

seventy
SIX

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UNOCAL

Unocal Corporation: a new name, a new logo.

In 1983, shareholders approved a reorganization that created Unocal Corporation. Union Oil Company of California became its wholly-owned subsidiary. The new structure, incorporated in Delaware, gives Unocal more flexibility in acquiring or establishing operations in regulated industries—such as electrical generation or common carrier pipelines. It also gives our company a new corporate identity.


Unocal has grown far beyond its original boundaries in California. Today, the company operates around the world with activities ranging from oil and gas to alternative energies, chemicals and metals. While retaining elements of our original name, “Unocal” provides a new and cohesive symbol for the much broader scope of our current operations.

So in 1984, the directors decided to take advantage of the reincorporation by converting the company worldwide to its new name—Unocal Corporation—and by introducing a new Unocal logotype. The new logo still features our famous marketing symbol, “76.” And the new corporate identity program underscores our commitment to remain a strong, vital and growing earth resources corporation for years to come.

The Unocal conversion has started with the company’s western marketing organization. New service station signage, truck decals, and television and print advertising were implemented in Los Angeles by the end of April in time to greet shareholders attending the annual meeting at corporate headquarters. Other company operations will take on the new name and logo in the coming months.

CAL 76

Corporate headquarters is now known as Unocal Center. The street address (although not the building) has also changed: 1201 West Fifth Street. Our mailing address remains P.O. Box 7600, Los Angeles 90051.

This issue of *Seventy Six* focuses on Unocal's name change and corporate identity program. We'll also take a quick look back to where Unocal started some 100 years ago— the beginnings of a tradition of technological innovation and quality products that will continue to grow in the century ahead. 



Workers install the new Unocal sign at a Los Angeles service station.

A brighter image, cleaner graphics.

“Most people, including many of our shareholders, get their biggest impression of our company in the marketplace,” says Clay Warnock, vice president of marketing for the 76 Division’s Western Region.

So, it was decided to introduce the new Unocal 76 logotype to shareholders attending the annual meeting by converting Los Angeles service stations to the new signage. “It was the simplest change to make, and the one where we would get the most immediate public impact,” Warnock says.

“What we don’t want to do,” he adds, “is make people think there has been a change in the company. That’s why the 76 marketing symbol is such a key identity, and why it is more prominent than ever in our Unocal signage.”

More than 400 service stations in the Los Angeles metropolitan area were converted from Union to Unocal by the end of April, according to Dave Heil, manager of marketing engineering in the Western Region. Initial conversion included new wall signs and the replacement of all 76 spheres that show wear or that still carry the word “Union” under the 76.

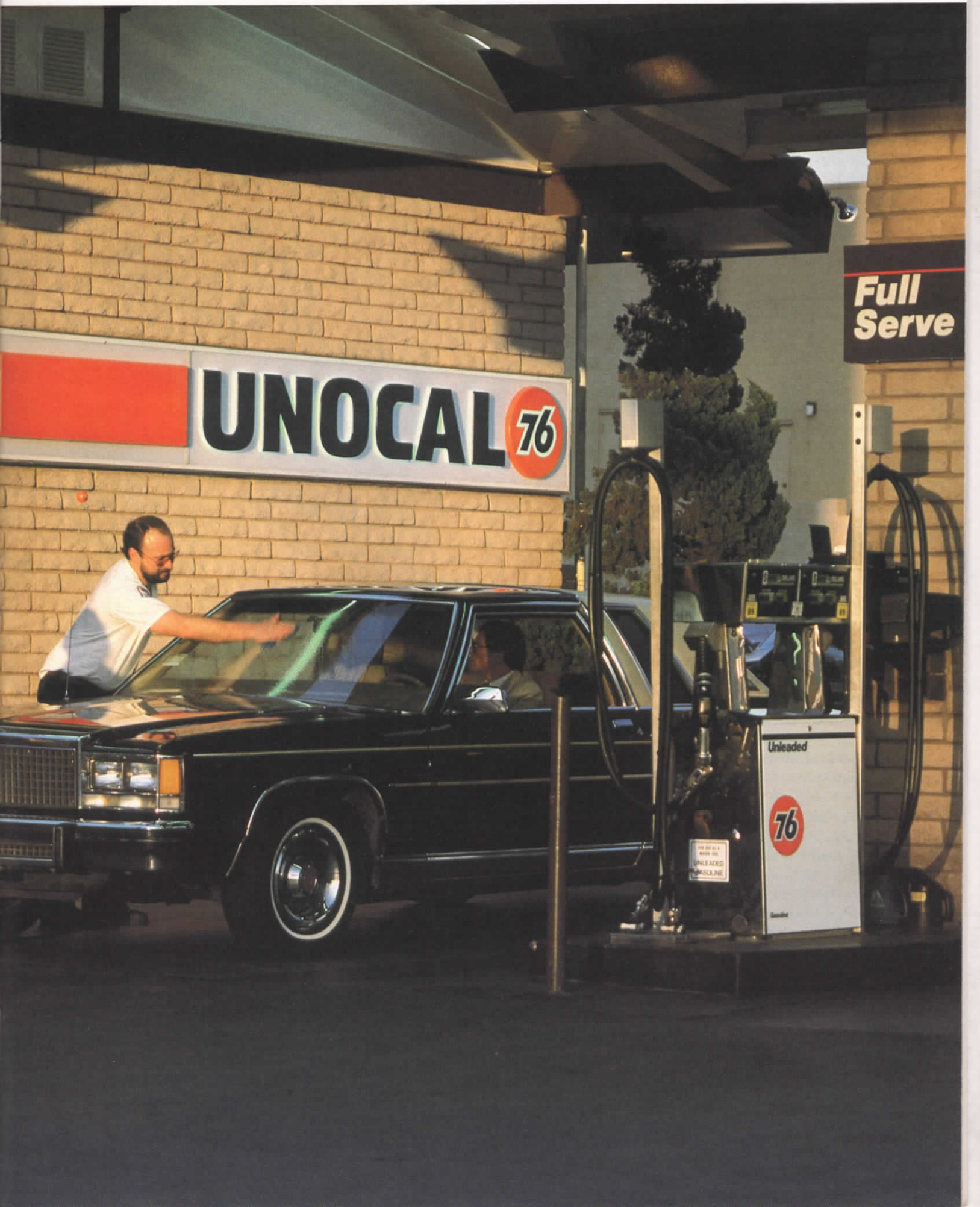
As conversion continues, freeway hi-rise signs are also being changed. Approved new signage for gasoline pumps, price information and Protech services will follow.

From Los Angeles, the conversion program is spreading to the rest of the region, moving to San Diego, Arizona, northern California, western Nevada, the Pacific northwest, Hawaii and Alaska. “We’re using a full court press,” says Warnock, with new signs going up as soon as they arrive from the manufacturing plant in Indiana. Warnock estimates that the first phase of the conversion will be complete in the Western Region by the end of September. That will include commercial distributors’ offices displaying the logo, as well as the service stations.

“The beauty of the program is that we made sure the new signs would fit the frames of the old signs, making it possible to install them very quickly,” Heil says. In fact, new signs go up in about 20 minutes. Spheres take about an hour to replace. Heil points out that the signs are made of polycarbonate, a more durable material than the acrylic that was used on many of the old signs.

“I see this as an extremely positive change,” Warnock adds. “This gives us and the dealers a chance to take another look at the business and spruce up our image—show off our new suit, so to speak.”

Service station operator Lee Geunueur waits on a customer at his Unocal station in Pasadena—the first one to be converted to the new signage.



UNOCAL 76

**Full
Serve**

Unleaded

76

SEE US AT A
MOTOR OIL
UNLEADED
PUMP/STATION

Plans include a slight revision of the stations' color scheme. The average viewer won't notice a thing, but by making the station background colors more uniformly light brown, the 76 and Unocal graphics will pop out more effectively.

The sign change program has been integrated into this year's push for general clean-up of the stations, according to Bill Fyock, general manager of divisional sales. At territory and area dealer meetings, the emphasis has been on removing the "clutter" of promotional and pricing signs, and generally sprucing up buildings and grounds to make the new graphics and logo really sparkle. Annual incentive programs are conducted on a divisional basis to reward dealers for the appearance and maintenance of their stations.

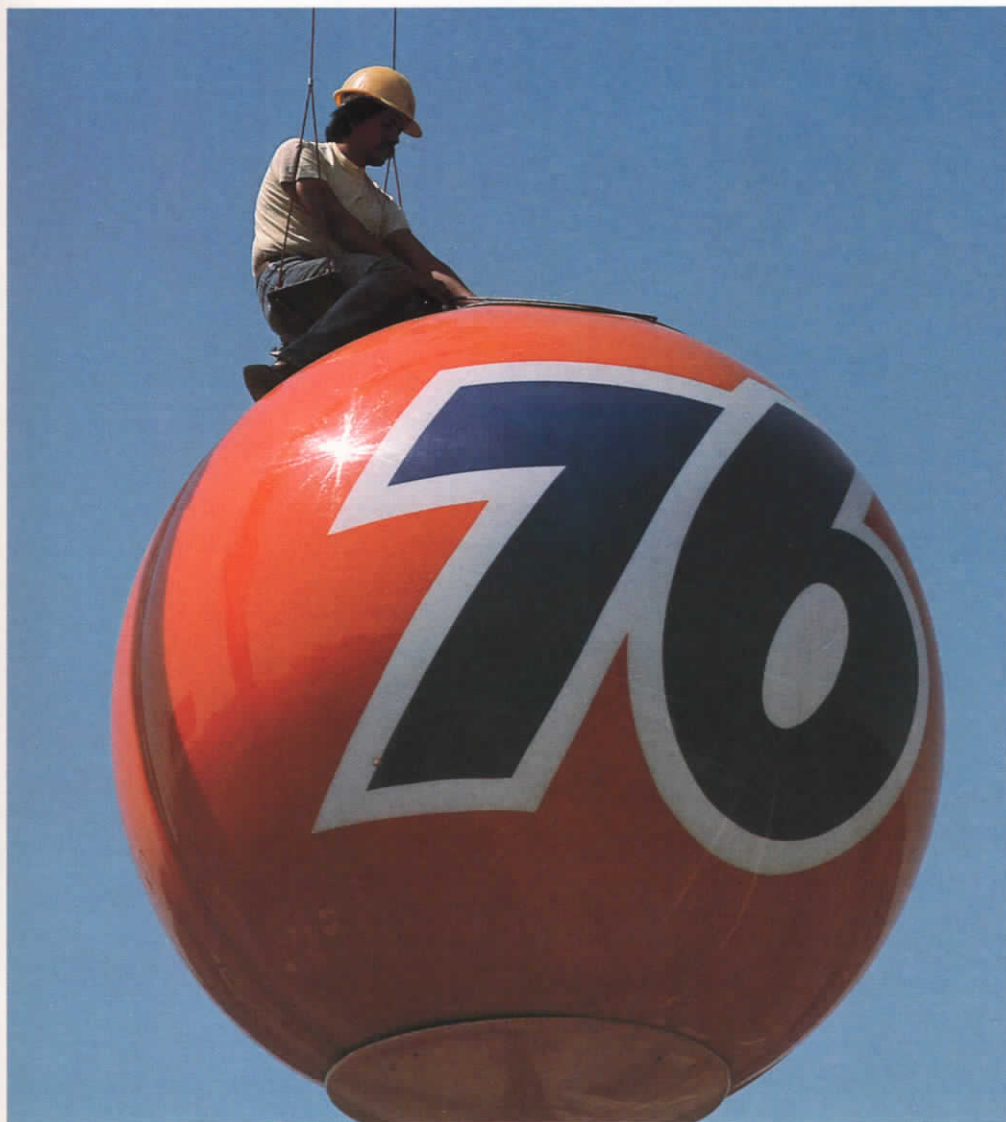
New Unocal labels for retail products, such as lubricants, batteries, tires and other products, are also in the works.

"Our trucks are an important part of our advertising," says Les Krohn, general manager of marketing distribution for the Western Region. Each of the region's 69 tank truck and trailer rigs averages 100,000 miles a year operating on two 10-hour shifts seven days a week. They serve as moving billboards—and that's a lot of exposure.

The American Trucking Association estimates that an over-the-road tanker averages 10 million "impressions" (looks from passers-by) in a year; an in-town route truck averages 16 million. If a truck's markings can be seen at night, the number of annual impressions goes up by six million.

Clockwise from top right: the scoreboard at UCLA's Pauley Pavilion sports the Unocal logo; a new polycarbonate sphere is installed; reflective Unocal decals are applied to a company tank truck; new signs fit the old frames, making for easy installation at the Glendale station of operator Fred Perayeff.





Knowing how important it is that Unocal 76 trucks reinforce the corporation's quality image, the distribution department has had an ongoing truck maintenance program to keep the fleet clean and shiny.

The new Unocal logo will enhance the trucks' appearance with cleaner graphics. The decal material has been improved. Its removal and application will take less time, making the maintenance program more efficient. It is also more reflective, enhancing night-time highway safety as well as advertising value.

Besides the large motor transports in use in the Western Region, there is an additional fleet of smaller transports and trucks numbering 84. The first 53 vehicles, those assigned to the Los Angeles Division, are already sporting their new markings. The balance of the Western Region fleet will be converted by mid-summer.

The Eastern Region changeover will follow, although the preliminary signs of Unocal are already appearing in race car decals and the service stations at the major NASCAR tracks, according to Bob Robbins, national marketing vice president for the 76 Division. New Unocal 76 signs are being installed at the major speedways. "We will let the sequence of major events at the tracks dictate the order in which we put up the signs," says Bill Joyner, supervisor of auto events. The scoreboard at UCLA's Pauley Pavilion also sports the new Unocal 76 logo.

"There is no question that our stations look better than the competition," says Warnock. "We are perceived as a much better value by our customers. Even as we change to Unocal, many of our customers won't notice. All they will see is a brighter, crisper sign, and the symbol of quality—76." 76

Our name: that's all we're changing.

Murph, the neighborhood Union 76 dealer for more than a decade, is now becoming the Unocal 76 dealer. "That's right," he says, in one of the company's 1985 commercials. "We're changing our name... But, that's all we're changing."

"The reasons most often given by customers for pulling into a 76 station are quality and friendliness, and we want to carry that franchise with us," explains Ted Seden, advertising manager for the 76 Division. Eight Murph commercials are "in the can" for 1985, including one in which Murph talks about the new name. But the emphasis is not on the name change; it's on the continuation of the "Spirit of 76."

Because of the continuing cast and the same station setting, Unocal's commercials don't take valuable time to establish characters or location. Everybody knows Murph and his 76 station crew—Nick, Jill and Murph Jr.

"They're old friends—already well-established in the minds of consumers, and that's a great advantage in our television commercials," Seden says. "TV ads have to 'grab' viewers in the first five to eight seconds, or they may head for the refrigerator. Our high recognition factor enables us to get attention fast, then concentrate on presenting our message in an entertaining fashion."

Recognition is important for another reason. How often have you seen a perfectly delightful commercial and not been able to remember the sponsor? Not so with the Murph campaign. Fifty percent more people identify Murph commercials with 76 products and services, as compared with recognition levels of other oil company ads.

By carrying through with the familiar ads—and, of course, the sign of the "76"—the change to Unocal should not upset our customers. Many, perhaps, won't notice any change.

"Down through the years, our advertising has continuously stressed quality and service," Seden notes. "With Murph, we've also been making a statement about the station environment—that 76 has friendly employees a cut above the rest."

Leo Burnett Company, Union's advertising agency for the last 15 years and Pure Oil's for some 30 years before that, created the Murph concept in 1974. The agency develops ads based on many sessions with Seden and marketing management.

The ads always use a realistic setting that viewers can relate to their neighborhood 76 station. And to reinforce our high recognition factor, each scene has as many "76" logos as can reasonably be included.

The commercials begin as storyboards containing sketches and some dialogue. Once the concept is approved, the commercial is scripted. The company's first commercials for each year are produced in the previous December. Filming takes place in Los Angeles at the 76 station adjoining Dodger Stadium, which is closed during the off-season. (In addition to the first eight Murph commercials for 1985, four have been shot featuring Dodger spokesman Vin Scully.)

Murph, the familiar TV representative of 76 service stations since 1974, explains the change to Unocal 76.



(Anncr VO): Something's happening to Union 76 stations.



Something you should know when you want quality gasoline...



or your car needs servicing.



Union 76 stations are becoming Unocal 76.



MURPH: That's right—we're changing our name... to Unocal 76. But... that's all we're changing.



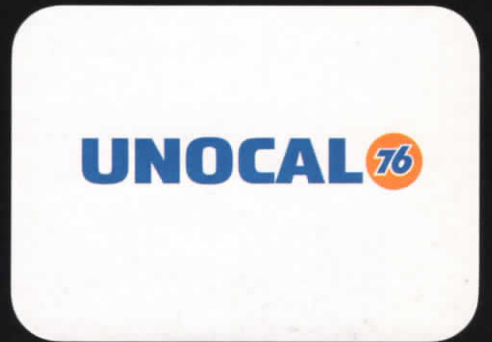
We'll still sell our quality 76 gasolines... offer the same services...



and you'll still find the same spirited people.



CUSTOMER: what's new Murph?
MURPH: Nothing much... just our name.



GO WITH THE SPIRIT... AT UNOCAL 76.

Segments can require many takes to adjust running time or to capture just the right inflection or facial expression. Over the years, Richard X. Slattery, who plays Murph, and the rest of the cast have been able to develop the personalities of the characters they portray, enhancing the entertainment value of the commercials. "Slattery is a consummate pro and helps bring out the professionalism in the other actors," Seden says.

On a cents-per-gallon basis, Unocal advertises less than other oil companies. But, because of the high viewer recall factor of 76 commercials, they can be run less frequently and still have more impact than competitors' TV spots. With advertising costs rising rapidly, fewer but better commercials are the only way to beat media inflation.

Seden says the company's primary television advertising target audiences are adults over 34 who prefer a wide range of services to self-serve, and males 18 to 34 who look for high performance from a gasoline. "We're not chauvinistic. It's a fact that men buy two-thirds of the gasoline." Since televised sports deliver an audience that's 60 percent men, that's where many of the company's network spots are placed.

However, local TV in key markets remains the backbone of the company's advertising program. That's why the animated "tags," or ends of the 1985 commercials, have been prepared with both Union and Unocal logos. Thus, in the Los Angeles marketing area where the Unocal conversion has begun, the Unocal tags will be used. People in other parts of the country won't see Unocal tags until the timing is right.

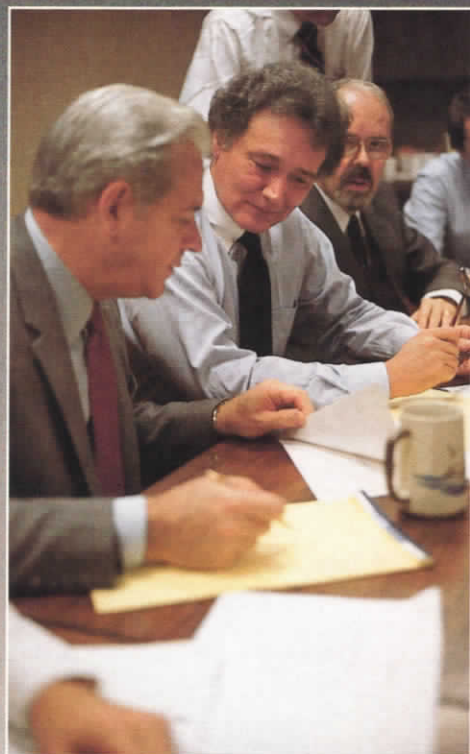
To evaluate the effectiveness of the company's commercials, John W. Groesch, manager of marketing information, conducts extensive viewer surveys twice a year. "We look for impact on attitudes," Groesch explains.



“The ultimate test is whether more people buy from you after exposure to your advertising.”

This research gives the company a clearer picture of who its customers are and what motivates their buying decisions. The information is analyzed and used in recommendations for the following year's commercial messages.

Unocal's service station advertising aims to influence consumer buying decisions. Its success can be judged by a number of means. The best measurement, however, is that the company continues to gain in market share. 76



Commercials are developed in many meetings between Unocal marketers and ad agency representatives. Top, Dave Heggen of Leo Burnett; Ted Seden; John Groesch; Bill Fyock, general manager of divisional sales, Western Region; Dick Mincheff (standing), vice president and account director for Leo Burnett;

Jack Mullen, general manager, marketing administration, Western Region. For the 1985 campaign, animated tags (or endings) were developed both for Union 76 and Unocal 76 so the commercials can be used through the transition.

Products will soon sport Unocal labels.





How the signs and spheres are made.

Unocal 76 service station signs and the familiar 76 spheres are made out of a tough synthetic called “polycarbonate.”

How tough? Joe Sicuro, supervisor of marketing identification for the 76 Division, recalls an incident that took place in Minnesota during a fierce windstorm. A polycarbonate sphere was hit by a two-by-four, pushing in the face of the sphere against the center pole. This would have shattered the ball had it been made out of acrylic, as the older ones were. But since it was polycarbonate, the hardy globe was simply punched back out to its original shape, leaving no damage but a scuff mark.

For the first phase of the conversion of service station signage to Unocal in the western region, wall signs have been manufactured by Kolux, Inc.

To make the Unocal service station signs, clear sheets of polycarbonate are vacuum-formed under high heat (about 400 degrees F.) to emboss the word “Unocal,” the 76 symbol and the orange bar. The embossing dies are made a little larger than the finished size of the sign to compensate for the contraction of the polycarbonate when it cools.

This clear sign is coated with a masking material, which is then cut away in the areas to be painted blue. After translucent paint is sprayed on, the masking material bordering the letters is stripped away and a translucent white paint sprayed over that (the blue shows through).



Careful inspections of signs and spheres are performed throughout the production process.

The painted areas are then masked again, and the process repeated for the orange parts of the sign. The final coat is opaque white for the background. Thus, when the signs are illuminated from inside, only the orange and blue elements and their halo borders light up.

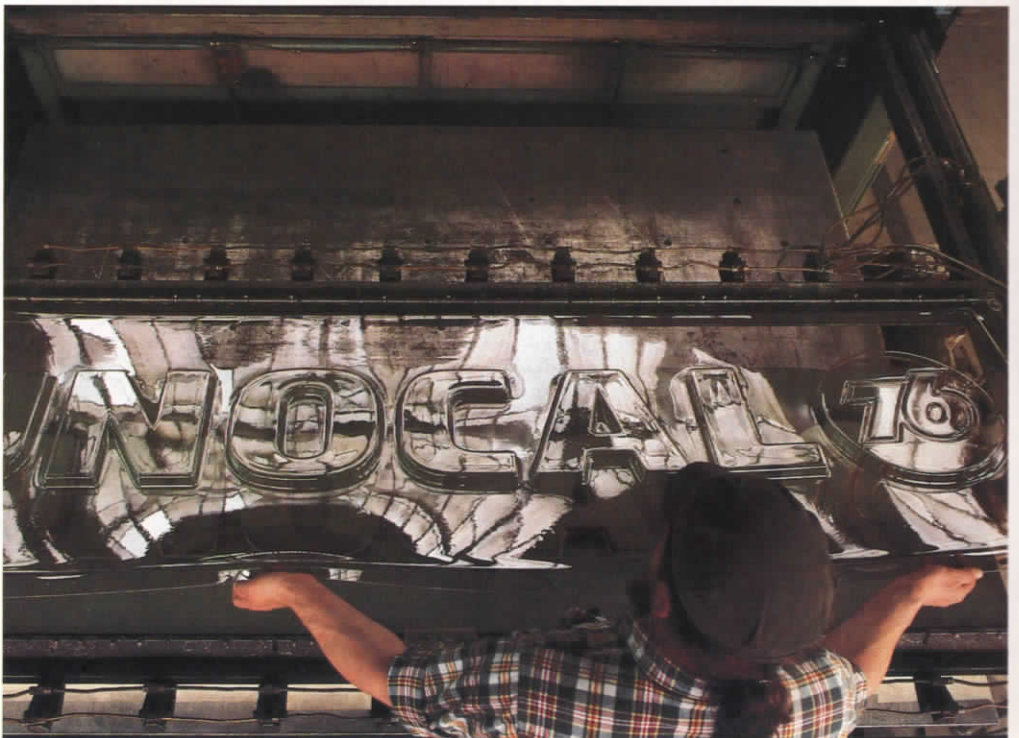
The paints used on the signs and the spheres are ultraviolet resistant, which means they can take a lot of sunlight before they begin to fade. Each sign, which takes four to five days to complete, is fitted into a light box to provide nighttime illumination.

The 76 spheres take a little longer to make—14 days from start to finish. The plant produces 30 spheres a week, each weighing about 700 pounds.

The polycarbonate sheets for the spheres are painted before vacuum-forming. The paint is applied through a silkscreen in order to get very even coverage. If the paint is too thick or too thin in spots, the lighted globe will appear spotty.

The screen, about twelve feet square, is made of a very fine mesh polyester fabric. Before use, this is carefully inspected for flaws in the weave to make sure that the finished coating will be even. The screen is laid over a flat sheet of polycarbonate, and the paste-like paint is squeegeed through the mesh onto it. The process is repeated for each color.

The new Unocal signs and spheres are made of a durable, petroleum-based synthetic called polycarbonate. Sheets of the material are placed over a mold (above right), then vacuum-formed into signs (below).

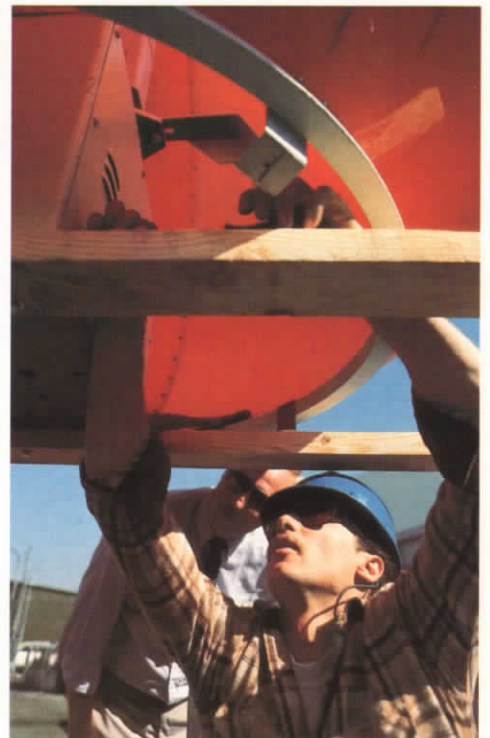




One sheet of polycarbonate makes one half of a finished sphere. When the paint is dry, the sheet is heated and drawn into a 3-1/2 foot deep hemisphere. Hemispheres are made in two rim sizes so that they will interlock. After riveting, the hemispheres form finished balls that are 7-1/2 feet in diameter.

Inside spokes are installed to center the ball on a steel pole. It is wired for lighting, attached to a rotater, inspected, crated and shipped.

Polycarbonates, by the way, are derived from petroleum-based materials. "The raw materials are difunctional alcohols prepared from olefins (hydrocarbons) and carbonate esters," according to Bob Hinrichs, manager of technical services for the Petroleum Group, Chemicals Division. 76



The design process: creating an identity.

In the somewhat specialized language of the field, identity means the sum of all the ways a company chooses to identify itself to all its publics—to community, customers, employees, the press, present and potential stockholders, security analysts, and investment bankers. Image, on the other hand, is the perception of the company by these publics.

A corporation influences its image by the way it manages its corporate identity and has a much greater capacity to change the public perception—for better or worse—than many executives realize.”

Walter Margulies, *Harvard Business Review*, 1977

A corporation needs to be seen, heard and heeded by a variety of audiences, according to Walter P. Margulies, chairman of Lippincott & Margulies, international consultants in corporate communications, marketing and design. His firm, a pioneer in the field of corporate identity, has served many companies in clarifying and coordinating the methods in which they communicate. “We believe that even the most carefully conceived and most effective communications program may need to be reassessed and refocused from time to time,” says Margulies.

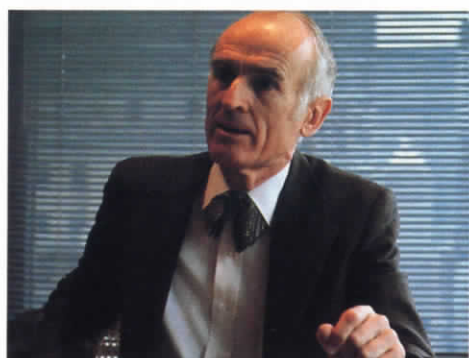
Union Oil Company of California identified such a need in 1967, when its status was expanded in scope from regional to national with its merger with Pure Oil Company. Lippincott & Margulies was called upon to assist in the development of a new logotype and an updated 76 symbol. For 18 years, the Union 76 logotype has lasted well, remaining a strong and effective graphic communication widely recognized and respected.

In 1983, the creation of Unocal Corporation as a result of reorganization presented a need for yet another look at the company’s identity. Lippincott & Margulies was once again enlisted to develop the logotype and formats for its use.

Unocal management determined that the most effective way to achieve widespread recognition for its new identity would be to begin by replacing the Union 76 marketing identity with the Unocal 76 identity at the company’s service stations.



Walter Margulies (right) and Jack Weller have helped guide the company through two corporate re-identification programs. "A large part of our work depends on the capability to create something that is new, fresh and impactful."



Walter Margulies (above) and Jack Weller

“The design of Unocal had to be such that it was compatible with the Union Oil posture, since the change would not be made overnight,” says Margulies. “We did not want to lose any aspects of recognition and loyal customer following. I think the consumer is going to respond well, because the change from Union Oil to Unocal isn’t that great a leap,” Margulies says.

“It’s virtually a bridge type of conversion,” says Jack Weller, senior vice president of Lippincott & Margulies. And an important part of that bridge is the retention of the orange and blue colors, and of the 76 symbol.

“We didn’t have to change the 76 symbol because we had already maximized its visual impression when we did our original work in the late ‘60s,” Weller explains. “At that time, we took the word ‘Union’ out of the globe, leaving just the 76.” The 76 was enlarged, the numerals thickened and brought closer together. In the old logo, the numerals had been separated. In the new one, they were moved closer and the separating channel of orange was removed.

The 76 globe is a striking and familiar symbol to American motorists, and that’s a valuable asset when a company’s identification must stand out in the crowd of signs, billboards, television and print ads and other visual information that bombards the consumer every day.

The symbol has lasted—and so must the logotype. In creating a new logo, a designer should avoid using a trendy letter style that will soon be out-of-date, according to Weller. “Ours is an unlabored rendition of the word ‘Unocal’ that will last,” he says.

“The logo was developed first, and then different approaches to the use of other elements were investigated,” Weller continues. “The Union 76 logo had the 76 within the word (in the ‘o’). That was a unique circumstance. Each name situation has to be looked at relative to its own characteristics. We determined that the Unocal name would use the 76 symbol as an accompanying rather than an embedded device.”

The logotype must also be practical. It appears in all sizes, from very small on business cards to very large on building signs. It must read well in any application.

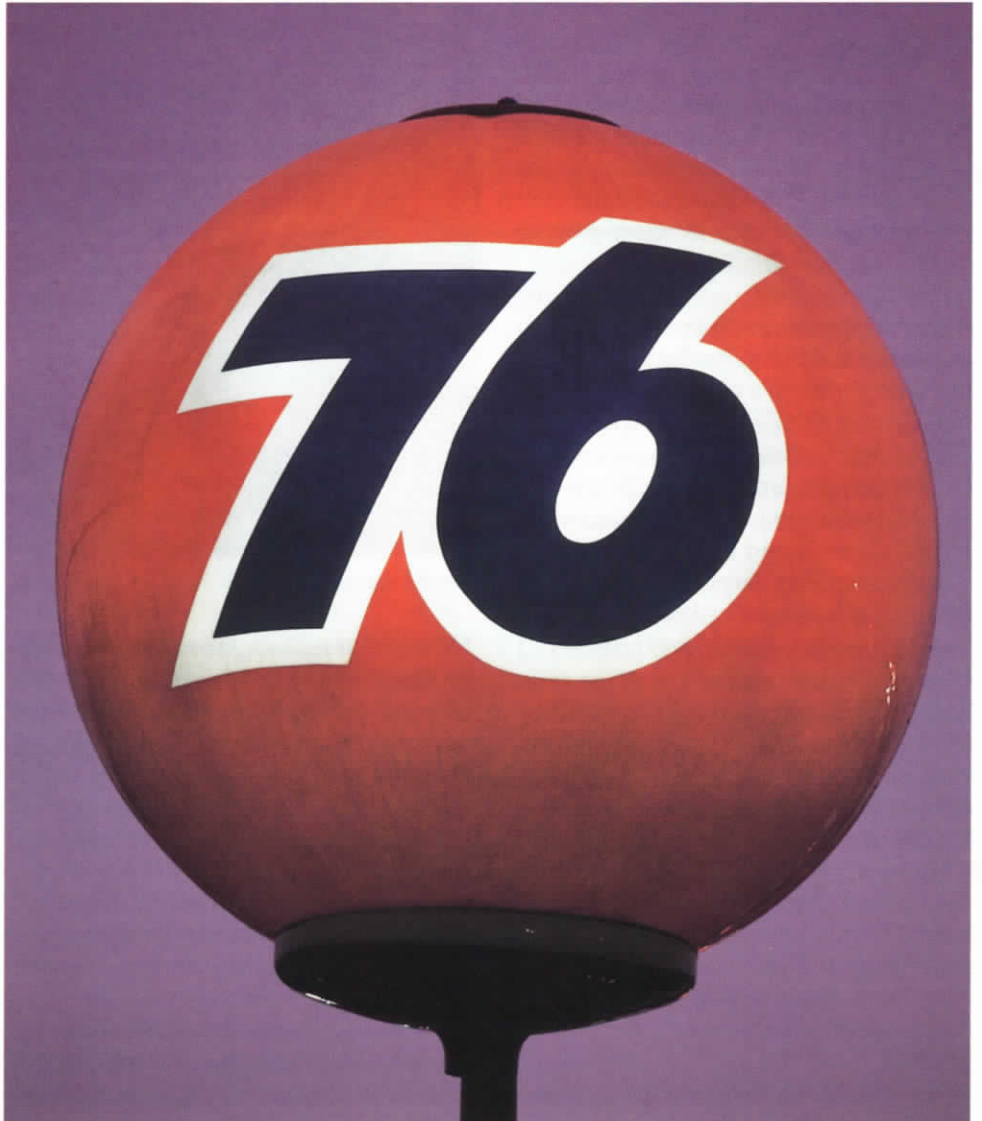
“Because of the large number of corporate identity projects that our firm has done, we know pretty well what is permissible in terms of design and what is not,” says Margulies. “When it comes time to fine tune a program, it is sometimes helpful to get consumer reaction. We did a lot of testing on the original Union 76 logo that we created in 1967. The new logo builds on that one. It is an improvement in many ways.”

Margulies also feels that the new name is an improvement. “Union,” he notes, “is a generic word—like general or consolidated. These are names that are owned by everyone, so to speak. The name Unocal is unique, a constructed name that has more trademark significance for the corporation.”



Corporate identity design is both art and science, imagination and analysis. "A large part of our work depends on the capability to create something that is new, fresh and impactful. Then, these kinds of things need to be tested to find out what the consumer thinks about it and how he or she will react to it," says Margulies.

Once the design has been developed, the implementation becomes all important. For a unified image to be perceived by the company's various audiences, the logotype must be properly used in all formats, and colors must be keyed to the corporate scheme. Since the logotype is reproduced in a variety of ways on a variety of materials, from plastic and paint to all kinds and colors of paper, it is important that the specifications in the graphic standards manual—now in production—be carefully followed. ®



The current 76 sphere (above) was designed by L&M in 1967. Its predecessor (above, left) sported the word "Union."

They remember when...

As any longtime employee knows, this is not the first time the company has brought forth a new corporate identity. Back in 1967, as part of the Pure Oil merger, Union went through a similar changeover. Lippincott & Margulies (L&M) was also involved then, as were Jerry Luboviski and Bob Tompkins.

As head of the Corporate Communications Department in 1967, Luboviski was given responsibility for the new corporate logo and changeover. Tompkins, employed at the Smock/Waddell Inc. advertising agency at the time, worked closely with Luboviski in developing an implementation system for the new corporate identity program.

Currently serving as a consultant for the Unocal changeover, Luboviski first joined Union Oil in 1953 as head of advertising and public relations. He went on to become vice president of corporate communications, retiring in 1982.

Tompkins' ties to the company also date back to 1953, when he began working on the Union Oil advertising account at the Young and Rubicam agency. He joined the company as a full-time employee in November of 1982 as manager of graphic art production.

Seventy Six recently spoke with both men about their involvement in the 1967 changeover.



Jerry Luboviski

How did the changeover process evolve the first time?

Luboviski: It started with L&M, who designed the new logotype. I spent a lot of time in New York, working with them very closely. I then made a presentation to our board, the new logo was selected, and the broad basis of the program evolved. Bob and I put together the implementation system, developing the graphic standards manual.

How many alternative designs were considered before the new logo in '67 was decided upon?

Luboviski: Dozens. I can't really say what finally caused us to choose the one we did. Overall, we liked the fact that it was clean and uncluttered. The logotype used the basic colors (orange and blue) along with a lot of white, which I think is important.

Tompkins: It was really a unique marriage of the word "Union" and the "'76." I think it seemed to tie the two together a little better than any of the other proposals.

How did you go about developing the graphic standards manual?

Luboviski: Developing a system was important, because up until then, there were no overall guidelines governing the design of signage or product labels. There was no organized system: one label would look like this, another like that. Our goal was to link them all together in a workable fashion.

We knew what identifications had to be changed: all the properties, all the correspondence and everything that was printed, and all of our products. So our basic task was to establish clear guidelines that could be implemented in the field.

Tompkins: We also wanted to keep the format less restrictive in some areas, such as advertising and sales promotion, where it was important not to impede creativity.

What were some of the biggest problems you faced in implementing the '67 logo change?

Luboviski: Just the enormity of it all, and the logistics. Pure Oil alone had at least 14,000 stations that needed to be changed over to Union. But the transition was amazingly smooth, considering how complex it was and how many areas of operation were involved.

The marketing people were most strongly affected, because of the nature of their work. With the field people, the transition was easier. Whether they were Pure or Union, their job was still the same: to be out searching for oil and gas.

Why was the decision made to change over the Pure stations gradually rather than quickly?

Luboviski: Partly for economic reasons, and also because Union was unknown in that part of the country. It seemed reasonable to have a phased changeover, to put a package together with both Pure and Union so customers would link the two names. So we had dual signage at the Pure stations for a few years. The idea was to make it as painless as possible. We didn't want to make a great, dramatic flourish of a change.

What was the public reaction in the east when stations started changing from Pure to Union?

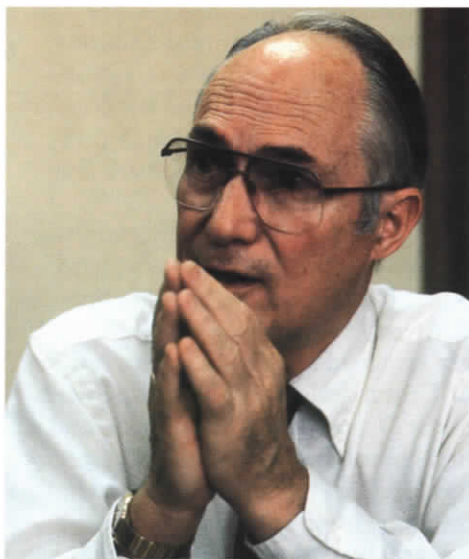
Tompkins: It was so gradual, there really wasn't that much of a reaction. And that's exactly what we wanted.

How did the Pure dealers react?

Luboviski: I would say the reaction was quite good. The infusion of new money from Union Oil, the new paint jobs, the advertising, the new product package designs; all of this was quite positive. And it made the merger more acceptable to Pure dealers and employees.

Was the changeover as gradual in the western region as in the east?

Luboviski: It was done a little faster in the west, because Union already existed here. We were also in a very aggressive building program at that time, with a lot of new stations coming on stream. So that made it easier.



Bob Tompkins

Other than station changeovers, was any effort made to inform customers in the east that Pure was now Union?

Tompkins: Yes, through mailers and things like that. And our credit cards and commercials were double-branded, just as the stations were.

How much time did you have to spend in the field during the changeover?

Luboviski: Many, many days. We toured the factories where our new signs were produced, and made spot checks at facilities around the nation as the signs were changed. We also held meetings of marketing people around the nation to explain what was being done and why.

Tompkins: Both of us also spent a lot of days on the road visiting Pure stations, truckstops, and dealers back east before the changeover. It was winter, too—so I have memories of a lot of snow and slush.

Is the Unocal changeover easier because we've been through it before?

Tompkins: In some ways. But the circumstances today are different. We have fewer retail outlets now, and there are things that we take for granted—like the standards book—that we had to develop from scratch back then.

But it's still a difficult task. The real work—making the new logo fit, developing consistency in product packaging—that's just as big a job as it was before.

Luboviski: And of course, that's only the marketing side. All the other signage—buildings, wells, plants, and the like—still has to be addressed.

Do you think Union Oil customers will readily accept the Unocal name?

Luboviski: Yes. I think customers react much better than those of us who are close to something like this think they're going to.

Tompkins: The name Unocal may take a while to catch on, but the important thing is still that little circle with the 76. That's the real magic, that 76. 76

The spirit of '76—since 1932.

“Go with the spirit...the Spirit of '76” not only embodies Unocal’s famous numerical trademark, but also recalls the enterprising attitude of the company in the face of the Great Depression, when the “76” trademark first was conceived.

In 1931, as one of many precautionary measures to buffer itself against hard times, Union organized Union Service Stations, Inc., a wholly owned subsidiary designed to operate service stations of Union dealers caught in the throes of the Depression. These outlets and a small number of demonstration service stations built by Union brought the company to prominence in the west coast retail market. They became the core around which one of the outstanding retail service station chains in the country was built.

During the '30s, gasoline price wars made competition keen. Union’s scientists responded by developing a motor fuel with the highest octane rating its refineries could produce at the time. The new gasoline was introduced to Union customers in 1932, and the company’s marketing department decided the product should have a distinctive name. Advertising people felt a number would have a greater impact on the public and provide better product identification.

So did Robert D. Matthews, a Welsh-born Union Oil accountant (later elected to the board of directors). While studying to qualify for American citizenship, Matthews had developed an avid interest in U.S. history. At an advertising meeting where potential product names were being discussed, he offered a suggestion reflecting his admiration for the spirit of our nation’s beginnings: “76.” (Coincidentally, that was the octane rating in 1932.)

No doubt, the advertising people envisioned the 76 logo, with its rich historical connotations, as a means of encapsulating and maintaining a certain spirit evident at Union.

The U.S. Patent Office, however, viewed the 76 symbol in a different light. Although six states had agreed to register Union’s new trademark, the Patent Office refused on the grounds that the “76” might be construed as describing the octane number of the gasoline. Union’s representatives stressed their contention that the numerals referred to the famous Spirit of '76 and not the octane rating, but they were turned down by the U.S. Court of Customs and Patent Appeals.

It was not until Feb. 28, 1950 that Union Oil obtained a federal registry number for its trademark—a blue 76 on an orange background with the word “Union.” The registration was granted after a survey showed that 82 percent of west coast motorists identified “76” as the Union Oil marketing symbol.

The current streamlined logotype, displayed on Union’s signature globes at thousands of service stations across the country, was adopted in 1967. It will continue to be part of the Unocal 76 logo.

76



Evolution of a logo: From the company's first trademark (top left) to today's (bottom), the "spirit" has always shone through.

Retracing our steps.

1. 1883/spring

Pennsylvania oil man Lyman Stewart, founding father of Union Oil, comes west to look for “black gold.”

2. 1883/summer

Stewart and Wallace L. Hardison, former eastern oil hunting partners, renew their association in California and open an office in Newhall, 25 miles northwest of downtown Los Angeles.

3. 1883/December

After drilling seven dry holes in southern California and nearly going broke, Hardison and Stewart strike their first oil in Pico Canyon near Newhall. The well, Star #1, produces 75 barrels per day.

4. 1886

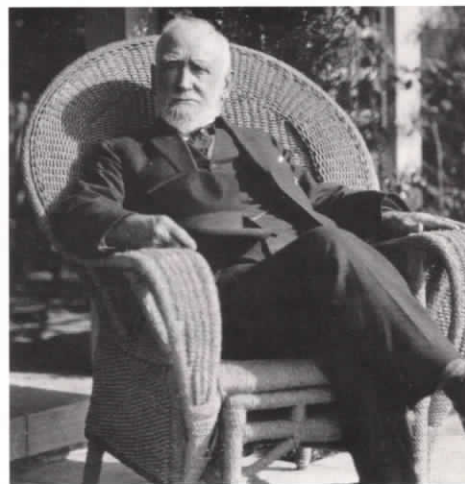
The Stewart and Hardison Oil Company (now incorporated) completes a 4-inch, 40-mile pipeline to carry its crude oil from Newhall to Ventura—the first pipeline to tidewater in the west. From Ventura, crude is transported by ship to San Francisco.

5. 1887

The growing company opens a new petroleum refinery in Santa Paula. With a capacity throughput in its first year of 14,000 barrels, the plant turns out such products as asphalt, greases, lubricants, and illuminating oils.

6. 1888

The company launches the *W.L. Hardison*, the first steam-powered oil tanker on the west coast.



A.



B.



C.

7. 1890/October 17

At a meeting in an office above a hardware store in Santa Paula, California, executives of three oil companies (Hardison and Stewart, Sespe, and Torrey Canyon) merge their operations to form Union Oil Company of California.

8. 1891

Union Oil opens the first petroleum research laboratory west of the Mississippi. The initial purpose of the facility is to find ways of making clear, non-smoking kerosene from California's heavy crude oils. The lab's single scientist is given a yearly budget of \$2,500.

9. 1894

Union Oil scientists successfully convert an old Southern California Railway engine into the first oil-burning locomotive in the U.S. This important advance creates a significant new market for oil.

10. 1896

The company opens a \$150,000 refinery on San Francisco Bay. The largest refinery on the west coast, it can process up to 50,000 barrels of crude oil per month.

11. 1900

Union Oil's head offices are moved from Santa Paula to Los Angeles.

12. 1901

The company establishes the first petroleum geology department in the west. Under the supervision of geologist W.W. Orcutt, the department discovers and maps many of California's great oil fields and recovers the first fossils from the famed La Brea tar pits.



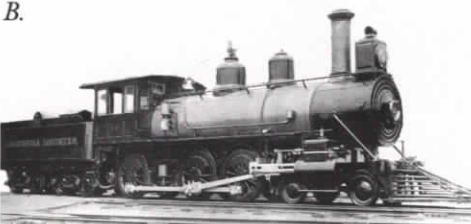
A.



B.



C.



E.



F.



D.

Facing page:

- A. Founder Lyman Stewart
- B. Los Angeles oil field, late 1800s.
- C. Santa Paula refinery.

This page:

- A. The company's Santa Paula birthplace
- B. Early refinery crew
- C. W.W. Orcutt
- D. Hardison and Stewart Co. office in Newhall.
- E. First oil-burning locomotive
- F. Hardison and Stewart Co. drilling crew, 1888.

13. 1902

Union christens the steel-hulled steamer *Whittier*, the first oil tanker with engines set far aft to reduce the hazard of fire. Another design innovation makes the cargo tanks an integral part of the hull, giving the vessel greater stability in rough water.

14. 1903

Drilling superintendent Frank F. Hill makes oil industry history by inventing an oil well cementing process. By cementing the space between the casing and the walls of a hole, water is prevented from flowing into wells, allowing deeper drilling and better oil recovery.

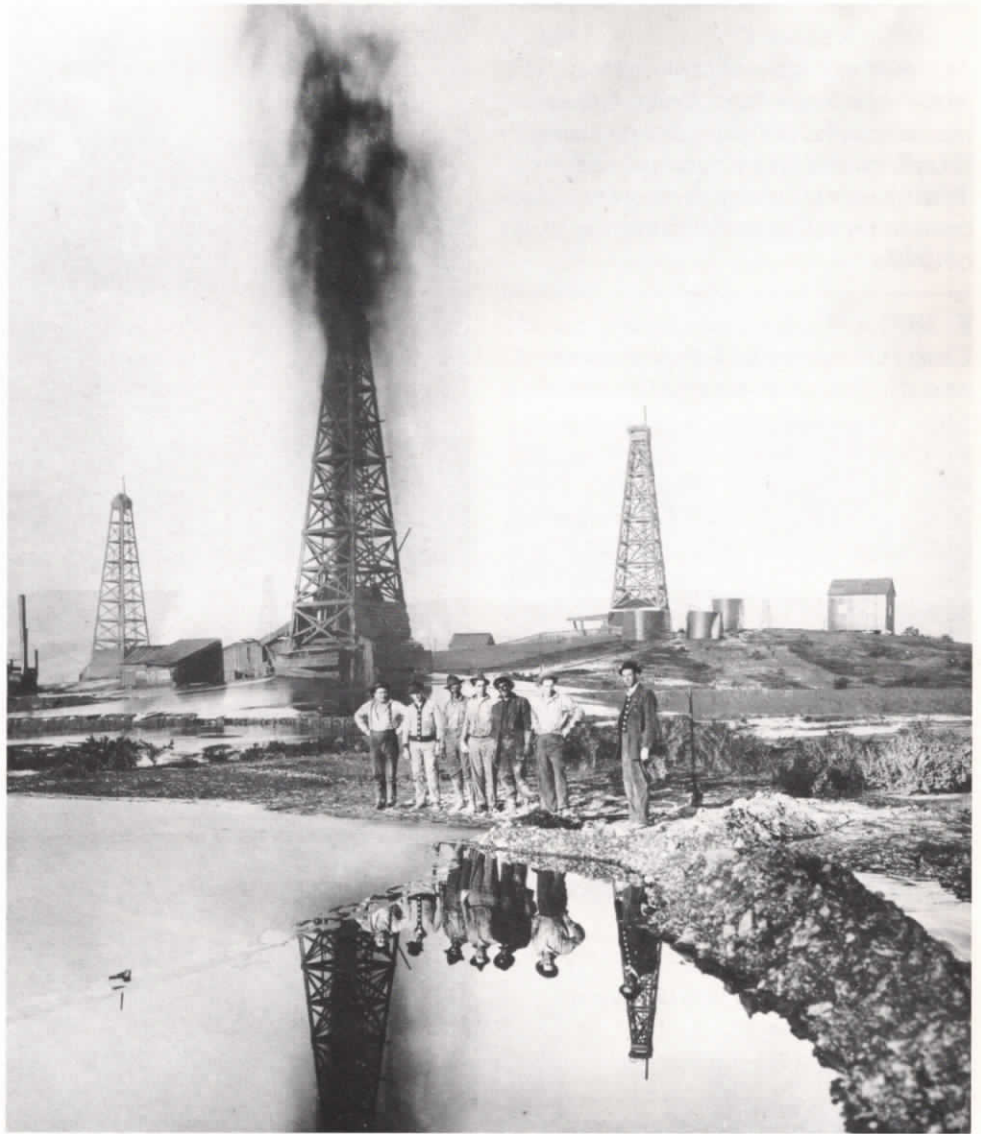
15. 1910/March

Union Oil drillers strike the “world’s greatest gusher” at the Lakeview #1 well near Bakersfield, California. The hilltop gusher roars for 18 months, spewing out 90,000 barrels of oil per day in a 200-foot-high, 20-foot-wide stream.

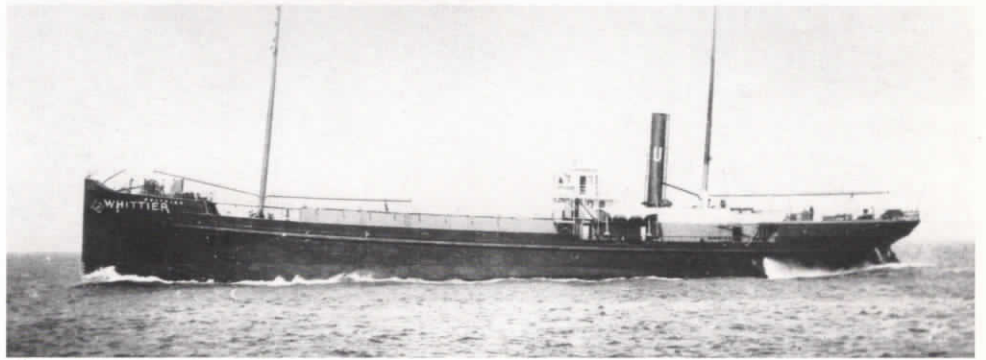
To contain this torrent of crude, Union recruits hundreds of workers to dam up the canyon beneath the well. A 16-acre reservoir is created, filling with nine million barrels of oil before the gusher finally plays itself out. The highest-volume gusher ever struck in the U.S., Lakeview helps California become the nation’s number one oil-producing state.

16. 1910

Union completes a joint pipeline project with the Independent Oil Producers Agency. The line runs from the San Joaquin Valley oil fields to tide-water at Port Harford, later known as Port San Luis. Covering 240 miles, the pipeline carries over 30,000 barrels of crude per day to Union’s 27 million barrel tank farm at Port Harford.



A.



B.



C.



D.

17. 1910

The company's first motorized tank truck is put in service.

18. 1913

Union Oil opens one of the first service stations on the west coast, at the corner of Sixth and Mateo Streets in Los Angeles.

19. 1917

Union crews begin exploratory drilling in Mexico on a 16,000-acre lease granted by the Mexican government. The venture is Union's first international exploration effort.

20. 1920

The automobile age dawns in California, with more than one-half million cars registered. To help meet the booming demand for gasoline and asphalt (needed for road construction), Union steps up exploration efforts. Largely due to the aggressive land acquisition philosophy of founder Lyman Stewart, the company owns or leases nearly 275,000 acres of proven or potential oil lands in California, Texas, Wyoming and Mexico.

21. 1920

Union Oil purchases 20 square miles of a shale mountain in western Colorado. The acquisition is rich in oil shale deposits, enough to produce at least three billion barrels of oil.

22. 1926/April

Lightning strikes Union's tank farm at San Luis Obispo, causing a spectacular fire. The next day, another bolt from the same storm ignites a Union tank battery in Orange County. The two fires rage for days, destroying 21 steel tanks and eight million barrels of oil. As a result, Union pioneers more effective methods for controlling oil fires.

23. 1926

Union researchers successfully employ a new "gas-lift" oil recovery method. The technique allows for increased oil production in the company's older fields.

24. 1928

Union Oil aviation fuel powers the tri-engine *Southern Cross* on a historic flight across the Pacific Ocean. Traveling from Oakland, California to Brisbane, Australia, the plane makes only two stopovers (in Hawaii and the Fiji Islands) and covers 7,054 miles in 83 hours, 11 minutes of flight time.

25. 1932

The company introduces an improved motor fuel of the highest octane rating possible at the time. The marketing department calls it the "finest anti-knock gasoline ever offered" and gives it a catchy new name—"76."



A.



B.



C.

Facing page:

- A. Lakeview gusher
- B. The Whittier
- C. San Joaquin pipeline crew
- D. First Union tank truck

This page:

- A. San Luis Obispo blaze
- B. First Union Oil service station
- C. The Southern Cross

26. 1934

The company's producing oil wells top the 1,000 mark. These include the world's deepest well to date, an 11,377-foot hole in Kern County, California.

27. 1934

Union introduces Triton Motor Oil, a 100 percent paraffin-base lubricating oil with very low carbon forming qualities. The new oil is the product of years of research by Union scientists.

28. 1940

Union Oil Company of California marks its 50th anniversary, embarking on an ambitious modernization and expansion program under President Reese H. Taylor.

29. 1940

The first well drilled by the company on the Gulf coast strikes oil at East White Lake, Louisiana. The find leads to the development of the company's highly productive Gulf Region. By 1984, over 40 percent of Union's domestic oil production will come from its Gulf operations.

30. 1943

Union Oil is awarded its first patent for the Unifining process (later called "Unionfining"). Developed by company researchers, the catalytic refining process removes sulfur, nitrogen and other contaminants from a variety of petroleum products. The new technology boosts the quality of the company's products and later provides substantial licensing royalties.

31. 1944

Union's first catalytic cracking plant goes on stream at the company's Los Angeles refinery, substantially increasing the output of urgently needed aviation fuel.

A. New Triton Motor Oil, 1934

B. Red Earth 12-17



A.

32. 1949

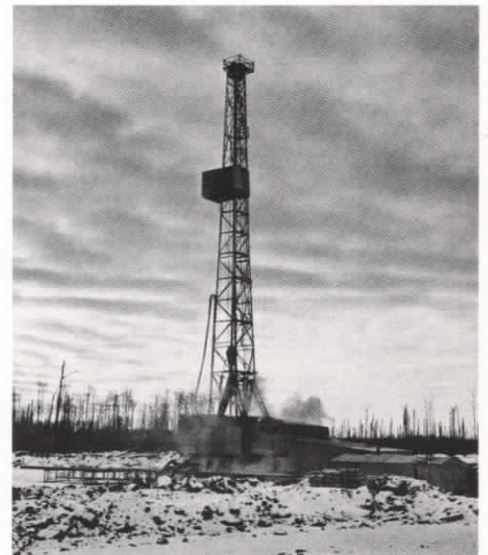
Union's Canadian Division (today's Union Oil Company of Canada Ltd.) is organized.

33. 1951

Reaffirming its strong commitment to research and development, Union opens a new \$8 million research center in Brea, California. The state-of-the-art facility is staffed by 200 scientists and engineers.

34. 1952

Brea Chemicals Inc. is formed as Union Oil's first chemicals venture. The new subsidiary—which will ultimately evolve into Union's Chemicals Division—opens the company's first fertilizer plant in Brea, California three years later.



B.

35. 1952

A Technology Sales Department is established under Fred L. Hartley to license Union products and technology to other companies worldwide.

36. 1955

Union discovers a large gas field offshore Vermilion Parish, Louisiana. The discovery ushers in the giant Block 14 field and begins a new era of successful activity for the company in the Gulf of Mexico.

37. 1956/October 17

On the 66th birthday of the Union Oil Company, Chairman Reese Taylor dedicates the new Union Oil Center. Located on a hill overlooking downtown Los Angeles, the center's 12-story main office tower is the skyline's most prominent feature.

38. 1956

Union's northernmost discovery, wildcat Red Earth 12-17 in Alberta, Canada, comes in with 1,000 barrels a day of high-gravity crude. The oil strike starts one of the greatest land rushes in Canadian history.

39. 1957/May

The first demonstration of a Union-developed retort designed to extract oil from shale is held at Parachute Creek, Colorado. Governors from three states attend the event.

40. 1961

Union explorationists discover a large natural gas field beneath Alaska's Kenai peninsula. The gas field is the first ever found in the state.

41. 1962

Union purchases the properties of Texas National Petroleum, adding 430 oil and gas wells and 350,000 acres of prospecting area in Texas, Colorado, Wyoming and New Mexico.

42. 1962

The Union Oil Foundation is set up to handle the company's contributions to charitable, cultural, educational and other civic causes.



Union Oil Center (current photo) was dedicated on the company's 66th birthday in 1956. It was then the city skyline's most prominent feature.

43. 1962

Union is the first oil company to be awarded exploration rights in Thailand.

44. 1963

A Union exploration team discovers the huge McArthur River oil field, located beneath Cook Inlet, Alaska.

45. 1964

Production begins from Platform Eva, Union's first offshore California producing platform, located above the Huntington Beach oil field.

46. 1964/August

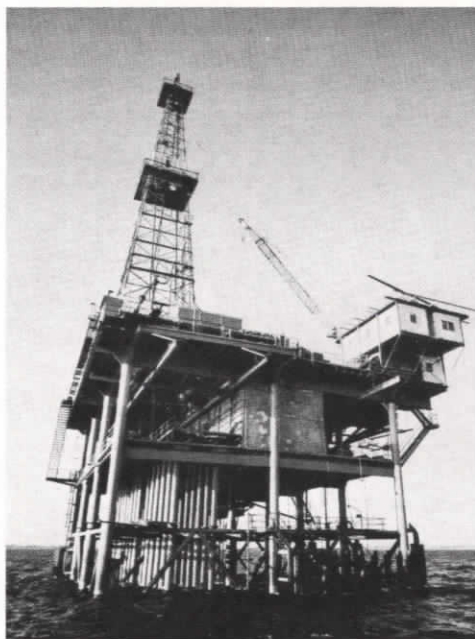
Fred L. Hartley becomes Union Oil's ninth president, succeeding A.C. Rubel, who retires after 42 years of service (including two terms as president). In December, Hartley assumes the additional title of chief executive officer.

47. 1964/November

The first Unicracker goes on stream at the Los Angeles refinery. A major breakthrough in refining technology, Unicracking catalytically converts heavy crude oil components into clean, high-grade fuels and petrochemical feedstocks. The process is licensed by Union to other companies, and today is the most widely used hydrocracking technology in the world.



A.



B.

48. 1965/July

Union merges with Illinois-based Pure Oil Company. The merger lifts Union from regional status to that of a national oil company with operations in 37 states.

49. 1965/October 17

Union Oil Company of California holds its 75th anniversary board meeting. The meeting takes place in the same Santa Paula building where the company was founded.

50. 1966

Union Oil installs a unique "monopod" production platform in Alaska's Cook Inlet. Its special design features a single large support exposed to the water surface rather than multiple legs.

51. 1966

The International Oil and Gas Division is established under Ray Burke to handle exploration and production abroad.

52. 1967

Merging its holdings with those of two smaller independent companies, Union becomes operator of The Geysers, the world's largest geothermal project, located in Northern California. By 1985, steam from The Geysers will generate enough electricity to support the needs of a city of one million people.

53. 1969/January

Platform A offshore Santa Barbara—a drilling platform owned equally by four companies and operated by Union—is the scene of a blowout. The well is quickly shut in, but oil and gas erupt through fractures in the sea floor. Union employees and volunteers work around the clock to assist in cleanup operations. Thanks to these quick efforts, no lives are lost in the incident, property damage is minimized, and the area suffers no lasting ecological harm.

54. 1969/June

Union's ammonia/urea complex is dedicated in Kenai, Alaska. Already the world's largest fertilizer production plant, the complex undergoes a \$250 million expansion in 1978 which more than doubles its yearly production capacity to 1.1 million tons of ammonia and 800,000 tons of urea.



C.



D.

55. 1970/May

Union Oil introduces Low-Lead Regular 76 Gasoline, becoming one of the first oil companies to sell low-lead gasoline as its house brand.

56. 1970/June

Union's new refinery in Romeoville, Illinois (near Chicago) is dedicated. The refinery, whose \$200 million price tag includes \$37 million for environmental controls, can process 140,000 barrels of crude oil per day.

57. 1970/August

The first well that Union drills offshore East Kalimantan, Indonesia hits oil. Developed under a production-sharing contract with Pertamina, Indonesia's state-owned oil company, the well yields the first oil from the highly productive Attaka field.

58. 1972

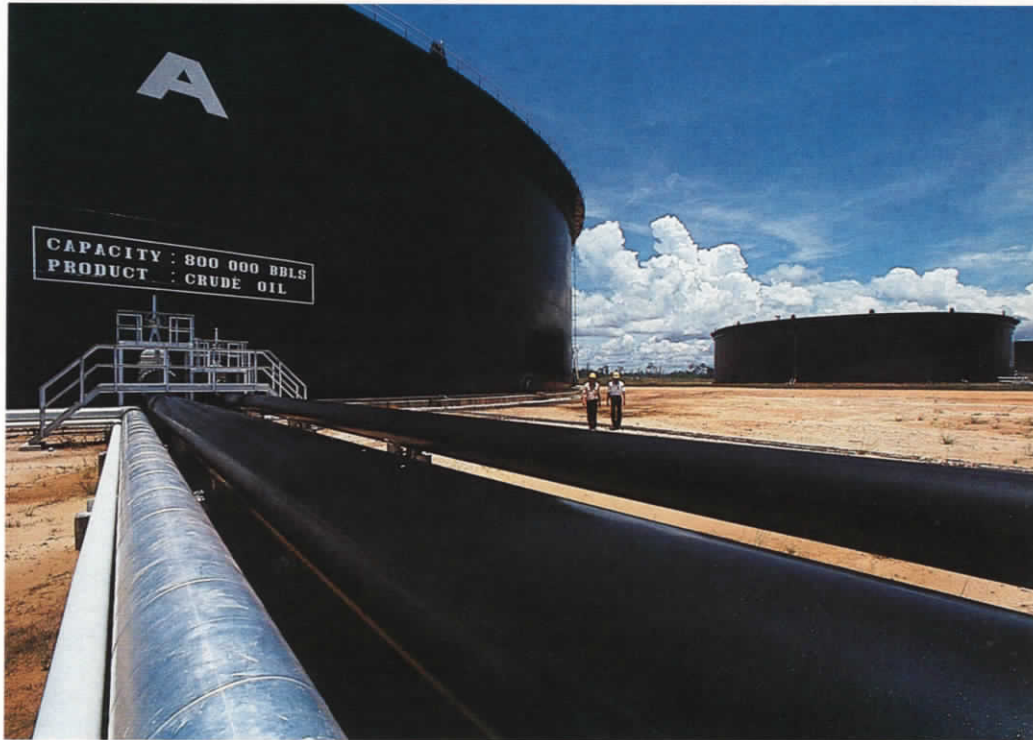
Union Oil establishes an Environmental Sciences Department. The new department is charged with implementing the company's environmental protection programs, coordinating conservation efforts, and overseeing compliance with government environmental regulations.

59. 1973

The huge Chunchula natural gas field is discovered by a Union exploration team in southern Alabama.



A.



B.



C.

Facing page:

- A. Unicracker, Los Angeles refinery
- B. Platform Eva
- C. The Pure Oil changeover
- D. Geothermal plant at The Geysers

This page:

- A. Kenai ammonia/urea complex
- B. Storage tank at Santan terminal, Indonesia
- C. Monopod platform, Cook Inlet

60. 1974/July

Union Oil introduces Unleaded Regular Gasoline.

61. 1977/February

Union builds the world's first "ice island" in the Arctic Sea. Located midway between Point Barrow and Prudhoe Bay, Alaska, the 12-foot-thick island is used as a base for exploration drilling.

62. 1977/May

The 17,000-ton Heather platform jacket is launched in the British sector of the North Sea by Unionoil Ltd., a Union Oil subsidiary. The Heather project is the company's first venture in the North Sea.

63. 1977

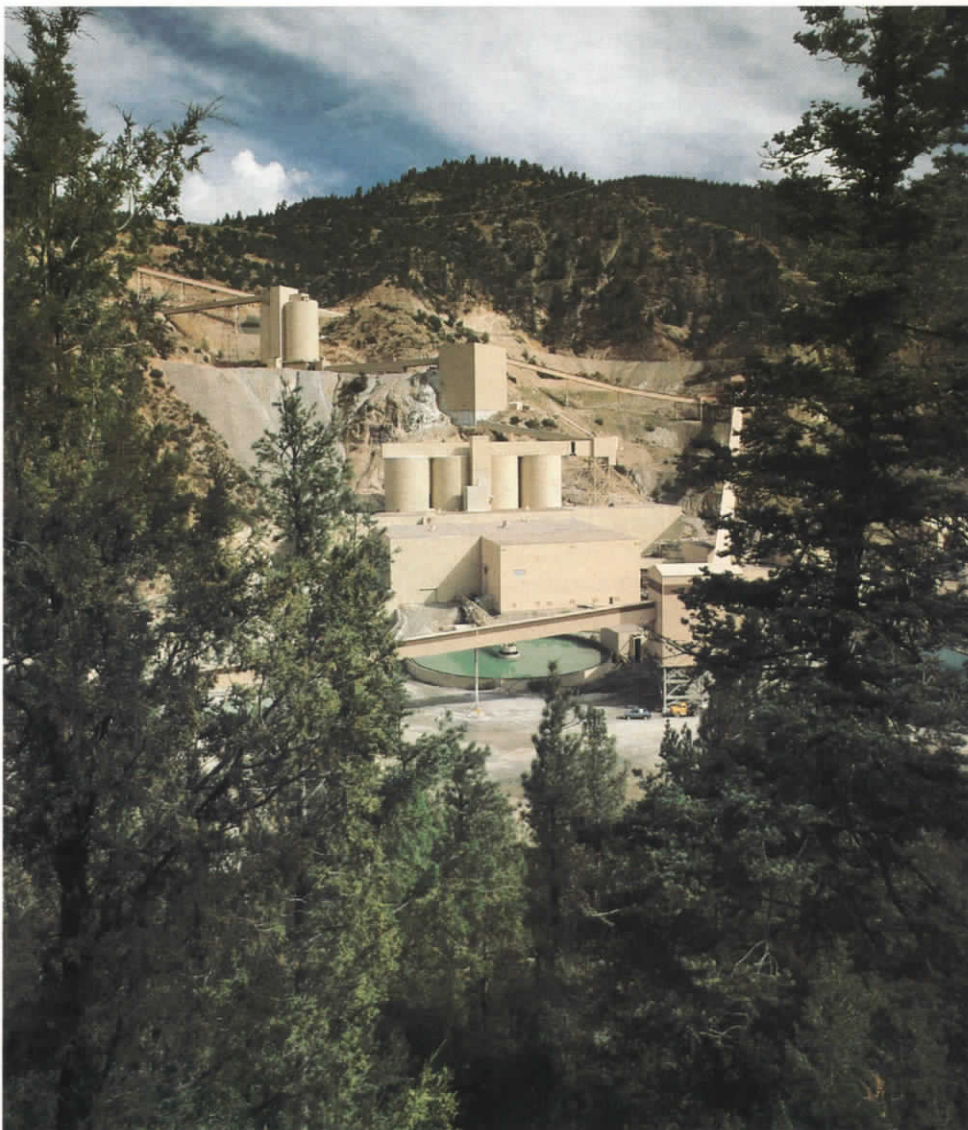
Union acquires Molycorp, Inc., as a wholly owned subsidiary. Engaged principally in the mining, processing and marketing of minerals, Molycorp's operations include a large molybdenum mine in Questa, New Mexico, and the world's largest lanthanide mine at Mountain Pass, California.

64. 1978

Union becomes the first oil company to sell advanced technology to the People's Republic of China. Four Unicrackers and one Unionfining plant are licensed.

65. 1979/January

The first geothermal steam plant in Southeast Asia is dedicated in the Philippines. Built by Philippine Geothermal, a wholly owned subsidiary of Union Oil, the plant is operated under agreement with the government-owned National Power Corporation.



A.



C.



D.



- A. Molycorp molybdenum mine, Questa
- B. Ice island, Arctic Sea
- C. Cerveza launch
- D. Production platform, Gulf of Thailand

66. 1979

Union makes the first discovery of oil offshore the Netherlands. Production from two fields—Helm and Helder—begins just three years later, with a third field, Hoorn, coming on stream in 1983. The flow of oil climaxes more than a decade of investment, exploration and development on the part of Union Oil Company of the Netherlands (a wholly owned subsidiary of Union Oil) and a Dutch partner.

67. 1980/October

Union's Brawley geothermal project goes on stream. The project marks the first use of the Imperial Valley's highly saline geothermal fluids to power an electrical generating plant.

68. 1981/June

The 26,000-ton Cerveza jacket is launched in the Gulf of Mexico offshore Louisiana. The largest structure ever built and launched as a single entity, the jacket is later topped by a drilling platform that can accommodate up to 40 wells. The completed platform enables Union Oil to tap petroleum reserves lying as deep as 10,500 feet.

69. 1981/September

Production begins from the Erawan field, Thailand's first natural gas field. Discovered by company explorationists in 1972, Erawan is operated by Union's wholly owned subsidiary, Union Oil of Thailand. The company goes on to discover and develop several other large gas fields in Thailand.

70. 1982/September

Dedication ceremonies mark the completion of a \$32-million expansion of the Fred L. Hartley research center in Brea. The 420,000-square-foot facility now houses nearly 1,000 research and support personnel from Union's Science and Technology Division.

A. Administration building, Fred L. Hartley Research Center

B. Processing plant, Obed Thermal Coal Project



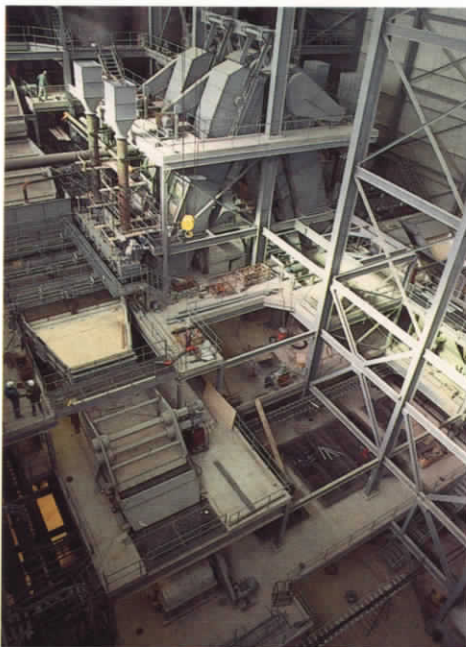
A.

71. 1983/April

After reorganization, Union Oil Company of California becomes a subsidiary of Unocal Corporation, a newly formed Delaware corporation.

72. 1983/September

Union's wholly owned minerals subsidiary, Molycorp, dedicates a new \$250 million underground molybdenum mine and mill at Questa, New Mexico. The complex can mine and process 18,000 tons per day of molybdenum ore.



B.

73. 1983

Union's Auto/TruckStop system celebrates its 30th anniversary. With a network of some 150 Auto/TruckStops on interstate highways and more than 450 smaller units on other routes, Union is a world leader in this field.

74. 1984/June

The Dallas Dome field near Lander, Wyoming reaches a historic milestone: 100 years as a producing oil field. Acquired by Union in the merger with Pure Oil, Dallas Dome's 70 producing wells still lift 350 barrels a day.

75. 1984/August

Union Oil's first coal project, the Obed Thermal Coal Project in Canada, ships its first 10,000-ton trainload of coal. At peak production, the mine and processing plant can produce three million tons per year of low sulfur, thermal coal.

76. 1985

The company adopts its new name, Unocal Corporation, retaining the famous "76" identity in its new logotype.

UNOCAL

CORPORATE

March 1985

- 20 YEARS Patricia A. Luna, Unocal Center
- 15 YEARS Joseph F. Cornett, Unocal Center
Stanley L. Hicom, Unocal Center
- 10 YEARS Walter J. Talley Jr., Unocal Center
- 5 YEARS Dolores Corral, Unocal Center
Aaron L. Elzie, Los Angeles, Ca.
Jon S. Gibby, Unocal Center
Beatrice Gros, Unocal Center
Brenda Jue, Pasadena, Ca.
Lucila Martinez, Unocal Center
Maria A. Reyes, Unocal Center
Charles O. Strathman, Unocal Center

April 1985

- 30 YEARS Boris A. Koneff, Unocal Center
- 20 YEARS Nancy C. Scierba, Unocal Center
- 15 YEARS Robert P. Bermingham, Pasadena, Ca.
Robert J. King Jr., Unocal Center
Richard L. Walton, Unocal Center
- 10 YEARS Suzanne D. Pendleton, Pasadena, Ca.
- 5 YEARS Mary K. Grzeskowiak, Schaumburg, Il.
Lynn Guillen, Unocal Center
Brian A. Powell, Washington, D.C.
Joan Reddick, Unocal Center

SCIENCE AND TECHNOLOGY DIVISION

March 1985

- 25 YEARS Leland H. Ward, Brea, Ca.
Howard R. Woods, Brea, Ca.
Ronald L. Wright, Brea, Ca.
- 20 YEARS Julius P. Gallus, Brea, Ca.
Paul J. Steinwand, Brea, Ca.
- 15 YEARS Emile R. Pallotta, Brea, Ca.
- 10 YEARS Laura J. Bones, Brea, Ca.
Gary W. Larson, Brea, Ca.
- 5 YEARS Robert A. Franks, Brea, Ca.
Michael G. Hunter, Brea, Ca.
Gregory E. Moffitt, Brea, Ca.
Gary P. Ritz, Brea, Ca.

April 1985

- 15 YEARS James D. Allen, Brea, Ca.
Johnny R. Nienhouse, Brea, Ca.
- 5 YEARS Richard A. Hayes, Brea, Ca.
Kelly Northrup, Brea, Ca.
Barry L. Radowitch, Brea, Ca.
Gloria P. Rey-Medina, Brea, Ca.
Alana M. Van Slyke, Brea, Ca.

UNION 76 DIVISION

January 1985

- 25 YEARS Heber S. Bronderict, Tucson, Az.
- 20 YEARS William Dill, San Luis Obispo, Ca.
- 15 YEARS James S. Clark, Edmonds, Wa.
Henry C. Johnson, Los Angeles, Ca.
- 10 YEARS Henry A. Fiedler, Colton, Ca.
- 5 YEARS Eugene L. Diaz, Los Angeles, Ca.
John Ferguson, Richmond, Va.
John W. Hamilton, Los Angeles, Ca.
P. Michael Kirchmann,
Los Angeles, Ca.
Susan F. Nixon, Portland, Or.
Wally D. Wallin, Edmonds, Wa.

February 1985

- 10 YEARS Sinclair Keith, Nederland, Tx.
Paul M. Murphy, Los Angeles, Ca.
- 5 YEARS W. Conroy, Nederland, Tx.
Cyril Francis, Nederland, Tx.
Kay Turner, London, England
Donald A. Williams, Phoenix, Az.

March 1985

- 45 YEARS George W. Borman, Chicago Refinery
- 35 YEARS Vance E. Cloepfil, Portland, Or.
Guy Oren Dyke Jr., San Francisco, Ca.
Ted E. Luke, Unocal Center
- 30 YEARS Charles Anthony, Santa Maria, Ca.
Gealina G. Armstrong,
San Francisco, Ca.
John R. Cardinal, Columbus, Oh.
Donald L. Hamilton,
Los Angeles Refinery
George Hynes, Nederland, Tx.
Norman Jensen, Santa Maria, Ca.
Harold E. Johnson, Schaumburg, Il.
William J. Johnson, San Diego, Ca.
Paul Klemenok, Richmond, Va.
Edward L. Sharp, San Francisco, Ca.
Donald Silva, Santa Maria, Ca.
F. Robert Stevens, Los Angeles, Ca.
Billy J. Weeks, Jackson, Ms.

- 25 YEARS Earl W. Chappell, Santa Paula, Ca.
F. William Claflin, Portland, Or.
Leroy J. Lodge, Schaumburg, Il.
James E. Nowinski, Los Angeles, Ca.
Deloris M. Temko, Schaumburg, Il.

- 20 YEARS Donald L. Egerer, Minneapolis, Mn.
Duane F. Ehrlich, Pasadena, Ca.
Chester C. Kitchell Jr., Los Angeles, Ca.
Lily Martinson, San Francisco, Ca.
Donna E. Moore, Los Angeles, Ca.
Larry J. Walsh, San Luis Obispo, Ca.

- 15 YEARS James Adair, San Francisco, Ca.
Gary G. Boland, Chicago Refinery
Clarissa A. Bunac, San Francisco, Ca.
Paul D. Campbell, Los Angeles Refinery
Betty Jo Dudgeon, San Francisco, Ca.
Melvin D. Duncan, San Francisco, Ca.
Terrance P. Fitzgerald, Chicago Refinery
James E. Forse, Beaumont Refinery
Gary J. Garrison, San Francisco, Ca.
Wayne B. Gevas, San Francisco, Ca.
Clarence Grant, San Francisco, Ca.
David P. Leuth, Colton, Ca.
Lourdes S. Marcelo, San Francisco, Ca.
David W. Morse, Chicago Refinery
Stanley Nakamura, Honolulu, Hi.
Dale T. Pirc, Chicago Refinery
Henry D. Procsal, Cerritos, Ca.
Lawrence Ramil, Santa Maria, Ca.
Joyce B. Reed, Los Angeles Refinery
Luz M. Rivera, San Francisco, Ca.
David G. Shelton,
Pure Transportation Co., Van, Tx.
Bonnie J. Simmons, Chicago Refinery
Claude Smith, Nederland, Tx.
Anna M. Steriotti, Chicago Refinery
Jacob J. Stevens, Schaumburg, Il.
Myrtrice A. Williams,
San Francisco, Ca.
Jimmy D. Workman, Chicago Refinery

- 10 YEARS Gilbert Baez, Santa Maria, Ca.
Stephen J. Barnos, San Francisco, Ca.
Wayne L. Clayton, San Francisco, Ca.
Ron L. Coleman, Tukwila, Wa.
Roy M. Land, Anchorage, Ak.
Alexander Montogemery,
Los Angeles Refinery
Russell J. Palmer, Los Angeles Refinery
Jeffrey D. Ruzsler, San Francisco, Ca.
Rodney L. Starr, San Francisco, Ca.
Terry Tidalgo, Santa Maria, Ca.
James K. Webber, Orange, Ca.

- 5 YEARS James K. Baker, Schaumburg, Il.
William A. Barron, San Francisco, Ca.
Joseph M. Borrow, San Francisco, Ca.
Allen M. Caton, Dayton, Oh.
Darrell Colliere, Santa Maria, Ca.
Anthony J. D'Agostino,
Los Angeles Refinery
Geraldine F. Deitch,
Los Angeles Refinery
Gerald A. Deering,
Los Angeles Refinery
Denis P. Gallonio, Los Angeles, Ca.
Madeleine M. Heimbigner,
Edmonds, Wa.

Eva L. Ginorio, San Francisco, Ca.
Allen D. Neathawk, Schaumburg, Il.
William K. Self, San Francisco, Ca.
Maria E. Selorio, San Francisco, Ca.
Ruben R. Soriano, Los Angeles, Ca.
Barry E. Sullivan, Portland, Or.
Wayne N. Yeadon, Orlando, Fl.

April 1985

35 YEARS John I. Shumaker, Dayton, Oh.

30 YEARS Donald B. Fink, Medford, Or.
Kenneth M. Oliver, Seattle, Wa.

25 YEARS Richard R. Garcia, Los Angeles, Ca.
Troy L. Guinn, Torrance, Ca.
Donald P. Morris, Columbus, Oh.

20 YEARS Duane D. Brimley, Stewart, Ca.
Martin K. Brown, Nashville, Tn.
Robert R. Frazer, San Francisco Refinery
Gilbert L. Gibson,
San Francisco Refinery
Wayne W. Grimes, Orlando, Fl.
Harold L. Hatley, Santa Maria Refinery
James L. Jarosch, San Francisco, Ca.
Carmen C. Kapell, Schaumburg, Il.
William R. Morse, Portland, Or.
Thomas C. Openshaw,
San Francisco Refinery
Clarence L. Ott, Cincinnati, Oh.
Robert W. Wager, San Francisco Refinery
Thomas M. Yonamine, Los Angeles, Ca.

15 YEARS Leon G. Albarian, Los Angeles, Ca.
Darrell W. Bruckert, Chicago Refinery
Connie A. Cabardo, San Francisco, Ca.
Larry J. Campbell, Chicago Refinery
Eduarda B. Deguzman,
San Francisco, Ca.
Mercedes T. Domingo,
San Francisco, Ca.
Erma L. Fields, San Francisco, Ca.
Chas B. Franklin Jr., Beaumont Refinery
Erlinda T. Galeon, San Francisco, Ca.
Clark Gilbert, Chicago Refinery
James M. Henley, Beaumont Refinery
Bertha M. Holloway, San Francisco, Ca.
Terrill W. Holloway, Los Angeles, Ca.
Charlene V. Huckaby, Unocal Center
Gary D. Jesson, Chicago Refinery
Ivan C. Johnson Jr., Schaumburg, Il.
Dennis A. Kapinus, Chicago Refinery
John H. Kennard, Los Angeles Refinery
Raymond F. Kohl, Chicago Refinery
Paul J. Kress, Orange, Ca.
Vernon A. Lemke, Chicago Refinery
Mike J. Lewis, Chicago Refinery
Larry L. Neal, Sacramento, Ca.
Paul J. Pulaski, Chicago Refinery
Sandra S. Ritchie, San Francisco, Ca.
Ambrose Russo, Los Angeles Refinery
Michael L. Sanchez, Hacienda Hts., Ca.
Morton B. Sherin, Brisbane, Ca.
Ronald S. Shiroma, Honolulu, Hi.
R.C. Sippel, Chicago Refinery
Gary B. Smith, Chicago Refinery
Milton O. Walden Jr.,
Beaumont Refinery
Charles R. Wilcox, Anchorage, Ak.
Billy E. Williams, Beaumont Refinery
James H. Yarborough,
San Francisco, Ca.

10 YEARS James M. Benge, Los Angeles, Ca.
Charlie D. Burris, San Francisco Refinery
Larry W. Catlett, Los Angeles, Ca.
Pamela J. Cornell, San Francisco, Ca.
Albert J. Fischer, Chicago Refinery
Jerry D. Hester, Chicago Refinery
Barbara C. Huckaby, Beaumont Refinery
Herbert C. Morris, Chicago Refinery
James Scott, Chicago Refinery
Louis A. Serfes, Los Angeles Refinery
Carole L. Simonson, Schaumburg, Il.
Robert J. Skewis, Chicago Refinery
David R. Stannard, Los Angeles, Ca.
James W. Teske, Portland, Or.
Robert W. Vernon, Edmonds, Wa.
Noe Villegas, Chicago Refinery
Thomas A. White, Los Angeles, Ca.
Joann Williams, Chicago Refinery

5 YEARS Roy L. Adams, Beaumont Refinery
Ricardo B. Albanese,
Beaumont Refinery
Wendell P. Allen, Portland, Or.
Roberto M. Araujo, Los Angeles, Ca.
Gary L. Austin, Chicago Refinery
Betty J. Bancroft, Chicago Refinery
Randy E. Barnes, San Francisco Refinery
William R. Batchelor,
Beaumont Refinery
Rueben L. Bean, Beaumont Refinery
Robert L. Bew, Chicago Refinery
Richard T. Bobick, Beaumont Refinery
Richard N. Bock, Chicago Refinery
Michael A. Boudreaux,
Beaumont Refinery
James A. Bush Jr., Beaumont Refinery
Luis F. Calderon, Chicago Refinery
Tijuana Carter, Los Angeles, Ca.
Michael L. Coats, San Francisco Refinery
Roy E. Commins, Las Vegas, Nv.
Robert E. Conger, Chicago Refinery
James A. Cristman, Chicago Refinery
Michael J. Dailey, Portland, Or.
Paul S. Daniel, Beaumont Refinery
Richard A. Davis, Beaumont Refinery
Wilbert L. Dempsey, Edmonds, Wa.
Dale D. Ebling, Los Angeles Refinery
Richard G. Eisen, San Francisco Refinery
Ian D. Emberson, Honolulu, Hi.
Wilma J. Fleming, Beaumont Refinery
Elbert J. Fontenot, Beaumont Refinery
Billy R. Foutz, Beaumont Refinery
James W. Fredrickson, Edmonds, Wa.
Alton Gallentine, Beaumont Refinery
Richard D. Gast, Chicago Refinery
James H. Gessler, Wheeling, W.V.
Sandra K. Getz, San Francisco Refinery
Robert L. Gomer, Chicago Refinery
Elmina Green, San Francisco, Ca.
Elsie J. Hansen, Los Angeles, Ca.
Darrell J. Hawkins, Los Angeles Refinery
Edward C. Heinz, Chicago Refinery
Marvin K. Hood, Beaumont Refinery
Anne L. Horwath, Chicago Refinery
Harry A. Hougesen, Beaumont Refinery
David A. James, Richmond, Va.
George T. Johnson, Los Angeles Refinery
Daniel L. Jones, Los Angeles Refinery
Winston E. Layne,
San Francisco Refinery
Richard W. Leach, San Francisco, Ca.
Allen Lee, San Francisco, Ca.
Ronald H. Lezon, Chicago Refinery
William J.R. Logan,
San Francisco Refinery
Lynda S. Lussow, Schaumburg, Il.

Peter F. Martinez, Beaumont Refinery
Janet D. McCoy, Los Angeles Refinery
William D. Mack, Los Angeles Refinery
John A. Martinez,
San Francisco Refinery
Joseph N. Mendoza, Stewart, Ca.
Arthur J. Mielke, Portland, Or.
Wayne E. Molitor, Chicago Refinery
Isabel M. Montoya, Los Angeles Refinery
Steven D. Morones, Los Angeles Refinery
Eugene J. Moscato, Miami, Fl.
Bryan W. Nappi, Portland, Or.
David H. Newman, Beaumont Refinery
Jack Olivier, Beaumont Refinery
David S. Paden, Phoenix, Az.
Rickey J. Patin, Beaumont Refinery
Richard M. Peabody, Schaumburg, Il.
Rosevelt F. Porter, San Francisco Refinery
William D. Price, San Francisco Refinery
Randal C. Prince, Chicago Refinery
Calvin L. Quarles, Chicago Refinery
Larry G. Roesner, Chicago Refinery
Michael A. Russell, Santa Maria Refinery
Jeffery S. Rutter, Chicago Refinery
Elizabeth M. Saldana, Chicago Refinery
Bobby J. Seagler, Beaumont Refinery
Charles D. Sivil, San Francisco Refinery
Sherry L. Sloan,
Pure Transportation Co., Van, Tx.
Rebecca J. Staniewicz,
San Francisco Refinery
Elvira Tuazon, San Francisco, Ca.
Augustine O. Vegas Jr.,
San Francisco Refinery
Aurora S. Velarde, San Francisco, Ca.
Paul S. Wakagawa, Los Angeles, Ca.
Nani C.M.L. Wedemeyer,
Honolulu, Hi.
Jack R. Weissenborn, Chicago Refinery
Richard B. Weldon, Wildwood, Fl.

OIL AND GAS DIVISION

March 1985

35 YEARS William R. Hizar, Pasadena, Ca.
Guy A. Landrum Jr., Midland, Tx.

30 YEARS Presley Choate, Lafayette, La.
Mavis W. Jones, Midland, Tx.
Tom W. Redin, Ventura, Ca.
Henry B. Reed, Ventura, Ca.
Norman L. Ross, Casper, Wy.

25 YEARS Dolly R. Fulsom, Houston, Tx.
Willis J. Henry Jr., Houma, La.
Henry S. Marquis, Houston, Tx.

20 YEARS Clyde M. Cooper, Orcutt, Ca.
Delbert R. Copeland, Andrews, Tx.
Robert M. Gammel, Orcutt, Ca.
Larry L. Graham, Anchorage, Ak.
Michael L. Morris, Orcutt, Ca.
Pamela J. Rogers, Pasadena, Ca.
Franklin F. Simmons, Orcutt, Ca.
Ronald D. Stevens, Coalinga, Ca.

15 YEARS Eugene L. Basinger, Houston, Tx.
Robert A. Beattie, Santa Paula, Ca.
Francis L. Bennie, Anchorage, Ak.
Raymond F. Carr, Anchorage, Ak.
Kenneth R. Chaffee, Ventura, Ca.
Larry D. Keen, Anchorage, Ak.
Charles F. Partridge Jr., Orcutt, Ca.
Gary K. Presley, Anchorage, Ak.
Manuel L. Ramirez, Santa Paula, Ca.
Rexford L. Thompson, Olney, Il.
Marvin L. Woolridge, Ventura, Ca.

Service Awards



10 YEARS Kenneth Carmon, Houston, Tx.
Barbara R. Garramone, Midland, Tx.
Anthony Gonzales, Lafayette, La.
Donald D. Goode, Van, Tx.
Ronald W. Hillis, Snyder, Tx.
Jeffrey H. Hudson, Worland, Wy.
Harris E. Lewis Jr., Lafayette, La.
Barry S. Lyons Jr., Houma, La.
Johnny M. Northcutt, Lovington, N.M.
F. Elbert Repp Jr., Lafayette, La.
John J. Vecente, Orcutt, Ca.

5 YEARS Stephen D. Baldwin,
Santa Fe Springs, Ca.
Phillip A. Block, Clay City, Il.
John R. Bockelman, Houston, Tx.
W.C. Colvin, Mobile, Al.
Robert A. Cornelison, Mobile, Al.
Joseph C. Danos, Houma, La.
Dalton R. Decuir, Lafayette, La.
Jeffrey J. Dolan, Anchorage, Ak.
Robert E. Duffy Jr., Lafayette, La.
Francis R. Elliott, Clay City, Il.
Jonathan H. Freeman, Ventura, Ca.
Evangelina L. Gonzalez,
Unocal Center
Sammie L. Green, Houston, Tx.
Gary F. Kearns, Houston, Tx.
Earnest R. Leblanc Jr.,
Houston, Tx.
Cheryl D. Lynch, Houston, Tx.
Victoria I. Lytle, Anchorage, Ak.
Mark B. Merritt, Midland, Tx.
Timothy J. Noack, Ardmore, Ok.
Tony M. Parker, Mobile, Al.
Michael R. Potter, Unocal Center
Lou E. Savoy, Lafayette, La.
Luis A. Soto II, Houston, Tx.
Timothy J. Witherspoon Sr., Mobile, Al.
Michael E. Wortman, Santa Paula, Ca.
Thomas M. Yost, Ventura, Ca.

April 1985

45 YEARS Charles R. Wells, Cutbank, Mt.

40 YEARS Alton R. Roome, Ganado, Tx.

35 YEARS Donald R. Clark, Casper, Wy.
Edgar Helms, Andrews, Tx.
Bill Hodges, Orcutt, Ca.

30 YEARS Henry Arnaud, Lafayette, La.
Donald L. Heriford, Coalinga, Ca.
Robert L. Jefferies, Midland, Tx.
Alfred T. Mannon Jr., Orcutt, Ca.

25 YEARS Eugene A. Selph, Mobile, Al.

20 YEARS Connie R. Pugh Jr., Andrews, Tx.

15 YEARS Alan O. Maier, Lafayette, La.

10 YEARS George T. Armistead, Houma, La.
Robert A. Ballog, Ventura, Ca.
Adrian M. Deangelis, Ventura, Ca.
Charles M. DeMoss, Houston, Tx.
Ted S. Donaho, Houston, Tx.
Michael A. Espitia, Santa Paula, Ca.
Walker L. Kozar, Santa Paula, Ca.
Steven A. Lambert, Santa Paula, Ca.
Richard S. Landrum, Houston, Tx.
Ray R. Marroquin, Orcutt, Ca.
Shirley A. Mikulec, Houston, Tx.
James M. Naquin, Houma, La.
Rodney C. Sagraera, Lafayette, La.
Edward P. Signor, Brea, Ca.
Lloyd J. Sigue Jr., Lafayette, La.
William C. Simpson, Midland, Tx.
Danny E. Truvillion, Orcutt, Ca.

5 YEARS Robert M. Altany, Midland, Tx.
George J. Aragon, Orcutt, Ca.
Simon G. Barrientes, Lovington, N.M.
Charlotte A. Beeson, Midland, Tx.
John C. Berg, Lafayette, La.
William O. Clift, Andrews, Tx.
Michael G. Comeau,
Santa Fe Springs, Ca.
John S. Crews, Orcutt, Ca.
Deanna S. Crisman, Ventura, Ca.
Gary W. Davis Sr., Mobile, Al.
D. Henry Derouselle, Lafayette, La.
Lynn A. Dore, Lafayette, La.
Dolores E. Garcia, Pasadena, Ca.
Richard F. Garcia, Bakersfield, Ca.
Sean P. Gaskin, Santa Fe Springs, Ca.
Michael R. Goff, Houma, La.
Michael P. Gring, Ventura, Ca.
Linda H. Hicks, Midland, Tx.
Sharon D. Hopkins, Ventura, Ca.
Mark R. Ketell, Santa Fe Springs, Ca.
Gregory W. King, Taft, Ca.
Robert J. Kirby, Santa Fe Springs, Ca.
Brenda B. Landry, Lafayette, La.
Michael A. Lell, Worland, Wy.
Lena H. Montgomery, Houston, Tx.
Theron L. Palmer, Ventura, Ca.
Diana L. Peltier, Ganado, Tx.
Lawrence E. Rogers, Santa Paula, Ca.
William Ruddiman III, Casper, Wy.
David E. Terry, Andrews, Tx.
William C. Tracy, Ventura, Ca.
James A. Young, Ventura, Ca.

GEOTHERMAL DIVISION

March 1985

25 YEARS Ronald Y. Dewa, Unocal Center

10 YEARS Ronald E. Chappell, Santa Rosa, Ca.

5 YEARS Douglas B. Jung, Santa Rosa, Ca.
Francis G. Noel, Santa Rosa, Ca.
Jens Pedersen, Santa Rosa, Ca.

April 1985

10 YEARS John R. Farison, Santa Rosa, Ca.

5 YEARS Philip L. Bean, Santa Rosa, Ca.
David Holligan, Imperial Valley, Ca.

PHILIPPINE GEOTHERMAL, INC.

March 1985

10 YEARS Vicente E. Roxas Jr., Manila

5 YEARS Pedro R. Joson, Manila
Joaquin Pablo C. Guarte, Manila

April 1985

10 YEARS Priscilla I. Calabig, Manila
Justito C. Fernandez, Manila

5 YEARS Eduardo A. Sanque, Manila

CHEMICALS DIVISION

March 1985

30 YEARS Robert W. Ustick, West Sacramento, Ca.

25 YEARS Robert D. Flaxbeard, Unocal Center
Samuel L. Morris, Conshohocken, Pa.
Jerald M. Simmons, Nashville, Tn.

20 YEARS Ernest J. Dalton, Chico, Ca.
Dewayne D. Korver, Brea, Ca.
Thomas E. Olsen, St. Paul, Mn.
Gene E. Wirth, Richland, Wa.

15 YEARS John R. Baxter, Bridgeview, Il.
Joseph S. Kimball, Houston, Tx.
John D. Ray, Memphis, Tn.

10 YEARS Milan Balga, Bridgeview, Il.
Jerry Best, Brea, Ca.
LeRoy J. Branton, Atlanta, Ga.
Robert Chase, Brea, Ca.
Phillip Gonzalez, Lemont, Il.
Joseph E. Harris, Kenai, Ak.
James A. King, Kenai, Ak.
William B. White, Brea, Ca.
Samuel A. Wilson Jr.,
Rolling Meadows, Il.

5 YEARS Larry J. Barbee, Charlotte, N.C.
Daniel D. Bundy, Brea, Ca.
Keith R. Forster, Unocal Center
George F. Gamond, Wilmington, Ca.
Paul K. Helms Jr., Charlotte, N.C.
Wanda J. McClain, Unocal Center
Susan M. Medlin, Charlotte, N.C.
Cheryl A. Mizufuka, Unocal Center
Michael P. Riley, Brea, Ca.
Gay L. Wescott, Schaumburg, Il.

April 1985

30 YEARS Vincent J. Caldas, Clark, N.J.

20 YEARS Mary DiGregorio, Providence, R.I.
A. Arthur Fiander, Brea, Ca.
Nell R. Green, Schaumburg, Il.

15 YEARS Allan W. Childers, Memphis, Tn.
James W. Crase, Schaumburg, Il.
John P. Geerdes, LaMirada, Ca.
James Lamb, Tampa, Fl.
Peter C. Schmid, Unocal Center

10 YEARS Edward C. Harrison, Rodeo, Ca.
Anthony Nahale, Brea, Ca.
John A. Robertshaw, La Mirada, Ca.
James L. Webster, Bridgeview, Il.

5 YEARS David M. Borge, Brea, Ca.
Michael D. Pitre, Brea, Ca.
Virginia G. Rodgers, Memphis, Tn.
James M. Singley, Brea, Ca.
Michaeline A. Verkon, Houston, Tx.
Librado O. Villado, LaMirada, Ca.

INTERNATIONAL OIL AND GAS DIVISION

March 1985

20 YEARS Tina T. Mueller, Unocal Center

5 YEARS Robert D. Ledbetter, Balikpapan, Indonesia
Jaime J. Valderrama, Colombia
Paul L.G. Ware, Balikpapan, Indonesia

April 1985

5 YEARS Susan M. Cadilli, Unocal Center
Jorge G. Delgado, Unocal Center
Stephen C. Gabbert, London, England
Brian R. Greenhalgh, Aberdeen, Scotland
Debbie S. Lal, Los Angeles, Ca.
Nina G. Matthews, Unocal Center
Evelyn B. Moody, Los Angeles, Ca.
Joisane Y. Renteria, Unocal Center

UNIONOIL CO. OF GREAT BRITAIN

March 1985

10 YEARS Lynn Rouse, London

5 YEARS Alexander Davidson, Aberdeen
Lewis Will, Aberdeen
Geir Ytreland, London

April 1985

10 YEARS Peter Broadley, London
Ann Hancock, London

UNION OIL CO. OF INDONESIA

March 1985

10 YEARS Fitres Anthony
Horman Boengai
Wasir Chan
Gangsar
W.K. Josef
Abd. Sanie K.
Mansur
Liliek Mudjito
Simon Penga
Suyatmo Rachmat
Wachidin Rifai
Slamet Budi Santoso
John Sabar Sinaga
Wilson Sinaga
Roy Djaidin Sirait
B. Wismar Situmorang
Sudaryono
Ytut Suhadi
Sukarmen
Willy Suratman
Sutrisno
Agus Suwisno
Wardjono

5 YEARS Francois P. De Qieljoe
Tutty Ismoyowati
Kamaruddin
Syarifah Mulyani

April 1985

10 YEARS Djumadi
Salam Ngatimin
Petrus Oley
Pakihodin
Rita Pangaribuan
Leo Latif Permana
Ruslansjah A.R.
Dede Rivai
Bambang Budi Santoso
Matdjuri Budi Santoso
Daddy Rusmiady Suhaemi
Sumartono
Vincentius Yoseph Sunarjo
Suparwan
Tafri
Sumarlan Tegen
Elvianus Wurangian

5 YEARS Pius Delo Lay
Akib Noor
Jimmy R. Ririhatuela
Suhartanto
Yahman

UNIONOIL NORGE – NORWAY

March 1985

5 YEARS Ole Birkeland

UNION OIL LIMITED—SINGAPORE

March 1985

10 YEARS Shirley A. Tavasee

April 1985

5 YEARS Samsuri bin Atan

UNION OIL CO. OF THAILAND

March 1985

35 YEARS Richard L. Cook
20 YEARS Sangvarn Sarngket
Jimmy D. Skiles
10 YEARS Bamrung Malaimat
5 YEARS Andrew R. Crossley
Phanithan Sangsree
Michael J. Sharples
Supaporn Tiptanpong

April 1985

10 YEARS Johann R. Eckert
5 YEARS Michael J. Rickard
Dow S. Seegmiller
Wonpen Synsatayakul

UNION OIL CO. OF CANADA LTD.

March 1985

20 YEARS Maureen M. Bowlen, Calgary, Alta.
15 YEARS Sylvia E. Dickason, Calgary, Alta.
Yu Lin Lu, Calgary, Alta.
5 YEARS Bob A. Key, Calgary, Alta.
Reg F. Senkow, Calgary, Alta.

April 1985

5 YEARS Dee M. Boyer, Calgary, Alta.
Rhonda L. Bertsch, Calgary, Alta.
Henry G. Petrie, Fort St. John, B.C.

Service Awards



ENERGY MINING DIVISION

March 1985

30 YEARS Downs McCloskey Jr., Unocal Center
20 YEARS Judith A. Wilkie, Unocal Center
5 YEARS Steven L. Berquist, Parachute, Co.
Steven R. Hill, Parachute, Co.

April 1985

15 YEARS Richard H. Ferneau, Parachute, Co.
5 YEARS Diana O. Bender, Parachute, Co.
Henry Dickey Jr., Parachute, Co.
Carol A. Nieuwenhuis, Parachute, Co.

MOLYCORP, INC.

March 1985

30 YEARS Walter H. Garza, Unocal Center
20 YEARS Dwain J. Bradshaw, Nipton, Ca.
Gordon D. Tripp, Nipton, Ca.
15 YEARS Rogerio Archuleta, Questa, N.M.
George E. Cisneros, Questa, N.M.
Nelson Rodarte, Questa, N.M.
Gilbert E. Varoz, Questa, N.M.
10 YEARS Joe R. Frizzell, Nipton, Ca.
5 YEARS Carl B. Bailey, Questa, N.M.
Frederick R. Buffington, Nipton, Ca.
David J. Hamwey, Louviers, Co.
Ernest L. Kaske, Nipton, Ca.
Josef Keller, Questa, N.M.
Raymond L. Smith, Nipton, Ca.
Archie L. Trujillo, Questa, N.M.

April 1985

20 YEARS Walter C. Anderson, Nipton, Ca.
15 YEARS Gary A. Murphy, Unocal Center
Juan R. Salazar, Questa, N.M.
10 YEARS Larry O. Lundy, Questa, N.M.
5 YEARS Charles L. Bates, Louviers, Co.
Nancy C. Dimick, Louviers, Co.
John F. Lehman, Louviers, Co.
James R. Taylor, Questa, N.M.
Bill D. White, Questa, N.M.

POCO GRAPHITE, INC.

March 1985

5 YEARS **Bobby L. Henson**, Decatur, Tx.
Gwynella Long, Decatur, Tx.
John G. Ronken, Decatur, Tx.
Charles C. Turner, Decatur, Tx.

April 1985

5 YEARS **Junko Vera**, Decatur, Tx.

JOBBERS AND DISTRIBUTORS

January 1985

15 YEARS **Frank L. Carter**, Medford, Or.

March 1985

35 YEARS **George C. Alexander**, Newberg, Or.

20 YEARS **Donald M. Seals**, Napa, Ca.

15 YEARS **McLeiser Oil, Inc.**, Kalamazoo, Mi.

5 YEARS **Sitka Sound Oil**, Sitka, Ak.

April 1985

35 YEARS **Taku Oil Sales**, Juneau, Ak.

30 YEARS **Jones Oil Company**, Americus, Ga.

25 YEARS **Bingham Distributing Co.**, Safford, Az.
Nobbe Oil Company, Batesville, In.

10 YEARS **Allen Oil Company**, Gainesville, Fl.
Pago Petroleum Products, Inc.,
Pago Pago, American Samoa

RETIREMENTS

December 1984

William S. Robinson, Molycorp,
Questa, N.M., January 9, 1961

January 1985

Warren T. Hansen, Chemicals Division,
Dana Point, Ca., April 12, 1954
Alexander J. Wilson, 76 Division,
Pinole, Ca., October 21, 1952

February 1985

James R. Bagley, 76 Division,
Phoenix, Az., May 27, 1955
Lawrence P. Bates, 76 Division,
Charlotte, N.C., November 3, 1953
Lloyd H. Brunot, Oil & Gas Division,
Brea, Ca., January 18, 1951
Robert G. Burr, Oil & Gas Division,
Noble, Il., June 16, 1947
Elie Courville, Oil & Gas Division,
Vinton, La., February 23, 1954
Dolores M. Dillman, Chemicals Division,
Lemont, Il., December 22, 1969
Luther Ector, 76 Division,
Atlanta, Ga., October 10, 1944
Donald Fanaro, Chemicals Division,
Concord, Ca., June 21, 1956
Thomas F. Holt, 76 Division,
Greensboro, N.C., February 10, 1947
Daryl R. Howard, 76 Division,
Redondo Beach, Ca., January 3, 1957
Stephen Hneyda, Chemicals Division,
Edison, N.J., October 30, 1950

David L. Jones Jr., 76 Division,
East Bank, W.V., July 7, 1952

Linn M. Kelleher, 76 Division,
Canoga Park, Ca., June 30, 1943
William H. Kiley, Chemicals Division,
Alturas, Ca., January 13, 1970

James A. Lahey, 76 Division,
Monrovia, Ca., October 26, 1955

Harrison D. Lane, 76 Division,
Port Neches, Tx., January 15, 1971

Elizabeth Liu, 76 Division,
San Francisco, Ca., August 9, 1973

Manuel R. Martinez, Molycorp,
Arroyo Seco, N.M., November 9, 1963

Paul F. Miller, 76 Division,
Westminster, Ca., March 27, 1951

Thomas H. Mulligan, 76 Division,
Westminster, Ca., October 31, 1948

Berthold J. Notheisen, 76 Division,
Naperville, Il., April 25, 1949

Walter J. Stern, 76 Division,
Long Beach, Ca., October 3, 1952

Mildred M. Thomson, International Oil & Gas,
Rosemead, Ca., October 19, 1953

Homer W. Widener, 76 Division,
Bonita, Ca., June 14, 1949

Edwin L. Wimer, 76 Division,
Southgate, Ca., June 30, 1966

March 1985

Frank E. Anderson, 76 Division,
Valrico, Fl., July 7, 1952

William J. Ball, Oil & Gas Division,
Los Angeles, Ca., September 15, 1950

Norman C. Bradford, Oil & Gas Division,
La Habra, Ca., July 12, 1950

Mary S. Brownfield, 76 Division,
Columbus, Oh., February 1, 1952

Zelina L. Busnardo, Oil & Gas Division,
Garden Grove, Ca., May 20, 1963

James R. Clark, 76 Division,
Beaumont, Tx., June 10, 1948

Blackie O. Halbrook, Geothermal,
Cooper, Tx., February 18, 1975

Delbert G. Horn, 76 Division,
Long Beach, Ca., May 12, 1947

Stanley Hoversten, Corporate Division,
West Covina, Ca., February 5, 1946

William H. Johnson, Oil & Gas Division,
Bell City, La., February 20, 1957

George E. Kapsar, 76 Division,
Parma, Oh., June 1, 1941

Lawrence W. Lewis, Oil & Gas Division,
Santa Paula, Ca., December 14, 1950

Arthur F. Mays, Science & Technology,
Anaheim, Ca., October 29, 1945

Edward A. McFadden, Corporate Division,
Pasadena, Ca., April 30, 1947

Robert D. McMahon, Chemicals Division,
Walnut, Ca., April 24, 1961

Ernest R. Padilla, 76 Division,
Rodeo, Ca., April 16, 1942

Jack C. Plumbley, 76 Division,
Savannah, Ga., June 24, 1957

Robert W. Prunty, Chemicals Division,
Wilmington, N.C., August 1, 1951

J.J. Snider, 76 Division,
Whittier, Ca., September 21, 1950

Leo H. Sparks, Oil & Gas Division,
Newhall, Ca., December 17, 1951

Irvin J. Stein, 76 Division,
Carson, Ca., October 1, 1956

Bernardus S. Veldhuijzen, Chemicals Division,
Mission Hills, Ca., September 8, 1969

April 1985

Albert B. Adams, 76 Division,
Nederland, Tx., October 22, 1948

James D. Beavers, 76 Division,
Lockport, Il., February 7, 1941

Harold J. Berger, Chemicals Division,
Pasadena, Ca., July 17, 1952

Carl N. Bidinger, Oil & Gas Division,
Sun City West, Az., February 11, 1952

Dolores M. Bode, 76 Division,
Rolling Meadows, Il., September 18, 1961

Jess F. Bolin Jr., 76 Division,
Jasper, Tx., February 16, 1949

Neal E. Bottrell, 76 Division,
Martinez, Ca., November 10, 1948

John F. Dunlap, 76 Division,
Nederland, Tx., June 24, 1948

Amos C. Grover, Science & Technology,
Placentia, Ca., October 22, 1969

Robert L. Jefferies, Oil & Gas Division,
Midland, Tx., April 1, 1955

Fern L. Leis, Real Estate Division,
Glendale, Ca., February 28, 1969

Harry F. Macrae, Chemicals Division,
Charlotte, N.C., July 1, 1958

Robert G. Martin, 76 Division,
Beaumont, Tx., January 18, 1949

Richard S. Massey, Oil & Gas Division,
Midland, Tx., January 16, 1951

Frank C. Maxwell, 76 Division,
New Lenox, Il., September 1, 1948

Jon G. McLennan, Oil & Gas Division,
Midland, Tx., January 16, 1956

Robert T. McSorley, 76 Division,
Cincinnati, Oh., November 1, 1951

Vernon A. Miller, 76 Division,
Pinole, Ca., March 23, 1953

Chatalyn C. Norman, Oil & Gas Division,
Midland, Tx., March 16, 1966

Irwin A. Olson, 76 Division,
Vallejo, Ca., September 3, 1946

Eleanor A. Peart, Corporate Division,
Torrance, Ca., January 7, 1964

William C. Quigley, 76 Division,
Lockport, Il., July 21, 1952

Gerald H. Rickels, Science & Technology,
Fullerton, Ca., February 1, 1949

Walter B. Sartori, 76 Division,
Lockport, Il., April 30, 1951

William W. Selby Jr., 76 Division,
Columbus, Oh., July 7, 1958

Harold R. Selman, 76 Division,
Vidor, Tx., December 8, 1947

Dorothy D. Summers, Science & Technology,
La Habra, Ca., December 10, 1962

Barney B. Tarver, 76 Division,
Nederland, Tx., September 27, 1950

Albert W. Van Oostrom, 76 Division,
Nederland, Tx., July 14, 1952

Michael G. Verbiscio, 76 Division,
Vallejo, Ca., July 14, 1946

Joseph Walker, Science & Technology,
Fullerton, Ca., February 15, 1950

Robert L. Whelpley, 76 Division,
Port Arthur, Tx., February 15, 1949

Service Awards



IN MEMORIAM

Employees

Bert Adams, Corporate Division,
Pismo Beach, Ca., January 25, 1985
O.C. Neal Birchfield, Oil & Gas Division,
Kenai, Ak., January 10, 1985
Oliver A. Deleissegues, Oil & Gas Division,
Los Alamos, Ca., December 30, 1984
Calvin R. Durr, 76 Division,
Gardena, Ca., February 13, 1985
Larry E. Lay, Energy Mining,
Grand Junction, Co., February 22, 1985
Jacque J. Ligon, Geothermal Division,
Los Angeles, Ca., February 22, 1985
Robert V. Lockhart, Oil & Gas Division,
Midland, Tx., February 10, 1985
Michael A. Long, Oil & Gas Division,
Santa Maria, Ca., December 29, 1984
Aaron Lovett, Oil & Gas Division,
Kenai, Ak., January 28, 1985
James K. Merwin, Chemicals Division,
Barrington, Il., February 12, 1985
Lloyd A. Pringle, Oil & Gas Division,
Olney, Il., January 15, 1985

Retirees

John L. Allen, 76 Division,
Coushatta, La., February 22, 1985
Hancel B. Ashbee, 76 Division,
Wilmington, De., December 30, 1984
George H. Beguhl, 76 Division,
St. Paul, Mn., December 22, 1984
Oncil J. Blanchard, 76 Division,
Port Neches, Tx., October 25, 1984
Ogden Bond, 76 Division,
Mt. Pleasant, Mi., January 19, 1985
Kenneth W. Brown, Oil & Gas Division,
Bakersfield, Ca., December 26, 1984
Harry E. Butler, 76 Division,
Burbank, Ca., February 18, 1985
Charles M. Clark, Oil & Gas Division,
La Habra, Ca., January 24, 1985
Roy F. Clark, 76 Division,
Pinole, Ca., January 13, 1985
Russell B. Cole, 76 Division,
Portland, Or., January 11, 1985
Orin D. Cunningham, Science & Technology,
Long Beach, Ca., December 6, 1984
Philip G. Cunningham, 76 Division,
Rodeo, Ca., February 4, 1985
Louis V. Doucet, 76 Division,
Nederland, Tx., February 12, 1985

James H. Dunn, 76 Division,
Long Beach, Ca., February 7, 1985
Robert Eubanks, 76 Division,
Arroyo Grande, Ca., December 23, 1984
Grover C. Fauber, 76 Division,
East Bank, W.V., December 27, 1984
George D. Foster, Oil & Gas Division,
Oklahoma City, Ok., December 23, 1984
Antonio A. Francis, 76 Division,
Pinole, Ca., January 8, 1985
William N. Goolsbee, 76 Division,
Port Neches, Tx., January 18, 1985
Harold H. Hall, Oil & Gas Division,
Tulsa, Ok., August 26, 1984
Walter T. Hardin, 76 Division,
St. Anne, Il., January 7, 1985
Levi Harris, 76 Division,
Portland, Or., December 19, 1984
James D. Hill, 76 Division,
Beaumont, Tx., January 20, 1985
James T. Hinton, 76 Division,
Live Oak, Fl., January 3, 1985
Thomas W. Isaacs, Oil & Gas Division,
Oildale, Ca., January 20, 1985
Troy E. Jones, 76 Division,
Perrysburg, Oh., February 15, 1985
Albert V. Koebly, 76 Division,
Beaumont, Tx., December 25, 1984
Albert L. Kuhn Sr., 76 Division,
Port Charlotte, Fl., November 24, 1984
James E. Mansfield, Oil & Gas Division,
Ardmore, Ok., February 6, 1985
Harold S. Martin, 76 Division,
Nipomo, Ca., December 29, 1984
William J. McCann, 76 Division,
Sarasota, Fl., January 9, 1985
Manuel C. Mendes, 76 Division,
San Leandro, Ca., December 22, 1984
Clifford F. Messer, 76 Division,
Bradenton, Fl., January 4, 1985
Margaret E. Miller, 76 Division,
Washington, Pa., December 26, 1984
William E. Moses, 76 Division,
Kountze, Tx., January 23, 1985
William A. Nevill, 76 Division,
Evant, Tx., February 19, 1985
Willard W. Shrider, 76 Division,
Glenford, Oh., December 26, 1984
David H. Smith, 76 Division,
Tucson, Az., January 23, 1985
Harry A. Smith, 76 Division,
Jackson, Ca., January 22, 1985
Raymond O. Snodgrass, 76 Division,
Lynwood, Wa., December 23, 1984
Nicholas J. Splitt, 76 Division,
Lemont, Il., January 30, 1985
John F. Stanchfield, 76 Division,
Seattle, Wa., February 4, 1985
Ernest W. Summerford, 76 Division,
Albany, Ga., February 7, 1985
Charles L. Swan, 76 Division,
Scottsdale, Az., December 25, 1984
Gene W. Theisen, Energy Mining,
Rawlins, Wv., January 28, 1985
Howard V. Thompson, Oil & Gas Division,
San Gabriel, Ca., February 10, 1985
James F. Turner Sr., Oil & Gas Division,
Van, Tx., January 17, 1985

GARY L FOY
16823 LIGGETT STREET
SEPULVEDA CA 91343

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VOLUME LXIV, NUMBER 2
MARCH/APRIL 1985
CONTENTS**Unocal Corporation: A New Name, A New Logo** Page 1
New corporate identity reflects growth and broader scope of operations.**A Brighter Image, Cleaner Graphics** Page 2
The Unocal changeover begins in the 76 Division Western Region.**Our Name: That's All We're Changing** Page 6
Murph commercials emphasize *no* change in our fine quality and service.**How The Signs And Spheres Are Made** Page 10
Take one sheet of polycarbonate, add heat, and...**The Design Process: Creating An Identity** Page 14
There's more to a corporate logo than meets the eye.**They Remember When...** Page 18
Two "veterans" recall the 1967 logo change.**The "Spirit of '76"—Since 1932** Page 20
Here's the story behind our famous "76" symbol.**Retracing Our Steps** Page 22
An illustrated chronology of Unocal history.**Service awards** Page 32**COVER:** Unocal 76 signs are inspected at different stages in production as the company adopts its new corporate logotype. **Photo by Christopher Springmann.**Published by CORPORATE COMMUNICATIONS DEPARTMENT, Unocal Corporation, Box 7600,
Los Angeles, CA 90051.**Karen Sikkema**, Director, Corporate Communications; **Barbara Pederson**, Editor; **Tim Smight**, Associate Editor; **Adrienne Byers**, Editorial Assistant; **Ray Engle and Associates**, Art Directors.