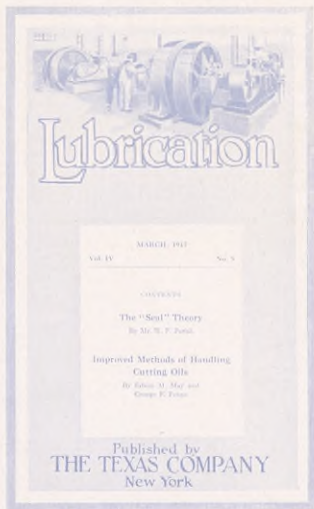


TEXACO STAR

For Employees of The Texas Company





Published
Monthly
in the
Interest
of
Efficient
Lubrication

Are you making the best use of our magazine

“LUBRICATION”

to increase your sales?

“LUBRICATION” is intended to interest present and prospective customers of

THE TEXAS COMPANY

and to inspire their confidence in

TEXACO PRODUCTS

Write at once for a supply of Mailing List Cards—Form N.Y. 230—and get your customers and prospective customers on the Free Mailing List.



LUBRICATION
The Texas Company, 17 Battery Place
New York City



MANY of these half-way folks *get by*, but they never *get far*. There is always a premium in business on the man who does his work painstakingly, with completeness and finality; he is the man who will be trusted with more and more responsibility, up to the limit of his capacity. The man who informs himself adequately about his firm, its methods, its policies, and its products, who does his work so well that no one need follow him up to patch the ragged edges, is on the safest, surest, and shortest road to achievement.—*J. Ogden Armour*

THE MENTAL ATTITUDE OF "GETTING BY"

Such slang phrases as "getting by" never lack significance and in no other way, perhaps, does the soul of a people or a generation so fully express itself. With the expression comes the thought of substituting appearances for fact, and bluffing for honorable and painstaking achievements. It means work with no sense of obligation behind it, and the evasion of anything like personal responsibility. It signifies deceit, sham, contempt for honest effort and actual accomplishment, and in the end, if a real test comes, it means failure. For no one, at the finish, ever "gets by,"—at least not in the sense in which the expression is used.

There is often heard in the office or shop the complaint that this or that fellow has a "pull" with the "boss." Generally it will be found that the secret of the "pull" is a willingness to work and take an interest in the business without any trying to "get by." You will not find the man with an interest in the business watching the clock while waiting for the "ghost to walk" to receive a payment which may not have been earned; instead, he will forget himself in the execution of his work, giving it the deepest attention and consideration. He will never mind his share of the work or the credit he will receive for it, but have the single thought of getting the work done better than it has been done before. But he will not be unwatched; his capabilities and characteristics will be eyed, and the observation will be far greater than you guess, which eventually means promotion and larger things.

Nothing worth while was ever done without great effort being put into effect, and he who depends on "getting by" with the smallest amount of effort he can use is only inviting the final penalty—failure.

Let us chuck "getting by" and the implied mental attitude back of it.

—*C. H. Bishop in "Jeffrey Service"*



ICE IN THE DELAWARE RIVER ON FEBRUARY 7, 1917—OUR S. S. *FLORIDA* AT THE DOCK OF DELAWARE RIVER TERMINAL

TEXACO STAR

VOL. IV

APRIL 1917

No. 6

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYES OF
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

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

"O chime of sweet Saint Charity
Peal soon that Easter Morn,
When Christ for all shall risen be
And in all hearts new born!"

A SELECTIVE DRAFT is the rational way to recruit the military forces for the war that has been undertaken. If men are accepted or taken from farming and essential industrial work wretched consequences will follow. If selective drafting be refused and only volunteers called for, the first year would be consumed in taking the young men away from work from which they cannot be spared, and who sooner or later would have to be pulled back again for such work.

* * *

There are some idle youths and some occupied in businesses or positions that need not be considered in a time of war who ought to volunteer promptly; but among the first large classes to be drafted should be included the college students in academic and legal departments. The systematic pursuit of genuine education by the individuals with good capacity for it is vitally important, in the long run, for a nation's prosperity; but it is one of the activities which may be suspended with least danger during a time of war.

* * *

General Leonard Wood in an address before the Nat'l Education Association said:

You're the light talkers about war, not we. You know very little, and we hope that you will never know more. You can search the histories you teach, and you will find no instances where the officers of the army and navy got you into war. Our business is to get you out of the wars that you get us into.

* * *

Keeping rich is harder than getting rich.

Sometimes the best way for a man to show his patriotism is to mind his own business well and to do the task that he has in hand honestly and thoroughly.

* * *

The conditions confronting this country in respect to food supply are plain. The fundamental facts have been obvious for a long time; yet they have been unheeded by the people and disregarded by those chosen "servants" who plume themselves on doing only what the people demand:

(1) We have been underproducing.

Since 1900 population has increased 26,000,000, while average production of cereals and meat has been decreasing *per capita*. Four years ago the late James J. Hill urgently pointed out the necessity for increasing the production of food, showing that the stored reserves of food in the whole world would be exhausted in a few weeks if production ceased. In this country the poor crops of last year aggravated an already dangerous condition. There is less food *per capita* in storage than there ever was since our Civil War; yet, in the face of these facts, our habitual agitators have been attributing the high prices of food to its storage by speculators! Of course, future sequestration of food for speculative purposes should be prevented.

(2) We have been consuming with ever-increasing extravagance and wastefulness.

(3) Transportation deficiencies have retarded agricultural production in vast regions into which no railroads have been built, and are causing some local difficulties in territory normally well served.

(4) Defective methods of marketing some food products cause much waste.

(5) Our exports of food have been for over two years larger than usual, and our imports of food less than usual.

These are grave facts, but each indicates in a general way its needed remedy:

(1) The greatest possible energy, indi-

TEXACO STAR

vidual and governmental, should be instantly put forth to increase and extend and expertly direct the production of food.

Looking to the future, we ought to encourage and enable our railroads to follow the example of the Canadian Pacific Railway in offering on easy terms "ready made farms" for settlers, by preparing small farms with house and outbuildings, fences, water supply, etc., and lending money for implements and stock to begin operation.

(2) Curtail extravagance and eliminate waste.

Our people are now destroying in household and hotel garbage enough good food to more than make up for all our exporting. Every afternoon a small train load of table refuse is pulled out of Palm Beach and dumped into the ocean.

(3) Encourage and enable the railroads to make the extensions from which they have been practically estopped for several years. New territory waits to be opened up by trunk-line extensions, and branch lines are needed for the better development of many agricultural regions. Ship-building and the operation of an American merchant marine should be encouraged by better laws.

"Capital," says *Engineering and Contracting*, "while keenly sensible of the need of more and better railways, is fearful of not being able to get its reward. . . . Finally, there has come the menace of labor troubles on a gigantic scale, with a dose of political soothing syrup that would gag a mule." As the political institutions of this country function, would not proper regulation of common carriers by law, with sure punishment for violation, be better than arbitrary governmental management? If the railroads are managed to death, that is, if their stock certificates lose nearly all value, what is to become of the assets of savings banks and of life and fire insurance companies and of the holdings by innumerable individuals? Who, under such conditions as have existed through recent years, will invest the vast capital required for the sorely needed extensions, repairs, and equipment? James J. Hill, just before his death, declared that the restoration of railroad credit would much more than make up for the cessation of war orders when peace came, as the railroads would spend \$1,000,000,000 a year for five consecutive years in new replacements, equipment, and extensions, if capital could be made to feel reasonably safe in the investment.

(4) Proper methods of marketing must be extended to cover those products which are now largely wasted through systemless management. The Government is ready to instruct and help.

(5) If the needed constructive measures were adopted, probably no need for prohibitions, such as embargoes on food exports, would arise.

Ignorance asks "What is there to do?"
Intelligence prays "Give us more time."

The U. S. Commissioner of Education makes the following recommendation, which furnishes food for thought in respect to some things besides its immediate bearing on food for the body:

In the schools of the cities, towns, and manufacturing and mining villages of the United States there are 6,000,000 boys and girls between the ages of 9 and 16. Most of them are idle more than half of the year. They are in school less than 1000 hours in the year, and, allowing 10 hours a day for sleep, are out of school more than 4000 waking hours, more than an average of 9 hours a day, not counting Sundays. National and State laws make it impossible for most of them to do any profitable work in mill, mine, or shop, and many of them are forming habits of idleness and falling into vice. Even during vacation months only about 10 per cent have any profitable employment. For 4,000,000 of these there is access to back yards, side yards, and vacant lots which might be cultivated for vegetables and small fruits. Many live where space could be easily had for chickens, ducks, or pigeons. And there are 6,000,000 older boys and girls and adult men and women for whom an hour or two of work each day in a garden would be the best form of recreation and rest from the routine of daily labor in office or shop or mill or mine.

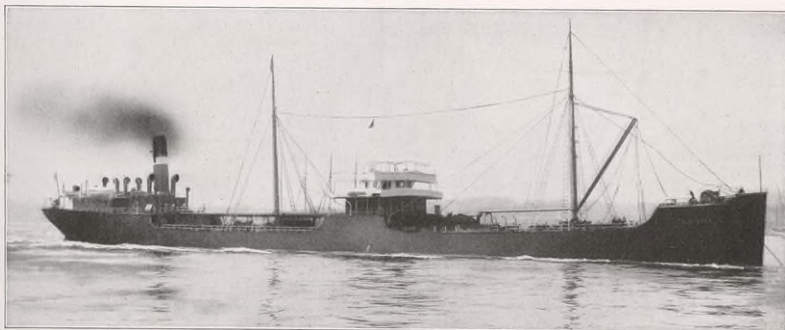
With some intelligent direction these school children and older boys and girls and men and women might easily produce on the available land an average of \$75 each in vegetables and fruits for their own tables or for sale in their neighborhood; fresh and crisp through the growing months and canned and preserved for use in winter. This would add \$750,000,000 to the food supply of the country without cost of transportation, storage, or middlemen. In addition to the economic profits, there would be for the children health and strength, removal from temptation to vice, and education of the best type, and for the older persons, rest and recreation in the open air and the joy of watching things grow.

This might all be attained at comparatively little cost by putting into the public schools for every one hundred children between the ages of 9 and 16 one teacher skilled in gardening and paid for all the year. One such teacher could easily direct the work of 100 children and 150 older persons belonging to the families of these children or living in their community. These teachers might easily be had for an average additional salary of \$500. There would be some cost for seeds and some for fertilizers and tools, but after the first year the cost of these items would be comparatively little. The proceeds would represent profits to a greater extent than in any other kind of production. The miracle of it is in bringing together idle land on the one hand and idle children and tired people on the other. Alone, neither is productive, but all would be benefited by the combination, even if the vegetables and fruits had no value.

* * *
The less you talk the less likely you are to choke if compelled to swallow your words.—Geo. M. Bailey.

* * *
Constant vigilance is the price of safety, and constant self-examination is the price of success.

TEXACO STAR



The Texas Company's S. S. "Illinois," torpedoed and sunk March 18, 1917. She left Port Arthur Feb. 17 with cargo for London and was on her return voyage in ballast. No lives were lost. The steamer was fully covered by insurance. The "Illinois" was an oil burning tank steamer of most modern design and equipment. Length, 390 feet; breadth, 52.1 feet; depth, 30.8 feet; carrying capacity, 60,000 barrels.

Young men in the employ of The Texas Company have doubtless been enlisting all over the country. We have particular information, however, only of those who have volunteered from the Houston offices:

NAME	DEPARTMENT	ENLISTED IN
D. G. Gray	Pipe Line	U. S. Navy
R. R. B. Hennessey	Pipe Line	N. G. Cavalry
Patrick J. Lee	Pipe Line	N. G. Cavalry
Robert F. Newman	Pipe Line	U. S. Navy
J. H. Scroggins	Pipe Line	N. G. Cavalry
H. J. McDonald	Refining	U. S. Navy
R. Bruce Skains, Jr.	Adv. Div'n	U. S. Navy
P. L. Ford	Treasury	U. S. Navy
John Eldryd Ecranbrack	Hall Boy	U. S. Navy
J. L. Scott	Houston Sta.	N. G. Cavalry

The Seventh Annual Texaco Picnic, given by employes of The Texas Company in territory surrounding Houston and Port Arthur, will be held at Sylvan Beach, La Porte, June 16. Port Arthur, Port Neches, Humble, Sour Lake, and all other neighboring districts are expected to join in the celebration. H.G. Symms, of the Treasury Department, Houston, is Chairman of the Arrangements Committee; communications on the subject should be sent to him.

The "character analyst," Wm. Judson Kibby, of the *Cleveland Plain Dealer*, has said much about the significance, for reading character, of light or dark complexion, the color of eyes, pointed or short chins, etc., which may be very questionable; but he recently gave a "beauty hint" to some high school girls that one and all might well lay to heart as being undoubtedly true.

Happening to refer to the great mistake committed by girls who "make up" their faces, he dropped this suggestion: "What you think constantly smears itself all over your faces. Think honest lovely thoughts, and you'll have lovely faces."

From a certain city a young woman has written home saying that she can not make enough to clothe herself sufficiently well to enable her to attract, as escorts, the sort of young men she desires. She says "they want up-to-date dressers to go out with."

Little girl, you are thinking along a dangerous line. It is a fact that a certain class of young men will have nothing to do with a girl if she is not a "classy" dresser, as they call it; but what do such young men amount to? They make barely enough to clothe themselves as they wish, and they are not a success at their business because vanity is their god. Don't mourn, girls, if your dress does not attract worthless fellows of this sort.

A good girl aims to be sought for something besides what she puts on her back. Be neat and clean and wholesome in your clothes and about your person, and live within your income, whatever it is, and you will surely find the right sort of chap who is looking for inward grace and outward cheerfulness.

—Houston Chronicle.

Slaves of the Gown.—There are some women who live in a state of perpetual preparation of wardrobe. They never seem to acquire one in any approach to completion, and they are always in the act of either planning or of obtaining some separate portion of one in such a way that it would seem as if they lived to and for no other end or purpose. The materials of which their gowns are made must be of the nature of Penelope's web. —Memphis Commercial Appeal.

Mayor Mitchell asks the women of New York to dress economically in the name of patriotism. And also in the name of the Lord and common sense.

—George M. Bailey.

TEXACO STAR

A man counting on his fingers may evolve enough mathematics to carry him through the needs of a simple life. A man unable to state a single principle of political economy may still think with what seems a sufficient degree of accuracy about his ordinary affairs. But when that man, ignorant of the principles of political economy, joined to others equally ignorant, begins *en masse* and nationally to project judgments beyond directing the simple affairs of his life, so that his discussions are weighed, and gives substantial direction to the course of society or the action of government, then the danger which may follow from such lack of understanding is appalling.

—Frank A. Vanderlip.

* *

Let's take stock. Now is the time to find where we're wrong. When the floods are racing against the dykes, it's too late to begin repairs. We must know our strength—ourselves. It's a poor patriotism that resents the disclosure of national weakness. Over-confidence is the ally of diastser. Wisdom is wary...

Gigantic blunders mark the path of our progress—unless we consider them promptly and counteract their influence, there will be an incalculable reckoning... Nature and four thousand miles of rich and virgin continent have absorbed our extravagances. Our wanton exhaustion of wealth resources is probably without parallel in modern times. Any old-world nation conducting its affairs with the same inefficiency of method and contempt for conservation would have gone bankrupt long ago... What have you ever done for America? Indeed, what do you really know about the country? How familiar are you with its past—with the principles laid down by its founders? How many articles of the Constitution can you recite? Do you even know all verses of one patriotic song? How often have you examined the record of the men for whom you cast your vote? Do you care how many forests are destroyed in the next State? There's too much carelessness—too much callousness, too much ignorance, too much willingness to shove responsibility on the shoulders of a few, and too little care in the selection of the few who shoulder the responsibility. How can we decide upon the sanest measures, if those whom you empower to judge the measure are not themselves the sanest, the ablest, and the most patriotic among us? No form of preparedness is so important as your own preparedness for the exercise of the franchise... We cannot be greater than our leaders. And so long as men of demonstrated capacity are disregarded, and Bull and Pull are supported for office in their stead, we shall continue to be incompetent for the emergencies of peace as well as war. Whether we are called upon to meet an invader or not is beside the point. Whether you stand ready to shoulder a rifle or play the slacker is not the question. There's a three hundred and sixty-five day patriotism, and no other sort is genuine. America needs you and your help year in and year out.

—Herbert Kaufman.

THE GODS REMEMBER

The Gods remember always. We forget,
But they forget not; every debt,
How'er we palter and evade,
Maturing, must be paid.

They pity us, the Gods, but naught forgive,
Lest we, who slowly learn to live—
Children scarce wiser in our age than youth—
Should come to doubt their truth!

Loving the brave who strive and will not yield
Tho hurt and fallen on the field,
They teach us not from death to fly,
Lest we, indeed, should die!

For 'tis their will the soul shall rise
Above its earthly agonies:
Triumphant rise, as from the pyre
A phoenix, winged by fire!

—Florence Earle Coates.

LIFE WISDOM

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

—Benjamin Disraeli.

God offers to every mind its choice between truth and repose.—Emerson.

What is good is difficult.—Plato.

Order is Heaven's first law.—Pope.

Courage respects courage.—Stevenson.

Fear is cruel and mean.—Emerson.

Suspicion wants no argument.—Seneca.

Speak not at all, in any wise, till you have somewhat to speak; care not for the reward of your speaking, but simply and with undivided mind for the truth of your speaking.—Carlyle.

It takes two to tell the truth.—Thoreau.

He is happy whose circumstances suit his temper; but he is more excellent who can suit his temper to any circumstances.

—Hume.

It is a tranquil people who accomplish much.—Thoreau.

The most virtuous of all men is he that contents himself with being virtuous without being anxious to appear so.—Plato.

Of all the evils abroad at this hour in the world, insincerity is the most dangerous.

—Froude.

There is a line by us unseen

That crosses every path,
The hidden boundary between
God's patience and His wrath.

TEXACO STAR

STATION ACCOUNTING

E. A. RULFS

Department Agent, Sales Department Southern Territory

Why not relieve the Agent of all accounting of every kind, ship him all the goods he orders and depend on him to remit to the Company the full proceeds, without requiring him to render any reports whatever or make any accounting of his receipts and sales? While the fundamental principle of our selling agencies involves simply the supplying of goods and a return of revenue, there is absolute need for certain reports and accounting, and I wish to emphasize the fact that our many demands for minute records, reports, *etc.* are not to develop an empty red-tape system; but on the contrary, these demands are made because they are necessary to the success of our organization.

If a large corporation like The Texas Company, with its various departments and numerous stations and many accounts, were handled like the average country store where the accounting is represented by a pile of papers stuck on a nail or in a pigeon hole, and if we kept no records of the stations' operations and did not require our Agents to render any reports or accounting, the losses through errors and misunderstandings alone would be so great that it would only be a short time before the business would collapse. But, thanks to the thorough and practical good sense and scientific constructive knowledge that has been at work in the building of this Company, we now have in effect a most complete and simple accounting system covering every branch of the business.

The reports and accounting required of our stations are not only of benefit to the Agent in the keeping of his stocks and accounts, but are necessary to the Company; for from our Agent's detailed reports of the station's transactions we draw off our sales statistics which are needed by the Sales Managers to study the progress of and to enable them to guide our selling organization. These statistics are essential to the Sales Managers as a presentation of running facts, illustrating conditions for their enlightenment so that their knowledge and energy may be guided by a study of these statistics, from which naturally follow sug-

gestions of desirable or necessary policies through indications of tendencies shown toward either good or poor results.

The principal duties of an Agent are: to sell and distribute goods and products supplied by the Company; to collect amounts due the Company; to look after and properly care for all property of the Company which is placed in his charge; to make reports and to account faithfully and accurately for all funds, goods, products, and property of every kind belonging to the Company coming into his possession or under his control. Further than this, it becomes the Agent's moral duty to conduct himself in a way becoming to the dignity and interest of the Company. With the knowledge of what his duties are, and average ability, any Agent should find it an easy matter to comply in full with what is required, and make a success for himself and for the Company; but there are some few Agents who do not seem to understand what their duties are, or else do not realize the necessity for complying with the Company's instructions, especially so far as they apply to reports and accounting.

For the guidance of the Agent, and as a part of our system, a set of General Instructions have been gotten up for station employes, covering "Maintenance and Operation of Distributing Stations," "Necessary Reports and Accounting Matters," and "Credits and Collection Matters." These instructions are simple and comprehensive to any average business man, and have been placed in the hands of our station employes with the idea that they would familiarize themselves with all the details.

It is one of the essentials of any well organized business that systematic methods be acquired by the entire organization, and it would be ideal for each and all to attain a full measure of this knowledge. While it is very gratifying to report that the majority of our Agents and station employes have most thoroughly and loyally co-operated in this work, yet the entire resultant of our efforts has been somewhat dimmed by the failure on the part of a few, which I attribute not to their slackness or inability, but

TEXACO STAR

rather to a failure on their part to familiarize themselves with and to conform to the General Instructions to Station Employees.

The two principal losses through the handling of our Agencies are occasioned by

- First: Stock shortages;
- Second: Bad accounts.

A large percent of the losses occasioned through stock variations and bad accounts are attributable to failure on the part of some employe to comply with the General Instructions, and as these losses affect your station earnings, and since the stations (when entered upon our statistics) are judged by the sales and earnings, it behooves the Agent to use the best of care to avoid losses of every kind. The losses on bad accounts can be kept to the minimum by carefully following the rules governing Credits and Collections, and there should be no losses through stock shortages if the Agent will exercise such supervision over his station as will assure him that he receives all the stocks that he is charged with, and that nothing is allowed to leave the warehouse without an invoice being rendered.

In this connection I call attention to the desirability of furnishing the customer with a clean-cut and accurately rendered ticket and invoice. To do this well, it is necessary to go over each ticket and invoice twice, to see that it is correct. The ticket or invoice is often the first introduction the customer has to "Texaco", and a neat accurate invoice, coupled with the faultless package you deliver, cements a customer: whereas, a dirty or inaccurate invoice impresses the customer the goods may be just as cheap, to say nothing of the trouble and expense of correcting errors.

There is no better way of retaining trade than by prompt service, and, so far as possible, all orders should be filled the same day they are received. It is a good practice not to let the sun go down before all deliveries for the day have been billed, the invoices mailed out to the customer, and the reports to the home office. It not only makes the work seem more difficult if the Agent holds up the rendering of invoices, but it also hampers and seriously delays the work in the District Office. A good Agent keeps his work up to date at all times, answers all correspondence promptly, sends his reports to the District Office currently, as required, and mails his "finals"

in on the last day of the month so that they will reach the District Office not later than the second.

Our large organization might forcibly be compared to the many links of a connected chain, beginning with the responsibility of our executives and leading to the smallest detail of each station employe. In this comparison the faulty minority workers would represent either weak, warped, or broken links, and would tend to wreck the total efficiency of the entire chain. I am sure there is none in our organization who would intentionally allow himself to be one of the weak or warped links, and for the purpose of strengthening these few faulty links, so far as the Sales Department employes are concerned, I can suggest no better remedy than a diligent study of our General Instructions to Station Employees. In fact, every station employe should be so thoroughly familiar with them that it becomes second nature; and then to make perfect this knowledge and become one of the strong links, he should apply readily those instructions in the daily performance of his duties.

"The enthusiasm with which one goes to work tells in advance what success he may meet with in the end. Enthusiasm is contagious, and if you are full of it you will inspire those around you and find it easy to get results."

Customers that are permanent are the backbone of any organization.

—Fruit Dispatch.

He is the best accountant who counts up correctly the sum of his own errors.

CRUDE OIL PRICES AT WELLS

April 1, 1917

Pennsylvania	\$3.05	De Soto Light	\$1.60
Mercer Black	2.43	Crichton Light	1.40
Corning, O.	2.38	Caddo Light	1.90
Cabell, W. Va.	2.35	Caddo Heavy	1.00
Newcastle	2.23	Vivian Heavy	1.00
North Lima	1.83	Vinton	1.00
South Lima	1.83	Jennings	1.00
Indiana	1.68	Spindletop	1.05
Princeton, Ill.	1.87	Sour Lake	1.00
Illinois	1.87	Batson	1.00
Canada	2.23	Saratoga	1.00
Somerset, Ky.	2.18	Humble	1.00
Ragland, Ky.	1.00	Goose Creek	1.00
California Light	90	Corsicana Light	1.70
California Heavy73	Corsicana Heavy85
Kansas and Okla.	1.70	Petrolia	1.70
Cushing	1.95	Electra	1.70
Healdton90	Markham	1.00
Wyoming95	Thrall	1.70

TEXACO STAR



COAST TO COAST AND BACK AGAIN

P. G. Scull and C. W. Tuthill

Of the Maxwell Motor Sales Corporation, Newark, N. J.

As a reliability tour during the winter months would show that a car able to travel anywhere in the winter would be good for the average family's use at all times and everywhere, we conceived the idea of a winter transcontinental tour in a stock 1917 Maxwell touring car. In order to insure the success of the trip it was necessary to have the very best motor oil, and lubricants that would really lubricate. Having bought Texaco gasoline and motor oil for Maxwell demonstrations in Newark for over two years, we decided to use The Texas Company's products. The oils used were Texaco Motor Oil M for the entire trip, Thuban Compound for transmission, differentials, and rear axles; Texaco gasoline was used except for 1,445 miles, where we tested other manufacturers' gasoline.

On Thursday morning, Nov. 16, 1916, we started from Newark, N. J. on our long trip. Our intention was to make Pittsburgh, 400 miles, the first day, Indianapolis the second day, St. Louis, 1,000 miles, the third day. To Los Angeles, 3,450 miles, we figured a schedule of 14 days;

but as it really happened we made it in 10 days and 16 hours, having spent but 6 days and 2 hours in the car. Naturally, this would have been impossible if we had had to clean spark plugs, clean carbon out of the head, grind valves, change the oil in the crank case, etc., and if bearings had had to be replaced.

After leaving Newark we drove in the quick time of three hours to Philadelphia, where we got in touch with Mr. C. R. McCarthy, Superintendent of The Texas Company's Philadelphia District. He sent Mr. E. J. Tallant, one of the local salesmen, posthaste, and after packing 30 gallons of gasoline in the back of the car we were quickly on our way.

We drove to Wheeling, W. Va. that night, 460 miles, and the next day drove to Indianapolis. The next morning, sure enough, our gasoline was waiting for us at the freight station. We really had not expected it, as freight is slow, but the St. Louis Texaco force evidently had the 'ginger' to get it there. Another day's drive brought us to St. Louis at night.

TEXACO STAR

The next morning, Sunday, we called on Mr. Hopkins, the St. Louis Agent, and with him went to The Texas Company's warehouse. Here we met their Mr. B. B. Lipsner of Chicago, who we could see in a minute knew a lot about cars that we had never heard of. He was particularly pleased by the fact that the spark plugs had not even been looked at. He took them out of the head, and although we were surprised and tickled that there was no carbon on the plugs he seemed to expect to find them in that condition. We closed up the points and put them back. I wonder what Mr. Lipsner will say when he sees the same plugs which have not been cleaned for 9,615 miles. We spent an interesting forenoon in the yard and then adjourned with Mr. Lipsner for lunch, breaking away at 3:30 p. m.

At the Missouri River we had a delay of one hour and a half waiting for the ferry, and at 6 p. m. we realized that one of the 14 days was nearly gone and we only about 30 or 40 miles on our way. At Boonville we struck another snag—no ferry until 7:30 a. m. It was then about 1 a. m. and—cold! Nevertheless we had to bunk in the car. We were up bright and early and soon were on the other side; then, what a breakfast! At 1 p. m. Kansas City received us. Here the Maxwell people persuaded us to give them some publicity, and this meant an all-night ride to catch up with our schedule. At 7 p. m. we left, and the next morning, after alternately driving and sleeping in the car, we reached Hutchinson, Kas. Here at the freight station the good Texaco gasoline was waiting for us, and we were off nearly on schedule time. From then on we were always ahead, and finally got to Los Angeles over three days ahead.

In Trinidad, Colo., we met the local agent of The Texas Company, Mr. H. A. Stallings, just as he was closing a deal with some big company in town to supply all their gasoline and oil. We picked up enough gasoline for two days and then climbed the big Raton Pass, where we were at an elevation of 15,000 feet. Then followed a long coast into the village of Raton nestling at the foot of the mountains. We made Flagstaff, Ariz., after two days of awful roads; and from there it was a little more than twenty-four hours of riding until we were in Los Angeles.

We spent more than a week in Los Angeles and were busy every minute. Grass as green as in May in the East, roses in bloom, all varieties of flowers, palms, orange blossoms, and the ripe fruit,—these are a few of the things that appealed to us. Combine such surroundings with wonderful scenery and hundreds of miles of hard smooth roads, and you can imagine that it is a motorist's paradise.

We reluctantly left Los Angeles and started for San Francisco, 483 miles away by the coast route. It was a beautiful day, as warm as summer in the East, the roads were fine, our car never faltered, and we had no tire trouble,—a day to be long remembered. For 100 miles or more we rode 50 feet from the edge of the Pacific Ocean, and 50 feet on the other side were hills and mountains from 1,000 to 2,000 feet high. In 24 hours we were in San Francisco. We found San Francisco different from Los Angeles. The atmosphere is not the same and the city is laid out over some of the steepest hills in America; grades of 33% are common, and they use cable trolleys arranged so that when one goes up another comes down. We never imagined an automobile could go up such hills, but the Maxwell's sales manager took us up in a Maxwell. We thought his demonstrator was 'some' car, but later in the day we were following him over those same hills and our 'old-boat' could trim his in any speed, which he thought was some recommendation for Texaco oil and gasoline. The Barbary coast and Chinatown were some of the attractions which the Maxwell people showed us. While in San Francisco we took a side trip of 75 miles to Vera Cruz and saw the big Redwood trees. One of them was hollow (in fact, most of them are more or less hollow) and we backed the car entirely in. The largest trees were 22 feet in diameter and 350 feet high. They were magnificent, and made us feel that the works of the human race were perhaps not quite up to nature after all.

Leaving San Francisco we made Los Angeles by the inland route of 445 miles in 18 hours. We stayed about three days and then went to San Diego, where we spent two enjoyable days at the Exposition and visited one of the old Spanish Missions which had been burned by the Indians.

The return trip then started in earnest,

TEXACO STAR

and gave early promise that the road would be even worse than the poorest of the Santa Fe Trail. At El Centro we struck the Yuma desert, 100 feet below the level of the sea, and for 75 miles absolutely nothing could be seen but sand. In places it drifts 30 to 40 feet high, and these large dunes of sand shift as much as a quarter of a mile. Across the worst section they have a plank road; the rest of the way you follow the ruts which are so deep that the engine pan is continually hitting—a case of keep going or jack up the car and plank her out.

After leaving Yuma at the eastern end of the desert we covered the worst 175 miles of hard road in America. It is impossible to describe the ruts and the deep holes in the ruts, all covered by 6 to 8 inches of light feathery dust which came through the floor boards, nearly choking us. Then imagine these ruts leading over short steep hills, up and down all day, and at the foot of each hill a short stretch of heavy sand left by the stream that flows through in wet weather.

At Phoenix we headed south for Tucson, the first of The Texas Company stations on our way back. How good it seemed to see, about 5 miles west of Tucson, an immense Texaco billboard. It was Christmas Day, and, after a fine turkey dinner, we made the acquaintance of Mr. G. M. J. Thomas, local agent. He soon had us fixed up with Texaco and we were on our way.

El Paso was our next big city, where we met Mr. W. H. Wagner, the District Superintendent. Here we commenced a test of other makes of gasoline. We would buy about 15 gallons at a time, keeping a quart sample of each lot to be tested in the Texaco Laboratory. Across the flattest part of Texas where the roads were very good we averaged about 17.5 miles to the gallon on this purchased gasoline,—3 or 4 miles less than on Texaco gasoline under worse conditions. Our total of 7,197 miles up to date of test of other gasoline averaged 20.2 miles per gallon on Texaco.

At Dallas we met Mr. Noble and Mr. Turner and all the office force. They were all pleased at the success of our trip. Near Shreveport, La., we began to get the red clay roads of the South. A great deal of rain and sleet this winter, in January particularly, made the roads worse than usual. It was a case of first and second speed most of the way from there to New Orleans, and up to Washington. Between Shreveport

and Baton Rouge they use eight wheels on lumber wagons, and four mules on grocery deliveries. Total mileage on 90 gallons of purchased gasoline, bought at four Texas and three Louisiana points, was 1,445 miles, making an average of 16.05 miles per gallon of gasoline from competitors of The Texas Company.

In New Orleans we met Mr. Bradford who started us off again with Texaco gasoline. We crossed Lake Pontchartrain (really a part of the Gulf of Mexico) by ferry and headed for Meridian, Miss. The roads were awful, beyond our worst imagination. There were long places through the swamp where we forded water to the hubs, also places filled in spots where the car sank to the hubs in mud. It was hard work for the motor turning over at 1,000 to 1,500 revolutions in low speed for long distances. Surely, the Texaco Motor Oil contributed to the motor's efficiency.

In Laurel, Miss., we picked up more Texaco gasoline, and again at Selma, Ala., and at La Grange, Ga. It took us 3 days to make the 643 miles to Atlanta, and we felt that we had made some going. Here, Mr. D. A. Vann fixed us up for a hard pull to Charlotte, N. C. For 280 miles we had not a hard piece of road, then 45 miles of good road into the city. At times, going down grade, we would have to put the gears in second speed to pull through. In Charlotte, Mr. C. C. Beasley started us off for Durham, N. C., where we filled up on Texaco and set out for Richmond.

In Virginia we found some of the worst roads of our trip. It seemed as though we'd never make Richmond, but we eventually did get there. Here, at the National Oil Company, we got enough Texaco gasoline to carry us to Washington. As far as Fredericksburg all was well, but there we



On the Way Home

TEXACO STAR

struck the bad stretch south of Dumfries and had an awful time. The farmers know the stretch, and all warned us we would not get through. No cars had negotiated it in three days since the last rain; but we persevered, and, by going ahead on foot and looking the bad spots over, finally got through. In one spot it was so bad we asked permission to go through a field. They were glad to accommodate us but 'nicked' us a quarter for the privilege.

In Washington our troubles were over. We spent the evening and the next day seeing the beautiful buildings and places of interest. On leaving Washington, for the last time on the trip, we got our Texaco supplies from Mr. Parcells. Fine roads to Baltimore, 37 miles in 50 minutes. Then fast time to Wilmington in 3 hours; Phila-

delphia next; and, at last, Newark, N. J.

And maybe it didn't look good to us to see about 20 cars loaded with friends and people in the automobile business there to greet us! They all lined up and paraded through the town blowing horns and making a great to-do about us. After getting settled, one of the greatest pleasures was to go over to New York to meet Mr. Parish and thank him for Texaco cooperation.

In sending this story of our trip, we would like to send a word of greeting to our Texaco friends all over the country and thank them for the way in which they treated us. We might also add that the prediction made to us that The Texas Company men were 'high class', was more than fulfilled. We're 'sold' for The Texas Company and Texaco products.



S. S. "Montana," of the American-Hawaiian Steamship Company. These photographs were taken by F. D. Shields, of the Lubricating Division, on a trip to South America.



Heavy weather at sea, showing what Crater Compound stands



Second Assistant H. Heilbring admitting, after having passed through some exceptionally heavy weather, that Crater Compound is superior to any grease they had ever used for winches and wire lines. Chief Engineer McGuire (third from the right) is smiling his approval. This ship uses Texaco Marine Cylinder Oil, Texaco Neptune Marine Engine Oil, Texaco Cetus Ice Machine Oil, and also Texaco Crater Compound on all winches and hoisting gears.



Captain George Wright of the S. S. "Montana"



Chief Engineer John McGuire before and after using Crater Compound

TEXACO STAR

SAFETY AND SANITATION

V. R. CURRIE

Chairman Central Committee of Safety

Safety and Sanitation Work in the South.—The people throughout the South are finally awakening to the realization that organized safety work is a paying investment not only from the "bosses'" standpoint but for the general welfare of employees and their families. During the winter of 1915, the Oklahoma Safety First Council was organized, with headquarters in Oklahoma City, the movement being headed by W. G. Ashton, Commissioner of Labor. The first annual congress was held at Oklahoma City Jan. 17, 1917, The Texas Company being represented by W. K. Holmes of our West Tulsa Works. Mr. Holmes reports a very interesting program, which, together with the display of safety guards, equipment, bulletins, *etc.*, left each visitor impressed with the fact that accident prevention pays.

In Texas during the past few months many large concerns have inaugurated safety campaigns. At a meeting of safety men, held at Houston in January, it was decided to organize a State Safety Council to be affiliated with the National Safety Council in supervising and encouraging the promotion of accident prevention work and the organization of Local Safety Councils throughout the State. Texas, therefore, comes to the front as the first State in the Union to take up the work of conservation of human life with a State-wide Council organized under the auspices of the National Safety Council. Final organization will be perfected at a State meeting and Safety Rally to be held in Houston May 14-15.

Local Safety Councils under the supervision of the Texas Safety Council have already been formed at Houston and Dallas, and additional Locals will be organized as fast as sufficient members can be secured in cities or communities to justify doing so.

The traveling Safety Exhibit of the National Safety Council has been secured for display during the State meeting in May, and the program will include papers by safety experts in Texas and from several other States.

Present indications are that many new recruits from among industries and other

organizations will be added to the safety ranks in Texas. That this work is worthy of the support of all Texans can be gathered from statistics submitted by the State Industrial Accident Board which show the number of industrial accidents in Texas for six months ending February 1917 as 23,956, or approximately 50,000 accidents yearly, which are costing employers and employees more than \$600,000 a year.

"SAFETY FIRST" APPLIED TO THE DRESSING OF WOUNDS.

J. D. Dodge, Jacksonville Terminal

Whenever and wherever the skin is broken ready entrance is afforded for infection with consequent disease. The principle of Safety First therefore demands that such wounds, however slight, should be so treated as to destroy all infection that may be present and to prevent further entrance of disease germs while healing is taking place.

To this end the operator's hands should first be made clean, and then the dish which is to hold the solutions. The bandage and gauze must be absolutely aseptic. To cleanse the wound and the parts that will be covered by the bandage, a liquid antiseptic soap, which may be obtained from the druggist, is best. A good antiseptic added to the water is advisable, and my own preference for slight wounds is liquid carbolic acid in the proportion of about one teaspoonful to a pint of water, thoroughly stirred to make as complete a mixture as possible. Apply this to the wound first, then use it with the liquid soap to make the wound and adjacent parts clean. An antiseptic dressing powder, such as Squibb's, may then be used, followed by a layer of gauze and the bandage. Nearly all wounds thus dressed will heal without further attention, and without suppuration. A week or ten days is usually consumed in the healing process.

The basin used for dressing wounds should never be used for any other purpose, and always after using it should be cleansed antiseptically so as to be ready at a moment's notice for another case. It is advisable to have an ample supply of everything likely to be needed, ready for instant use. Some of The Texas Company offices are provided with a "Johnson's First Aid Cabinet" which has an excellent collection of wound-dressing material.

TEXACO STAR

BY THE WAY

Mrs. Rosine Ryan, of Houston, Texas, sends this interesting communication, for which we thank her very much. Possibly some of the largest of the trees referred to may be native, but however that may be, we have here a vivid story of the planting of all or some of the trees in our "Oaklawn" Filling Station grove of live oaks:

Editor Texaco Star: In your issue of January 1917 I note the attractive pictures of your beautiful and artistic filling station. From the descriptions accompanying them I quote: "the natural grove of splendid live oaks in which it is set."

There is a story connected with these live oaks which may interest you. Away back in the years long ago, Mr. Curtis Darling and his young wife, *nee* Miss Sallie Lubbock, owned that entire block, and their two-story frame residence stood in the center of the grounds. Mr. and Mrs. Darling planted those splendid monarchs of the forest with their own hands. Mr. and Mrs. Darling left Houston for the East many years ago, but about seven years ago Mr. Darling returned to Houston after an absence of twenty-six years. During his short stay, Mrs. Betty Bryan and I took him for a drive. After going through the business section and a portion of Houston's attractive suburbs, Mr. Darling said, "Girls, take me out to the old home place on Main Street." When we reached the square he got out and walked beneath the trees. It was pathetic to see him stoop and pick up leaves that had fallen and place them in his pocketbook. He walked to the rear of the block, and when he returned to us he said: "I wanted to see if a certain tree was still standing. During the Civil War my partner, Mr. Merriman, and I agreed that one of us should join the Confederate army while the other would stay and look after our business interests. We agreed to serve alternately, one going as a substitute upon the return of the other. I was to go first. On the night before leaving I brought home a bag of gold coin, and my wife and I went out back of the house and buried it. I requested her the next morning to plant one of the young trees over the place, which would account for the fresh earth. Upon my return home the tree had taken root and was in full leaf. By careful digging I recovered the coin without disturbing the tree. I just went back there, and to my great happiness I found the old tree still standing."

Mrs. Bryan and I were sympathetically interested in the touching story. The old tree is just in the rear of the Burlington Apartments. So you see, Mr. Editor, yours is not a natural grove, but none the less attractive from having been placed there by the dear young couple who are still remembered with affection by many old Houstonians.

Very sincerely yours,
Rosine Ryan.

* *

That Treasury deficit was the real leak.

—Wall Street Journal.

Madge—"The manager said the skirt should come to the shoetops."

Mabel—"I thoroughly agree with him, my dear, but I can't get a pair of shoes high enough."

Page fourteen

The most terrible thing in the world seems to be Thought. At least most of the people you meet are running away from it.

Who wants to see a thoughtful play? No, no; give us the light and airy comedy, for anything original enough to be unusual disturbs our thought molecules; we are puzzled, and that implies thinking, which wearies us. . . If you contribute a story to a magazine, read carefully the past numbers of the magazine, and make your story as like those that have been printed as possible. Editors know the people buy that kind. . . When you converse stick to the platitudes, . . . and thus avoid getting swamped in the quagmire of thought.

If you get in the nasty habit of thinking you speedily become a bore, or worse—perhaps a crank, an unsafe man or an anarchist. We have a nice wad of mud ready to throw at you if you deviate. If you question truculent national conceit you are a traitor . . . if you advance any private views on religion you are an atheist. . . There are plenty of canned opinions and ready made ideas. Use them and save trouble.

—Dr. Frank Crane.

* *

The Nashville, Chattanooga & St. Louis Railway, desiring to reduce the high cost of living to its maintenance of way employes, has tendered them the use of its right of way for cultivation. There are 150 sections on the system, and during the spring and summer each section is looked after by from 10 to 12 men. The use of the right of way for gardens would enable several hundred families to have vegetables during the summer, and in many instances these gardens will be the only reliance the forces will have for garden truck. The land has never been in cultivation, and along some stretches of the road should bring splendid results. The only restriction is that such cultivation must not interfere with the operations of the road.—Manufacturers Record.

APHORISMS OF THE TEXACROW

ABOUT TH' ONLY WAY TO GIT
SOME FOLKS I KNOW TO
COME TO CHURCH IS TO
LET 'EM SING IN TH'
CHOIR.



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
Fuel Oil Dept.	E. B. Joyner, Houston
Railway Sales 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.	Lee Dawson, Houston
	B. E. Emerson, Houston
Sales Dept., S. Territory	P. A. Masterson, New York
Sales Dept., N. Territory	M. G. Jones, Houston
Export Dept.	S. Slattry, New York
Purchasing Dept.	J. B. Nielsen, New York
Railway Traffic Dept.	J. E. Byrne, New York
Producers	J. W. Painter, Houston
	Delbert Leggett, Houston

PIPE LINE DEPT. The new 8 inch line from Healdton, Oklahoma to Sherman, Texas, approximately 65 miles, was completed before the end of March. We are now pumping oil thru it.

We are glad to report that Gen'l Sup't J. L. Dowling, of the Texas and Louisiana Division, who has been very ill, is now able to be with us again.

A. F. Jaggi, Stenographer in General Office, has been transferred to Tampico, Mexico. A. M. Warner will succeed him.



What the Telegraph Division can do with a Ford run-about: the work of dismantling old Burkburnett loop was accomplished more quickly and cheaply than it could have been done with horses and wagon.



Gang on the two-passenger car in the tall prairie grass in West Texas

S. L. McDowell, District Gauger in the Burkburnett District, resigned, and has been succeeded by F. W. Basham.



Mary Agnes, 2 years and 6 months old, and John D., 7 months old, children of P. A. Angerud, Jr., accountant in the Pipe Line Department, Houston

RY. SALES DEPT. We have received this announcement:

*Mrs. Margaret McClernan
Announces the Marriage
Of her Daughter
Katherine Irene*

*to
Mr. Walter Eichelberger Greenwood
On Saturday March the Twenty-fourth
Nineteen Hundred and Seventeen
New York City*

Mr. Greenwood is Ass't Manager of the Railway Sales Department in New York. Congratulations.

REFINING DEPT. A meeting of the Chief Clerks of Works and Terminals was held in Houston March 19-24.

Dep't Agent C. K. Longaker presided. In attendance were:

J. B. Saint, Pt. Arthur	L. A. Taft, Delaware Riv.
E. H. Daniel, Pt. Neches	F. E. Strohmer, Baltimore
A. D. Walker, W. Dallas	A. W. Dransfield, Norfolk
J. A. Barlow, W. Tulsa	H. S. Leever, Charleston
C. E. Nicholson, Lockport	
E. E. Stuckey, Case & Package, Port Arthur	
A. B. Cox, Northern Terminals, N. Y.	
J. J. Folan, Portland	J. D. Dodge, Jacksonville
T. E. Gough, Providence	W. B. Williams, Mobile
F. L. Muckey, Bayonne	R. M. Jones, Amesville
S. Hallager, Bayonne	W. L. Ronaldson, Pt. Arthur

Accounting matters pertaining to the Refining Department were discussed to the

TEXACO STAR



Northern Terminals Efficiency and Safety and Sanitation Committees on top of asphalt tank house at Norfolk Terminal

general advantage. Inspection visits were made to the Port Arthur Works, Terminal, and Case and Package Plant.

On March 24, Frank Allen Nice of the Houston Office, and Miss Blanch Heim, daughter of Mr. and Mrs. Charles Heim, of Houston, were married. The young couple will be at home after April 10 at the Alcoma Apartments, Houston.

A new switch engine, T. T. Co. No. 11, has been placed in service at the West Tulsa Works and is proving to be of much help in our work.

A. G. W. Biddle, of Williamsport, Pa., has been added to the stenographers at West Tulsa Works.

Fred Rade, Tester at Bayonne Laboratory, is full of joy and knowledge, having completed a three-years course in chemistry at the Pratt Institute in Brooklyn.

Arthur H. Leighton, Captain of the First Aid Corps, recently visited some of the Northern Terminals, installing first aid corps. During his absence Lewis Nalitzky was in charge.

Lewis Nalitzky and Miss Marie Maran, of Brooklyn, were married February 11, 1917. The newlyweds spent their honeymoon at Lakewood, N. J. Friends at the Bayonne Terminal presented the young couple with a beautiful silver set.

Transfers and appointments:

Lewis Nalitzky, transferred from Stock Dept. to Shipping Dept.; F. H. Mitchell succeeded in the Stock Dept.

Henry Krick, from Stock Dept. to Norfolk Terminal, succeeded at Bayonne by Harry M. Ross.

C. Stevens, transferred from Bayonne Laboratory to Delaware River Terminal.

J. Barton appointed at Bayonne Laboratory.

Emil Skrivanek, stenographer in Cost Dep't.

John M. Outwaters, appointed in Shipping Dep't.

M. J. Gilsenan, Felt Plant clerk *vice* George Klöpp resigned to enter the butcher business.

Water shipments by The Texas Company from Port Arthur, Texas, month of March, 1917:

DATE	VESSEL	BARRELS	DESTINATION
		Refined	
2nd	S.S. Texas	72,132	Delaware River
4th	Brg. Wansley	7,404	Galveston, Tex.
5th	S.S. New York	74,034	Charleston and Jacksonville
5th	S.S. Gafsa	36,798	Hull, England
7th	Brg. Tulsa	7,799	Mobile, Ala.
7th	S.V. Gwend. Warren	2,551	Kingston, Jam.
10th	S.S. Appleleaf	40,424	Newcastle, Eng.
10th	S.S. Mantilla	57,934	Spezia, Italy
12th	S.S. Georgia	54,829	Delaware River
13th	S.S. Russ'n Prince	40,298	Glasgow, Scot.
13th	Brg. Wansley	7,290	Galveston, Tex.
13th	S.V. J. Ed. Drake	6,567	La Plata, S. A.
15th	Brg. Tulsa	7,912	Amesville, La.
17th	S.S. Eburna	59,001	Gibraltar
20th	S.S. Texas	70,545	Bayonne, N. J.
20th	S.S. New York	73,010	Norfolk, Va.
21st	S.S. Bullmouth	32,773	Aberdeen, Scot.
22nd	S.S. Alabama	26,689	Bayonne, N. J.

TEXACO STAR

23rd Brg. Tulsa	7,838	Mobile, Ala.
24th S.S. Florida	10,881	Providence, R. I.
25th Brg. Dallas	17,079	Providence, R. I.
27th S.S. Tamarac	48,323	S'thampton, Eng.
28th S.S. San Gregorio	106,429	Liverpool, Eng.
28th S.S. Georgia	49,601	Bayonne, N. J.
29th S.V. Fahrwohl	13,186	South Africa
30th S.S. Hollyleaf	46,202	Dartm'th, Eng.
31st Brg. Tulsa	8,165	Amesville, La.
Miscellaneous	8,869	

994,563
Crude

20th S.S. Texas 24 Bayonne, N. J.
Total: 994,587 bbls.

MARINE DEPT.

John Small has been re-elected Mayor of Bath. This will make his third successive term, and is the first time in the history of Bath that a Democrat has been so honored. Mr. Small is one of us, being with The Texas Steamship Company's shipyard.

Carl Kistler, Agent of The Texas Steamship Company's yard, has also taken a hand, or rather two hands, in Bath politics. He is to be known as Hon. Carl Kistler now, having been elected Councilman. Carl practices approved accounting methods, even in politics, using the double entry system. He was nominated on both the Republican and Democrat tickets, and they say the race was very exciting.

SALES DEPT. Houston District.—We are all glad to know that General Clerk Zenor's wife, who has been ill, is on the road to recovery.

On Feb. 28 death claimed Mr. G. M. Borgstrom, Sr., father of Cashier Numa Borgstrom of the District Office and of Superintendent's Stenographer G. M. Borgstrom, Jr. We extend to the family our heartfelt sympathy.

We likewise extend to C. W. Leavitt our sympathy on account of the loss of his mother, who died March 5 at Philadelphia, Pa. Interment occurred at Ft. Madison, Ia.

Born to Mr. and Mrs. Gus Borgstrom on March 9, an 8½ pound baby boy. We congratulate the happy parents.

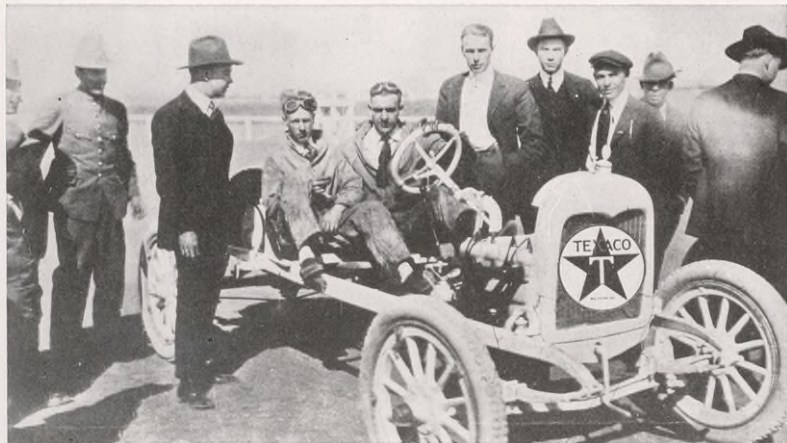
Stock Clerk Griffin Smith, like Thos. W. Lawson of Boston, is a dog fancier and he has taken a lively interest in the recent dog fanciers' exhibit in Houston. We hope that some day he may have as costly species of fine bred dogs in his kennels as has the noted financier of the Hub City.

Transfers and appointments:

T. W. Murray, from agent at Bay City, to salesman out of Houston, *vice* A. A. Hinson resigned.

T. R. Mitchell, from agent at Eagle Lake to agent at Morgan's Point. B. S. Field succeeds Mr. Mitchell at Eagle Lake.

A. T. Keenan, salesman out of Galveston.



Winner of the Murguia-Pershing Cup Race, held at Juarez, Chihuahua, Mexico, March 23, 1917. Car, a Maxwell; Driver, F. H. Hutchinson; Mechanician, Billy Campbell; distance of race, 50 miles; average speed during race, 65 miles per hour. The car ran cool throughout the entire race and experienced no trouble of any kind. Texaco Motor Oil and Texaco Auto Gasoline were used by this car in the race.

TEXACO STAR



Agents and Salesmen of the Denver District who attended the meeting held in Denver Feb. 6-9

Denver District.—From our Montana outpost comes the following missive:

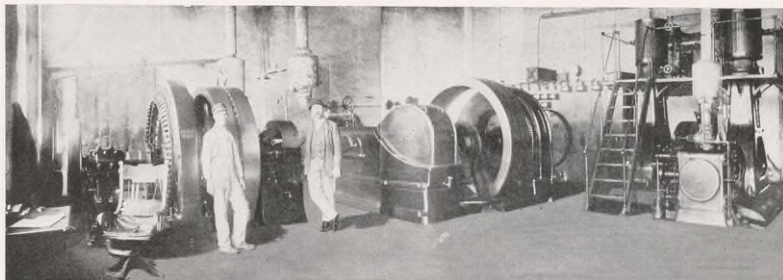
Auditor Brayton Armstrong arrived in Butte, Montana, March 27, bringing with him the usual spell of weather. We cannot understand why Auditor Armstrong should be associated with snow storms and cold weather, as his genial disposition and sunny smile are so indicative of other extremes. We always feel the better after a visit from Brayton, though confess we do breathe a little freer after his last word on stock conditions.

Geo. O'Connor of Butte reports the arrival of a future President at his home as of date March 19, and invites the entire world to keep an eye on him for the next 35 years and watch him make the White House. Also, Harry LaBrant of Billings is loud in acclaiming that the young lady who applied for a place in his family on March 20 is of "First Lady" timber. Though the boys may consider the *Texacrow's* views of their young hopefuls' childish attributes somewhat harsh, we desire, gentle readers, to let you all into a secret: They are a couple of very ordinary kids, and, in fact, very much inclined to become suckers.

Brief notes from Agents Larsen and Adney of Livingston and Forsythe announce all well. Said notes also contain expressions of enthusiasm and hopefulness for future business.

New Orleans District.—The following extract from a technical report of one of our engineer salesmen cannot be regarded as a literary gem from the ordinary point of view, but as expressive of a salesman's feelings when his keen expectation of signing up a good piece of business is rudely shattered by some "buttnisky", it may be regarded as a gem of description from the point of view of the man who beats the brush for business:

I had a very aggravating case of damfoolishness come up here today. Agent B— and myself were seated in the office with Mr. J—, and had convinced Mr. J— that it was to his advantage to sign our contract. Mr. J— had the pencil poised ready for action when a big blaze-faced rube, who calls himself General Superintendent of the above plant, goosed himself into the office and broke the glad tidings in a voice that sounded like a tugboat whistle, that the night shift engineer, who borrowed a quart of that air cylinder oil yesterday, pronounced it slightly better than plain black oil. The said air oil happened to be our favorite brand, and, of course, Mr. J— severed diplomatic relations with us, and I felt like severing that superintendent's legs right close up to his ears.



Water & Light Commission, Pelham, Ga. This plant uses Texaco products exclusively—Cetus Oil, Aleph Oil, Zenith Valve

TEXACO STAR

SALES DEPT. New York District.—The regular monthly meeting of N. TERRITORY Agents, Salesmen, and Clerks of the Newburgh territory was held in Newburgh on March 14. Sup't Gruet discussed with them ways of increasing gallonage, reducing operating cost, and extending better service to customers. Good results have already appeared in the operation of those stations.

Ogdenburg, Herkimer, and Albany territories held a meeting on March 16 in Albany, which was one of the best ever held. Messrs. Gruet, Groves, McDougal, Bushby, and Snider, of the New York Office, were present.

On March 24 our filling station at Bedford and Flatbush Avenues, Brooklyn, opened for business. An enlarged reproduction of our 12-inch day sign, about 20 feet in diameter, will bring to the attention of thousands of automobile owners on their way to the shore resorts this summer the fact that Texaco gasoline and oils can be procured at this point.

Tank wagon drivers Wm. F. Lind and John Sherer have shown that they have the interest of the Company at heart by repeatedly making sales or being instrumental in making sales of motor oil to their kerosene customers.

We take pride in the lead in net gallonage taken by Chauffeur J. MacGreevy. We would like to see other chauffeurs and drivers follow his example.

George E. Drucquer, gasoline salesman, resigned after 9 years of service with the Company to accept the position of Superintendent of the New Jersey Motor Transportation Co., of Newark, a concern operating about 200 large busses in and around Newark. He takes with him our best wishes for his success.

Boston District.—The Crater Compound Club of the Boston District held its regular meeting in Worcester, Mass., on March 17. At 8:30 a. m. the members of the club were taken in a special trolley car to The Norton Company's plant at Greendale, about 4 miles from the center of the city. This plant manufactures abrasive wheels of all sorts and grinding machines of all types and sizes. It is the largest of its kind in the world, employing about 4,500 men and covering a plot about 1 by 1½ miles.

At the meeting in the afternoon it was



High Street Filling Station, Portland, Me.—Salesman J. H. Miller (in long coat) and Attendant E. M. Ward

voted to change the name of the Crater Compound Club in New England from Buchner Chapter to Boston Chapter, and all interested are requested to take note of this change of name. A resolution was adopted endorsing the Texaco Correspondence School and expressing the wish that it be continued, every member present pledging himself to make good use of the opportunity it afforded. This was the last meeting of the C. C. Club in New England before Brother E. H. Oakley left us for Norfolk, Va., and the members took occasion to present him with a slight token of their love and esteem, a neat little presentation speech being made by Sup't Reinhardt.

The Boston Automobile Show, held in Mechanics Hall, Boston, March 3-10, with overflow shows in Horticultural Hall and several leading hotels, proved to be the largest Auto Show ever held in the world. The Texas Company was represented by a wonderfully attractive booth and we were gratified to be told several times that our booth was the most attractive of the several hundred in the Accessories Depart-

TEXACO STAR



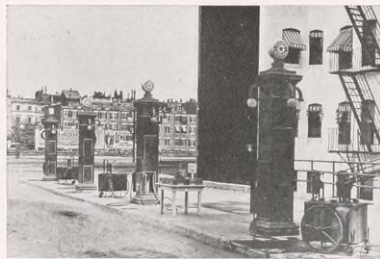
The Texas Company Exhibit at Boston Automobile Show

ment. A substantial amount of business was done by our representatives in the booth, attesting the growing popularity of Texaco Motor Products in New England. The committee in charge of the exhibit, Lub. Assistant A. M. Bruce and Representatives F. F. Hale and L. M. Henderson, demonstrated their ability as organizers of a real exhibit. The Advertising Department also receives the thanks of the Boston District for the splendid exhibit it furnished, to which was due a large measure of our success at this Show. Our souvenirs and advertising were conservatively handled in an attempt to place them, especially the Spark Plug Testers, in the hands of persons really interested and where they would do the most good.

We regret to announce the illness of Lub. Engineer W. H. Openshaw, who has been confined to his home for several weeks. Our best wishes for "Billy's" early improvement.

The Texas Company has taken over the extensive business of the T. J. Guay Oil Company at Lakeport, N.H. Agent E. L. Willard has been transferred from Somersworth, N. H. to Lakeport Station, and H. H. Matthews is Agent at Somersworth.

Our new Filling Station at Massachusetts Avenue and Albany Street, Cambridge, Mass. has been opened with Agent Holz in charge. This Filling Station is well located and should be very successful.



Commonwealth Avenue Filling Station, in the heart of Boston's famous Back Bay section. The "Electrical Review," speaking of the "handsome lighting appointments" at this new filling station of The Texas Company, says: "Each of the four pump towers, which are about 12 feet high, is lighted by four incandescent lamps in frosted balls besides the circular glass transparency which surmounts the tower. The lights not only render the filling station very conspicuous at night, but they also illuminate the driveway. Eight automobiles can be supplied with gasoline simultaneously, as each tower is equipped with two pumps. Compressed air, produced by an electrically driven compressor, is supplied free."

TEXACO STAR



Station Agent N. W. Phillips and his assistant, Mr. Patch, and one of the towers of the Commonwealth Avenue Filling Station, Boston, Mass.

Philadelphia District.—Changes:

We welcome our new Chief Accountant, R. G. Hill, transferred from Chicago, to the Philadelphia District Office. A. S. Price who goes to the New York Office leaves a host of friends here; we all unite in wishing Mr. Price every kind of success.

H. E. Cooper is a recent addition to the Lubricating force, as Stenographer and Assistant.

R. C. Rennie, formerly head of the Order department, is Assistant to Mr. Doran; and W. J. Keyhan is now at the head of the Order department.

J. F. Kelley is now in the Order Department; and J. M. Lynch, formerly of the Order department, is Stenographer and Assistant to Mr. Rennie.

J. E. Laurencelle has joined the sales force to cover territory in Central Pennsylvania.

C. N. Roe is a member of District engineer force.

Norfolk District.—G. L. Clifton, who had been General Assistant in the Norfolk District for the last three years, was transferred on March 1 to General Assistant Boston District. Mr. Clifton was a good friend to all throughout this District and



The Texas Company's booth at the Bridgeton, N. J. Automobile Show, held March 6-15, was the center of much interest, being tastefully decorated with a lattice-work of Rambler roses, in the center of which was a large star, symbolic of the Company. Our New Jersey representative, H. W. Shaner, had charge and ably demonstrated the various Texaco products.

everyone regrets his leaving us. The ladies of the Texaco family of the Norfolk District are equally sorry to lose Mrs. Clifton. All wish for them continued success.

E. H. Oakley was transferred from General Assistant Boston District to General Assistant Norfolk District, effective March 1, 1917. We welcome Mr. Oakley to our District.

A meeting of Salesmen, Engineers, and Operating Inspectors was held at Norfolk, Va., March 6-7. This meeting was attended by Messrs. Parish, Parker, and Rowland, of New York. The meeting was opened by Sup't Williar Thompson and then turned over to Mr. Parish, who presided. Lubricating oils and their uses were discussed thoroughly, and it is felt that more benefit was derived from this meeting than from any previous meeting in the Norfolk District.

N. O. Kilpatrick, of the District Office, and R. D. Cock, of Hampton, Va. Station have returned from the Mexican border and reported for duty. They tell great stories of happenings on the border.

TEXACO STAR



The Texas Company exhibit at the Police Carnival held in Camden, N. J., during the month of February, 1917. Here again H. W. Shaner demonstrated to throngs of people what could be gained by the exclusive use of Texaco lubricants. B. H. Halvey, of the Philadelphia office, has taken a prominent part in planning and constructing these exhibits which have helped materially to secure the prestige in the State of New Jersey of which The Texas Company is proud.

Capt. T. D. Ferguson, of the *Dola Lawson*, is the proud father of a 9-lb. baby girl.

We are sorry to report the death of P. R. Jones, who has represented us in Northern Virginia. Mr. Jones was very popular with the sales force.



Chief Accountant J. R. Hayden and Operating Inspector J. W. Thompson, of Norfolk District, in one of their daily discussions—Drawing by J. V. Reed, of the District Office

Page twenty-two



The Jones Kids

Each of us is a Texaco fan,
For our dad is a Texaco man;
Though the baby's small, perhaps by next fall
He'll be rooting as loud as we can.

Children of Agent R. S. Jones, Emporia, Va. Station

Chicago District.—“Jeff” Trimble, Cashier District Office, and Miss Dora Jewell, of Merrill, Mich., were married March 7, 1917. Mr. and Mrs. Trimble were presented with a piano lamp by the office force. Congratulations, Jeff.



“Some Service”—Driver R. Starner, of Joliet, Ill. Station, making a delivery in the field to Albert Grates, a farmer at Plainfield, Ill., who uses for his tractor Texaco Ursa Oil, Crater Compound, and Gasoline.

TEXACO STAR



Leon Van Es, son of Pumpman John Van Es, at our Chicago-North Kingsbury Street Station.

The following verses written by Master Van Es may not be of a high order, yet we send them for the spirit displayed:

I know a man who used some grease
That had a smell like Limburger cheese;
He said he had spent his hard-earned dough
For a product that wouldn't let his car go.
But after some honest advice, you may know,
He is happily using Texaco.
If your gears are whistling "Over the sea,"
And you don't know what the matter can be,—
Use Texaco Crater and they'll run straighter,
And a lot of difference you'll see.

RY. TRAFFIC
DEPT.

The Houston Office of the
Railway Traffic Depart-
ment considers the follow-

ing to be an instance of perfect local handling and report on the movement of a tank car of gasoline. This report was made by the Company's Agent at East Las Vegas, N. M.; it does not contain a single superfluous word:

East Las Vegas, N. M.
March 19, 1917.

Mr. E. C. Guion,
Supt. Railway Traffic Dept.,
The Texas Company,
Houston, Texas.

Dear Sir:

TANK CAR No. TCX 4353;
Billed West Tulsa Works March 8, 1917;
Arrived Dodge City March 17th;
Arrived Las Vegas March 18th, 9 p. m.;
Set for unloading March 19th, 7 a. m.;
Unloaded March 19th, 11:30 a. m.;
Billed for return March 19th, 2 p. m.;
Left in train No. 32 March 20th.

This tank was delayed between Tulsa and Dodge City. It was billed out of there March 8th, and arrived Dodge City March 17th—nine days. Came from Dodge City here in forty hours, was put on fast train and came through without stop.

Will add that the Superintendent sent no less than six wire tracers, and as soon as he got the car where he could handle it there was no delay. The yard crew here set it the first work they did after it arrived here.

Yours truly,
F. C. Blood.

It will be noted that Agent Blood left no point uncovered—his own handling faultless; he indicates support and assistance given by the local railroad officials, adding what was drawn from such source as to location of delay, and by so doing enabled his Railway Traffic Department toward an immediate effort to safeguard similar traffic Tulsa to Dodge. The quicker such information gets to the Railway Traffic Department, the more valuable it is.

Between the lines of the letter lies the record of Agent Blood's activities: his receipt of Tulsa shipping advices; the non-arrival of car on ordinary schedule; the calls upon the Santa Fe officials for it; the arrangement with the yard crew for spotting; quick unloading and release; and, finally, his insistence that the railroad get the empty car without the range of his vision and on its way home. He was through with it, and it was needed at Tulsa to supply some other Station.

This is the sort of Blood every organization needs; we do, particularly at this time, when, because of railway freight delays caused by lack of sufficient motive power, the very last degree of efficiency must be secured from our rolling stock.

EXPORT
DEPT.

B. C. Porter, formerly with
the Bucyres Steam Shovel
Co., has joined the Export

Dept's staff as engineer in the foreign field.
A. H. Hampton, E. G. Freyer, and E. V. Madden left recently for Cape Town, South Africa, where they will be connected with the staff of The Texas Company (South Africa) Ltd.

N. C. Bruun, M. E., who recently joined the Export Department, will leave on April 12 for Japan, where he will introduce Texaco Lubricating Oils in the "Land of the Rising Sun."

H. E. Gilmore and W. H. Pinckhard have joined the staff of the Export Department, Asiatic Territory.

M. A. Horrigan has resigned as traveling auditor, effective March 31, 1917.

TEXACO STAR



Texaco Sales Force at meeting held January 23-24, in Melbourne, State of Victoria, Australia. This meeting was one of a series held in Australia under the direction of E. Nielsen, special representative of The Texas Company: Front Row, left to right: J. Falconbridge, Country Traveler; G. Melville, Country Traveler; M. H. Thompson, Branch Manager; A. F. Street, Resident Partner; E. Nielsen, T. T. Co's Special Representative; F. E. Millett, Head Salesman; J. A. Crabtree, Lubricating Salesman. Back Row, left to right: R. Kerr, Country Trav.; F. Curtis, City and Suburban Trav.; A. T. Prior, Accountant; F. G. Grant, City and Suburban Trav.; J. H. Grant, Country Trav.; C. Thompson, City and Suburban Trav.; T. Robins, City and Suburban Trav.



Mademoiselle Jeannine Everaert

Born 18 months ago in Derby, England, Jeannine is the charming daughter of Mr. and Mrs. Max Everaert, formerly of Antwerp, Belgium, now of Paris, France, where Mr. Everaert is Special Representative for The Texas Company

Page twenty-four

PRODUCERS We are sorry to report the accidental death of J. T. Newton, on February 8, while working as driller for the R. E. Brooks interest in Panuco. His remains were shipped to Searcy, Arkansas for burial.

W. G. Matteson, of the Geological Department in Oklahoma, while doing field work, had the misfortune of being struck in the eye by a branch of a tree, the blow penetrating the pupil.

R. C. Stewart, Acting Ass't Gen'l Sup't of the North Louisiana Division, has been appointed by Mr. McCue to look after Safety First work in that Division in addition to his other duties.

W. V. Bowles, who has been drilling for the Company at Columbia, has been transferred to Houston to take charge of scout work in South Texas and South Louisiana Division under Mr. Clayton.

Additions to Lease Dep't at Houston: E. H. Stickney, transferred from Land Department; Cullen B. Johnson, from North Louisiana Division. T. W. Madgett, from Pipe Line Dep't of T. T. Co.

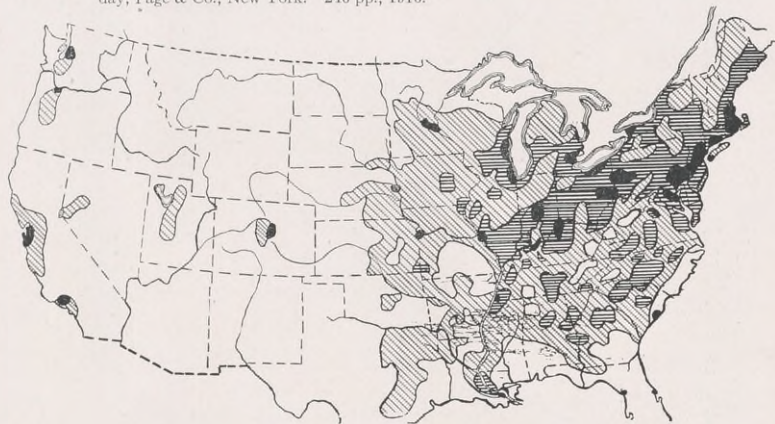
"It takes an unusually smart man to speak seven languages, but it takes a smarter one to remain silent in one."

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.

- COMPTROLLER'S Practical Costs, III Distributing the Burden, by Earl S. Clark—*Industrial Management*, Mar. 1917.
- PURCHASING Fundamental Requisites in Purchasing, by H. B. Twyford—*Industrial Management*, Mar. 1917.
- SALES Taking your Sales to Pieces, III How to Pay Salesmen, by Herbert M. Maxwell—*System*, Mar. 1917.
Some Lessons Learned in Selling \$525,000,000 a Year, I The Test of a Business, by J. Ogden Armour—*System*, Mar. 1917.
- Applying Scientific Principles to Sales, VI Standards—Purpose, Performance, and Policies, by E. St. E. Lewis—*Industrial Management*, Mar. 1917.
- FUEL OIL A Study of Oil Engines in Iowa Power Plants, by H. G. Wagner—*Bulletin 42, Engineering Experiment Station, Iowa State College of Agriculture and Mechanical Arts*, Feb. 3, 1917.
- PAVING AND ROADS Old Macadam Resurfaced with Sheet Asphalt, by W. L. Harlow, Asphalt Inspector, New Haven, Conn.—*Engineering Record*, Feb. 3, 1917.
- NATURAL GAS Using (Natural) Gas in Smelting Iron Ore—*Texas Mineral Resources*, Mar. 1917.
- EXPORT New Commercial Map of South America. Size 46 x 66 inches; scale 80 miles to 1 inch—Rand, McNally & Co.
Claimed to be a "culmination of the map making art." Railway and steamboat lines carefully indicated. All data are from latest authentic information.
- PRODUCERS The Evidence of the Oklahoma Oil Fields on the Anticlinal Theory, by Dorsey Hager—*American Institute of Mining Engineers*, Feb. 1917.
Confirming evidence of the value of geology in the Mid-Continent field and application of anticlinal theory.
Anticlines in Central Wyoming—*U. S. Geological Survey Bulletin 641-I*.
Practical Oil Geology, by Dorsey Hager—2nd ed. revised and enlarged. 187 pp.; illustrated; \$1.75.
- GENERAL Captain Dollar Stirs Trade Council—*The Marine Review*, Mar. 1917.
Discussion of the "National Shipping Policy."
Muddles of Social Insurance in Great Britain, by Hon. Francis Neilson, M. P.—*Manufacturers News*, Jan. 18, 1917.
- Gasolenes—Analyses and Interpretations, by Charles V. Bacon, Consulting Chemist—*Petroleum Age*, Feb. 1917.
- Time Savers in Handling Material, by Wm. P. Kennedy—*Industrial Management*, Mar. 1917.
- The Awakening of Business, by Edward N. Hurley, Chairman Federal Trade Commission—*Double-day, Page & Co.*, New York. 240 pp., 1916.



Map showing density of population per square mile in the United States, given by *Newspaperdom* to enable national advertisers to see at a glance where the people are. It should be useful for many other business purposes.

The solid black spots show centers where the population is 100 to the square mile; the horizontally shaded areas show where there are 50 to 100 people per square mile; the diagonally shaded parts indicate population of 20 to 50 per square mile; the white portions show the territory with population of less than 20 per square mile.



TEXACO CRATER COMPOUND
The Great Gear Lubricant
Makes Tractor Gears Last Longer

DURING plowing and seeding there's a cloud of dust around the gears all the time. Dust and sand get on the gear teeth, cause rapid wear—early replacements.

CRATER COMPOUND on gears, chains and sprockets protects them even under these severe conditions.

In spite of the dust and dirt this great lubricant sticks to the treated parts and protects them. It coats each and every tooth with lubricant and keeps them coated. It doesn't dry or flake off. Neither will it wash off nor melt. It just sticks and lubricates always.

That's why CRATER COMPOUND makes gears last longer—saves replacements and delays. Increases the profits on your tractor investment.

Try a 25-lb. can of TEXACO CRATER COMPOUND.
Call on Texaco dealer, or write our nearest office.

There is a Texaco lubricant for every purpose.



THE TEXAS COMPANY

General Offices - Houston, Texas

Dealers Everywhere

