

The TEXACO STAR

MAY 1923



HELPS

Trials, temptations, disappointments, all these are helps instead of hindrances, if one uses them rightly. They not only test the fibre of character, but strengthen it. Every conquered temptation represents a new fund of moral energy. Every trial endured, if weathered in the right spirit, makes a soul nobler and stronger than it was before.

—*James Buckham.*

The TEXACO STAR

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Mexico

The appointment by President Harding of John Barton Payne, former Secretary of the Interior, and Charles B. Warren, former Ambassador to Japan, as commissioners to confer with commissioners of the Mexican Government with a view of eliminating, if possible, those things which have prevented the recognition of the Mexican Government by the United States, meets with hearty approval everywhere. The people of this country are anxious to see the differences ended, and everyone hopes that a basis of recognition can be reached. This is true regardless of party or politics; it is unanimous.

But the task of the commissioners is not an easy one. Their difficulty is one which cannot be overcome by mere convention. They may agree thoroughly on what should be done and still find it impossible to accomplish anything. This may seem strange but it is true. It is true because Mexico has tied her hands. The public should understand this, and the press also should understand it; otherwise there may arise an ill-founded clamor.

Article 27 of the Mexican Constitution of May 1, 1917, contains several innovations in government, two of which are outstanding, namely, (1) the agrarian clauses and (2) the nationalization of petroleum.

AGRARIAN CLAUSES

These provide among other things that large landed estates shall be divided and turned over to members of the commune. For the sake of accuracy and in order that there may be no misunderstanding it may be well to quote the words of certain sections, which are as follows:

"(a) In each State and Territory there shall be fixed the maximum area of land which any one individual or legally organized corporation may own.

"(b) The excess of the area thus fixed shall be subdivided by the owner within the period set by the laws of the respective locality; and these subdivisions shall be offered for sale on such conditions as the respective governments shall approve, in accordance with the said laws.

"(c) If the owner shall refuse to make the subdivision, this shall be carried out by the local government by means of expropriation proceedings.

"(d) The value of the subdivision shall be paid in annual amounts sufficient to amortize the principal and interest within a period of not less than twenty years, during which the person acquiring them may not alienate them. The rate of interest shall not exceed five per cent per annum.

"(e) The owner shall be bound to receive bonds of a special issue to guarantee the payment of the property expropriated. With this end in view, the Congress shall issue a law authorizing the States to issue bonds to meet their agrarian obligations."

Earlier in the same article it is provided in connection with expropriation proceedings:

"The amount fixed as compensation for the expropriated property shall be based on the sum at which the said property shall be valued for fiscal purposes in the catastral or revenue offices, whether this value be that manifested by the owner or merely impliedly accepted by reason of the payment of his taxes on such a basis, to which there shall be added ten per cent. The increased value which the property in question may have acquired through improvements made subsequent to the date of fixing of the fiscal

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value shall be the only matter subject to expert opinion and to judicial determination. The same procedure shall be observed in respect to objects whose value is not recorded in the revenue offices."

Anyone who understands the meaning of language can see at a glance what is involved. It can be seen that when property is taken under these provisions the compensation awarded is limited in amount to its taxed value plus ten per cent, and even that is paid in bonds. The bonds delivered in payment for property taken are not obligations of the Mexican Government but are obligations of the state in which the property is located. If they were direct obligations of the Mexican Government their value would be problematical at this time. Being merely obligations of a subdivision of the Government they are less valuable. Certainly they could not be sold on the market today at any substantial price.

According to every conception of expropriation the property taken should be paid for in money. Bonds are promises, not payments. To take property and pay for it in depreciated bonds is not expropriation; it is confiscation. Worse still is the fact that some of the states already have been performing the operation without either issuing bonds or paying in money. And the most aggravated cases are those of small landowners, literally thousands of which are recorded at Washington, in which there was no pretense of compensation.

Millions of acres of rural lands in Mexico are owned by citizens of the United States. These lands were purchased and paid for at a time when according to the constitution and laws of Mexico the present owners had a perfect right to hold them. They were purchased and paid for in good faith as investments. In every sense they are the property of citizens of the United States, and as such property they are protected by international law. Socialists may applaud the course of the Mexican Government, but those who would respect property rights, those who would encourage the acquisition and ownership of property, those who would teach the coming generations that there is reward for labor, will keep cool and not be swept off their feet. If the clauses quoted were found merely in some decree of the executive or even in an act of Congress the task of the commissioners might be easier; but they are planted in the organic law of the Mexican Republic.

NATIONALIZATION OF PETROLEUM

What has been said of the agrarian problem is true in prin-

ciple of the petroleum problem. The same Article 27 would nationalize petroleum. It provides that the nation has direct dominion over all minerals in the Republic, including petroleum. And the difference between the treatment accorded landed estates and the treatment accorded petroleum is that in the former provision was made for expropriation and paper payment while in the latter no provision was made for payment of any kind.

At the time this constitution was adopted owners of land in Mexico owned not merely the surface but also any petroleum contained in the subsurface, the same rule that applies generally in the United States. It was so enacted by the Mexican Congress as early as 1884. The law passed in that year contained the following provision:

"Art. 10. The following substances are the exclusive property of the owner of the land, who may, therefore, develop and enjoy them without the formality of denouncement or special adjudication: IV. . . . petroleum. . . ."

This was repeated in subsequent statutes, and for years was the undoubted law of Mexico. Imposing full faith and credit, and believing that a solemn statute of this kind would be respected by the Government from which it emanated, citizens of the United States invested their money in the development of petroleum in Mexico and in the course of time built up there a great industry. Hundreds of millions of dollars were invested, not in the development of concessions granted by the Government, but under titles acquired from private owners, Mexican citizens who had the right to sell or lease their lands for petroleum development. Then in 1917 this new constitution was adopted reversing the constitution of 1857 and repudiating the statute of 1884 by the clause contained in Article 27 as follows:

"In the nation is vested direct ownership of all . . . petroleum. . . ."

Our government has steadfastly maintained that this is confiscation and will not be permitted as against citizens of the United States. The Mexican authorities have recognized in part the force of our protests. They have permitted the oil companies to operate their properties, that is, such properties as had been devoted to the exploitation of petroleum prior to May 1, 1917. The question of law involved had been submitted in several cases to the Supreme Court of Mexico, and that Court has ruled that this provision of Article 27 does not apply to cases of that kind. But the

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Court has carefully limited its decisions to properties of the kind mentioned, those which had been developed or by lease or some other method had been devoted to the production of petroleum before May 1, 1917. Various measures have been proposed in the Mexican Congress seeking to clarify or regulate this provision of Article 27, but in every case a vivid line is drawn between properties of the kind just mentioned and properties which had not been devoted to petroleum production prior to May 1, 1917, and always in every case there is preserved the doctrine that to the nation belongs all petroleum in the Republic. If any high official of the Mexican Government is asked today whether Article 27 applies to privately owned lands which had not been devoted to petroleum production on the date mentioned, he will, if he answers at all, respond in the affirmative. They have not the slightest idea of yielding Article 27, except in such cases as those which have been before the Supreme Court of Mexico, namely, cases where the land had been devoted to petroleum production prior to May 1, 1917.

Suppose, therefore, that a citizen of the United States owns land in some section of Mexico where there has never been anything but farming or stock-raising, where there has been no effort to produce petroleum, and that years hence oil is developed on his land: It is perfectly plain that his case would not fall within any of the decisions that have been rendered by the Supreme Court of Mexico. It is plain also that if our Government recognizes the Mexican Government as now chartered it will have agreed to the validity of Article 27, except only as limited by the decision of the Supreme Court heretofore rendered, and that it will have bartered away the landowner's proprietorship of petroleum in the case just stated. That there will be cases of that kind hardly admits of doubt. This is what the Mexican officials are thinking of. They are willing to come to terms on the specific cases that are now pending, but they desire to carry out for the future the Carranza program for the broad nationalization of petroleum. If we know anything we know very well that the future must be considered. Our nation has never been noted for shortsightedness, and we can protect our future and the future of our nationals to the fullest extent. It would be an indescribable disgrace if through new constitutions and diplomatic exchanges, and through a hasty desire to iron out differ-

ences, the representatives of this Government should give away the property of its citizens, even though the particular property element is not in sight at this time. It would be a sad commentary on our foresight if, fifty years from now, a great oil field should be discovered in some Mexican state on land now owned by a citizen of the United States, and it should develop that, although he owned the land in fee, he lost his petroleum rights in 1917, because the land was then wild or was being used for agricultural purposes and had never been devoted to an oil project. And something of that kind is certain to happen if care is not exercised in the present situation.

A Clean Organization

Nothing conduces to good morale more than knowledge that everything is on the square. In corporate management there are certain fundamentals without which there can be no permanent success. Every corporation must function through its human agencies—its directors, officers, and employees. Every business corporation must have another element—its capital and stockholders. Now, the spirit pervading an organization thus made up is the determining quality for weal or woe. If well-founded confidence exists all around the first essential can be inventoried; the remaining questions relate to the field of activity, business ability, and things of that kind. But if the first essential is lacking the remaining question is simply, when will the enterprise fail? And confidence can not be inspired by coddling. Praise and felicitations are good and when merited should not be withheld; they are better than frowns and complaints; but they are merely surface manifestations. There must be something deeper.

No boasting is involved in the statement that The Texas Company has been successful; it is a plain recital of fact. And it may not be an exaggeration to say that the company has grown great. Has this come about by chance? No, there is a reason; and the underlying secret is that in the councils of the management there has been no place for graft. Never have the officers or directors traded with themselves, never have they sat on both sides of the table, never have they tried to serve two masters.

One isolated trade, or two, or ten, would not be vital, even if the company suffered a

financial loss, if the demoralizing effect could be eliminated. But suppose that in the early days of this company the bars had been let down and the president and vice presidents had taken the liberty of nipping off the good things for themselves and then selling them to the company at fabulous prices: Suppose every leaser had been allowed to put his own money in selected prospects, turning over those of ordinary run to the company: Or suppose the heads of the producing, refining, and sales departments had been stockholders in companies whose interests conflicted with our own: Where would we be today? There would be no mutual confidence or respect; there would be no company. Let the credit go where the credit is due, the most conspicuous characteristic of this organization through the years has been a never-changing adherence to the rule against divided allegiances. One reason why it has been easy to enlist capital at all times is the fundamental integrity of the management. It is easy to see how investors would have felt if that quality had been lacking. Every officer and employee does his own work in comfort, strong in the faith that the unscrupulous will not share in the fruits of his toil, for he has come to know that graft is not tolerated anywhere in the organization. Moreover, all have come to know, not that every employee is a spy, but that every one is a sentinel, and that if the hideous imp comes in sight from any direction it will be known in a twinkling. And so may it always be.

Employees are stockholders also. Nearly all in positions of importance and many in minor positions own shares of the company. Their holdings are becoming larger every year. Some who have been frugal look forward to retirement upon comfortable income from this source. This makes for unity of effort and purpose; and it increases the number of sentinels who will not go to sleep.

The Kaleidoscope Again

Six years ago Midcontinent crude was selling at \$2 per barrel. On March 19, 1918, the price was advanced, and it kept moving until March 1, 1920, when it reached \$3.50. It remained at that high figure until January 24, 1921, when it turned and descended. On June 15, 1921, it struck \$1. Then on October 1, 1921, it started up again, and on November 7, 1921, it reached \$2. There it stayed until

July 15, 1922, from which date it declined until August 2, 1922, when it became \$1.25. On November 22, 1922, the gravity basis was generally adopted and the price range was from 90 cents to \$1.80. This increased by rapid stages until February 17, 1923, when the range was from \$1.50 to \$2.60. Since then the price has been going down again. How far it will go is another matter.

Inevitably there will be fluctuations in the crude market. But the question arises: Are not the fluctuations unnecessarily severe? Could not the purchasers take a little punishment at times, a little more than they do? It is bad for the industry when prices are crowded rapidly from one extreme to the other. Looking back over a period of six years one can see plainly that the thing was overdone at both extremes. The very fact that the prices were crowded up to a point too high caused them to descend to a point too low later on. And, on the other hand, the fact that they went too low accounts for the momentum with which they subsequently ascended. Another fact that must be apparent in looking back is that if the large purchasers had stopped short of the high mark there would have been less necessity for the radical reductions that followed. Perhaps there is no way to remedy the evil, but it can be mitigated, and the best way to start the mitigation is for those who feel called upon to drive the price downward to pause before going too far and to visualize the situation as it probably will be one year later when the drive for more oil is on.

CRUDE OIL PRICES AT WELLS

May 1, 1923

Pennsylvania.....	\$4.00	Homer.....	\$1.25 to \$2.30
Indiana.....	2.28	Haynesville.....	1.25 to 2.30
Canada.....	2.78	Smackover.....	.60 to 1.15
Ragland, Ky.....	1.10	Caddo.....	1.10 to 2.30
California Light.....	1.04	DeSoto.....	2.10
California Heavy.....	.60	Bull Bayou.....	1.90
Kansas.....	1.40 to 2.50	Crichton.....	1.75
Oklahoma.....	1.40 to 2.50	Gulf Coast.....	1.75
North Tex.....	1.40 to 2.50	Mexia.....	1.90
N. C. Tex.....	1.40 to 2.50	Currie.....	2.30
Healdton.....	1.00	Corsicana.....	.80 to 1.40
Eldorado.....	1.25 to 2.30	Wyoming.....	1.55 to 2.00

The Socialist and the Lady

The modern Socialist rejoices in the instinct for the jugular vein. Thanks to the war he has been able not only to think but to act

(Continued on page six)



Hoskins Mound Sulphur Plant

Sulphur Production at Hoskins Mound

CHAS. E. HERRMANN, Vice President

Some years ago The Texas Company, while drilling for oil at Hoskins Mound in Brazoria County, Texas, on lands held under lease from the Mound Company, encountered rich strata of sulphur at depths ranging from 800 to 1,500 feet. The land embraced in this lease consisted of two tracts, one of 2,500 acres and the other of 500 acres, and, fortunately enough, the lease included sulphur as well as oil and gas, the specific royalty on sulphur being \$1 per ton.

Thereupon wells were drilled at different points on the mound, for the purpose of determining the extent of the deposit, until sulphur had been encountered in enough holes, considering the thickness of the strata, to prove at least 6,000,000 tons of recoverable sulphur. This is the minimum, according to engineers who were employed to study and report upon the matter. The limits of the mine have not been determined by drilling on all sides, and it is considered probable at least that the recoverable sulphur may amount to a great deal more than 6,000,000 tons. However, the quantity established was deemed sufficient for profitable operations. And, The Texas Company having no charter power or desire to

engage in the sulphur business was under the practical necessity of making some disposition of this asset.

On March 14, 1922, The Texas Company entered into an agreement with Freeport Sulphur Company for the development of Hoskins Mound. The sulphur company agreed to construct at its own expense a plant with all auxiliaries and facilities for the extraction of sulphur, and to diligently market the product of this property, paying royalties of the Mound Company and all other expenses. By the terms of this agreement The Texas Company is to receive an amount corresponding to 50 per cent of the net profits until the sulphur company out of the remaining 50 per cent has realized the amount of its plant investment with interest thereon at 6 per cent per annum, and thereafter an amount corresponding to 70 per cent of the net profits. The sulphur company entered into stipulation that not less than one-half of the sulphur marketed by it or any of its affiliated companies during any fiscal period shall be of sulphur from Hoskins Mound, provided such quantity is available there; and marketing expenses and realizations

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Site of Hoskins Mound Sulphur Plant, July 23, 1923

are apportioned according to quantities of sulphur supplied as between Hoskins Mound and other sources.

The first thing done by the sulphur company was to obtain an extension of the Houston & Brazos Valley Railroad to the mound. This was accomplished with reasonable promptness and plant material was transported, construction proceeded, and the plant was installed. Its cost is something over \$2,000,000. Dwight P. Robinson & Company were the contractors. Cloyd M. Chapman acted as engineer. All of the boilers are not yet in operation, but even

so the plant has produced as high as 1,000 tons per day, which was its estimated capacity.

Freeport Sulphur Company has had years of experience in producing and marketing sulphur, and has excellent marketing connections, both domestic and foreign. Large foreign consumption and good prices abroad are expected, in view of the marketing arrangements that have been reported. At present the price of sulphur is from \$14 to \$16 per ton at the mine. It is too early to say what expenses of operation will be, but good profits are in sight for The Texas Company.

(Continued from page four)

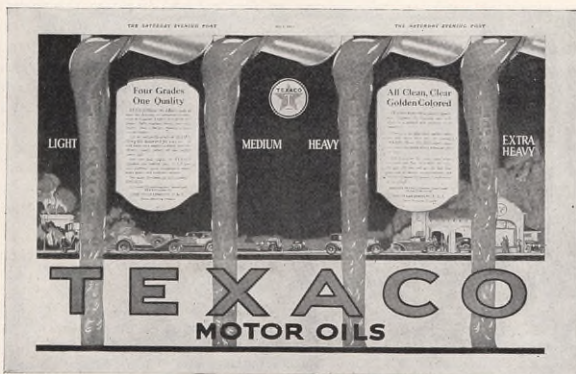
realistically, dyeing his hands deep in actuality. Where syndicalism was put into actual working, as in Russia and Italy, the fact that it rejected the middle class proved its undoing; where the attempt failed, as in England and the United States, it was the silent strength of the middle class that defeated it. . . .

What the middle-class man holds dearest is his home, and the very special standard of his living. With regard to the woman whom the middle-class man holds so dear, the New Socialism—the industrial democrat—is stone blind, abject in dehumanized theory, in economic materialism. In his eager striving toward his ideal of democracy he ignores the

one thing that gives life its ultimate importance and dignity. In all the literature of the New Socialism there is no rustle of feminine drapery, no account of the child—no thought of the middle-class family, with its traditions of character and culture, of the national need of always passing them on.

With every generation, it has been said, the life of the nation passes through the bodies of its women, is formed anew in the warmth and light of the home. . . . First and foremost among the needs of the nation is that women well born and well bred shall lead wholesome seemly lives—that those who are of sound body and able mind shall transmit to the future the most precious of a people's treasures.—*John Corbin.*

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Clean, Clear, Golden Colored, Full Bodied

Will Rogers, lariat-swinging Wit and droll philosopher, in a talk to Advertising Men said that he, himself, could never be an advertising man. He hadn't the education; he didn't know enough adjectives.

As humorists so often do, he put his finger on a vital point.

In advertising, adjectives are important.

And this is as it should be. For adjectives are *descriptive* words and the function of an advertising man is to describe an article, a commodity, or a service, and to describe it in such a way that the reader will want to possess that article, or to avail himself of that service.

The advertising man, in these days, however, cannot merely string together a conglomeration of adjectives—as Barnum did—and carry conviction to a more sophisticated public.

He must describe aptly, persuasively, and convincingly.

And if he is to stay in business any length of time, he must describe *accurately*, for he will be checked up. Therefore he must adhere to the truth.

As a matter of fact because of the critical nature of his readers he will do well to understate, rather than to exaggerate, and thus allow his public to find out that his product is at least a little better than his claims for it.

So, then, the advertising man must choose his words carefully if he wants to have his message believed, and he must tell his message as quickly as is required in this busy world,

if he wants his message read.

Then, when he has selected his words, he can induce reading by arranging them attractively on the page and by the thoughtful and critical employment of the aid of Commercial Art.

With this preamble, gentle reader, we ask you to consider the adjectives which are used as the heading for this article: Clean, Clear, Golden Colored, Full Bodied.

All but the last are plainly discernible in the product, Texaco Motor Oil, at the first glance. Not only that, they are distinctive of Texaco Motor Oil.

Texaco Motor Oil *looks* clean. It *is* clear; and that golden color has been its distinguishing feature for years and years. But the last adjective "Full Bodied" is not so readily discernible—however true and pertinent it is.

And that is the reason for much of our advertising effort.

For years we have all known the excellence of Texaco Motor Oils. They have been sold strictly on the basis of their excellence. But it frequently necessitated a great deal of arguing to convince others that oils so "light" in color could be so "heavy" in body.

In other words we have had to combat the existence of a tradition—the tradition that dark colored oils are heavier than light colored oils.

We know the fallacy of that tradition. But traditions die hard.

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For instance, many of our boys, who have been in France, will tell you a common experience. In season, in certain localities, the roads are lined with heavily laden blackberry bushes, but the French peasant could not be persuaded to taste them.

As a matter of fact when our boys began to eat the blackberries, the peasant, and sometimes Frenchmen outside of the peasant class, in great consternation and excitement, would warn and sometimes beg the boys not to touch them. They said that years ago people had eaten blackberries and died of Black Plague.

Just a tradition!

Absolutely no basis for it, but it lives.

And in some cases that tradition, regarding the color of oil, still lives.

Yet, if that same French peasant could be persuaded to try a few ripe blackberries, he would be the strongest advocate of their excellence—and likewise a motorist has but to run his car a few score miles with Texaco Motor Oil to be thoroughly convinced of its suitability for the purpose—and of its inherent "full body" as exemplified by the way it stands up in service.

You know there is nothing to that "color" tradition.

You know that we can make an oil as dark as mud which will be very little heavier than kerosene. And we have seen an oil made for experimental purposes, clean, golden colored, and yet so heavy (of such high viscosity) that it would hardly flow out of a bottle at room temperature.

You know that color has nothing to do with body.

You may possibly take an illustration from another field.

A vial of alcohol and a vial of glycerine are not distinguishable to the eye. Both, if pure, are absolutely colorless, but lift or tilt the two vials and you will immediately know which is which, by the weight and the very apparent great difference in fluidity.

And this is true of our Texaco Motor Oils. A four ounce bottle of Texaco Motor Oil Light, and a four ounce bottle of Texaco Motor Oil Heavy would show no perceptible difference to the eye, but you could instantly tell them apart by tilting them and watching the flow of the air bubble through the oil, and the length or shortness of time it took for a drop to form and leave the base of the upturned bottle.

Texaco Motor Oils are clean, clear, and

golden colored because they are carefully refined and scrupulously filtered. No thickener or compounding is added to them to give them their body, even in the Extra Heavy grade.

The name of each grade—Light, Medium, Heavy, or Extra Heavy—explains the relative viscosity of the oil so named and each grade has the right body for the work intended and is correct, as checked by years of test, for the cars and in the seasons recommended.

And furthermore that body is uniform in each grade.

As we said, you know these things, but all of the public do not.

And this is the strategic basis of much of our advertising. We say again and again as skillfully as we know how—sometimes directly and sometimes by inference, that it will pay a motorist to look for that clean, clear, golden color. It will identify Texaco Motor Oil. And we state repeatedly what we know to be true, that the body is right for the work.

We have recognized the aforementioned tradition, but instead of challenging it and debating it we practically ignore it. For you cannot defeat tradition by logic. Therefore, our biggest task is to work on the unconscious mind and to "stage" our presentation continually, insistently, and attractively so that it will be currently accepted for what it is worth.

We have a good name. We are trading on it. We expect to enhance it.

By words and pictures in the most highly regarded periodicals in the country, we shall continually play up the color of our oil. The public will, and is beginning to, accept that color as a sign of our careful refining methods.

We shall use attractive artistic backgrounds and striking presentations conforming to the scope of our message, and to the standing of the Company, and in a lucid, interesting, and dignified way we shall hammer home into the mind and into the consciousness of millions of motorists that our clean, clear, golden colored, full bodied oils are the last word in refinement and the first choice of the man who desires correct lubrication.

In time the presentation of that story will obliterate the "tradition" and he who reads and he who looks at our pictures will no more believe that a light colored oil is "too light" for the job than he will believe that blackberries cause black plague.

Good ware easily finds a buyer.—*Plantus*.

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Views from South America

Several friends in The Texas Company, (South America) Ltd., have sent photographs which are here assembled. The pictures from Para or Belem—the full name being Santa Maria de Belem do Grao Para—capital of the State of Para, the northeasternmost State of Brazil, were sent by our Para superintendent, J. A. Leits. Other pictures from Brazil were received from the Rio de Janeiro office. The



Port Office—Para, Brazil

In this building in Para or Belem, Capital of the State of Para, are the offices of The Texas Company, So. Amer., Ltd.



Streets in the City of Belem
During the tidal wave of March 1922



Docks during the tidal inundation

Docks at Para, called Veropezo, where the products from the interior and the Maranhao Coast are marketed.

head office, shown on the front cover, is on Avenida Rio Branco, one of the principal thoroughfares of Rio de Janeiro; our subsidiary has branch offices and agencies throughout Brazil, where Texaco products enjoy wide popularity.

Chief Clerk A. Stockler, Jr., of the Santos office, State of Sao Paulo, sends copy of the



A rare specimen

This famous monkey in the Goeldi Museum, Belem, is a rare specimen of the chimpanzee. She smokes all the cigarettes she can get hold of.



Brazilian Mountain Lion

This mountain lion is owned by Felipe Calarge & Irmaos, The Texas Company's agent at Campo Grande in the State of Matto Grosso. The Brazilian mountain lion flourishes in the interior; it is ferocious when cornered and if the hunter's aim is not true it is apt to attack him in retaliation. Another snapshot (somewhat blurred) shows this lion by himself guarding the gasoline cases, entitled *Who said "Competitor!"*? And he looked as if he meant it!

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Texaco Calendars in Brazil

Distribution of Texaco calendars to automobilists by our distributors, Messrs. Henrique Withers & Cia., Curitiba, State of Parana. Practically all these cars are American, and, what is more, their drivers are Texaco enthusiasts.



Henrique Withers & Cia.

Headquarters of Texaco Agents at Curitiba, Parana, Brazil.

Annual Bulletin of the American Chamber of Commerce of Santos, which depicts a modern progressive town. This bulletin is full of in-

formation about the local trade and exportation and importation, showing the commercial importance of Santos. The busy consulate of the United States at Santos is described in an interesting article. Consul-general-at-large Dawson, inspector of consulates in South America, says that Santos invoices are the best he has ever seen. The Texas Company has a district office in Santos with a superintendent in charge, and over 200 agencies in the State of Sao Paulo.

The pictures from Argentina were sent by T. C. Vella of Buenos Aires, the photographs having been taken by Mr. Schofield of The Leech Properties, Ltd.

Traveling Representative A. Paixao, of Rio de Janeiro, lately made a tour of inspection in the Parnahyba territory, and an extract from his report describing his trip from the coastwise steamer off Tutoya to Parnahyba City will give an idea of conditions in this district:

A trip
in

Parnahyba Territory



The fellow marked with the ink cross and looking as if he were the chief of the gang is A. Paixao, The Texas Company's representative.

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This is what is called a "barca"; it is a boat covered with palm leaves, carrying about 200 tons of cargo.

The hammock marked with the ink cross is mine—36 hours in this thing with all kinds of very strong smells around.

"The steamer lay one hour out from Tutoya and as the small boat which meets it there is sometimes stuck on the sand banks of the very shallow river for several days without much food or water, as advised at Para, I had some canned goods along and some cocos for drinking water which is otherwise picked up from the muddy river with a pail and served exactly like that. The small launch which met us had with it two "barcas" covered with palm leaves waiting to take to Parnahyba the miscella-

neous cargo and the only passenger, myself. I learned that a Turk who had arrived five days before was still waiting at Tutoya for transport to Parnahyba.

"At three o'clock in the morning we started slowly with the *barcas* fully loaded for Tutoya. The "carregador" who took charge of my luggage had a hard time to convince the only *pensao* (boarding house) in the place to take me, on account of the early hour. We waited all day for the *barcas* to deliver and receive cargo. At two o'clock the following morning we left Tutoya tugged up river by the small



Province of Jujuy, Argentine

Cacique (chief) Lopez, Mrs. Lopez (at right), his daughter and grandson (at left).

The boots the Cacique wears are of heavy leather with wooden soles. The "plug hat" appears to be of the vintage of the Spanish Dons.



Daughters of the Cacique

Araucanian Indians of Province of Jujuy. Their silver ornaments are marvels of Indian craftsmanship.



A family of Araucanian Indians, Ledesma, Province of Jujuy, Argentine

The old lady is weaving blankets which she sells for about \$10 to the trader. He sells them for \$35, and they are well worth it. In texture and design they are much like the Navajo Indian blankets of New Mexico and Arizona. These blankets must be shaken well before using—being the habitat of an insect resembling in size and temperament the California flea.

noisy launch. The cover of that part of the *barca* where my hammock hung was not replaced till 9 a. m. Later, being very tired after about 36 hours without sleeping, I fell asleep only to be awakened completely wet from a sudden and unexpected heavy rain,—no more sleeping then.

"The first meal aboard was breakfast at 11 a. m. and was composed of rotten *jaba* (*carne secca*), old and hard beans, rice full of stones and coffee—at least they said it was coffee. What with the awfully bad smell from the cargo, and the sun, and that small noisy launch tugging ahead, and worst of all the mosquitoes and no scenery, why, it was enough to drive that Turk mad.

"Here at Parnahyba the water for drinking is also taken from the muddy river, though at least at the *pensao* where I am it is passed through a towel with alumstone in it and then



Province of Jujuy, Argentine
Fixin' up for the return of the hunters.

filtered. The alumstone, they tell me, is to settle down the mud quicker. At the coffee houses and bars the water is served exactly as it comes out of the river."

LAW CURRENT

Rob't A. John

District of Columbia Women's Minimum Wage Law.—Has been held unconstitutional by the Federal Supreme Court on April 9, 1923.

State Sovereignty.—"Under the Constitution, the prohibitions upon the States are, in substance, the prohibitions upon State legislatures, and the powers granted or forbidden to the federal government are, in reality, granted or forbidden to congress. To give congress power to determine a controversy between a state lawmaking body and itself as to which shall legislate concerning a particular subject matter, is to make congress a judge in its own cause, and give the death blow to dual sovereignty." *Address of President Brown before W. Va. Bar Association.*

Mines and Coal—Vested Rights.—The Pennsylvania Coal Co. conveyed the surface of certain lands, reserving to itself the right to the coal beneath the surface, and the incidental right of mining for the same, the purchaser agreeing to waive damages caused by mining operations. Afterwards the legislature of the State of Pennsylvania passed a statute, which was claimed to be a police regulation, which in effect forbade the mining of coal under lands where the surface was occupied by residences or other structures where the mining operations were such that the houses on the surface would be damaged by subsidence. It has been held by the Supreme Court of the United States that the private right of the mining company reserved was superior to this prohibitive statute, that the right was vested and that the legislature could not legislate the same away under the guise of a police regulation. *Pa. Coal Co. v. Mahan, Advance Opinions 154 Sup. Ct. Rep. 158.*

Mines and Minerals—Change of Ownership—Notice.—The lease contract in the instant case provided that a change of ownership in lessor, either as to fee or as to lessor's royalty, or as to any other rights, including rentals, would not be binding upon the lessee until and unless the instrument itself affecting the ownership of lessor, or a certified copy of same, was furnished lessee. The court held that the payment of rentals to the original lessor after a sale by him of the right to the rentals, or the payment to

the depository bank to the credit of said original lessor, would bind the lessor's assignee, or in other words, the real owner, where the original instrument or a certified copy had not been furnished lessee. *Damon Farms Co. v. Stewart, 247 S. W., 778.*

Eminent Domain—Automobile Entrance.—The owner of a gasoline filling station, located on a corner, had constructed a driveway across the respective sidewalks into his establishment from one intersecting street to the other. This driveway was conceded to be of value and had been established under municipal authority for several years. The city commissioners however determined that the entrance of automobiles across the sidewalk over the driveway endangered sidewalk pedestrians and forbade the same. The controversy being presented to the courts, it was held that the right to maintain such an entrance could not be taken away by the city commissioners, as the right had vested and that the same would be, under the guise of a police regulation, the taking of private property for public use without compensation. The holding of the court was that the prohibitory order was unconstitutional. *Brownlow v. O'Donoghue Bros., 276 Fed. 636.*

WINNING CUSTOMERS

F. W. ROBERTS, Breckenridge, Texas

In this day of keen rivalry and acute competition it is commonly assumed that a staple article offered by one competitor is just as good as that offered by another, and the consuming public will not go out of its way to purchase from either in preference to the other.

The public is for sale and may be bought but not for a pecuniary consideration, as that would sacrifice profits. It can be purchased at the price of certain human characteristics, which may be cultivated or blighted at the will of the individual. Among these are *courtesy and service*, which, if sincerely extended, will terminate in business friendships, and such friendships will induce most individuals, who in the aggregate constitute the public, to drive 'round the corner and replenish from your filling station.

The best advertisements in the business world are the extension of courtesies and the rendition of services, and they are as sure to

(Continued on page twenty-four)

DEPARTMENTAL NEWS

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

Refining Dept.	C. K. Longaker, Houston
Natural Gas Dept.	W. H. McMorries, Jr., Port Worth
Ry. Traffic & Sales Dept.	J. A. Brownell, New York
Marine Dept.	J. Nicholle, Port Arthur
Legal Dept.	H. Norris, New York
Treasury Dept.	H. Tomfohrde, Houston
Comptroller's Dept.	H. G. Symms, Houston
Insurance Dept.	R. Fisher, New York
Governmental Reports	B. E. Emerson, Houston
Sales Dept. S. Territory	P. A. Masterson, New York
Sales Dept. N. Territory	C. M. Hayward, New York
Sales Dept. W. Territory	Miss M. Marshall, N. Y.
Asphalt Sales Dept.	R. C. Galbraith, Houston
Export Dept.	Personnel Committee, N. Y.
Purchasing Dept.	F. C. Kerns, Denver
Producing Dept.	J. J. Smith, New York
Pipe Lines	J. B. Nielsen, New York
T. T. Co. of Mexico S. A.	J. A. Wall, New York
	J. T. Rankin, Houston
	Otto Hartung, Houston
	Fred Carroll, Houston
	C. W. Pardo, Tampico

REFINING DEPARTMENT

WATER SHIPMENTS BY THE TEXAS COMPANY FROM
PORT ARTHUR, TEXAS, MONTH OF APRIL 1923

Refined—Coastwise.....	1,092,375 bbls.
Refined—Foreign.....	414,732 bbls.
	1,507,107 bbls.
Crude—Coastwise.....	380,142 bbls.
Crude—Foreign.....	30,955 bbls.
	411,097 bbls.
Total.....	1,918,204 bbls.

West Dallas Works.—On April 30 a company of about one hundred gathered for a banquet at the Oriental Hotel in Dallas in honor of C. C. Blackman who retired on that date from active service as superintendent of West Dallas Works.

At the head table were seated the speakers, out of town officials, and old friends of the honored guests, Mr. and Mrs. C. C. Blackman, and the branch tables were occupied by employees of the Works, Sales Department, and Pipe Line and their wives.

An orchestra furnished music throughout the evening and a flashlight picture was taken of the diners.

After dinner V. R. Currie, acting master of ceremonies, called to order and in a pleasing salutation outlined Mr. Blackman's history in the oil industry. He said Mr. Blackman had seen 58 years in the oil business, beginning May 1, 1865, at Pithole, Pa., where he became familiar with the drilling, producing, and refining of oil. He joined The Texas Company January 1, 1905, as superintendent of Port Arthur

Works; transferred to West Dallas Works as superintendent February 15, 1910, which position he now resigns after 18 years and 4 months of loyal service.

W. T. Leman, of the Purchasing Department, Chicago, was next introduced as the man who as manager of the Refining Department had initiated Mr. Blackman into the Company's service at Port Arthur Works. He gave an account of his association with Mr. Blackman, praising the fine work he has now completed and his impregnable and irreplaceable character.

Mr. Currie read telegrams of congratulation from Superintendents F. P. Dodge, Port Arthur Works; C. C. Hawkins, Port Neches Works; R. L. Drake, Case and Package Division; W. K. Holmes, West Tulsa Works. Also a letter from First Vice President T. J. Donoghue.

H. J. Dougherty, Assistant Superintendent Dallas District, Sales Department, in a few touching words expressed the sentiments of the Sales force who have been closely associated with Mr. Blackman during his years in Dallas.

Mr. Blackman himself was then called upon. He told of his marriage 48 years ago and his happy married life. He attributed his success in work and his happiness to his following of Chauncey Depew's recipe for longevity—to love his work, love his play, and get a good bunch of fellows around him and love them.

W. F. Parker, of the Republic Iron and Steel Co., a lifelong friend, was then introduced for a few words.

F. P. Risdon told amusing incidents of days at Port Arthur. He said Mr. Blackman had been a great help to him and all employees in finding their way up to higher positions in the organization.

At this point congratulatory telegrams were read from Superintendents R. G. Collins, Ardis Works; F. B. Capen, Casper Works; G. B. Bogart, Lockport Works; W. S. S. Rodgers, Jr., Terminals; Superintendent D. M. Phillips and Chief Clerk C. W. Horan of the Riverside Plant.

P. L. Drake was introduced as the new boss and was greeted with applause.

Mr. Blackman was then presented by A. D. Walker with a token from West Dallas Works employees—a gold hunting case Howard watch suitably engraved. "Doug" had a hard time controlling his voice and Dad Blackman just couldn't say anything.

C. K. Longaker informed Mr. Blackman that he was not leaving the organization and that they would always call upon him for advice. After remarks about their association for 18 years, Mr. Longaker presented as a gift from Company and Refining Department officials to Mr. and Mrs. Blackman a beautiful tea service.

L. R. Holmes was then called upon. Mr. Holmes, incidentally, was acting as escort to Mrs. Blackman and it must be said that he was doing a good job of it. It must also be said that he exhibited the sort of courtesy and manner of speaking that wins, and he very suitably remarked that he felt like one of Mr. Blackman's boys. Confirming Mr. Blackman's remarks he said one should pick out a good girl and love her and wished it to be known that Mrs. Blackman was included in the Texaco family and, presenting her with a large and beautiful basket of flowers, he kissed her. This was a gift from the Refining Department.

Mr. Currie told of a boat ride in Sabine Lake when Mr. Blackman was at Port Arthur. A fellow all dressed up in his best and holding a box of cigars under his arm missed his footing and went down into the grimy waters yelling for help and holding the cigars high and dry. Mr. Blackman as hero saved the cigars.

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West Tulsa Works.—Luncheon in honor of P. L. Drake

Snapshot at luncheon given in honor of P. L. Drake by heads of departments at West Tulsa Works. Mr. Drake was recently transferred to Gates, Texas, as Superintendent of the West Dallas Works.

"That fellow happened to be me," said Mr. Currie, and in appreciation for that great service I now present Mr. Blackman with a box of that same favorite brand of cigars. Mr. Blackman, accepting the cigars with thanks, painted the picture a little more vividly.

Mr. Leman then presented Mr. and Mrs. Blackman with a box of carnations from W. H. Noble of the Chicago office.

Last of all the lady of the evening was called upon. You may say what you wish about the speechmaking of men, but in this instance the woman carried the day. Mother Blackman was going good entertaining everyone very much when Dad decided that she might let out some family secrets and interrupted. Mrs. Blackman's talk was witty and just the thing to carry off the evening successfully and that is why we say she surpassed the men folks.

The banquet was one the guests will not forget and will always look back upon with pleasant memories.

N. Y. Off. Term. Div.—We are glad to welcome new members to our office, but we do dislike losing any of the old ones, and this time one of our best friends, Mr. Amundsen, has left us to join the Houston Office. The Northern and Southern Terminals paid their tribute through the gift of a traveling bag.

For the recent death of Mrs. H. O. Amundsen, mother of Mr. R. Amundsen, we extend deep sympathy to the family.

Bayonne Terminal.—Ruth Marie Gill arrived at the home of Mr. and Mrs. Raymond J. Gill on March 27. Miss Gill is truly a Texaco baby, three generations of her ancestors being members of the Texaco organization. "Daddy" Gill has been stenographer in the shipping department for two or three years; "Granddaddy" Coykendall, formerly foreman of railway equipment at Bayonne, is at Marcus Hook; and "Great-Granddaddy" Edwin A. Price, Dean of Texaco Association checker

players, has been with the Bayonne plant for four or five years. In addition, Baby Ruth has two great-uncles in The Texas Company, A. G. Price, Employment Supervisor at Providence, and George Coykendall, compounder at Bayonne. Congratulations to four generations!

When the Whistle Blows.—In an up-state town the other day, two men were holding a plank on a high scaffold when the whistle blew for noon. At the sound, they dropped the plank, which fell on a man below. His spine was broken and he will never walk again. These men gave an example of how *not* to work. The man who works by the whistle or with one eye on the clock is a defective workman. The whistle marks the beginning of the noon hour, but you notice that the man who drops his tools so quickly when the whistle blows is never anxious to take them up as promptly when it blows again for work to resume. And the clerk who watches the clock, to quit work on the tick of the second, is not so particular about being at his desk in the morning.

Providence Terminal.—The third annual banquet of Providence Bowlers with their friends surpassed all previous banquets and entertainments. Great credit is due the committee, Messrs. McAnall, Price, and Hallam. E. A. Curran filled the office of toastmaster to perfection.

After the repast and entertainment new officers were elected as follows: H. C. McAnall, Chairman; P. J. Burns, Secretary; James F. Rodican, Treasurer. Letters of regret for inability to attend were received from officials at New York and from Superintendent Wall who was confined to his home by sickness.

The principal speaker of the evening was R. S.

The TEXACO STAR

Mutch of the New York Office, who gave an interesting talk on the value of sports in every-day life. Mr. Wall, through A. G. Price, congratulated the winning team and said that he was much pleased with the good spirit manifested throughout the season; he thought it would be well if we could have a baseball team for the coming season and was anxious to organize a Rod and Gun Club. There were impromptu speeches by all present. Art Williams and Don Herron, two of our prize winners, were absent because of sickness. The toastmaster called on all to rise as a mark of respect for the two absent members to show that although they were absent we had them in mind.

The championship cup was awarded to the Algot team for the ensuing year, the line-up of the team being: James F. Rodican (Captain), Ed Murphy, Wm. Hallam, Donald W. Herron, E. C. Esthimer. The highest single string prize, a fountain pen, was won by D. W. Herron who had a single of 147. The highest total was a tie, with score of 355 by D. W. Herron and Arthur R. Williams, and they were awarded imported briar pipes. The high individual average prize, \$5 in gold, was won by A. G. Price, who ended with an average of 104 5/57. Honorable mention was made of the high averages of J. Rodican and Wm. Skelley. The Algot team, the new champions, also had the honor of claiming both the highest team single of 568 and the highest team total of 1,564. C. A. Leary captured the booby prize, a set of small duck pins.

Norfolk Terminal.—J. R. Alexander has joined our force as Assistant Superintendent and has found a very warm welcome.

Captain Mrock and Barge *Sixty-Three* have had a busy time bunkering that great steamer the S. S. *Leviathan*.

RAILWAY TRAFFIC AND SALES DEPT. One of the latest railroads to "turn to Texaco" is the Virginian

Railway, operating some of the largest locomotives and coal cars in the country. Walter Greenwood brought the contract home.

Our condolences are extended to Miss Anna Page for the loss of her father, and to Mr. Frank Trappe who lost his wife recently.

W. L. Macatee, Junior, arrived April 14 to gladden the hearts of his parents and help his daddy out in traffic matters.

Dan Cupid captured another member of this Department. W. Peselis entered the Benedict's fold on March 24. Congratulations to the happy couple.

C. J. Quinn of the Chicago Office is giving unmistakable signs of departing the bachelor life. The little bird says April 28.

Victorious.—Our bowling team, consisting of McLaughlin, Clark, Terwilliger, and Devermann, were returned the winners for the 1922-23 season, and they hold The Texaco Association trophy, a silver cup. The team won 22 games out of 24, nosing out the Export Department, last season's winners, by one game.

**SALES DEPT.
S. TERRITORY**

Houston District.—W. G. Beers, Price Clerk in the District Office, died Thursday, April 12, after an illness of several weeks. Mr. Beers was a great favorite with the entire office. Hard working, cheerful, calm during any situation, ever ready to lend a willing hand, he was an example of the loyal employee of the highest type. Interment with full Masonic honors took place Saturday afternoon at Forest Hill Cemetery. We extend sincere sympathy to the heart-broken wife and to the son and to the family.

The sale of petroleum products increased to such an extent at Donna, Texas, that a refined station has been opened there with J. L. DeMange as Agent. Donna is in the famous Rio Grande Valley and Mr. DeMange is to be congratulated for having secured this agency.



A quick business trip

Agent Lee L. Koenig, La Grange, Texas, (seen in the back seat of the airplane in the photograph) received a telephone call from Fayetteville that his presence was desired to check up two garages, one at Ellinger, and another at Fayetteville, which were changing hands. Mr. Koenig had no way to get there on time but to take the air route. He left in an airplane, transacted his business with both garages, and returned to La Grange within one hour.

Dallas District.—The gallonage for the month of March in Dallas District was very gratifying, particularly the good showing on lubricating oils, the largest percentage of increase over the previous month of any district in the Southern Territory. But we do not feel very puffed up, because the previous figures were not so gratifying. We are expecting to increase our lubricating gallonage every month during the remainder of 1923.

LEADING STATIONS FOR MARCH IN ORDER NAMED

Total Gal.	Lub. Oils	Grease	Roofing
Dallas	Dallas	Wichita Falls	Ft. Worth
Ft. Worth	Ft. Worth	El Paso	Cisco
El Paso	Waco	Dallas	Waco
Garland	Brownfield	Electra	Lufkin
Waco	Cisco	Mexia	Haskell

Lamesa, Texas Station was opened April 20 with A. M. Bennett as Agent.

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C. J. Smith Garage, McKinney, Texas

This largest garage building in north Texas is covered with 186 squares of No. 3 Texaco Roofing, sold through the Wilcox Lumber Co., our dealers at McKinney, Texas.

B. C. McDaniel has been appointed Agent at Waco Station. We also welcome E. V. Parks, Carrollton, and J. C. Rogers, Center.

Dallas District extends sympathy to F. R. Splawn for the loss of his father, who passed away at his home in Oakland, Okla., on April 15.

The Texaco Club.—After the silence and reserve of the Lenten Season the Texaco Club blossomed out in its best bib and tucker, as is fitting for Easter time, and gave a dance at Cedar Crest Country Club on April 6. Fellow members, I ask you, wasn't it the nicest and peppiest dance yet? The lovely spacious club house at our disposal (thanks to Mr. Paullus), the dancingest kind of music by the "Foot Warmers" orchestra of five! The Club has adopted and intends to foster the baseball team. It is comprised of boys from the D. O., Refinery, and Filling Stations. We are proud of our Nine and we sincerely hope that those who have the authority will use it to help the boys keep The Texas Company ball team first, where the Red Star and the Green T ought to be.—Elizabeth Dennis, Secretary.

Oklahoma District.—The old saying "April showers bring May flowers" is all right. A shower of orders during April will bring checks to buy May flowers for the whole family. Remember, the Oklahoma District made during March the highest per cent on Collections ever attained in the District, and as this is written it looks like April will beat our record of over 71%.

In April Messrs. W. E. Bradford and J. C. McCullough paid our District a visit and we were certainly glad to see them. This is the first visit Mr. McCullough has paid us for over five years, but his smiling face looked just the same.

"Bob" Stacey made a pilgrimage from Smackover, Ark., during April and the Okla-



Pitts Bateman Co., Verdegis, Okla.

Special Agent A. M. Kinney of Muskogee reports that he saw many wonderful things performed by machinery of the Pitts Bateman Co. lubricated with Texaco.

homa bunch (ladies included) were mighty glad to see him. Come again, old boy, and bring with you a few carload orders for roofing.

They call Construction Foreman J. M. Smith the "Lion Tamer" in Arkansas, whence he has just returned from completing Smackover Station. J. M. says he's glad he hails from Oklahoma, he feels safer. Ass't Sup't Faerber, who has just completed a visit of Stations in Arkansas, says he felt safe enough, but he couldn't always find a boat when he wanted one as it rained all the time he was there.

Safety First.—This is the way we watch credit violations in Oklahoma; it's too good to keep. Creditman Shirley says the Oklahoma City Station takes the cake for keeping away from credit violations, as they called up for authority to make a "first sale" of 15 gallons of oil to the Federal Reserve Bank of this city.

Where the Bad Bootleggers Go.—"What dey do to dat Jones boy fo' sellin dat booze, Aunt Philly?" "What dy dey do? Lawdie, chile, dey done give him two years in de house ob representatives!" We think up here, in the Oklahoma District, there must be some truth in Aunt Philly's remark,—with all these new three cents and one cent per gallon gasoline taxes going into effect since the Arkansas and Oklahoma legislatures met this spring.

New Orleans District.—The many friends of the late Milton Trowbridge will be glad to learn of the arrival on March 25 of M. E. T., Jr. He first saw the light of day in Shreveport, where his dad made his home for many years. Mrs. Trowbridge and the youngster are doing finely.

Whit Bryson and his able lieutenants, J. B. Powell and L. P. Busbey, are shaking up the

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A first prize winner

Lincoln limousine which took first prize in the Elks Automobile Fashion Show in New Orleans. Splendid automobiles and beautiful girls marked the day. The applause of spectators as the car shown in the picture rolled by made the welkin ring. The girls who rode in the car, left to right: Vera Duvernay (holding the loving cup); Yvonne Denoddt; Haydee Lafaye; and Kathryn Dyer, daughter of Superintendent Dyer

dust at Shreveport F. S. No. 1. We are watching you, boys, keep up the good work.

During April Agent J. W. Knight at Hattiesburg, Miss., made an enviable record in sales of roofing. At the same time Knight was busy with roofing, Agent Vic Seddon at Monroe, La., sold two carloads of motor oil.

New Orleans District extends an invitation to everybody in The Texaco Family who can possibly do so to come and be with us on May 12. We have chartered the excursion boat *Capitol* for the day and will have our annual Texaco Picnic. A good time is guaranteed.

Atlanta District.—The annual audit of the D. O. is in progress and we have been so busy verifying accounts that we have been unable to gather many news items.

For several months the stork was very active in this territory and we had the pleasure of announcing a number of new members of our Texaco Family, but we have been passed up for the last month by this wonderful bird and we suppose he has the spring fever and is lazy. We are afraid that Cupid has the spring fever also, because his activities have apparently ceased for the time being.

Atlanta District has the spring fever but its effects are entirely different from the usual—instead of becoming lazy our field forces have been very active and last month our lubricating gallonage was the largest monthly gallonage since the creation of the District. We are proud of our boys in the field; we knew they could do it and we know they will keep it up.

We have a clipping from a newspaper of



A World's Champion

The "Century Tire," world's champion single engine hydro plane, used Texaco gasoline and motor oil exclusively in its races at the Ponce de Leon celebration at St. Augustine, Fla. April 4 to 6.

Owned by Chas. J. Venn of Chicago, driven by Louis Disbrow, Mechanic Kizer.

Blum, Texas, giving an account of an injury to Edward D. Smith, Mechanic Birmingham Repair Shop. Mr. Smith is at home with his parents on leave of absence. He was adjusting the carburetor on his motorcycle when two fingers of his right hand were caught in the chain and sprocket wheel and so badly mangled that they had to be amputated.

504 Levy came to the office today leaning on a cane but with his usual Texaco smile. Charles has just been released from the hospital after a minor operation. We are glad you are well on the road to recovery, Mr. Levy.



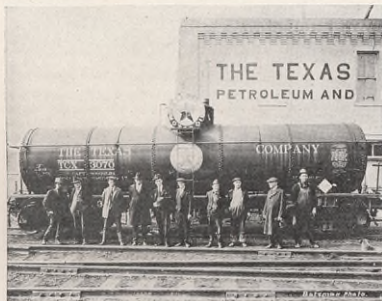
J. L. Davidson's Filling Station, West Point, Ga.

Commission Agent Davidson is one of the strongest Texaco boosters we have, and the appearance of this station goes to show that he is pushing Texaco products to the limit.

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SALES DEPT.
W. TERRITORY **Denver District.**—
Business is booming in
Denver District, all sta-
tions showing material increases in sales over
last year.

We are receiving compliments from all sides
on our 319 Gasoline from the new refinery at
Casper. The trade appreciates its high quality
and is not backward in telling us so.



First car of Casper gas at Trinidad Station
Agent C. R. Swan (fourth from left) and some of his good
customers are shown in the picture.

During the past twenty days fourteen news-
papers in Denver District have carried full
page dealers' cooperative advertisements of
Texaco products.

We welcome Mrs. Blanche A. Spelts, Agent
at our new station at Grant, Nebraska.

John W. Huff has been transferred from
Agent at Pueblo to Supervisor of Filling Sta-
tions in the City of Denver. We are looking
for a large increase in gallonage at our filling
stations with "John" on the job.



Splendid motor bus equipment

The White Transportation Company is using Texaco motor
oil and Texaco gasoline in the operation of its bus lines out of
Lincoln. The present equipment consists of four 26-passenger
buses of the White manufacture, with four more to be de-
livered this spring. This is no doubt the finest motor bus
equipment in the country, and the company is doing a satis-
factory business. It connects Omaha, 66 miles; York, 54
miles; Fairbury via Beatrice, 72 miles. The running time
between points is about 25 miles an hour, which is not difficult
to maintain on the Nebraska highways.

The Texaco Boys: We sincerely wish that there
were some means at our disposal whereby we could
adequately express our heartfelt appreciation of your
beautiful gift.

We can only wish that each and every one of you
may in turn receive the same full measure of happiness
and joy that you have given us.

With deepest appreciation and thanks,
Mr. and Mrs. E. J. Rogers.

Telephone Operator answering call: "We
have no Mr. Sweet."

Bystander (female, of course): "They mean
Mr. Schwert, he's sweet."

El Paso District.—Sales booming. Col-
lection percentages climbing. That was the
March record for El Paso District. And it's
going to be the record for April, May, June,
ad infinitum.

J. H. Shapard, Agent, Douglas, Arizona,
sold another carload of roofing last week.

Up in Albuquerque, N. M., they have just
completed a new eight-story hotel, community-
owned, which remains unnamed. The com-
mittee can't get together on the moniker
question. We understand that Agent Brod-
beck has submitted *Texaco* as his suggestion.
It might as well be; everything else in town
is Texaco—or about to be.

Billings District.—C. D. Meltabarger
has been yanked from his home and family
and shoved on the road to render Mr. Brees
a bit of assistance in his effort to be in all
points in North Dakota, Montana, Idaho, and
Wyoming at one time.

Mr. Meltabarger has just returned from a
ten days trip into Idaho, Washington, and
Western and Northern Montana. He offers
to bet a case of Home Lube that our agent at
Spokane, R. I. Kerr, will make a real "rep"
as a dispenser of Texaco products within the
coming year. He also declares that Construc-
tion Foreman Brown is building the classiest
Station at Missoula he's seen in some time.

Construction Foreman Lankford practically
completed our new Gillette, Wyo. Station be-
fore leaving for North Dakota to start con-
struction there.

The destinies of our new station at Salmon,
Idaho, are watched over by A. C. Merritt.
He is starting a famous "Line" on the road to
recognition in Salmon Territory.

Our new Agents at Hillsboro, Jamestown,
and Valley City are respectively, J. S. Stutz,
H. P. Lenton, and D. G. Wallin.

Mr. Cummins, Agent at the new Whitefish,
Montana Station, is all set to put Texaco on

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the map in his territory just as soon as his stock arrives.

C. E. Luttrell, Agent at New Sunburst, Montana Station is "strainin' at th' leash" awaiting his first car of Texaco.

Agent Staley, Great Falls, Montana, says his customers have been raised on competitive hi-test gasoline and that he will give them a treat they will appreciate as soon as his car of 319 Texaco arrives.

At Wallace, Idaho, Mr. Wilson will represent us as soon as the station construction work starts. Texaco will have representation of the highest type in the Wallace territory.

G. R. Haun, who worked in Denver District for The Texas Company from 1910 to 1918, is again with the Company in Billings D. O. In the interim he's been throwing Texaco Tractoids and Motor Oils into all the tractors and cars around Haxtun, Colo. He seems to have forgotten nothing about office work and learned something about the quality of Texaco Products in his sojourn away from us.

SALES DEPT. N. TERRITORY

On April 12 our genial Auburn haired co-worker of the accounting department, Edward Lauer, embarked on the Sea of Matrimony. We are not a bit superstitious, but the first day of his married life happened to be Friday the 13th. Eddie kept his plans very dark, but we learned that he was sailing for Bermuda, the haven of honeymooners and onions, on Saturday morning, April 14. As the boat passed down the Hudson we could see him waving a fond farewell, and one of the boys recognized him by the brilliant diamond cluster pin in his tie—undoubtedly a present from the bride. All join in wishing Eddie a happy and prosperous married life.

New York District.—J. D. Budd, of Patchogue, L. I., was seen in all towns from Patchogue east to Bridgehampton on Sunday, April 8, in his "Texaco Car", a picture of which was shown in a recent issue of the *Star*, which certainly created comment and many inquiries for our products.

L. G. Pfeil, formerly Agent at Elizabeth, N. J., has returned to the Texaco family as Salesman in New Jersey Territory.

C. W. Henry, former Chief Clerk at Albany Station, has been transferred to Salesman in Albany Territory. We congratulate Mr. Henry. Stock Clerk F. J. Shock was promoted to Chief Clerk succeeding Mr. Henry, and we also congratulate him.



Prince & Lafayette Filling Station, New York City

It is not so long ago that at night the average station had a light on each drive entrance, not a large one, and considered itself well lighted. Then followed a period of excess lighting in which many filling stations erected by private owners and different oil companies reminded one of some place of amusement. Here we have our lighting evenly distributed, producing the effect of brilliance without the glare. This station is located in a historical section, the Monroe House being on the opposite corner. In the nearby vicinity may be found many old tearooms and restaurants where many of our Presidents and other historical notables stopped to dine. At this Station we enjoy the largest gallonage of the Metropolitan District.

P. C. Murray, Salesman, New Jersey Territory, is wearing a broad smile. It's a boy!

Frank L. Brice, Filling Station Agent, Elizabeth and Hawthorne Aves., Newark, N. J., is the proud father of a baby girl, born April 5, named Jeanette.

With heartfelt sympathy we report the death of Mrs. Henry Gianella, wife of our Agent at Pavonia Filling Station, Jersey City, N. J.

Boston District.—It is now Representative Bill Murdy instead of Chief Accountant Murdy, and Reggie Hill says, "It's surprising how quickly a man can swap horses." Mr. Murdy will have jurisdiction over the Berkshire Territory, with headquarters at Springfield, Mass. C. Worley, formerly Chief Accountant in Pittsburgh District, succeeds Mr. Murdy in the same capacity here. Welcome to our midst, Mr. Worley.

To C. A. Bleyle, who has been transferred from Philadelphia to Boston as Supervisor of Equipment, we also extend a hearty welcome.

Texaco products have been distributed at St. Albans, Vt., by the St. Albans Vulcanizing Company. We recently took over the plant and will operate it ourselves with Rupert C. Field as Driver-Agent.

We recently had the pleasure of a flying visit from Mr. J. T. Groves. Come again, Mr. Groves.

On Friday the 13th dancing and whist were enjoyed by the Texaco Athletic Association at

The TEXACO STAR

Caledonian Hall, Boston. Music was furnished by the Ferro Five Orchestra, of which one of our own boys, Earl King, is the saxophone artist. During the evening refreshments were served. To the committee of arrangements we extend our thanks.

Philadelphia District.—Agent G. E. Fansler is the first in the Philadelphia District to succeed in having printed a full page of Dealers' advertisements. Much credit is due Mr. Fansler for making this showing in the Winchester *Evening Star*.

The Pennsylvania Garage, largest in Philadelphia, with a thousand-car capacity, has been signed up as 100% Texaco due to the efforts of Salesman F. J. McCormick.

Every automobile going between Philadelphia and Atlantic City must pass the new Texaco Filling Station on the White Horse Pike near Hadon Avenue outside of Camden, N. J. This station has just been put into operation and is a typical modern filling station.

Texaco accounts and equipment at Wilmington, Del., have grown to such numbers that if five or six more installations are made it will be hard to see anything but Texaco.

The Philadelphia District has opened a new station at Hammonton, N. J., with J. W. Craig as Agent. It is believed this Station has splendid gallonage possibilities. Mr. Craig was Clerk in D. O. accounting.

John Lanahan has been promoted to Assistant Supervisor of Motor Equipment. He was stenographer in the Motor Equipment division.

Thomas S. Collier has been promoted to Assistant Agent at Washington, D. C. Station. Mr. Collier has been performing the duties of Assistant Agent for some time and this transfer in title is the result of meritorious work.

Frank R. Ford, of D. O. accounting, was married on April 11 to Miss Mildred Cussick. They are making their home at 200 S. 60th St., Philadelphia. Congratulations!

Pittsburgh District.—It gives us very great pleasure to state that Ma Clifton is now steadily convalescing and well on the road to a complete recovery from her recent attack of pneumonia. Mr. and Mrs. Clifton wish to thank their many friends for their solicitude and assistance during Mrs. Clifton's illness.

Our sympathy goes out to Agent L. L. Scott of Pittsburgh Station for the loss of his mother.

Congratulations are extended to Mr. and Mrs. Andrew Roflow on the birth of a baby boy, "Jack," on April 16. Mr. Roflow is in the warehouse at Cincinnati Station.

The attached item headed "Tragedy" appeared on the back of a weekly special price list which the Portage Distributing Co., our Distributors at Akron, O., sent out to their trade on April 2:

Some irresponsible motorist tossed off a recently emptied hooch bottle when he passed here the other day. Later we noticed a big rat taking a sniff at it. Next thing we knew he came tearing across the driveway, and through a pane of glass, landing on our old tomcat who was sleeping in the window. For about thirty seconds there was sure something doing, and before we managed to shoot them out of the store they had busted a showcase, dumped two gallons of Texaco oil on the floor, tipped the soda fountain on the cigar case, and knocked half a dozen bottle of sarsaparilla into the candy.

Last we saw of the tomcat he was hitting on all eight and about two jumps ahead of the rat, going toward Fairlawn. And we thought a whole lot of that tomcat.

If you are not fully satisfied as to the accuracy of this statement, we hope you will stop here next time you pass this way and, while we are flushing the old dirty oil out of your motor and filling it up with nice



Toledo O. Station and Garage

Toledo Station, opened last November, already shows signs of developing into one of our leading outlets. The force at Toledo is wide-awake. Some of them are shown in the second picture: Ray Wales, Chauffeur; Earl Davis, Warehouseman; Geo. H. Ray, Ass't Agent. Agent P. L. Rapp is in charge at Toledo.

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clean Texaco oil, we will let you see the hootch bottle which is still empty.

Special Notice: We urgently request that motorists refrain from throwing empty hootch bottles from their cars in this neighborhood. We hate to think what would happen if Jack, our watch dog, got a sniff of one of them.

Chicago District.—



"Baby Bauer Ford"

The Mechanic aboard this racer, K. K. Kizer of the Kizer Equipment Co., Chicago, writes:

"I am enclosing two photographs of racing boats *Century Tire* and *Baby Bauer Ford*, in which I used Texaco 2 Airplane Oil in races at New Orleans, La., and St. Augustine, Fla.

"Having won each of these championships against a large field, including *Miss Chicago*, *Baby Polo*, *Miss Dubonnet*, etc., on February 20 and April 4 and 5, it naturally gives me considerable pleasure to say that the Texaco 2 Airplane Oil cannot be recommended too highly for lubrication of motor boats under severe conditions.

"You are at liberty to use this information in any way you see fit."

A photograph of the *Century Tire* is shown in the Atlanta District notes.

Norfolk District.—Hooray for the Texaco basketball team! Why? Because they did it. What? Won the Industrial Basketball League rag. Hooray! Hooray! Won every game of the season, and trounced the S. O. Co. contenders three straight times, the only games lost by that team during the season. As a reward for their good work in upholding the prestige of Texaco the boys were presented with small gold basketballs for watch fobs, with the word *Texaco* engraved across the front. In addition, at a big dinner at the Central Y. M. C. A. they were presented with the League pennant, worked in green, red, and white, which has been hung in the District Office. The team is:

W. P. Brennan	Forward	Connie Macon	Forward
L. J. Burlas	Forward	J. W. Brinson	Forward
J. N. Brennan	Center	J. H. Hurley	Forward
P. N. Hackett	Guard	E. Randolph	Guard
H. L. Hampton	Guard		

Special mention is made of Connie Macon, of the Norfolk Terminal, who helped our boys out with his splendid playing. Connie is as fast as a streak on the floor and is in every play and the team's final standing is due in

no small degree to his playing. But even Babe Ruth can't win games alone; the entire team did fine work, playing together and displaying fighting qualities that would not be denied. Captain Billie Brennan and Business Manager Searing also worked hard in organizing and training the team and to their efforts is attributed in part the final result.

We congratulate L. M. Gainer and G. I. R. Lentz on their promotion to position of agent at Farmville and Albemarle, N. C., respectively.

We also announce the promotion of "Pat" Murfee to Salesman at Norfolk. We hate to lose Pat's smiling countenance in the D. O., but he has our best wishes and we are confident of his success.

The Texaco display in the City Auto Show at Elizabeth City, N. C., April 11-16, was voted the most attractive one at the show. One item was a Ford motor receiving Texaco Motor Oil in its base from the "Ever Flowing" Easy Pour Can.

Mr. and Mrs. E. A. Beasley, Lynchburg, Va., announce the birth of E. A., Jr. on March 18. Congratulations, E. A., and welcome into the Texaco family, Junior.

We extend sympathy to Warehouseman H. P. Eubanks, of New Bern, N. C. Station, for the death of his mother on March 29.

We offer sincere sympathy also to Agent J. B. Miller, of Monroe, N. C. Station, for the loss of his son Leonard who died April 1.

We are glad to announce that our friends Jim Flanigan and Manly Baker, of Tarheel State, did not have to return to El Paso to renew acquaintance with the Customs Inspector at that point, the telegrams received by them while in Norfolk recently being merely a little joke on the part of some local friends.

ASPHALT SALES DEPT.

Up to the 20th of April A. A. Russell, Long Island representative, had sold 1,500,000 gallons of Texaco Road Oil. The uninitiated might ask: "Is that much?" We'll tell the world it is. But "Rus" is doing the same thing year after year. S'nothing unusual!

The Asphalt Sales Department recently opened an office in St. Louis, Mo., E. D. Sherick being appointed representative in charge.

"Al" Holland didn't begin to appreciate how many friends he had until he was stricken ill. Every day during his brief sickness he received a call from a different member of the New York office of the Department, whose duty it was to report his progress to the rest. Mr. Holland is now back at his desk, a little weak but rapidly getting back his old pep.

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EXPORT DEPT.

W. H. Borie, Assistant Manager of the Export Department, returned early in May to the United States after two years in the Far East, during which he visited the Philippine Islands, traveled extensively throughout China and Korea, and devoted much time to the reorganization of our Japan territory.

We have received a copy of *The Shanghai Sunday Times* for March 11, 1923, in which is shown a large photograph of the farewell tiffin (luncheon) given G. E. Fowler before his departure from Shanghai. The description under the newspaper cut (which could not be reproduced) reads:

A farewell tiffin was given in honour of Mr. Geo. E. Fowler, sales manager of the lubricating department of The Texas Company at the Old Carlton Cafe last Wednesday prior to his departure on long leave. Mr. H. Gilmore, the manager, presided and in the picture are shown reading from the reader's right and round the table: Mr. Fowler, Miss C. Jergens, Mr. Pinckard, W. C. Farnham, G. H. McLachlan, C. Heyn, Mr. E. L. Healey, Mrs. Fowler, F. Hardcart, Mr. Gilmore (chairman), Mr. T. J. Engstrom, Mr. R. G. McDermott, Mr. J. J. McLachlan, Mr. Sadler, Mrs. M. Breaker, Mr. Thomson, Mr. Martin. Standing (left to right): Messrs. E. W. Clements, O. M. Stromdahl, R. Z. O'Brien, E. C. Battersby.

PRODUCING DEPT.

Under the auspices of the Producing Department the Texaco Club of Houston gave its periodical entertainment on Friday evening, April 20, at Turner Hall. A majority of the members with their friends attended. The evening was crowded with events which went over "snappy" and in grand style.

G. W. Foster, President of the Club, writes: This was an enjoyable evening for all who attended and I partially recount the events in these columns for the benefit of the members who were unable to attend and, further, to express our appreciation to the Producing Department in general for one of the best entertainments yet given by the Club (such being the consensus of all who attended) and particularly to Mrs. Mae Hawley, Chairman of the Committee on Arrangements, and her assistants.

In addition to the thoroughly enjoyed readings and musical numbers, both instrumental and vocal, furnished by Prof. Joseph Bragers and his entertainers, there were some classical dances by pupils of Miss Mary LeCand: Misses Mary Catherine Donoghue and Leslie Thacker, *One Rainy Day*; Miss Vera Lang, *Springtime*; Miss Nancy Spencer, *Narcissus*. The technique of these youthful students in dancing was very good. Miss Ruth Joines contributed a vocal solo which was also much appreciated.

After the musical entertainment the orchestra of Mrs. H. Wedge began to render dance music of the highest class. As the first novelty, balloons were blown from a chute from the balcony to the dance floor, and old and young enjoyed grasping for an elusive balloon. Next, the lights were dimmed and a large

moon gradually appeared at one end of the hall. The effect was very realistic and won the spontaneous applause of everyone. Parts of several of the dances thereafter were with this moonlight effect. Then followed a cotillion, led by the Club President, during which favors of paper caps, hats, and noise makers were dispensed to all dancers. Last came refreshments—ice cream and cake with a candy mint showing the Texaco trade mark in its colors. Punch was served intermittently during the evening. The dance and merry making continued until twelve o'clock when the music drifted to *Home Sweet Home*.

THE TEXAS CO. OF MEXICO S. A.

The most attractive and home-like camp in all the Panuco region is The Texas Company camp at Valdez. A casual visitor would no doubt consider it the well kept country residence of a retired ranchero taking life easy and making attractive to the eye his chosen place of abode by surrounding himself with the beautiful growths of this semi-tropical clime where the perfume of flowers mingle with the sweet aroma of the woods.

On the evening of April 21 this camp was made more attractive by artistic draping and arrangement of banners and streamers among which the Red Star and Green T. were much in evidence, the occasion being the staging of a "rough neck baile" by W. H. (Billie) Lyne, Jr., Field Superintendent of Panuco District assisted by the drilling crews and field men. A full delegation from Tampico Works was in attendance headed by General Manager B. E. Hull and Mrs. Hull. Neighboring camps were well represented and when all were assembled truly the "lights shone o'er fair women and brave men", for we yield to none as to the beauty of our Texaco fair sex, while our rough necks and field men who brave without flinching mosquitoes, sand flies, chinchies, fleas, pinolillos, garapatas, calenturas, and occasional bandit raids thrown in for spice and variety, are surely entitled to be classed as brave.

A hot tamale supper was first on the program during the course of which Billie made a stirring address.... After the good things to eat and drink the company repaired to the mess hall, which had been cleared and decorated, where dancing was enjoyed until a late or rather an early hour. There was strong competition for honorable mention in the various dances, but "400-ft-per-ton Biggs" took the honors in the square dance, and after Billie had been corralled and brought back to the floor several times he romped home with the ham in the Virginia Reel. Herschel Stone showed that he had not forgotten the buck

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and wing. Manager Hull made a good caller for the reelers, spending the intermissions shucking tamales and not forgetting the injunction in Billie's speech about the bailer.



Miss Eleanor McGuinness

She has taken an active interest in the social and athletic affairs of the Texaco Association of New York, is a tennis and bowling enthusiast, and is fond of dancing. She is a most worthy delegate for the trip.

Miss McGuinness is proud of the fact that two of her four brothers served commendably in the World War, and because of this she anticipates her trip to Europe with special interest. Her hope is not only to see the devastated areas where the American forces distinguished themselves but also to inspect the splendid work which is being done by the American Committee for Devastated France.

(Continued from page thirteen)

end in trade friendships as sparks are to go upward.

I do not decry the liberal use of printer's ink to herald the merits of a *good thing*, but a printed page is cold and soon forgotten, while a glad salutation followed by prompt and courteous effort to render the best service awakens a kindred feeling in the mind of your customer which he can not forget; and through the charm of business friendship he and you will become steel and magnet, and you two will be found doing business together as occasions offer.

Courteous service is an emblem of loyalty to your employer, who is spending perhaps millions of dollars in the conversion of raw materials into the finished products the public demands, and will take, other things being equal, from him who extends a glad hand backed up with a welcome smile and highly efficient service.

Page twenty-four

FRIDAY, APRIL 13, 1923

Portentous news the cables bear today:
The British Commons sang a dreadful song.
Is this a presage of some mad array
Of forces in their very baseness strong?

Hark, all ye peoples, listen and take heed!
Disaster stalks upright upon the earth,
And those of strongest race and purest breed
Have proved them faithless to their rights of birth.

In England's past the Seed of Freedom throve;
All through their glories Magna Charta shone,
And ever Liberty was held above
The growing Commons and the gilded Throne.

Trafalgar, Lucknow, Waterloo were won;
And still their power grew upon the earth,
Until the golden all-encircling sun
Shone ever on some place of British worth.

God tested them. Their gentlemen withstood
The fiery ordeal to the uttermost;
And so dominion over alien brood
Was given them in many a distant post.

Their sea-girt isle has but a little space,
Yet many millions swarm upon the land,
And round this cradle of the English race
Are Nature's barriers on every hand.

They live and eat and love and work and die
Dependent on the world to meet their need;
And if they come to be like swine in sty,
Without a spirit, naught could save the breed.

Their total resource, in a month, would give
Not half enough for half to keep alive,
And if the half of them would ever care to live,
Not half that half could ever hope to thrive.

The Russian Sovietist ranges wide
To hunt for grass and weeds to ease his pain,
But Merry England fronts the salty tide—
Her bulwark and her menace is the main.

Let her sons falter but a little space
And stark starvation waits on every hand;
Fate would not leave a tenth part of the race
That has been ruler over many a land.

If they forget a little while their creed
Of hopeful help and service to mankind,
And plan to live a servile herd, their need
Would drive to ruin—stark insane and blind.

O ominous day! within Westminster halls
The Labour members roared (woe to the earth)
Not that brave song which to Britannia calls
But a mad chant of world-wide shame and dearth.

These leaders of a race, once manly all,
Uplifted there a foul ungodly rag—
And published brazenly their hideous fall—
Those Britons sang the "Soviet Red Flag."

—J. C. Tolman.

Thought without action is an evil, and so
is action without thought.—*Amiel.*

If you are one of those who think "every
man has his price," it is certain that you have
yours.

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. A Method for Planning Ahead, by Gerard Swope.—*System*, April 1923.

ENGINEERING. The Successful Operation of an Engineering Department. VI, by W. E. Irish.—*Industrial Management*, April 1923.

LABORATORIES. Mechanism of the Corrosion of Iron and Steel in Natural Waters and the Calculation of Specific Rates of Corrosion, by Robert E. Wilson.—*J. Ind. and Eng. Chemistry*, February 1923, page 127.

PRODUCING. Merit of Steel in Derricks, by J. B. Rathbun.—*Petroleum Age*, April 1, 1923.

How Storage Losses Mount.—*Petroleum Age*, April 15, 1923.

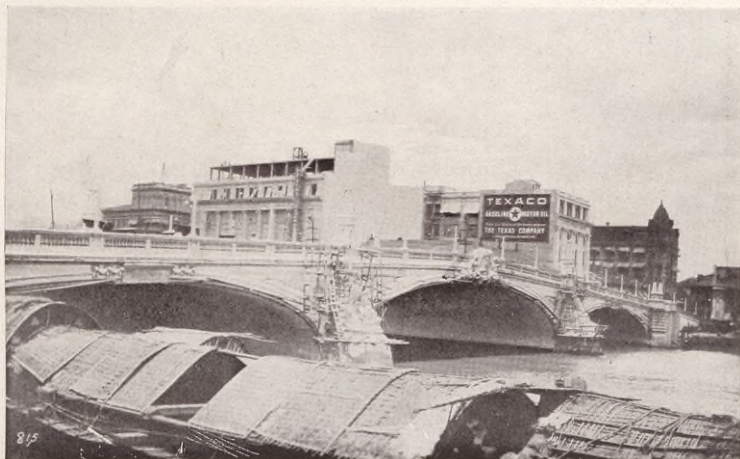
Predicts Cheap Venezuelan Oil, by J. Whitney Lewis. (Address at Convention of American Institute of Mining Engineers, February 20, 1923.)—*Oildom*, April 1923.

Venezuela Magnet for Big Companies, by Patrick McEvoy.—*Oil Trade Journal*, April 1923.

SALES. The Sales Quota Problem, by Nelson H. Seubert.—*The Nation's Business*, April 1923.

GENERAL. No Reason to "Pick On" Oil, by C. D. Chamberlin.—*Petroleum Age*, April 15, 1923.

The Hole in the Nation's Pocket, by Charles H. Underhill, Congressman from Massachusetts.—*The Nation's Business*, April 1923.



TRIPLE ADVERTISING

You've all heard of the ideal trio: the time, the place, and the girl.

Here's one showing a complete trio in ideal Texaco advertising: the sign, the postal card, and the calendar.

The above is a reproduction of the illustration on a public postal card widely distributed in the Philippine Islands. It shows the bridge over the Pasig River at Manila, with the business district of Manila in the background. Over this bridge and in its vicinity centers the heaviest traffic of Manila, and one can not miss the splendid Texaco sign facing the bridge.

Incidentally, this postal card was sent to us from a sailor named S. R. Canine of the U. S. S. Battleship *Black Hawk*. He sent the postal to thank us for the 1923 Texaco calendar which he received while in Manila.

Triple advertising, eh?

—Advertising Division.



A FINE engine in a fine car signifies an investment to be conserved by the use of a motor oil that is clean, clear, golden colored and full-bodied—and a gasoline that is volatile.

One name for both

TEXACO

THE TEXAS COMPANY, U. S. A.
Texaco Petroleum Products



TEXACO

MOTOR OILS

GASOLINE