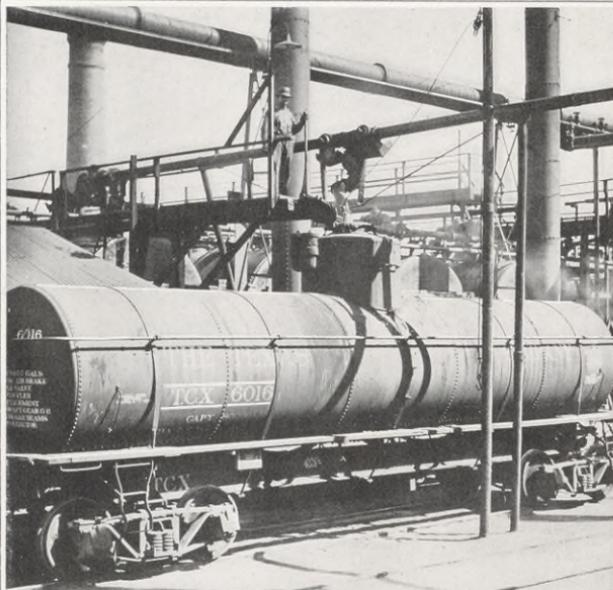


TEXACO

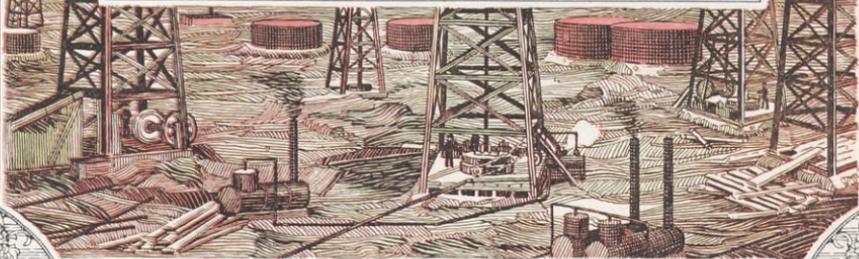


# TEXACO STAR

FOR EMPLOYEES OF THE TEXAS COMPANY



LOADING TANK CAR WITH ASPHALT  
AT PORT NECHES WORKS





## “Lubrication”

We take great pleasure in resuming the publication *Lubrication* which was suspended as a War measure, October, 1918.

When a large number of our best engineers left to enter the service of Uncle Sam and a request was sent out to conserve print paper, we cheerfully discontinued *Lubrication* as a measure of conservation.

Now that conditions are adjusting themselves to normal, *Lubrication* will resume the task of spreading solid practical information on the subject of lubricants and their application.

*Lubrication* is intended for and should only be sent to those whose daily work is along engineering lines, because these, and these only, will have a continuous interest and will be able to give us a return on the investment.

We believe that *Lubrication* will be a benefit and a help to all our Sales Force and we bespeak your assistance in bringing our mailing list up to the highest possible state of efficiency, bearing in mind that the kind of articles we print in *Lubrication* ought not to be sent to garage, general, or other non-technical readers, but only to your present and prospective “Lube” customers who are interested in the *broader* aspects of lubrication.

*Send in names and give their business connections  
accurately and completely to*

### LUBRICATION

*c/o Advertising Division*

**THE TEXAS COMPANY**

*17 Battery Place—New York City*

## THE PRICE OF SUCCESS

The gods sell anything and to everybody  
at a fair price.—Emerson.

**Y**OU want success in life. Are you willing to pay  
the price?

How much discouragement can you stand?

How much bruising can you take?

How long can you hang on in the face of obstacles?

Have you the grit to do what others have failed to do?

Have you the nerve to attempt things the average man would  
never dream of doing?

Have you the persistence to keep on trying after repeated failures?

Can you cut out luxuries?

Can you do without things that others consider necessities?

Can you go up against skepticism, ridicule, friendly advice to  
quit, without flinching?

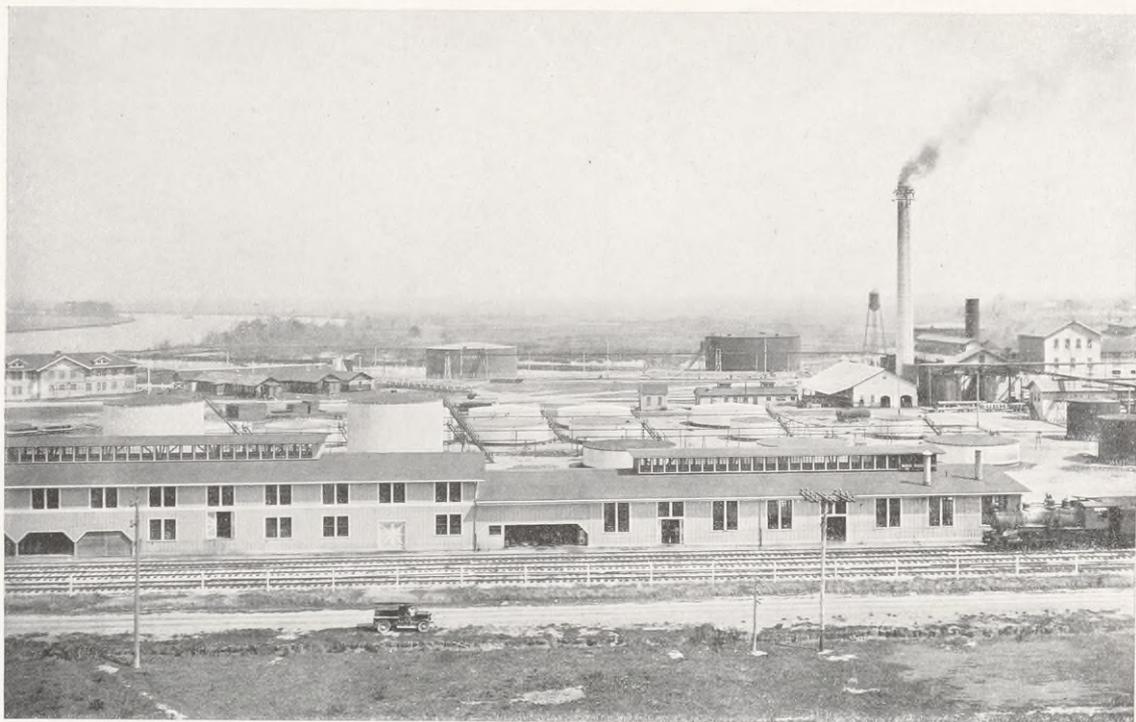
Can you keep your mind on the object you are pursuing, resist-  
ing all temptations to divide your attention?

Have you the patience to plan all you attempt; the energy to  
wade through masses of detail; the accuracy to overlook no  
point, however small, in planning or executing?

Are you strong on the finish as well as quick at the start?

Success is sold in the open market. You can buy it—I can  
buy it—any man can buy it who is willing to pay the price.

—Katharine M. H. Blackford.



THE TEXAS COMPANY'S PORT NECHES WORKS  
THE LARGEST ASPHALT MANUFACTURING PLANT IN THE WORLD

# TEXACO STAR

VOL. VII

MARCH 1920

No. 5

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

"ALL FOR EACH—EACH FOR ALL"

Copyright, 1920, by The Texas Company

While the contents of this journal are copyrighted other publications are welcome to reprint any article or illustration provided due credit is given to The Texas Company

Address: Texaco Star, 401 The Texas Company Building, Houston, Texas

NEVER give away your friend to conciliate your enemy. This item of life wisdom has perpetual and vital moment for every man, but just now it is peculiarly important in the management of industrial affairs. If this principle of virtuous and prudent action had been properly heeded hitherto by all captains and lieutenants of industry, the commonwealth would have been thoroughly secured against evils which now threaten disastrous convulsions.

While it is true that an ounce of prevention is worth a pound of cure, there is also truth in the maxim that it is never too late to mend.

Two conspicuous instances in which business and industry, speaking generally, have habitually 'given away friends to conciliate enemies,' are apparent in a certain phase of their advertising and in some lack of consideration for the sorts of employes who do not "strike."

Some "advertising" would more properly be classed as blackmail. Publications which have always attacked corporations with venomous misrepresentations have been substantially supported by the "advertisements" of their victims; and on the other hand publications which have consistently and on principle endeavored to uphold truth and justice and to disseminate sound economic theory are too often ignored in the advertising budgets of the beneficiaries of their public service. In the purchasing of all commodities except advertising space a natural and decent reciprocity is exercised.

In the second instance, no grounds should ever have been given or allowed for the main argument of "labor leaders" that the *strike* is the only way of getting consideration of the needs or rights of "labor." At least, equal consideration should always have been given to salaried workers and

others who have never desired to organize for striking, as to those who organized to enforce demands by strikes or walk-outs.

The poor badgered railroads have been (partly for reasons beyond their control) more guilty of these mistakes of commission and omission than have other corporations. Many administrative and scientific workers charged with heavy and vital responsibilities are receiving less pay from railroads than the rank and file of much less valuable workers.

No worker ought to be paid more than he earns for the business, and there ought never be glaring discrepancies in pay for equally valuable service. It is the duty of management to see that these equities are realized regardless of demands or threats.

It behooves the managers of business and industry to give due consideration to these matters, which have been neglected not generally from meanness but from preoccupation with pressing difficulties and fears.

★ ★

On the first score mentioned in these purely individual reflections of the editor, the proper attention would be secured (1) if legal departments would discriminate between the proper application of the principle of *compromise* to particular suits at law—where consequences end with the case, and its wrong application to matters in which to compromise is to be lost in endless penalties; and (2) if advertising managers would cut out cheap talk about "human interest" and recognize the human necessity of sanely distinguishing between friend and foe.

On the second score, the present effects and the menacing possibilities springing from past neglect should be squarely faced. If the comparatively most intelligent and loyal workers (speaking very generally)

# TEXACO STAR

who have long resisted temptations to exert pressure by mass action should get it into their hearts and heads that rewards come mainly to those organized to strike, then they may listen to socialistic propaganda and our (and their own) bulwark against the waves of communistic madness would crumble like a neglected dyke lashed by an angry sea. Breaks in the levee already appear in such degradations as the unionization of school teachers in some cities.

An article in the February 28, 1920, issue of *Automotive Industries*, entitled "The Case of the Employee Who Does Not Strike," by Harry Tipper, gives many pregnant facts and reflections well worth the attention of everyone who is charged with any responsibility in this matter.

★ ★

The *Look Box*—the Refining Department's journal of intimate news and matter of special interest for its refineries and ocean terminals—appears to be setting a standard for such publications. We quote an appreciation from an outside critic that will be pleasing not only to the great department of The Texas Company which the *Look Box* serves, but to all members of the Company. It should be mentioned that this letter came into the hands of the *Texaco Star* without the knowledge or consent of the editor of the *Look Box*:

#### AMERICAN CAR AND FOUNDRY COMPANY

Miss Alicia J. Swain,  
Editor *The Look Box*,  
Houston, Texas.

Berwick, Pa., Feb. 6, 1920

My dear Miss Swain—I have your favor of 26th and the 1919 files of your *Look Box*, and after a careful perusal of them I am concluding that you are producing the best all-around shop journal of the score of such papers that we receive. Before receiving these back files it was a considerable wonderment to me what the significance of your name might be. So far away from the oil country we had no idea what a "look box" might be. But I see now that it is quite appropriate. I was also interested in your portraits and sketches of long service men. But as your longest is only sixteen years I can not resist sending you our August and September issues giving our forty and fifty year men.

I note your concern takes in territory from Houston to Portland, Maine, and your paper seems to serve for all. You are certainly taking in a big territory, and it makes me think of the boy who set his hen with two dozen eggs, instead of the orthodox thirteen, because he "wanted to see her spread herself."

I must congratulate you on being successful in putting up a shop journal that has "kept from sounding feminine" for that is quite an accomplishment in one who looks so girlish and normal. The picture of the editor in your May issue—

spinster of the retired school-teacher type, with old maid written all over her—was a mean trick on your readers, who were kept waiting from May to January before they could feast their eyes on the real editor. And by the way, in the picture gallery I am starting of the editors of shop journals I ought to have a photo of the *Look Box* editor to use for a centerpiece around which to group the pictures of mere men.

Did you ever see a snow storm? We are having from fifteen to eighteen inches of snow on the ground just now. If you were here I presume you would think it is cotton. View-points depend so much on environment.

With kindest personal regards, I am  
Sincerely,

R. S. BOWMAN,  
Editor *The Bulletin*.

#### CRUDE OIL PRICES AT WELLS

February 1, 1920

|                           |                          |
|---------------------------|--------------------------|
| Pennsylvania . . . \$5.25 | Bull Bayou . . . \$2.65  |
| Mercer Black . . . 2.73   | Crichton . . . 2.50      |
| Corning, O . . . 3.50     | Caddo Light . . . 3.00   |
| Cabell, W. Va. . . 3.42   | Caddo Heavy . . . 1.50   |
| Newcastle . . . 2.23      | Vinton . . . 1.75        |
| North Lima . . . 3.23     | Jennings . . . 1.75      |
| South Lima . . . 3.23     | Spindletop . . . 1.75    |
| Indiana . . . 3.13        | Sour Lake . . . 1.75     |
| Princeton, Ill. . . 3.27  | Batson . . . 1.75        |
| Illinois . . . 3.27       | Saratoga . . . 1.75      |
| Canada . . . 3.38         | Humble . . . 1.75        |
| Somerset, Ky. . . 3.50    | Goose Creek . . . 1.75   |
| Ragland, Ky. . . 1.85     | Markham . . . 1.75       |
| California Light . . 1.62 | West Columbia . . 1.50   |
| California Heavy . . 1.23 | Corsicana Light . . 3.00 |
| Wyoming . . . 2.25        | Corsicana Heavy . . 1.35 |
| Kansas and Okla. . 3.00   | Petrolia . . . 3.00      |
| Cushing . . . 3.00        | Electra . . . 3.00       |
| Haldton . . . 2.25        | Ranger . . . 3.00        |
| De Soto . . . 2.90        | Burkburnett . . . 3.00   |

#### CRUDE OIL PRICES AT WELLS

March 1, 1920

|                           |                          |
|---------------------------|--------------------------|
| Pennsylvania . . . \$5.95 | Bull Bayou . . . \$2.90  |
| Mercer Black . . . 2.73   | Crichton . . . 2.75      |
| Corning, O . . . 3.50     | Caddo Light . . . 3.25   |
| Cabell, W. Va. . . 3.67   | Caddo Heavy . . . 1.75   |
| Newcastle . . . 2.23      | Vinton . . . 2.00        |
| North Lima . . . 3.48     | Jennings . . . 2.00      |
| South Lima . . . 3.48     | Spindletop . . . 2.00    |
| Indiana . . . 3.38        | Sour Lake . . . 2.00     |
| Princeton, Ill. . . 3.52  | Batson . . . 2.00        |
| Illinois . . . 3.52       | Saratoga . . . 2.00      |
| Canada . . . 3.88         | Humble . . . 2.00        |
| Somerset, Ky. . . 3.50    | Goose Creek . . . 2.00   |
| Ragland, Ky. . . 1.85     | Markham . . . 2.00       |
| California Light . . 2.58 | West Columbia . . 2.00   |
| California Heavy . . 1.23 | Corsicana Light . . 3.00 |
| Wyoming . . . 2.25        | Corsicana Heavy . . 1.75 |
| Kansas and Okla. . 3.50   | Petrolia . . . 3.50      |
| Cushing . . . 3.50        | Electra . . . 3.50       |
| Haldton . . . 2.75        | Ranger . . . 3.50        |
| De Soto . . . 3.15        | Burkburnett . . . 3.50   |

#### PRODUCTION OF PETROLEUM BY COMPANIES OPERATING IN THE STATE OF TEXAS AS REPORTED TO

THE STATE COMPTROLLER FOR EACH QUARTER OF YEAR 1919

(Barrels of 42 gallons)

| COMPANY                    | First Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Year 1919  | Total Values  |
|----------------------------|---------------|-------------|-------------|-------------|------------|---------------|
| The Texas Company          | 1,929,290     | 2,356,166   | 2,072,646   | 2,951,485   | 10,210,217 | \$ 18,238,416 |
| Gulf Production Co.        | 1,689,191     | 1,999,294   | 2,867,245   | 2,478,169   | 9,033,899  | 15,848,128    |
| Humble Oil & Refining Co.  | 1,282,507     | 1,490,503   | 2,330,613   | 1,835,971   | 6,939,594  | 9,483,149     |
| Magnolia Petroleum Company | 1,214,083     | 1,793,296   | 1,812,776   | 1,610,649   | 6,430,804  | 14,519,658    |
| T. & P. Coal and Oil Co.   | 1,591,465     | 1,521,379   | 950,495     | 752,810     | 4,875,849  | 11,108,983    |
| Prairie Oil and Gas Co.    | 1,058,641     | 1,058,191   | 630,987     | 623,551     | 3,371,470  | 7,685,066     |
| Over six hundred others    | 5,019,345     | 7,435,358   | 7,380,525   | 10,344,089  | 30,180,517 | 59,955,468    |
| Totals                     | 13,785,152    | 17,654,187  | 18,975,287  | 20,627,724  | 71,042,350 | \$136,838,868 |

# TEXACO STAR

## THE MAN WHO PAYS

The will to pay is hereditary. It is a common fallacy that a man pays his debts because he has money. This is not necessarily true. On the contrary, the matter of paying has only a remote relation to money. On the one hand is your friend with abundance of money, who can not be cajoled or threatened into paying the most ordinary debt. On the other hand, the poor fellow without a visible dollar—you know him—who is Johnny on the Invoice. Money has little to do with either case. It is the breed of the man.

The man who pays is the man who thinks in advance. He never flashes a roll; he does not drive a car and carry a mortgage at the same time; he does not hang up the butcher or the grocer for food that he can not afford to eat; he never lights the fire without wondering where the coal man gets off. He never throws the Bull, nor pitches the Bluff, nor gives notes, nor writes checks dated tomorrow, but when the bills come in, he is there with the coin of the realm, God bless him.

Sometimes he feels sore at the rest of us. He does not see that he gets on any better than the fellow who skins as he goes. Still he goes on and on, pays and pays, simply because it is in the breed.

And after all, the World does think a lot of his breed. The man who pays is the bulwark of Society. He is the balance wheel of civilization. He is the mainspring of commerce. Business blesses him and he has honor among men for all time.

—W. H. H. MacKellar.

Damaged Dollars.—When the dollar has run the gamut of food profiteers, clothing profiteers, wholesalers and retailers, tax-gatherers, and household "help" it is a battered relic. Every dollar we spend is a damaged dollar. But the dollar we give may have a worse fate. At best a feeble thing, if it is gouged by a grafting collector and knocked on the head by a high priced publicity man and mauled by a weak-minded theorist who doesn't know beans from bathos but runs a pet charity just the same, it will reach its ultimate destination in a pitiful state.—*Leslie's Weekly*.

### WORK AND SAVE

Help to establish peace and prosperity throughout the Nation.

INVEST REGULARLY IN  
GOVERNMENT SAVING SECURITIES

#### PRICES IN MARCH

|  |          |
|--|----------|
| Thrift Stamps for twenty-five cents      |          |
| \$5 Government Savings Stamps for        | \$4.14   |
| \$100 Treasury Savings Certificates for  | \$82.80  |
| \$1000 Treasury Savings Certificates for | \$828.00 |

At any BANK or POSTOFFICE

"Thrift is Stored-up Happiness"

Words are deeds. The words we hear  
May revolutionize or rear  
A mighty State. In words we read,  
May be a spiritual deed  
Excelling any fleshly one. . . .  
A simple proverb tagged with rhyme  
May colour half the course of time;  
The pregnant saying of a sage  
May influence every coming age;  
A song in its effects may be  
More glorious than Thermopylae.

—Charles Harpur.

## LIFE WISDOM

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

—Benjamin Disraeli.

Most men think indistinctly and therefore can not speak with exactness.

—Johnson.

He alone is happy and great who needs neither to obey nor to command in order to distinguish himself.—Goethe.

When about to commit a base deed, respect thyself, though there is no witness.

—Ausonius.

Do the duty which lies nearest thee which thou knowest to be a duty. Thy second thou will already have become clearer.—Carlyle.

There is no real elevation of mind in a contempt of little things; it is, on the contrary, from too narrow views that we consider those things of little importance which have in fact such extensive consequences.—Fenelon.

The company in which you will improve most will be the least expensive to you.

—Washington.

Avoid an inquisitive person, for he is sure to be a gossip; ears always open to hear will not keep faithfully what is intrusted to them.—Horace.

Good humor is absolutely essential to good mental health.—Henry L. Doherty.

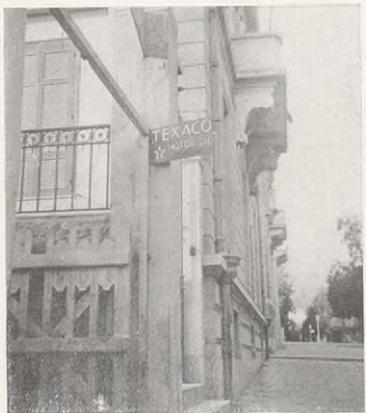
He who receives a good turn should never forget it; he who does one should never remember it.—Charrot.

Much to do, much to love, and much to hope for.

—Dolly Madison's recipe for a happy life.

To suggest where you cannot compel, to guide where you cannot demand, that is the supreme form of skill.—Moutexquieu.

## TEXACO STAR



A Texaco Sign in Athens

We are indebted for this interesting photograph to Mr. Montgomery Ogden, who resigned his position in the general offices of the Sales Department, Northern Territory, to serve during the war on a Red Cross Commission in Palestine. In Athens, on one of the main streets he saw this Texaco sign and took a photograph of it. Mr. Montgomery writes:

"One very hot day last July, on the way back from Jerusalem, I was walking down one of the main streets in Athens towards the Acropolis, when all of a sudden I was taken back to the U. S. A., for tacked on a gate post was a Texaco lube sign. I stopped a minute and tried to talk with a man, who later proved to be the owner. I say tried to talk, for I could only do so through an interpreter. His daughter spoke English. I never could speak classical Greek and modern is quite different. He told me that he bought his oil directly from New York and liked it very much. I told him that I had been connected with the company before coming over with the Red Cross, and that I would send the picture to the New York Office. I did not get his name as I had to hurry and catch up with the others of our party.

"I wonder if his name could not be found and the 'Star' sent to him. I believe he would like it. It would certainly make him feel that his business was appreciated. Motor cars are being used in Greece and all through the Near East more and more. The consumption of oil is increasing in the same proportion.

"I have seen Texaco in many parts of the world, and have had the pleasure of meeting The Texas Company's representatives. Our trip took us to Cape Town and there I met for a few minutes your chief accountant. At Durban, Mr. Wilson, of Wilson & Company, was more than courteous to me personally and did several nice things for the Commission. I was at his office several times and was also taken to his warehouse. In Beira, Portuguese East Africa, I also met your agent. Over at Colombo I was on shore very little and did not happen to run across any Texaco man.

"While in Egypt I had the opportunity of seeing how oil was distributed in tank cars and tank wagons. In Palestine and Syria the cases of two-fives are used exclusively. On the way back we were fortunate to be able to travel over the Bagdad Railroad to Constantinople. From there we went on to Greece and then through Italy to Paris."

- Attempts to get something for nothing commonly end with getting nothing for something.

Page six



Picnickers from Cape Town offices of The Texas Company (So. Af.) Ltd.

Mr. E. G. Freyer writes: "We held our annual picnic this year on November 22, somewhat earlier than usual, at Somerset Strand, 23 miles from Cape Town on the shores of False Bay. The wide expanse of clean beach afforded an ideal place where we could indulge in all sorts of sport. Members of the staff and friends to the number of 84 left Cape Town by an early morning train. On arrival at the beach sports were entered into with enthusiasm. Were not records to be broken? Were not the 'married' to be defeated by the 'single' in the tug-of-war?"

"At noon a fine lunch was served at the hotel. Mr. S. H. Wallace, the guest of honor and as the Company's New York representative, was called on for a speech. On such occasions it is not customary to indulge in such formalities, but the temptation was too great and all were well rewarded by the message of greeting and sympathy Mr. Wallace had for us. To him, he said, it was not only a surprise but a most pleasant experience to be at such a gathering, one which must contribute in no small degree to greater efficiency and to loyalty and a better mutual understanding.

"A concert followed luncheon, and high tea at 4:30 p. m. refreshed the inner man. The early hours of the evening were given over to the younger members and their friends for dancing. All started for home at 9 p. m."



A Frosty Day at Norfolk Terminal

H. L. Rice and Frank C. Dingley, in sending several photographs to the editor, wrote:

"The frosty ones you can tack up in your sanctum and maybe next August they will save you trips to the cooler. . . . Both are at present in the Marine end of the game, but you can see that there have been times when both wished they were far back in the woods where people didn't know what an ar was. On those rare and luscious occasions when they unearth the product of a North Carolina black gum log—a golden drop of which has imprisoned within its glistening walls a night on Broadway, a trip through the Rockies, and the round-up at Cheyenne, all in one—they indulge in doubtful melody about this life on the ocean wave."

## TEXACO STAR



String of tank cars being switched at Port Neches Works

### ADVANTAGES OF TANK CAR SHIPMENT OF ASPHALT ASPHALT SALES DEPARTMENT

Tank car shipments of asphalt have increased so remarkably during the last few years that it is timely to review some of the reasons for this increase. The first and paramount reasons are that tank car shipments have given universal satisfaction; they have proved to be economical; they have reduced considerably the labor of transportation; and that, where possible to be used, they have effected quicker, safer, and easier handling of the material.

From the viewpoint of economy, shipment of asphalt by tank car may be considered from several different aspects: 1. Original cost. 2. It is unnecessary to pay for containers and the freight on them. 3. There are no barrels to be stripped, and the amount of manhandling of the material is negligible. 4. There is no necessity for storage space to put barrels or drums, and the problem of disposing of empty barrels or drums is eliminated.

**ORIGINAL COST.**—Considering the first aspect, the original cost of the material is considerably reduced by tank car shipment, because the cost of handling at the refinery is less. The cars are placed at the valve house at the refinery and are loaded through pipe lines running to storage tanks. Contrast this with shipment in barrels or drums, where considerable human labor is required, and much time is consumed in the packing operation. In the tank car method all this is obviated, and the result is a more economical output.

**NO COST FOR CONTAINERS.**—There is more than the fact that the consumer does not have to pay the cost of the containers. He pays for the net asphalt only. He gives

nothing for the use of the tank car, unless it be retained more than 48 hours, when a demurrage charge is made. This charge is not asked so much for the use of the car as for its early return. In comparing this with the cost of barrels, for which of necessity a charge must be made, one must consider the freight on the containers.

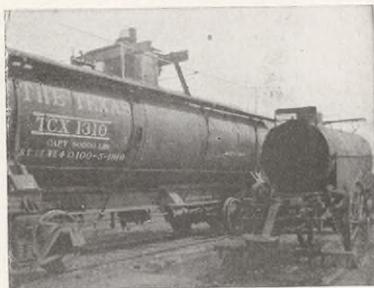
**NO BARRELS TO BE STRIPPED.**—Consider the ease and economy with which the asphalt is pumped from the tank cars, in comparison with the labor in handling containers. The material is pumped with facility direct from the car to the storage.

**STORAGE SPACE.**—The providing of storage space for drums and barrels entails time, effort, and expense. Furthermore, after the barrels or drums have been emptied, their disposal is sometimes a troublesome matter. If it is possible to return them to the seller, he gives a small remuneration; but in such cases the containers must be in usable condition.



Inspecting (and) testing tank cars at Port Neches Works

## TEXACO STAR



Road oil distributor being loaded from tank car by hand-pump.—Handle of pump shows at top of photograph



Auto-distributor being loaded with Asphalt from tank car by pressure supplied by the automobile.—This process is more modern than the hand-pump method

**UNLOADING.**—The expansion caused by heating an 8,000-gal. tank car to a temperature of 300 to 350 degrees for unloading varies between 9 and 10½ per cent of the original gallonage. From an actual test it has been determined that in the heating of asphalt in tank cars there is an increased expansion of 0.00035 per degree in temperature above 60°. Thus in heating asphalt in a tank car 360° for unloading, the gallonage would be increased approximately 10½ per cent. Therefore it is necessary to load a tank car only to within about 10½ per cent of its capacity. It should not be necessary under normal conditions to heat a tank car containing from 50 to 60 penetration material much over 300°, if the car is unloaded with an efficient pump and the distance to which the material is pumped is short.

**RULES FOR UNLOADING.**—A few general rules, if followed judiciously, will result in easy unloading of asphalt from tank cars:

When there is a steam connection on top of the shell, this connection should be used for the

inlet and the bottom connection for the outlet. After the steam is connected do not open the valve wide all at once, but turn it on very slowly, taking 10 to 15 minutes to get steam through the entire coil. This permits the coil to heat up gradually, thereby causing minimum strain on the coil.

Before turning on steam the outlet valve of the steam coil should be opened wide, to blow out any water that may be in the coil. Later, when the coils are clear of water and warm, the valve should be properly regulated to prevent waste of steam.

Always remove the dome cover before turning on the steam.

Do not allow moisture to enter the car from the outside, through the dome. If it is raining or snowing when unloading, arrange a suitable cover so that any moisture on the inside of the car will have a chance to get out in the form of steam, and so there will be no danger of moisture getting into the asphalt through the dome.

Both the contents of the car and the exhaust from the outlet valve should be frequently inspected to: First, see that the asphalt is not foaming; second, see that the coil is working properly.

If the asphalt should rise in the dome and show a tendency to foam over, the steam should be turned off in plenty of time to permit the asphalt to settle back, and the steam can be turned on again. By working carefully in this manner any cause for trouble will be eliminated where there are only traces of moisture. In such cases use a thermometer and keep temperature just below 190° F. until the moisture is worked out.

If it is found that the contents of the car contains moisture or that there is a small leak in the compressed air is available. A perforated pipe should be lowered into the inside of the car and attached to the compressed air line. A small amount of air applied in this manner has a tendency to drive moisture out of the asphalt without excessive foaming.

Any bubbling of steam up through the asphalt indicates a leak in the coils of more or less extent. The steam should be turned off immediately, and after cooling about 15 minutes should be turned on first one coil and then the other to determine which coil is defective. Steam should not be kept in a defective coil, as it will condense to water in the asphalt and later cause foaming.

Slight foaming can be overcome by stirring asphalt through the dome vigorously with a paddle. This breaks up the bubbles and will often make it possible to unload a car inclined to foam.

Before raising the valve and attempting to unload the asphalt from the car, the contents should be carefully examined with a rod or pole from top to bottom to determine if the asphalt in the bottom of the car is completely liquefied. The first asphalt to melt rises to the top of the car, the unmelted portion continually settling down upon the coils and gradually taking on a heavy "liverlike" consistency until the entire contents of the car completely liquefies.

The connecting line for pumping out should never be less than four inches, and where necessary flushed to the outlet connection.

Coils should always be blown out with air in freezing weather every time the steam is turned off for any length of time, in order to prevent condensed water freezing and bursting them.

If the unloading line is not steam-jacketed, a small fire under it will prevent the first asphalt from cooling in the line. Such fires should not come in contact with the car.

The richest soil, if uncultivated, produces the rankest weeds.—*Plutarch.*

Nothing is so easy as being generous when one has nothing to give.—*Ex.*

Char.—"Sorry to inform you, mum, as I shan't be able to come no more.

Lady.—"And why not, Mrs. Bouser?"

Char.—"Can't afford it, mum. Me 'usban' says if I earns any more money 'e'll 'ave to pay income tax."—*London Punch.*

## TEXACO STAR

### DEPARTMENTAL NEWS

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

|                          |                              |
|--------------------------|------------------------------|
| Refining Dept.           | C. K. Longaker, Houston      |
| Natural Gas Dept.        | D. P. Harrington, Port Worth |
| Fuel Oil Dept.           | E. B. Joyner, Houston        |
| Railway Sales Dept.      | E. B. Joyner, Houston        |
| Marine Dept.             | { A. V. Corley, Port Arthur  |
|                          | { H. Norris, New York        |
| Legal Dept.              | { H. Tomfohrde, Houston      |
| Treasury Dept.           | { Lee Dawson, Houston        |
| Comptroller's Dept.      | { B. E. Emerson, Houston     |
|                          | { P. A. Masterson, New York  |
| Insurance Dept.          | { Roy B. Wight, New York     |
| Sales Dept. S. Territory | { R. C. Galbraith, Houston   |
| Sales Dept. N. Territory | { Personnel Committee, N. Y. |
| Asphalt Sales Dept.      | { C. E. Murphy, New York     |
| Export Dept.             | { J. B. Neilsen, New York    |
| Purchasing Dept.         | { J. E. Byrne, New York      |
|                          | { J. T. Rankin, Houston      |
| Railway Traffic Dept.    | { J. M. Fleming, Houston     |
| Producing Dept.          | { R. W. Plummer, Houston     |
| Pipe Lines               | { A. M. Donoghue, Houston    |
| The Texas Steamship Co.  | { A. R. Weber, Bath, Me.     |

for the purpose of promoting closer friendly relations between the Company and the employe, has the following organization:

Jno. S. Gallagher, Employment Supervisor, in charge of the Department; Dr. T. B. Sappington, Medical Director, in charge of treatment of accidents, physical examinations, and advice to employes upon health subjects; assistants, Miss Mae Moseley, First Aid, Mrs. C. T. Finley and Miss M. Goudeau, Visiting Nurses, Miss Clara Crews, Laboratory nurse; C. P. Gunn, Secretary, in charge of relations with Texaco Welfare League, Cooperative Store, Accident Compensation, Death and Disability benefits; J. V. Leach, Employment, in charge of hiring, transfers, vacations, discharges, and employes' records, assistant: W. I. Gilbert; W. K. Steen, in charge of cafeterias and dining rooms.

Employes of Port Arthur Works, the Terminal, and the Case and Package Division feel that they have struck a telling blow to the high cost of living since plans for the new Cooperative Store have been completed and the subscriptions to a fund sufficient to enable them to open for business have been collected.

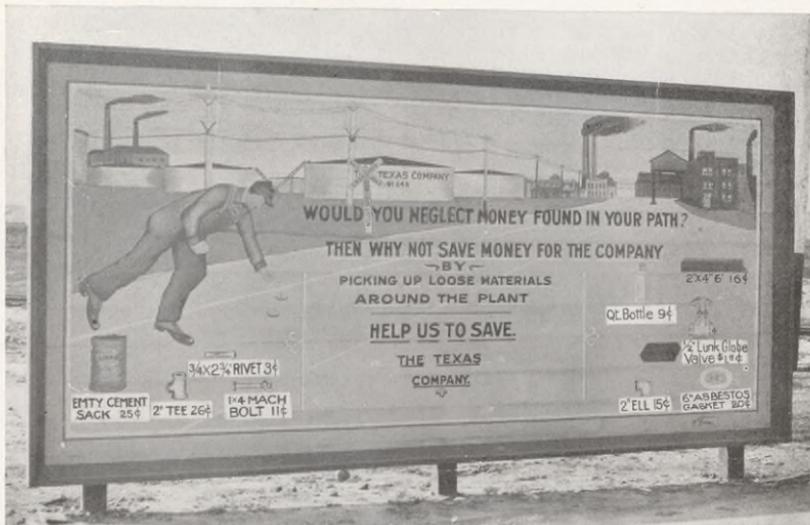
Temporary housing was procured by means of remodeling a building on Houston Avenue, just outside of the Port Arthur Works main entrance, and the store will open for business on February 23. Board of Directors: C. P. Gunn, chairman; Wm. E. Repschleger; J. J. Stripling; D. T. Vincent; C. W. Horan. General Manager: Guy Carroll, formerly of Lake Charles, La.

#### REFINING DEPT.

The Texaco Welfare League at Port Arthur now has to its credit a membership of 2,142.

It is aimed to increase this number to 2,200 members by March 1st, and this will undoubtedly be accomplished.

The Employment and Service department at Port Arthur Works, established



Teaching Thrift at Port Arthur Works—Sign at Main Entrance to Plant

## TEXACO STAR

Port Arthur Works has certainly been favored of late by the Stork; just look at this:

Born to Mr. and Mrs. Clyde Allen Jan. 18, 1920, a son Dennis Lloyd.

Mr. and Mrs. George Rodriguez announce the arrival of an 8-lb. boy, Jan. 18, 1920.

Mr. and Mrs. E. Roberts are the proud parents of a new daughter, Frances, born Jan. 21, 1920.

Mr. and Mrs. M. Castille are proud of a 9-lb. son, Hubert Shubert, son of Mr. and Mrs. W. T. Choate, arrived Jan. 28, 1920.

Jan. 29, 1920, marked the arrival of Miss Emma Elizabeth at the home of her parents, Mr. and Mrs. E. V. Hay.

Born to Mr. and Mrs. P. W. Bose, Feb. 2, 1920, a 7-lb. girl.

Mr. and Mrs. P. Greenwood announce the birth of a 7-lb. daughter, Feb. 6, 1920.

Miss Dorris Storms arrived at the home of her parents on Feb. 7, 1920, and liked it so well that she decided to stay.

Mr. L. Moreau and wife announce an 8-lb. boy, Feb. 11, 1920.

Born to Mr. and Mrs. A. Barras an 8-lb. son, Feb. 18, 1920.

Mr. and Mrs. L. Boudreaux announce the birth of Marie Mildred, 9 1/4 lbs., Feb. 20, 1920.

### WATER SHIPMENTS BY THE TEXAS COMPANY FROM PORT ARTHUR, TEXAS, MONTH OF FEBRUARY 1920

|                        |               |
|------------------------|---------------|
| Refined—Coastwise..... | 790,290 bbls. |
| Refined—Foreign.....   | 120,068 bbls. |
|                        | 910,358 bbls. |
| Crude—Coastwise.....   | 4 bbls.       |
| Crude—Foreign.....     | 950 bbls.     |
|                        | 954 bbls.     |

**DELAWARE RIVER TERMINAL.**—In honor of the sixtieth anniversary of the birth of Superintendent Frank Nester, the employes of Delaware River Terminal were entertained by Mrs. Nester on Thursday evening, January 29. It was quite a surprise to "Pop" and it took him some little time to get himself together sufficiently to enter into the enjoyment of the evening. Vocal selections were rendered, accompanied by Miss "Peggy" Martin, our "Hello" girl, and dancing followed. In commemoration of the event the employes, having elected T. F. Mercer as speech-maker, presented Mr. Nester with a gold watch and chain with the inscription "Presented To F. Nester On His 60th Birthday, January 29, 1920, By The Employes Of Delaware River Terminal." Mr. Nester expressed his appreciation of the gift after swallowing hard for a few moments. After partaking of a collation, the guests departed for their homes voting Mr. and Mrs. Nester the best host and hostess "ever."

Dan Cupid seems to be working over-time at Delaware River Terminal. On Friday, January 16th, our Efficiency Clerk, Robt. A. Volkhardt, gave us a surprise by announcing that he had taken unto himself a wife. "Bobbie" and Mrs. "Bobbie" were presented with a beautiful electric parlor lamp by the office force. Mrs. Volkhardt before her marriage was Miss Viola Wolf.

Roy S. Green, our Timekeeper, has announced his engagement to Miss Marie Fulton of West Chester, Pa.

Albert J. Herrick, Asst. Stock Clerk, has an-

nounced his engagement to Miss Margaret Wells. Well! Well! Well!

"Dan" has even had the audacity to claim another of our employes, in fact two of our employes, the engagement of Miss Elizabeth Maher and Robert F. Ewing having been announced. Miss Maher is our Stewardess and "Bobbie" is Traffic Clerk. Congratulations, everybody!

### COMPTROLLER'S DEPT.

John L. Ballard, First Class Yeoman, U. S. N., is back in our

Houston Office, after two and a half years with the Navy.

The picture shows him in close association with Texaco Products at the U. S. Naval Radio Station on Russian Island near Vladivostok.



U. S. Naval Radio Station, Vladivostok

### INSURANCE DEPARTMENT



Hermann F. Rieke

The many friends of Hermann F. Rieke will be grieved to learn of his sudden death on January 29, 1920, when he succumbed to the effects of pneumonia. He was slightly over nineteen years of age.

Mr. Rieke entered the employ of The Texas Company, Insurance Department, on June 14, 1917, as a stenographer, but his perseverance and strict attention to business soon won for him a responsible position in the Accounting Division of this Department.

He was well thought of, because of his sterling character, good habits, and genial disposition, and his bright cheery smile will linger a long while in the memories of all his friends and fellow-workers.

## TEXACO STAR

### SALES DEPT. S. TERRITORY

HOUSTON DISTRICT.—The District Office extends sympathy to Cashier Medlenke and to Miss Riekie in their recent bereavements.

Salesman B. L. Kowalski of Brownsville recently paid the District Office a short visit, bringing with him a number of large orders.

Marine Salesman Horton of Galveston seems to be holding his own, having reported recently several good sales of Steamship Lubricants.

Agent Sullivan of Beaumont recently reported a nice order of Steamship Lubricants.



Liberty Bell Flour Mill, San Antonio, Texas

Engineer O. A. Dingle is strong for our Ursa Oil after its four years continuous use on the Bush-Sulzer Diesel Engine which is the prime mover of this mill.

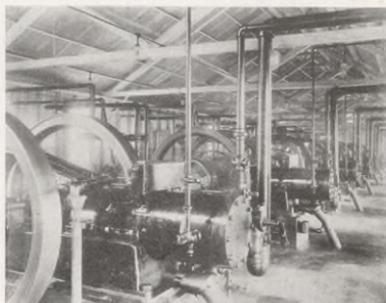
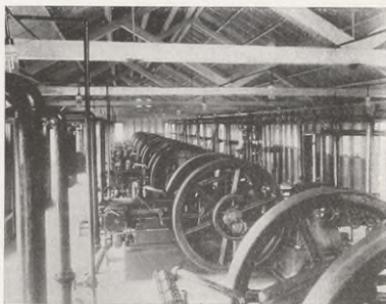
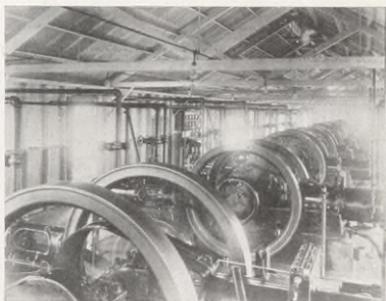


Hempstead Light and Power Co., Hempstead, Tex.

Snow-Diesel Engine—Lubricated throughout with Texaco Ursa Oil—Master Mechanic Williams—Chief Engineer Elske.

Not every man according to his mood and fancy, according to other people's giving or other people's ability, but "every man according to his ability."  
—H. C. Trumbull.

OKLAHOMA DISTRICT.—The accompanying photographs of machinery in a plant of the Southland Gasoline Company present in the best shape we have ever seen a typical, or rather ideal, casinghead gasoline plant. The three views show this machinery very clearly and give an unusually good and interesting representation of excellent



Ideal machinery in the Southland Gasoline Company's Plant at Oilton, Okla.

## TEXACO STAR

equipment in such a plant. This equipment is evidently the pride of its owners.

We give also a brief account of the establishment of three casinghead gasoline plants operated by this concern which has been kindly written for us by one of its officials:

Historical sketches are usually taken lightly, and as this appears a light subject—casinghead gasoline—we shall treat it as such.

The Southland Gasoline Company was organized March 9, 1917, under the laws of the state of Maine. Contracts for casinghead gas having been secured, a plant was built and eight Pattin units were installed on the famous R. P. Richards farm two miles east of Oilton, Okla. It is here that the present Southland Gasoline Plant No. 1 is in operation. In July 1917, operations were extended, and Plant No. 2 was erected near Jenks, Okla. And as the casinghead business progressed, a third plant, near Sapulpa, known as Plant No. 3, was put into operation.

Composing these three plants are seven pumps and eleven compressors, all Pattin Brothers equipment. This spells lubricating oil; however, we have never found this a complicating question. Our first guess proved the road to go, namely: Texaco Ursa or Alcaid for engine oil, and Canopus 533 for compressor oil. This is not a guess now, but a reality. Pistons and valves do not gum, insuring long life and easy wear for the engines.

The B. & M. Gasoline Company, of Bartlesville, Okla., the Northland Gasoline Company, and the Richmond Gasoline Company, subsidiaries of the Southland, are also using exclusively Texaco oils.

Our best bit of news this month is the two-weeks visit made the Oklahoma District by Assistant Manager W. H. Noble of Houston. Heretofore his little trips were all too short, but gradually the Oklahoma spirit is all persuasive and Mr. Noble at last gave us a real visit.

"Spring has come" and so has leap year. The D. O. has felt a touch. Miss Ruth L. Maxson, bookkeeping machine operator, is now Mrs. R. R. Jackson—and likes her new name very much. Mr. Jackson was formerly in the stock department. Miss



Just Sold Carload Lube

No wonder Agent C. W. Leavitt of Ft. Smith, Ark. Station looks contented and happy; he put over his 40% in 1919, belonged to the C. L. L. Club, and is hitting it high this year. He says, "Watch my smoke." Go to it, C. W., we are expecting great things from you and "Woody."

Clara Michel, extension clerk, for some time has worn her secret smile and last week decided to change her name to Mrs. Leo O'Brien. These young folks have the good wishes of all, and we hope their future days will be bright.

During the January Jubilee our agents and salesmen had the pleasure of meeting S. N. Johnson, of Wichita, Kansas, of the Asphalt Sales Department. Mr. Johnson is now stationed in Oklahoma City, has an office in the Mercantile Building, right next door to the District Office, and all the asphalt inquiries should be mailed to him. Help him out, fellows, and let's pave Oklahoma with Texaco.

**NEW ORLEANS DISTRICT.**—The outstanding features of this section of the vineyard comprise a great increase of business during the year 1919, an excellent outlook for continued progress during 1920, and complete harmony and unity of effort throughout the rank and file of all our forces. The administration of The Texas Oil Company's affairs entitles it to a part very near the band-wagon in the procession of the "good, better, best" of the country's leading business concerns. Every part of the organization performs its function efficiently and in accord with all the other parts, and the movement of the whole structure is as smooth and devoid of friction as the finest mechanism on which Texaco "Lube" is used—which everybody will understand means the acme of smooth running.

Nothing contributes more to the fine going of the Texaco system than the fealty, loyalty, fraternal spirit, and whole-souled cooperation of the entire force of officials and employes, from the president to the office boys, and this fact is manifested in the New Orleans District as clearly as in any of its compeers, to say the least. The spirit prevalent here and the principal means by which the successes that ornament our record have been achieved are aptly described in Kipling's lines:

It ain't the guns nor armaments, nor funds that they can pay,  
But the close cooperation that makes them win the day;  
It ain't the individual nor the army as a whole,  
But the everlastin' teamwork of every bloomin' soul.

### FUEL OIL DEPARTMENT

Looming large among the achievements of the New Orleans District during the year recently closed, is the showing made by the fuel oil department under the management of Capt. H. M. Eldredge. Notwithstanding unfavorable crop conditions in the

## TEXACO STAR



Superintendent's Staff Meeting—New Orleans, Jan. 2, 1920

Seated—left to right: C. Newman, Rooming Salesman; J. T. Downs, Lube Egr.; R. H. Collins, Chief Accountant; T. L. Morris, Lube Ass't; Sup't M. A. Dyer; C. J. D. Gerrets, Gen'l Ass't; W. R. Dodge, Creditman; R. H. Comeaux, Agent N. O. Station; J. W. Harville, Ass't Agent N. O. Station. Standing: A. W. Phillips, Chief Clerk; M. J. Beach, Lube Dep't; V. G. Farr, N. O. Salesman; J. C. Green, Gen'l Salesman; W. G. Craig, Marine Salesman; P. F. Renaud, Jr., N. O. Salesman; T. W. Jones, Marine Salesman.

Louisiana cane belt, resulting in a sharp curtailment of the sugar-making season, our sales of crude oil in 1919 reached a gratifying total. The handsome volume of this business not only attests the high standing enjoyed by the Company and its products, but is also a tribute to the capable administration, and personal popularity of Capt. Eldredge, to whose individual efforts the successes annually recorded by fuel oil department are largely due.

Few men in The Texas Oil Company and its parent corporation, The Texas Company, are better known than the genial captain, who has had a hand in the oil "game" since its earliest days in this section. His service record embraces association with the Sarpy Oil and Transportation Co., which was the pioneer enterprise of its kind in the local field; The Texas Fuel Oil Co., organized upon the liquidation of the first concern, which in turn was

absorbed by The Texas Company of Louisiana; and, finally, its offspring, The Texas Oil Company.

In earlier years Capt. Eldredge served as master of the big towboat *McDougall*, operated in the Mississippi river and Bayous Lafourche and Plaquemine for delivery of fuel oil to plantations along those waterways, and in this position he established a record for skillful command and expert seamanship that to this day is spoken of in glowing terms by all familiar with steamboating on the lower river and its tributaries.

Upon the formation of The Texas Oil Company Capt. Eldredge entered its employ as a salesman. He rendered such an excellent account of himself that he was soon made assistant to L. A. Jung, vice president of the company and manager of its fuel oil department. At the death of Mr. Jung in July 1918 Capt. Eldredge succeeded him.

As an instance of the sound business judgment possessed by Capt. Eldredge, it is worthy of note that during his tenure of office the losses in his department due to bad accounts aggregate less than *one-tenth of one per cent.* Just how remarkable a fact this is may be appreciated when it is stated that the business handled under his supervision has totalled about \$2,000,000, represented in large part by sales to sugar planters on notes and open account. Not a single unwise credit was recorded in 1919, every note being paid at maturity and every current account promptly liquidated.

The degree of confidence and good will entertained by fuel oil users in this territory is evidenced by the large and growing patronage received from the Louisiana sugar manufacturers, a substantial majority of whom are among the Company's patrons and friends. Of the factories along the Mississippi river and in the Lafourche and Teche regions, many of the largest and most successful are and have been for years constant users of our fuel oils, and all of them have a good word to say



General Offices of The Texas Oil Company, New Orleans, La.

Note the filling station on the ground floor, and its well-dressed windows.

## TEXACO STAR



Steamer "Lone Star"

One of the craft that made navigation history in Bayou Lafourche. Captain O'Keefe in command.

for our products and for the unfailingly courteous and liberal treatment extended by Capt. Eldredge and every employe of his department.

An illustration of high-class service is afforded by what the department accomplished in the Bayou Lafourche division, in the face of conditions that are perhaps unique in inland navigation. Bayou Lafourche is a tributary of the Mississippi river, extending from the city of Donaldsonville to the Gulf of Mexico, approximately 100 miles. For the greater part of that distance the stream is bordered by fertile sugar plantations and prolific rice farms. To prevent the occasional inundation of this prosperous territory through the giving away of the levees along the bayou during periods of high water, an earthen dam was constructed near the head of the bayou at Donaldsonville 15 years ago. As a result of the shutting off of communication between the river and bayou, the latter stream, formerly one of the State's most important waterways, degenerated into little more than a sluggish drainage ditch, scarcely 50 feet wide in spots and with numerous shoals and bars. When permission was secured for the construction of the dam it was stipulated in the legislative enactments that a depth of at least 6 feet of water should be maintained in Bayou Lafourche throughout its length, but this requirement—like the obligation of the levee boards to replace the dam with a lock—has been more honored in the breach than in the observance, and for some years the depth of water in the bayou for upwards of 50 miles from its mouth has not exceeded 3 to 4 feet at many points. In view of this fact, it might seem that navigation by a sternwheel steamboat towing loaded oil barges would be regarded as impossible. Such a little thing as lack of water, however, failed to daunt Capt. Eldredge



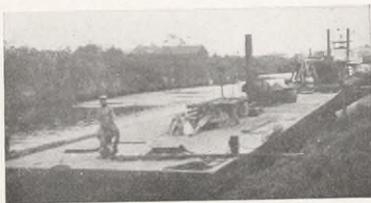
Buck, the "Lone Star's" Watch Dog

This porker was raised by Captain O'Keefe on the Steamer "Lone Star"; his diet consists of slops from the boat's kitchen, and he's a weighty advertisement of the fare.

and his able coadjutor in Bayou Lafourche district, Capt. Jos. O'Keefe of Donaldsonville. They proceeded to work out a method of navigating the shrunken stream that for ingenuity and resourcefulness is probably unique.

The equipment consists of the sternwheel towboat *Lone Star*, drawing 3.3 feet of water, and the barges *Jennings* and *Welch*, each with a capacity of 1200 barrels of crude oil and draft of 2½ feet when loaded. It was found impracticable to push the loaded barges downstream ahead of the *Lone Star*, since the action of the steamer's wheel tended to draw the scant supply of water from under the barges, leaving them stranded on the muddy bed of the bayou. In this sorry plight the happy thought occurred: Reverse the process, that is, turn the *Lone Star* around and let her back downstream—"go ahead backwards," as an Irishman might express it—pulling her tow after her and drawing water under the steamer and barges instead of forcing it away. The plan was tried and worked to a charm; and from that day to this Capt. O'Keefe and his good ship *Lone Star* with attendant barges have gone blithely on their way, month in and month out, scraping bottom most of the time, plowing through mud and ooze more often than not, but "getting there just the same." The full meaning of this becomes manifest when it is stated that our deliveries of fuel oil along Bayou Lafourche aggregated nearly 200,000 barrels during last year, without a single instance, then or previously, of any failure to take care of the large number of rice and cane planters who rely on The Texas Oil Company for fuel oil for operating their pumps and plants.

A generous measure of the praise for this novel achievement belongs to Capt. O'Keefe. The bayou



Steamer "Lone Star" and Barges in Bayou Lafourche  
We wouldn't advise any high diving in this swimming pool.



Fuel Oil Barge "Welsh"

Its steering gear may appear a bit primitive, but nothing else can take its place in these waters.

## TEXACO STAR



Fuel Oil Barge "Jennings"  
"The water's high today."

channel is narrow and very crooked, and there is no room for the steamer to turn around for 50 miles from Donaldsonville. Negotiation of the numerous bends is difficult. The *Lone Star* has three balanced rudders, and the manipulation of these when they are imbedded in the sticky mud requires not only a great deal of muscular effort but exceeding careful judgment on the part of Capt. O'Keefe. Fortunately, he is intimately acquainted with the bayou and eminently capable of mastering all the obstacles presented.

In an article of such limited length it is not possible to do more than "touch the high spots" of the fuel oil department, but it may be assumed that these are representative of all other parts and enough has been said to indicate that this department is overlooking nothing that will contribute to the continued and greater success of the whole glorious Texaco "outfit."



Gas Boat "Lucille" at Attention  
This fuel oil unit in Bayou Lafourche is a ratty craft.

### LUBRICATING DEPARTMENT

"As long as the world moves it has to be lubricated." The man who wrote that, whoever he may be, summed up in a few words the answer to the question "Why is an oil company?" The industry, from production to distributing units, is dependent on finding markets for lubricating oil and grease. Of course, the other petroleum products, gasoline, kerosene, asphalt, wax, etc., must find their way to the consumer, but where petroleum supplies the fuel, or any other need, it will invariably be found that lubricants must be used and that they are the most indispensable commodities. Therefore a Sale District's character may be gauged by the efficiency of its lubricating de-



Combining Business With Pleasure

Jolly party who took advantage of a Sunday to take a drive through the country and at the same time celebrate the opening of Houma Filling Station No. 1 and to present Agent Martin with a new and well-earned truck. Agent Martin (standing second from the left) was one of the winners in the Big Sales Contest.

partment. New Orleans District is strongly equipped in this branch.

Our Lubricating Assistant, T. L. Morris, is a man whose qualifications are ideal for his position—experienced machinist, locomotive engineer, stationary engine operator; thorough knowledge of Texaco lubricants and their proper applications; crack salesman. A great number of our most desirable pieces of business are results of his solicitation. His assistant, J. T. Downs, is a first-class lubricating engineer, business getter and "trouble-shooter." These leaders are assisted by M. J. Reach, who ably discharges the duties of "follow-up man," and Henry Bonhage, who measures up to every requirement of the exacting post of secretary.

New Orleans District covers an agricultural territory, producing cotton, sugar cane, rice, and corn. Other important products are lumber and sulphur. Unfortunately a large part of the output is shipped to other sections to be manufactured; but a great deal of mechanical equipment is used in the first handling of these products, particularly sugar and rice, and the yield of our timber lands is converted into lumber on the spot. This gives us a wide field to work in—not as large as we should like to have, but large enough, even without taking the automobile business into consideration.

### ACCOUNTING DEPARTMENT

When America entered the war and the selective draft machine started to revolve, men were drawn from all occupations. Work had to go on, but the difficulties presented by shortage of help were enormous. In offices, as in other places, the gaps were filled to some extent by the employment of women, but the supply was inadequate to the demand. Men above the draft age who were capable in clerical capacities were in position to demand very high salaries, and they were demanding them. The situation in our District Office was as perplexing as elsewhere. Chief Accountant Collins was plainly "up against it," but he adopted a system that secured immediate results. Mr. Collins started by promoting his youngsters. Youths who in 1917 were considered babes in comparison to the average personnel of the accounting force were promoted to positions of greater responsibility. Office boys were made to try their hands at more

## TEXACO STAR



New Orleans District Office Force

This force is making accounting history. Its batting average in mailing reports on time has been 1,000 since May, 1919. Chief Accountant Collins likes to be among the ladies, as can be seen.

important work, and under the careful guidance of the Chief Accountant they developed rapidly and were promoted to higher jobs. Look at the bottom row in the picture, and also note faces in the other rows, and you will form an idea of the youthfulness of the force that has established a record which we believe is unequalled in Southern Territory. Of course the few "old heads" above the draft age who were left come in for the main credit, as they, by working overtime and teaching the youngsters, kept things going until the new recruits developed sufficiently to relieve the strain. The basic reason for the accounting department's weathering the storm is the fore-sightedness of The Chief, in training the youngsters so intensively that they developed into proper material. Collins' outfit developed, and is still developing, and on its record it can claim the championship in Southern Territory. Since May 1919 New Orleans hasn't mailed a single report to Houston that was not on time or ahead of time. We're not bragging or boasting and don't want to, but if anybody can show us where they've equalled this record—well, we're from Missouri.

### CREDIT DEPARTMENT

"Trouble" and "Credit" are synonymous. The cares of the Creditman are many, but W. R. Dodge, who officiates in that capacity, doesn't let "Old Gus Gloom" bother him any. His percentage of collections during 1919 wouldn't permit that, anyway. Mr. Dodge is capable and far-seeing and his assistants have ability second only to that of their superior. Creditman Dodge wants to thank all Agents and Salesmen for their support during 1919, and trusts their cooperation will be continued.

### MARINE DEPARTMENT

Until February 1919 marine business was handled as a side-line at all southern ports, and up to that time the majority of this business had been going to competitors. In February 1919 C. P. Dodge, Jr. was appointed Marine Salesman at New Orleans,

and after two or three months of hard toil he brought the department up to needing an assistant. That's how he robbed the lubricating department of a crack salesman, W. G. Craig. Mr. Dodge would place a mark to shoot at each month, and beat it by taking business away from the strongest competitor who had monopolized the marine business for 30 years. Shipping kept growing heavier every day. The river front was lined with vessels which had to be boarded on arrival, often anchored in mid-stream, by means of a gasoline launch and a Jacob's ladder—a shaky contraption thrown over the side of the ship. Increased activity soon necessitated adding another man, and this time Mr. Dodge acquired T. W. (Broadway) Jones, that human compound of energy and persistency—who can go up a Jacob's ladder in reverse. Gradually gallonage mounted into the thousands, and on the departure of Mr. Dodge for new duties at Houston our marine department was an assured and paying proposition. Mr. Craig took charge and the high standard has been continued.



The Marine Department on the Job  
Marine Salesman "Broadway" Jones superintending delivery of Marine Engine Oil at New Orleans. The Chief Engineer is signing the delivery ticket on a barrel.

Marine Salesman Craig snapped this picture.

# TEXACO STAR



S. S. "Lake Grandon" in the September Hurricane

This vessel was caught in the September hurricane, and for five days and nights was tossed about in the Gulf of Mexico. The terrific strain the vessel was under can be guessed by the wash of the waves over the side. That the engine-room force felt safe, because their lubricants were of the Texaco brand, can be guessed by the expressions on the faces of the men. This picture was taken at a time when the roll of the ship and strength of the weather were so terrific that the men could hardly retain their footing. They sent it to Salesman Craig as a souvenir, in appreciation of the good oil he had furnished them. The vessel made port under its own power and at no time during the voyage suffered from a hot bearing or excess temperature of any kind in its engines. Chief Engineer Chas. Provonce in the overalls.

## RAILROAD DEPARTMENT

When you want to think of something big, think of railroads, those arteries of the country's trade and travel. Their trains of cars, the steel monsters that tow them, the thousands of miles of track, their gigantic roundhouses, all present a picture of ponderous strength and limitless boundaries. These immense common-carriers present a fertile field for our activities, and that's where our Railroad Representative, W. H. Barrows, comes in. He is constantly on the move putting the right Texaco product in the right place.

In addition to a large business of lube and burning oil, our specialties are meeting with great success in this trade. Crater Compound is one of the leaders, as "bridge cement" for coating floor beams and girders to prevent corrosion, and for spraying casting exposed to the weather. Texaco 1034 L. R. C. is sold as "front end paint," "smoke stack paint," and as "Black Asphaltum"—and is a winner. Good orders for Passenger Car Renovator are always coming in, and also for Qekwork Metal Polish.

## CURRENT EVENTS

On January 2, 1920, a Staff Meeting was held in Superintendent Dyer's office to formulate plans for the coming year.

During 1919 great strides were made to eliminate

unnecessary allowances and other expenses that cut into profits. Additional regulations have been adopted for 1920 to place this District on an even more paying basis, if such a thing is possible.

New Orleans Station having shown wonderful increases in gallonage and revenue, an intensive campaign for business in the City has been mapped out. The local sales force now comprises Agent R. H. Comeaux, Ass't Agent J. W. Harville, and Salesmen P. F. Renaud, Jr., V. G. Farr, A. H. Peterson, J. P. McCormack.

A Salesmen's School has been organized and great interest was displayed by the first class, held Saturday afternoon, Jan. 9. The idea is to enable the field men to gain more comprehensive knowledge of our products and their selling points. Sup't Dyer acts as the "buyer" and the City Salesmen, under the watchful eyes of T. L. Morris and W. G. Crain, "sell" him. For the present this instruction is confined to the City Salesmen, but we intend to enlarge the School, after it is perfected, and through the columns of "The Crescent" will transmit School data and Sales Talks to the men in the territory.

December 31, 1919, marked the close of one of the most successful sales campaigns ever conducted in this District. The contest was organized to increase the sales of Lubricating Oil, Refined Oil, and Gasoline during October, November, and December. Points were awarded on increases in the monthly average during the three months as compared with the average during the first nine months of 1919. Lube Oil was the greatest point-making medium, being figured on a basis of 50%; Refined Oil increases were converted into points on a 35% and Gasoline on a 15% basis. Stations were in three classes, according to total gallonage, and a prize was offered for the station in each class having the largest score. The winners were:

| Station      |           | Points | Class | Agent           |
|--------------|-----------|--------|-------|-----------------|
| Houma, La.   | Lube 100% | 50     | No. 2 | R. H. Martin    |
|              | Refd. 34% | 12     |       |                 |
|              | Gas 84%   | 13     |       |                 |
|              |           | 75     |       |                 |
| Lake Charles | Lube 125% | 62½    | No. 3 | J. J. Satterlee |
|              | Refd. 02% | 01     |       |                 |
|              | Gas 19%*  | 03*    |       |                 |
|              |           | 60½    |       |                 |
| Baton Rouge  | Lube 28%  | 14     | No. 1 | B. L. Hansen    |
|              | Refd. 34% | 12     |       |                 |
|              | Gas 06%*  | 01*    |       |                 |
|              |           | 25     |       |                 |

\*Decrease

The prizes were solid gold cuff links, decorated with the Red Star and Green T and the winner's initials interwoven with the word *Efficiency*. Superintendent Dyer pronounced it a great race, and on behalf of the entire District he thanks the Agents for the efforts they put forth and for the sales record established in 1919.

The stork recently visited the D. O. heavily laden. He brought a baby girl to Mr. and Mrs. Chas. A. Gueringer; and Jesse, Jr. was deposited with Mr. and Mrs. Jesse Rose. Gueringer is our General Clerk, and Rose is chief mogul in sales recap. Charley is going to name the new lady in his family Rene.

We regret to report the death of Mr. Paul F. Renaud, of New Orleans, father of Salesman Paul F. Renaud, Jr. Our heart-felt sympathy goes out to Paul in his bereavement.

## TEXACO STAR

NEW YORK OFFICES AND METROPOLITAN TERRITORY.—While there was never any doubt that the Dance, reported in advance last month, would be a huge success, it far surpassed the most sanguine expectations. Many person appeared who had been uncertain about attending, and the number present exceeded the estimate by two hundred. Almost one thousand assembled in the spacious ballroom, and among them we were elated to find several of the executives and many heads of departments.

Dancing commenced at nine and continued until two o'clock, and an extremely obliging orchestra made possible what might almost be termed one continuous dance. It had been planned to run a number of Nantucketts, but the enormous crowd made this impossible, although one was successfully run during the first part of the evening.

The buffet supper was served at eleven o'clock, after which there were several entertainers, notably:

|                  |                    |            |
|------------------|--------------------|------------|
| Vocal Selections | Angela C. Sheridan | Soprano.   |
|                  | Myrtle R. Greiner  | Soprano.   |
| Popular Airs     | L. A. Taft         | Baritone.  |
|                  | Michael Halpern    | Pianist.   |
| Humorist         | T. E. Simpson      | Announcer. |

All of these were home talent, the ladies from the N. Y. Offices and the gentlemen from Bayonne.

After supper and entertainment, the dancers were ready for the second part. They evinced an inclination to keep dancing until dawn, but the rule of the Hotel Pennsylvania prohibited dancing after two o'clock. So about two o'clock they commenced to leave, the faces of all wreathed in satisfied smiles and appreciative expressions constantly in evidence.

An important factor in putting this first attempt at a large get-together function over the top was the whole-hearted response on the part of many of the

employees who had long been anxious to establish social relations with their co-workers, but for lack of opportunity heretofore have been unable to do so. A large number of new acquaintanceships and friendships have been formed, the result of which will go toward greater harmony in the Company. Many are eager to see another similar affair in the near future and this is the best indication of the desire of our people to get together and keep together.

NEW YORK DISTRICT.—A SALE DEPT. sale is not consummated N. TERRITORY.

until the collection is made, and the agents and salesmen in New York District are thoroughly conversant with this truth. This fact is borne out by our collection efficiency shown for the last year; and the following letter to Representative H. S. Gruet from Salesman William S. Marsden is typical of the spirit with which the men in the field work:

Referring to your letter of January 20 would advise that it does not fit in my case, but by way of explanation would state that the reason I got only 98% and not 100% was that one account remained uncollected, but was paid on January 3, 1920. I did my best to collect before December 31, but debtor was laid up with a broken right arm and could not sign check. He finally got his father to take care of the matter for him, but like the old story it was too late, alas too late.

Collection efficiency can have its humorous side:  
COLLECTION REPORT

Date Jan. 28-20.

Mr. J. P. Gruet. Supt.  
Account of A customer whose name suggests a heavenly body.  
Located at \_\_\_\_\_

State Below Why Account Was Not Paid  
Lad seen entering a place where it costs \$1.00 per smell. This bird's name should have been "5 Star". He is a walking barrel of 90% proof and his breath is a sure cure for the "Flu". He promised to pay Wednesday, and I called to-day to find out which Wednesday and the year.



# TEXACO STAR

COLLECTION EFFICIENCY—JANUARY 1920  
HONOR MEN (46)—Earning 90% or Better  
100% Means Everything on "A" List December 31  
Collected in January

|                  |      |                 |      |
|------------------|------|-----------------|------|
| F. J. Gohl       | Agt. | Hudson          | 100% |
| W. H. Lawrence   | Agt. | Kingston        | 100% |
| H. J. Freemyer   | Agt. | Middletown      | 100% |
| F. Peck          | Agt. | Monsey          | 100% |
| H. P. Decker     | Agt. | Newburgh        | 100% |
| W. W. Bauer      | Agt. | Port Jervis     | 100% |
| S. E. Montgomery | Agt. | Redwood         | 100% |
| A. E. McCabe     | Agt. | Ticonderoga     | 100% |
| W. F. Bilyou     | Agt. | Watervliet      | 100% |
| C. N. Chidsey    | Agt. | Schenectady     | 98%  |
| J. J. Cunningham | Agt. | Ogdensburg      | 96%  |
| A. E. Guffin     | Agt. | Amsterdam       | 94%  |
| L. E. Cleland    | S'n. | Ogdensburg      | 100% |
| T. L. Cochran    | S'n. | Saranac Lake    | 100% |
| V. T. J. Knapp   | S'n. | Middletown      | 100% |
| W. G. Marsden    | S'n. | Newburgh        | 100% |
| G. R. Penchard   | S'n. | Albany          | 100% |
| T. J. May        | S'n. | Herkimer        | 97%  |
| J. H. Allen      | S'n. | Albany          | 96%  |
| R. Lahy, Jr.     | Agt. | Patchoque       | 100% |
| G. A. Jackson    | Agt. | Riverhead       | 100% |
| F. C. Mott       | Agt. | Sag Harbor      | 100% |
| A. J. B. Carver  | Agt. | Huntington      | 85%  |
| E. C. Hasemann   | Agt. | Minerola        | 85%  |
| R. A. Goodwin    | S'n. | New York City   | 100% |
| S. A. Alston     | S'n. | New York City   | 98%  |
| C. G. Beatty     | S'n. | New York City   | 95%  |
| C. E. Lanchantin | S'n. | New York City   | 93%  |
| F. E. Hutcheson  | S'n. | New York City   | 93%  |
| Wm. Proehl       | S'n. | New York City   | 90%  |
| Wm. Regnemer     | Agt. | Stamford        | 98%  |
| F. C. Murray     | Agt. | Bayonne         | 100% |
| F. E. Warren     | Agt. | Passaic-Clifton | 100% |
| L. K. White      | Agt. | Red Bank        | 97%  |
| H. F. Dimler     | Agt. | Perth Amboy     | 92%  |
| A. Schneider     | Agt. | Port Richmond   | 91%  |
| G. V. A. Conger  | S'n. | Newark          | 100% |
| E. I. Decker     | S'n. | Bayonne         | 99%  |
| H. K. Berger     | S'n. | Red Bank        | 97%  |
| H. B. Gould      | S'n. | Morristown      | 93%  |
| G. E. Davis      | Agt. | Millerton       | 100% |
| W. R. Walker     | Agt. | Peekskill       | 100% |
| H. B. Hudson     | Agt. | New Rochelle    | 98%  |
| H. E. Ryan       | Agt. | White Plains    | 93%  |
| Wm. Winkler      | Agt. | Dover Plains    | 91%  |
| C. A. Pepe       | Agt. | Brewster        | 90%  |

The following article will be of interest to all of us as members of the Texaco Family. It was written by Salesman W. F. Osler, Jr., of Newark Territory. The incident happened while he was serving as Lieutenant in the A. E. F. in France:

## RED STAR—GREEN T LEADING THE WAY

An incident which took place in France near the end of the War has often recurred to me—an incident which, seemingly small, shows the active part our products had in helping to win the Great War. It was about Oct. 6, 1918, when the 77th Division was engaged in clearing the Argonne Forest, helped of course by other American Divisions, that I entered a dugout only to find that its sole contents consisted of an empty can of Texaco Gun Oil. Without doubt it could only have been a matter of minutes since this can was abandoned by our Doughboys who had again gone out to extend our line further north. As I suddenly came upon this can, I was filled with a combined feeling of pride and home-sickness—pride, to see the Red Star-Green T at the actual fighting front; and homesickness, to see a trade mark so familiar in my civil life thrust before me under what seemed at that time to be very difficult and discouraging circumstances.

This incident now seems to reveal to me the spirit of aggression and the thoroughness of our organization in manufacturing, marketing and helping to distribute this essential product in such a way that when it was wanted it was there; there in a suitable container, and there at the right time. It is an example of "From Producer to Consumer" under most severe circumstances.

**BOSTON DISTRICT.**—With deep regret we announce the death of P. J. Leary, clerk in the Credit division. He died at Boston City Hospital Feb. 14, 1920. The passing of Mr. Leary means that The Texas Company loses a most valuable employe, always devoted and enthusiastic about his work, cheerful and willing to perform any task given him. We who were associated with him closely feel for his mother, to whom he was a true son; she was always given first consideration by him, and we extend our sincere to her and her family.

We extend sincere sympathy to Miss Frances O'Donnell of the District Office, David Kurriss of the Operating division, James Whelan of Hartford Refined Station, and M. J. Mullane of Boston Lubricating Station in their recent bereavements, all having lost their fathers last month.

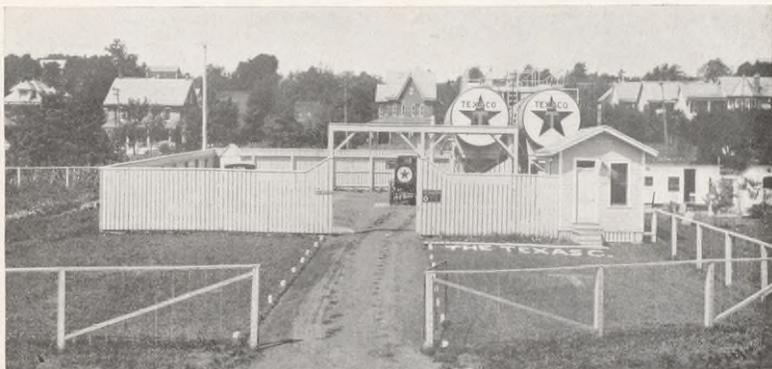
William Cogan, assistant at Commonwealth-Beacon Filling Station, has been transferred to District Office as Drum Tracer. We look forward to receiving many drums that have been out for a long period when "Billy" gets under way, for he can step 'some' and that winning smile of his will help in digging out the many drums carelessly stored away by some of our customers. His motto is "Keep Moving," and he said he is going to apply it to the drums.

The first Annual Dance of the Texaco Athletic Association was a wonderful success. February 9 was the night, Whitney Hall, Brookline, the place, where members and their friends tripped the light fantastic to their hearts' content to the accompaniment of Hicks' Famous Jazz Orchestra. There was Whist playing from 8 to 10 p. m., when three prizes were awarded. It was our first attempt at such an affair and the committees are to be complimented. We hope to have more of these parties, as there is nothing that will bring the members



This drawing by our young artist, J. Plesa, was inspired by the experience narrated by W. F. Osler, Jr. in this issue.

## TEXACO STAR



Perkasie, Pa. Refining Station—Agent C. S. Wampole

Perkasie has been furnished with a new Auto Tank Truck, and the garage man where the new equipment is stored says that Chauffeur Long is so well pleased with the new truck (which replaces a Ford) that it is hard to prevent him from sleeping in it every night.

together better than such affairs. The committees in charge were:

Entertainment—J. E. Watson, Chairman  
D. J. Lynch Walter Shortman,  
Rosalie Brenner Frances O'Donnell  
Refreshments—F. P. Power, Chairman  
T. W. Flynn A. F. Kadlec  
Checks—John Burley Bradford Lewis  
Floor Marshal—M. J. King

Chairman Watson, on behalf of the Association, wishes to thank for their contributions: Dutee W. Flint Gasoline Company, M. W. Sewall, and many of our agents, salesmen, city solicitors, and jobbing distributors.

**Texations.**—Frank McKeen advises that he is afraid to go to sleep o' nights. What's the matter, Mac?

"*Would you call this Tough.*" A young man after painstaking attention for several months finally grows something on his lip that looks like a mustache. Taking a hurried shave one morning, razor slips and cuts off edge of mustache; therefore has to remove entire decoration; and first time out without it catches cold. What would you call that? For answer write to George Beaton, Jr.

John Tracey of the D. O. is out to break bowling records this year. John is improving each match and says that the star bowlers had better practice up a bit or he will have them all beat on the individual average.



Bangor, Me. Station

Bangor Station is operated by Charles Murray, distributor of Texaco products in northern Maine. Mr. Murray is enthusiastic over our products and is fast bringing them to the front in his section, where previously we did little business. He is pretty well snowed in now.

PHILADELPHIA DISTRICT.—January 26 was an eventful day for our Accounting Division. It was the day of parting with our Chief Accountant W. F. Murdy, and taking of office by our new Chief Accountant, D. J. Woodfall. Mr. Murdy was presented with a diamond necktie pin by his friends of the Office, and Mr. Woodfall's desk was decorated with flowers. The entire Accounting Division, after a luncheon in the Japanese room at the Arcadia, bid farewell to our "old chief" and a welcome to our "new."

The Accounting Division was wondering whether the train carrying our new General Clerk, C. Worly, was wrecked; but at last he is with us. We extend to Mr. Worly a hearty welcome to our family circle.

C. H. Clark has joined the D. O. and will have entire charge of Sheet Reporting and Card Record Systems. He spent two weeks in New York under Mr. Groves being groomed for this work. With Mr. Clark devoting his time to this feature of our sales work, the salesmen and the entire District should benefit greatly. We welcome Mr. Clark and assure him of hearty cooperation.

The Philadelphia District has recently acquired the eastern half of Ohio and we are contemplating rapid development in that territory. We have opened a lubricating warehouse at Cleveland, with G. C. McKibbin in charge. Mr. McKibbin comes to us from New York District, and we expect largely increased sales in Cleveland territory with him in charge.

Superintendent C. R. McCarthy and Assistant Superintendent E. Nielsen inspected the Youngs-

## TEXACO STAR

town Station, and were much pleased with general appearance and conditions, and also with the personnel.

J. W. McGuire, Lubricating Engineer at Pittsburgh, has been promoted to Representative in charge of Pittsburgh Territory, including office, warehouse, sales, etc. We look for a large increase in business from Pittsburgh.

Samuel Blasenstein reports that he has developed the fact that our Texaco Auto Soap is exceptionally valuable for housewives on Monday morning, and that for washing clothes it has anything else on the market beat.



G. E. Parcels

**Philadelphia District reports with great sorrow the death of one of its most efficient employees, G. E. Parcels, Agent at Washington, D. C. Station. Mr. Parcels was sent to Washington as our Agent in 1911, owing to his large acquaintance in that city, having been agent there for some years for the Standard Oil Company. He died at the age of fifty-three, leaving a widow and a son fourteen years old.**

Paragraphs from a Talk by Agent Byrne of Camden, N. J. Station:—There are many ways by which you can show your interest in the welfare of the Company. One is by keeping us advised in a formal way of business occurrences on your route. When I say formal way, I mean by not trying to tell me while I am carrying on a telephone conversation or dictating a letter, or mumbling under your breath while settling your account, but by bringing the matter directly to my attention and making it the topic of our conversation. When I say business occurrences, I do not mean personal affairs or gossip, but innovations or activities of our competitors; how our customers feel toward us in regard to service, etc.

Service is another way to show your interest. Be at all times willing to oblige your trade, and follow out the schedule as to the days to serve each route. Do not skip around from place to place, as they lose dependence on you.

One way to show your interest is by being punctual. Do not abuse the policy of the Company in paying you when absent because of illness. If you wish a day off, it can be arranged. If a man has been absent a great deal on account of illness, the least he can do is to come to work on time when he is working. On this we must insist.

Another way to show your interest is by the care of equipment in your charge. Chauffeurs should appreciate that each has at least \$3500 of the Company's money in his care, represented by the truck he drives, and that he should use great care in handling it. Do not drive recklessly over rough roads, and keep your truck cleaned and lubricated. If a tank wagon driver is given an unloading hose he should appreciate that it cost the Company about \$20, and should not use it carelessly.

Another subject is the proper appreciation of The Texas Company. I have had considerable experience in the oil business, and I know the conditions of two of our chief competitors. I can come to only one conclusion, and that is, you could not find a better employer than The Texas Company.

**NORFOLK DISTRICT.**—The entire Norfolk District extends its sympathy to C. L.

Horne, C. E., for the loss of his wife; and to C. S. Broadhurst, Salesman, for the loss of his mother.

Preparations are being made for the Sixth Annual Meeting of Salesmen and Agents in the Norfolk District. We are anticipating many visitors from other Districts and from New York City. It is our plan to have something of interest in a business way and a bit of entertainment for everyone.

J. R. Bolt, Supervisor of Lubricating Sales, is paying our District a visit making a tour of stations. His advice and suggestions are very helpful and we shall reap much benefit from his visit.

The list of contracts closed in Norfolk District during 1918 and 1919 shows that the number of contracts for 1919 is nearly 100% greater than for 1918 which is a gratifying record for our salesmen and agents.

**ASPHALT SALES DEPT.**

If enthusiasm and interest are to be taken as criteria of future success, then the Asphalt Sales Department will continue to expand and grow; for never has more genuine cooperation and enthusiasm been shown than was manifested at the Superintendents' Meeting in Cincinnati on February 6-7. The meeting was as productive of results as the one held last November in New Orleans. Everyone came with well-thought-out suggestions and intent on giving his best to advance The Texas Company in general and Asphalt Sales Department in particular.

The publicity campaign for 1920 was discussed and the new Texaco Road Oil Booklet was submitted. This booklet will be distributed to road engineers and contractors throughout the country. Present at the meeting were:

W. H. Kershaw, Manager  
D. A. Kennedy, Superintendent, New England Division  
J. J. Gartland, Jr., Superintendent, Eastern Division  
T. H. Reed, Superintendent, Southern Division  
L. W. Kemp, Superintendent, Southwestern Division  
J. T. Ware, Superintendent, Western Division  
R. M. Elder, Ass't Superintendent, Middlewestern Division  
A. R. Young, Ass't Superintendent, Western Division  
R. R. Barrett, Engineer, Eastern Division  
A. A. Holland, Secretary to the Manager  
P. A. Philibert, Chief Accountant  
C. E. Murphy, Superintendent of Publicity.

Texaco colors flew as high as usual at the annual convention of the American Road Builders Association in Louisville, Ky., February 9-13. All who attended the Superintendents' Meeting, with the exception of Mr. Holland and Mr. Philibert, attended this convention, and also A. J. Moynihan and J. B. Elliott of the Middlewestern Division and A. R. Chiscolm of the Southern Division.

Sup't Kennedy of New England Division upheld his prestige at the convention of the American Road Builders Association in Louisville. His campaign for the War Camp Community Service at Louisville resulted in several hundred dollars for the organization's coffers.

Clarence H. Enzenroth of the Middle Western Division was badly injured last month when a hot water boiler exploded at his home in Toledo, Ohio. He was in the hospital for a time but has now entirely recovered.

A new district office for our Western Division has been opened in Oklahoma City. S. N. Johnson is the representative in charge.

## TEXACO STAR



S. S. "Lake Champlain" discharging "Texas" Products at Puerto Plata, R. D.

### EXPORT DEPT.

It is with profound regret that we announce the death of Miss Pauline C. Gerety on January 20. Miss Gerety had been with the Export Filing Division for many years and was well liked by everybody in the Export Department; we extend our sincere sympathy to her relatives.

Robert C. McDermott and M. F. Byrne sailed February 17 from San Francisco on S. S. *Nanking* for Shanghai, to take up duties with The Texas Company of North China.

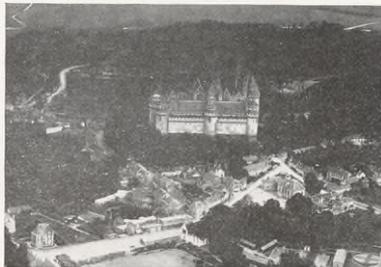


At International Aviation Show, Paris, Dec. 19 to Jan. 4

This exhibit was arranged by our French subsidiary—The Societe des Huiles Texaco—and attracted the favorable attention of large crowds of visitors.

### PURCHASING DEPT.

C. W. Stewart, of Purchasing Department's Houston Office, was much interested in the airplane picture ("through a hole in the clouds") of the Castle of Pierrefonds shown in our January issue, and he sends another photograph of the same chateau taken by one of the aviators with whom he was associated in France—and several other pictures. Mr. Stewart at the time of the Armistice was Chief Clerk in the Quartermaster's Depot at the Second Aviation Instruction Center, Observers Training School, Tours, France.



Airplane view of Chateau Pierrefonds near Soissons

The cross on the ground in the lower right hand corner of the photograph marked a Red Cross hospital.



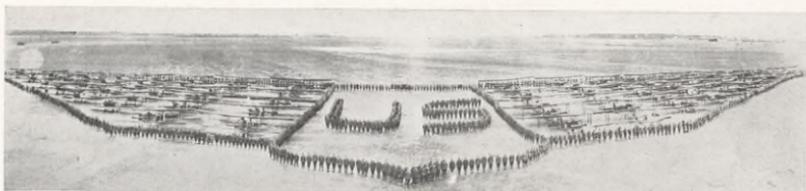
Hotel d'Orient, Menton, France

Used after cessation of hostilities, as were many other tourist hotels in Southern France, for U. S. A. convalescent hospital.

### PRODUCING DEPT.

The Tulsa Texaco Club, composed of employes of The Texas Company, The Texas Pipe Line Company of Oklahoma, and the Wolverine Oil Company, was organized Feb. 18, 1920. The object is to promote good fellowship and to provide entertainment and recreation. The officers elected:

## TEXACO STAR



Aero Squadron drawn up in form of their Brevet insignia on Christmas Day 1918  
Second Aviation Instruction Center, Observers Training School, Tours, France.



Conveyor for carrying material to the front

President.—P. E. King of The Texas Company.  
Vice-Pres.—B. A. McKerran of The Tex. P. L. Co. of Okla.  
Secretary.—C. K. Fletcher of The Tex. P. L. Co. of Okla.  
Treasurer.—J. J. Madden of Wolverine Oil Co.

The Producing Department entertained other branches of The Texas Company at a dance in the Elk Club rooms on Tuesday evening, Feb. 9. The Hotel Tulsa orchestra furnished delightful music throughout the evening. About 200 persons enjoyed this very successful social event.



Tank Steamer "Roanoke"

Tank Steamer Roanoke, the twenty-sixth steel vessel completed by The Texas Steamship Company, left the yard at 1:00 p. m., February 12; fulfilled all her trials satisfactorily during the run from Bath to Portland, where the shipyard crew was landed; and proceeded from Portland at 8:00 a. m., February 13, for Port Arthur. The Roanoke is commanded by Captain J. A. Pattison.

### TEXAS STEAMSHIP COMPANY

A history of The Washington Club of Bath is presented by the Club's

President, Mr. James Rankins:

The Washington Club of Bath is located on one of the principal streets of the city. The Colonial style club house, built and formerly occupied by an old sea captain, contains large commodious rooms—reception room, two dining rooms, two kitchens, convenient pantry facilities, eleven bed rooms, two baths. In front is a spacious lawn which will be adorned with flowers.

The Club consists of thirty-two members by whom it is governed and financed. The officers for the year are:

President—James Rankins.  
Financial Secretary and Treasurer—Edward Hayes.  
Directors—John Driscoll, James Kerrigan, Jr., Jeremiah Hayes.  
House Committee—Cornelius Sullivan, George Cameron, Patrick Clabby,  
Janitor—James Kerrigan, Sr.

On January 28, 1920, the Club held the first real welcome the members had given their friends. The rooms were tastefully decorated, the prevailing colors being green, white, and red, in honor of The Texas Company. A concert was given from eight until nine by Jewett's Jolly Jazz Orchestra, after which dancing was in order until a late hour. Solos and chorus singing by club members throughout the evening were enjoyed by all. Six tables for card playing and other means of sociability, were arranged for those who did not dance. Refreshments were served by the Hostess, Mrs. George Cameron, assisted by members of the Club. About seventy-five were present, and all pronounced it one of Bath's most successful social events.

The spirit of good-fellowship and camaraderie among the members has served to make The Washington Club of Bath one of the highly respected organizations of The Texas Steamship Company. The Club has taken for its motto "All For Each—Each For All."

The members wish to take this opportunity to thank Mr. George B. Drake, Mr. C. M. Schubert, and all others who by their hearty cooperation and assistance have made possible The Washington Club of Bath.

Miss Marion D. Bowie recently announced her engagement at a party given by her at her home on Drummond Street. The happy young man is Oscar C. Smith of Waldoboro, Maine, employed by The Texas Steamship Company as a riveter. Congratulations.

## TEXACO STAR

Work in the yard at The Texas Steamship Company's plant at Bath has been going forward with good progress in spite of the severe weather and heavy storms of the winter, which has been one of the coldest in years.

Every snow storm increases the wrath of Foreman Riveter Adam Slaviv, who is anxiously waiting for a "trial trip" in his new Buick Touring Car.

Dr. Patten to E. C. McCurdy.—"For the love of Mike, Mack, does this fliiver always make this much noise?"

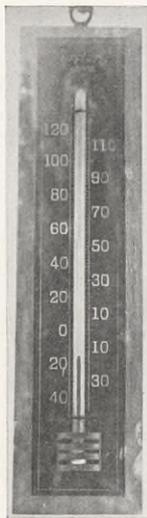
McCurdy.—"No, only when it is running."

Some familiar faces will be missed upon the sailing of the S. S. *Roanoke*, as several popular employes have decided to risk the adventures of the briny deep.

"—AND BOBBY MISSED THE TRIAL TRIP"

The good ship *Roanoke* was not different from other good ships, in that they always leave something behind. The *Roanoke* left a good wake in the Kennebec, and this wake extended to the office of the Foreman Riveter, where our colleague of Scotch descent, known as Wee Bobbie (Sinclair), was sunk in thought. Despite the repeated bellowing of the ship's whistle, Bobbie's head nodded and his

feet slipped further on to the desk top. Consternation reigned in the good ship. "Bobbie is in the tanks," said one. "Poor Wee Bobbie is lost!" cried all. Sad but true to relate, Bobbie got left. You never saw a Scotchman in a hurry yet. Take one in a railroad car—he waits till all are out and then turns up the cushions to see if they left anything.



Delivering Texaco Gasoline in Maine During the Winter  
When Everything is on Runners

At the present time the streets of Bath are covered two feet deep with hard packed ice and snow, the last of which probably will not disappear before May. This pung (New England for work sleigh) finished throughout, tank, body and runners, in the Texaco colors, makes an attractive outfit.

You can knock a lot of ideas out of the chap who thinks there's nothing he can't do—but it's harder to knock them into the fellow who's too timid to do anything.—The Three Partners.

With some folks economy is going without things they want in order to save money to buy things they do not need.—The Roycrofter.

We are not what we think we are; but, what we think, we are.



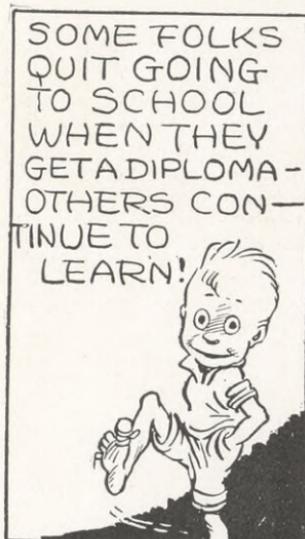
Machine Shop Men

Thomas Mateer, Machine Shop Foreman, has told us what a good bunch of workers the machine shop girls are. We have also seen their photograph in the *Texaco Star* and some people are now wondering whether the machine shop employs any men. We are sending a photograph of a bunch of machine shop boys to show that "they are there." They are there also when it comes to passing the hat or doing their bit.

# SUGGESTIVE INDEX OF CURRENT ARTICLES

THE MAIN INTEREST IS INDICATED BY CLASSIFICATION OR BRIEF COMMENT

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



- EXECUTIVE** Visualizing Facts for Control—II, by L. V. Estes.—*Industrial Management*, February 1920.
- Laws of Industrial Organization—V, by C. E. Knoepfel.—*Industrial Management*, February 1920.
- PRODUCING** How the Oil-Driller Classifies Rocks, by Arthur Knapp.—*Oil News*, Feb. 20, 1920.
- Gauge Tables for Oil Tanks, by James C. Cooney.—*Oil News*, Feb. 20, 1920.
- SALES** The "Big Thing" in Selling, by E. C. Simmons.—*System*, February 1920.
- LUBRICATING** Important Tests for the Oil User.—*Lubrication World*, January 1920.
- Proper Balancing of Fuel, Motor, and Lubricating Oils, by W. F. Parish.—*National Petroleum News*, Feb. 11, 1920.
- FUEL OIL** Value of Specifications in Purchasing Fuel Oils, by G. S. Holmquist and Allen F. Brewer.—*Industrial Management*, February 1920.
- Methods of Handling and Storing Fuel Oil and Gasoline, by Charles L. Hubbard.—*Industrial Management*, January 1920.
- Oil Engine as Prime Mover, by S. A. Sulentic.—*Petroleum*, February 1920.
- Methods of Applying Liquid Fuel on Shipboard.—*Nautical Gazette*, Feb. 21, 1920.
- EXPORT**—Why Export Salesmen "Fire" the House, by John Chapman.—*System*, February 1920.
- The Heart of South America, by W. W. Rasor.—*Pan-American Magazine*, January 1920.
- ACCOUNTING** Budget as Basis for Calculating Predetermined Rates, by E. O. Sommer.—*Industrial Management*, January 1920.
- SHIP YARD** Applications of Electric Arc Welding—I, by C. B. Auel.—*Industrial Management*, February 1920.
- GENERAL** Only Production and Work Will Cure the World's Ills, by Samuel McRoberts.—*The Americas*, January 1920.
- Capital, Labor, and the Public, by Robert Julius Anderson.—*Industrial Management*, February 1920.
- Defects in Railroad Legislation, by R. S. Lovett.—*The Gateway*, February-March, 1920.
- Superstition vs. Science in Hunt for Petroleum—V, by A. J. Hazlett.—*Oil Trade Journal*, February 1920.
- Getting Workmen Interested in the Company, by Harry Tipper.—*Automotive Industries*, Feb. 5, 1920.
- Mass of Details Obscures Essentials in Industrial Education, by Harry Tipper.—*Automotive Industries*, Feb. 12, 1920.

# Texaco and Ease of Mind Go Hand in Hand!

That is the reason why TEXACO ASPHALT was laid in the New York State Park Reservation at Niagara Falls; why it was used in paving the beautiful highways in the famous resort section near Asheville, North Carolina; why 32 miles of TEXACO were constructed around the Ashokan Reservoir of New York City.

All these and many other roads were made of TEXACO ASPHALT to insure comfort to automobilist; to assure silence and cleanliness in the parks and resorts where tired minds seek rest and recreation; to make sure of smooth, durable, and beautiful drives—which TEXACO does ALWAYS.



RAPIDS DRIVE, NEW YORK STATE PARK RESERVATION, NIAGARA FALLS  
Paved with TEXACO ASPHALT in 1910. Photo taken May 26, 1919.  
No maintenance cost to date.

## TEXACO SERVICE

In order to give every one an opportunity to procure the best highways, TEXACO offers to public officials, contractors, and all persons in-

terested in GOOD ROADS, the free SERVICE of TEXACO's expert highway engineers and chemists. Ask for our SERVICE and LITERATURE.



### The Texas Company

ASPHALT SALES DEPT.

17 Battery Place

New York City



New York  
Boston  
Philadelphia  
Richmond

Jacksonville  
Tampa  
New Orleans  
Memphis

Chicago  
Cleveland  
Toledo  
Kansas City

Houston  
Des Moines  
Minneapolis  
Wichita

One of the many advertisements for Texaco Asphalts appearing in the Engineering Journals, addressed to road builders and public officials