

The well-being of the people is like a tree: agriculture is its root; manufacture and commerce are its branches and life. If the root is injured, the leaves fall, the branches break, and the tree dies.—Chinese Philosophy.

The faithful farmer plants trees of which he himself will never see the fruit.

—Latin Maxim.

Happiness grows at our own firesides, and is not to be picked in strangers' gardens.—Jerrold.

Economy makes happy homes and nations. Instil it deep.—George Washington.

"The man who marries a good woman gets rich quick without knowing it."

Go often to the house of thy friend, for weeds choke up the unused path.—Norse Edda.



## The TEXACO STAR



Table Mountain with its "Table Cloth" of clouds, Capetown, South Africa

## Around the World with Texaco—VII

### SOUTH AND EAST AFRICA

C. S. DENNISON, Advertising Division

Perth in Western Australia is separated by 5,160 miles of the Indian Ocean from Capetown at the southern extremity of the mighty continent of Africa—fifteen days across the vast sea without seeing a ship or an island. We were followed nearly the entire journey by a giant albatross with wings spreading 14 feet. It soared in long curves about the ship intent upon gathering refuse thrown overboard. Now and then whales indicated their presence by spouting geysers of water into the air. Schools of flying fish were numerous. Occasionally sharks careened on the surface, some of the white sharks having a length of 40 feet.

It was late evening when we arrived at Capetown and we anchored in Table Bay to await the dawn. Table Mountain towered 3,500 feet, and the city around its base resembled a girdle of sparkling gems as its lights dazzled in the velvet night. The mountain's summit is flat and over its lofty plateau fleecy clouds under a snappy Sou' Easter rolled down the mountain sides. These cloud banks are known as "the table cloth." Over this picture the moon flooded a soft light, the waters caught its silver sheen, and the Twelve Apostles faded into the background.

To the south, 60 miles, stands the Cape of Good Hope, a grim granite mass projecting into the stormy zone where the waters of the Indian and South Atlantic merge. Northward

the mighty land mass that is Africa extends 5,000 miles to the Mediterranean, 4,600 miles wide at its broadest.

This great continent which nurtured some of the earliest civilizations still includes regions little known to white men. Modern cities vie with ancient places that were important when civilization was young, while in the dark recesses of the interior the traveler comes close to primal life in the villages of black millions. This sketch, however, is concerned only with South and East Africa where The Texas Company made one of its initial efforts in the export business.

### The Union of South Africa

Southern Africa, called the Sub-Continent as it is a vast peninsula, is divided into groups of states having the status of British Crown Colonies and one Dominion. The Dominion is the Union of South Africa; the Crown Colonies are Swaziland, Basutoland, Protectorate of Bechuanaland, Northern and Southern Rhodesia, and the Protectorate of South West Africa—formerly German South West Africa.

The Union of South Africa is a federation of four provinces: Cape of Good Hope—the largest, Transvaal—second in size, Natal, and Orange Free State. The aggregate area is 473,000 square miles and in 1921 the popula-

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View from our Company's office, Capetown. Coast near Capetown. Devil's Peak from Camp's Bay.

tion was 7,000,000 of whom 1,500,000 were whites—half British and half Dutch. The Cape Province and Natal were British Crown colonies while the Transvaal and Orange Free State were Boer republics. They were fused into a Union in 1910 and were granted self-governing prerogatives and their own Parliament. The chief executive is the Governor General appointed by the Crown.

The climate is salubrious, especially in southerly sections and the highlands. Northward it veers toward tropical conditions, but the hot zone is neutralized by the altitude. South and East Africa are vast plateaus rising 3,000 to 6,000 feet. The coast forms the first of a series of terraces rising to the plains. Of the three great terraces in the southern section one is the scrub country called the Great Karroo over which you travel from Capetown to Johannesburg. On the high veld are limitless plains of grass and bush. Characteristic of the landscape are the many hills with level tops called kopjes; they give the

country an aspect unlike anything elsewhere.

Capetown enjoys one of the most beautiful sites of the world's cities. It has 215,000 population and is the seat of the legislative branch of the government. The executive departments are at Pretoria in the Transvaal 1,000 miles north, indicating the little regard South Africans have for distance. The city is long and narrow skirting the base of Table Mountain, Lion's Head, and Signal Hill. It is a commercial city as South Africa depends upon imports for manufactured commodities. Adderley Street is the business thoroughfare; solid business and government structures line it, trams and motor cars crowd it, and modern shops bespeak the energy of the people. At its lower end a fine municipal pier and esplanade 1,500 feet long jut into the Bay skirted by a beautiful parkway. There are theatres with British and American attractions and the South African Art Gallery has a fine collection of old Dutch and Flemish masters; there are many churches, Indian and Malay mosques,



Monkeying with a Texaco Easy Pour.

Penguins on island near Capetown.



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Montague Pass, West Cape Colony.

Ostrich farm, East Cape Colony.

and the Cape University. There are magnificent suburbs with English houses set in beautiful gardens contrasting with the severe but beautiful simplicity of Dutch homes with cement walls painted white setting them off against green foliage. Villa colonies range along the coast to Camp's Bay. With the Devil's Peak sending up a needle 3,300 feet and the Lion's Rump 1,800 feet high as a background these colonies face the shore where giant combers dash against the rocks.

Capetown was the opening wedge of civilization into the Dark Continent. Founded in 1651 as a supply station for the Dutch East India Company, her early history has dark chapters—wars with natives, epidemics of disease, devastating droughts, depredations of big beasts, shipwrecks in treacherous Table Bay. These were overcome with great sacrifice of human life. Then came internecine wars and the Great Trek North (1836-1840) when thousands of hardy Dutch battled against the wilderness to found the Orange Free State and the Transvaal. All this heroic effort laid the foundations of the Africa of today.

To speak of the development of Africa involves the great Empire Builder, Cecil John Rhodes, who did more for Africa than any other individual. With great vision and courage he saw the potentialities and set about developing the country and molding it into a unit of the British Empire. He built railways and towns and opened mines, and dreamed of connecting Cairo with the Cape by railway and actually began the system. Death cut short his career, a tragedy to Africa, but his work pointed the way and others took up the task. The most impressive thing in Capetown

is the Cecil Rhodes Memorial high up on the side of Table Mountain, a Greek temple, severely simple and dignified, on a spot favored by him when he sought quiet and inspiration. In this temple a huge bust in bronze bears the inscription, "To the Spirit and Life-work of Cecil John Rhodes who loved and served South Africa." It is approached by a broad stairway bordered by twelve huge bronze lions and at the foot of the stairs stands a bronze statue by Watts typifying Physical Energy—a man on a horse with the muscles of each taunt and strained—a powerful artistic realization of movement and life in full prime. The view from the statue is of inspiring grandeur; a more glorious spot would be difficult to imagine. Near the monument is the exquisite old Dutch house called *Groote Schuur* on an estate owned by the Empire Builder, now the official residence of the premiers. Everywhere the memory of Rhodes is revered and the magnificent memorial is a tribute of a grateful people.

### Touring the Union

Starting from Capetown on a tour of the far flung Texaco branches in South and East Africa, you go on one of the few privately owned railways in South Africa, the Cape Central, 665 miles to Port Elizabeth. The service is excellent. The train skirts the coast through the fringe of mountains, crossing roaring mountain streams, plunging into dark cool forests, winding along the rim of broad valleys with fine orchards and farms. It negotiates the Hex River Pass, and stops at Swellendam and at the thriving seaport Mossel Bay. Much

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Zulu Boy in Natal.

Selling gourds, Transvaal.

Skins on sale in S. Rhodesia.

So. African landscape.

of this country is devoted to the famous vineyards which yield annually a large gallonage of high grade wines. Sheep and cattle graze on rolling hills. At Montague Pass the train climbs a mighty range, the right-of-way cut from the solid rock of the mountain sides; yawning valleys drop from the tracks; in the distance stretches the Indian Ocean, whose horizon expands as the train mounts, with its long strand of white sand lashed by roaring combers. The whole panorama is a carnival of color, the cliffs in orange, sienna, ochre, and jade; the valleys in emerald hues; the indigo of the sea; the turquoise of the heavens.

After reaching the summit the train heads inland through farm lands with spotless Dutch buildings, pure white glaring in the sun, surrounded by smiling acres. One's interest is captured by flocks of ostriches, raised for their feathers which are plucked from the wings of the male bird once a year and shipped to Port Elizabeth for assortment and sale the world over. Fruit farms abound, and fine apples, grapes, pears, plums, apricots, tangerines, *etc.* are shipped to England and the continent of Europe.

Port Elizabeth is a city of 35,000, built on steep hills that rise from the sea. It is a marketing town with farmers' motors and carts in front of well stocked mercantile houses. There is a Texaco Branch in Port Elizabeth and a large storehouse for our products.

From Port Elizabeth to East London—302 miles—the landscape changes to a rolling hill country with endless native villages of circular mud huts topped with cone shaped roofs of thatch surrounded by fields of mealies (corn) and pastures for cattle. Youngsters, nude and happy, run along the train begging food and fight over anything thrown from the windows.



Branch Standard Bank of South Africa, Transkei

East London, a city of 25,000 two-fifths black, is on a wide plateau 200 feet above sea at the mouth of Buffalo River. It has modern port facilities and is the marketing center for a great area known as the Transkei, fertile, well watered, with 1,000,000 black population and several thousand whites. A Texaco branch and storehouse there serves the Transkei district.

Ships anchor outside the harbor at East London and in the trawler we found the sea



Witch doctor in the Transkei  
370 lbs., 5 wives, 21 children



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Victoria Embankment, Durban.

Crossing the High Veld.

African longhorn cattle.

excessively rough. When we came longside of the Union Castle Liner boarding her by gangway was impossible. The rattle of winches is heard and looking up the arm of a boom swings out with a huge wicker basket dangling from it. Slowly the basket is lowered to the deck of the trawler and 12 people are admitted through a door in its side; a signal is given and up swings the basketful to the deck of the liner. After a night's journey up the coast of the Indian Ocean the ship enters the excellent harbor of Durban, chief city of the Province of Natal. The traveler enters a rickshaw drawn by a stalwart Zulu "boy" dressed in grotesque fashion: head covered with ostrich plumes, trunk and legs with barbaric designs in whitewash, around his waist a belt from which dangle skins and tails and feathers, and his powerful arms banded with brass and copper bracelets.

Durban is one of the most beautiful cities South of the Line. It has 150,000 people of whom half are white. It is an important coaling point. Here one first encounters in considerable numbers the Asiatic element in South Africa's population. Thousands of Indians and many Arabs live in the outskirts of the city. With a climate similar to Southern California and fine beaches, Durban attracts thousands during the season. Its city hall is one of the architectural gems of the Union. Along one section of the waterfront is a stately

boulevard, the Victoria Embankment, lined with clubs and hotels and homes. On hills back of the town is the suburb called the Berea with villas in wonderful gardens. On the outskirts are Zulu settlements where the traveler meets the black man in his native habitat unmolested under the protecting arm of the Union Jack. Their huts woven from grasses, looking like huge bee hives, are called *kraals* and have one entrance so small that you have to crawl in on hands and knees. The floor is hard clay; in the center is an iron pot in which the mealies is prepared. The principal diet of African tribes is a corn similar to our Indian corn but native to Africa. They grind it by pounding with stones and the meal is boiled. The males squat and eat from a common pot with the hands; the females do likewise in another group. There are no furnishings in the kraal, only grass mats on the floor for sleeping. On the ceiling, black with soot, are tied in bundles spears of various sizes. At one village the headsman offered to sell a young maid to the writer for four cows, but the sale was not consummated. He was then asked to demonstrate his prowess with the *assigai* (spear). Selecting a bush 200 feet distant the man lunged the spear into it with unerring skill. The Zulus are the finest race among the black tribes of the continent; big, magnificent of physique, and intelligent, they are in demand for manual labor in the mines and on



Zulu warriors and war dance, Natal

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A Boer trekking outfit, Orange Free State.  
500 feet deep.

Kimberley Diamond Mine, largest hole dug by man, 37 acres  
Texaco Branch in Kimberley—see dump from diamond mine at right.

ranches. Once a wild tribe they are now a quiet people living under favorable conditions, their only obligation being a 20-shilling annual hut tax which the Government demands.

From Durban one travels to Bloemfontein, in the Orange Free State, *via* the South Africa State Railway. You pass the Newcastle coal fields, a source of very cheap bunkering fuel.

In Natal pasture lands support large herds of cattle, but toward the Free State the high veld is not well adapted to cattle raising as frequent droughts deter the growth of grasses. Frequently one sees trekking outfits of 16 or 18 head of cattle and mules hauling a huge wagon with wheels 12 feet high capable of transporting a load of 4 to 6 tons 20 miles a day. These are the only means of getting out the products of the farms in many sections, although the railways are employing motor trucks in increasing numbers as feeders. South Africa is a great potential market for motor cars. There are only 40,000 in the Union, the majority of American makes.

Bloemfontein is a city of 38,000, the Dutch predominating. It is the biggest place in the Orange Free State. Perhaps its chief claim to distinction is educational, being the seat of Grey University and other institutions counting 3,000 students. We have a flourishing Texaco branch there.

Kimberley, 105 miles further, was the theater of greatest activity during the Anglo-Boer

War and many block houses made of stone with small gun openings remain in this region. One passes herds of springbuck grazing in the open plains. The meat of these graceful antelopes is delicious and is eaten all over the Union. We passed through a vast cloud of locusts, the scourge of African farmers; they obliterated the sun and filled the air with flying white bodies. Kimberley is a city of 40,000, famed the world over for its diamond mines. Founded in 1870 when diamonds were first discovered there, a thriving town soon arose on the dry veld. Kimberley's streets follow old camp lines.

Diamonds were first found along the Vaal River, but later the "dry diggings" proved the most prolific source of the stones. Most of the properties are now controlled by the DeBeers Syndicate which has a monopoly of the production. During the early days it was a practice among the Kafirs (a common term for Zulus and other Bantu tribes) to conceal stones and sell them. This brought about severe corrective measures and today the laborers sign up for a period of work in the mines and live in compounds surrounded by formidable barb wire fences. The traveler finds diamonds no cheaper in Kimberley than in New York. All around the town unsightly dumps rear their dark piles. The famous Kimberley Mine is in the city and is said to be the largest hole ever dug by man.



War dance of Xosa tribesmen (Blanket Tribe).

Girls working in mealie field.

African flappers.



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Open Workings of a Kimberley diamond mine.



Broken Hill lead and zinc mine.

Diamonds are found in a rock called "blue ground." This is brought to the surface and laid in "floors" on open lots where the weather disintegrates it. The "ground" is then put through crushers and screened and washed so that the diamonds drop into a bed of grease while the rock passes on for further washing. The recovery is over 98%. In the DeBeers' offices the visitor is shown vaults storing millions of dollars worth of rough and cut stones. Experts are seen sorting the stones for size, color, weight, *etc.* The rough diamond looks like milky colored glass, very different from the polished gem. The marketing of diamonds is rigidly controlled to regulate the price. Shipments are made only in accordance with demand. The United States is the principal buyer and any wave of prosperity or depression here is felt in far off Kimberley. In addition to the fields near Kimberley diamonds are found in the bed of the Vaal River, in the Transvaal, and in South West Africa. The Government collects a 10% export tax on all stones. The Texas Company has a branch at Kimberley which abuts on one of the big mines.

From Kimberley to Johannesburg is 309 miles. One is amazed to find such a bustling center 1,000 miles north of Capetown on the high veld 5,700 feet above sea. Although only 35 years old, Johannesburg has 290,000 population. This remarkable city is at the middle of the Witwatersrand, a rocky reef rising out of the veld for 130 miles. In this granite rib nature stored rich deposits of gold and the ridge is honey-combed with mines. The surface is covered with collieries, power plants, railways, and all the accessory plants of the world's most prolific mining area. Every month over 1,000 ounces of pure gold is recovered from the Rand (pronounced *Rant*).

The reef has had much labor trouble. When the writer was in that vicinity a radical group with communistic tendencies seized "Johburg," as the city is popularly called, and had to be

driven out by State troops under the great South African statesman Jan Smuts, recently deposed as Premier of the Union.

Johannesburg has magnificent business and public buildings, the famous Rand Club, charming homes and villas, a wonderful "zoo," gorgeous botanical gardens; its schools, churches, hospitals, hotels, and theatres yield nothing to cities of similar size in Europe and America. Once a year the Rand Agricultural Show is held in Johannesburg, an impressive exposition of products of the soil and live stock.

From Johannesburg the traveler motors on an excellent highway over the rolling veld to Pretoria, the seat of the administrative departments of the Union Government, a stately city of 75,000 people in a picturesque valley. On a high shelf of Meintjes Kop stands the most superb architectural gem of the sub-continent, the Union Government Buildings erected in 1910. This group built of a native sand stone is semi-circular in form and is surmounted by two ornate towers. The extensive wings are connected by beautiful colonnades with Doric columns. It has solidity and simplicity and is approached through delightful terraced gardens. Pretoria was the capital of the Transvaal when it was a Boer Republic and a cottage on the main street was the home



Government buildings, Pretoria

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Huts built of Texaco tins, Orange Free State.

Three-string guitars made of Texaco gallon tins.  
Thatched hut patched with kerosene tins, Kimberley.

of Oom Paul Kruger the Boer leader whose remains rest in a cemetery near by. About 22 miles away is the Premier Diamond Mine, largest in the world, which in 1905 yielded the famous Cullinan Diamond, the biggest white stone ever found, 3,024 carats or 134 pounds. It was presented to King Edward VII.

Returning to Johannesburg one boards a train for 726 miles to Bulawayo in Southern Rhodesia. At Mafeking in Western Transvaal is the Native Stad or headquarters of the Baralong tribe, 3,000 there under their chief.

### Bechuanaland

Continuing northward we enter the Protectorate of Bechuanaland, 275,000 square miles with 152,000 population of whom 2,000 are Europeans. This is the home of the Bangwaketse, Bakwena, and Bamalete tribes, governed by their own chiefs under a British Resident Commissioner. The tribes live within their respective domains and their ancient rights and customs are protected by the British Laws. Bechuanaland is undeveloped and pastoral; the rainfall is insufficient for agriculture, but the natives raise mealies for their own use. Little native villages of different construction from those in the Union are numerous, and at stations along the line magnificent skins of the chetah-leopard, antelope, lion, etc. are on display for sale to passengers. The dust is excessive and the heat becomes more pronounced. When darkness falls the flare of camp fires in the bush shows the location of villages. For illumination many of the hut dwellers use a simple can filled with Texaco kerosene burned with a wick.

### Southern Rhodesia

The train journeys on into Southern Rhodesia and arrives at Bulawayo, a town of 10,000 with broad straight streets built around

the usual market square. There is a heroic statue of Rhodes on the main thoroughfare. Bulawayo—derived from a Zulu name meaning "place of the killing"—was the site of the Royal Kraal of Lobengula, the Black Chief who fought the whites in the bloody Matabele rebellion in 1896. Southern Rhodesia is a Crown Colony, 148,000 square miles all upwards of 3,000 feet above sea. It is grassy country adapted to cattle raising, but vast areas are plagued by the tsetse fly which carries the germ of sleeping sickness, a deadly disease that has destroyed thousands of lives among whites and blacks. There are about 800,000 blacks in Rhodesia and 30,000 whites, the latter engaged in mining and ranching in zones free of flies. Up to last year, when they were taken over by the Crown, Northern and Southern Rhodesia were the largest lands in the world governed by a private company—the British South Africa Company operating under a Royal Charter. The country is rich in gold reefs and old prospectors come into Bulawayo "off the diggins." One meets in Bulawayo the real pioneers—men who are blazing the trail into the wilds of Africa. One with whom the writer talked lives 700 miles beyond the rail head of the Beira and Mashonaland and Rhodesia Railway in the Belgian Congo. When asked why he had selected a home in the wilderness he said no other life would suit him. He had a vast domain and 700 natives working on his estate, a nine-hole golf course, and the best of shooting. He said every species of the big game of Africa crossed his acres. He had transported a grand piano to his home by taking it apart and portering it up country. As to whether he adhered to the British custom of dressing for dinner he answered affirmatively, explaining that if a man didn't do these things he would soon "go jungle" and sink to the level of the native.

From Bulawayo, 27 miles by motor, you come to the Matopo Hills, the burial place of



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Victoria Falls from the opposite brink of the chasm

Cecil John Rhodes. On the way you pass his estate of 115,000 acres, now a Government Experiment Farm; then Matopo Dam built by Rhodes, its waters for irrigation covering 26 square miles. On the summit of a granite kopje cut in the solid rock is a vault which contains the remains of Rhodes, marked by a huge boulder—a fitting symbol of the rugged character of the man who sleeps there. Nearby Dr. Jameson, another famous South African, lies buried. This spot is known as World's View and commands a sweep of bleak kopjes running to the horizon in great waves. The site was chosen by Rhodes as a burial ground for "those who deserved well of their country" and is a most impressive one.

Not far from Bulawayo are the ruins of Great Zimbabwe, the site of an ancient city probably of Arabic origin. Many of its beautiful relics are in the Bulawayo Museum.



World's View—grave of Cecil John Rhodes

### Victoria Falls

It is 280 miles on a narrow gauge railway from Bulawayo to one of the greatest spectacles in the world—the Victoria Falls. In the savannahs clusters of palms were seen. Monkeys chattered in tree tops; baboons in large colonies hid behind rocky cliffs. Strange birds and big butterflies frisked about. The air was clear, one could see for miles. Queer birds' nests built of mud and straw, two feet long, oval in shape, with tiny doorways hung from trees by hundreds. Ant hills, some 10 feet high, reared their cones above the dry ground. Lions sit on their haunches and watch the passing of the train. Dust is everywhere, baggage is coated, "whites" become red, food is tainted with it. About noon attention is focused upon clouds of mist rising from the level tree covered country ahead, and presently the train stops at Victoria Falls Station. Here is one of the finest hotels in Africa, the Victoria Falls Hotel standing on a ridge near the great spectacle nature has carved in the granite of Rhodesia. After the luxury of a real shower bath you prepare for the trip to Africa's premier natural glory.

The Victoria Falls were discovered in 1855 by Dr. Livingstone. The native name is *Mosc-oa-Tunya* meaning Smoke which Thunders—from the five columns of spray that in the wet season rise 1,500 feet visible for 28 miles while the roar is heard for 16 miles. Victoria Falls are larger than Niagara and second largest in the world, the largest being a remote cataract on the upper Amazon in South America. Niagara Falls are 165 feet high, Victoria 400; the width of Niagara 860

## The TEXACO STAR



Bridge over gorge below Victoria Falls.

Gorge of the Zambesi below the falls—40 miles long.

yards, Victoria 2,000 yards. But the average volume of water passing over Victoria is only slightly in excess of its American rival—in April the waters in the gorge are 50 feet higher than in November the driest month. The mighty Zambesi River rising in the mountains of West Africa flows through the Congo and when it reaches Victoria has a width of  $1\frac{1}{4}$  miles flowing sluggishly in flat country. Suddenly this huge stream drops into a chasm 400 feet deep, as if the earth had swallowed it. The country above and beyond the falls is on the same level, and the length of the chasm is only the width of the river while its breadth from the brink of the falls to the vertical cliffs in front of them is only 400 feet. Into this narrow pit the river is hurled. There are several islands on the brink which separate the flow. At some points the water drops sheer 400 feet, at others its rush is broken by rocky projections that break it into cascades. Down in the roaring chasm the thundering waters

dash into a seething mass of spray that belches out of the fury and rises up into the clear blue. Double rainbows play on the vapors during daylight, and when Luna hangs her lantern in the night lunar rainbows of indescribable beauty bridge the clouds in delicate sweeps of color. After passing into the "boiling pot," as the base of the chasm is called, the furious waters rush to a narrow opening and sweep into the gorge they have cut for forty miles before the Zambesi again becomes a placid stream on its way to the sea. In the gorge its speed is terrifying; its depth has never been measured.

When the visitor leaves the hotel he walks along a pathway beaten through elephant grass which attains a height of 10 feet and is favored by the big quadrupeds. The pathway leads to the steel railway bridge below the falls—500 feet in its main span with two shorter approaches. It is the highest bridge in the world, 356 feet above the river at high water and 406 feet above it in the dry season. One walks along the brink of the gorge toward the falls. Nowhere are there railings. The falls are government owned and one of the conditions is that their wild natural character shall be retained unmarred by anything artificial even though it be for protection of human life. Arriving at the brink of the Eastern Cataract you look across the mile of thundering water. One false step would mean certain death. Then you descend a rocky path down the canyon wall to the Palm Grove on the bank beside the whirlpool under the bridge. The jungle is dense, the air sweet and perfumed. A snake eight feet long—a viper—makes off among the boulders. A band of big baboons are eyeing the intruder and discussing



Victoria Falls in driest season known



## The TEXACO STAR



Beira, Portuguese East Africa, showing the wall that protects the town

his presence. He sends a stone toward them and sees action. They post a sentinel who watches intently and reports to his companions. From one of the giant boulders which separate the grove from the river you lift bewildered eyes to an awe-inspiring picture. The earth trembles, the thunder of the waters deafens. You look up at the frowning cliffs where the bridge like a ribbon of steel spans the chasm. Beneath it the waters rush with the smooth waveless surface that bespeaks great depth. Standing there alone one senses the insignificance of one's puny self in the presence of nature untamed.

At the falls there are many baobab trees. One on the Hotel farm is 88 feet round the base. They are called "cream-of-tartar trees" from the acid powder contained in their fruit. The Boers mix the powder with water to make a drink said to ward off fever. Near the hotel is a souvenir store run by two young Englishmen. The traveler may purchase bracelets made of elephant hair, ivory curios carved by natives, walking sticks made from the hide of the rhinoceros, lion and leopard skins, etc. The owner told the writer of having traveled from his farm 7 miles distant the day before when three lions came out of the bush playing with each other like big cats. They sat on their haunches and watched the motorcycle pass. Fortunately he used Texaco lubricants.

Returning to Bulawayo you leave on a 673 miles journey to Beira on the coast of Portuguese East Africa. Skirting the Morven Gold Fields you pass a few towns and the second day brings you to Salisbury the seat of government of Southern Rhodesia, a town of 4,000. Then farming country on an elevation of 5,000 feet with good rainfall and healthy climate, large areas of corn and tobacco, and here and there native villages. The line drops to 3,500 feet elevation at Umtali, the market-

ing center for the gold fields of Manicaland and eastern gateway to Rhodesia. Entering Portuguese East Africa you pass through forests of giant trees, among them African mahogany 200 feet high, with jungle undergrowth.

### Portuguese East Africa

This huge possession of old Portugal covers 428,000 square miles and has a native population of over 3,000,000. There are about 10,000 whites principally Portuguese. Large areas have been handed over to private companies for development, the most important being the Mozambique Company.

The difference between British and Portuguese colonies is discerned as soon as the border is crossed. Buildings show the Latin influence. The people are different and the attitude of the natives is not the same as in British regions. The native tribes have given trouble to the authorities. Going down to the coast one sees many plantations of coconuts, rubber, cotton, and corn. It is too hot for cattle. Up the Zambesi valley there are cane growing areas which yield large crops of sugar. Texaco Lubricants are extensively used in the Zambesi Valley Mills.

Beira on the Indian Ocean is the end of the railway. It is an exposed site and heavy concrete walls have been built to protect the town from the sea. It is excessively hot and unhealthful. Its corrugated iron or concrete buildings are built open with wide verandas to admit breezes. It is the Capital of Portuguese East and the seat of administration for the Mozambique Co. Biera's unique feature is the system of tiny trolley tracks on all the main streets. Four-wheel cars with one big seat are pushed by native boys. The cars are privately owned and when we go to the Texaco Branch we ride a car owned by the Company.

## The TEXACO STAR



An old Portuguese street in Mozambique. Girls coming from market. Native East African police.

### The East Coast

At Beira the traveler embarks on a journey up the historic East Coast, which has been settled for hundreds of years and has been in the possession of Arabs, Portuguese, Dutch, Germans, and British. The ship is officered by British but the crew is Goese, natives of the Portuguese Island of Goa. The old city of Mozambique, 491 miles north, claiming 4,500 people of whom 300 are whites, is a Portuguese town with houses of pink plaster, barred windows, and heavy bolted doors of the 16th century. It is a cable station and shipping point for the hinterland. There is an old fort with small garrison and a castle built of stone brought 8,000 miles three centuries ago.

The next port of call is Dar-es-Salaam—"haven of peace"—533 miles further north. This comparatively new town was the seat of government of German East Africa before it was taken by the British. It is now Tanganyika Territory. The town has beautiful buildings facing the circular harbor—which has to be entered through a passage blocked by a dry dock sunk by the Germans during the hostilities. About 200 whites live here with 2,000 Asiatics and 50,000 natives.

The Island of Zanzibar, 45 miles north and 23 miles off shore, area 640 square miles, is one of the most picturesque places in Africa. The island and a small strip on the mainland comprise the British Protectorate of Zanzibar. Laws are administered by a British Resident



Zanzibar: Palace of the Sultan.

Sultan's Bungalow.

Law Courts.



Zanzibar: Old palace of Sultan, a Texaco warehouse.

Gov't Gardens, Texaco tins.

Roofed with tins.



## The TEXACO STAR



Main Road and Africa Hotel and street scene in Zanzibar town. Transportation in East Africa.

Commissioner but the Sultan governs. The population is about 200,000, including 10,000 Arabs and 25,000 Asiatics. Zanzibar is the source of 90% of the world's supply of cloves; great plantations of clove trees cover it perfuming the air with their spicy odor. Zanzibar Town is an old city with bazaars and quaint Arab houses made of stone covered with plaster. One enters from the street through magnificent timbered doors, the entrance leading to a court yard around which the walls rise with living quarters above from which open balconies. The streets are about 15 feet wide and the buildings run three or four stories. The bazaars are crowded with polyglot crowds including the stalwart Swahili civilized centuries ago by Arab traders whose religion they practice. Arabs, Turks, Persians, Indians, and Japanese are busy in the stalls of business. Among notable buildings are the Sultan's Palace, the Governor's Palace, mosques, and churches. Several clubs offer recreation to whites. The harbor is excellent but there are no piers. One gets to shallow water in dugouts and to shore on the backs of husky black men.

Mombasa, a small island 180 miles north from Zanzibar, is off the shore of Kenya Colony. The town is ancient, with 25,000 mixed population similar to Zanzibar. Kilindini Harbor which separates the town from the mainland is one of the finest on the East Coast. Mombasa Harbor on the northeast

side is interesting because there may be seen the Arab dhows, heavy boats with one crescent shaped sail trading between East Africa and the Persian Gulf. Only about 50 feet in length these vessels of ancient design cover thousands of miles at sea without a compass and with the most primitive equipment. There is an old red fort, erected by the Portuguese in 1593. The natives captivate. They go almost naked with copper, tin, beads, horns, etc. as ornaments. The nose is pierced and plugged with wood and the ear lobes hang down several inches. They trek into town with their spears and never travel alone. They live in grass huts, square and without windows. The language of the East Coast is Swahili, Bantu with absorbed Arab and British terms. It is the official tongue of Kenya Colony.

Mombasa is the port of entry into the vast wilderness of Kenya, 246,000 square miles with 6,000 whites, 2,000,000 natives, and thousands of Asiatics. It is destined to become an important country as it lies 4,000 to 5,000 feet above sea and has good rainfall and rich soil.

### The Big Game Country

From Mombasa to Nairobi, 327 miles from the coast, you travel by a strange little train on the Uganda Railway through the Athi Plains. On one side of the track is a vast game preserve where wild animals wander in droves



Arab dhows in Mombasa harbor—they travel between India and Africa without compass. Mosque used by Swahili in Mombasa. Native hut in Kenya Colony.

## The TEXACO STAR



Native dance.



"Yes, we have no—"

over the grassy plains in view of passengers. This is the greatest habitat of wild animals on earth. The lions generally travel in troops but they are met with singly or in pairs. They are nocturnal prowlers and their favorite fare is a plump zebra. Leo cleans the carcass and devours the flesh; the remains are stripped by those hideous scavengers the hyena and vultures. At night when the lion with mouth near the earth sends out his mighty roar every living thing trembles in fear of the king of beasts. The lion rarely attacks man unless very hungry; then he will stop at nothing. The "man eaters" are old lions whose teeth are broken and whose speed has left them; they frequently enter native kraals, seize a sleeping native by the head, and drag him to the bush. The natives hunt lions with the spear; going out in great numbers they close in on the beast until they form a circle and spear him to death.

Another fast disappearing beast seen from the car windows is the giraffe. They move in troops and eat the leaves of trees. The giraffe is never attacked by a single lion as they can tramp him to death with their powerful front legs. These tall animals often break down telegraph wires by running into them at night.

The leopard is a pest to planters. The writer lunched with a resident who casually remarked that a leopard was prowling on the roof of his bungalow the night before and had gotten into his chicken yard and killed 26 fowl but devoured only one. The leopard kills from lust for blood; the lion kills only to satisfy hunger. The leopard lives in the bush or trees and is very destructive to cattle, sheep, monkeys, and the smaller antelopes. When he attacks a man he springs from a tree, disembowels him with the hind legs and scalps him with the fore feet. The chetah, often mistaken for the leopard, is not dangerous to man. The

writer met an old game hunter who made his living by catching chetahs, taming them to hunt buck, and selling them to Rajahs of India.

Elephants are plentiful but the big tuskers are in Uganda and the Congo. The African elephant differs from those in India and Malaysia. He is more ferocious and defies all attempts at domestication. His chief characteristic is the size of his ears which are enormous.

Both the black and the white rhinoceros are plentiful. The armorlike hide defies bullets and they shoot him in the side of the head. If wounded the brute attacks in a bee line and woe to anything he butts.

To enumerate all the game found in this country would be a complicated task. There are over forty varieties of the antelope family, and scores of smaller denizens of bush, forest, and jungle. There are 90 kinds of snakes of which 25 are poisonous. The puff adder, the ten-foot mamba, and several cobras are the most deadly. Giant pythons and constrictors attaining a length of 18 feet hang from trees and envelope small buck in deadly coils; crushing every bone they lather the body with saliva and swallow it whole.

The town of Nairobi is the point where safaris make up their equipment and hire porters for expeditions into the game areas. For a party of two, 70 native boys are employed and the law limits the burden of each to about 60 pounds. Headsmen, cooks, beaters, gun bearers, and white professional guides are required. Hunting in Africa is a big undertaking and costly, especially as a license costs \$250 a year for a non-resident and limits the number of specimens one may shoot.

From Nairobi on a clear day the cone of Mt. Kiliman Jero is visible, crowned with perpetual snow although nearly on the equator. The Uganda Railway continues west from Nairobi to Kisumu, 584 miles inland, on the



## The TEXACO STAR

shores of Lake Victoria Nyanza. Boats sail weekly across the lake to Uganda ports. Lake Victoria, 225 miles long and 155 wide, is at an altitude of 3,700 feet. It is the source of the Blue Nile. Returning to the coast we shipped from Mombasa to Bombay, India.

### Texaco in Africa

The Texas Company (South Africa) Ltd. was founded in 1911 and has had a successful career in the petroleum market. It has adequate storage at Capetown (headquarters), Mossel Bay, Port Elizabeth, East London, Durban, Johannesburg, Bloemfontein, Kimberley, Pretoria, Delagoa Bay, Beira, Zanzibar, Mauritius, and Reunion. It is a well

rounded organization most of whom are South African Britishers, and in all our foreign fields there is not a more enthusiastic, loyal, and efficient group of Texaco workers. The territory under jurisdiction of this Company exceeds the United States in area and Texaco men are found in the remote copper fields of the Katanga Province of the Belgium Congo, up the Zambesi Valley, over in the South West Protectorate, through the veld and the valleys of the Cape, and along the hot East Coast. Gasoline is called Zenith Motor Spirit and our kerosene is called Tower Paraffin.

Wherever you travel over Africa's immense distances the Red Star Texaco is known favorably to the virile people who are building a great country out of the Darkest Continent.

## Some Further Remarks on Pets

GEO. W. VOS, Superintendent Advertising Division

Respectfully requesting the editor's permission and hopefully expecting the reader's indulgence, we rise on a Question of Personal Privilege. We wish to clear our name from an unearned slur.

We want it understood now and henceforward that we are not an addict to goldfish. We can take them or leave them.

Our expostulations are due to the charge thrown in our teeth by a co-worker who, upon getting the worst of a lunch-table political discussion, attempted the crushing rejoinder: "What can you expect of a man who loves goldfish?"

This erstwhile friend had reference to our essay in the last issue of the *Star* in which we pointed out some obvious advantages of goldfish as household pets.

Crestfallen, we seek solace in the blue-black bowl of ink, and would clear our name.

Yet we are not really angry at him—we can understand his resentment. He is a lover of dogs and he felt that in elevating the goldfish we had depreciated the Dog. In apparently decrying the Dog we have touched a chord to which most men respond. Man has almost an atavistic love for the dog, for the dog was man's first pet. Ever since that primordial time when the cave man picked up a defenseless puppy of the wild dog of the forest and found that because of the little creature's

playful antics he could not bear to dispatch and devour him, the Dog has had a secure place in the heart of man.

And when the Dog defended his master's rude dwelling, permitted the children to take liberties with his tail and ears, accompanied man on the hunt, and snuggled against his feet at the fireside, that place has been made secure and no other animal is even a close second.

We say this advisedly even though there be many men who love horses, and some very few men who like cats, and some who have a fondness beyond pride and profit for fine cattle.

Strange to say, the horse was not originally chosen by man as a pet, or even as a bearer of burdens or carrier of his person.

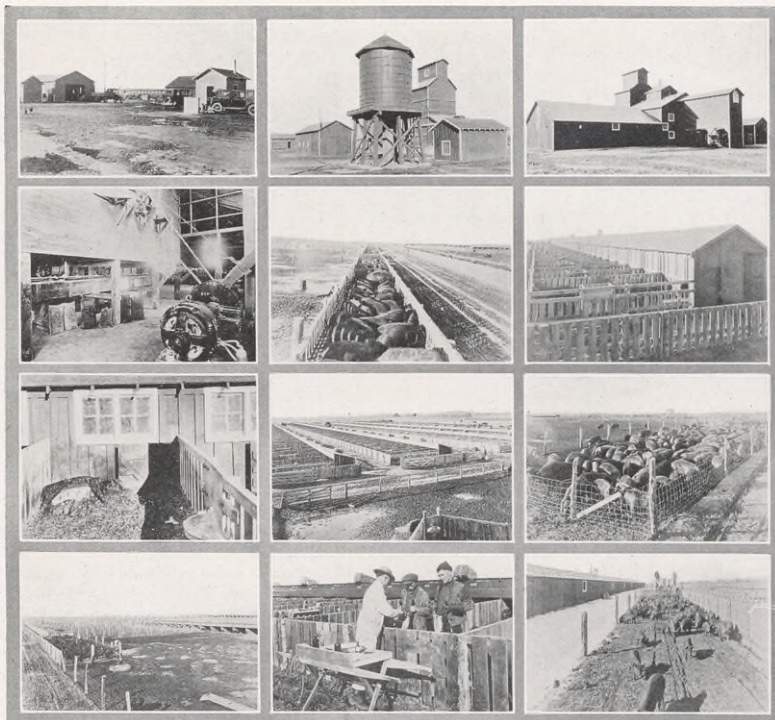
The horse was originally eaten. We know this from prehistoric evidence. Scientists have more or less restored primitive life by examining middens or refuse heaps. They have examined the rubbish outside of the caves of Solutré in France, which once, years and years before history was written, even before man could write, housed a dozen or more families of our European ancestors. In this heap they have estimated the bones of some 500,000 horses, proving that our ancestors ate about a horse a day.

Then, drawings scratched on the walls of

*Concluded on page twenty*

*Page seventeen*

## The TEXACO STAR



The Duroc Livestock Company's Breeding Ranch near Denver, Colorado.

### The Duroc Livestock Company

We take pleasure in presenting a number of views at the largest and most sanitary ranches stocked with a pure strain of Duroc hogs in the world, owned and operated by The Duroc Livestock Company of Denver, Colorado. The breeding pens are located three miles from Denver, covering 85 acres; the feeding ranch is at Haxtun, Colorado, in the heart of the corn belt with 65 acres.

The usual number of hogs on the ranches is 12,000 and 2,000 brood sows are constantly maintained as a breeding herd. All the animals are dry grain fed. No slop or soft feed is used from weaning to marketing. All blending of feed, the handling of it, and the feeding are

scientifically done. The roofs of all buildings on both ranches are covered with Texaco and the sides sheeted with Texaco. Many thousands of rolls of Texaco were used. The feed mixing machinery is lubricated with Texaco and the motor equipment operates on Texaco gasoline and Texaco motor oil with Thuban Compound for transmissions and differentials.

President D. F. Cooper to whom we are indebted for the photographs remarked: "We run this business on a scientific basis throughout and have proved to ourselves by selection and experience that Texaco roofing is unequaled for quality, convenient use, and durability, to say nothing of your splendid gasoline,



## The TEXACO STAR

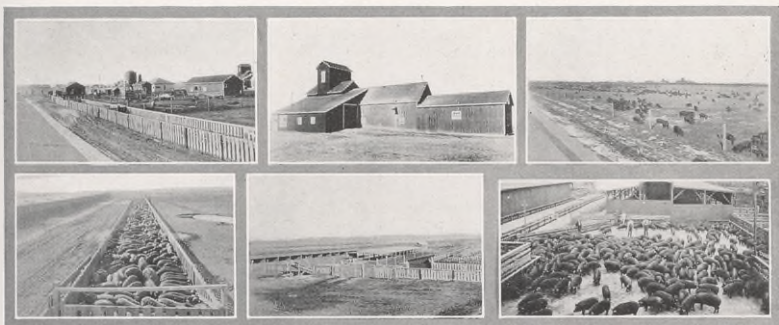
oils, and greases." Thus, as usual, Texaco products are accorded recognition on merit by a discriminating buyer who is himself concen-

trating on the production of a quality product. It is true: "The recollection of quality remains long after the price is forgotten."

The descriptions of the pictures are numbered from left to right beginning with the top row.

The Duroc Livestock Company's Breeding Ranch near Denver, Colorado

1. Entrance to breeding ranch showing garage and scales—all buildings covered and sheeted with Texaco roofing. 2. Pump house, garage, and elevator—Texaco covered and sheeted. 3. Elevator and mill where feed is ground and scientifically mixed daily for thousands of Duroc pigs—buildings covered with neverleak Texaco roofing. 4. Grinding and mixing machinery—Texaco lubricated. 5. Brood stock being fed on cement platform, one on each side of main roadway. Automatic drinking fountains and grazing lot are seen at the left. 6. One of six farrowing houses. Each farrowing house is 565 feet long and contains 80 apartments—the largest and most complete and sanitary hog houses in the world, equipped with automatic drinking fountains, hay racks, etc. These six buildings are roofed and sheeted with Texaco. 7. A compartment in a farrowing house. There are six farrowing houses, each containing 80 apartments. Here the thoroughbred Duroc pigs are born and kept until weaned. 8. A section of 1,500 weaning pens. Water is automatically furnished by drinking fountains in each pen. The mother sow and litter are moved from farrowing houses to pens like this when the pigs are from three weeks to one month old. 9. Brood sows feeding in pasture lots. 10. One of two boar units where the breeding is done, each unit containing 24 pens. 11. A veterinarian vaccinating ten weeks old pigs after the mother has been removed from the breeding pen. Every animal is immunized in this way against cholera. 12. Shipping hogs from breeding ranch to the feeding ranch at Haxtun. The transfer is made when pigs are from three to three and one-half months old.



The Duroc Livestock Company's Feeding Ranch at Haxtun, Colorado.

1. General buildings—all covered and sheeted with Texaco roofing. 2. Elevator and mill where feed is ground and scientifically blended for fattening the hogs. The buildings are covered and sheeted with Texaco roofing and the machinery is Texaco lubricated. The hog houses on this ranch are 650 feet long, and the combined granary and self-feeder buildings 450 feet long. All feeding is done on cement platforms. 3. Fattening pens. 4. Durocs making hogs of themselves on cement feeding platform—over 1,000 hogs in this picture. The average weight of the hogs when marketed is 225 pounds. A large proportion of the stock is sold for breeding purposes and the surplus is fattened and sold to the stock yards. 5. Receiving and shipping pens. 6. Five carloads—375 head—of pure strain Duroc Jersey hogs ready for shipment to Armour and Company at \$7.05 per cwt., average weight 224 pounds. The uniform finish and size and weight is remarkable and all are sold straight without "dock" without a blemish. From birth to market these pure strained Durocs are protected from the elements by Texaco roofing.

Power is so characteristically calm that calmness in itself has the aspect of power.—*Lytton.*

"Perhaps most failures are caused by small minds attempting to grasp large subjects."

## The TEXACO STAR

*Continued from page seventeen*

the caves show that some thousands of years later man began to bridle and ride the horse.

After that he domesticated the cow. It is safe to say that without the aid of the horse, man could not have domesticated the cow—for the early cow was an agile well-armed antagonist, fleet of foot, and long-horned. But mounted on his steed man conquered, so that today we have the mild incurious cow with little intelligence, no spirit to speak of, and a fortunate lack of initiative which keeps her busy turning grass into rich milk.

May we say here in passing that man has really never conquered the cat—for the cat comes into the household on her own terms. She comes when she wants to and goes when she wants to—and especially do her nights belong to herself. So that man has not extended his dominions far into the animal world.

In the four-footed world he has only a real friend in the dog, a servant in the horse, and property in the cow.

Among the fowls of the air he has made practically no progress. It is true that some people keep chickens, but they keep them for

food—and the most important factor in the food value of poultry is the size of the breast muscles from which comes the highly desirable white meat.

And look you how our "domestic" fowls have revenged themselves for our overlordship which keeps them on the ground! Because they have been condemned to lose the desire and ability to fly, their breast muscles have become atrophied and there is less and less white meat for Sunday dinners. In some cases only the visiting minister or the rich maiden aunt can be sure of having white meat. The titular head of the house who handles the poultry shears and the carving knife is lucky to get even one stringy leg.

Having come this far, we remember that no one should use up as much valuable print paper as we have, without bringing forth some uplifting message or without encouraging some beneficent movement. Therefore we enunciate a platform: Let us then not chide the youngsters who drive our poultry squawking about the barn-yard, as this exercises their breast muscles, and if kept up, in time, there will be enough white meat for the head of the house.

### LAW CURRENT

Rob't A. John

Holding that an oil company may lease or loan to a customer pumps and tanks, limiting the use of the same to the sale of its products only, is not a violation of the anti-trust law, and rendering a judgment for all the defendants, The Texas Company, Gulf Refining Company, and Producers Refining Company, was the decision of Judge Geo. Calhoun, of the Fifty-Third Judicial District at Austin, in the cases brought by the Attorney General of the State of Texas. He based his decision mainly upon the case of *Celli & Del Papa vs. Galveston Brewing Company*, 227 S. W., 941.

Awarding damages for breaching a contract to furnish fuel oil to the defendant and holding that Article 6624, of the Revised Statutes of the State of Texas, and the part of the same reading "the current expenses of such operation, including labor, supplies and repairs," covered such damages, Judge Geo. Calhoun has rendered judgment in favor of plaintiff, The Texas Company, against the I.-G. N. Railroad Company for the entire amount of

damages and interest, and fixed a prior lien in favor of plaintiff against the physical properties of that railroad.

**Illuminating Oil—Flash Test.**—Regardless of whether it be by a mixture or whether it be the result of the process of refining, kerosene containing 6.9 of naphtha is a violation of Article 106, Chapter 102, Revised Laws of the State of Massachusetts. In the case of *Killam v. Standard Oil Company of New York*, 143 N. E., 698, the decision being rendered by the Supreme Court of Massachusetts, it was also held that if said oil evaporates a gas under 100° Fahr., that the oil cannot be sold for illuminating purposes. This seems to be the holding of the Court, regardless of the fact that all kerosene contains a fractional part of naphtha and evaporates a gas under said degree of Fahrenheit.

**Ad Valorem Taxes—Oil Royalty.**—The Supreme Court of Kentucky has held that a royalty of one-eighth of the oil produced from lessor's lands by lessee is assessable as a separate item of property, and subjected to *ad valorem* taxes the same as the working interest. *Commonwealth v. Garrett*, 260 S. W., 379.



# The TEXACO STAR

## DEPARTMENTAL NEWS

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

Refining Dept.  
Natural Gas Dept.  
Ry. Traffic & Sales Dept.  
Marine Dept.  
Legal Dept.  
Treasury Dept.  
Comptroller's Dept.  
Insurance Dept.  
Governmental Reports  
Sales Dept. S. Territory  
Sales Dept. N. Territory  
Sales Dept. W. Territory  
Asphalt Sales Dept.  
Export Dept.  
Purchasing Dept.  
Producing Dept.  
Pipe Lines  
T. T. Co. of Mexico S. A.

C. K. Longaker, Houston  
W. M. McMorries, Jr.,  
Fort Worth  
J. A. Brownell, New York  
H. Hassell, Port Arthur  
H. Norris, New York  
H. Tomfohrde, Houston  
H. G. Symms, Houston  
R. Fisher, New York  
B. E. Emerson, Houston  
P. A. Masterson, New York  
C. M. Hayward, New York  
Miss M. Marshall, N. Y.  
R. C. Galbraith, Houston  
Geo. W. Voss, New York  
F. C. Kerns, Denver  
J. J. Smith, New York  
J. B. Nielsen, New York  
J. A. Wall, New York  
J. E. McHale, Houston  
J. T. Rankin, Denver  
Otto Hartung, Houston  
Fred Carroll, Houston  
C. W. Pardo, Tampico

### REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM  
PORT ARTHUR, TEXAS, MONTH OF JULY, 1924

Refined—Coastwise.....	1,259,976 bbls.
Refined—Foreign.....	389,852 bbls.
	1,649,828 bbls.
Crude—Coastwise.....	396,441 bbls.
Total.....	2,046,269 bbls.

### MARINE DEPT.

Manager Geo. B. Drake of the Marine Department in his Auxiliary Yawl *Hutoka* captured first prize in class B of the sailing yacht race from New London, Connecticut, to St. David's Head, Bermuda, under the auspices of the Cruising Club of America and the Royal Bermuda Yacht Club. The *Hutoka* was also awarded the prize for fastest time of any yacht with an all amateur crew. The starting gun was fired June 21 at 1:25 p. m. and on June 26 at 6:07 a. m. the finish line was crossed. Distance run 680 miles, average speed 6.07 K.

After rest and sightseeing at Bermuda the return voyage commenced June 30 at 2:55 p. m. and July 5 at 2:10 p. m. the *Hutoka* anchored in Gravesend Bay, N. Y. The return run was 739 miles, average speed 6.55 K.

The crew was: Geo. B. Drake, Skipper; James A. Tillinghast, Mate and Navigator; Geo. B. Drake, Jr., Kenneth Stephen, Robert Gavett, Frank Maytham, and A. Stuart Angus of the Marine Department, Technical Division.

C. A. Ditmars, Chief Engineer of M. V. *Solitaire*, died at Mobile on July 16 after an operation for acute appendicitis followed by peritonitis. Mr. Ditmars entered the employ of The Texas Company January 6, 1917, as First Assistant Engineer on M. V. *Maryland* and on September 1 of the same year was promoted to Chief Engineer; on August 10, 1919, he was transferred to P. B. *Texaco* 146 as Chief Engineer; on January 3, 1922, he was assigned to M. V. *Solitaire* as Chief Engineer. He was a very efficient and capable engineer and was considered one of the best Diesel engine men in the country. He made friends of all with whom he came in contact, especially those in the Marine Department, who desire to express to his wife their deep sympathy.

### SALES DEPT. Houston District.— S. TERRITORY Special Agent George Dewey English and Miss

Mamie Williams of Houston were married on June 26. The First Presbyterian Church was beautifully decorated and the ring ceremony was performed by Rev. Ernest Ulmer in whose church Miss Williams was organist. After a delightful reception at the home of the bride the couple left for Dallas. They are now at home in Cameron, Texas. The D. O. wishes them a long and happy life.

On July 16 Miss Meta Riley, daughter of our hustling Agent at Fredericksburg, became the bride of Mr. Casper Real of Kerrville, Texas. After a trip to Galveston the young couple will make their home on a ranch near Kerrville. The D. O. enjoyed a visit from Agent E. H. Riley, his wife and little daughter, and Mr. and Mrs. Casper Real. Congratulations and best wishes to all.

The stork on July 16 left little Miss Myrtle Marie at the home of J. H. Glass, Chief Clerk to Superintendent Monroe. Hearty congratulations.

**Dallas District.**—Thirty-three stations showed 100% collection of A Accounts for May 1924, ten stations 99%, eight 98%, ten 97%, five 96%, two 95%. We hope to see more in the 100% class for June.

R. H. Bingham of the D. O. and Miss Euna Belle Silvey were married on June 28. Congratulations and best wishes.

W. H. Noble and L. A. Ramage of Houston recently held very interesting meetings of Special Agents in Dallas District concerning our new product Texaco BQ.

## The TEXACO STAR



Marine Sales Division.—1. Electric driven "Victorious," U. S. Shipping Board, operated by Tampa-Inter-ocean Line. One of the largest and finest vessels of its type equipped with General Electric Co. Turbo-Electric Motors and successfully lubricated throughout with Texaco since being placed in commission. Chief Engineer Parker is one of the strongest believers in Texaco we have ever come in contact with. 2. Officers of U. S. Shipping Board M. S. "Victorious," left to right: Ass't Sup't French, Tampa-Interocean Lines; Captain Beckwith, Master of the "Victorious"; Chief Engineer Parker; First Ass't Engineer Sweitzer. 3. Japanese S. S. "Seattle Maru" of Osaka Shoshen Kaisha. Chief Engineer K. Murotani (insert). This and other vessels of the line have long been successfully lubricated with the proper Texaco Marine Lubricants. Mr. Murotani always demands Texaco. 4. American S. S. "Santa Tecla," W. R. Grace & Co. Line. Chief Engineer C. E. Peert (insert). This vessel of the large fleet operated by the Grace Line is lubricated throughout with Texaco Marine Lubricants. Texaco is certified to by Mr. Peert. 5. American Motorship "Narwhal" of Phillip Shore Line. Chief Engineer Hubert Browne. This vessel, with Fairbanks-Morse Semi-Diesel Oil Engines, has always enjoyed proper Texaco lubrication.

**Oklahoma District.**—Last year Agent G. E. Beaty of Hugo, Okla. Station took first prize at the County Fair with his little Oil Derrick Display. Recently one of the picture shows was advertising a picture entitled "Flowing Gold" and asked Agent Beaty to put on his Display for them, which he did, getting some good advertising out of it. He also took advantage of his opportunity and put up a card at this display reading: "Mr. Farmer, if you are troubled with Boll Weevil, use Texaco BQ." Our compliments to you, Mr. Beaty.

### Leaders for June

Gasoline Gallonage		Sales of Lub. Oil	
Stations	Fill. Stations	Stations	Fill. Stations
Joplin	Tulsa No. 1	Smackover	Tulsa No. 1
Tulsa	Hot Sp's No. 1	Blackwell	Hot Sp's No. 1
Muskogee	Tulsa No. 4	Tulsa	Tulsa No. 4
Little Rock	Miami No. 1	Enid	Miami No. 1
Ardmore	Hot Sp's No. 2	Joplin	Hot Sp's No. 2
Sales of Grease		Sales of Coupon Books	
Blackwell	Tulsa No. 2	Okla. City No. 3	
Stroud	Tulsa No. 4	Tulsa No. 4	
Smackover	Tulsa No. 1	Tulsa No. 1	
Ada	Tulsa No. 5	Okla. City No. 4	
Wewoka	Okla. City No. 3	Tulsa No. 2	

**New Orleans District.**—Vicksburg, Miss. Station carried off first prize for general stand-

ing and efficiency for the first quarter of 1924. Their appreciation of the award is expressed in the following letter:

Vicksburg, Miss., July 8, 1924.

Mr. M. A. Dyer, Supt.,  
The Texas Oil Co., New Orleans, La.

Dear Sir: On behalf of myself and employees of Vicksburg Station we wish to thank you for the prize checks delivered to us last month.

Assure you we are very proud of winning this prize and that we are putting forth every effort to bring our station up to where we will be mentioned in the National prize if we don't win it.

Thanking you for the cooperation extended us through the District Office, and assuring you of our full cooperation at all times, I remain,

Very truly yours,

J. I. Miller, Special Agent.

The sympathy of many friends is extended to L. A. Tanet, Railway Sales Representative at New Orleans, for the death of his father on June 25. This is the second loss sustained this year by Mr. Tanet, his young sister, Miss Theresa Tanet, having been summoned by death last New Year's Day.

A meeting of Louisiana Special Agents was held at Alexandria July 5 at which L. A. Ram-



## The TEXACO STAR



H. G. Symms and Agent Albert Hirth.



H. G. Symms and Florida's Creditman J. E. Brophy visited points of interest near Jacksonville, including St. Augustine, the oldest city in the United States. At St. Augustine they were guests of Agent Hirth. They visited old Fort Marion and Anastasia Island where the coquina shell or rock was obtained to build the fort. Before leaving they also saw the oldest house in the United States and visited Ponce de Leon's "Fountain of Youth."

H. G. Symms and J. E. Brophy at Fort Marion

age demonstrated the merits of our new product Texaco BQ. A similar meeting of Mississippi Special Agents was held at Jackson July 9 with W. H. Noble in charge. On both occasions the demonstrations of the effectiveness of Texaco BQ in squelching the boll weevil inspired all present with the enthusiastic belief that our new product will prove a potent factor in curtailing the ravages of that pestiferous insect.

**Atlanta District.**—With profound grief we report the death, on July 5, of Mrs. F. B. Ramey, wife of our esteemed Creditman. Mrs. Ramey, until her last illness, was active in many civic enterprises. She was a woman of lovely character. All join in sympathy with the bereaved family.

Mrs. E. E. Stafford, mother of Ass't Agent R. E. Stafford, Dothan, Ala., died in Montgomery on July 11 and was buried at Daleville, Fla., her old homeplace. The sympathy of the District is extended.

Congratulations and best wishes to members of the D. O. who have given up single life: J. H. Brockington and Miss Myrtis Benefield on July 12; R. L. Hopper and Miss Mary Woodward on June 14; Robert Harrell and Miss Ethelyn Hutcheson on June 7; H. D. Holbrook and Miss Erlene Hall on May 27.

Congratulations to Mr. and Mrs. Wm. King



Some of Florida's oldest citizens—ranging to 900 years, on the birth of a baby girl on June 20. Mr. King is Ass't Agent at Anderson, S. C.

**Florida District.**—The Texaco Club of Florida has been organized. Its purpose will be to promote good fellowship, entertainment, and recreation among the Company's employees in Florida, and to let the rest of Texaco's large family know what a wonderful place the State of Florida is. Officers and directors for the first year were elected:

E. H. Browder, President  
T. E. Simpson, First Vice President  
T. H. Reed, Second Vice President  
J. E. Brophy, Secretary and Treasurer  
*Directors:* Hans Mueller, Chairman  
P. A. Jones, Sales Department  
B. E. Campbell, Terminal Division  
R. L. Harris, Railway Traffic Department  
Mrs. M. J. Duguid, District Office  
Mrs. L. L. Hanev, District Office  
I. G. Hayes, Asphalt Sales Department

The marriage of G. H. Keese and Miss Thelma Mae Turnipseed is announced. As a token of esteem the employees of Miami Station presented the couple with an electric toaster outfit. Our best wishes.

### SALES DEPT. W. TERRITORY

The Western Territory Texaco Club has been reorganized. The plans for future growth and service look not only to our own Territory but it is expected that the grounds to be purchased and the accommodations installed somewhere in the mountains will inure to the benefit of both the Northern and Southern Territories. We hope to have a Club House and grounds where Texaco members and families from the sweltering states in the summer can spend some time with us in the mountains of the Mile High City.

A new little Texaco Star (girl) arrived at the home of H. T. Burtscher on July 2.

W. F. Wilson has been appointed Chief Accountant. This well deserved promotion is pleasing to Warrie's many friends. Hal Byrd is Ass't Chief Accountant and this team will function smoothly.

## The TEXACO STAR



Rocky Mountain Flying Circus

Secretary of State Carl Milligan; Miss Nancy Callan, daughter of State Senator Callan; Tom A. Thompson, Aviator of Rocky Mountain Flying Circus. Snapshot taken before a flight in which Miss Callan dropped a bomb which was the signal for starting the Rodeo.

**Denver District.**—During the month of July Denver and Salt Lake Districts were in the midst of an annual audit and we had the pleasure of having with us Traveling Auditors Breeding and Yeatman.

We had a pleasant visit from A. V. Ritchie of the Casper Refinery. Come again soon.

Denver, Colo., July 25, 1924.

The Texaco Star.—We get lots of good reading and pleasure from The Texaco Star. We send you photos of the way we do it up in Denver District.

E. J. Fenton and myself, C. W. Gray, are traveling by auto with full equipment for painting and when we leave a town the Red Star and Green T is left behind.

We are,

Texaco Painters Gray & Fenton.



"This is the way we paint 'em up

The scene at the right is in Estes Park 40 miles from railroad.

**El Paso District.**—We enjoyed a month's visit from Auditors Breeding and Yeatman. On verifications we accomplished 97½% in 25 working days. We appreciate your co-operation and suggestions, Messrs. Breeding and Yeatman.

Miss Margaret Hanson, stenographer in Credit office, stepped into that blissful state on July 9. The D. O. presented her with a silver coffee urn appropriately engraved. We shall miss your cheerful smile but extend our sincerest wishes for your complete and lasting happiness.

**Salt Lake District.**—Business is booming in Utah and each day the gospel of Texaco is penetrating deeper into the vast desert expanses converting more and more to the standard of the Red Star and Green T. With the battle cries of "Consumer Demand" and "Best of the Best" the Utah legions have pressed ahead of seasoned veterans and have established an enviable record.

Salt Lake District invites comparison with any other for neatness and attractiveness of equipment. General appearances assist in marketing and as an advertisement have no equal.

Agent Reid of Richfield is showing a gratifying increase in the sale of Crystalite. Since the market is very limited on this product this proves that Mr. Reid is "creating outlets."

Our hats off to Agent Myers of Ephraim—as "king" of the roofing agents. Now show 'em how to sell "the whole line all the time."

When as large a station as Salt Lake City sets a collection record, as will be done in July, we know it is *team work* with emphasis on the last word. Watch out Ogden.

**Billings District.**—Agent E. I. Johnson, Sheridan, Wyo. Station, was prize winner at close of the first quarter of 1924.



E. I. Johnson

To win a prize it is necessary that a station, its yard, office, equipment, everything, be neat and orderly. That part of it was a matter of course to E. I.; his watchword is neatness and it is reflected in his correspondence, reports, and everything he lays hands on. Neatness alone, however, will not make a prize winner. E. I. Johnson permitted no credit violations, collected for three months an average of 73%

of outstanding accounts, and increased his gallonage 47% over the first three months of 1923, with a good record in marketing expense *etc.* Mr. Johnson entered the service October 1, 1918, as salesman in Pueblo territory. In April 1920 was assigned to Sheridan Station as Traveling Agent. May 1, 1924, was transferred to Billings as Zone Salesman.



## The TEXACO STAR

All the flowers should not be showered upon Mr. Johnson, as he was ably assisted by Warehouseman H. L. Cunningham and Motor Truck Driver Eldon Brooks. They deserve a good measure of the credit for carrying out the Company's policies and living up to its rules and regulations governing the operation of a station. The Sheridan station moves a large gallonage and carries a large stock, yet it was necessary for the D. O. to mail only two stock differences during the three months period. Some station employes may believe such things are not brought to the attention of the Management; we wish to assure Clerk and Warehouseman Cunningham that full credit is given him personally for the efficient manner in which he has handled stock and accounting matters.

Congratulations to Sheridan station and its prize winning organization.

We welcome L. E. Miller and family. Mr. Miller comes as Creditman, replacing P. R. Walker transferred as Creditman to Omaha.

Ass't Agent R. M. Morrison, Billings Station, announces arrival of an 8-lb. girl on June 29.

Agent E. A. Stevens of Buffalo, Wyoming, has been needing additional help for some time. His requisition was honored on June 26 and the boy will doubtless be of material assistance. Congratulations, E. A., not forgetting Mrs. Stevens.

**Spokane District.**—James Kerrigan and Company, Cranbrook, B. C., report a rapidly developing business with Texaco Products.

They have the distinction of being the first carload marketers of Texaco in this Canadian Province.

Agent E. G. Driskell, Shoshone, Idaho, and Miss Erma Clinger were married on June 29. Our best wishes.

Listen to this: "Born to Mr. and Mrs. Harry Petrich, Chewelah, Washington, July 20, a son, weight 11  $\frac{1}{4}$  pounds." Congratulations.

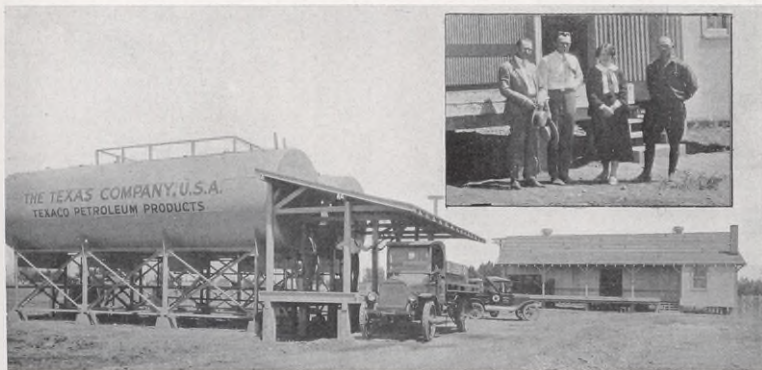
We like this maxim of the Kiwanians so well that we pass it on for readers of the *Star*: "Keep smiling—the only thing you should not advertise is your troubles."

**Omaha District.**—On July 4 the D. O. had a Texaco Picnic at Lake Manawa. The party numbered 75. It was a great success.



Omaha District Office Picnic, July 4, 1924

As you advance above the ordinary workman your value depends upon your thinking and planning, rather than the work you do with your hands, feet, and mouth.—*Roycroft.*



Boise, Idaho, Station

Won District prize for wholesale stations during first quarter of 1924.

Insert: Agent E. M. Rogers, M. E. Duncan, Jr., Edna MacInnis, C. M. Edwards.

## The TEXACO STAR

### SALES DEPT. N. TERRITORY

#### Advertising Division.

—We are receiving a large number of clipped advertisements from papers throughout the South and have had some letters from agents telling us that the B Q advertisements were promptly inserted. We wish to express our appreciation for the prompt, whole hearted, and intelligent way in which the Agents handled this matter.

Incidentally we are hearing reports from outside sources of the rapid spread of the use of B Q and trust that the campaign will be as highly successful as these indications foretell.

**New York District.**—For many years it has been a case of "get out and get under" for our district supervisors of motor equipment. But the New York District, which prides itself in being a pioneer in other respects, now boasts that its motor equipment supervisor, C. Brettell, doesn't "get out and get under" but he "gets up and over."

Supervisor Brettell recently had occasion to make an inspection of motor equipment at Port Richmond, N. Y., and lo and behold, our folks at the Refined Station there received the surprise of their lives when they found Mr. Brettell had come from New York by sea plane.



Lieutenant Brettell instructing student aviators

Supervisor Brettell is connected with the Naval Reserve Air Station at Fort Hamilton on the New York Harbor. He is a lieutenant (j. g.) in the U. S. N. R. F. He is assigned to the unit as Engineer Officer, and occupies

his spare time and his vacation as instructor in aviation engines to a selected group of college undergraduates during their vacations. These students take a course of training offered by the U. S. Navy and those who are successful are commissioned in the U. S. Naval Reserve as qualified Naval Aviators. This is the pioneer school of its kind, and has proved so successful in past years that the Navy has now established others.

**Boston District.**—On Monday evening, June 23, the Texaco Athletic Association held

its first smoke talk and banquet at the Hotel Westminster. Its purpose was to promote acquaintanceship not only among the members of the Boston Office but also among the salesmen, agents, and other outside men. That purpose was fulfilled and the entire affair was a complete success from start to finish. Great thanks are due President Dave De Rosay and other members of the Committee and Toastmaster M. F. Dillon. The seven course dinner was an epicurean delight; the music was entrancing and grew more so as the evening advanced; the speeches were delivered in a masterly fashion with no "serious" interruption. The boys arrived with smiles and left in gales of laughter.

Miss Madeline Parker, who for some years has helped to carry the stenographic burden in the Credit office, has resigned. Miss Parker has the good wishes of all and as a token of the esteem in which she is held she was presented with a beaded envelope purse containing a gold piece for good luck.

F. S. Cannon, Representative in the Rhode Island Territory, has resigned to accept the position of Manager in New England for the Mexican Petroleum Company. The boys in his territory presented him with a gold watch as a remembrance of their pleasant relations. A. L. Thompson succeeds Mr. Cannon as Representative in Rhode Island.

**Philadelphia District.**—The new Pottsville, Pa. Station started operation on July 3.

We welcome the new Representatives, J. C. T. Packard, headquarters Dover, Del., and H. R. Phillips, headquarters Salisbury, Md.

H. B. Joseph has been appointed Supervisor of General Lub. Sales *vice* T. F. Bludworth.

It looks as though Lorden, of the Accounting, is going to win the cup for the highest batting average in the interdepartmental baseball series, as he is away in front with an average of .687.

**Pittsburgh District.**—H. H. Shipp, Chief Accountant, has been transferred to the Chicago D. O., effective July 1. As a token of the high esteem in which he is held by the whole District, he was presented with a green gold Hamilton watch. W. H. Perry succeeds Mr. Shipp, and we wish them both success in their promotions.

Salesman F. M. Powell is wearing a gold Texaco watch fob, for efficiency in Credits and Collections for the first four months of 1924. Mr. Powell is one of our junior salesmen and



## The TEXACO STAR



A honeymoon at Atlantic City

J. P. Ritzel of the D. O. and Miss Mildred J. Huber of Pittsburgh were married on June 26. The D. O. presented them with a chime clock and lamps and candlesticks.

The photo at the right shows Salesman Geo. A. Orr, the next victim, who also vacationed at the New Jersey resort after closing a national contract with American Fruit Growers, Inc. It is rumored this is his last bachelor vacation.

we are proud of his record, which includes his selling a carload of motor products where we have had difficulty in making progress.

Geo. MacNamara, Supervisor of Sales, and Agent A. J. Gunter, Cincinnati Station, closed national contract with Procter & Gamble Distributing Co., Cincinnati, O., covering entire requirements of first grade motor oils for their automotive equipment. Oil is to be furnished in lithographed cans only which will make this contract valuable to us from an advertising standpoint.

**Norfolk District.**—The Distributor's contest is running very close. Leaders for April:

- Class A—Virginia Oil & Supply Co., Petersburg, Va.
- Class B—Sprinkle Oil Company, Reidsville, N. C.
- Class C—Pope Oil Company, Clayton, N. C.
- Class D—H. M. Burden, Aulander, N. C.

The leaders for May were:

- Class A—Holt Oil Company, Smithfield, N. C.
- Class B—Sprinkle Oil Company, Reidsville, N. C.
- Class C—Pope Oil Company, Clayton, N. C.
- Class D—Gatesville Oil Company, Gatesville, N. C.

We were sorry to lose W. S. Davis who has been with the Company for 7 years. He is now associated with one of our good customers and we wish him all success. Mr. Davis was

succeeded by J. E. Dozier as Representative of Territory F, headquarters Charlotte, N. C. J. C. Fokes of the D. O. succeeded Mr. Dozier as Salesman, Territory F, headquarters Asheville, N. C. Mr. Dozier and Mr. Fokes are well fitted for the positions to which they have been promoted and we know they will both succeed in a big way.

We welcome to the Texaco family Bessie Blanche Glenn born to Agent and Mrs. Frank Taylor Glenn on June 23; also Jack Barton, Jr., son of Mr. and Mrs. Jack Barton of the Capitol Oil Company, Mineral, Va.

We extend sympathy to Agent and Mrs. E. M. Morgan, Wadesboro, N. C., for the death on July 4 of Charles Morgan, their two years old son.

### ASPHALT SALES DEPT.

The Pan-American Highway Commission, which has inspected many hundreds of miles of highways during its visit to the United States, reached New Jersey in the first part of July. When asked for his opinion of the New Jersey roads, Adolfo R. Arellano, civil engineer and architect of Havana, Cuba, a member of the Commission, answered: "Many of the States pointed out to us the amount of work they are accomplishing, but nowhere did we see as much accurate attention to detail as in New Jersey. The Trenton-Princeton road presents a beautiful appearance with its substantial even surface and for riding qualities it excels any we passed over." One-half of the Trenton-Princeton road so highly commended is paved with Texaco Asphalt.

In last month's issue of the *Star* we announced that the traffic of 750 cities and towns in the United States was riding over Texaco Asphalt pavements. The latest total of such cities is 975. This number was obtained by a careful listing of every municipality in the country which has paved with our Asphalt.



Streets and Swahili boys in Mombasa

See page fifteen

## The TEXACO STAR

### PIPE LINES

G. A. LeClere of the Houston Office and Miss Ruth Webb were married on June 18. Many friends extend congratulations and best wishes.

W. F. Armstrong has been transferred from Wichita Falls, Texas, to Louann, Arkansas, where he will be District Foreman. At the time of his leaving the Wichita Falls force expressed their warm friendship, and regret that their ways were to part, in a letter which concluded:

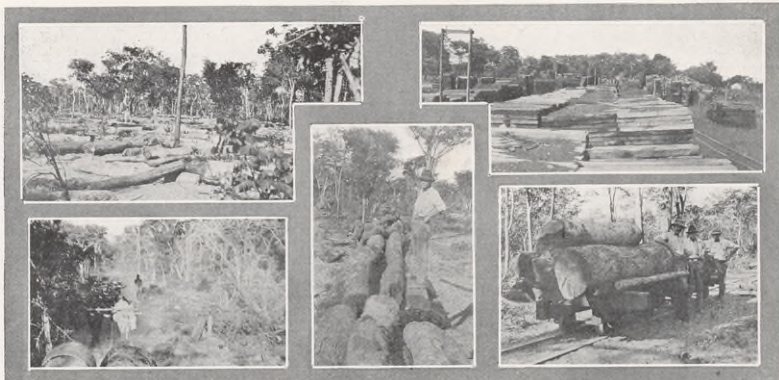
"When a man's too bad for paradise,  
And yet too good for the devil's maw,  
They look him over once or twice,  
And give him a home in Arkansas."

O. R. Burden has been appointed Assistant Superintendent of the Wichita Falls Division.

P. T. Thibodaux, Civil Engineer, Shreveport Division, and wife announce the birth on June 18 of an 11-lb. baby boy—P. T. Thibodaux III.

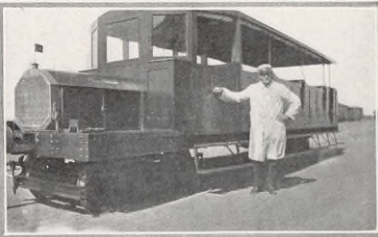
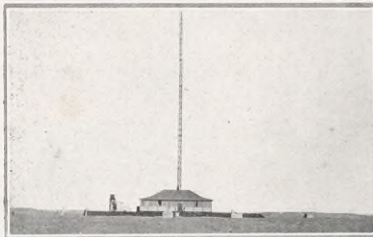
Miss Mary Hutsell, telephone operator at Gates, Texas, and Mr. L. C. Trotti, employe of the Refining Department, were married on June 21. Congratulations and best wishes.

J. W. Emison of the Houston Office, and wife, were called to Alma, Mo., on July 7 by the death of Mrs. Emison's mother, Mrs. P. H. Koppnenbrink, who was killed when the automobile in which she was riding was struck by a fast passenger train. We extend deepest sympathy.



Export Department.—Malindi Saw Mills of Rhodesian Native Timber Concessions, Ltd.

Logs of Malindi Forest teak (a few of 14,000 logs) eight miles from the railway. Loading point at Malindi siding—10,000 pounds worth of teak railway sleepers. Logs being hauled to the mills—18 oxen to 6 trolleys—250 logs hauled daily. A mile of teak logs loaded on trolleys for hauling to the mills. An average trolley load—there are about 20 miles of this wood track 22" gauge.



Wireless Station at Swakopmund on the Atlantic coast of South West Africa, covered with Texaco roofing. In 1914 after the outbreak of hostilities the original station, one of the most powerful in the world, was bombarded and destroyed. The new station was erected on the original site. The mast rises far above the field of this photograph.

At the right is a motor trolley in service between Swakopmund and Walfish Bay doing the trip twice daily using Texaco Zenith motor spirit.



## SUGGESTIVE INDEX OF CURRENT ARTICLES

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

**EXECUTIVE.** Pitfalls of the Employment Interview. Donald A. Laird.—*Industrial Management*, July 1924.

**REFINING.** Modern Maintenance of Plant and Equipment—Fire and Accident Prevention. Wm. G. Ziegler.—*Industrial Management*, July 1924.

California Development in the Preparation and Use of Adsorptive Clays in Refining. Carl J. von Bibra.—*The Refiner and Natural Gasoline Manufacturer*, July 1924.

**LABORATORIES.** Bauxite as a Refining Agent for Petroleum Distillation. A. E. Dunstan, F. B. Thole, F. G. P. Remfry.—*J. Soc. Chem. Industry*, June 13, 1924, p. 179T.

Iodine Value of Cracked Gasolines. A. B. Miskin.—*J. I. Pet. Tech.*, June 1924, p. 297.

The Constitution of Asphalt. F. J. Nellensteyn.—*J. I. Pet. Tech.*, June 1924, p. 311.

The Berginisation of Coal and Oil. Alfred W. Nash.—*J. I. Pet. Tech.*, June 1924, p. 329.

The Prevention of Emulsions. A. Beeby Thompson.—*J. I. Pet. Tech.*, June 1924, p. 326.

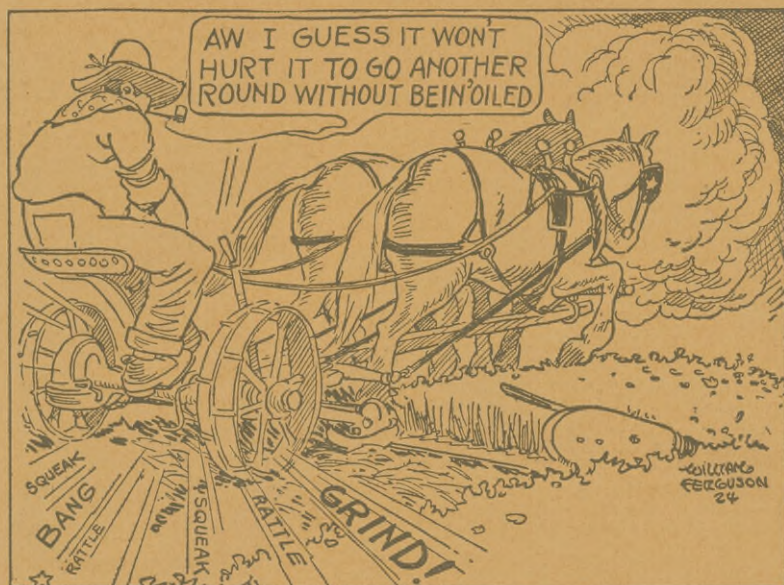
**PRODUCING.** Inefficient Handling of Field Boilers Source of Waste and Expense. F. G. D. Muller.—*National Petroleum News*, July 16, 1924.

**PURCHASING.** Is the Purchasing Agent Alive to His Industrial and Economic Opportunities? John H. Van Deventer.—*Industrial Management*, July 1924.

**ASPHALT SALES.** What Did the Pan-American Road Congress Accomplish? Pyke Johnson.—*Automotive Industries*, July 10, 1924.

**GENERAL.** Rhodes Scholars—Address at Oxford. Rudyard Kipling.—*The Living Age*, July 5, 1924. America and the Post-War European Situation. (Various authoritative articles).—*The Annals of American Academy of Political and Social Science*, July 1924.

**BOOK.** City Homes on Country Lanes—Philosophy and Practice of the Home-in-a-Garden. Wm. E. Smythe.—*The Macmillan Company*, New York, \$2.50.



THE MOST COMMON OF ALL OIL SCANDALS

—Courtesy of the "Corn Belt Farm Dailies."

OF WHAT AVAIL  
ARE PLOW, OR SAIL,  
OR LAND, OR LIFE,  
IF FREEDOM FAIL?

—Emerson.