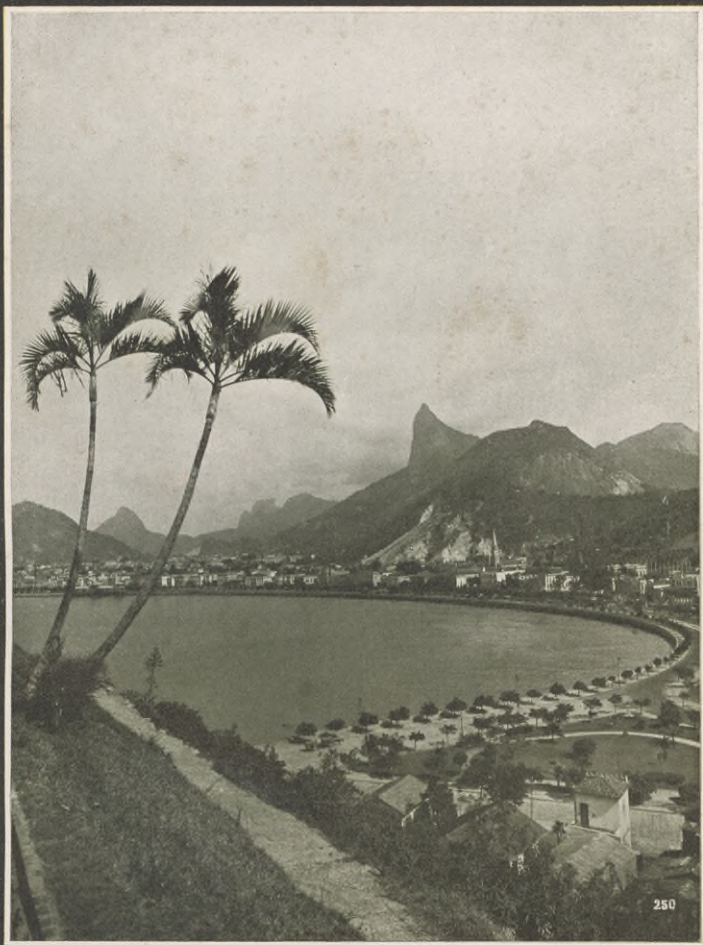


TEXACO STAR



BOTAFOGO BAY * RIO DE JANEIRO

In this issue is presented the second article on foreign lands in which our Export Department is distributing Texaco Products.



The Red Star and Green T has been known in the United States of Brazil and other South American Republics for many years, but not until 1915 was the distribution made in Brazil by a branch of our own company.

SEND IT IN

“IF you have a bit of news,
Send it in.

Or a joke that will amuse,
Send it in.

A story that is true,
An incident that's new,
We want to hear from you!
Send it in.

Will your story make us laugh?
Send it in.

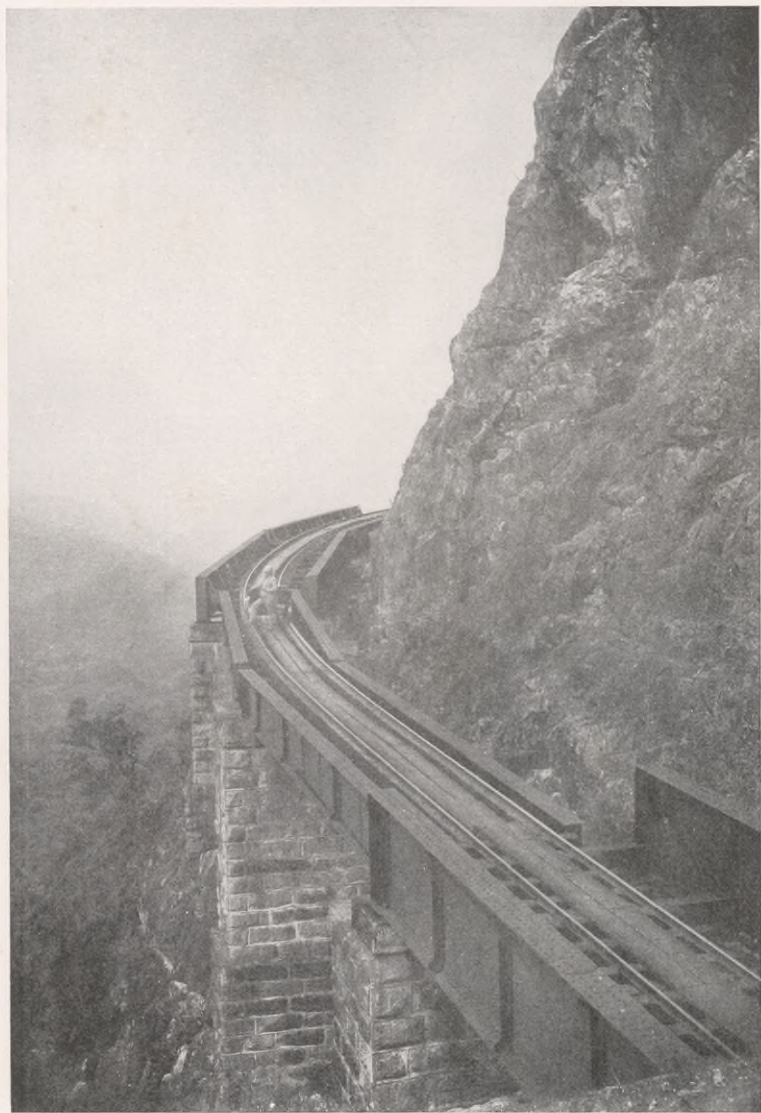
Send along a photograph,
Send it in.

Never mind about your style
If the story's worth the while,
And may help or cause a smile,
Send it in.”

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Parana Railway—Viaducto Cavalho

TEXACO STAR

VOL. IV

NOVEMBER 1916

No. 1

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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ADDRESS: TEXACO STAR, 311 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

A MONTH ago the Chicago weekly, *Unity*, offered seven rules on "How to Save the Soul in Time of Political Distraction." The immediate reference was to the pending campaigns, but two of the rules are still—and always—applicable: "Keep cool; do not insult the head by letting the heart run wild," and "Pay the intellect becoming respect; do not distrust principle in the interest of expediency."

* *

Our great prosperity is not by any means teaching us economy, and the habit of spending, combined with higher wages, will be heavy handicaps in the commercial contest which is coming with nations drilled to savings and efficiency.—*The Bache Review*.

* *

In times of change—whatever the outcome is to be—men who face the facts and think straight and study the real conditions of their business will surely pass through any period of stress and strain more safely than those who are guided by catch-phrases, or who attempt to twist the facts by contrary assertions.

* *

It may be said we finally learned that fiat money is nonsense. Will we learn that fiat prosperity is equally absurd?

* *

The lack of profit from unused or undeveloped opportunities and capacities of a business is one of the most frequent causes of failure.

* *

A small leak neglected will sink a great ship.

Many make the mistake of thinking that today is not important, but that the big days are coming.

* *

The National Prosperity Publicity Bureau has adopted for its leading maxim this statement, which distinguishes between just and useful publicity of business affairs and the publicity that is unjust and destructive: "Publicity wrongly directed can overthrow nations, demolish civilizations, make wrong triumphant, and cause endless anguish to the individual." There is a legitimate publicity of business affairs characteristic of good government and sound social conditions, but there is also an illegitimate publicity significant of the corruption and perversion of democracy. In legislation the distinction must be drawn between the two sorts of publicity, or the natural penalties for failing to draw it must follow.

* *

"Creative work," says Dr. Frank Crane, "is the scarcest in the world, and the most underpaid." Constructive criticism is creative work of a very rare and valuable kind.

* *

In nature all things lie in a mass—"materials are a mob," as it has been said, and a man's ability is measured by his power to select and reject and to organize.

* *

Nature is lavish in the production of everything except great men.

* *

A good man is cheap at a big price; a poor man is dear at any price.

TEXACO STAR

Business is a game of skill, in which a knowledge of its rules, with the mind, body, and soul stamina to play it to the end, will win the greatest reward.—*E. St. E. Lewis.*

* * *
Times without number we hear the complaint, "If I had only looked into it more closely." Often things look smooth and placid on the surface and a hasty decision is made accordingly. And not until after you have set sail do you realize the turbulent undercurrent which investigation might have disclosed. It seems to me that here is the secret of success or failure—this thing of not only looking before you leap, but looking thoroughly.—*Theodore N. Vail.*

* * *
Analyze; don't guess.

* * *
Beware of any "system" that complicates simple things.

* * *
Men whose knowledge and experience are merely incidental to strength and loyalty of mind and character are the useful and valuable men in all walks of life. Good business managers consider what a man knows less than they consider his completeness as a man for the work to be done. Men for heavy burdens need wisdom and patience and high character more than knowledge and experience. The latter may be acquired quickly, the former come only through the many trials of a well aimed and courageous life.

* * *
Out of tribulation grow faith, strength, and honor.

* * *
If the mind and soul of a man are wide awake, he knows that true work pays and that nothing else pays.

* * *
There is no excellence without great labor. It is the fiat of fate, from which no power of genius can absolve you. It is this capacity for high and long-continued exertion, this vigorous power of profound and searching investigation, this wide-spreading comprehension of mind, and these long reaches of thought which enroll names among the great.—*Wirt.*

* * *
No man can watch the clock and Opportunity at the same time.

Make every postage stamp you use do double duty. Whenever you send out statements to customers always enclose something that will renew or arouse interest in your goods.

* * *
Mailing Communications With Dividends.—With the quarterly or semi-annual distribution of dividends every company has an opportunity often overlooked to communicate to its stockholders information, advice, or suggestions bearing upon the welfare of the property. There is no reason why such communications should so generally be confined to annual reports. . . . Thus the latest dividend checks of the Pennsylvania Railroad Company were accompanied by printed slips calling the attention of stockholders to the efforts the management is making to obtain the repeal of the so-called full crew laws of the States of Pennsylvania and New Jersey. The statements point out that the campaign is being made to uphold the interests of the stockholders, of railroad workers as a body, and of the public, all of which are unfairly attacked by the full crew laws. . . . This practice can be applied on occasions which will readily occur to executive officers. . . . Even the postage on a message to several thousand stockholders is worth saving, if it can be effected by a little foresight along the lines indicated.

—*Electrical Railway Journal.*

* * *
The world is so crowded with amiable hypocrites that it can not get a fair start toward simple common sense and truth.

If we have injustice that the best human society can not get rid of, then we should go over the argument again. Possibly what we call injustice is really justice asserting itself, and taking its terrible toll.

If the people of this country do not pay more attention to little problems and less to the big ones, they'll finally get into serious trouble.—*Ed. Howe.*

* * *
All men were singing the praises of Justice. "Not so loud," said an angel; "if you wake him he will put you all to death."

—*Ambrose Bierce.*

* * *
To be good is noble, but to teach others how to be good is nobler—and less trouble.

—*Mark Twain.*

TEXACO STAR

Sometimes the things a discontented man can do best are things he does not want to do.

* *

"Be polite to customers, but don't slop over," is a bit of good advice to salesmen offered by the editor of the *Bowser Boomer*.

* *

Promise little; do much.

* *

Idle people are great talkers.

* *

Five minutes past four o'clock means tomorrow if the freight offices close at four.

* *

The Leading Don't.—The Don'ts held a convention, in order to increase their influence in the world. . . . A hitch came at the very start, when they had to choose a chairman. There were many candidates. "Don't Talk So Much" was prominent because of the large number of children in the world. "Don't Pick the Flowers" had many backers. Other favorites were "Don't Worry" (of literary fame), "Don't Speculate" (beloved of maiden aunts), and "Don't Be a Fool" (of universal application). But finally, by a tremendous majority, the position was given to "Don't Be Too Sure." He was nominated by a vigorous speaker, "Don't You Forget It," whose clinching argument was that his candidate was a Don't who was quite as good for the Don'ts themselves as for other folks.—*Life*.

* *

Please Notice.—We have a special need for a number of copies of the February 1915 issue of the *Texaco Star*, being Volume II, No. 4, and would be greatly obliged to all who may be willing to give their copies of that issue if they will send them to us.

Our files are also nearly exhausted of the following issues: Volume I, No. 2 (December 1913), Volume I, No. 5 (March 1914), and Volume II, No. 2 (December 1914), and we would be much obliged to anyone willing to spare copies of these issues if he will send them to us.

He gives twice who gives quickly.

Those who will be kind enough to help promptly in this matter will be rendering a substantial favor, and we would gladly reciprocate by supplying almost any other back number that may be desired. We have especially a number of spare copies of Volume II, No. 8 (showing handsome views of the Company's new Home Office Building in Houston after its completion), Volume III, No. 2 (1915 Christmas issue), and last month's issue showing views of new construction in the Refining Department.

AT THANKSGIVING.

When I go home, the old house stands
As if it stretched out welcome hands,
The lamps all send so warm a glow
Through fanlight quaint and casement low
By grandsires brought from older lands.

And drowsily, content expands
Before the fender's shining bands,
Where faint, familiar spices blow,
When I go home.

Each threshold lures with sweet commands
And binds me in the magic strands
Of tender memories, that grow
Like fragrant blossoms, to bestow
Love which defies Time's shifting sands,
When I go home.
—Charlotte Becker.

LIFE WISDOM

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

—Benjamin Disraeli.

As to what is the just distribution of wealth there can [should] be no dispute. It is that which gives wealth to him who makes it, and secures wealth to him who saves it.—Henry George.

When the state is most corrupt, then laws are most multiplied.—Tacitus.

When a country is well governed poverty and a mean condition are things to be ashamed of. When a country is ill governed riches and honor are things to be ashamed of.—Confucius.

There is no better ballast for keeping the mind steady on its keel, and saving it from all risk of crankiness, than business.

—Lowell.

He who knows only his own side of the case, knows little of that.—J. Stuart Mill.

Nature does not say, "You must not"; but she says, "If you do, you must pay the price, for I can not make it less." Nature does not argue.—Harry C. Morse.

Get your happiness out of your work or you will never know what happiness is.

—R. L. Stevenson.

The best worship is stout labor.—Carlyle.

Life gives nothing to men without great labor.—Horace.

No gains without pains.—Franklin.

Employment, sir, and hardships prevent melancholy.—Samuel Johnson.

TEXACO STAR



View of Sugarloaf from section of Rio de Janeiro on Botafogo Bay—A cable line connects the nearest hill with summit of Sugarloaf

BRAZIL—COLONY, KINGDOM, EMPIRE, REPUBLIC

V. R. CURRIE

Secretary Refiniug Department Efficiency Committee
Lately Assistant Manager of The Texas Company (So. Am.) Ltd.

DISCOVERY To the romantic and adventurous natures of the Spanish and Portuguese peoples we owe the discovery of the Americas and new sea-paths of the Atlantic. These discoveries would have been long deferred but for the work of the Portuguese prince, Henry the Navigator, son of a princess of seafaring England, the daughter of gallant old John of Gaunt. The object of Prince Henry was that which subsequently inspired Columbus in his westward voyages—a sea route to India.

Setting aside the successes of such brilliant navigators as Bartholomew Diaz,

Vasco da Gama, Amerigo Vespucci, John Cabot, and others, it remained for Vicente Pinzon, a Spanish pilot and companion of Columbus, to be the first to sight the coast of Brazil, in the year 1500. He descried the land near Cape St. Augustine and sailed along the coast as far as the river Amazon, whence he proceeded to the mouth of the Orinoco, and from that point returned to Spain, where the crown was too much occupied with other matters to pay heed to stories of new territory overseas.

Later in the same year the Portuguese commander, Pedro Alvares Cabral, appointed by his monarch to follow the course of Vasco da Gama in the East, stood far out to the west of the African coast to avoid the dreaded calms of the Doldrums, was driven still further by adverse winds and strong currents, and to his surprise sighted land on April 20, 1500. He dropped anchor in a fine harbor, which he called "Porto Seguro," and on Easter Day an altar was erected, mass celebrated in presence of the natives, the country declared an apauage of Portugal, and a stone cross erected in commemoration of the event. Cabral then despatched a small vessel to Lisbon to announce his discovery, and without forming



Cable transit to Sugarloaf

TEXACO STAR



Night view on the bay front, Rio—The illuminated building at the right is the Monroe Palace



Monroe Palace, Senate Chamber—Rio de Janeiro

any settlement proceeded to India. Not until Cabral's discovery had it dawned upon the Old World that a new continent had been found, for Columbus and the navigators following him were still ascribing their discoveries to the islands and shores of Asia.

HISTORY

The history of Brazil is very interesting. The country owes its freedom largely to the ambition of the great conqueror, Napoleon. In 1807, when Napoleon was in the height of his career and was disposing of countries at his will, one of his armies marched on Lisbon with the purpose of punishing Portugal for the suspected crime of being a friend of the English realm. Prince John of Portugal shed tears over the fate of his country, but at the same time wanted badly to save his person. When Napoleon's army was sighted, he gathered together such treasures as he could carry and with most

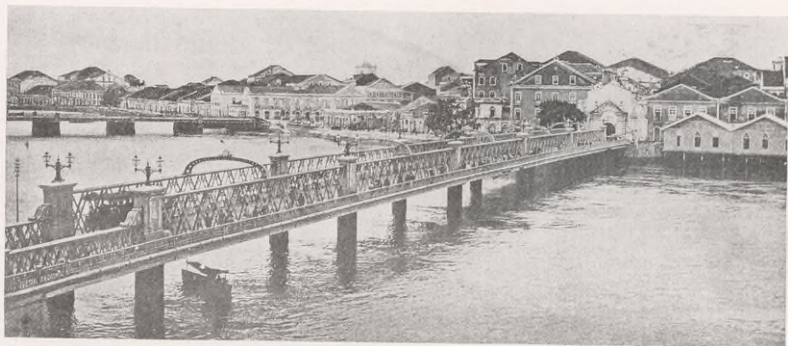
of the nobility fled to the great Portuguese colony of Brazil. In this manner Brazil became the one great empire in America and the colonists were well repaid for their loyalty and devotion. Brazilian ports, hitherto reserved for Portuguese ships, were opened to the world's commerce; manufactures were set free from their fetters; a national bank was created; schools and colleges were established; the country opened freely to foreigners; in a word, Brazil was raised from a dependency to a kingdom.

In 1816, on the death of his mother, John became actual king, as John VI, and forthwith he encountered trouble brewing around him. His people had been given so much they wanted more. In 1817 and 1820 revolutions broke out in Pernambuco and Rio de Janeiro, the people demanding a liberal constitution. The first uprising was quickly subdued. During the latter the monarch fled to his palace in the sub-



Municipal Theater—Rio de Janeiro

TEXACO STAR



Ponte 7 de Setembro—Pernambuco

urbs, but his son, Prince Pedro, a man of more resolute character, quieted the people by promising that his father and himself would accept the constitution they offered. By this time King John had had enough of Brazil, and, Napoleon having been defeated, decided to return with his throne and crown to Portugal, leaving Pedro to take

care of Brazil, which again became a colony of Portugal.

Desire to milk the colonial cow resulted in laws to bring Brazil once more under despotic control. One of these required the young prince to leave Brazil. Pedro was implored not to leave his loving people, and he agreed—thus defying the Cortes and its orders. Hearing that the Cortes, to carry out the subjugation of Brazil, had sent a squadron to bring him back, Prince Pedro was forced to take a decided stand, and on September 7, 1822, in the presence of a party of revolutionists, near the City of S. Paulo, he drew his sword, and with the exclamation, "Independence or Death," declared the country an Empire. Soon thereafter he was crowned Constitutional Emperor of Brazil and the revolution was consummated.

Much like the bloodless battle for independence was Brazil's struggle for republicanism. With republics all around, the spirit of republicanism invaded the empire and grew rapidly, first among the people and then in the army. On November 15,



Hospital de S. Francisco—Pernambuco



Pernambuco—View from Capibaribe River

TEXACO STAR



Normal School—S. Paulo—Attended in his youth by the writer of this article

1889, hearing that the republican leaders were to be imprisoned, Benjamin Constant and Deodoro da Fonseca, at the head of the Second Brigade, marched to the War Department building and demanded the surrender of the ministry. Brazil had ceased to be an empire and had become a federal republic.

GEOGRAPHY

Brazil, the largest country in South America and third largest in the world, lies between latitude $4^{\circ} 22'$ N. and $33^{\circ} 45'$ S. and between longitude $34^{\circ} 40'$ and $73^{\circ} 15'$ W. It is bounded on the North by Colombia, Venezuela, the Guianas, and the Atlantic Ocean; on the East by the Atlantic Ocean; on the South and West by Uruguay, Argentine Republic, Paraguay, Bolivia, Peru, and Colombia. It borders on every state in South America except Chile. The great-

est length is 2250 miles; greatest breadth 2700. The area is 3,291,352 square miles.

The most important harbors are Rio de Janeiro and S. Salvador (Bahia).

Brazil lies almost wholly within the tropics, and in many parts is still unexplored and unsettled. The interior of the country is a high plateau with a mean elevation of 1000 to 3000 feet, irregularly ridged by mountains and deeply cut by large rivers. The country may be divided into three meteorological zones: the tropical zone, embracing the northern part of the country; the sub-tropical zone; and the temperate zone, which extends from the tropic of Capricorn to the south boundary. The latter possesses a fine climate, with a mean temperature at Palmeiras of 63° F. and a rainfall, mainly in winter and autumn, of 40 to 60 inches.

LANGUAGE

Unlike her sister republics in Latin America, Brazil adopted the Portuguese and not the



S. Paulo—Theatro Municipal



S. Paulo—Railway Station

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This tree covers nearly an acre of ground—Nearly a hundred different kinds of orchids grow on it

Spanish language, a fact which, we regret to say, seems to be still unknown to many Americans and especially to industries seeking an outlet for their manufactures in that country. The Portuguese language has by colonization and emigration been widely scattered. It is spoken in Portugal, the Azores, Brazil, the Portuguese colonies in Asia, Africa, and America, and among the Portuguese Jews scattered over Europe, particularly in Hamburg and Amsterdam. Portuguese has the conciseness of the dialects founded on the Latin tongue. It has less dignity than the Spanish, but is superior in flexibility. In popular songs it displays a delicacy and variety of expression which has made the Spanish call it the language of flowers.

FLORA

The vegetation of Brazil is luxuriant and varied. The vast forests of the Amazons contain hundreds of species of trees, draped and festooned by climbing plants, lianas, orchids, etc. In the virgin forest beyond the reach of floods the trees are tall, two hundred feet or more, and the trunks are draped with lianas bearing brilliantly colored flow-

ers. Along the Atlantic, from Pernambuco to Rio de Janeiro, mangroves and *conocarpos* grow. The *campos* are grass-covered plains, in the hollows of which grow cypresses and palms.

The flowers of the temperate zone are common, while distinctive plants are the passion flower (100 varieties), the orchid (1059 varieties), the *Aristolonchia gigantas*, a climbing plant with flowers a foot long, and the *Victoria Regia*, along the Amazon.

FAUNA

As regards fauna, Brazil occupies a l m o s t the whole of a sub-region of the neotropical region which extends from Mexico to Terra del Fuego, and contains nearly all its characteristic types. Over fifty varieties of monkey, eight species of bat, jaguar, puma, ocelot, several species of wild dog, the anta or tapir (the largest mammal), the peccary, five species of deer, the capybara, agouti, sloth, ant-eater, and two species of armadillo are among the animals.

The birds are numerous (1700 varieties) and of brilliant plumage. There are 59 species of humming birds, 26 of Tanagridae, and 65 of woodpeckers. Other birds are the

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Botucudos Indians—State of Espírito Santo

flamingo, emeu, rhea, heron, stork, parrot, and macaw. One of the Brazilian birds whose habits have attracted much interest is the *João de Barro* (Clay John) or oven bird, which builds a house of reddish clay for its nest and attaches it to the branch of a tree, usually in a fork.

In strong contrast to the poverty of Brazil in the larger mammals is the astonishing profusion of insect life in every part of the country. One naturalist found 7000 species of insects in the vicinity of only one of his collecting places on the Amazon, of which 550 species were of butterflies.

There are 180 varieties of snakes, of which 20 are venomous. They include the boa constrictor, rattlesnake, python, and anaconda.

The waters of Brazil abound in fish of all kinds. Agassiz discovered over 2000 varieties in the Amazon alone.

MINING Minas Geraes and Bahia are the chief mining regions, yielding diamonds, gold, iron, manganese, etc. Gold is mined extensively in Minas Geraes and is found in many other States. From its discovery to 1912 about 700,000,000 grams were produced. In 1912 4,026,775 grams, valued at \$2,116,200, were exported.

Other deposits are silver, copper, platinum, rock crystal, salt, mercury, zinc, tin, bismuth, lead, sulphur, and kaolin. Many

valuable stones, including marble, topaz, agate, amethyst, garnet, aquamarine, ruby, tourmaline, and blue sapphire also occur.

While indications of crude petroleum have been found in the states of Maranhão, S. Paulo, Alagoas, and one or two others, actual operations have never been attempted. The question is being agitated to some extent at the present time.

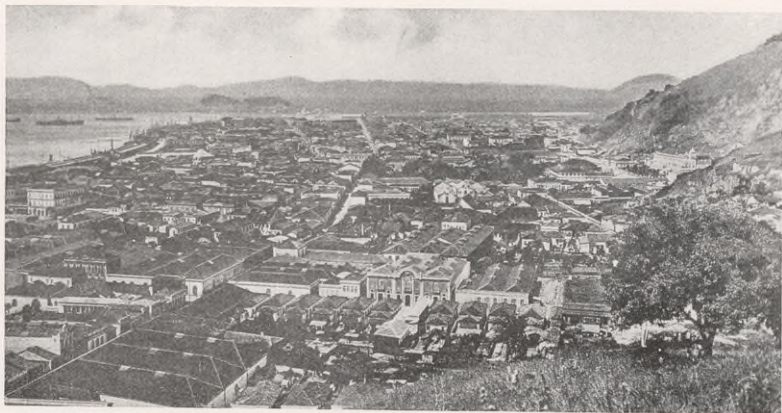
AGRICULTURE Agriculture is the principal occupation of the people, and agricultural products form the major part of the exports. On the upper Amazon the chief occupation is the collection of india rubber, mostly wild. In the Atlantic states farming is more developed. Coffee, the chief product, occupies 4,500,000 acres, of which nearly one-half is in Sao Paulo. The world production of coffee is estimated at nineteen to twenty million sacks. Of this amount about 16,000,000 sacks comes from Brazil, 12,000,000 sacks being produced in the state of S. Paulo.

Cacao, indigenous in the Amazon Valley,



Five sacks of coffee weigh 303 kilos, or 664½ pounds

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Santos—Center of the city

is now cultivated as far south as the northern part of Espirito Santo. Bahia, with 8,000,000 trees, produces 80 per cent of the Brazilian crop, though the best quality comes from Maranhão. With an annual output of 34,500 tons Brazil ranks fourth as a cacao-producing country.

Sugar is grown principally in the northeast and in Rio de Janeiro and Matto Grosso, the average annual output under prevailing methods being 5,183,000 bags of 150 pounds each—36 per cent from Pernambuco.

The great tobacco State is Bahia. Cotton thrives in nearly all the States east of the Amazon Valley and in the extreme south. Mate, or herva mate, is grown chiefly in Parana. Successful experiments in wheat cultivation have been made, chiefly in Rio Grande do Sul, where the crop increased from 15,000 tons in 1909 to 70,000 tons in 1912. Rice is grown in fifteen varieties, but the methods of cultivation are primitive. S. Paulo produces annually 10,000,000 sacks of corn. Beans, peas, sweet potatoes, and lentils are extensively cultivated for home consumption. Tropical fruits are abundant.

STOCK RAISING The vast plains furnish excellent facilities for stock raising and rapid strides are being made in this industry. The Federal and State governments are expending large

sums of money to improve the stock in the States most suited to the industry—Rio Grande do Sul, Matto Grosso, Parana, Santa Catharina, Piauhy, Goyaz, Minas Geraes, Rio de Janeiro, S. Paulo, Bahia, and Ceara.

To the outside world Brazil has meant coffee and rubber for over half a century, and while her less conspicuous products of sugar, cotton, and cocoa have been gaining places in international commerce, the fact of her possession of great herds of native cattle has practically escaped the notice of the industrial world. Brazil actually possesses today a stock of 30,000,000 head of cattle, and while prominence has been given to this industry only during recent years, she is starting out with a number as great as that to which Argentine attained after forty years of hard work. The one great drawback to the cattle raising industry of Brazil is the lack of cold-storage and facilities for transportation by sea.

MANUFACTURES Manufacturing industries are largely confined to the states of Rio de Janeiro, Bahia, S. Paulo, and Rio Grande do Sul, and to the Federal District. The textile industry is the most important; sugar, the second. Other important products are shoes, dried meats, matches, beer, hats, tobacco, paper, lubricating oils, flour, furniture, lumber and iron products, cement, and powder.

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A part of the City of Santos, the seaport of the State of S. Paulo

RAILWAYS

Brazil was the first country in South America to have a steam railway, the concession for the first line being granted in 1852. In 1913 there were 14,500 miles of railways in operation, while plans had been approved for 3150 additional miles, of which 2385 miles were under construction. The most important railways are the Central, from Rio de Janeiro to Minas Geraes and S. Paulo (1080 miles); the Mogyana, in Minas Geraes and S. Paulo (910 miles); the Sorocabana, in S. Paulo (813 miles, to be extended 250 further to the Bolivian frontier); the Paulista, in S. Paulo (690 miles); the S. Paulo-Rio Grande, in Parana and Santa Catharina (608 miles open and about 1500 to be constructed).

The chief means of communication with the interior are the navigable rivers with a total of 31,069 miles, of which 17,129 miles were in actual use in 1913.

EDUCATION

Until 1911 each State had control of its own school system; but a decree issued in that year placed all elementary schools and such higher institutions as secured subsidies under the control of the Federal Board of Education. Education is compulsory in several States. The most important educational centres are Rio de Janeiro, S. Paulo, Bahia, and Porto Alegre. There are mili-

tary and naval academies at Rio de Janeiro.

GOVERNMENT

The United States of Brazil are a federative republic, each of the old provinces and the Federal District forming an organized State administering its own affairs at its own expense and having distinct administration and legislative and judicial bodies. The Federal Government takes charge of national defense, public order, federal law, customs, stamps, postal arrangements, and issue of bank notes.

The Republic consists of twenty States, a Federal District, and the Federal Territory of Acre. The President has supreme command of the army and navy; has power to declare war and make peace within certain defined limits; appoints and dismisses ministers and, with the assent of Congress, ambassadors and judges of the Supreme Court.

Two official censuses have been taken, in 1872 and 1900, but they were incomplete and refused by the government. The present population of the twenty States, the Capital, and one Territory is estimated slightly in excess of 24,000,000. The approximate population of the Capital, Rio de Janeiro, is 1,305,000.

LABOR

In the northern States, which are Amazonas, Para, Maranhão, Piauhy, Rio Grande do

TEXACO STAR



Bahia—Rua das Princesas—The Offices of The Texas Company (So. Am.) Ltd. are in the second story of a building on the right hand side of the street, marked with ink on the photograph

Norte, Parahyba, Pernambuco, Alagoas, and parts of Matto Grosso and Goyaz, labor is expensive owing to the high cost of living consequent upon the fact that a very large proportion of the food consumed there has to be sent at high freight rates from the southern States, or is imported from abroad and pays high duties. In the central States, which may be taken to comprise Bahia, Minas Geraes, Espirito Santo, Sergipe, Rio de Janeiro, and S. Paulo, labor is more abundant and the cost of living is not so high, resulting in a lower rate of wages. In the south, which includes Parana, Santa Catharina, and Rio Grande do Sul, the lowest rate of wages prevails; labor is there both plentiful and satisfactory, a large part of the working classes being of Italian and German origin and generally hard-working and competent laborers.

Skilled labor and workmen experienced in various mechanical industries are relatively scarce in Brazil, and this offers difficulties in the way of founding new industries, which are nearly always started by means of imported labor under contract. Foreign foremen train men for the work which they are expected to do.

As is natural to expect, many customs differ from those in our country. The Brazilian is very polite, easily met, and shakes your

hand every time he meets you, even though many times a day. If passing hurriedly or not within handshaking distance, he does not fail to tip his hat to you. Like all Latin Americans they take life easy and insist upon—as well as practice themselves—patience. “*Tenha paciencia*” (“Have patience”) are the words most used throughout the country. The average Brazilian is very careful about his dress, likes to dress well, and is seldom seen without vest and coat even in the hottest summer.

In many of the States and municipalities



Pernambuco—Rua da Imperatriz

TEXACO STAR



Avenida Central—Rio. In the building showing highest on the left are the headquarters of The Texas Company (So. Am.) Ltd.

certain days during the week are set aside in which mendicants may ask for alms. At such times they usually make a house to house canvass, and many of the merchants and citizens provide themselves with small coins which they distribute as long as they last.

One noticeable feature is the absence of display merchandise on the sidewalks. The sidewalks are kept absolutely clear for pedestrians and no goods are displayed outside the doors of an establishment.

One matter of regret to the Brazilian is the lack of knowledge his people have of their own nation and of the other nations of America. The North Americans and South Americans are unacquainted inside of America. Both visit France, England, Portugal, Belgium, Germany, *etc.* without remembering the continent in which they live. In rare cases visits to the United States, Argentine, and (recently) other American republics, have been consummated by Brazilians who travel for pleasure or in search of new fields for industrial exploration. The northern portion of the country is unacquainted with the southern, and *vice versa*; there are Brazilians who have made repeated trips to Europe and

yet have never seen the capital of their own country.

OUTLOOK
In considering the outlook in Brazil there are many factors that must be reviewed together. The principal of these is the financial question, and other important ones include politics, production (with a view to export), the shipping problem, railway construction, and commerce in general with the rest of the world.

The present financial situation is not satisfactory. That is admitted by everybody. Credit everywhere is given only with the greatest reserve. The Federal, State, and municipal governments figure in the mercantile credit situation very gravely, because it was necessary during the most critical months just subsequent to the declaration of war in Europe for these to extend



A narrow street (Ruado Ouvidor) in Rio

TEXACO STAR



Typical Shop—No goods can be displayed on the sidewalk

official help and to finance the orderly continuation of activities through reciprocal mercantile credits.

Professional and party politics are as active in Brazil, and with the same effects, as during trying times in the United States. A strong independent press is making itself more and more felt, and there are reasonable hopes that this element, which, in general, has supported the policy of the President, will make for steady progress with strict economy in the public services.

The problem of most pressing importance at the present time is the immediate remedy of the shortage of shipping facilities from which Brazil is suffering in com-

mon with the rest of the world. Especially needed is rapid transit for perishable products, of which meat ought to be the most important item for export.

The development of railways is at a standstill owing to the financial stagnation consequent on overspending, accentuated by the effects of war. This is, however, but temporary, and with a return to normal conditions the forward movement of railway policy in Brazil, which has always been prominent, will be resumed. Many large districts are still without sufficient and some without any communication with outlets for pastoral and agricultural products.

Brazil's financial situation has made it



Fish Vender



Onions and Garlic Vender

TEXACO STAR



Moving Office Furniture—Pianos are moved in the same way



The street lighting is good in most Brazilian cities

necessary to tax the people to the very utmost, and there is scarcely any article or operation that is not taxed in some manner. All legal documents must contain a certain amount of revenue stamps according to their nature or value. Receipted bills must be signed over revenue stamps. "For Rent" signs on houses, cigars and cigarettes, canned and bottled goods, matches, shoes, walking sticks, in fact practically all merchandise, must stand revenue taxes. Moreover, there is a lack of economical or efficient operation in all public departments, and in some the "red tape" is so

great that special "brokers" are employed to attend to your business with such departments.

Space forbids any description of recent municipal improvements in most of the Brazilian cities, their style of architecture, precautions taken against disease by extensive health departments, wonderful driveways and scenery. Some impressions of Brazil as she is today may be gathered from accompanying illustrations.

If favored by fortune, freed from civil strife, and given good administrative governments and better financial conditions, this country, of which to date we have heard so little, is destined to rank among the great Nations on earth.

CRUDE OIL PRICES AT WELLS

October 1, 1916		November 1, 1916	
Pennsylvania	\$2.40	De Soto Light . . . \$.80
Mercer Black	1.90	Crichton Light60
Corning, O.	1.90	Caddo Light90
Cabell, W. Va.	1.92	Caddo Heavy65
Newcastle	1.90	Vivian Heavy65
North Lima	1.43	Vinton65
South Lima	1.43	Jennings65
Indiana	1.28	Spindletop70
Princeton, Ill.	1.47	Sour Lake65
Illinois	1.47	Batson65
Canada	1.98	Saratoga65
Somerset, Ky.	1.5	Humble65
Ragland, Ky.80	Dayton65
California Light70	Corsicana Light90
California Heavy40	Corsicana Heavy40
Mexico20 to .40	Petrolia90
		Electra90
		Markham65
		Kansas and Okla. . .	.90
		Healdton40
		Thrall90

The best possible preparation for the tomorrow of our dreams, and the surest medium for attaining it, is a life of serene

mastery over the today, just as we find it.
—Lucien V. LaTaste.

TEXACO STAR



MEETING OF LUBRICATION ENGINEERS OF THE TEXAS COMPANY.

The Third Annual Meeting of the Lubrication Engineers of The Texas Company was called to order by W. F. Parish at 9:30 a. m., October 11, 1916, in the Meeting Room of the New York Offices. President E. C. Lufkin and Vice-President W. A. Thompson, Jr. welcomed the engineers and assured them of the interest of The Texas Company in their work. The assembly included, besides the staff engineers of the Lubricating Division, chief engineers and engineers of the five Northern Sales Districts, while the South was represented by W. M. Davis, Supervising Engineer of Sales Department Southern Territory, and the Export Department was represented by C. R. Campbell of the Lubricating Division and J. J. Simon of the Foreign Division with headquarters in China.

Many papers, often several on the same subject, were read and each was followed by open discussion. The papers covered such important subjects as cylinder oils,

turbine and Diesel engine lubrication, textile mill lubrication, the uses of Crater Compound, etc. Every engineer covered one or more subjects, giving his own experiences and ideas. A careful revision and compilation of these papers will eventually result in establishing a standard in The Texas Company on each important subject. Engineers who were not familiar with some end of the practice learned from those having greater experience in that line. Lubrication practices in marine, land, country, farm, mine, and other fields were discussed, so that all could benefit by the experience of fellow engineers.

While distinctly an engineers' meeting, a paper was read by Mr. G. W. Vos of the Advertising Department showing the relation between the engineers and advertising. Another paper by Educational Director Dr. L. H. Canfield regarding the magazine *Lubrication* was also read.

The meeting lasted from October 11 to

TEXACO STAR

EFFICIENCY

P. C. SCULLIN

Chairman Refining Dept. Efficiency Committee

14 inclusive and was closed with a forceful paper read by G. R. Rowland, Supervising Engineer of Sales Department Northern Territory. Mr. Rowland advocated various innovations which were voted upon and unanimously carried.

That bodily welfare should not be neglected, lunches were taken at the Whitehall Club on invitation of Mr. C. E. Woodbridge, while theatre parties finished two of the days. The last day was devoted to a visit to the U. S. Navy Yard in Brooklyn, permission for which was obtained from the Navy Department by Mr. F. J. Shipman. Full inspection was made of the new Battleship *Nevada*, the Diesel engine ship *Maumee*, and the Battleship *Texas*.

Those attending the meeting were:

W. F. Parish, New York	F. D. Shields, New York
G. R. Rowland, New Yk.	H. W. Salbador, N. Y.
W. M. Davis, Houston	W. Leigh, New York
O. J. May, Chicago	H. K. Eilers, New York
E. Nielsen, New York	J. A. Hangsen, New York
J. J. Simon, China	J. T. Snow, New York
H. Cooper, Chicago	W. H. Grose, Norfolk
C. M. Larson, Chicago	H. Tipper, New York
S. J. Hunt, St. Louis	L. H. Canfield, New York
W. O. Kroenke, Boston	G. W. Vos, New York
W. H. Openshaw, Boston	F. J. Shipman, New York
J. H. Young, Jr., N. Y.	C. R. Campbell, N. Y.
H. J. Wilson, Philad'a	G. E. Forgo, New York
W. A. Edmundson, Phila.	H. I. Grandgerard, N. Y.

This meeting distinguished itself through various innovations of far reaching consequences for both the Company and the men, but the most significant was the establishment of the Lubrication Engineers Association of The Texas Company, the initials L. E. A. to be taken to signify Loyalty, Efficiency, and Accuracy—necessary qualities of a good lubrication engineer. O. J. May was appointed to design and submit a proper emblem based on the Texaco trade mark and the initials L. E. A. It may be stated that this is the first society of this kind ever established by lubrication engineers. It should prove of inestimable value to the Company, and of even more value to the men.

Officers and Directors were elected:

President G. R. Rowland, New York
Vice-President J. H. Young, Jr., New York
Sec'y and Treasurer H. J. Wilson, Philadelphia
Board of Directors

W. F. Parish, Chairman, New York
G. R. Rowland, New York
W. M. Davis, Houston
O. J. May, Chicago
W. A. Edmundson, Philadelphia
E. Nielsen (Export Department), New York
W. H. Grose, Norfolk W. H. Openshaw, Boston

In the following letter Mr. C. C. Blackman, Superintendent of our West Dallas Works, makes some practical applications of efficiency principles. It will be appreciated by his many acquaintances, as well as others:

Gates, Texas, October 12, 1916.
Mr. P. C. Scullin,
Houston, Texas.

Dear Sir: I was much interested in your article on "Efficiency" published in a recent number of *Texaco Star*. It reminded me of what John L. Sullivan said in his monologue. He was visiting in Ireland; usually took a walk in the country every morning. On one of the trips he met an old friend and invited him to join him in a good long walk. "All right, John," said Pat, "I know some short cuts." Whether a man is looking for short cuts or long cuts depends on his vocation. If it is business, he should look for the short cuts; if recreation, the long and crooked route. Man's efficiency is measured by the size of his hat and what it covers when in service.

A few days ago we sent two men with the team to haul a load of hay from the lower barn to the horse barn. I came along while the wagon was being loaded, and found one-half the hay pushed out of the hay mow on the ground and doubletrees. The fellow on the wagon was getting a small part of it. I asked him why he did not drive his team up far enough to drop the hay on the wagon instead of on the mules. Later these men were sent out to haul grass and weeds off the lot. After they had finished one side of the field, I asked them why they left a big bunch. They said they had taken it all. I told them to go back and get it.

We started two men out in the field to bring in a load of hay; after two and a half hours had passed and no hay came in, I went out to see what was going on. I found the load partly on. The man on the ground was putting the hay up in bunches about the size of a straw hat. This man could not pitch hay, but we found a place where he made good. I tried to get men like the accompanying sketch, but failed, and sent out a man who could pitch on three loads in two and one-half hours. A little energy and self-pride might have helped this man

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Pole Vaulters Are Invaluable

out, but this essential element was not in his system.

I will mention a stunt that was pulled off here some time ago. The man might have been in the 100 per cent efficiency class if his stunt had gone through, but the fellow at the other end found him out. He was our Rackman. He took the numbers of all the cars he intended loading that day, placed them in his book with the different grades of oil to be loaded, gave the inches in the dome, temperature of the oil, and all necessary information, and sent it to the office for billing. They all went out, and two of the cars, when they reached their destination, were found to be empty—2" in the dome, temperature 98 deg. We lost—the other fellow looked in and got inside information.

Modern Efficiency believes in curing faults. It is cheaper to fit them than to fire. I have known men to be shifted from place to place before places were found where they fit in.

Perhaps the most common fault among workers is lack of ambition, which shows itself in a lack of interest in their work. Most men are more susceptible to praise than censure. Praise a man for doing good work in one thing, and he will try to make good in everything.

Carelessness usually means waste of time and money. If a man lives beyond his means he faces a crisis the first of every month. Practice economy and avoid embarrassment.

In a plant where a large number of men are employed, the habit of getting ready for the whistle becomes an epidemic, and it sometimes takes in horses and mules.

We had a mule that was used on a dump cart for hauling around the works. About twenty minutes before whistle time, he would try to get away—he wanted to wash up and go home. He had seen the men get by with this, and wanted to play fair with the boys. Because of his wrongs and poor feed, the mule has more cause to strike than men.

"By virtue of the law of compensation all who demand more than the average must render due payment for their aspirations.

"It is not possible to buy under the market price.

"Nothing of worth can come as a gift. The gambler's dollar is never so big as the laborer's. The spendthrift loses the savor of existence through need of want. The heir to a fortune inherits the curse of Midas. He misses the flavor of his bounties through lack of contrasts; deprivation has not taught him appreciation.

"Mere luck does not exist. The only men who get 100 per cent out of life are those who have put 100 per cent of themselves into living.

"Whatever you are, whatever you have, you have been weighed upon scales that can not cheat; you have been measured by your merits."

Yours very truly,

C. C. Blackman.

* *

All of the good things on the subject of efficiency are not said by the men of the schools. Several weeks ago as I was coming through Knoxville, Tenn., with my father, who is now 80 years of age, he pointed out to me a railroad shop in which he worked in the year 1866. An incident was related that made a lasting impression on my mind, and I think it is worth passing on. He was assigned one day to ripping some material for car seats. It had been the custom in running this rip-saw to take a piece of lumber and run it through, pulling it back to be run through again, and so on until the entire piece was ripped up. He thought he knew a better way, so when he got the first piece started he picked up another piece and pushed it behind the first and then reached over and got the first piece and pushed it behind the second, thus keeping the saw cutting all the time. In closing the story he made this remark, "A saw that's cuttin' the air is not doin' much." Now, he had never read a book on scientific management, but he knew how to get the highest efficiency out of that machine. My father, not as an employer of labor, but as an honest workman, anxious to give value received, even if he was working for a corporation, felt that "a saw that's cuttin' the air is not doin' much," and acted on that theory.

—St. Louis Lumberman.

TEXACO STAR

SAFETY AND SANITATION

ST. C. B. BYRNE

Chairman Central Committee of Safety

A Dangerous Habit.—More and more is coming to be appreciated the great danger of the ignition of gasoline by an electric spark. It is now pretty well conceded by fire experts that electricity is in most cases the real cause of fires ascribed heretofore to the spontaneous ignition of gasoline.

With the spread of this knowledge the danger of employes at an oil plant washing their work garments in gasoline is being seen and warned against in many plants. In this operation the gasoline might be ignited by any of several means. Buttons coming in contact with the metal receptacle in which the washing is being done or with other buttons or other metallic substances on the apparel might cause a spark sufficient to ignite the gasoline vapors. It is also known friction caused by rubbing the cloth together causes electric sparks.

—*Petroleum News.*

* *
Lubrication Engineer S. J. Hunt, of the St. Louis Office, reports a case in point:

The Chief Engineer of a ship running into St. Louis experienced a very serious burn on his trip up the river, due to his sleeve being saturated with gasoline. In pulling a switch on the switchboard the arc from the switch points ignited the gasoline vapor, causing a severe and serious burn.

This should be of interest to the people around our various plants, especially small stations where pumping is done with electric motors. It is highly probable that a man might have gasoline on his hand or possibly on his clothes and then go into a pump house to throw a switch.

* *
George Ade says that a friend of his in Bridgeport, Conn., had a colored boy working for him as janitor. One morning the darky announced that he was about to quit.

"I laks you, Mistah Blank," he explained to Ade's friend, "and I ain't got no fault to find wid dis heah job. But dey tells me dat over heah at dese munitions works dey's payin' fo' dollahs a day. And I 'lows to git some of dat easy money."

Being paid off, he departed. Two days later he came back and applied for his former place.

"Didn't you care for the new job?" asked Mr. Blank.

"I quit befo' I got dat far," stated the negro. "Yistiddy mornin' I goes over to dem munitions

works and I tells de man in de little office at de gate in de big high wall dat I 'se done come to get one of dem fo'-dollah-a-day jobs of hi' n. He says 'all right,' and den he gits out a book and he axes me what is my name? I tells him what is my name; and den he says: 'Whar do you want de remains sent?' And I look him in de eye and I say: 'Boss, don't you pester yo'se'f 'bout de remains, 'ca's I 'se gwine take 'em with me right now.' "—*Saturday Evening Post.*

BY THE WAY



Salesman Engineer H. J. Wilson (at right) introducing Crater Compound in the Anthracite Coal Regions

Salesman-Engineer H. J. Wilson contributes the following verses:

THE LUBRICATING ENGINEER

In contact he comes with the best in the land,
Machinery of all types he must understand.
To be at home in starched shirt or overalls
Is part of his job in his routine of calls.
He demonstrates his products without waste of
time,
Efficiency his watchword, Uniformity and Quality
his line.
Investigation of complaints that so serious appear
Are chances for him to make friends and bring
cheer;
With executives or workmen, master mechanics
or engineers,
He meets the occasion and merits the name he
bears.

* *

Salesman N. R. O'Hair sends a half page of the Hall County Herald, of Memphis, Texas, displaying an advertisement by W. M. Fore & Sons, representing "Three of the Greatest Companies on Earth", the companies represented being the Edison Company, for electrical supplies; Ford Motor Company, for motor cars; and The Texas Company, for petroleum products. The

TEXACO STAR

firm, or one of its members, is our Agent at Memphis. Mr. O'Hair goes on to "tell a little about this family":

Their name, of course, is Fore, and there are four of them. Their 'phone number is 444; their demonstration number is 444; their post office box is No. 444. But the most remarkable thing is that, although two of the boys have families, there is only one bank account and every one of the four has the same privileges, one man writing all of the checks. At the end of the year everything that is in the bank is divided by 4, and each member gets his portion. This is one case in ten thousand. Because Mr. Fore is our Agent I thought it would interest you.

* *

Change of Name.—Beginning with the November issue, the name of "The Fuel Oil Journal" is changed to *The Oil Trade Journal*, Houston, New York City, Tulsa, Okla. The new name corresponds fittingly to the wide scope of the Journal, which has been extended until today it covers all departments of the petroleum industry.

* *

To All Employees: Much time would be saved if when your telephone rings you would answer it by giving your name instead of saying "hello."

Here is what happens now:

Telephone rings and you answer "hello."

Party calling says, "Is this Mr. Roe?"

Party called answers, "Yes, this is he."

Party calling says, "This is Doe, Mr. Roe."

Party called says, "Yes, Mr. Doe," or "All right, Mr. Doe."

Party calling, after all this useless talk, starts in to say what he should have been in position to say at the start.

When your 'phone rings and you answer by giving your name instead of saying "hello," here is what happens:

Telephone rings; you answer saying, "R. D. Roe."

Party calling says, "This is J. H. Doe," and immediately proceeds with the conversation without further preliminaries.

If the party called happens to be out of his office and the 'phone is answered by his stenographer, or someone else, he, instead of saying "hello," should say "Mr. — is not in, who will he call when he returns?"

Producers Oil Company.
Houston, Texas, Oct. 23, 1916.

* *

Never buy what you do not need because it is cheap.

Page twenty-two

Agent E. L. Willard of Sommersworth, N. H., sends this poem by W. D. Wintle:

THINKING

If you think you are beaten, you are;
If you think you dare not, you don't;
If you'd like to win, but think you can't,
It's almost a cinch you won't.

If you think you'll lose, you're lost;
For out in the world we find
Success begins with a fellow's will,
It's all in the state of mind.

If you think you're outclassed, you are;
You've got to think high to rise;
You've got to be sure of yourself before
You can ever win a prize.

Life's battles don't always go
To the stronger or faster man;
But soon or late the man who wins,
Is the one who thinks he can.

* *

"You are not compounding that prescription as I would," remarked the stranger who had dropped in.

"Dump in a little of this and a pinch of that."

"What do you mean? Are you a druggist?"

"Nope."

"Then what do you mean by telling me how to run my business?"

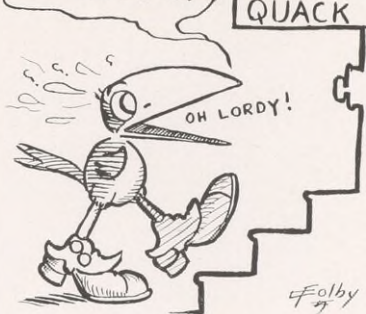
"Oh, I'm the manager of the ball-team. I notice you in the bleachers occasionally handing me unsolicited advice."—*Louisville Courier-Journal*.

"You seem to like Jack's attentions. Why don't you marry him?" "Because I like his attentions."
—*Boston Transcript*.

APHORISMS OF THE TEXACROW

GOSH! AIN'T IT AWFUL
TH' NUMBER OF THINGS
A FELLER FINDS OUT HE'S
GOT WHEN HE READS ONE
O' THESE HYERE PATENT
MEDICINE
ALMANACS?

DOCTOR
QUACK



TEXACO STAR

DEPARTMENTAL NEWS

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

Pipe Line Dept.	A. M. Donoghue, Houston
Natural Gas Dept.	D. P. Harrington, Fort Worth
Paed Oil Dept.	E. B. Joyner, Houston
Refining Dept.	C. K. Longaker, Houston
Marine Dept.	(E. C. Macmillan, Port Arthur
Legal Dept.	A. R. Weber, New York
Treasury Dept.	J. S. Ballard, Houston
Comptroller's Dept.	B. E. Emerson, Houston
Sales Dept., S. Territory	P. A. Masterson, New York
Sales Dept., N. Territory	M. G. James, Houston
Export Dept.	S. Slattery, New York
Purchasing Dept.	J. B. Nielsen, New York
Railway Traffic Dept.	J. E. Byrne, Chicago
Producers	J. W. Painter, Houston
	Delbert Leggett, Houston

REFINING Water shipments by DEPT. The Texas Company from Port Arthur, Texas, month

of October, 1916:

DATE	VESSEL	BARRELS Refined	DESTINATION
1st	S.S. Texas	70,234	Bayonne, N. J.
1st	S.S. Florida	10,103	Bayonne, N. J.
1st	Brg. Tulsa	8,167	Amesville, La.
1st	Brg. Dallas	17,573	Bayonne, N. J.
4th	S.S. Wethersfield	118	Cuba
5th	M.V. Maryland	15,042	South America
5th	S.S. Gerolamo Ulooa	33,120	Italy
6th	S.S. J. Oswald Boyd	16,434	Dartm'th, Eng.
7th	S.S. Mandasan Maru	29,960	China
10th	S.S. Bloomfield	42,990	Dartm'th, Eng.
12th	S.S. Georgia	55,097	London, Eng.
12th	S.S. T. Halvorsen	10,677	Unknown
13th	S.S. F. Luckenbach	18,550	South America
13th	S.S. Northwestern	22,773	Amesville, La.
14th	S.S. Caloric	65,573	Dartm'th, Eng.
17th	S.S. Brighton	6,268	West Indies
18th	S.S. New York	72,762	Charleston and Jacksonville
19th	S.S. Texas	68,966	Delaware River
21st	S.S. Illinois	63,233	London, Eng.
21st	S.V. Carrabin	24,910	Australia and South Africa
25th	Brg. Magnolia	7,209	Portland, Me.
27th	S.S. Brabant	30,508	Manchester, E.
27th	S.S. Berwind	3,062	Porto Rico
28th	S.S. Vennacher	16,927	France
29th	S.S. Alabama	4,732	Bayonne, N. J.
30th	S.S. San Gregorio	108,930	Dartm'th, Eng.
31st	S.S. Florida	12,161	Bayonne, N. J.
31st	Brg. Dallas	17,884	Bayonne, N. J.
31st	S.S. Kalfarri	9,010	Unknown
31st	Miscellaneous	2,541	
		865,516	
		Crude	
4th	S.S. Wethersfield	3,210	Cuba
Total: 868,726 bbls.			

The sad death of Melville C. Peck on October 3 was reported in last month's issue, with a statement of his distinguished record as a chemist in the service of The Texas Company and of the high esteem in which he was held by all who knew him. When his body was laid to rest at Lockport, Ill. on October 7 such sentiments on the part of his associates were richly expressed in messages of condolence and floral offerings. Among the latter were an elegant spray of roses from the Houston Office, splendid spreads from Bayonne Terminal and the Chicago District Office, and beautiful wreaths from the Lockport Works and from Mr. R. C. Holmes.

Rev. G. F. Courier, pastor of a church in Lockport, and an intimate friend of Mr. Peck, contributes for publication in our Company journal the following:

IN MEMORIAM.—Melville C. Peck met with a fatal accident. His hand was stayed at an unfinished task. He stood facing noon with the years before him, with the doors of opportunity opening to his touch, with appreciating folks around him, with clean life and high purpose. To have the light of life go out while facing the noon with young manhood and aspiration and strength is in human terms an undesired end.

It is the purpose of the Bible to reveal spiritual values and immortality, and to bring light into the darkness of sorrow.

With this inner light and value the man of old declared "Though I walk through the valley of the shadow of death I will fear no evil." It is in the laboratory in the valley of shadows where the last test of life is made. He who can stand the test here can stand the test there. Melville Peck was a Christian gentleman, quiet, courteous, and unpretentious. In a campaign for civil righteousness he openly declared himself. He feared no frowns and courted no favors. As a citizen he fought shame and vice and hypocrisy, the saloon and wickedness, with a courage that was invincible. Lockport was a cleaner, better city while he was here.

His funeral was more than an ordinary tribute of respect. It was a beautiful sacrament of loving sympathy, expressed in music and flowers and prayers and tears and kindly works of affectionate remembrance.

Being dead, he yet speaketh; lives are like flowers, in dying they abide not alone, but sow themselves and bloom again with returning spring and ever more and more. His influence will long linger with us like an aroma of fragrant incense.

G. F. Courier

SALES DEPT. J. A. Frederick, stenographer in Lubricating Division, Houston Office, and Miss Mary A. Rion, of Houston, were married at the bride's home on Oct. 15. After a two weeks visit with the bridegroom's parents, they are now at home at 1243 Portland St., Houston Heights.

TEXACO STAR



Laredo Auto Sales Company, Laredo, Tex.

An amusing incident is reported concerning the Chief Sentry Pump shown in the photograph. A colonel in the Carranzistas army, seeing this pump, called upon Manager Jurgens of the Laredo Auto Sales Company and asked to be told confidentially whether or not it was for shooting at aeroplanes and zeppelins.

Houston District.—Construction, under the supervision of Construction Foreman Randolph, is being pushed rapidly and Houston District will soon be in A-1 shape.

City Salesman Johnson, Houston Station, has created a new record in selling specialties.

Transfers and appointments:

W. C. Calloway has been appointed Agent at Palacios, J. F. Anderson at Southerland Springs, B. A. Perry at La Grange, J. H. Herron at Bishop—all Texas Stations.

L. C. Terry, Agent at Lockhart, Texas Station, succeeding T. W. Mahone transferred to Corpus Christi vice W. C. Mantius resigned.

C. W. Kleinecke, Agent Cuero, Texas Station vice Chas. Cook resigned.

Dallas District.—F. K. Dorrance, Superintendent of the Roofing Division, had charge of The Texas Company's exhibit at State Fair of Texas, Dallas, Oct. 14-29, and made a most creditable showing—as usual.

The following salesmen assisted Mr. Dor-

rance and Salesman W. F. Campbell in handling the crowds and entertaining visitors:

October 16-17-18, J. W. Perry, Paris; W. M. Brown, Ft. Worth; Jess McAdams, Brownwood; W. H. Gray, Abilene.

October 19-20-21, W. W. Ticknor, McKinney; W. M. Turner, Lubbock; W. R. O'Hair, Amarillo.

October 23-24-25, G. B. Heslep, San Angelo; M. K. Hunter, Amarillo; Will Carroll, Waco.

October 26-27-28, J. W. Marriott, Wichita Falls; J. D. Caswell, Marshall; J. F. Milton, Texarkana; C. F. Shipp, Stamford.

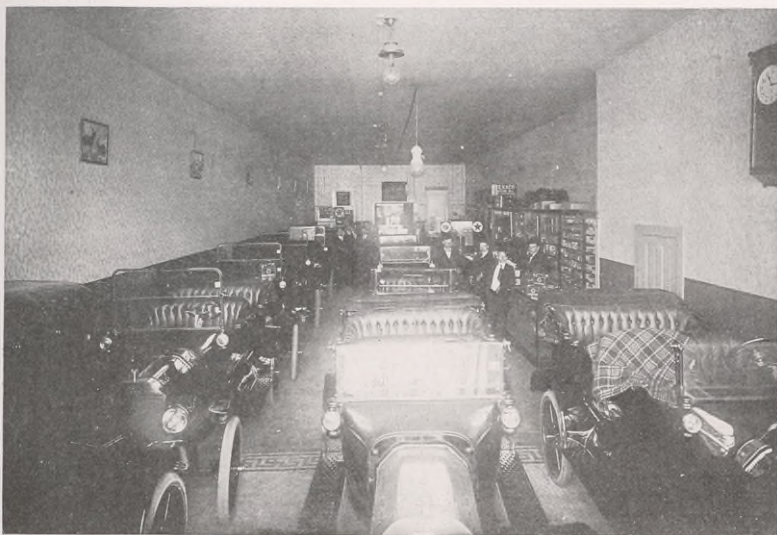
Dallas Salesmen O. S. Calloway, W. R. Scott, B. C. McDaniel, E. H. Catuna, General Assistant G. M. Worthington, Special Representative C. McClellan, and Salesman J. I. Turner of Ft. Worth were on duty on Sundays.

Thomas Abraham, pioneer Agent in the South Plains territory, at Plainview Station, was on duty at the Exhibit October 19-20-21, dispensing good cheer and talking Texaco Products.

J. F. Winters, Agent at Wichita Falls, was on duty at the Exhibit Oct. 23-24-25, and distinguished himself by selling a carload of Texaco Roofing.

The following Agents at Texas Stations visited the

TEXACO STAR



The Arkansas Motor Company of Texarkana uses nothing but Texaco products. Each car at the time of taking this picture had one gallon of Texaco Motor Oil M and five gallons of Texaco Gasoline in it. The display of Texaco products in the rear was too far back to show up well.

District Office: A. F. Hooper, Abilene; W. P. Wiggins, Amarillo; D. C. Meek, Bonham; W. H. Goddner, Brady; A. F. Nelson, Bronte; W. B. Sims, Carthage; C. T. Jones, Childress; L. H. Monts, Rice; J. A. Caton, Clarksville; S. E. Stiles, Cleburne; J. M. Jetton, Cooper; J. W. Patterson, Decatur; C. W. Geiger, Denison; J. A. Young, Denton; R. W. Crawford, Forney; Wade Cowan, Ft. Worth; E. V. Leslie, Jr., Gainesville; H. A. Strickland, Greenville; F. E. Murrell, Henrietta; C. T. Davis, Leonard; C. M. Swinney, Lometa; W. E. Smith, Lone Oak; T. E. Rose, Chillicothe; T. L. Jones, Post; I. N. May, San Saba; R. R. Hall, Sherman; T. R. Hodges, Stamford; Gay McGlaun, Snyder; W. H. Jobe, Sweetwater; W. G. Tarrance, Tahoka; R. M. McGarvey, Terrell; T. J. Sutphen, Tyler; H. L. Wagoner, Waco; S. R. Blake, Waxahachie; H. Hamer, Weatherford.

Miss Grace Manis, Cashier and Ass't Agent at Vernon, accompanied a party of representative businessmen and citizens of Vernon to the State Fair, and paid a social call at the District Office.

Gen'l Ass't G. M. Worthington and Lubricating Ass't J. D. Turner assisted Salesman G. B. Heslep in putting on an Exhibit at the Fair at San Angelo, Texas, Oct. 31 to Nov. 4. They report great crowds and splendid business.

A tank station has been opened at Knox City, Texas, with J. B. Allen as Agent.

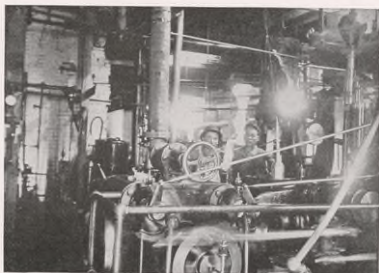
C. N. Turner, of the Roofing and Spe-

cialties Division, has been transferred to Denver District. Mr. Turner was very popular not only with the trade but the entire Texaco Family here. The Dallas District regrets to lose him, but he carries with him the best wishes of all, and we predict for him success in his new field.

W. F. Campbell was appointed Roofing and Specialties Salesman to succeed Mr. Turner. Mr. Campbell, formerly with headquarters at Marshall, Texas, had made quite a reputation as a roofing salesman. J. D. Caswell was appointed traveling salesman, headquarters at Marshall, to succeed Mr. Campbell. Mr. Caswell was formerly in the District Office.

Oklahoma District.—This District had a beautiful exhibit at the Oklahoma State Fair, Oklahoma City, Sept. 23-30. F. K. Dorrance and Arthur Lefevre, Jr. (Houston Representative of the Advertising Division) were in charge of the exhibit, which was complete in every respect. Through this exhibit we had an opportunity of bringing before thousands of the people of this

TEXACO STAR



Engine Room of the Tulsa Ice Company. This plant is operated on Texaco products exclusively, and the Managers say they are firm believers in Texaco products.

State the character of Texaco Products, and we feel grateful to the management for the exhibit and to Mr. Dorrance and Mr. Lefevre for their untiring efforts which secured the success of this exhibit.

Mr. Ira McFarland and Mr. E. A. Rulfs were guests of honor of the Oklahoma District in September. We appreciate these visits and wish that they could be more frequent.

George Ware, recently of the District Office, was transferred Oct. 15 to be Clerk and Assistant Warehouseman at Oklahoma City Station.

A. E. Tanksley, Agent Auto Filling Station No. 1, Fort Smith, Ark., *vice* G. B. King resigned.

Mrs. O. R. Parris has the distinction of giving the first Texaco Party in the Oklahoma District. On Thursday afternoon, Oct. 5, Mrs. Parris was at home to the Texaco Ladies of this city. It was an informal affair, hand work and Victrola music being part of the afternoon's entertainment; dainty refreshments were served.

El Paso District.—Salesman R. L. Howell has returned from a visit to Russellville, Ark., where he was united in marriage with Miss Florence Shoptaw. They have the hearty congratulations and good wishes of all forces in El Paso District.

Someone purloined a fine watch chain and Masonic emblem fob from Auditor Smith's room in a local hotel. Mr. Smith propounds this mathematical problem: "If I stay here a month and lose a watch chain and fob, how would I come out if I were to stay six months or a year? I guess I would have to leave in a barrel!"

Denver District.—Appointments and transfers:

F. N. Brees, Agent at Laramie, transferred to Agent at Butte, Mont. Station, succeeding H. E. Johnston transferred to Agent Denver, Colo. Sta.

B. F. Johns, Agent Denver, Colo. Station, transferred to special duty at Marlin, Texas. We lose Ben, but hope the change will benefit his health.

E. E. Fisher appointed Agent at Laramie, Wyo.

R. J. Landers, Creditman Houston District, transferred to Denver in same capacity.

C. B. Tillman, tank wagon driver, Pueblo, Colo., promoted to salesman.

Leadville, Colo. Station has opened with Thos. H. Walker as Agent. Mr. Walker is an old customer familiar with Texaco products, having handled them in a jobbing way for some years.

Alphonse Abeyta has entered the service as Sales Clerk, succeeding W. G. Jolly transferred to Denver Station.

C. N. Turver, Roofing and Specialty Salesman, is with us, transferred from Dallas District. We look for large increase in roofing and specialty sales.

Homer T. Seale, Clerk and Cashier, Pueblo Station, appointed Agent at Rocky Ford, Colo., succeeded at Pueblo by K. R. Young.

New Orleans District.—W. L. Hammett disappeared October 16—destination unknown—presumably to return to work in double harness.

We had recently a pleasant visit from Mrs. W. G. Craig, stopping at New Orleans *en route* to her new home at Jackson, Miss.

Engineer Salesman J. T. Downs and Agent H. Peret of Lafayette, La., were instrumental in applying Crater Compound at one of the largest Sugar Plants in Louisiana. This is interesting in view of the fact that it is the first time an application of Crater Compound has been made on all the gears in a Louisiana Sugar Mill.

Salesman M. A. Dyer, traveling the New Orleans territory, has been sending in some very good orders for Specialties.

J. D. Fisher, in charge of the new Baton Rouge Filling Station, is showing encouraging increases.

Appointments and transfers:

G. A. Karayane, promoted to Statistical Clerk, *vice* L. J. Fleury resigned.

M. J. Rath, promoted to Sales Clerk, A. T. Christy succeeding Mr. Reach as Fuel Oil Clerk No. 2.

E. W. J. Curren, Jr., Extension Clerk District Office, *vice* L. E. Meyers resigned.

W. H. DeRouen, Clerk at Plaquemine Station, *vice* D. H. Guillot resigned.

George Lacoste, Tank Wagon Driver, at Plaquemine.

Birmingham District.—The Texas Company placed an exhibit in the Alabama State Fair, just closed, which was in charge of Arthur Lefevre, Jr., Houston Represent-

TEXACO STAR



Birmingham, Ala. Station—Filling Shed, Tank Shed, and Cooper Shop, completed in June 1916

tative of the Advertising Division. The exhibit elicited much favorable comment and was awarded the Diploma for being the best in Petroleum Products, and the blue Ribbon as first premium in the Mines, Minerals and Manufacturing Department.

Station Auditor Broussard is with us again, after an absence of more than a year.

City Salesman F. G. Smithson has been appointed Roofing and Specialty Salesman, P. A. Jones succeeded as City Salesman.

J. A. Groover, Agent at Troy, *vice* Chas. Howard transferred to Agent at Jackson.

Clerk-Cashier W. L. McMeans, Montgomery Station, reports the arrival of a ten-pound young lady at his home.

Atlanta District.—General Salesman S. E. Monroe, after two months in this District, helping to swell grease and specialty sales, has returned to Houston, leaving the boys here enthusiastic for pushing those products.

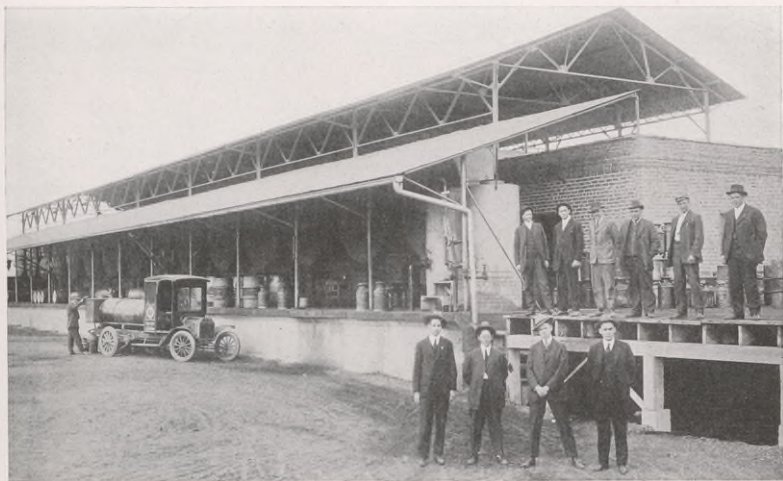
Friends of Agent J. H. Sherrill of Pensacola, throughout the District, sympathize with him and Mrs. Sherrill in the loss of their little daughter Eleanor, aged three, who died October 20.

Transfers and appointments:

J. T. Jones, Agent at Ocala, Fla., *vice* E. E. Dobbs.

R. H. Bradford, Agent at Tallahassee, Fla., *vice* W. T. Proctor.

Howard Davidson, File Clerk in District Office, *vice* Barney Glass transferred to Accounting.

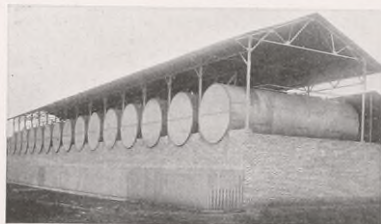


Filling Platform and Tank Shed, Birmingham, Ala. Station, completed June 1916

TEXACO STAR



Warehouse, Cooper Shop, and Tank Shed (at extreme rear), Birmingham, Ala. Station



Rear of Tan's and Tank Shed, Birmingham, Ala. Station



Stable—Birmingham, Ala. Station



Atlanta District Office—Rear half recently completed



For a recent big Trades Parade at Jacksonville, Fla., Agent Wilson and Salesman Bennett conceived the idea of dressing up our Mack Truck as an armored car. It attracted more attention and gave us more favorable advertising than any stunt they have yet pulled off in Jacksonville. In the picture Salesman Bennett is on guard.

H. C. Prichard, Extension Clerk, *vice* C. L. Pope transferred to Sales Sheet Writer.

H. Treadway, of the Accounting Department, wears an unusual smile these days—all because a little girl came recently to pull his whiskers and call him papa.

M. S. Hamilton, of the Lubricating Division, is the proud father of a little girl.

SALES DEPT. New York District.—The Crater Compound Club met Oct. 20; officers elected for 1917 were:

President, E. J. Quirk.
Vice-President, S. C. Eberhardt.
Treasurer, B. Steiert.
Secretary, F. W. Steadman.
Sergeant-at-Arms, C. B. Leggett.
Ass't Secretary, H. E. Young.

On Oct. 25 at 8:30 p. m. the members of the Texaco Greasers Chapter of the Crater Compound Club gave a farewell dinner to Edward Nielsen at the Carpet Club, Breslin Hotel. Mr. Nielsen, who has been

Chief Lubricating Engineer of the New York District, has connected with the Export Department and is about to leave for



New York Sales District Baseball Club, Albany, N. Y. 1, T. B. Swennes. 2, N. K. Jensen. 3, H. S. Cruet—"We played one game with East Schodock and beat them 4 to 1!"

TEXACO STAR



Amsterdam, N. Y. Station

a trip to Australia. Several of the boys at the dinner made fitting remarks upon the departure of Mr. Nielsen, especially Mr. Rowland. Mr. Nielsen answered in an able manner. The dinner was a real get-together one.

On Oct. 24 a 7½ lb. baby girl was born to Mr. and Mrs. H. S. Gruet of Albany. H. S. Gruet is Operating Inspector of Albany territory. Congratulations H. S.

For Exchange.—A perfectly good go-cart and baby carriage. Will exchange for a twin carriage in good condition. Apply to H. Tipper, New York Offices.

Boston District.—The Texas Company was represented at twelve fairs in New England States this fall. Those fairs were selected that were sure to attract the farmers and others in outlying districts who are not easily reached at all times and we feel that

valuable work was done, especially towards the introduction of Texaco motor oils and greases.

Our new Station at Framingham, Mass., has been opened with F. M. Dow as Agent.

Our new Station at West Newton, Mass. will soon open; Agent Hyde is already on the ground and a handsome Mack truck has been received. We hazard a guess that it will soon take more than one truck to handle Mr. Hyde's gallonage.

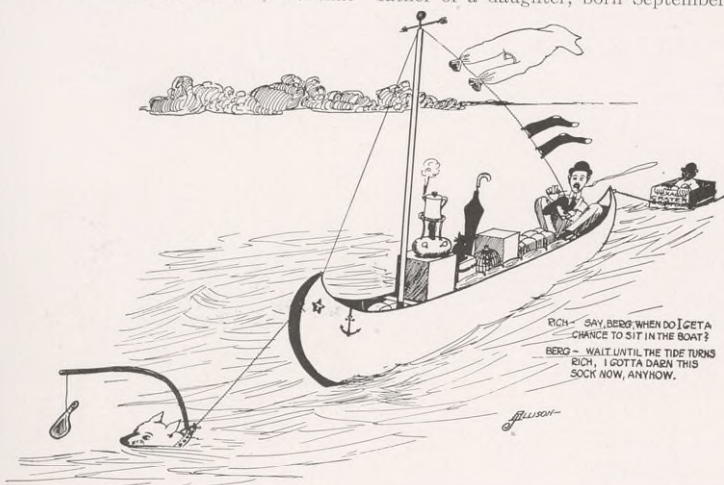
Our new High Street Filling Station at Portland, Me. has been opened, providing another valuable outlet for Texaco Products.

S. S. Stoneking has been appointed Agent at Hartford, Conn. vice W. S. Brinsmade transferred to New Haven, Conn.

E. L. Moberg, formerly in charge of Lubricating Warehouse in East Cambridge, serving Metropolitan Boston, has been appointed Station Stock Clerk in the District Office; he is succeeded at the Warehouse by W. H. Boone.

We are glad to report that Salesman P. E. Rockwood has so far recovered from an injury to his ankle as to handle his territory with the assistance of E. H. Carritt of the District Office.

Salesman G. C. Wright is the proud father of a daughter, born September 21,



Their Annual Cruise—Richardson and Bergholz, of the New York Office, on a two-weeks trip up Long Island Sound

TEXACO STAR



Window Display of P. A. Hull & Son, 1118 Main Street, Danbury, Conn. The Texas Company is fortunate in having for distributor in Danbury such a live wire concern

Marjory Elizabeth. Our congratulations to Mr. and Mrs. Wright.

Miss Alice M. Ray, of General Assistant Oakley's Office, is completing some valuable graphs which will show at a glance gallonage and gallonage cost fluctuations, bulk stock variations, percent of XX, XXX, B, and C accounts, delivery costs, total expenses, *etc.* for each station in Boston District and totals for the District. These graphs will eliminate the laborious and confusing attempts to deduce the facts from the reports whenever occasion to use them arises.

Interest in the Texaco Bowling League is running high. The standing of the six teams at the end of the third week is:

TEAM	CAPTAIN	WON	LOST	PINFALL	AV'GE
No. 2	Boland	9	3	3742	415
No. 4	Moran	7	5	3824	423
No. 3	Anderson	7	5	3770	418
No. 5	Moberg	5	7	3693	410
No. 1	McDevitt	4	8	3756	417
No. 6	Peterson	4	8	3711	412
High three strings (team), No. 4					1325
High single string (team), No. 4					475
High three strings (individual), Hale					298
High single string (individual), Boland					120
Prizes will be awarded at close of season:					
1st place in League					\$30
2nd place in League					\$20
3rd place in League					\$15
4th place in League					\$10
High average (each class) (\$5-5 men)					\$25
High single string (team)					\$15
High three strings (team)					\$15
High single string (individual)					\$10
High three strings (individual)					\$10

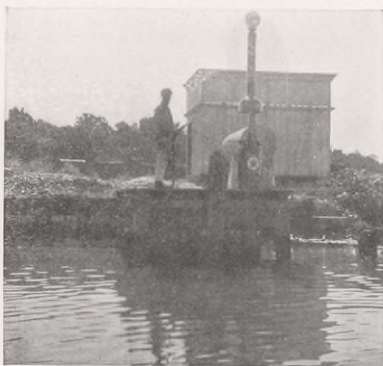
Norfolk District.—The officers of the Norfolk Chapter of the Crater Compound Club held a meeting on Oct. 17. President

Haden appointed a committee to look out for the entertainment of members during our Annual Meeting: W. J. Barton (chairman), H. H. Ship, "Pop" Krause; also a committee to draw up resolutions to be voted on at the meeting: J. W. Thompson (chairman), C. L. Short, B. P. Beall. We expect to have the best meeting since the Norfolk Chapter was organized.

Horace B. Hart has joined the Texaco Family as Traveling Agent.

Agent B. T. Beall at Smithfield, Va. has tripled his gallonage the last four months.

Mrs. Coulbourn, Stenographer in Operating Department for about three years, resigned August 31.



New Caps Charles, Va. Station



Agent H. B. Jordan and Salesman C. L. Short (left to right) Cape Charles, Va. Station

Agent H. B. Jordan, Cape Charles, Va. Station, submits the following:

I wish to advise that I am using on my tank wagon at Cape Charles, Va. a locking device im-

TEXACO STAR

provided by myself, which may be of interest to others.

My wagon is equipped with six Wheaton faucets, and to securely lock same I had made two 1/2-inch iron rods bent at one end to form a ring and long enough to reach from the center of the wagon; when passed through the eyelet holes on the Wheaton faucet caps they extend 2 inches on the outside. One lock serves all six faucets.

By using one lock for the six faucets, this device not only eliminates the use of five locks but also prevents the removal of the faucets, which could be easily done with a Stilson wrench where individual locks are used.

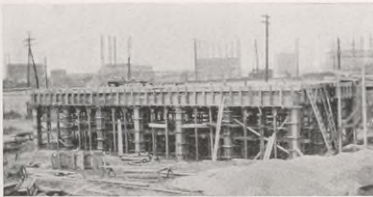


He will use Texaco hereafter

Chicago District.—B. B. Lipsner, formerly of Albert Pick & Company, Chicago, will have charge of truck equipment in the Chicago District.

G. W. Anderson, Motor Products Salesman, Chicago, resigned Nov. 1 to go into automobile industry. Best wishes, George.

Salesman Victor E. Weems, Joplin, Mo., has been assigned to a territory in the East. We understand he joined the benedicts Oct. 23. We extend congratulations to Mr. and Mrs. Weems, and hope the new home in the East will be a happy one.



Stable at Archer Avenue Station, Chicago, in course of construction

EXPORT
DEPT.

E. Nielsen, formerly Chief Lubricating Engineer of New York District, is now with the Export Department. He sailed on the S. S. *Ventura* from San Francisco Nov. 7 for Australia.

J. G. Craig is now in the West Indies in connection with lubricating matters.

S. Blackwell will sail on the S. S. *Makura* from Vancouver Nov. 22 for Australia.

Manila, P. I., Sept. 25, 1916.—Readers of the *Star* will be interested to know that Cupid is active in Manila. Mr. W. B. Sanders and Miss Inez Wolfe, both of the Manila Staff, have announced their engagement. The marriage is to take place early in 1917. All of the Office force rejoice in Mr. Sanders' good fortune, but are sorry to lose Miss Wolfe. They have the consolation, however, that she is not going outside of the staff.



Case ends for Refined Oils marketed by The Texas Company in the Far East

The Torre (Tower) Brand, Estrella (Star) Brand, and Carabao Brand are supplied to the Philippine Islands.

The Scale Brand is marketed in South China—Hong-Kong, Canton, and Amoy Districts. The "Scale" mark denotes to the Chinese "Justice" in quality and quantity, which they get in their purchases of The Texas Company's Scale Brand Kerosene.

The Yin Foo (Good Luck) Brand and Sing (Star) Brand are marketed in North China Territory. These two brands are the latest additions to the many popular brands exported by The Texas Company. We fully expect the Yin Foo Brand to become very popular among the Chinese, the Chinese characters for "Yin Foo," meaning "Good Luck," already being a favorite in the Chinese mind.

The matrimonial germ spread PRODUCERS with alarming swiftness thru the ranks of our Land Department during the past month; they report the following marriages:

TEXACO STAR

SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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

SALES The Six Principles of Scientific Salesmanship, by E. St. E. Lewis—*Engng. Mag.*, Sept. and Oct. 1916.
The Salesman Who Lasts, by James H. Collins—*Saturday Evening Post*, Nov. 4, 1916.

Sup't. J. S. Jones, of our Birmingham District, in a circular letter to Agents and Salesmen of his District, calls attention to this article.

LUBRICATION Properties of Oils and Their Relation to Lubrication. II, by G. B. Upton—*Oildom*, Oct. 1916.
FUEL OIL Seventy New Oil Burners for the U. S. Navy—*Oildom*, Oct. 1916.

Operation of Boilers with Balanced Draft, by R. I. Elkin—*Electrical World*, Sept. 9, 1916.

NATURAL GAS Establishing a Standard of Measurement for Natural Gas in Large Quantities, by Francis P. Fisher—*Jour. Am. Soc. Mechanical Engineers*, Sept. 1916.

GENERAL Scientific versus Intuitive Administration, by Dwight T. Farnham—*Engng. Mag.*, Sept. 1916.

How Graphic Control Facilitates Fixing of Profits, by Dwight T. Farnham—*Engng. Mag.*, Oct. 1916.

Increased Production at Decreased Cost, by C. W. Carpenter—*Engineering Magazine*, Oct. 1916.

Why Is It Getting Harder to Find Good Executives? by Franklin Remington—*System*, Oct. 1916.

Can We Explain Why Business Men Fail? by Carroll D. Murphy—*System*, Oct. 1916.

What 71 Years in Business Have Taught Us. II, by Cyrus H. McCormick—*System*, Oct. 1916.

E. W. Lewis—Miss Juanita Gibson
J. S. McClung—Miss Ruth Preuss
C. H. C. Ammerman—Miss Lillie E. Abel
J. A. Northcutt—Miss Celeste Whiteside.

We are sorry to report that C. H. Lane has resigned as Assistant Secretary to become affiliated with the E. F. Simms' interest of this city. We wish him success.

Wm. Little, formerly Ass't Gen'l Sup't North Texas Division, has been appointed

General Superintendent to succeed Mr. Frank Cullinan.

A. E. Sparks, formerly with the R. E. Brooks interest in Mexico, has been transferred to the Land Department Houston Office. He was succeeded by C. S. Sheldon of Houston.

H. K. Arnold, Stenographer to Mr. Cullinan in the Wichita Falls Office, has been transferred to Houston.



From
Photograph

—and he is only one
amongst thousands

Buy Red Cross Christmas Seals

THIS little chap is typical of thousands who are saved from the ravages of tuberculosis every year by RED CROSS CHRISTMAS SEALS.

The "stitch in time" was taken in this case as the pictures taken a year apart testify.

Thousands of others will need similar treatment during the coming year to fight off this dreadful plague. The associations of trained anti-tuberculosis workers are ready to do their part to suppress tuberculosis, but funds are needed. Here is where you can help. Do your part, no matter how small, to make this a happy Christmas for some suffering child.



An Opportunity

FOR REAL SERVICE

THE Lubricating Division, by its preliminary field reports, has thoroughly convinced us that TEXACO CRATER COMPOUND is of great value for gears of tractors, mowers, reapers, manure spreaders, and other agricultural machinery. The results in other classes of outdoor work bear this out.

But we cannot entertain a vigorous advertising campaign along agricultural lines until we have HUNDREDS of cases to draw our facts and instances from.

Then only can we tell the whole story of CRATER on the farm in the right way.

We are now calling upon the employes of the Company to pass the word along.

If you have any customers or friends who are operating these machines, tell them about CRATER. Get them to try it, and if possible, secure some expression from them.

In this way you will do your friends a favor—as TEXACO CRATER COMPOUND will undoubtedly produce economies and better operation.

You will be doing the Company a service—for if this is carried out, we will have an increase in the deserved good-will for CRATER, and an accumulation of data about it which will render this product as well known in the agricultural field as it is, for example, in the Iron and Steel Industries.

Then, all together, for TEXACO CRATER COMPOUND, a product without a peer.

ADVERTISING DIVISION



THE TEXAS COMPANY

HOUSTON

CHICAGO

NEW YORK





"The LIGHT That Never Fails"

THE LIGHT THAT NEVER FAILS is the constant guard of our Coast. The mariner depends on its brilliancy and clearness to insure the safety of his ship, its passengers, and crew. TEXACO ILLUMINATING OILS are burning in our Lighthouses on our West Coast from Alaska to Southern California, and on our East Coast from Maine to Texas; also, Porto Rico. "The Light that Never Fails" has been very aptly applied to

TEXACO FAMILYLITE

the clean, clear illuminating oil made and sold by The Texas Company. It never fails to give a bright, mellow light—one that is free from odor or smoke. TEXACO FAMILYLITE burns for a long time and burns evenly down to the last drop without charring the wick. You can secure TEXACO FAMILYLITE at the Texaco Dealer near you. He also has in stock a full line of oils and lubricants for all purposes.

THE TEXAS COMPANY
HOUSTON, TEXAS

AGENTS
EVERY
WHERE



THIS advertisement is one of a series now running in the Texas newspapers. This particular ad. is built upon the suggestion of Mr. Frank J. Shipman of the New York office.

We want to publicly thank Mr. Shipman for this valuable suggestion, and at the same time to invite further suggestions from the employes in all departments.

ADVERTISING  DIVISION