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THE EVOLUTION OF A GREAT INDUSTRY

AWAY back in the "sixties" while oil discoveries in Pennsylvania and Ohio were still creating great excitement, and fortunes were being made in a day and lost in a night, word reached the East that there were extensive oil fields in California just awaiting development. Immediately scores of venturesome spirits like the Argonauts of "forty-nine" started for the West, and by sea and land they came to wrest from a jealous earth the precious black gold that spelled fame and fortune.

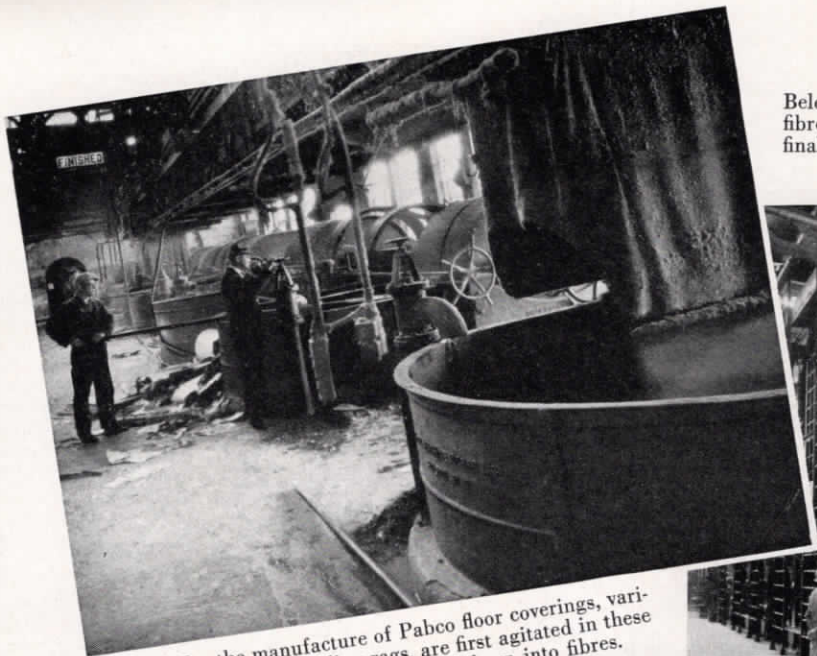
Among the first to arrive in California were Thomas A. Scott, once assistant secretary of war, and at the time of this adventure, president of the Pennsylvania Railroad. With him were two young men—Thomas Bard, his secretary, and M. W. Beardsley, an oil expert from Oil City, Pennsylvania. Colonel Scott had acquired immense holdings in Southern California, and together these three men traveled the length and breadth of the State, testing from Humboldt to Ventura Counties, but without result. Finally the Colonel returned to the East, leaving Bard and Beardsley to continue the search.

For a long time nothing tangible was developed by their efforts. They drilled many

shallow wells in the Ojai Valley which were non-productive, but finally succeeded in producing a limited quantity of thick black oil, low in gravity, that under distillation tests yielded a much lower percentage of illuminating oils than the Eastern crudes, and worst of all left a residue of black, pitchy, viscous material that was not only valueless as a marketable commodity, but actually gummed up the distillation equipment in the most disgusting manner. Because the white residue of Eastern crudes was paraffine, the troublesome substance encountered in the West was thought to be merely "black paraffine."

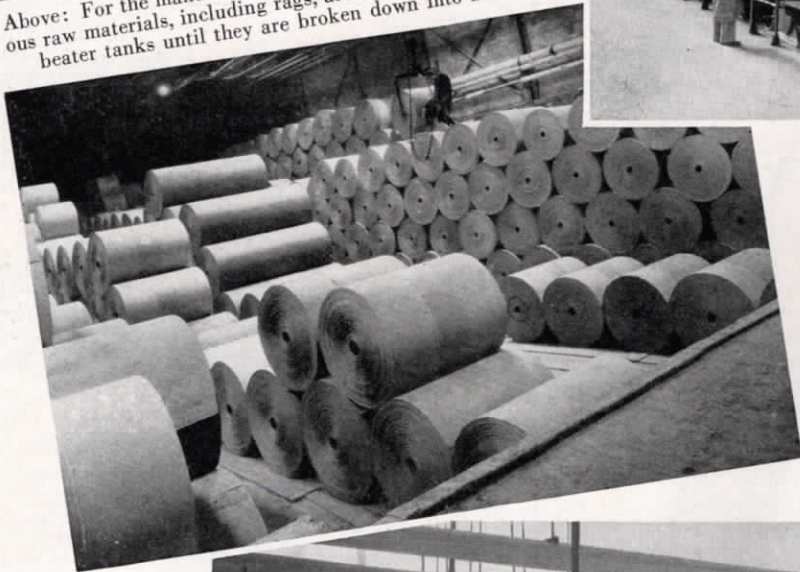
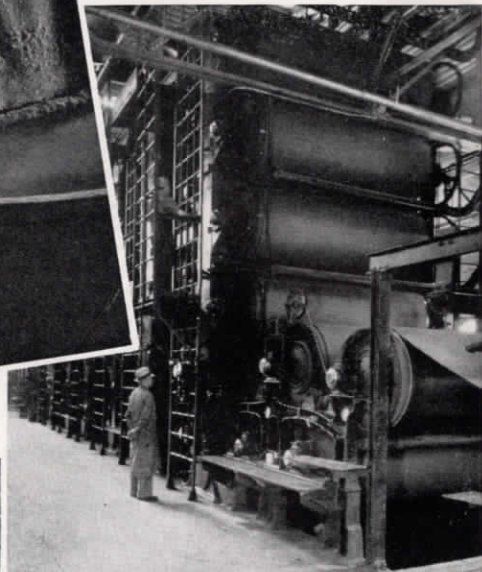
These hardy pioneers were not easily disheartened, however, and while Bard continued the field work, Beardsley set up a little refinery at Santa Paula to see what could be done with the heavy crude oil in a commercial still. These joint efforts finally resulted in the formation of the Mission Transfer Company—later one of three units that were merged to form the Union Oil Company of California.

At the refinery, Mr. Beardsley made separations and sold oil for whatever he could get, but the tarry looking residue remained a source of great trouble and anxiety as in it he could find no useful qualities, and there



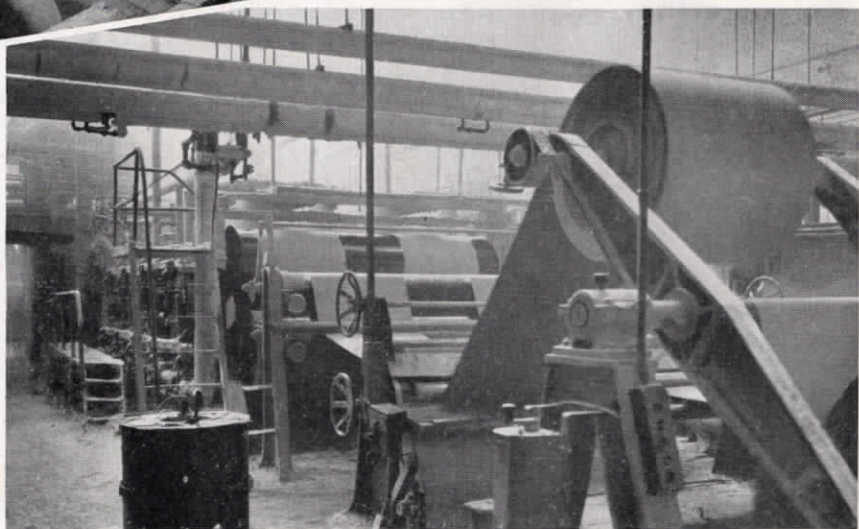
Above: For the manufacture of Pabco floor coverings, various raw materials, including rags, are first agitated in these beater tanks until they are broken down into fibres.

Below: Felt mill on which the fibres are further broken and finally pressed into dry sheets of felt paper.

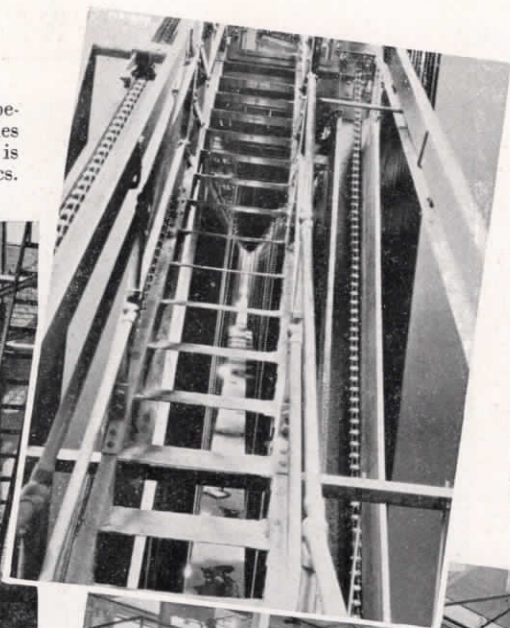
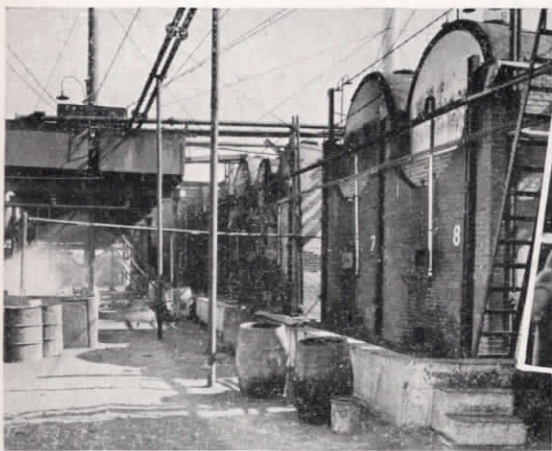


Left: The large rolls of felt paper which constitute the base for the floor coverings are picked up by the traveling crane and stored in a large warehouse as shown.

Right: Saturation machine, the function of which is to saturate the felt with a special hot asphaltic compound, thus rendering the finished material water and rot proof.



Below: The asphalt for saturation purposes is a specially prepared product. All Pabco asphalt comes from Union Oil Company stills, and its manufacture is rigidly controlled to yield the desired characteristics.



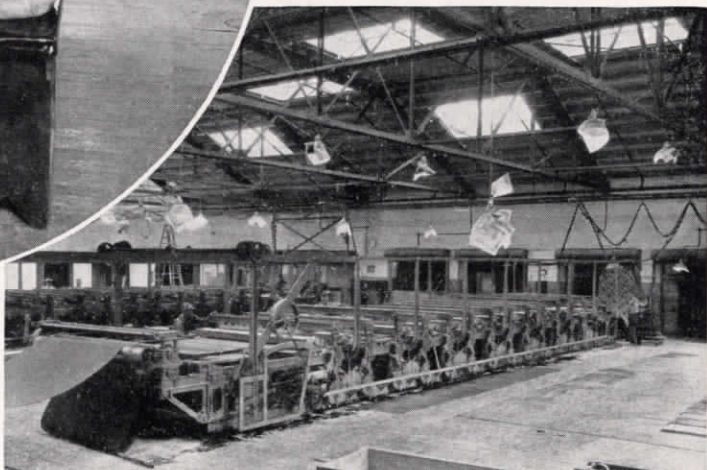
Left: The saturated felt is next surfaced with a seal coating, on both sides, two coats on top, and one on the under side, after which it passes into the festooning chamber shown here.



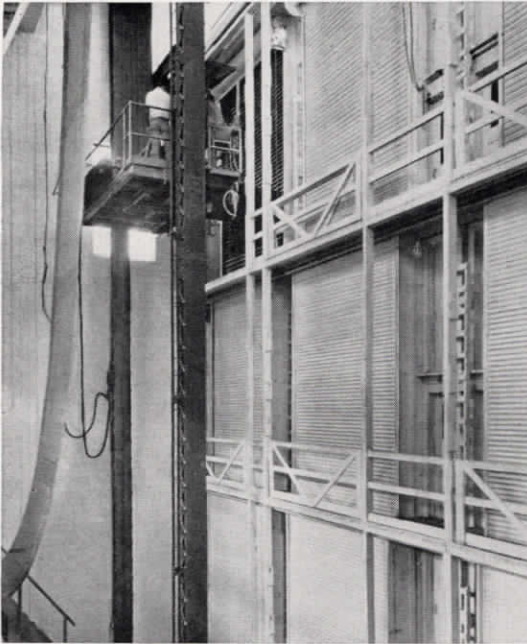
Above: Mixing room for the Pabco floor covering enamels. Here pigments are mixed, ground, and matched for color.



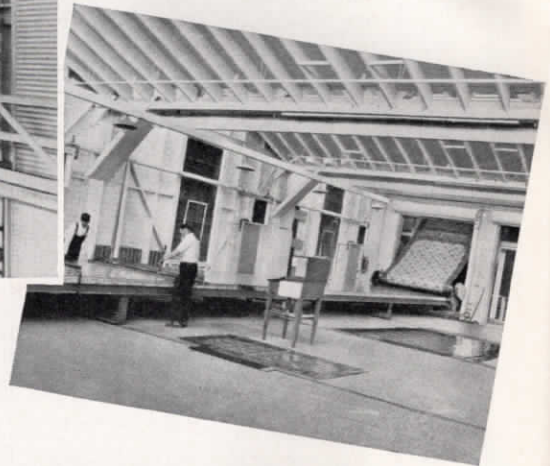
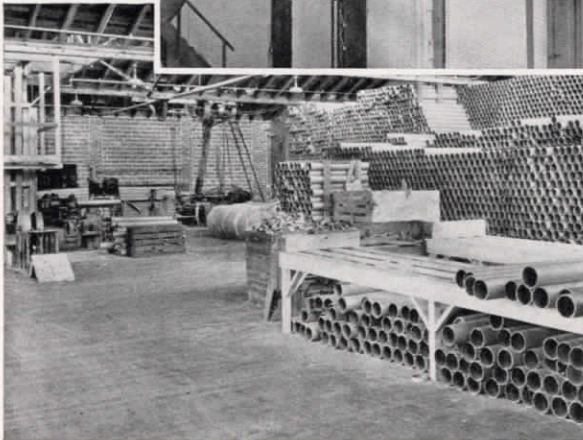
Below: The seal coated, asphalt saturated felt is run under the wood blocks for imprint of the design.



Above: The design is transferred to the felt base by means of wood blocks. The wood block cutting department is illustrated here, and men are seen setting the patterns emanating from the designing department.



Left: After leaving the printing machine, the floor covering is pulled into ovens where the paint is thoroughly baked and oxidized. This view shows the rear end of the ovens from which, after the required baking period, the sheets are pulled out by machinery and stitched together to make one continuous sheet.



Above: Inspection room where sheets are inspected for print imperfections and other flaws, and, in the case of rugs, are cut to the desired dimensions.

Left: Pabco rugs are shipped in patented tubes, inside of which, at the ends, are small shelves. On these the rug rests, and the possibility of broken ends is obviated.

seemed to be no market for the stuff. William Ireland, then state mineralogist, had made a series of tests, but had been unable to offer any use for the material, which he named "maltha." Truman J. Pierce, a Santa Barbara chemist, then entered the picture, and it was finally concluded that the bothersome product might be utilized in some satisfactory manner if only a solvent could be found for it, but in spite of the fact that acids, alkalis, and solutions of various sorts were tried the maltha or asphalt, as it is now known, remained insoluble.

Then came one of those queer freak circumstances that develop every so often to disclose accidentally and quickly information that long investigation fails to yield. Truman Pierce was having gopher trouble in his garden, and

in order to discourage these destructive rodents, had purchased a quantity of carbon bisulphide, which is no more pleasing to the olfactory organs of a gopher than it is to those of a human.

By the merest chance some of the carbon bisulphide came in contact with a small quantity of maltha that happened to be lying close by, and lo and behold the liquid bisulphide almost immediately turned black, and the solvent was found. Experiments with maltha solutions soon showed that when applied to surfaces it spread easily and evenly, dried rapidly, and left a film that protected the coated surface from many corrosive agents.

Here was a commodity with real commercial possibilities, in the hands of two aggressive resourceful individuals, who lost no time

in capitalizing on their discovery. Beardsley and Pierce were well acquainted with men in the powder industry—men of wealth and standing in the business world of their day, and they carried the news of their findings to these men, and to other friends prominent in San Francisco financial circles.

Among them were such well known individuals as Joseph Powning and Albert Dibley of the Atlantic Dynamite Company; William T. Garrett, brass founder; Thomas Bishop, Bank of California; Joseph Eastland, Oakland Gaslight Company; and Ralph L. Shainwald, Tonite Powder Company, the latter a brother of R. S. Shainwald, past president of The Paraffine Companies, Inc., now chairman of the board of directors, and an uncle, of course, of R. H. Shainwald, vice-president.

Through M. W. Beardsley this group of men formed the Paraffine Paint Company in the year 1884, with a capitalization of \$1,000,000, of which \$60,000 in shares were granted to Pierce and Beardsley for their patents, known as the "P & B" patents, universally held to disclose the first positive method of manufacturing asphalt paints. The Company, of course, never did engage in the manufacture of paraffine. The "Paraffine" part of the name was based on the original belief that the residue of Western oils was nothing more than "black paraffine." Actually, it was asphalt.

Thus we develop the very interesting fact that two pioneers, Bard and Beardsley, came to California to search for oil. The oil was discovered, and a producing and refining company was organized at Santa Paula under the title of the Mission Transfer Company. With the development of the asphalt paint, the two partners then apparently separated—Beardsley to found the Paraffine Paint Company, and Bard to continue the oil activities, and eventually play an important part in the organization of Union Oil Company of California, of which he was the first president. And so these two great companies are actually branches of the same family tree, which perhaps accounts for the fine relationship that has always existed between them.

The Paraffine Paint Company, giving the first real impetus to the oil and asphalt industry in Southern California, was a comparatively small enterprise at the start, but in the years that have lapsed since its institution has grown substantially and steadily, until now, as The Paraffine Companies, Incorporated, it has become one of the greatest indus-

trial organizations in the West, and a fine monument to the vision and foresight of its founders.

Beginning with the manufacture of asphalt paints, the business has been expanded to include the manufacture of pigment paints, varnishes, enamels, roofing, pipe coatings, linoleum and other floor coverings, and a score of incidentals. Many hundreds more products are made by subsidiary Companies.

The story of all these developments is intensely interesting, but to describe them would take more space than we have available here. Readers, however, will no doubt be interested in a brief description of the process by which that universal utility, printed, felt base floor covering, is manufactured and distributed to the public.

With the machinery and equipment already set up at Emeryville, California, for the manufacture of felt, the refining of asphalt, the combination of these two into roofing materials, and the compounding of paints and varnishes, it seemed logical that the next expansion of operations should be directed to the manufacture of felt base floor coverings—in which all five of these commodities are employed.

The initial unit in this new departure was constructed in 1917, and in January of the following year the first piece of "Pabcolin," now designated as Pabco floor covering, was made. The process employed entails a great deal of operating skill combined with a real sense of artistry, since the resulting product must not only be strong and durable, but must also have a definite appeal to the critical eye of milady of the home, who after all is the final judge in these matters.

A special grade of felt in which selected fibres are intertwined in such a manner as to produce a sheet that is light, flexible, tough, and smooth, is conveyed from the felt mill to the roofing department, where it is saturated with a specially refined asphalt. The felt so impregnated is wound into huge rolls, known as "jumbo" rolls, weighing over a ton each, and thence is carried to the floor covering mill for the application of the seal coat. This latter is a mineral base compound which encases the saturated felt, and forms a bond between the asphalt saturant and the paint that is later applied to the surface. It is applied to the front and back of the material in one continuous operation.

Following the application of the seal coat

the material passes into a so-called festooning chamber, where it is air dried and baked, after which it passes to the press room, and receives a print of enamel in any one of a large number of attractive, multi-colored patterns. Incidentally, these patterns are the product of leading designers in all parts of the country.

The metallic-enamel paints that are used for the application of the designs are made by a force of experts maintained by the Company, and are compounded from formulae carefully developed to yield coverings of tough, strong, wear-resisting quality. The final step in the process is a thorough baking that lasts for days at a constant moderate temperature in steam-heated rack rooms.

The floor coverings are now complete, but the manufacturer isn't through with them yet. There must be no question about wearing

quality when they leave the plant to go to the customer. So, after they have been inspected minutely, trimmed, packed and labeled, they are seasoned for an extended period. Then you can have them, but not until then.

The whole process of manufacture is a highly technical business in which every step is performed by specially trained men, and contrived by specially selected materials. Years of application and research are represented in every bit of Pabco floor covering that leaves the factory, and now that you are familiar with the story you will probably find it very easy to understand why Pabco has gained an enviable reputation in every corner of the globe, and may even sense a little more of the romance of industry the next time you step across the pretty piece of Pabco covering that protects and beautifies your kitchen floor.



AMERICA'S WINTER OBSESSION

SKIING is rapidly becoming the premier winter sport of the United States, and the manufacture of the accessories for this latest national obsession is coincidentally growing by leaps and bounds. The sport itself, of course, is not new, but its wholesale adoption by young and old (not too old) in this country is in actual process at the present moment. Here's what John Kieran, a writer in the *American* magazine, has to say on the subject:

"Manufacturers of ski equipment are rubbing their hands with glee between busy spells of booking orders for more goods, C.O.D. The whole trade jumped away up in 1933. It was 20 per cent higher in 1934. It increased 33 per cent over that mark in 1935. The latest figures are being kept under cover. They are so fancy that nobody would believe them."

Out of railway cars, automobiles, and street cars all over the land skis protrude like quills from so many porcupines. Colleges have taken to the thrill of gliding and jumping over the snow with the alacrity that usually characterizes the actions of college students. Thousands of boys and girls who have seen the sport either in actuality or at the local movie show, are saving their pennies, so that they may be

equipped to enjoy a thrill themselves next winter, and clubs are forming as quickly and extensively as enthusiasts can get together and organize. In short, if you don't ski now, you are practically a social outcast.

The largest ski organization in the country at the present time is the Washington Ski Club, whose members disport in two of the most beautiful scenic sections of the northwest—Paradise Valley on Mt. Rainier, and the resort center on Mt. Baker. In both places the Club maintains excellent lodging facilities at all times during the ski season.

This club was organized in the fall of 1934 by ten enthusiastic skiers, who were determined to combine their efforts in a grand attempt to make Washington the winter playground of the United States. They realized that in order to make the sport of general appeal they must provide all the essential facilities at a reasonable cost, and that to get the business interests of the northwest behind them they must develop an organization large enough to show real commercial possibilities.

The present status of the Club is sufficient to indicate that they were entirely successful. It is the only ski organization to have had five members on the United States Olympic squad, and



Photo by Bert Huntoon.

Left: Just a beautiful snow scene in the vicinity of Mount Baker—the kind that lures skiers out to the mountain trails.

Right: Otto Lang, Austrian ski expert, makes a jump turn over a snow cornice in Paradise Valley. Mr. Lang recently established first branches of the St. Anton school in Mt. Rainier National Park and at Mount Baker.

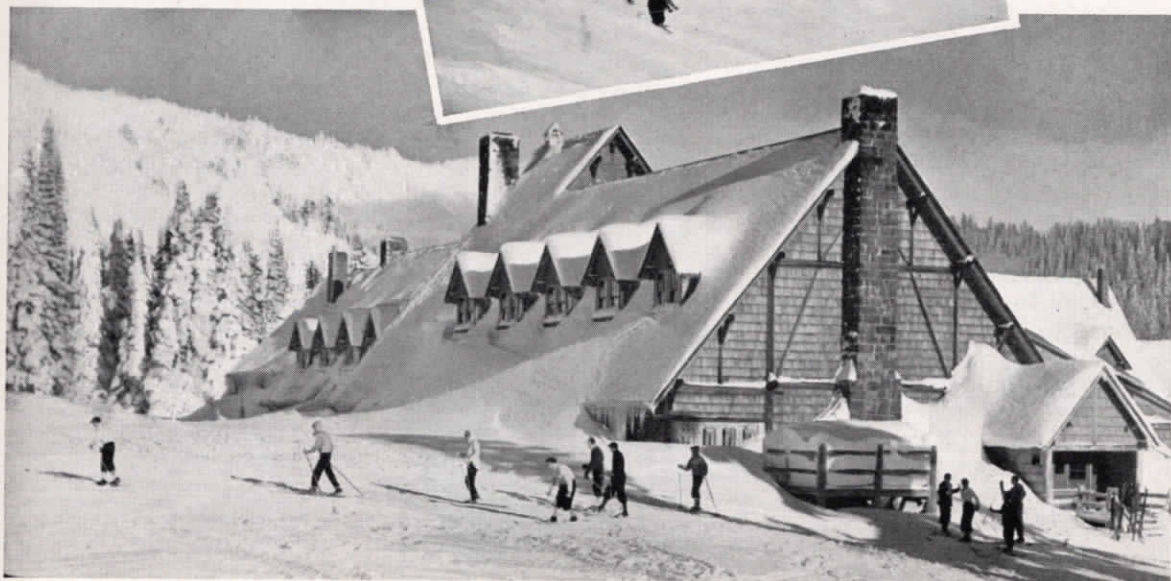


Left: Skiers line race course in Mt. Rainier National Park, waiting for a racer to careen down between the sets of poles in a slalom (zig-zag) race in Paradise Valley.

Lower right: A group of youthful skiers "schussing" (going straight and fast) down a steep slope in Paradise Valley. Powder snow flies behind them, and skis are buried beneath the surface—the snow condition that skiers dream about.



Below: Paradise Inn, a mile high on the slopes of Mt. Rainier, and the mecca of all Washington skiers.



it has been highly complimented by the National Ski Association for conducting the finest Olympic Trials and National Ski Tournament ever staged in this country.

Early this month "spring skiing" started at Mount Rainier National Park and at Mount Baker, and skiers have already settled down to the greatest session of "sunshine skiing" ever known in the Pacific northwest.

Snow is piled 200 inches deep on the ski terrain lying above the timber line of the two towering mountains, and the weather man, seemingly satisfied with his job of supplying snow, promises sunshine as the predominant condition for the coming months. Layers of winter woollens are being forsaken for abbreviated ski togs, as skiers and vacationists seek the much-coveted "health glow" that comes only from snow-reflected sunshine.

For competitors, "spring skiing" ushers in a series of outstanding races at Paradise Valley, a mile high in Mount Rainier National Park, and for the average skier and ordinary winter visitor it brings an opportunity to jump in and enjoy the new-crowned king of snow sports. Sunshine reigns normally in Paradise Valley throughout March and April, and although night temperatures always fall below freezing, noonday temperatures often reach 60 degrees.

Then, of course, there is something enthralling about merely being up in the air 5,500 feet on the side of towering Mount Rainier. Garbed in her white winter coat the mountain presents a scene of exquisite beauty, and the whole atmosphere is thrilling and invigorating. Peculiarly enough good skiing conditions continue in this area through both summer and winter. Snow flurries, short-lived as they are, frequently interrupt the sunshine to bring a new skiing surface. Then, too, in a seemingly unique process, freezing temperatures at night re-granulate the melting snow to provide fresh ski runs each day. Thus the finest skiing is offered in the morning and late afternoon. During the noon hours the snow is sometimes soft and "slow." The settled weather is conducive to long ski trips high up the mountain-side, along Mazama Ridge or to Pinnacle Peak and Tatoosh Range on the south side of Paradise Valley. These trips require several hours' climbing or cross-country skiing but afford thrilling runs back to Paradise Inn and the center of ski activities in the northwest.

The season also lures many students to the ski school at Mount Rainier and Mount Baker. Under the direction of Otto Lang, world-

renowned ski stylist from St. Anton, Austria, the schools at these two peaks have brought the fundamentals of free and easy performance to a great many young and old snow sports enthusiasts, and "controlled skiing"—basic principle of the teaching—has become a common term among northwestern addicts. For spectators who wish to see the most startling exhibitions of ski prowess, this is the time of year when the outstanding northwest competitions are presented.

The Silver Skis spectacle headlines all American downhill ski races. The fourth of these annual snow battles is scheduled for April 18, and to maneuver down the four-mile ramp that starts 10,000 feet up the mountain and ends in Paradise Valley, 4,500 feet below, a racer has to be a veritable acrobat. On the course—unequaled by any other such course in this country—the racers hit a speed of a mile a minute or faster. This year the event will be greater than ever as the Pacific Northwest Ski Association (affiliated with the world organization—Federation Internationale de Ski) has ruled the event open to all competitors who can qualify, which means that professionals and amateurs alike will compete for the honors.

All in fun, the Sixth Annual Spring Ski Carnival is the big mid-season event of the spring season. Comedy races, flare skiing at night, team competitions, and two days of gaiety are planned by the Seattle Junior Chamber of Commerce, sponsors of the affair. April 3-4 are the dates.

Rainier National Park Slalom Championships, April 11, and Rainier National Park Novice Championships, April 25, also are big events in the calendar. These races are the grand finals of series of races that are presented each week-end in the park to determine seasonal winners at Paradise Valley. The Sitzmark Tournament—dedicated to those skiers who have not developed complete control of their feet—marks the windup of the season, and offers much in the way of comedy for the thousands of spectators who normally take to the mountains for the big event.

If you haven't yet been bitten by the ski-bug, and are not more than eighty years old, you may expect the attack any minute. Meantime you can find no better medium through which to break into this thrilling game than the Washington Ski Club, and you can find no more alluring surroundings than are to be found at Mount Rainier National Park and Mount Baker.

MORE LEICA SHOTS



Left: L. N. "Louie" Waterfall of the Geological Dept. gets a ring from another rock-tapper. Pretty generous, these geologists!

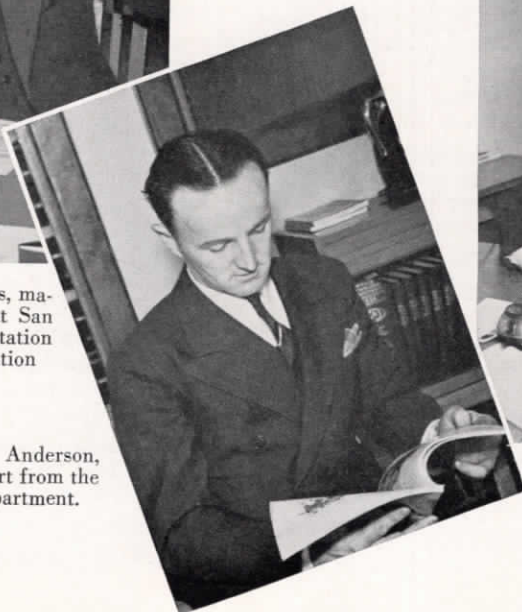


Above: Larry Cannon, agent at Ojai, is still smiling over the fact that he recently won the trophy for the most outstanding marketing station in the Santa Barbara district.

Right: Sam Malcolm, of the Los Angeles personnel office, caught sunning himself on the sidewalk after lunch.



Above: Art Quackenboss, marine representative at San Francisco, in deep meditation over another transportation problem.



Right: Leonard Anderson, tank strapping expert from the Comptroller's Department.



Above: Ray Ingram, central division fuel oil supervisor, looks happy enough to have won the Dublin sweepstakes.

THE RAMONA PAGEANT

UNIQUE among outdoor plays, California's own distinctive and spectacular production, "Ramona," will be given its fourteenth annual presentation in colorful Ramona Bowl near the town of Hemet, April 17-18, 24-25, and May 1, and 2, 1937. "Ramona" has been played more than 75 times in the hills of the Hemet-San Jacinto Valley, and more than 190,000 persons from every section of the nation have witnessed the dramatic offering. A community, non-profit enterprise, it is produced annually by the people of the twin cities of San Jacinto and Hemet, who many years ago formed the Ramona Pageant Association to perpetuate the play which is rich in historical lore and of great literary significance.

It is related that Helen Hunt Jackson was studying conditions among the Indians for the Federal government, and was visiting the Hemet-San Jacinto region in this connection when she gathered much of the material that was later used in her immortal novel. In 1883-84 she visited old San Jacinto, and was enthralled by the stories told her by the townspeople. Piecing together fact and fiction she wove a skein of romance which is now known in every country of the world as "Ramona." It holds one of the outstanding records as a long time best seller. With a wealth of historical and legendary events as a background it was natural that when the people of the Hemet-San Jacinto Valley sought some means of directing attention to this beautiful section of California, the story of "Ramona" should suggest itself.

In the twenties the Pageant Association engaged the late Garnet Holme to dramatize and stage an outdoor play based on Helen Hunt Jackson's famous novel. He looked over the site chosen by the committee and gave his wholehearted approval. Ramona Bowl, as the amphitheatre is known, is a rolling bit of ground nestling in the picturesque Hemet-San Jacinto Valley in Riverside County. Towering in the rear, a perfect natural backdrop, is majestic Mt. San Jacinto with its snow cap glistening in the clear atmosphere. The rocky hillsides form the theatre where the production is staged, and no artificially acquired acoustics are said to be finer than nature has provided

here. Much of the action takes place in front of the Camulos Ranch house, a permanent structure erected as a replica of the early Spanish ranch house, where many scenes of the story are laid. In this beautiful setting the play is performed on three successive Saturday and Sunday afternoons. The performances are given as a labor of love. Like the people of Salzburg, where the great music festivals are held every summer, and Oberammergau, where the renowned Passion Play is produced, the residents of the two Southern California cities devote their very lives to the success of their beloved play.

A cast of 250 persons is required, and all except the leading roles are taken by residents of the twin cities. There are Spanish dons, Mission padres, Indians and members of a sheriff's posse. An impressive procession of the hundreds of actors precedes each performance. The actors take part in fiesta scenes, Indian ceremonials, native and Spanish dances, and in these all the supernumeraries and members of the supporting cast have their respective parts. Two dozen horses are used in the posse scenes. Indians from the Soboba and Cahuila reservations are prominent in tribal dances and native fiestas.

Heading the large cast is Victor Jory, who will play the role of Alessandro for the fifth consecutive season. He is supported by Jean Innes in the title role. Mr. Jory, prominent for many years as a star of stage and screen, has just returned from an extended session of motion picture work in Australia and England. Although he has starred in many roles of the stage and screen he returns every spring to the foothills of Hemet to re-enact the role of the ill-fated Indian lover of Ramona. He declares this performance is one of the real highlights of his career, and to it he turns every year with increasing affection.

So admirable are the seating arrangements, so perfect the acoustics, so colorful the movement of pageantry against the rugged mountainside, that music and song in such a place become almost divine. As the thrilling drama sweeps to a smashing and stirring climax, the sunset closes upon the tragic love story of an



Left: Ramona and Alessandro as portrayed by Jean Innes and Victor Jory, popular stage stars, in the San Jacinto-Hemet annual presentation of "Ramona," to be staged in Ramona Bowl, near Hemet, during April and May.

Below: Mrs. Isadore A. Costo, a real Indian, who for many years has played the role of "Mara" in the Ramona outdoor play.

Circle, center: Frank C. Schott as Juan Canito, and Juanita Encell as Margarita, in the famous San Jacinto Valley spectacle.



The famous Ramona Bowl, in its gorgeous natural setting, showing part of one day's audience. The annual presentation is now witnessed by thousands.

Indian maiden, and the blue sky turns to a lambent fire, slowly burning itself out on the snow-draped peak of San Jacinto.

A few hours' motor drive from Los Angeles, Ramona Bowl may be reached over good roads from all cities and towns in the Southland. Paved highways lead direct to the Bowl, and parking facilities for five thousand automobiles are available at the entrance to the amphitheatre. Various groups and clubs throughout Southern California form "Ramona" parties during the season. The towns of Hemet and San Jacinto are gaily decorated during the weekends of the outdoor play and the Valley itself even seems to take on a festive spirit.

In a foreword to a booklet outlining the history of the play, we read as follows:

"Out of the mists of the past, floating as the clouds float over the shoulder of Mt. San Jacinto on a mysterious moonlit night, a procession rides. At its head, hand in hand, come a shining couple, wrapped in the gossamer of romance. They are Ramona and Alessandro, ill-fated lovers of our play. In close formation

follow the Senora, Felipe, Juan Canito, Jim Farrar, Aunt Ri and all the rest.

"It is the miracle of pageantry that reincarnates these ghostly figures of a day gone by and breathes into them the breath of life. To Helen Hunt Jackson's gifted pen we owe the origin of the most beautiful love story ever written. To her genius we owe tribute for the characters she has created. It remained for Garnet Holme to materialize the story and its characters from the printed page to the spoken medium, to make three dimensional figures from two.

"We, the people of the Hemet-San Jacinto Valley, in bringing to you this story, feel that we have contributed something to the world that will live. We feel that we have been instrumental in preserving a bit of California history in pageant form. We welcome you to share with us the joys and sorrows of Ramona and her Indian lover, Alessandro, and to share with us the pleasure that their creation gives. We who live amid the scenes described in book and play invite you to enjoy with us the romance, the color, the excitement of a day gone by."



In the Good Old Days

This photograph, taken almost thirty years ago, shows one of Union Oil Company's earliest tank wagons. Derbys were not compulsory but the driver never knew when he would be required to use his iron hat for

measuring out small quantities to wayside customers. The gentleman at the right who is giving the impersonation of Wallace Beery is none other than J. B. Williams, now manager of operations for the sales department.





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We have a very special friend in the oil business whose particular interest is fire protection. This friend has an unusual faculty for translating suppositions and beliefs about fire into absolute exactitudes, inescapable and indisputable facts, which are so simple and so basically sound that the whole mechanism of fires and explosions becomes rather an elementary affair, and more important still, their avoidance becomes a perfectly simple normal procedure.

The recent heart-rending catastrophe at the New London school in Texas brings back to our memory a phrase which this fire-fighting friend utters over and over again. "The intelligent use of petroleum or any product of petroleum is not in the slightest degree hazardous," he says. "It's their misuse that leads to disaster." Gasoline and even gas, in the hands of a person who is thoroughly familiar with their properties and characteristics are quite harmless, but in the hands of one who is ignorant or negligent they become agencies of death and destruction.

We know that natural gas can be ignited in air by the tiniest spark, and we know that natural gas and air in certain well-established proportions are highly explosive. But natural gas won't burn, nor will any gas-air mixture explode, unless some portion of it be brought into contact with a flame or spark. The fact then that we know natural gas possesses these

properties doesn't make it dangerous. On the contrary the knowledge makes it safe, for knowing that before we can produce fire we must have present all of the three essentials—fuel, air, and heat, we simply make it our business to see that these three essentials are never present in the same place at the same time.

When you get down to brass tacks safety is knowledge, and hazard is ignorance. The stove in your front room is a comforting piece of equipment, and mighty handy these cold days. Its use is perfectly safe, but its operation without adequate ventilation, or misuse, converts it from a utility into a lethal weapon, and you've got to know that to make it safe. It doesn't take a toddling infant long to learn that the pretty, bright elements in this same stove inflict pain when they are touched. Ignorance brings the pain, and knowledge thereafter keeps him at a safe distance.

That's the moral of this story: From things you don't understand keep a safe distance, not because the things are dangerous, but because the lack of knowledge is. Don't, however, be a toddling infant all your life; learn the facts about petroleum and its products. They are well established, readily available, and easily assimilable, and when you have them properly stored up, you may then enjoy fully and fearlessly the manifold blessings that a beneficent nature has provided for your use in the liquid known as black gold.

CANDID "THRILLS" BY BOB BYRNE



Left: Fred Shields and Hans Conreid take part in Shakesperian episode for Union Oil Company air audience.



Right: Rupert Hughes, John Deering, and Dave Taylor, producer of "Thrills," at the microphone.



Left: Margaret Brayton who plays important female roles in "Thrills" sequences.

Right: Fred Shields and Frank Nelson in a dramatic interchange.



Below: The sextet in action.



Right: Frank Tavaglioni sings to the accompaniment of Dave Broekman's Orchestra.



THE ANNUAL MEETING

FOR years and years, like many more employees, we have faithfully read the newspaper stories of Union Oil Company's annual meetings, but have never had the pleasure of actually being in attendance. In consequence we finally developed the foolish idea that annual meetings are of necessity dry discussions, involving information of a character only appreciable to one with a thorough grounding in business administration. We were therefore not the least bit elated when Union Oil Company's forty-seventh annual meeting rolled around, and we were obliged to cover the affair as a cub reporter in order to scout human interest material for readers of the Bulletin.

We were never one to back down, however, when duty called, and accordingly at 10 a.m. on Tuesday, March 2, we hiked up to the board room on the twelfth floor of the Union Oil Building in Los Angeles, and slunk (that's the proper word) into a seat in the rear, where in a very short time we were somewhat disillusioned. If this meeting is a sample of annual meetings generally, we here and now tender a public apology for ever having harbored a doubt as to their intelligibility and informative value, for it was a highly illuminating and intensely human affair from start to finish.

The room was already pretty well filled when we arrived, and by the time R. D. Matthews, executive vice-president, called the meeting to order practically every seat was occupied.

Beginning with an announcement that he was acting in behalf of President L. P. St. Clair, and adding an encouraging message to the effect that the President was improving rapidly and would probably leave the hospital within a few days, Mr. Matthews then called on Secretary W. R. Edwards to read the minutes of the last meeting. Following this Mr. Matthews presented a summary of the status of the oil industry, both in general, and with specific relation to the Pacific Coast, ending with a concise account of accomplishment during the past year, and some encouraging

remarks as to the outlook for the coming year.

It was all couched in language that was perfectly easy for your reporter to understand, even the statistical part, and without any trouble at all we gathered that for the three months ending March 31, Union Oil Company would show a net profit of \$2,100,000, equal to 45 cents a share, or five times the profit that was made during the same period in 1936. We learned that during the year 1936 there were added to the known crude oil resources of the Company by field department exploration further reserves sufficient to offset approximately the quantity withdrawn from the ground in the same period. We were informed that the oil industry is now in better shape statistically than it has been for fourteen years, and that the prospects for the balance of this year are very promising. We learned also about sales to Europe of three cargoes of crude from the new field at Santa Maria Valley. In fact, in a few minutes we acquired more real information about the status of Union Oil Company than we would ordinarily expect to learn in a much more extended period of study.

Having delivered a clear word picture of the general situation, Mr. Matthews proceeded to develop a more intimate understanding of operations for the stockholders by calling on the various officials directly concerned to describe the activities of their respective departments, and requested these officials to introduce their immediate assistants. W. W. Orcutt, vice-president in charge of field operations, was the first speaker of this group, and he gave an interesting account of the extent of drilling and exploration. Among other things he disclosed that the Company had drilled 110 wells last year at a total cost of \$7,008,000, that the cost per foot of these wells, \$13.00, was a long time low record, and that the anticipated cost per foot for 1937 was about three dollars higher, due to deeper drilling, the increased cost of labor, and the higher price of tubular goods. Mr. Orcutt brought out also for the purpose of comparison the interesting fact that in the year 1930 the average drilling cost per foot was \$28.30. He then dwelt for a short time

UNION OIL COMPANY OF CA



Above: L. P. St. Clair,
President.

Below: R. D. Matthews,
Executive Vice-President.



Above: W. W. Orcutt,
Vice-President.



Left:
P. M. Gregg,
Vice-President
and Counsel.

Below:
R. E. Haylett,
Director of
Manufacturing.



Above: Wm. Groundwater,
Director of Transportation.



Right: V. H. Kelly,
Director of Sales.

Below:
V

CALIFORNIA ANNUAL MEETING

W. L. Stewart, Jr.
Vice-President.



Below: A. C. Galbraith,
Assistant Vice-President.



Above: A. C. Rubel,
Director of Production.

Left: A. C. Stewart,
Manager of Service
Stations.



Below:
L. G. Metcalf,
Manager of
Refineries.



Above: W. R. Edwards,
Secretary.



on the production picture, pointing out that the Company's daily crude oil potential has now reached 169,107 barrels, which after deduction of partnership and royalty interests amount to 124,309 barrels, or 10.3 per cent, of the entire State potential. Daily production is 52,865 barrels, or 8.9 per cent, of current State production.

Vice-president Orcutt then introduced A. C. Rubel, director of production, who explained in detail the significance of the new Santa Maria development, and the discovery of deeper zones at Dominguez. They started at Zone No. 1 in the latter field, he explained, and were now experimenting in the ninth. The Santa Maria area, according to Mr. Rubel, has already added 1,200 acres of proven reserves with a potential of 12,570,000 barrels to Union Oil Company holdings, and this may be expanded by developments now under way. Eight million additional barrels have been made available to the Company and its partners by the Dominguez deep zone operations, and this also will undoubtedly be extended by further investigation and exploration. Mr. Rubel painted a very optimistic picture of the future expectation in his particular department, and especially commended the co-operative spirit of the employees who were making it possible.

W. L. Stewart, Jr., vice-president in charge of manufacturing, was next introduced by Mr. Matthews and spoke of the alertness and aggressiveness of the director and managers of his department, particularly stressing the fact that they had shown fine business foresight in building up within the organization from the bottom to the top an unbroken chain of talented individuals that obviated the possibility of any early shortage of competent men for key positions. Industrial relations, he announced, also were of a high order, and there was every indication that the progress and efficiency of the department would be maintained for some time to come.

Mr. Stewart in turn presented R. E. Haylett, director of manufacturing, and L. G. Metcalf, manager of refineries, to enlighten the stockholders further on the affairs of the manufacturing group. The former gave an interesting insight into the continuous effort of the research and development departments to find new methods, new processes, and new products, and as an example of the success of this application pointed out that the Company was now engaged extensively in the manufacture of

aromatic solvents. These commodities, formerly derived solely from coal tar, are now a product of crude petroleum, and are largely used in automobile finishes, lacquers, synthetic leather, and so forth. Mr. Metcalf good-naturedly endeavored to show that the research and development departments didn't make all the discoveries, but that the refineries were also wide awake, and had contributed a fair share of the new developments. He finished with an enthusiastic commendation of the concerted effort of all the manufacturing groups, and expressed his belief that the maintenance of this fine co-operative attitude would be definitely reflected in continued achievement.

Mr. Matthews next called on A. C. Galbraith, assistant vice-president, and director of industrial relations and personnel, who explained in a very effective manner the objectives of industry in the matter of human relations, and told specifically the effort that Union Oil Company was putting forth to engender between managers and employees a sympathetic understanding relationship. He emphasized the difficulties involved in welding a large group of employees scattered over a wide area, into a unified, energetic, productive working force, but assured the stockholders that nothing was being spared to develop the employee understanding and good will that are Union Oil Company's greatest assets.

Following Mr. Galbraith, V. H. Kelly, director of sales, was introduced, and painted a very optimistic picture of the entire marketing situation. With a stable market, and a rapidly increasing consumption, he stated, the prospects for the balance of the year were very encouraging. So far as Union Oil Company is concerned, Mr. Kelly indicated that no increase in outlets had been made during 1936, but that sales through existing outlets had been substantially expanded, and the cost of distribution was the lowest in Company history. With the maintenance of fair business methods, he contended, there was a strong possibility that the year 1937 would be a banner year for the sales organization. Speaking for A. C. Stewart, manager of service stations, who was unable to be present, Mr. Kelly stated that in character of service, volume of business, and profit accrued, the service stations of Union Oil Company had shown a very satisfactory improvement in the year 1936.

William Groundwater, director of transportation, was the last department head to be

presented by Mr. Matthews, and he gave a lucid account of the part played by ships, pipe lines, and transportation employees in the operations of the Company. He drew particular attention to the fact that it has been necessary to build an additional pipe line to care for the production from the new field in Santa Maria. The construction of this project is now under way, and it will be in operation by the end of April, according to Mr. Groundwater. With regard to the ships, he felt that while they were doing yeoman service, it would undoubtedly be necessary to build one new tanker in 1937, and as for prospects during the balance of the year he was no less optimistic than his predecessors.

At this stage Mr. Matthews threw the meeting open for suggestion and discussion, and it is interesting to note what followed: First Mr. John W. Sherman rose to his feet and with evident feeling confessed that he had come loaded with questions and a determination to

have them answered, but that after the various speakers had told their stories he didn't have a question left. He expressed himself as exceedingly pleased with the conduct and character of the meeting and felt in duty-bound to say so. Then Mr. E. J. Lewis moved that the secretary be instructed to send a message of sympathy to Mr. St. Clair in behalf of the stockholders, and convey to him an expression of their hope for his speedy recovery. Finally, Mr. George Whiting arose and moved a vote of confidence in the officers of the Company, and a vote of thanks to the entire personnel for their cooperation and splendid work, which motion was carried without a dissenting voice.

No further suggestions or comments being forthcoming, Mr. Matthews rapped the gavel on the table, it was all over for another year, and your correspondent slunk out feeling heartily ashamed of a preconceived notion that like most preconceived notions proved to be all wet.

APPLIED FIRST AID



LLOYD C. ARVIDSON

UP IN Canby, Oregon, on a cold evening in the month of January, John Stephani found, as many of us have under similar weather conditions, that the water pipes in his home were frozen. Being a practical sort of an individual, Mr. Stephani resorted to a very common expedient and after removing some of the sealing board around the foundation, crawled under the house with a blow torch to see if the application of a little heat would start the water flowing again.

When he had been occupied for some time, Mr. Swint, who lives at the Stephani home, came around to inquire as to the success of the experiment, and receiving no answer after

several attempts to communicate, became alarmed. Finally, he himself crawled through the opening, found Mr. Stephani lying unconscious, apparently overcome by the carbon monoxide generated by the torch, and dragged him out into the fresh air.

By this time Mrs. Stephani had become aware of the situation, and, frantic over her husband's condition, ran over to the nearby Union Oil Company plant to summon a doctor. Lloyd C. Arvidson, agent in the district, helped the distraught lady to call the physician, and then went to see if there was anything he could do for the victim.

Lloyd, with the aid of Mr. Swint, carried the stricken man still unconscious to the porch, and noting that he gave no sign of life, immediately began administering artificial respiration, and such other aids as he felt were essential. After what seemed an extremely long period of time, actually about twenty minutes, Mr. Stephani began breathing again, and they moved him into the warmth of the house.

A short time after, Dr. F. C. Renfrew of Aurora arrived on the scene, quickly diagnosed the case as asphyxiation by gas fumes, and took charge from there on. Mr. Stephani, of course, eventually completely recovered from a very unpleasant experience, and under ordinary circumstances that would complete the story.

There is, however, a little more to it than just that. Dr. Renfrew volunteered the comment that in the preliminary treatment of the

case Lloyd Arvidson did exactly the things that he would have done, and that Arvidson's prompt action without question saved the man's life. Ordinarily we make quite a fuss when a life is lost, so why shouldn't we make at least an equal fuss when a life is saved? Here is the story of a man who, when the occasion arose to apply his first aid training, jumped in, took a quick survey of the situation, judged correctly, and saved another man's life by doing the right thing. The whole story is a fine demonstration of the inestimable value of applied safety and first aid training. Union Oil Company is not only happy over the fact that John Stefani suffered nothing more than an uncomfortable experience, but is proud that one of its own members—Lloyd Arvidson—was the agency through which a real tragedy was averted.



THE PANAMA CARNIVAL

PASADENA has its famous Tournament of Roses, and New Orleans its Mardi Gras, but nowhere does a greater spirit of revelry and joy-making prevail than in Panama City, when each year the town is bedecked in its brightest colors and the entire citizenry turns out in fantastic holiday regalia for the Panama Carnival. It is an occasion that forms a main topic of discussion long after the gorgeous float parade has passed in review and the last bright-hued flag has been stowed away for another year.

The Carnival is a great event in the lives of the Panamanian residents, for then is the time when young, old, rich, and poor throw aside the barriers of convention and let the spirit of camaraderie run riot. This year's affair was no less enjoyable than its predecessors, and on February 7, 8, and 9 the city gave itself over wholeheartedly to three days of excitement and fun, which was not a whit abated by the inconsideration of the weather man.

It has long been the custom for every prominent organization and business firm to take part in the Carnival, and the preparation of floats and costumes is almost as interesting and

exciting as the Carnival itself. This year, Union Oil Company used a gigantic Triton can as a model for a colorful display, and the float carried an exact replica of the can which measured 18 feet in length and 10 feet in diameter. On top of the float was a figure of Cliff McBride's famous dog, Napoleon, latest addition to Union Oil Company's sales and advertising staff. Everything went along fine in the initial stages, but when the parade had proceeded a short way, Napoleon, in his usual clumsy manner, failed to duck some overhead wires and was knocked off the float. The next day, when the procession formed again, it was thought safer to leave Napoleon on the ground, and everything was getting along nicely when old Thor, the thunder god, became playful, and let loose a tropical mid-day shower that played havoc with silken dresses and gaily painted floats. It takes more than a tropical shower, however, to dampen the enthusiasm of the Canal-zoners at Carnival time, and as soon as the precipitation cleared, the jubilation was resumed. Despite the interruption this year's Carnival was one of the finest, and one of the most enjoyable in the history of the event.



Left: Panama's annual carnival is the occasion of one of the most jubilant celebrations in the Canal Zone. The local populace and thousands of visitors join in making the three-day festival a gala event. Here are depicted a few of the senoritas who add the final touch of beauty to the spectacle.

Right: Among the commercials was this gigantic Triton can entered by Union Oil Co. Napoleon was originally on top, but with his usual clumsiness fell off.

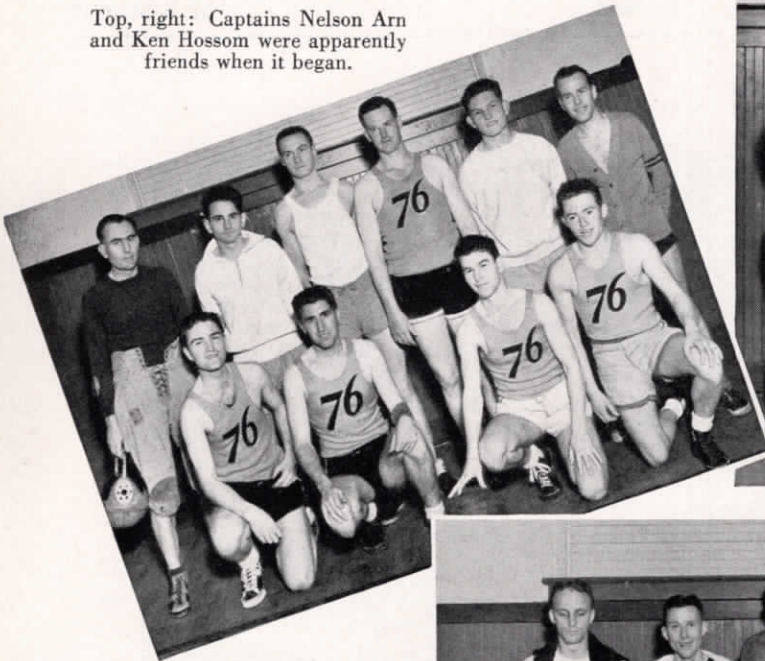


Above: Another triumph of artistry in this year's procession, that shows the Panamanians are thoroughly appreciative of aesthetic values.

Below: One of the many beautiful floats that graced this year's parade.



Top, right: Captains Nelson Arn and Ken Hossom were apparently friends when it began.



Above: The 11th floor delegation, standing, left to right: Atherton, Rasch, Newton, E. Scott, C. Scott, Hallinen. Kneeling: Oberlin, Black, Hossom, Manson.



Right: 8th floor, standing: Golisch, Arn, Goforth, Arnold, Madrid, Griswold. Kneeling: Ely, Lando, Bescos, Fike.



THE BATTLE OF THE CENTURY

AFTER a long siege of argument and dissertation on the relative athletic prowess of the more active elements on the eighth and eleventh floors, the debate finally reached a stage that demanded a showdown, and accordingly on March 4, representatives of the opposing factions met on the floor of a local gymnasium to settle the argument in a game they facetiously termed basketball. Sundry challenges and charges had been bandied back and forth prior to the game, and despite the scantiness of the basketball regalia, temperatures were unusually high on the evening of the battle.

A small gallery turned out to urge the contenders to deathless deeds, but remained somewhat apathetic after the first few minutes, apparently stunned by the appearance of the eighth floor delegates. These latter tripped out on to the floor in a variety of raiment that temporarily debauched the contest into a fashion show, and showed why this spring the young man about town will wear the same old disappointed look.

The eleventh floor lads were a trifle more appropriately clad, but no more adequately

equipped for the game. Ralph Atherton, the impresario of the saxophone, appeared in a natty football suit, and rocked the gallery (to sleep) with his exciting line plunges and straight arm tackles.

It is a splendid indication of the basketball acumen of the players that when the whistle blew to start the game, five men walked to the umpire and handed him their driving licenses. What they lacked in knowledge of the game, however, they made up in acrobatics. In all fairness, be it said, some of the boys really did know their baskets. Nelson Arn and L. P. Arnold of the eighth floor squad, and Harry Black of the higher up quintette, really displayed some first-class dribbling and sniping,

and with the assistance of a few others kept the affair from developing into a sewing bee.

The tide of battle surged now up, now down, and occasionally just for variety surged a tiny bit sideways. Thus the eleventh floor brigade led at the half-way mark by 20 to 10; at least there was nobody to dispute their contention, as the scorekeeper had gone to bed early in the game. In any case, the rumor made Nelson Arn mad and he started shooting from the sidewalk, and quickly reversed the tide. The grand upshot was that the eighth floor emerged victors by the difference between 28 and 22, and the only thing definitely settled by the match was that if you must have baskets it is more exciting to get them at a chain grocery.

Bud Enochs Goes to San Francisco



P. H. "Bud" Enochs

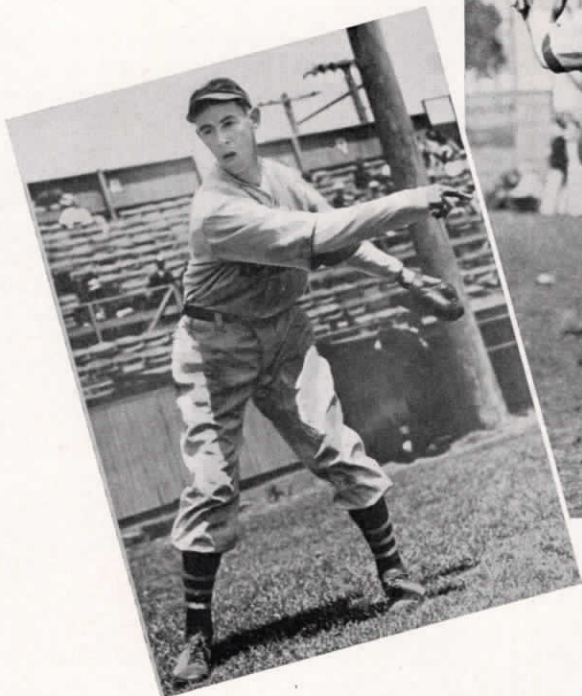
The many friends of P. H. "Bud" Enochs will be glad to learn of his adoption this month by the central division office at San Francisco, where he will devote his efforts to furthering the sales of all Union lubricants and special products in that district. For the past three years, he has been associated with Don Cameron in the advertising and publicity department at head office, Los Angeles.

Bud and his traveling laboratory are known wherever the Union shield is displayed, for during the period he was engaged in public relations work there was no section of the Pacific Coast from Mexico to Canada where he had not stopped at one time or another to give his demonstrations, and to add to his already wide circle of friends.

He started with Union Oil Company on May 11, 1929, as junior inspector in the laboratory

at the Los Angeles refinery, and for the next five years was engaged in the study of lubricating products, their theory and practical application, an experience that fitted him eminently for the educational program which he was later to conduct. On November 1, 1934, Bud came to the advertising and publicity department in head office as assistant to Don Cameron, and for eight months traveled with him, giving lubricating oil demonstrations for sales personnel, dealers, large industrial accounts, schools and colleges. He then took over the work himself, and carried on until his transfer on the first of this month. During the time he was engaged in this highly specialized field of publicity work, he perfected a number of unique demonstration tests which still play an important part in this particular phase of sales promotion.

Oleum baseballers go big league. Jimmy Stevens (below), Ed Stewart (right), and Bill Archer have signed with Boston Red Sox.



REFINERY NEWS

THE Los Angeles Refinery Welfare Fund was established in 1924 by the employees of the refinery to insure its employees against loss of wages due to illness or accident, and to avoid the necessity of frequent canvassing of employees to help others in financial distress. It is interesting to note that since its inception the Welfare Fund has paid out in sick benefits \$62,500, in death benefits \$5,000, and there is still in the treasury \$13,500 in cash and assets. In addition to the nominal payments, the Fund each Christmas during the last few years has contributed to the relief of the needy, special consideration being given to the cases of former employees of the Company. During the recent Red Cross drive for funds for the relief of flood sufferers the Welfare Fund contributed an average of fifty cents per member.

At its annual meeting held recently two new governors were elected to the Board—J. E. "Blackie" Barrett and Glen Hinkle. The entire board of governors is now as follows:

N. G. Hinkle, chairman; W. E. Callahan, R. W. Gale, J. E. Barrett, and Miss Blanche Hackett, secretary

During the last two years the oil companies of Southern California have established a tennis league for the development of intercompany matches. The Los Angeles Refinery team

won the 1935 championship and were the runners-up in the 1936 series. This year it has been decided to start the matches in the spring, and have two teams from each Company, thus allowing more tennis enthusiasts an opportunity to play. The Refinery is planning to enter two teams, and is confident that its representatives will maintain the usual pace, and end up somewhere near the top.

The basketball devotees of the Refinery organized a team of casaba throwers and entered it in the Long Beach Municipal Basketball League. The going was a little tough in the first two rounds of their division, but in the third round the team began to click and finished in a tie for first place. The final round is now under way, and the team in its present form is expected to bring home the bacon. Commenting on the performance of these boys Hugh Cameron merely remarks, "It's a game fish that swims upstream."

With the signing of Ed Stewart, Bill Archer and Jimmy Stevens to Boston Red Sox contracts by Earl Sheely, Boston scout, the Union "76" team at Oleum loses three star baseball players. They follow in the footsteps of Harl Maggert, who was signed by the St. Louis Cardinals in 1936 and who likewise was an outstanding all-round performer for the Oleum

"76" team. Maggert at the present time is with Sacramento of the Pacific Coast League, a Cardinal Farm.

These men have bright futures in professional baseball. Stewart is a heavy-hitting outfielder and capable defensive man and was feared by all the opposing pitchers in the Contra Costa Refinery League, where he was one of the leading hitters of the circuit. Archer, one of the fastest outfielders to play in the league, also was a star halfback on the University of California Bears' football team, where

he gained All-Coast honors and All-American mention. He also captained the Bear baseball nine during his last year of competition at the University. Jimmy Stevens is credited with some of the best league performances on the mound.

They were due at training camp early this month, and they carry with them to the East the good wishes of a host of friends and admirers at Oleum, who will watch with great interest their respective performances in professional baseball.



Martinson Transferred



A. J. Martinson

According to a recent announcement by W. K. Hopkins, manager of industrial relations and personnel, A. J. Martinson, chief safety supervisor for the safety board, was transferred March 1 to the personnel department as supervisor of industrial training. A general plan of industrial training is now in the course of formation by the Industrial Relations and Personnel Department, and until this has been completely defined Martinson will devote his efforts to education in the development of conference discussions, as requested by the superintendents of the operating departments.

"Marty" came to Union Oil Company in 1928 from the U. S. Bureau of Mines where he had been engaged for eight years as instructor in first aid and mine rescue. He was initially employed by Union as first-aid instructor in all departments except marine and marketing, but later spent three highly successful years as safety supervisor for the sales department, after which he was appointed chief safety supervisor for the safety board.

Rutter Earns Promotion



T. C. Rutter

A bulletin issued by S. H. Grinnell, superintendent of service and maintenance, and approved by Edmund Jussen, Jr., manager of field operations, announces the promotion of Tom C. Rutter, formerly machine shop foreman, to the position of general foreman of the Santa Fe Springs shops. Rutter is now directly in charge of the machine shop, welding, blacksmith and pipe shops, and the salvage yard, and will also act in advisory capacity to the coast division machine shop. In the absence of S. H. Grinnell, he will be responsible for service and maintenance.

Tom was initially engaged by Union Oil Company in 1922, and is now finishing his first fifteen years of employment. He started as a machinist at Santa Fe Springs, and has remained there ever since. His first promotion came in 1927 when he was made foreman of the salvage shop, and was some time later transferred to a foremanship in the machine shop. In this position he has continued until his latest promotion.



Humboldt County Court House, Eureka.

A HISTORIC EDIFICE

Last summer, on the way home from a visit to the northwest, we trundled the family chariot into Ray Hendricks' service station at Eureka for a general checkup, and while the attendant was busy about the various operations that constitute Stop Wear service, we vastly admired the imposing edifice that stands majestically on the opposite side of the Redwood Highway. We were so intrigued, in fact, that we dug our trusty Leica out of the suitcase, and the illustration on this page is the result.

In the meantime we have learned from F. Heuschkel, district sales manager at Eureka, that the building—the Humboldt County Court House—has an exceedingly interesting history. Its construction was begun in 1885, and it was completed three years later at a cost of approximately \$142,000—a tidy sum in those days. In its original state, the structure was adorned with metal statues on all corners of the wings, and at the very top

stood a beautiful figure of Minerva with a shield in one hand and a spear in the other.

When the earthquake hit San Francisco in 1906, the shock was so severe at Eureka that Minerva, the civic goddess, staggered on her lofty perch, and dropped her spear, which plunged down through the roof of the building, finally embedding itself in the desk of the Judge of the Superior Court. Another statue fell off its pedestal and crashed on the sidewalk below. Following this catastrophe the statues were all removed in the interests of public safety.

In September, 1924, while the building was being remodeled, it was badly damaged by fire, and was finally rebuilt in its present form. It is still a beautiful structure, and thousands of travelers over the Redwood Highway have admired its fine architecture and imposing appearance.

The Union service station shown in the picture is operated by Ray R. Hendricks, as we

business through his capable servicing of the tourist trade, as well as his local customers. Mr. Hendricks believes that with the opening of the Golden Gate bridge at San Francisco,

tourist traffic will be heavier than ever, since it will open a direct route to the Redwood Empire, with its cool, refreshing climate, giant redwoods, and beautiful scenery.

Central Division Wins V. H. Kelly Trophy

For the fourth consecutive year the central division sales employees carried off the V. H. Kelly safety trophy with a record that should prove a powerful incentive to the entire sales institution. During the year the central division, with a total work output of 1,626,727 man hours, suffered only five lost-time accidents for a frequency of 3.1—lower by 57 per cent than the general average for all sales divisions. This is a mighty fine piece of work, and in order that due commendation might be given to the boys who are responsible, a special meeting was held in the San Francisco office on February 11, at which J. B. Williams, manager of operations, formally presented the trophy to W. A. Newhoff, division manager, and expressed the warm appreciation of the management for the remarkable achievement

made by the central division employees.

Some astonishing statistics have been developed from a study of the safety record established by the trophy winners that should be of interest here:

In the four years 1933 to 1936, inclusive, central division sales accounted for 28.5 per cent of the total man hours worked by all sales departments but only 13 per cent of the accidents.

The total work hours in the four years—6,305,828—is equivalent to the complete working lives of a hundred men.

Among other things, in the same four years the employees of the central division drove 10,679,968 actual truck miles, which in the traffic of these hectic days, makes the safety record all the more remarkable.

Northern Division Managers on Byrd Expedition

On January 21, Ole Berg, division sales manager of the northern division, and H. E. Golding, district sales manager at Wenatchee, formerly of Walla Walla, were returning by train from Boise, Idaho. On the same train was Admiral Richard E. Byrd, who was on his way to keep a speaking engagement on the next day at Yakima. They arrived in Pendleton too late to reach Walla Walla and make connections there for Yakima, and the Admiral, whose equanimity under the most trying circumstances is well known, was vastly disturbed over the simple prospect of disappointing an eager audience. Berg and Golding learned of his plight from his manager, with whom they had already developed a smoke room acquaintance,

and were in the fortunate position to iron out all the Admiral's difficulties.

It so happened that Golding had left his car at Pendleton on the outward trip, and he very easily persuaded the Admiral to accompany him to Walla Walla, from whence, after a night's rest, he had the pleasure of driving his distinguished passenger to Yakima.

It was a delightful experience for Golding, who found the great explorer entirely human, easy to converse with, and quite communicative regarding his experiences and future plans. The latter include another trip to Little America, after which the Admiral hopes to go to unexplored portions of New Guinea, Patagonia and Brazil.

Twenty-five Years



J. R. Hearle
Auditor of Taxes
(Retired)



J. I. Sheridan
Asst. Traffic Manager
San Francisco

Service Emblem Awards



UNION OIL COMPANY is an organization of individuals that has gradually evolved from a comparatively small beginning into a very substantial entity in the industrial world. Into this growth has gone the effort and thought of a great army of men and women, who have devoted themselves unstintingly to the purposes and functions of the institution. Some have only stayed for a short time, and have then been whisked away into other channels of activity, by the cross currents of existence, while the remainder have continued steadfastly through long periods of life, contributing their best to the prosperity and progress of the company.

Each month we endeavor, through the pages of the Bulletin, to hail these long-service men—to give them at least a verbal pat on the back for their efforts, and to show them that Union Oil Company is grateful for their constancy, and for the parts they have played in the general scheme—be these parts ever so small.

We are only too conscious of the fact that

we frequently fail miserably to say the things that should be said, but the muse is fickle, and we sincerely hope the mere fact that we are groping for words at all will be understood to mean that we are at least trying to convey a message of gratitude.

This month sixty-six employees became eligible for service emblem awards, two of them have rounded out a quarter of a century each, nine have completed their first twenty years, and the balance fall into the ten or fifteen-year class.

First of the twenty-five year duo is John I. Sheridan, assistant traffic manager, San Francisco, who, like most members of the traffic department, gained his early experience in railway work. For a number of years prior to his engagement by Union Oil Company he was an employee of the Santa Fe Railroad, where, of course, he became thoroughly familiar with the obscure data that seem to constitute the stock-in-trade of the business. His employment with Union Oil Company dates from March 1, 1912, when he was taken into

the San Francisco office as chief clerk, and he has spent the entire period of his employment in the central division headquarters. In the year 1924 he was promoted to the position of assistant traffic manager, and has handled the responsibilities of that assignment capably ever since. John Sheridan is a native Californian, having been born in Ventura, incidentally also the birthplace of Union Oil Company. In his leisure moments, which are not too many, he is an enthusiastic yachtsman, plays an occasional game of mighty good tennis, and when not indulging in either of these pursuits, may be found planting some rare species of flowering plant in a garden of which he is justifiably proud.

John R. Hearle, auditor of taxes, retires this month after twenty-five years of active affiliation with the company, twenty-five years in which he has built up associations and friendships that will be treasured for many long years to come. He began his Union Oil Company career in 1912, as an accountant in charge of the books of subsidiary organizations, and in 1914 was made supervisor of general accounts, with the added responsibility of handling certain Federal and other miscellaneous tax matters. Ten years later he was appointed auditor of taxes, in which capacity he has labored faithfully and diligently up to the present time. In the retirement of J. R. Hearle, Union Oil Company loses a tried and trusted officer from the comptroller's department, and his fellow employees lose a real friend. A real gentleman, Mr. Hearle has always been held in the highest regard by his fellow employees, and although he will not longer be an active member of the staff, his influence will remain a beneficial factor for many days in the department with which he was so long associated. Mr. Hearle has not yet fully decided in what manner he will occupy himself thenceforth, but in whatever pursuit he may be engaged, his friends of Union Oil Company will be wishing him success and happiness.

Leading the twenty-year group is Alfred F. Muellerweiss, who started his Union Oil Company career in the Portland sales office on March 1, 1917. "Al" is known to every mill engineer in the Oregon lumber country for his profound knowledge of lubricants and lubrication problems. His interest in this specialized phase of the oil business was no accidental acquisition, for Al spent many nights of study in his own home laboratory preparing himself for this very thing, and many more days and

nights out in the lumber camps applying what he had learned. After a long experience in the northwest, he was transferred in 1932 to the central division at San Francisco as lubrication technician. He is still just as avid for information on his pet subject, and is continuously on the alert for new methods and new developments along lubrication lines. When he is not reading the latest technical article on the topic, he devotes his time to another technical study—photography—at which he is also an expert.

James B. Gallagher was adopted by Union Oil Company on the same day as Al Muellerweiss, when he became an employee of the sales department at Petaluma, California. These were the good old days of the horse-drawn truck, when deliveries were much slower than they are today, and the tank truck salesman had lots of time to get really acquainted with his customer during the unloading periods. Jim made lots of friends in his early contacts, and he is still delivering 76 and Triton to some of his first customers. He has remained in the central division during the entire period of his employment, and only leaves the territory on rare occasions when an opportunity is presented to go on a hunting or fishing excursion. Petaluma is nationally famous for its fine poultry, and not the least famous of the specimens reared by the experts of the district are those emanating from the chicken runs of Jim Gallagher.

Like so many other Union Oil employees who have completed long periods of service in the company, George B. Deleissegues first entered the oil industry as an employee of Pinal Dome Oil Company at Orcutt. He was originally engaged as a fireman at the Pinal compressor plant in February, 1917, but a year later left to join America's forces overseas. In France, as a member of the 91st division, Company "C," he was one of the eighty-five survivors of a force exceeding two hundred which was decimated in the Argonne woods. An interesting document in the possession of George Deleissegues records the travels of Company "C," and discloses many items concerning the sector in which they were active. On one page is a note taken from a German soldier, reading, "Opposite our section lies the 91st American Division. For each prisoner brought in your division will give 18 days' leave." Other pages in the record reveal official citations for bravery to the men of the 91st division, and daily reports of the journeys made by the company over war-torn territory. The

Twenty Years



A. F. Muellerweiss
Sales, Cent. Div.



G. B. Deleissegues
Field, No. Div.



J. B. Gallagher
Sales, Cent. Div.



C. A. Blum
Tax, Seattle



R. Brooks
Mfg., L. A. Refy.



L. L. Sweet
Compt., H. O.



E. P. Tallant
Field, So. Div.



C. K. N. Howard
Compt., H. O.



B. H. Katt
Sales, H. O.

file is valued highly by the owner as an original memorandum of World War experiences. George returned to California in May, 1919, took up his old duties as fireman at the compressor plant, and when Union acquired the Pinal Dome organization, was transferred to the rod gang. He has since been active around Orcutt as well puller and head well puller, and is well known in the district as one of its most reputable citizens.

Northwest tax representative for Union Oil Company is Carl A. Blum, who was first em-

ployed March 2, 1917, as a distribution clerk at Seattle, and who still performs capably in the same northern city after twenty years. A short time after his initial employment he was placed in charge of equipment and properties for the Seattle sales district, and for some years was fully occupied with this assignment. In 1928 he was delegated the responsibility for property tax matters in the entire northwest, Canada and Alaska, under the supervision of the secretarial department at head office, Los Angeles, and has successfully carried the load

right up to the present time. Away from his duties, Carl Blum finds diversion in the practice of gardening, and his success in developing new species of bulbs and in the propagation of long-stemmed roses is ample proof of his skill in this highly interesting field. When, however, he feels the need of some other form of exercise he can think of nothing more alluring or completely satisfying than a hike into the mountain regions around Seattle.

Ray Brooks of the Los Angeles refinery is another individual of the retiring type, but is a first-class workman who is held in the highest regard by his fellow employees. He started his career with Union Oil Company at the old Brea refinery on March 7, 1917, as engineer, but left in April 1918, to join the army. When Uncle Sam finally gave him his release he returned to Brea, and was occupied there for a little over a year as stillman, when he was transferred to the Los Angeles refinery, and promoted to the position of shift foreman. The refinery is Ray's hobby, and he gets so much real enjoyment out of his work that he has never even thought of taking up golf. He has had some thrilling experiences since he entered the Company's employ, the greatest of which perhaps developed in 1927 when the agitators at Wilmington caught fire, and Ray played an active part in finally subduing the blaze.

First employed by Union Oil Company on March 8, 1917, as a telephone operator at the Oleum refinery, Lawrence L. Sweet was later designated as material control clerk for warehouse stocks. An early commercial training stood him in good stead and after five years of this clerkship he was advanced to the position of payroll distribution clerk at the refinery. In 1933, after serving in various other accounting capacities, he was transferred from Oleum to head office at Los Angeles, where he was made chief clerk to the refinery accounts division, which place he holds at the present time. Seventeen of his twenty years' service were spent in the manufacturing department, and he has found great interest in watching the growth of Oleum refinery from early infancy to its present highly developed status. Lawrence's favorite haunts while vacationing are the national parks in the western part of the country, and he never misses an opportunity to visit them. Hunting, fishing, golf and tennis furnish the outlets for his excess energy, and he is a perennial performer in the Company golf and tennis tournaments. In fact, there are few games that Lawrence doesn't play, and play pretty well,

too. He was even a crack shot on the Oleum rifle team during his tenure at the refinery.

E. P. "Perce" Tallant is one of those reticent individuals who can't be induced to talk, but will voluntarily and cheerfully work night and day on any engineering problem that happens to present itself. He was originally engaged as sales construction engineer in the head office, and held this position for seven years, eventually having charge of sales construction over the entire Pacific Coast territory. With this experience as a basis, he has since been delegated many important engineering assignments, having been successively engineer for the sales and transportation departments, fire protection engineer, and engineer of standards. He is at the present time a valuable member of the field department staff, where first as drilling engineer, and later as production engineer he has made many valuable contributions to field technique and practice. Perce is an indefatigable worker who has little time left for hobbies, but having once been a professional performer on the diamond, he does occasionally tear himself away from his work to participate in or to watch one of the inter-departmental baseball games.

Clarence K. N. Howard, comptroller's department, began his career as a Union Oil employee on March 28, 1917, as an accountant in the sales department at the Fresno district office. In the latter part of the same year he was transferred to the Stockton sales office, where he took charge of the accounting force. During the next several years there followed a series of transfers and promotions that sent him into almost every Union Oil accounting office in California. The knowledge gained through these contacts proved to be of exceptional value for, in 1934, he came to headquarters in Los Angeles as southern division auditor, and in this capacity was able to make good use of his prior experience. He has since been handling special assignments in conjunction with the work of the comptroller's department. Mr. Howard is a devoted and arduous church worker, and is never happier than when so engaged. He is also a voracious reader and through the medium of the better type magazines and periodicals keeps himself thoroughly conversant with world events and modern tendencies.

Bruno H. Katt actually joined the ranks of Union Oil Company in October, 1910, as a roustabout on the Bell lease near Orcutt, and the "unusual" weather that year was the cause

of his spending a large part of his initial six months' employment on the business end of a shovel, clearing company roads obstructed by washouts. He left for some time, however, and his official record now dates from March 29, 1917, at which time he entered head office as stenographer to Eugene Power in the station department, forerunner of the present sales department. At that time less than ninety main and substations existed, and deliveries were made in horse-drawn vehicles. Katt was later assigned duties incident to the acquiring of real property for sales purposes, and to the planning and installation of spur railroad tracks. He was supervisor of service stations when Union acquired its first units following the purchase of Pinal Dome Oil Company in 1918, and he has since been engaged in handling the property and lease end of that business in Union Service Stations department. Time away from work finds Katt either engaged in his hobby of collecting early American glassware of all descriptions, or working in his garden at his home near San Gabriel. As proof of his success in amateur gardening business, he is the proud possessor of three prizes, won in community contests.

The complete service emblem list follows:

Twenty-five Years—March, 1937

Hearle, J. R., Compt., Head Office.
Sheridan, J. I., Traffic, San Francisco.

Twenty Years—March, 1937

Blum, C. A., Tax, Seattle.
Brooks, R., Mfg., L. A. Refy.
Deleissegues, G. B., Field, No. Div.-Coast.
Gallagher, J. B., Sales, Cent. Div.
Howard, C. K. N., Compt., Head Office.
Katt, B. H., Sales, Head Office.
Muellerweiss, A. F., Sales, Cent. Div.
Sweet, L. L., Compt., Head Office.
Tallant, E. P., Field, So. Div.

Fifteen Years—March, 1937

Bispo, J. L., Mfg., Oleum Refy.
Collar, J. B., Field, So. Div.
Cox, L., Mfg., L. A. Refy.
Davis, L. M., Field, So. Div.
Eckles, C. W., Field, Head Office.
Gordon, J. J., Sales, So. Div.
Gould, T. A., Transp., So. Div.-LAPL.
Myers, J. C., Mfg., Oleum Refy.
Ollivares, L., Field, So. Div.
O'Neill, W. F., Mfg., Oleum Refy.
Pardee, H. M., Field, So. Div.-Ventura.
Paulson, S., Gas, So. Div.
Rollitt, J., Mfg., Maltha Refy.
Schnell, F. E., Sales, Cent. Div.

Schulze, O. F., Transp., Prod. P. L.
Sommerville, D., Field, So. Div.
Sturdivant, W. E., Transp., So. Div.-LAPL.
Wallace, W. A., Field, So. Div.
Wood, S. J., Field, So. Div.

Ten Years—March, 1937

Allander, M., Purch., San Francisco.
Barnes, H. E., Mfg., Oleum Refy.
Calvert, W. J., Compt., Head Office.
Dampier, L. O., Sales, Cent. Div.
Drinkard, C. E., Sales, No. Div.
Farnsworth, E. P., USS, Head Office.
Finley, E. A., Mfg., L. A. Refy.
Gilmore, W. W., Transp., Prod. P. L.
Graves, R. C., Mfg., Oleum Refy.
Hendricks, J. S., Mfg., L. A. Refy.
Hilderbrand, R., Mfg., L. A. Refy.
Homes, W. H., Sales, No. Div.
Johnson, B. F., Sales, No. Div.
Jones, A. B., Sales, Cent. Div.
McDougal, A. A., Sales, So. Div.
McIntyre, L. W., Sales, Vancouver.
Martin, F. L., Field, So. Div.
Mattox, W. M., Mfg., Oleum Refy.
Moreira, A. L., Mfg., Oleum Refy.
Naught, E., Sales, No. Div.
Perry, C. O., Transp., So. Div.-LAPL.
Peterson, J. W., Transp., Prod. P. L.
Pettigrew, M. A., Purch., Head Office.
Phillips, H. J., Mfg., Oleum Refy.
Potter, J. L., Sales, No. Div.
Regan, E. J., Sales, Cent. Div.
Rose, R. H., Sales, Cent. Div.
Routledge, V. A., Sales, No. Div.
Sanchez, C., Compt., Head Office.
Satchell, J. T., Mfg., L. A. Refy.
Snider, H., Sales, No. Div.
Thompson, R. L., Compt., Prod. P. L.
Toland, H. W., Sales, Cent. Div.
Wiedrick, S. W., Compt., Head Office.
Willey, F. A., Sales, So. Div.
Young, E. H., Sales, So. Div.

Cover Design

Well known to thousands of California motorists is the scene reproduced on the front cover of this month's Bulletin. It is from a photograph by Art Streib of Los Angeles, and is a picturesque view of the bird sanctuary located on the coast highway in the city of Santa Barbara. On the inside front cover is a fine winter shot by Ole Berg, northern division manager, showing Multnomah Falls on the Columbia River Highway in all the splendor of winter raiment.

REFINED AND CRUDE

By Richard Sneddon

A candid correspondent writes to tell us that he can't conscientiously laugh at the wisecracks in this column because he was brought up to respect old age.

And says a local paper: "Following the musical program, Mrs. J. Z. Brown delivered an address entitled 'Personal Devils.' Seventeen were present."

On the subject of after-dinner orations, incidentally, it is a fact that if speakers would only develop a little more industrial sense they might realize the inestimable value of terminal facilities.

Also, while it is all right for a woman to have a will of her own, it is frequently rather uncomfortable for the husband who is the sole beneficiary.

And most self-made men, peculiarly enough, undergo considerable alteration after marriage.

One of the most resourceful individuals we have known in a long and checkered career was the chap who lived by the side of the tracks in an eastern state, and kept himself in coal by making faces at the railroad engineers.

On the other hand, the college student who finally emerged with an M.A. and a B.A. is still being supported by his P.A.

Visitor (at private hospital)—"Can I see Tom Jones, please?"

Elderly lady: "We do not allow anyone but relatives in to the wards at this time."

Visitor: "Oh, that's all right, I'm his sister."

Elderly lady: "Well! I'm glad to meet you. I'm his mother."

A famous archaeologist is reputed to have discovered at least half a dozen buried cities, but his wife still has to find his hat for him every time he leaves the house.

Which reminds us of the absent-minded professor who accepted an invitation to dinner, and at the conclusion of the repast, arose and apologized for the meanness of the fare and the poor cooking.

Then for some unknown reason there was the chicken rancher who advertised: "Young Plymouth Rock hens ready to lay \$1.25 each."

And we have perhaps already told you about the unfortunate individual whose feet were so big he always had to turn his back to the front entrance before he could reach the bell push.

"Not only did he refuse to pay me," said the indignant dentist, "but he actually had the effrontery to gnash at me—with my teeth."

By the way, did you ever think how much more pleasant it is to ride in a car that is lubricated with Triton and think how unpleasant it is to ride in one that is not, than to ride in one that is not and think how much more pleasant it is to ride in one that is lubricated with Triton?

While you regain your breath, we might mention that after gazing at a modernistic painting in a local gallery, the visitor's eye traveled to the sign, reading, "Art Objects," and he muttered to himself, "I should think she would."

And we have just read a distressing story about a workman who was seriously injured by the accidental discharge of his duty.

An acquaintance is very much elated over the fact that her brother graduated in metallurgy and is now an aluminum of a local college.

This woman and her husband, incidentally, are two of the most happily mated people we know. He snores, but she is deaf, so they get along just dandy.

Which recalls the exceedingly nervous, excitable girl who eventually married a composer.

Many wise words are spoken in jest, but many more foolish ones are spoken in earnest.

"Do you want these Bulletins bound in Morocco?" asked the binder, and our messenger replied, "Heck, no. Can't you do it here in Los Angeles?"

After deliberating on a suicide case, the jury filed back into the court room, and the foreman announced, "The jury are all of one mind—temporarily insane!"

A budding soprano making her first public appearance, apologized for having a bad cold, and then started her song. She trilled bravely, "I will hang my heart on a weeping willow tree-e-e. I will hang my heart on a weeping willow tree-e-e." But each time she broke on the high note. Finally a heartless wretch in the gallery piped, "Better try hanging it on a lower branch, Liz."

All of which concludes another unusual collection of inanities. Remember it pays to strive for an honest living—there is so little competition.

