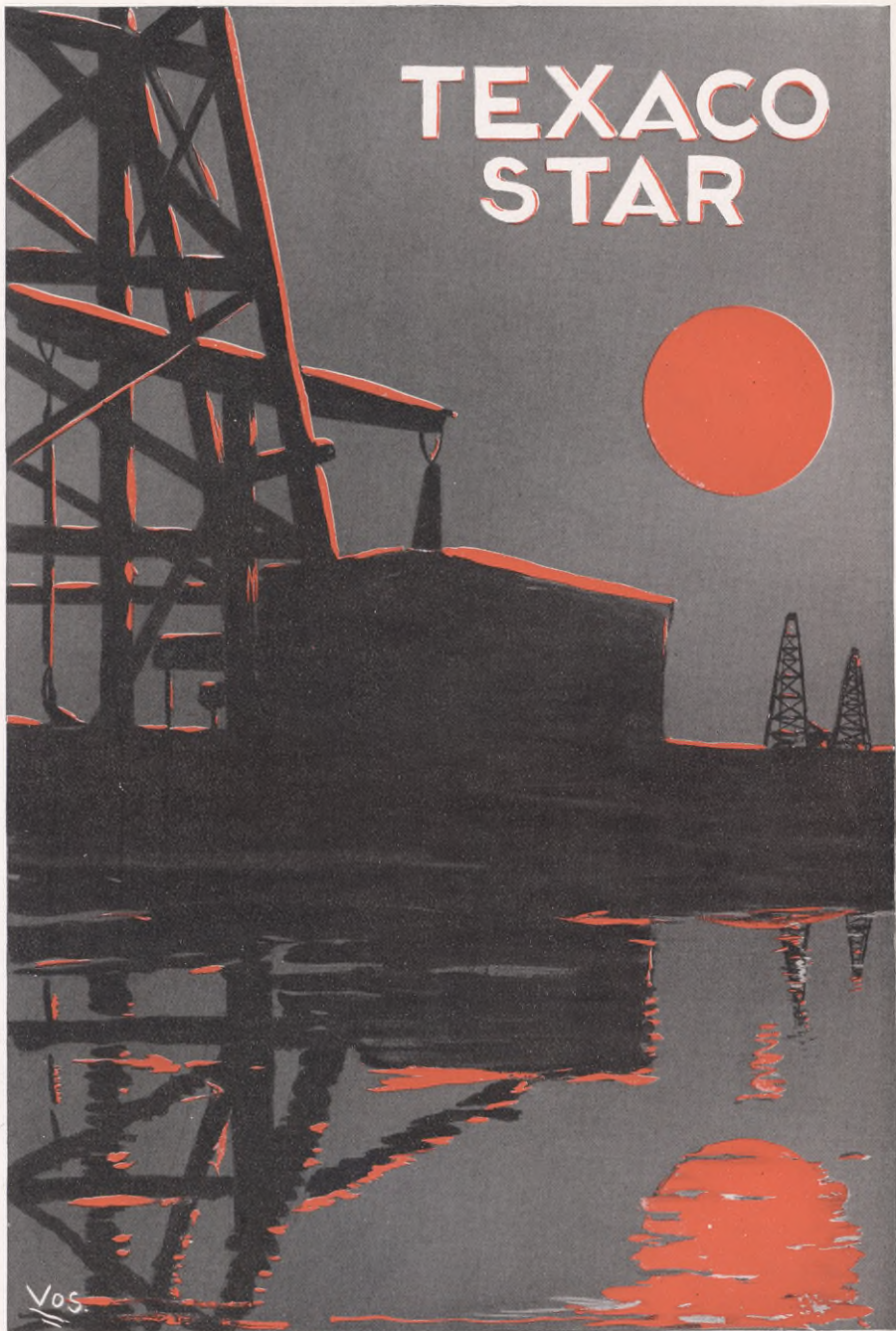


# TEXACO STAR



# PRODUCERS OIL COMPANY

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**D**O NOT toss your head and go off in a huff when you chance to be criticised.

If you are honest, and in earnest about really wanting to "get on", you can get more real help from criticism than in any other way.

It doesn't make any difference whether the criticism is kindly or harsh; whether it comes from the head of the firm or of the office, your co-worker, or merely the errand boy. It is like a mirror. If you but face it squarely it will show some defect, the eradication of which will not only make you more valuable as a worker but an all-around bigger man or woman.

—*Modern Methods.*

**L**IFE, is made up, not of great sacrifices or duties, but of little things, in which smiles and kindnesses and small obligations, given habitually, are what win and preserve the heart and secure comfort.

Kindness is a language the dumb can speak, and the deaf can hear and understand.

A kind heart is a fountain of gladness, making everything in its vicinity freshen into smiles.

Kind looks, kind words, kind acts—these are means of grace when men are in trouble and fighting their unseen battles.

Kind words produce their own image in men's souls; and a beautiful image it is. They soothe and quiet and comfort the hearer. They shame him out of sour, morose, unkindly feelings. We have not yet begun to use kind words in such abundance as they ought to be used.

"I expect to pass through life but once. If, therefore, there be any kindness I can show, or any good thing I can do to any fellow-being, let me do it now, and not defer or neglect it, as I shall not pass this way again."

Each one of us is bound to make the little circle in which he lives better and happier; bound to see that out of that small circle the widest good may flow. Each may fix in his mind the thought that out of a single household may flow influences that shall stimulate the whole commonwealth and the whole civilized world.

—*Ford Times.*

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TEXACO STAR

The Well that opened Glenn Pool, October 1905

# TEXACO STAR

VOL. II

OCTOBER 1915

No. 12

PRINTED MONTHLY FOR DISTRIBUTION TO EMPLOYEES OF  
THE TEXAS COMPANY

*"ALL FOR EACH—EACH FOR ALL"*

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ADDRESS: TEXACO STAR, 523 THE TEXAS COMPANY BUILDING, HOUSTON, TEXAS

AT the meeting of the American Institute of Mining Engineers last month in San Francisco, L. G. Huntley presented a comprehensive account of the Mexican oil fields, reviewing the production, transportation, and marketing conditions of that region, which is the world's greatest source of liquid fuel. The most peculiar feature in comparison with oil fields in the U. S. A. is the prevailing condition in respect to ownership—one company to each pool. Consequently there is no waste of oil or gas, except in case of accident or inability to control the well. Mexican oil comes from about twenty distinct groups of wells. Except at Panuco and Topila one company usually controls a large area around its well or wells. Each district represents a pool, or geological unit, and it is to the interest of each company to drill efficiently and to keep wells shut in when there is inadequate transportation or no market. Large tankage is required only at terminal stations for operating purposes. Contrast this condition with that at Cushing, for instance, where through a multitude of wells tapping the same pool, a multitude of owners bring the oil to the surface in feverish haste, lest neighbors get more than their share, wasting and glutting the market, and sometimes causing loss not only to all producers but to refiners and marketers of petroleum products throughout the country.

The majority of Mexican wells are shut in waiting for a reasonable market, or for other reasons such as obtaining more of surrounding territory or clearing of titles. Last year less than fifty wells were allowed to flow, and more than half of the oil produced came from half a dozen wells. The

estimated capacity of Mexican wells now ready to produce is 500,000 bbls. a day, but at present only about 70,000 bbls. a day is taken.

A natural peculiarity marks the Mexican oil fields, from which it is not expected that they will decline like the sand pools of this country. The oldest commercial wells in the Mexican fields after producing for from eleven to five years, from widely separated districts, show no decrease. Considering the geological conditions (discussed in Mr. Huntley's paper, which is given in full in the Sept. issue of *Petroleum Age*) such behavior of the Mexican wells is to be generally expected.

As for the future, it appears probable that development in Mexico will be slow: Extraordinary costliness of drilling and operating tends to keep out all except strong companies, who will not develop their territories wastefully, or sell much oil below cost of production. Political conditions retard. When over-production breaks the market in the United States, if the price here for Mexican crude diminished by the cost of tank-steamer transportation falls below the cost of production, the U. S. market is practically closed to Mexican oil.

★ ★

Considering their total cost and the risks and heavy investments required, the chief petroleum products are doubtless the lowest-priced articles of general consumption.

★ ★

Coming into the minds of men everywhere is the thought that the free intelligent co-operation which still preserves individual responsibility and reward, is far better than either destructive competition or enforced co-operation. We need one

## TEXACO STAR

another, and Business has learned that by giving much we shall receive much. It is gradually coming to be seen that the remedy for such evils as exist and protection against abuses, lies neither in regulated competition nor in regulated monopoly; but in retention of fair competition, and permission of co-operation regulated only so as to prevent monopoly.

★ ★

There can be no compensation for working men and women unless there shall also be compensation for the employer. . . . The thoughtful working man understands the situation, for experience gives him the best insight into it. He knows that there can be no compensation for the man in the shop unless the shop is prosperous, and that a law which does not safeguard the employer as well as the employe is destructive and not constructive.—*Leslies*.

★ ★

"Better mend one fault in yourself than a hundred in your neighbor."

★ ★

Gratefully as we appreciate every expression of approval of our work, we have never published such praise merely as such. There is a point, however, in the following that will doubtless be pleasing and encouraging to all employes of The Texas Company, and it seems therefore that they are entitled to see it:

St. Louis, Mo., Aug. 13, 1915.

Mr. W. M. Davis,

The Texas Company, Houston, Texas.

My Dear Mr. Davis:—I was glad to get your letter of August 10th. I have taken much interest in various issues of the Texaco Star that have been coming to my attention for some time past.

It is by far the best house organ that I get, for it gives one an impression of the very big spirit as well as the magnitude of your Company, and makes one feel as though he would like to be either in it or of it, that is to say, in the organization or at least a good customer.

Yours faithfully,

BUSCH-SULZER BROS. DIESEL ENGINE CO.

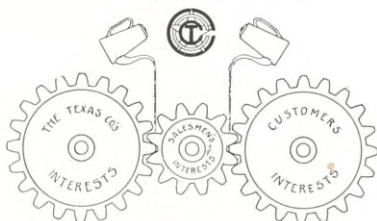
By E. A. Garrett,  
Publicity Dept.



Joe Roberts—6 months

Sons of Mr. and Mrs. B. L. Sweat, Hugo, Okla. Mr. Sweat is Agent at our Hugo Station

### THE CRATER COMPOUND CLUB FRICTION LOSSES MINIMIZED

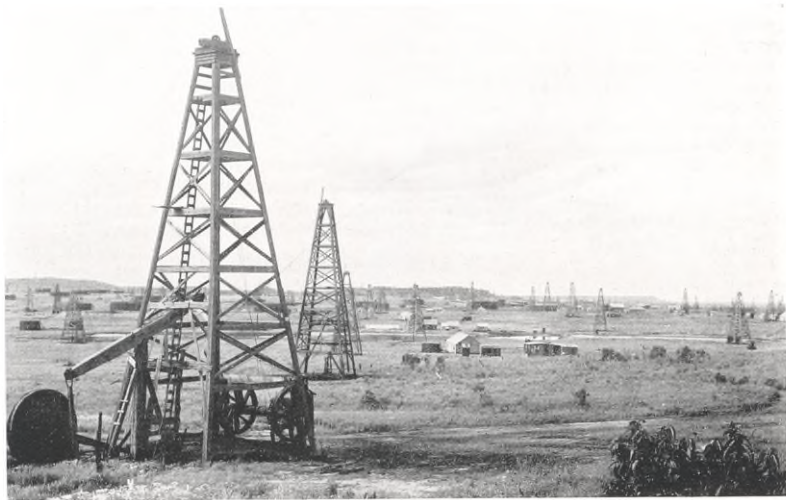


This excellent drawing was contributed by Mr. Jas. W. Hopkins, Agent, St. Louis, Mo. Without diminishing the credit and tribute to the Crater Compound Club, it would be profitable for each one of us to ask himself what other agencies and principles and practices could contribute to minimizing friction losses between the three interests in question. There are ways by which everyone might help to lubricate the interlocking interests of The Texas Company and its Salesmen and its Customers.



Jack Sweat—33 months

## TEXACO STAR



Properties of the Producers Oil Company, East Side of Glenn Pool

### GLENN AND CUSHING POOLS

JOHN F. HAYDEN

October 22, 1905, marked one of the most important epochs in the whole history of the oil world. On that date Galbreath, Chesley, Colcord, and Mitchell tapped the sand in the first well of the now famous Glenn Pool, and to them belongs the distinction of opening one of the world's largest oil pools. The well was drilled on the Ida E. Glenn farm in Section 10, Township 17 North, Range 12 East, and started flowing at the rate of 50 barrels of oil per day, natural, and increased gradually to 75 barrels per day. From a log of this well we find that the top of the sand was found at 1458 feet.

The first Glenn well received only cursory attention from the general fraternity. While hundreds of men—among whom was the writer—visited the well and got a gauge on the tanks and figured out what she was doing, all wended their way back to Bartlesville or the shallow field at Chelsea without even thinking of taking a lease in what promised to be a new pool. The reasons for this lack of interest were many and varied. The well was far ahead

of developments, and at that time far removed from pipe line facilities; consequently it was not attractive to the investor. A potent reason was that there were too many good things in sight up in the Osage and Cherokee country to be then attracted by a mediocre well down in the Creek Nation. All had leases, and almost everyone had production. Even at that early day there was pipe line congestion, which was another substantial reason for not "getting in" on every new thing in sight. Because of poor train service—and any other service was out of the question—the first Glenn well seemed as far removed from Bartlesville (then the oil center of Indian Territory) as Tampico now is.

It required the completion of the second producing well, 350 feet to the southwest of the first well, to make the wise ones sit up and take notice. This well was drilled in during the month of February 1906, and started flowing naturally at the rate of 800 barrels a day. Business picked up immediately, and from that time on the field developed rapidly. Soon the Frisco siding

## TEXACO STAR



View of Glenn Pool

on Kiefer land became a flag stop, and the stop developed over night into the town of Kiefer. The Glenn pool was on the map to stay, and the business of developing the richest spot of Bartlesville sand yet discovered was on in earnest.

All wells were big ones. There was a thick body of sand, but nobody bothered to find out how thick; they just drilled the wells in 60 and 75 feet and let them go at that. Later, when the shooting and cleaning out stage arrived, the wells were drilled deeper. In the main portion of the pool they averaged fully 100 feet of sand, practically all pay. And notwithstanding the heroic efforts of the Prairie Oil and Gas Company—the only pipe line in the field—to provide additional pipe line outlets and storage, the field soon grew beyond them. It was then that the individual producer had his first taste of providing his own steel storage. I will speak of this later.

The Producers Oil Company, became a factor in the Mid-Continent Field in

February 1907. The advent of the "Texas bunch," as we termed them, put the first real pep into the business, and they set a pace that gave all competitors the headache. Following rapidly after, came The Texas Company with its line from Glenn Pool to the Gulf of Mexico. The keen business foresight of the Producers Oil Company and the rapidity with which a number of valuable leases in the Glenn Pool were acquired, was equalled only by the rapidity with which it put oil in the pipe lines, and is Mid-Continent history. This same aggressive policy still pervades the organization, and naturally the Producers Company is in the forefront in producing oil in Oklahoma. It now has 675 producing wells in the Mid-Continent field, distributed throughout the various pools.

Glenn Pool, including the north extension—Taneha and east Jenks, covers approximately 40,000 acres, on which there are 3,100 producing wells. In the old Glenn Pool proper there was an area three miles



View of Glenn Pool

## TEXACO STAR



The Texas Company's Pump Station, Kiefer, Okla.

square on which 2,100 wells were drilled with only four dry ones. This 6,000 acres is the richest area in one solid body of oil producing sand so far discovered in the world.

The largest production in Glenn Pool in any one year was in 1908, when 20,000,000 barrels were brought to the surface. The biggest single month was October 1907, when 4,000,000 barrels were produced, making a daily average for the month of 135,000 barrels. Not more than half of this oil was run to the pipe lines and sold. From January 1, 1906, to January 1,

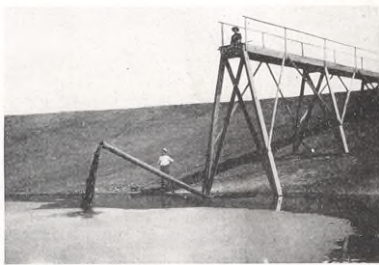
1915, Glenn Pool produced approximately 130,000,000 barrels. The actual sales, based on pipe line statements, beginning with 1907, were as follows:

	Barrels		Barrels
1907	19,926,995	1911	13,880,118
1908	20,494,313	1912	10,495,518
1909	18,046,740	1913	9,469,870
1910	19,236,914	1914	7,200,000

This made a total of 118,750,468 barrels run to pipe lines in eight years. In addition to this there were about 12,000,000 barrels placed in steel storage. Considerable of this oil is still in storage. Glenn Pool, after producing nine years, now has

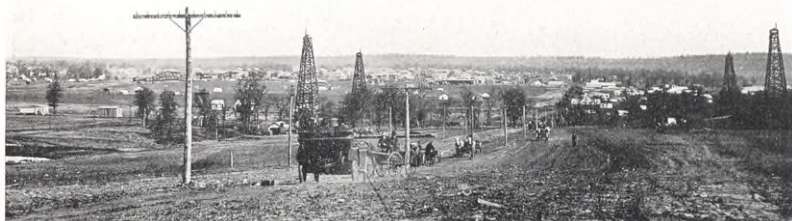


North Extension—Glenn Pool



Glenn crude running into reservoir

## TEXACO STAR



Oilton, Oklahoma—Cushing Field



Driving the first spike at depot site, Oilton, March 23, 1915



Main Street, Oilton, Okla., May 3, 1915

## TEXACO STAR



View in Cushing Field, Drumright, Okla.

a daily average production of 24,157 barrels, or 8 barrels per well.

Glenn Pool is now the richest producer of casing-head gasoline in Oklahoma, more gasoline plants having been built there than on any like acreage in the State. The gasoline production has added materially to the profits from the wells, as thousands of barrels of that commodity are produced each month. The Producers Oil Company has already installed one large and very complete plant, to which several leases are connected, and has another large plant under construction to fully care for all its leases.

All the producing area formerly owned by Galbreath and Chesley, the discoverers of the pool, is now owned and still operated by the Producers Oil Company.

While Glenn Pool was a wonder in its day, and was conceded to be the greatest

pool of oil ever discovered in the world, it is now far surpassed by the Cushing Pool. The initial well in the Cushing Pool to show any oil was in the Layton sand and was drilled by B. B. Jones and T. B. Slick, but abandoned after being drilled to the Bartlesville sand finding only water. The first paying producing well was drilled by C. B. Shaffer, and the oil was found in the Wheeler sand 430 feet above the Bartlesville.

The second and greatest epoch in the world's oil history occurred on the 30th day of November 1913. This date marks the beginning of the real Cushing Pool. On that day the Prairie Oil and Gas Company drilled into the Bartlesville sand on the George Tucker 40 acres in Section 3, Township 17 North, Range 7 East, Creek County. This well got the sand at 2,535 feet, and started flowing at the rate of 700



Birdseye View of Drumright

## TEXACO STAR



Tank Farm No. 1, Producers Oil Company, Cushing, Okla.

barrels natural per day at only 4 feet in the sand. The well was allowed to stand about 60 days, due to casing troubles, before it was drilled deeper, when it made better than 4,000 barrels the first day. The second well to reach the Bartlesville sand in this now world famous pool, was the Producers Oil Company's Number 1 McIntosh, in the same section and an offset to the Prairie well. The McIntosh started off at a rate of 700 barrels natural per day and increased with deeper drilling to 3,200 barrels. Thus was opened the world's greatest pool of high grade oil.

The area or extent of the Cushing Pool is neither proven nor defined, but there are now wells producing oil from the Layton, Wheeler, and Bartlesville sands on 25,000 acres of land. Of this amount 16,000 acres is proven Bartlesville territory, with an average thickness of 120 feet of sand. In the north end of the pool there are a number of wells drilled over 200 feet in the sand. It is in some of these wells that the greatest trouble is encountered with water in the sand. At present there are two separate producing bodies of the Bartlesville sand in the Cushing Pool, one in Township 17 and the other in Township 18, and only the drill will determine a connection between the two bodies of sand. That there is more Bartlesville sand territory in the Cushing Pool all will agree.

There is very little difference in the gravity of Glenn and Cushing crude. When

Glenn Pool was opened the oil was 38 to 39 gravity, but is now 36. Cushing is 40 to 41 degrees.

This newest and greatest of all high grade oil pools offers many interesting if not astounding figures. Almost from the moment when the first well was drilled into the Bartlesville sand seventeen months ago, the pool has been both the delight and the despair of the oil fraternity. The point of view depends entirely on whether you are *in* or *out* of the pool. The results of opening the Cushing Pool have been immediate and the effects far-reaching. Outside of Cushing the business of producing oil is at a stand-still and the crude oil market throughout the country not only declined but for a time was demoralized. The enormous quantity of oil produced and still being produced daily from this pool is astounding even to the oldest and most experienced operators. There has never been anything like it, and the constant query from the fraternity is, "Where will she stop?"

The newest element to be reckoned with in this remarkable pool is the recent appearance of the Tucker sand as a producer. It promises to be an important factor in the ultimate production of the pool. On the southwest quarter of Section 9, in the North end of the pool, B. B. Jones has a well 6 feet in the Tucker that is flowing 1,500 barrels natural. Whether it will improve with deeper drilling remains to be seen.



Laying bottom of a steel tank

## TEXACO STAR



Tank Farm No. 2, Producers Oil Company, Cushing, Okla.

The capacity of no pool of high grade oil has been so much underestimated as Cushing, and owing to the immense over-production in no pool has it been so difficult to get an accurate daily gauge. Particularly is this true since the resignation of Umpire Watts, due to the numerous and various means of marketing the oil and to the absence of any agency for collecting and compiling the data necessary to give exact figures. The figures here given are based on the runs of the three leading pipe lines and are approximately correct.

Now for the figures on this most wonderful pool of oil: On June 1, 1915, there had been drilled in the field 1,420 wells producing approximately 290,000 barrels a day, or an average per well of a little more than 200 barrels. Of this number 775 wells are producing from the Bartlesville sand, with 150 more wells drilling to the same sand. The highest daily production of the Glenn Pool was 135,000 barrels for a few weeks, while Cushing has hung around 400,000 barrels a day for the past six months.

Cushing produced the first twelve months after the Bartlesville sand was found in excess of 50,000,000 barrels—more than twice as much as the Glenn Pool produced during its best year. Of this amount of oil practically 35,000,000 barrels has gone into steel storage. To care for this enormous production has been and is a huge burden on the pipe lines and producers alike, but at this time there is little or no waste of oil. At this time the Cushing Pool represents an investment of fully \$60,000,000, and the end is not yet in sight.

The greatest single month in Cushing was March of this year when nine and three quarter million barrels were produced, which is practically two and one half times greater than the best month of Glenn Pool. The actual production of oil, beginning with January 1914, was:

	1914	Barrels	Daily Average
January		551,087	17,777
February		1,075,480	38,410
March		1,861,302	60,042
April		2,373,030	79,101



Standard rig parts being moved in to change rotary derrick to standard rig and derrick

## TEXACO STAR



High water in Cimarron River—Cushing Field

May	3,926,987	126,677
June	4,972,740	165,758
July	4,836,062	156,002
August	5,067,384	163,464
September	5,414,040	180,468
October	6,307,818	203,478
November	6,591,840	219,728
December	7,640,260	246,460

Total 50,618,030

	Barrels	Daily Average
1915		
January	8,264,693	266,603
February	8,331,960	297,570
March	9,756,630	314,730
April	8,773,200	292,440
May	9,193,546	296,566

Total 44,320,029

Total for seventeen months: 94,938,059 Bbls.

To this tremendous Cushing development the Producers Oil Company has contributed and is contributing its full share. The Company has purchased one hundred 55,000-barrel steel storage tanks, of which eighty have been erected and will be filled with oil within the next thirty days. These tanks are erected on four separate tracts of land of 160 acres each.

Tulsa, Oklahoma, June 5, 1915.

Quality in Advertising.—The advertising expert A. C. Parsons says:

"The advertiser who buys circulation on quantity alone should employ his workmen by size regardless of skill, should hire his lawyers on price regardless of knowledge, and should purchase his medicine by the gallon regardless of ingredients. More important than the question how many people the paper reaches, is, first, what is the buying power of these people, and, second, what is the influence of the paper with them."

Page twelve



Hood placed on a burning gas well

The stream of water is being used to keep the heat from the men while they are making connections necessary to shut in the well. In the Cushing Field.

## TEXACO STAR



Scene in Caddo Field between Mooringsport and Oil City

### CADDO POOL

J. C. McCUE

Indications of the existence of oil and gas in Caddo parish were known, as is evidenced by various pamphlets prepared by the United States Geological Survey, some years before any active steps toward development had been made. It was about 1905 that oil operators began to pay more attention to North Louisiana prospects, and a number of wildcat wells were drilled, without obtaining any profitable results but serving to strengthen the belief in this territory as a prospective oil field.

By 1906 operations were nearly at a standstill. Some of the operators, at least, were about to quit the territory for good when Savage Brothers brought in a small well just north of the town of Oil City (then known as Ananias) in the latter part of 1906, which produced about five or six barrels of oil per day. This find somewhat stimulated drilling, and subsequently in the same year The Texla Oil Company

brought in a well on Pine Island which developed into a 200 barrel well. After this a number of wells were drilled in and about Oil City by the Producers Oil Company and others, some of which made small producers. The first well of any consequence in this immediate territory was the Producers Oil Company No. 5, on the Caddo Oil and Mining Company tract, which produced at the rate of 150 barrels per day.

Considerable work had been accomplished in this field with only small pumping wells resulting, until in December 1908 the Gulf Refining Company completed its Hostetter well near Mooringsport, some few miles south of Oil City, which came in as a gusher at an initial production of about 700 barrels. From that time the production continued to increase with the discovery of other wells, until June 1913 the daily average for the field was reported



Dawes Trustee Well, Caddo Field—known as the "Wild Well," or the "Crater," showing the well spouting mud and water, and the crater formed around the well

## TEXACO STAR

at 35,359 barrels. Since that time the production has decreased somewhat. At the time of writing it is reported at approximately 18,100 barrels per day.

The Caddo field, as now developed, extends from northeast of the town of Vivian southward below Mooringsport—a distance of about 15 miles, and west from Black Bayou to the Texas State line—a distance of 10 miles, with prospecting still going on in different localities.

A study of the logs of the first wells drilled disclosed what has since been proved absolutely, that this territory is very spotted, or is a collection of pools at irregular locations. The formations indicate that at some time they were disturbed as by an upheaval. The result of this broken formation is that oil bearing sand is not found in uniform strata over the entire field, but in several strata at varying depths ranging from 1,000 feet to 2,500 feet.

At the greater depth is found the light oil, of a higher gravity than the oil from the upper strata, which is of more value for refining purposes, while the oil found at the lesser depths has a lower gravity and is known as heavy or fuel oil.

The exploitation of this field has not been without its exciting instances of wild wells, fires, and such other incidents as usually follow in the development of so large a territory. Among the most remarkable of these stands out prominently the well, known as Dawes Trustee No. 1, which attracted the attention of oil men all over the country because of the great volume of gas it produced and the length of time it was uncontrolled. This well was drilled on the Dawes tract a few miles east of Oil City. In May 1908, while drilling, it blew out from the lower gas strata, opening up the shallow gas sand which had a tremendous volume. The well continued to blow for about a month, when it caught fire and burned continuously from June 1908 until sometime in February 1909. It was estimated that the flames at times reached a height of 125 feet, and the glare could be seen at night for many miles. Water showed up with the gas and the fire was extinguished. The gas was lighted again at different times and burned for short intervals. At times water and mud would be spouted up until the eruption had worked a crater several acres in area surrounding the casing. This condition prevailed



Scene along Lake near Mooringsport

until in the year 1912, under the direction of the Conservation Commission of Louisiana, the well was finally closed.

The production in Caddo has been irregular, but more recently it may be said that the production has remained at a standstill, due to a partial falling off in operations as other localities were attracting more attention.

The oil is classed by the pipe line companies as light and heavy taking 38 degrees Beaume as the dividing point, all oil of a gravity above that point being classed as light oil and all below as heavy or fuel oil. The light oil has the preference for refining purposes and has sold on the field as high as \$1.05 per barrel. This price was paid during the late spring and early summer of 1914, but since that time the price has dropped and the prevailing price now is 60 cents per barrel. The heavy or fuel oil has sold as high as 75 cents per barrel on the field, this price being paid during the same period in which the light oil was highest. On today's market the heavy oil is quoted at 35 cents per barrel.

As early as 1911 attention was being directed southward to the parish of De Soto where indications lead to belief in another field as large as Caddo. By 1912 there was considerable activity in leasing in that parish, and to some extent also in the parish of Red River, adjoining De Soto Parish on the east. Various attempts were made to discover oil in De Soto without any results of consequence, until in May 1913 the Gulf Refining Company was successful in bringing in a well on the Jenkins tract with an initial production estimated at 2,000 barrels per day. Other

## TEXACO STAR



Warehouse and Office, Vivian, La. From left to right: C. C. Hill, J. C. Thomas, W. M. Mason, O. R. Burden, J. A. Gourrier, F. E. Van Horn.

wells were immediately begun, and the Jenkins pool was fully developed. The drilling showed that this field, like Caddo, was very spotted, and the oil when found would lie in pools instead of running in regular strata through any given section.

In December 1913, following the discovery of the Jenkins well, the Pasadena Petroleum Company discovered a pool on its Wemple lease which yielded a larger production than had yet been found in De Soto. Afterwards oil was discovered on adjoining tracts and in the spring of 1914 the production was at its highest, the daily average for the month of March 1914 being reported at 17,489 barrels. Since that time the production has decreased, until now the daily average is reported at about 7,000 barrels.

The oil in De Soto is found at practically the same depths as in Caddo, but it is light oil and of a generally higher quality than the Caddo oil.

Operations in De Soto extend in an easterly and northeasterly direction toward the parish of Red River, where in May 1914 the Gulf Refining Company brought in a well on its Marston lease having an initial production of 2,200 barrels per day, which increased to about 4,000 barrels but has now fallen off considerably. This was

followed by the discovery of oil by the Producers Oil Company on the Ardis tract adjoining. The discovery of this Marston or Ardis pool led to considerable activity which resulted in the development of this section, several other pools having been located. At this time the production for the parish of Red River is reported to be approximately 16,000 barrels per day.

Continuous drilling with varying results has left a great number of abandoned wells. It is approximated that out of 2,200 or more wells drilled in Caddo Parish there are now about 1,100 wells producing oil, a number producing gas, while the remainder have been abandoned. In De Soto Parish there have been drilled approximately 103 wells, of which about 66 are now producing oil, with a number of gas wells. In Red River Parish there are now 81 producing oil wells, with two or three gas wells.

These sections now developed will, of course, suffer a decrease in production, as has been experienced in Caddo. It is only by the discovery of other pools that production can be kept up to its present mark. There is doubtless enough oil undiscovered in these parishes to keep up a good production for many years to come.

In addition to the discoveries in the

## TEXACO STAR

parishes named, work has been accomplished in the surrounding parishes, particularly in the parish of Bossier just east of Caddo, and in the parish of Sabine just south of De Soto. Indications in these

places have been favorable, and in Sabine parish one or two small wells have been developed. No doubt future operations will locate oil producing territory in both of these parishes.

### BY THE WAY

Instead of making a "little write-up," as suggested, for the picture (see following page) sent by Mr. Robert J. Swain, Atlanta District Office, we give his own letter, hoping that it—no less than the story of the window display—may "encourage others:"

Atlanta, Ga., September 13, 1915.

Mr. Arthur Lelevre,  
Editor *Texaco Star*.

Dear Sir: Referring to your request, on your recent visit, I am sending you a photograph of a show window which Agent Crenshaw at Waycross, Ga., has gotten in at the Watt Hardware Company of Waycross, who operate a filling station and handle our oils exclusively.

This display has evidently been of quite an advantage to us at Waycross Station, our motor oil sales having increased since May nearly 180%, lubricating oils about 73%, and total gallonage 62%. I have no doubt that this display on one of the most prominent streets, in the show window of the largest hardware concern in that section, has had much to do with bringing our general line of products to the attention of the people.

If you can use the photograph, and care to do so, you can make your little write up to go with the illustration. It is my idea, as suggested to you when here, that to give an agent or salesman who is enterprising enough to go ahead and put in a display of this kind a little write up, will encourage others, not only in this District but other districts as well, to emulate his example.

I think I shall be able a little later on to furnish you some illustrations from this district of a more general nature and interest.

Yours very truly,  
Robert J. Swain.

★ ★  
The largest Asphalt Concrete job ever awarded in Texas;—The City of Taylor, on September 23, 1915, awarded to the Kaw Paving Company of Topeka, Kansas, a street paving contract requiring one hundred thousand square yards of *Texaco Asphalt Concrete*. Sixteen bids were submitted and seventy-five contractors and material men were in attendance.

★ ★  
If the recent disastrous explosion of a tank car at Ardmore, Oklahoma, was in fact caused, as reported, by a spark struck from the hammer of a workman who was repairing a leak in the tank, the need for the safety precaution of using copper hammers for all such work has been terribly emphasized.

The federal government has built a fuel oil supply station at Norfolk, Va. to provide for fueling oil burning vessels of the Navy.



Tank Wagon, Westerly, R. I., A. L. Smith, Agent



Joseph A. Armbruster, Tank Wagon Driver, Harvey, La. Station

It is worthy of note that ever since the monthly tables of Comparative Standing of Districts and Stations in the Southern Territory have been published, the Harvey, La. Station—Agent N. J. Zimmer—has been, in one or more than one of the columns of the table, among the leading stations in the New Orleans District.

## TEXACO STAR



Window Display of Texaco Products by the Watt Hardware Company, Waycross, Ga.—due to the enterprise of Agent W. C. Crenshaw of our Waycross Station

Mr. W. B. Williams, Chief Clerk of our Mobile Terminal, sends the following draft of a statement which, he suggests, might well be made by The Texas Company.

Mr. Oil Consumer:

Did it ever occur to you what an overwhelming part *Confidence* plays in the World of today?

*Confidence* is beyond doubt the greatest human-interest factor of universal business. Its greatest merit is that it cannot be bought or sold, but must be given gratis for honest service.

The Texas Company was built on *Confidence*; thrived on *Confidence*; and is growing every minute on *Confidence*.

1st *Confidence* within itself, that it is giving every ounce of value possible.

2nd *Confidence* of the consumer, that he is receiving, and will always receive, a product which will never vary in quality and which will produce the maximum efficiency of any product manufactured for its particular service.

We ask you to allow us to give you *free* our most valuable product—*Confidence*. It is yours the minute you try any one of our complete line of Petroleum Products.

Yours in confidence,  
(Proposed signature) The Texas Company.

★ ★

J. L. McMahon, Assistant General Superinten-

dent of the North Texas Division of the Producers Oil Company, has resigned his position here, effective October 1. Mr. McMahon has oil and gas interests in Oklahoma and mining interests in Missouri, to which he will devote his time. Announcement of Mr. McMahon's resignation is received with marked regret not only by his associates in the Producers Company and in the oil business, but by the many Wichitans who have been glad to count him as a friend. Of the hundreds of oil men who have made Wichita Falls their home in the past five years, none could count more friends than J. L. McMahon.

—Wichita Daily Times.

★ ★

Died, at his home in this city, on Monday, Sept. 20, 1915, Homer Smith, aged 27 years. For three weeks he had been sick with fever, but through his energy and enthusiasm for his work kept going and working, when the average man would have sat down to rest. The fever proved to be typhoid and fatal.

Homer Smith was representative of The Texas Company here for over two years. . . . He was a man who had a friend in every man who knew him; a wholehearted neighbor and friend, there was nothing too troublesome for him to do if he thought it would give some one pleasure. He leaves to mourn his early demise a wife and two boys, the latter aged respectfully four and two years.

—Karnes City Citation.

## TEXACO STAR

### DEPARTMENTAL NEWS

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

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

On September 26 an 8-pound baby girl arrived at the home of Ben Davis, Chief Clerk to General Superintendent J. L. Dowling. Ben was so overflowing with joy it took him about a week to resume his office duties.

Price Boone, for a number of years an employe of the Houston office, has resigned and at an early date will leave for New York, where he will take up the study of the voice. Price is possessed of a fine tenor voice, and no doubt in a few years will supplant John McCormack on the victrola records. There was a concert for his benefit on Oct. 4 which was largely attended by his many friends and admirers.

J. D. Lones, formerly telegraph operator at Humble, is now in the office of Oil

Dispatcher T. J. McMahon, looking after oil dispatching at night.

J. G. Quinn of Wichita Falls recently spent a pleasant two weeks vacation in Cool Colorado. He returned much improved in health and weight.

Superintendent J. C. Colligan of Dallas, accompanied by his son Jack, was a recent visitor to Houston. John is proud of his son Jack and has good reason to be, as the



Camp for construction work on 8" pipe line now going on south of Corsicana



Applying Texaco felt covering



Crossing a gully—8" trunk line—loop south of Concord

## TEXACO STAR

little fellow makes friends with everybody he meets.

T. S. Moyer, for a number of years rackman at Trice Station, has been transferred to the Loading Rack at Bay City. E. L. Newman was transferred from Bay City to succeed Mr. Moyer.

E. Auxter of Shreveport and J. C. McMahon of Lake Charles were recent visitors to Houston.

H. L. Stewart of Tulsa spent several days on business in Chicago in September. He no doubt talked over old times with our good friend Joe Considine, and incidentally took in a few ball games.

Water Shipments by The  
REFINING Texas Company from Port  
DEPT. Arthur, Texas, Month of  
September, 1915.

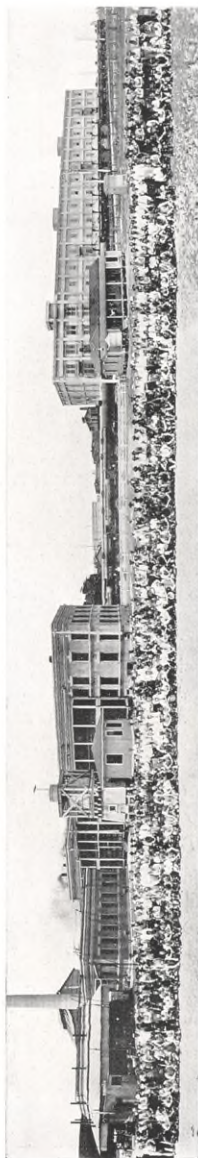
DATE	VESSEL	BARRELS	DESTINATION
		Refined	
1st	S.S. Donax	39,535	Panama
3rd	S.S. Ashtabula	65,057	Dartm'th, Eng.
4th	S.S. Breifond	50,184	Dartm'th, Eng.
5th	S.S. Gallia	11,770	Vlaardingen, H'ld
6th	S.S. Danubian	45,092	Dartm'th, Eng.
7th	S.S. Roma	27,705	Bayonne, N. J.
7th	Brg. Magnolia	7,145	Charleston, S. C.
8th	S.S. Wabasha	45,437	Dartm'th, Eng.
10th	S.S. Chr. Knudsen	38,328	Taranto, Italy
11th	S.S. Vesta	3,363	Bayonne, N. J.
11th	S.S. Holmesbank	27,835	South Africa
12th	S.S. Bulysses	57,579	Dartm'th, Eng.
14th	S.S. San Eduardo	59,871	Dartm'th, Eng.
16th	S.S. Pretoria	31,252	Brazil
16th	Brg. Tulsa	8,063	Amesville, La.
17th	S.S. Bloomfield	45,223	Dartm'th, Eng.
18th	Sch. Kineo	18,084	Norfolk, Va.
20th	S.S. Texas	57,755	Norfolk, Charles- ton, S. C. Dela- ware River
22nd	S.S. Harperley	40,792	Philippines
23rd	Brg. Magnolia	7,291	Charleston, S. C.
25th	S.S. Cuyahoga	38,704	Dartm'th, Eng.
25th	S.S. Jeronimo	105,486	Dartm'th, Eng.
25th	S.S. Massapequa	2,187	Porto Rico
30th	S.S. Northwestern	22,639	Providence, R. I.
	Miscellaneous	6,770	
		863,147	
		Crude	
11th	S.S. Vesta	35,378	Bayonne, N. J.
20th	S.S. Texas	12	Norfolk, Charles- ton, S. C., Dela- ware River
26th	S.S. Senator	2,857	Cuba
	Miscellaneous	6	
		38,253	

Total: 901,400 bbls.

A number of Bayonne Terminal employes had their annual Outing on Labor Day, Sept. 6. The Marine Department furnished our Lighter *Nina C* for a trip around Staten Island, stopping at Boehms Grove, New Dorp, S. I., where they breakfasted and had dinner. During the afternoon there were

bowling and swimming contests and other sports. Harold Smith won the bowling match and Frank Kiesel the swimming contest. Dancing and singing were part of the program during the trip. The Committee in charge of arrangements was: Harold Smith, Frank Kiesel, Thomas F. Curran, Thomas McGrath, George Carr, Michael Doyle, Chrm.

To commemorate the successful baseball season of 1915 the Texaco Baseball Club of the Delaware River Terminal, officials of the plant, and guests, gathered in the spacious dining hall of the historic Washington Hotel, in Chester, Pa. for a pleasing celebration. After a sumptuous repast, interspersed with interesting entertainments, chairs were pushed back, cigars lighted, and the remainder of the evening devoted to speech-making. Frank Nester, Sr., Superintendent of the Terminal, was chosen toastmaster and acquitted himself very cleverly. Some of the speakers confined themselves to the baseball events of the past season, while others injected wit and humor causing much laughter. The female game staged on Labor Day afternoon was the chief topic, for this game made Texaco famous. It fattened the treasury, and thus afforded an opportunity to play before one of the largest crowds that ever witnessed a baseball game in this section of the



Part of Labor Force, Port Arthur Works, May 1915

## TEXACO STAR



Bayonne Terminal employes aboard the *Nina C*, ready to start on annual outing, Sept. 6, 1915.

country. Out of 17 games played 12 were won and 5 were lost. Among the speakers were T. E. Dugan, of New York, A. E. Manley, C. R.

Raup, and Wm. McLaughlin manager of the team. Among those who attended were: L. R. Holmes of New York, C. Ray Raup, Ross Whipple, Edward A. Talbot, William Holcroft, Frank Pennington, Frank Nester, Jr., William Parker, John McLaughlin, Albert Habbart, Joseph Habbart, Willard Vernon, Charles Northam, Boswell Drake, Curt Wagner, William McLaughlin, William Devlin, B. E. Holland, D. C. Harlow, A. W. Dransfield, I. Horner, Julius Bengesser, George Demer, P. I. Ingram, Robert Hardy, Frank Jefferis.



R. H. Hale                      P. D. Hale  
Twin grandsons of W. J. Deady, Master Brick  
Mason, Port Arthur Works

### MARINE DEPT.

The Tug *South American* and Barges *Tuxpan* and *Panuco* have been sold to the Cuba Distilling Co., who will use the vessels in the molasses trade.

J. E. B. Stuart, who has been assisting the Marine Department in special statistical work, has accepted an appointment with the Export Department and will be located at Cape Town, South Africa. Mr. Stuart has the best wishes of his former associates for continued success in his new position.

Arthur Lefevre was a very welcome visitor in the offices of this department. (Note: Our Editor is not to blue-pencil this item, no matter how many apprecia-

## COMPARATIVE EFFICIENCY STANDING OF SALES DISTRICTS AND STATIONS, SOUTHERN TERRITORY, MONTH OF AUGUST, 1915

	Highest Percent of Collections to Outstanding Accounts and Bills Receivable August 1915	Lowest Percent of Accounts Transferred to "B" August 1915	Lowest Marketing Gallonage Cost August 1915	Lowest Marketing Percentage Cost August 1915	Highest Percent Increase Sales of Lubricating Oils as Compared with August 1914	Highest Percent Increase Sales of Grease as Compared with August 1914	Highest Percent Increase Sales of Roofing as Compared with August 1914	Highest Percent Increase Sales of Refined Oil and Gasoline as Compared with August 1914
Leading Districts, in order named	El Paso Dallas Denver	Dallas Denver El Paso	Denver New Orleans Dallas	El Paso Denver Atlanta	Atlanta New Orleans El Paso	Denver Houston New Orleans	Houston Birmingham New Orleans	Oklahoma Atlanta Dallas
Leading Stations in Atlanta District, in order named	Sumter Columbus Greenwood	Jacksonville Greenville Spartanburg	Valdosta Charleston Sumter	Valdosta Pelham Charleston	Sumter Waycross Greenwood	Atlanta Valdosta Roswell	Valdosta Milledgeville Lancaster	Sumter Albany Lancaster
Leading Stations in Birmingham District, in order named	Gadsden Birmingham Mobile	Mobile Dothan Sheffield	Birmingham Montgomery Mobile	Birmingham Montgomery Mobile	Selma Mobile Sheffield	Mobile Bessemer Decatur	Huntsville Montgomery Decatur	Selma Huntsville Montgomery
Leading Stations in Dallas District, in order named	Cleburne San Angelo Ballinger	Dallas Ft. Worth Waco	San Angelo Stamford Amarillo	San Angelo Stamford Amarillo	Hubbard Paris Cisco	Cisco Cleburne Plainview	Sherman Palestine Amarillo	Big Springs Hico San Angelo
Leading Stations in Denver District, in order named	Trinidad Berthoud Victor	Ft. Collins Ft. Morgan Laramie	Colo. Springs Laramie Greeley	Colo. Springs Laramie Billings	Casper Billings Trinidad	Casper Sterling Billings	Victor Rocky Ford .....	Trinidad Laramie Cheyenne
Leading Stations in El Paso District, in order named	Clifton Marfa Silver City	Pecos Santa Fe Douglas	Clovis Pecos Deming	Clovis Deming Lowell	Carlsbad Marfa Lowell	Miami Clifton Silver City	El Paso Albuquerque Clifton	Miami Clovis Pecos
Leading Stations in Houston District, in order named	Kingsville Sabinal Yoakum	Bay City Austin Pt. Arthur	Mercedes Bay City Kingsville	Mercedes Pt. Arthur Bay City	San Benito Garwood Wharton	Victoria Yoakum Corpus Christi	Yoakum Victoria Houston	Austin Sabinal San Marcos
Leading Stations in New Orleans District, in order named	Biloxi Lafayette Lake Charles	Crowley Greenville Jennings	Crowley Jennings New Orleans	Crowley Jennings Greenville	Alexandria Opelousas Brookhaven	Jackson Abbeville Lafayette	Jackson Greenville Jennings	Jennings Crowley Greenville
Leading Stations in Oklahoma District, in order named	Hugo Tulsa Altus	Tulsa Hobart Guthrie	Altus Tulsa Enid	Tulsa Hugo Altus	Ft. Smith Tulsa Enid	Muskogee Altus Hobart	Hugo Hobart Tulsa	Altus Guthrie Ada
Leading Station in Southern Territory	Sumter, S. C.	Dallas, Tex.	San Angelo, Tex.	San Angelo, Tex.	Carlsbad, N.M.	Cisco, Tex.	Valdosta, Ga.	Altus, Okla.

TEXACO STAR

This statement of Comparative Efficiency Standing presents the good work of various units of our organization, and its careful study is suggested. Being based strictly on percentages of improvement in different phases of our business, this plan enables the small as well as the larger Stations to gain honorable mention. The Statement reflects actual performance and all Stations of every class in every District are nearly on a par for this rating.

Every Agent and Salesman and every Station employe should be interested in this Honor Roll, which gives all an opportunity to show the vital points of excellence in their work. Every man on the Pay Roll can help to advance his Station. Here is the opportunity to show what you are doing.

## TEXACO STAR

tions of his visit he may have from other departments.)

J. H. Mulvey, formerly in the Accounting Division Marine Department, is now with the Refining Department's Terminal Division.

Fred C. Smith has received promotion to a position as stenographer.

Cornelius A. Roth has been transferred from the Hall to Marine Department.

W. J. Quinn has been transferred from the Hall to a clerical position, Marine Department Accounting.

J. Norval Smith, of The Tampico Company, is on a furlough and dropped in to see old friends and associates in this Department. Judging from the number of Mexican opals now being displayed, "Smithy" must have brought up a trunkful of them.

COMP TROLLERS' with W. D. Cleveland  
DEPT. & Sons, Houston, has

entered The Texas Company's service as bookkeeper in the Comptroller's Dep't.

Congratulations are extended to C. T. Carnes, who became the proud father of a fine boy on September 28.

W. G. Howland, who has been on the sick list, is now back at his desk much improved in health.

Thos. A. Pendarvis has gone to the country to spend his vacation where he can have chicken three times a day.

W. A. Wood is spending his vacation with his parents at Navasota, Texas.

SALES DEPT. Houston District.—De-  
S. TERRITORY spite the disastrous hurri-  
cane that visited the Gulf

Coast in August, Galveston Station, the point hardest hit, showed a decided increase over July in both gallonage and revenue.

G. A. Russ, former agent Houston Station, is now General Assistant, Atlanta District. While we all regret losing George, we rejoice over his advancement.

Mission, Texas Station, recently opened in the Rio Grande Valley, is showing up well in gallonage and revenue—indicating that F. W. Stewart intends to give Agents Fallgrant at San Benito, Von Lengerke at Mercedes, and Kowalski at Brownsville, a run for the star station in the Rio Grande Valley.

D. T. Monroe recently secured contracts covering the lubricating requirements of

ditching and dredging contractors in several counties in his territory, and is also furnishing their requirements of gasoline.

New Orleans District.—H. C. Brown, Stock Clerk New Orleans District Office, resigned, effective Sept. 15, to engage in business with his father. We wish him every success. Ledger Clerk J. J. Jurisch has been promoted to the stock desk to succeed Mr. Brown; and A. L. Prickett, Clerk at Shreveport Station, has been transferred to succeed Mr. Jurisch; and L. J. Adams, Extra Clerk New Orleans Station, has been promoted to Clerk at Shreveport to succeed Mr. Prickett.

Agent P. H. Wilson, Jackson, Miss., on returning from a visit to New York, highly praises the Texaco organization in the North.

A hearty welcome was extended W. R. Dodge, Creditman New Orleans District, on his return from 60 days leave of absence spent in the mountains of Virginia and North Carolina.

New Orleans recently enjoyed a visit by the popular George A. Russ, who stopped here on his way to Central America, on special business.

Birmingham District.—On Sept. 3 and 4 a meeting was held at Birmingham, presided over by General Assistant Jones and attended by all Agents and Salesmen of the District. It was called for the purpose of meeting our new Lubricating Assistant J. E. Taylor, and to discuss business conditions in the territory. Valuable information was acquired by each one present.

We were pleased to have with us at this meeting D. A. Vann, Sup't Bradford, Gen'l Ass't Geo. Russ, and C. M. Martin, of Atlanta.

J. E. Taylor, formerly Lubricating Assistant at Dallas, Texas, has been appointed Lubricating Assistant Birmingham District. We are glad to have Mr. Taylor with us, and wish him every success.

Chas. Howard, formerly Agent at Jackson, Ala. has been appointed Agent at Troy, Ala.

Agent Schwend and Salesman Edwards at Montgomery are setting the pace on sales of Texaco Roofing.

Chief Accountant Murdy at Birmingham is now "Daddy," the birth of Wm. Dicks Murdy having been announced on Aug. 7. Our heartiest congratulations to Mr. and

## TEXACO STAR

Mrs. Murdy, and best wishes for a bright future for William Dicks.

The following letter from a traveling salesman is quoted to show what a man can do when enthusiasm strikes him and what pleasure can be gotten from one's daily work when he really gets the spirit of the game:

Mr. Superintendent.  
Dear Sir:

I am pleased to advise that during this past week I believe I have done more good for the Company than any week I have been with them. You will note by copies of letters sent you that I

Sold 6 bbls. of lubricating oil to each of the —— Cotton Oil Company's gins in my territory.

Sold —— Lumber Company a mixed car Lube Oil and Refined.

Sold —— Lumber Company a car load of 60 bbls. Lube Oil. This is new business for The Texas Company and a first class account.

Sold —— Lumber Company 10 bbls. of lubricants—an account we have never sold before. Pat told me I would not be able to do it, but all it takes is a little "Irish." Also sold a good many barrels of Kerosene, Motor Oil in barrels and cases, a half-barrel of Cup Grease, and some Draco Cylinder to a gin.

Might also say my return on empty drums has been good. My collections have been exceptional. While the total amount was not extremely large, one account was a B, 3 were XXX, 7 were XX, and 4 were X.

I am doing the following:  
Raising the grades,  
Selling the Goods,  
Getting the money.

When are you coming down this way?

Yours very truly,  
Salesman.

Atlanta District.—A new station has been opened at Augusta, Ga. with H. G. Thompson as Agent.

B. T. Meyers has been appointed Agent at our new Camden, S. C. Station.

F. H. Sullivan, formerly salesman out of Beaumont, Texas, has been appointed Agent at Columbia, S. C., succeeding C. P. Dodge, Jr. who is transferred to Beaumont agency. We welcome Mr. Sullivan, but regret to see Clarence leave this territory.

Geo. A. Russ, formerly agent at Houston, has assumed the duties of General Assistant in the Atlanta District. We welcome Mr. Russ to this District.

Vidalia, Ga. made the largest increase in roofing sales as compared with preceding month, with Greenville, S. C. a close second.

W. C. Crenshaw, recently appointed Agent at Waycross, Ga., put out in August the biggest Motor Oil gallonage in the history of that station.

Boston District.—N. W. Phillips, Jr. of the Boston Office, and his friend W. S. Hill, recently completed a 1300-mile motor trip from Boston to Niagara Falls, N. Y., thence to Alexandria Bay, to Plattsburg, through Troy to North Adams, Mass., over the Mohawk Trail in the Berkshires, and return. The trip was made in a 1913 Buick 30 Roadster, which has seen 15,000 miles service but is always in fighting trim. Texaco Motor Oil Medium was used, and the viscosity of the oil stood up to the mark during the whole trip—the compression of the motor being always "there" with the wallop. In fact, Texaco Motor Oil and the Buick were so enthusiastic that a cop simply had to preach a little sermon in Amsterdam, N. Y., although he did not run the party in.

We are pleased to advise the readers of the *Star* that the Texaco Bowling League of the Boston District will start their second season on Oct. 1, 1915. We have added to our list of bowlers and this year will have four 5-men teams which have been divided so as to insure keen competition throughout the season. We will let you hear of the progress of the Bowling League during coming months.



F. F. Hale, of Motor Oil department Boston District, with a 25 lb. catch of trout—near his summer home on the Cape.

## TEXACO STAR



Harry Fletcher, Boston District Salesman for the State of Connecticut, in his Ford Coupelet, with Clinton Fletcher aged 9 months.

New York District.—The following appointments have been made:

Geo. Peabody, Brooklyn Motor Oil Salesman, headquarters at 17 Battery Place, New York City, in place of Kenneth Campbell resigned.

E. O. Woodruff, Agent at our new Morristown, N. J. Station.

C. H. Cotton, Agent at Buffalo, N. Y., offices at 64 West Seneca St.

G. R. Sheffield, transferred from Agent at White Plains, N. Y. to Routeman with headquarters at White Plains.

Frank E. Bell, Agent at White Plains, N. Y.

R. B. DeLaCour, transferred from Agent at Albany, N. Y. to Salesman, Motor Oil Campaign, at Chicago.

Philadelphia District.—Within the limits of the Philadelphia District are situated the principal oyster beds of the country, and among the foremost centers is the town of Bishop's Head, Maryland on the Honga River. Among the oystermen of this town Texaco Products have all become exceedingly popular. As an instance of this fact, Mr. J. Orem Murphy (who, by the way, enjoys the reputation of being one of the best) recently obtained a new boat, and when the question of naming her came up this strong believer in Texaco Oils christened the new craft *Texaco*. Every morning she may be seen doing her full duty, as everything bearing her name must do in order to live up to it. Mr. Murphy has sent us the accompanying photograph, which we think shows that the *Texaco* can well defend her place among the "Stars."



The dimensions of the boat are length 37 ft., beam 7 ft. 3 in. We wish for her owner all the good luck that should follow a vessel so well named.

The new Refined Station at Hagers-town, Md. is open and doing business,—in fact, we are inclined to ask that "doing business" be set in caps. Samuel S. Adams is Agent, with H. B. Sowers and H. W. Stover as tank wagon drivers. All that the District office has to say is, that we hope the gallonage continues to grow in the way it has started.

Norfolk District.—B. J. Durkin, Station Auditor, has been with us for some weeks auditing stations in the Norfolk District.

W. R. Ellwood spent Sept. 16 and 17 with us.

Chief Accountant Haden is happy again as he has his old reliable stock clerk back, Ira Oursler having returned to the fold.

H. I. Teagle is a recent addition to the force of the Norfolk District office.

Charlie Hicks is wearing a broad smile, as he has been promoted from office boy to Extension Clerk.

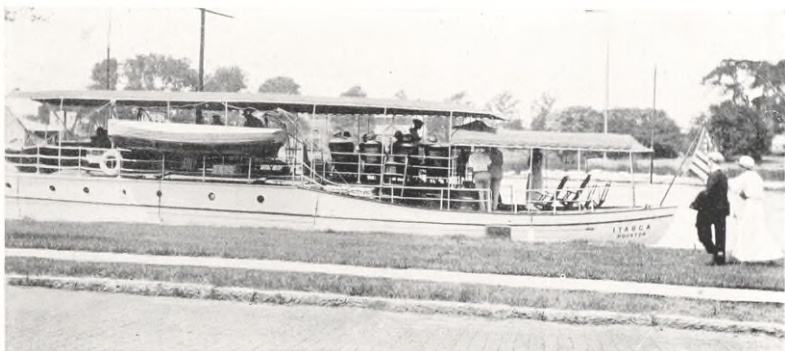
Jimmie Hunter has been promoted to head office boy succeeding Charlie Hicks, and Ernest Fisher is filling Jimmie's position.

E. L. Mapp has been appointed Agent at Danville, Va. Station, succeeding T. F. Mangum, resigned.

We have recently opened new stations at Charlottesville, Va., Smithfield, Va., and Concord, N. C.

If Agent H. A. Wild of Asheville, N. C. Station continues to capture first prize in the Collection Campaign, it will not be

## TEXACO STAR



The yacht *Itasca*, with Texaco party aboard, just before sailing from the Hague at Norfolk, Va.

long before he will be in position to buy himself an automobile.

Mare No. 808, located at Norfolk Station, recently gave birth to a mare colt. After quite a discussion at the Superintendents' Meeting the colt was given the name of Thuban Compound.

Through the kindness of Captain Henry Henke, of Norfolk and Houston, the Norfolk Office employees enjoyed two trips on the yacht *Itasca*. The first party went Saturday afternoon, August 14, with Sup't Thompson and Gen'l Ass't Clifton in charge; the second, on August 28 with Inspector Julius Morrison in charge. Captain Henke is a prince of entertainers and everyone had a most enjoyable time.

Miss Della Crewe—the lady who is making a trip around the world on a Harley-Davidson Motorcycle, using "Texaco" exclusively—recently secured gasoline at our Gastonia, N. C. station. On the reverse



Miss Della Crewe

side of the accompanying postcard showing a picture of Miss Crewe, she writes: "Yours for good Gas and Oil—*Texaco*. Della Crewe."

In connection with the foregoing item received from our Norfolk District, an extract from a letter written by Miss Crewe to her home-town paper, the *Waco Times-Herald*, will be of interest:

"Back to the good old U. S. A., after a glorious tropical trip among the West Indies. . . . If you want a wonderful scenic trip, mingled with varieties of folks and customs, visit Panama, Jamaica, Santiago de Cuba, Porto Rico, and Habana. Enclosed find clippings, both Spanish and English papers. If you cannot read the former, they have been translated to me sufficiently to inform yours truly that she is in favor with the police at large (some privilege, believe me, in those countries), and that the natives think the fair Americana a 'very courageous lady.' I traveled a wheel nearly 2,000 miles, in beautiful valleys, over peaks 3,000 feet high, and forded 75 streams. . . . I have covered all of Jamaica and Porto Rico Island roads—the first person to do so by motorcycle—entirely alone. . . . I must speak of two Texas products which have been constantly working ever since I left the State: My Clifton Mfg. Co.'s covering for my side car certainly has proved water, dust, and oil proof, and I don't know what the dog and I would have done without it; for it rains when it rains in those countries. And *Texaco* gas and oil; never have had my motor cleaned, and I lay a great deal of the perfect running of the motorcycle to this excellent Texas product. This is no ad, but I wanted the Texans to know that in hard use for 7,420 miles their goods have passed the quality mark."

The *Waco Times-Herald* adds the following, from the Tampa, Fla., *Tribune*:

"Miss Della Crewe, of Waco, Texas, is in Tampa for a few days on her tour of the world, which she is making on a motorcycle. Miss Crewe left Waco June 24, 1914, so that she has been on her journey a little more than a year. She went first to her former home in Wisconsin and from Wisconsin to New York, shipped from New York to Jacksonville last winter, and went down the east coast. Since that time she has visited Cuba, Panama, Jamaica,

## TEXACO STAR

and Porto Rico. From Tampa Miss Crewe will go to Atlanta and New York, and from there will follow the Lincoln Highway to Los Angeles, later visiting the Philippine Islands, Japan, and China, and going to Europe if the war is over by that time. Miss Crewe stated that she is making the world tour for pleasure and its educational value, and not on any wager. . . . She is accompanied by her dog "Trouble," which is the only trouble she has met anywhere."

Chicago District.—F. D. Gatchell spent several days at the Chicago office. Here's hoping to see Mr. Gatchell often.

J. T. Groves recently spent several days in Chicago District lining up the bonus and commission system. That system has brought renewed vigor to all the boys, who are working tooth and nail to bring up their commissions.

W. B. Troy is spending a couple of weeks with the Motor Oil department.

C. B. O'Hare, who has been in charge of the Motor Oil Campaign is now assigned to the south side of the city. Charlie says "Getting back on the 'row' makes me feel at home."

Salesman L. B. Underwood, who has been working the southwest side of the city, has been assigned to a down State territory, and W. F. Chamberlin, formerly covering the south side of the city, succeeds Mr. Underwood.

John H. Hull, Agent at St. Paul, Minn. Station, has resigned, and F. A. Morris has been appointed Acting Agent. We extend best wishes to Mr. Hull.

P. L. Shaffer has been added to the office force, transferred from Motor Oil Campaign.

This telegram will be of interest:

DENVER, COLO., SEPT. 6, 1915.  
TEXAS OIL CO. McCORMICK BLDG. CHICAGO.  
AGAIN TEXACO PRODUCTS TO THE FRONT. NEW BRISCOE RACING CAR LUBRICATED WITH TEXACO USING TEXAS GASOLINE WON EVERY EVENT ENTERED DURING MEET HELD HERE AT OVERLAND PARK YESTERDAY AND TODAY. I HAVE USED YOUR PRODUCTS FOR THE LAST FOUR YEARS OF



Miniature tank wagon constructed by the Agent of 35th Street Station, Chicago.

MY RACING CAREER WITHOUT THE LEAST TROUBLE OF ANY KIND. I THINK THEY ARE THE BEST PRODUCED AND I HAVE TESTED THEM IN ABOUT EIGHT HUNDRED RACES.

LOUIS DISBROW.

EXPORT DEPT. O. Guelcher, formerly Chief Accountant of the Export Department, New York, is now in charge of the Accounting Department of The Texas Company (South America) Ltd., with headquarters at Rio de Janeiro, Brazil.

Wm. Mayger, J. Gary, and E. V. Cartaya have recently joined the staff of the Export Department.

Miss Helen Clapp recently returned from a pleasant trip to Porto Rico.

J. E. B. Stuart, formerly with the Marine Department, sailed on Oct. 2nd on the S.S. *St. Paul* for England. After a few days in London, he will proceed to Cape Town to take charge of the Accounting Department of The Texas Company (South Africa) Ltd.

It is with deep sorrow that we announce the death of Miss Margaret R. Dillon at her home in Brooklyn on September 18, after a summer's sojourn in the mountains had shown that hers was a losing battle with declining health. We wish to express our profound sympathy with Miss Dillon's parents and brothers in their bereavement.



Miss Margaret K. Dillon



Motor Oil Office, Boston District

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### 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.

**FUEL OIL** Chimneys for Oil and Coal Burning Plants, by F. H. Rosencrants—*Power*, May 11, 1915.

Why the former should be smaller than the latter for the same capacity.

**COMPTROLLER'S** Distributing Overhead Expense. III—Classification and Interpretation of All General Ledger Accounts. IV—Distributing Manufacturing Expense, by Nicholas T. Ficker—*Engineering Magazine*, Aug. and Sept. 1915.

**EXPORT** How to Secure Foreign Trade. Hints for American Exporters, by Frederic Schribman—*Engineering Magazine*, Aug. and Sept. 1915.

**SALES** Inventories, by P. H. Clarke—*System*, Sept. 1915.

What a perpetual inventory can accomplish—and how to make it do it.

**LUBRICATING** Automobile Lubrication, by C. W. Stratford—*Oildom*, July 1915.

"The major part of motor oil bills and automobile maintenance costs traced directly to defective methods of lubrication and to the use of inferior or unsuitable oils."

Central Hydroelectric Plant Replaces Separate Units at Cohoes, by A. G. Hillberg—*Engineering Record*, March 27, 1915.

"Well planned oil-circulating system."

**PAVING AND ROADS** Petroleum as a Dust Preventive, by J. R. Marker—*Oildom*, July 1915.

**NATURAL GAS** U. S. Bureau of Mines—*Technical Paper 109*.

Dealing with the chemical and physical properties of natural gas used in 25 cities of the U. S. Copies may be obtained on application to the Bureau of Mines, Washington, D. C.

**PRODUCERS** Mineral Resources of Texas, by Wm. B. Phillips—*Bulletin of University of Texas*.

**GENERAL** Simplifying the Filing and Finding of Papers, by R. E. Ramsay—*Business*, July 1915.

The Making of Right-Hand Men. VIII—Developing Branch Managers, by Frederick Sanger—*System*, Aug. 1915.

**Book:** Advertising—Its Principles and Practice, by Harry Tipper, Harry L. Hollingworth, George B. Hotchkiss, Frank A. Parsons—*The Roland Press Co.*, New York.



The S. V. *Aquila*, which recently sailed from Bayonne with a cargo of Texaco products for Iceland. She is a sturdy and well-kept but elderly lady, born in 1876. Feeling that she could not run away if a submarine should try to flirt with her, she had her name and nationality painted in large letters on her side to show that she is legitimately engaged.

## THE CAMPAIGN IS ON—

**B**Y the time you read this page, the opening guns of the Crater Compound Advertising Campaign will be fired. We are taking full pages in Iron Age, The Iron Trade Review, and the Colliery Engineer.

We wish to remind you how valuable your stories from the firing line will be, and how necessary they are to this form of advertising.

We also wish to thank those who have responded to the call.

Next month we will be able to show some of these stories in use.

Because we are emphasizing Crater Compound, we do not want any one to get the idea that stories about other products are not wanted. On the contrary—"The whole line all the time."

ADVERTISING DIVISION

