

★ UNION OIL BULLETIN ★



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# U N I O N   O I L

# B U L L E T I N

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## NATIONAL FORESTS OF THE NORTHWEST

**A** LAND of high meadows laced with crystal streams, a land where snow-peaks cast shadows over green, flower-studded pastures where, if you wait and watch, you may, in the early evening, see a deer steal out to graze.

That is the picture which thousands of vacationists will see this year in the national forests of Oregon and Washington.

There is no reason, however, why the view should be confined to high mountain meadows. Perhaps the thrill of trout fishing stirs the vacationist. No finer streams exist in the United States than those that have their sources in the Cascade Mountains of Oregon and Washington. The long sweep of crystal clear waters, the roar of tumbling white rapids, the dark foam-flecked pools where the river catches its breath for another sally are typical of the Rogue River—the Umpqua—the McKenzie—the Deschutes—all nationally

famous streams which have an especial lure for the fly fisherman. Just to see one of these streams on a sparkling summer day is a worthwhile experience, but the added thrill of a battle with the wily steelhead or rainbow is something only known to the incurable fisherman; it is a thrill that lingers long after the vacation-days have ended.

If tastes run toward swimming, hiking, kodaking, there is a wealth of opportunity in the mile-high mountain lakes, in the deep forest, or among spectacular snowpeaks.

For the vacationist the national forests have a variety of attractions and ample accommodation for his needs. For the mountaineer, lodges and inns have been built at appropriate "shoving off places" from which mountain climbing expeditions or exploration trips can be launched. Such starting places as Timberline Lodge on Mount Hood, Oregon; Mount Baker Lodge, 60 miles east of Bellingham, in



Glacier Peak, photographed from Miner's Ridge, is an inspiring sight.

Washington; or Wallowa Lake Lodge in the Wallowa National Forest, Oregon, at the edge of Eagle Cap primitive area, are typical. If the traveler wishes to sidestep the luxury of hotel accommodations, suitable camp sites may be found all through the national forests. From these camp sites, trails lead off to primitive areas. Again, if the fisherman or hiker prefers a less Spartan standard of camp facilities, perhaps with cleared camp ground and out-of-door fireplaces, the opportunity is his on hundreds of lakes and streams reached by short trails from the highways.

The national forest motorist camp grounds, of which there are 243 in Oregon and 168 in Washington, provide opportunity for easy forest camping. Adequate sanitary accommodations and running water add to the attraction. Community kitchens are conveniently located where camp equipment may be moved in wet weather, and camp food may be cooked with none of the discomforts which ordinarily attend camping in the rain. At a few of these roadside motorist camps, swimming and wading pools are available, as well as playgrounds for the children, and campfire circles for the adults.

The charm of these national forest camps is their freedom. The rule has been to preserve, unspoiled, the witchery of natural surroundings. The natural forest is the keynote of the "landscaping," and, in the same spirit, minimum restriction is placed upon the conduct of forest visitors. So long as the ordinary rules of neatness and forest fire prevention are observed, the camper enjoys the rare and delightful privilege of doing what he wants to do at the time when he wants to do it. There is no

regimentation, no expensive or annoying restriction.

More than a million campers and picnickers enjoyed the national forest camp grounds of Oregon and Washington last year, which shows how important a part these camp grounds play in the recreational life of the region. Obviously, these informal camps have an extraordinary appeal.

By way of illustration, one popular recreationists' trail leads from Portland, Oregon, over improved highways, to Mount Hood, 60 miles east. This is a majestic snow-peak where Mount Hood Timberline Lodge, recently completed at the 6,000 feet elevation, serves as focal point, bringing stupendous glaciers, exquisite mountain meadows, and grand panoramas within reach of the traveler. The mountain climber will feel the challenge of the snow-clad summit, which may be negotiated from here without too great danger. The hiker and lover of wild flowers will find enjoyment here in the miles of timberline trail leading into exquisite Alpine meadows.

South of Mount Hood along Oregon's Cascade Range, the McKenzie River stands out as one of the surpassing trout streams of the west. From Clear Lake near Cascade Summit, to where the McKenzie enters the Willamette River, this stream flows through a region of unsurpassed recreational opportunity. Primitive areas, representing the ideal of unmarred wilderness, and mountain lakes offering sport of a more civilized kind invite the tourist. In the primitive areas of Mt. Jefferson the vacationist can bury himself for weeks in a paradise of mountain lakes and meadows, depend-



Above: In the park areas, provision is made for the city folk who move into the forest each summer.



Above: The witchery of majestic Mt. Hood casts a spell over those who view it.

Right: Slender-legged deer browsing in pastures brilliant with wild flowers are a common sight in the national parks.



Left: On a clear, fresh lake high on the slopes of Mt. Adams, in the Columbia National Forest, Washington, these girls disport.

Below: A little lady and her little dog pause for a moment to drink in the lovely vista at Cape Perpetua, on the coastline of the Siuslaw National Forest, Oregon.



Below: Woods in the natural is the keynote of camp landscaping in the national forests of the northwest. U. S. Forest Service photos.



ing for transportation solely upon the saddle horse or his own feet.

Still further south along the Cascade Divide are the Rogue River and Umpqua National Forests. Diamond Lake, with its two snow-capped sentinels, Mount Bailey and Mount Thielsen, is a favorite place for long stays. Good resort accommodations are available and recreation is varied from good fishing and boating on the lake to horseback riding over spectacular trails. Union Creek camp on Crater Lake Highway in the Rogue River National Forest, about 60 miles north of Medford at 4,000 feet elevation, is a restful stopping place. From here, vacationists visit interesting geological formations and the wildly beautiful upper reaches of the Rogue. To enjoy the full advantages of the "world famous Rogue" during the steelhead fishing, the tourist's trip should be timed for late summer or early fall. Best place is the lower Rogue in the Siskiyou National Forest. Fishermen have found fly fishing for rainbow and cutthroat somewhat tame after hooking and conquering the sea-run steelheads. The visit to salt water seems in some way to have stiffened the backbones of these fine game fish and given them stamina, which delights the sportsman. The Forest Service, in cooperation with the U. S. Bureau of Fisheries and state game commissions, has been studying the possibilities of greater development of game fish in the national forests. Just as the use of the national forests for commercial timber, watershed protection, grazing, and other resources is recognized, the Forest Service realizes the recreational value of fish and wild life re-

sources, and is devoting increasing attention to the successful use of the forests for their development.

The Oregon Coast country, including portions of the Siuslaw and Siskiyou National Forests, has a peculiar charm for tourists. Cape Perpetua presents one of the grandest, most dramatic stretches of coast line in the west. The names in this region are reminiscent of early Spanish explorers and of more recent buccaneers. The picturesque lighthouse at Heceta Head suggests nothing of the almost unpenetrable evergreen forest that lies back from the sea. Typical of recreational developments in this territory is Siltcoos forest camp further down the coast where lazy reaches of Siltcoos river meander through moss hung forests and picturesque sand dunes. Luxuriant foliage partially hides semi-tropical bayous. Fishing and boating here is less strenuous than on the Rogue. Still this is one of the most popular camping grounds in the State. People enjoy the ageless charm of the sea. They come to camp out, to swim, and just to lie in the sand and relax.

No description of the outstanding recreation spots in Oregon and Washington forests would be complete without mention of the spectacular Cascade Mountains in Washington, or the Willowa and Blue Mountains in eastern Oregon. At Mount Baker, in the Mount Baker National Forest just south of the Canadian boundary, snow-peak, Alpine lake, and Alpine meadow are combined in a unique and unsurpassed symphony of mountain beauty. Farther south the three highways which cross the Cascade Divide reveal the grandeur of rugged



Above: The Mount Baker country in northern Washington presents a unique symphony of snow-capped mountains, green forests, and sparkling blue lakes. Still unspoiled, this area is rapidly becoming a favored playground of vacationists.

Below: Mount Shuksan, in the Mount Baker National Forest, Washington, helps to make that area a vacationist's paradise. Mount Baker Lodge furnishes excellent accommodations for guests.





Left: From several hundred lonely posts such as this the U. S. Forest Service keeps a constant vigil, watching for that wisp of smoke that might mean destruction to the valuable timber and wild life.



Top right: Fighting forest fires with hazel-hoe and shovel is the accepted method. These men are clearing a break to stop the flame's advance. Lower right: With fire crackling nearby, this radio scout, using a portable short-wave set, keeps headquarters advised as to its progress.

Photos courtesy U. S. Forest Service.



snow-peaks, whose surroundings it would take weeks to investigate properly. Time spent in the Mount Adams or Mount St. Helens country, reached by roads or highways in southern Washington, opens new and resplendent worlds to the city-jaded traveler.

Lake Chelan, reached by way of the Stevens Pass or by Sunset highway across the Cascade Mountains from Seattle, is an outstanding recreation center. The lake itself, 52 miles long and 1,500 feet deep, fills a cleft between precipitous ranges. With its background of jagged snow-covered mountains, it is in itself a major attraction. It is also one of the noted big game and fishing areas of the state.

The Willowa mountains in northeastern Oregon remind world travelers of the Swiss Alps. Dozens of high mountain lakes, clusters of peaks ranging up to 10,000 feet, Alpine meadows, and rare species of wild flowers add enchantment to this region, which is provided with a comfortable lodge and attractive forest camp grounds. The visitor should plan to take a horse or pack train and inspect the beauties of the high lake basin.

While the Forest Service attempts to make the recreational attractions of the national forests available to the average person, there are still tremendous areas for those who desire to get away from the noise of traffic and revel

in the wilderness as nature made it. In more recent times the Forest Service has made it a policy to perpetuate some of the most attractive wilderness in its virgin state. In Oregon and Washington alone more than a million and a half acres have been dedicated as primitive areas, where the opportunity to enjoy the unspoiled "wild" will be retained.

Much of the charm of these trips into the national forests is due to the presence on every side of magnificent stands of timber. From every one of the mountain vantage points, the views are peculiarly effective because the lakes and snow-peaks stand out against backgrounds of forest. From the standpoint of recreational, as well as commercial value, the forests are receiving the best of the scientific thought and energy of the Forest Service to protect them from their arch-enemy—fire.

Recognizing the recreational importance of roadside beauty in the forests of the North Pacific Region, the Forest Service has been making a consistent drive to maintain as far as possible the scenic beauty of roadside timber within the forest boundaries.

The national forests belong to the people as never before in history and during coming years they beckon the people to come and take possession, offering a fuller and keener enjoyment than has ever before been possible.

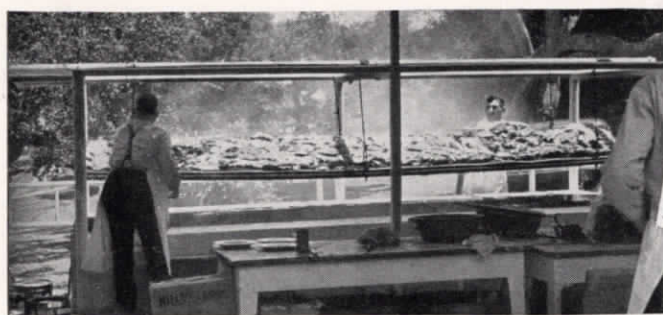
## MORE PICNIC PICTURES

Union Oil Company Employees' Fourth Annual Barbecue, which took place on Sunday, June 12th, at Orcutt, California, will not soon be forgotten by the hundreds who attended. It took a bit of engineering to consummate this biggest picnic of the year and it is distinctly to the credit of the management that every-

thing went along smoothly. The Union Oil Picnic Grounds at Orcutt are ideally designed to handle such affairs. There was more barbecued meat sizzling on the huge grill than even the capacity crowd could eat, and every bit was done to a turn. There was also dancing and sundry diversions to keep people occupied.



Coffee—gallons of it—brewed in huge percolators added a delectable aroma, which made hungry picnickers all the hungrier.



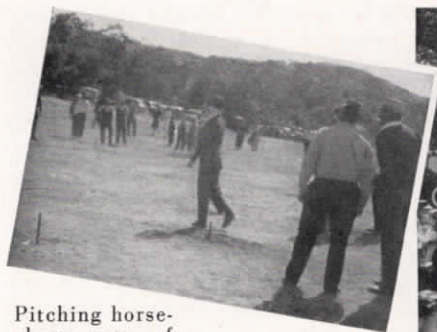
The huge grill, above, barbecued enough meat for everybody.



At the picnic were a crew of Boy Scouts, who served coffee, and sold cigarettes.



Above: A group of Angelenos compare notes—recognize 'em?



Pitching horseshoes was, of course, one of the many diversions at the picnic.



At right is a small part of the crowd.





The Hooker Electro-Chemical Company plant at Tacoma, Washington, always appears spick and span.

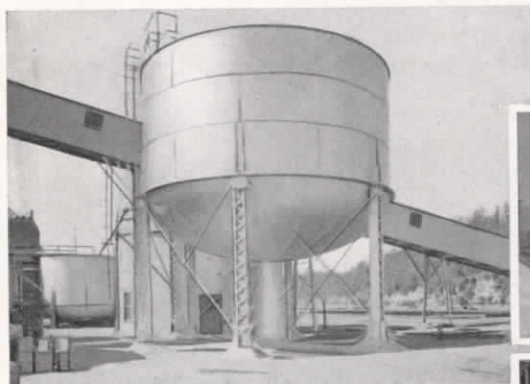
## MANUFACTURING INDUSTRIAL CHEMICALS

**O**N THE shores of Puget Sound in the thriving industrial city of Tacoma stands the immaculate plant of the Hooker Electro-chemical Company, one of the largest manufacturers of industrial chemicals in the world. The buildings are neatly arranged, the grounds nicely landscaped, and the whole assembly presents a generally spic and span appearance that would immediately appeal to the most fastidious housewife. Despite its quiet outward appearance, however, inwardly the plant is a veritable beehive. There is no great noise to announce the activity that is afoot. In fact, the rather pleasant hum of the huge rotaries is the only sound that is distinctly noticeable. Yet silently and without the slightest ostentation, physical and chemical forces hour after hour and day after day perform their magical tasks, resolving nature's raw materials into the atoms and molecules of which they are composed, and reassembling them in a more suitable form for the convenience of man and the promotion of his arts.

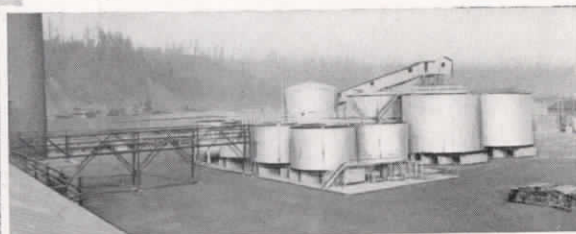
From a water solution of the common salt, sodium chloride, which is a culinary essential in every household, are derived by electrolysis the main products of this great industry—caustic soda, commonly known as lye, chlorine, and hydrogen. It will be interesting to our readers to learn briefly the development of the manufacturing process as it is now used.

From the earliest times "lye" has found extensive application in the business of living, one of the most common perhaps being its use for the making of soap, for which mankind developed a definite need quite early in his existence. Just when the fact was discovered, we can't say, and it is immaterial at the moment, but it is a fact, nevertheless, that when animal or vegetable oils are mixed with lye they become, as the chemist terms it, "saponified," in other words, they become soap. Even in our own brief sojourn on this planet we can remember when farmers made their own lye by burning wood. The wood contained certain potassium salts that in burning were converted to potassium carbonate. When this potassium carbonate was leached out of the ash with water, it became potash. The potash when heated up and stirred with ordinary household fats, cottonseed or other vegetable oil, yielded soap, and enabled the farmer to take a much more dignified place in society.

Caustic soda is a near relative of potash, and has similar properties. It is also used in the manufacture of soap, and a multitude of other industrial processes, not the least of which are the treatment of petroleum products to remove certain undesirable constituents, and the manufacture from petroleum of organic compounds that have extensive uses commercially. Sodium is the most widely dis-



Right: This interior view of one of the cell houses shows the installation of a huge battery of electrolytic cells used to break down the common salt solution to form chlorine gas and caustic soda. The caustic soda solution is then concentrated and shipped by tanker and special rail tank cars to all manufacturing centers in the United States.



Left: This huge tank stores the liquid caustic soda.  
Below: Bulk salt, brought in by ships, is transferred by conveyor belt in the housing at top, thence into storage and brine treating tanks shown in this photo.



tributed element in nature. Sea water, for instance, as everybody knows, carries a vast quantity of this metal in the form of sodium chloride, actually about 2 per cent of its weight, and it seems to be available almost everywhere. With a generous preponderance of the element and its compounds and the additional advantage of its greater effectiveness for many industrial uses, it was quite logical that chemists in the early days should seek to find a method of converting the prevailing sodium salts into other useful sodium compounds.

Various methods were introduced and were, during the periods of their utilization, quite satisfactory. A Frenchman, Le Blanc, devised a process that was widely used for many years, but one of its waste products was a very corrosive vapor—hydrochloric acid gas—which was a serious menace to health and the properties adjoining the plants, and it was objectionable for these reasons. The fact, however, gave rise to the manufacture on a large scale of another useful product for, to avoid trouble, the operators decomposed the hydrochloric acid and absorbed the chlorine so released in lime, forming what later became known as "bleaching powder." The demand for this new product extended the application of the Le Blanc process for some considerable time, but the later development of the electrolytic chlorine cell has since rendered it almost completely obsolete.

The Solvay process developed in 1861, generally known as the Ammonia-Soda process,

converts the chlorine in the common salt into calcium chloride, a relatively inoffensive but useful product. This process is still extensively used for the manufacture of caustic soda, but does not produce the element chlorine.

Both of these processes were purely chemical, and it was not until about thirty years ago that electro-chemistry or electrolysis became a factor in the production of caustic soda and chlorine. It had long been known that a direct electric current passing through a simple chemical solution has the capacity to break it down into its constituent elements. Thus water may be resolved into hydrogen and oxygen. Silver or chromium plating is a practical application of the same system, in which the current causes metal to be released from a solution of one of its salts and deposited on one of the electric terminals—in this case the article to be plated being the terminal. Sodium chloride or common salt in solution can be disintegrated in a similar way, yielding chlorine gas at one terminal, and sodium and hydrogen at the other. The chlorine can then be conducted away, while the sodium combines with the water to yield a solution of caustic soda, called by the chemist "sodium hydroxide," and hydrogen.

The adaptation of this comparatively simple reaction to the expansive needs of a rapidly growing industry was the problem that confronted chemical engineers at the beginning of the twentieth century, and the development

of the electrolytic diaphragm cell was the answer to the problem. In these cells a direct current of electricity is passed from a graphite terminal through a concentrated salt solution (brine) and an asbestos diaphragm to a perforated iron terminal. The chlorine separates at the graphite or positive terminal, rises bubbling to the surface of the brine, and is led off through a non-corroding earthenware pipe system. The sodium, as already indicated, collects at the iron or negative terminal, where it immediately reacts with the water to form a solution of caustic alkali or sodium hydroxide.

The large electrolytic cells now used by the Hooker Electrochemical Company are a much improved variation of these first diaphragm cells, but embody the same fundamental principles.

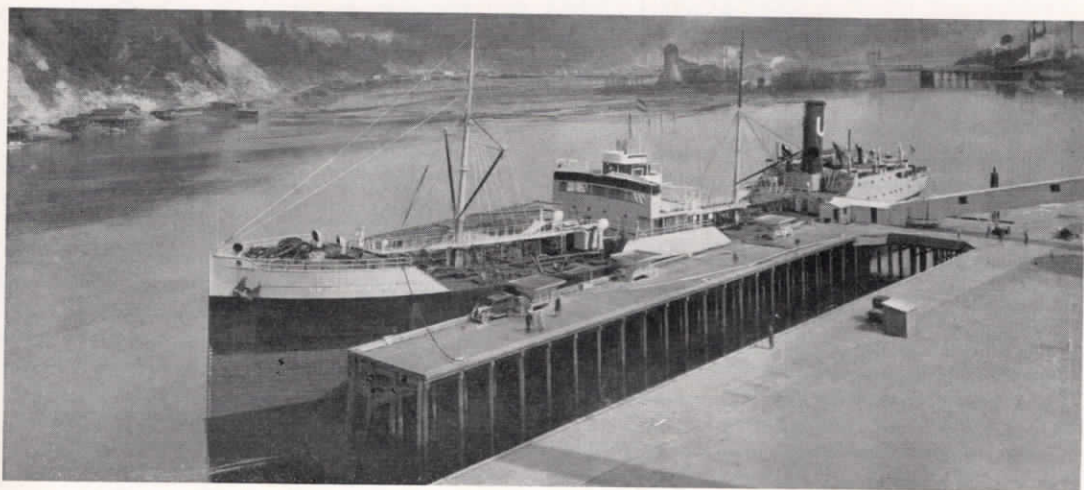
Formerly the chlorine from the electrolytic cells was conducted to "bleach" chambers, where it was absorbed by hydrated lime to form bleaching powder, but consumers eventually found it more convenient and more profitable to make their own bleaching solutions, and the demand was then for pure chlorine. This necessitated the development of commercial means for liquefying chlorine by drying, compressing and refrigerating the gas, and the development of new equipment for transporting it in liquid form. Liquid chlorine has now almost entirely displaced bleaching powder, and has found a wide diversity of uses in the processes of industry. The gas, as it comes from the cells, is heavy and greenish yellow in color, but upon lique-

fying becomes a clear orange colored fluid, approximately  $1\frac{1}{2}$  times as heavy as water. The thoroughly purified and dehydrated liquid is stored in steel containers under normal conditions at approximately 100 pounds pressure per square inch, and is shipped in cylinders and tank cars of sufficient strength to permit transportation safely at the pressures developed. It is used for bleaching wood pulp, cotton textiles and rayon, and is also used to a great extent for the sterilization of industrial waste and sewage. Its effectiveness as a germicide is well known to frequenters of public plunges and swimming pools, where in small quantities it is very effective as a purifying and sterilizing agent. Lack of space precludes the possibility of listing all its applications, but it has many other important uses in the chemical and metallurgical industries.

While the chlorine is being isolated, purified, and liquefied for transportation and final disposition, the sodium hydroxide solution which collects in the negative or cathodic compartment of the electrolytic cell is concentrated in huge vacuum evaporators, where it is finally reduced to a 50 per cent solution. This solution is then shipped to California in Union Oil Company tankers, whence it is reloaded in tank cars at the Hooker Company's terminals at Oakland and Wilmington for ultimate transportation to the consumer.

Part of the 50 per cent caustic solution is completely dehydrated in cast iron pots, and the molten hydroxide so obtained is poured into steel drums in which at ordinary atmos-

At the spacious Hooker dock at Tacoma, Union tanker *La Purisima* discharges fuel, returns with a supply of caustic soda to be used in refining processes.



pheric temperature it solidifies, and is then ready for storage or shipment to customers whose needs demand it in this form.

Caustic soda is one of the most widely used chemicals in industry. It is an important item in the manufacture of rayon, chemicals, soap, petroleum products, pulp and paper, textiles, dyestuffs, bleaches, water softeners, paint removers, ceramics, medicine, insecticides, explosives, and countless other essential products and processes of industrial plants.

In addition to the two principal commodities of the electrolytic process, chlorine and caustic soda, the Hooker Electrochemical Company also synthesizes many other important chemicals such as commercial hydrochloric acid, mono-chlorobenzene, paradichlorobenzene, sodium benzoate, benzoic acid, benzyl alcohol, and a number of organic and inorganic chlorides.

All of this, of course, necessitates the services of the finest chemists, engineers, and technicians. The control of methods of manufacture, the construction of adequate equipment to handle the extremely corrosive materials produced, and the safe transportation of these products to all parts of the world, involve considerations that the Hooker Company only entrusts to thoroughly qualified men. The effect has been a degree of efficiency and a reputation for quality and stability that have been rewarded by steady progress and continuously increased business ever since the organization was founded.

The head offices of the Company are in New York, and its first and largest plant is located at Niagara Falls, where also are maintained its research laboratories and engineering headquarters. The Pacific Coast plant at Tacoma, however, is a self-sustaining unit that is a real

credit to the whole institution, and is operated on the same fundamental humanitarian principles that actuated its founder, Elon H. Hooker, and his associates.

The president of the huge organization is Harry M. Hooker, whose headquarters are in the executive offices in the Lincoln Building, New York. E. R. Bartlett is vice president, R. W. Hooker is sales manager, and Albert H. Hooker, Jr., is western sales manager, with headquarters at Tacoma. The Tacoma plant is under the direct charge of John A. Flynn, superintendent, with W. A. Perrin, assistant treasurer, responsible for business administration.

The basic success of the Hooker Electrochemical Company is, undoubtedly, due in a large measure to the sympathetic understanding that exists between the management and the employees, as evidence of which we quote from the Company's handbook:

"The Industrial Relations Program of the Hooker Company is predicated on the belief that the safety, comfort, welfare, good-will, and enthusiastic co-operation of its employees are essential to the success of the Company. This program has been directed toward the creation and maintenance of a satisfactory industrial relationship between the Company and its employees. As the Company has grown and prospered, so has the Industrial Relations Program expanded until today it is a vital force working continuously for the mutual benefit of both employer and employee."

Through the combination of that "vital force," the vital understanding of technical processes acquired during long years of research and application, and the vital knowledge of the customers' problems and needs, Hooker Electrochemical Company has progressed, and will continue to progress.

### Softball Season to End With Barbecue

Union Oil Company's head office Softball League, which has provided an exciting pennant race during the past three months, will wind up a highly successful season on Wednesday evening, August 3rd, with a big "baseballer's barbecue" at Arroyo Seco Park in South Pasadena, it was recently announced by W. H. Steele, chairman of the league committee.

This picnic, open to any and all Union Oil Company softball enthusiasts, will feature a special game between the league winners—as yet undecided—and an all-star team.

Last official league game of the current season will be played on July 29th at Queen Anne

Playground, 1245 Queen Anne Place, near Los Angeles High School. At the present writing, the *Redliners*, under the capable management of Chet Gjerde, lead the league standings, having won nine and lost only one game. *Bif*, piloted by L. P. Arnold, and *Motoreze*, managed by Elmer Rogers, are tied for second place, both having won seven and lost three. Any of these teams may wind up in first place by the end of the season.

During the year the eight teams comprising the league have scheduled games every Thursday and Friday night at the spacious and well-illuminated Queen Anne Playground.

Below: Richard Downey, past president of the Vancouver Rotary Club, and R. J. Kenmuir study Boothe's cartoon of Mr. Kenmuir's life since leaving Ireland.



Above: In the background at extreme right of picture above is A. P. Bennett, Union's Division sales manager at Vancouver.

Below: T. A. Power, Union's Division accountant and operating manager at Vancouver, also attended the Rotary dinner honoring Mr. Kenmuir. He's the gent at the left.



Above: R. J. Kenmuir and Ernest Markham, president of the Vancouver Rotary Club, enjoy the occasion, clay-pipes and all.

## R. J. KENMUIR VISITS BELFAST

**A**FTER an absence of 28 years from his native Ireland, R. J. Kenmuir, vice-president of Union Oil Company of Canada, Ltd., left on May 14th for Belfast for a reunion with his eighty-year-old father and four brothers.

On the eve of his departure—Friday, May 13th—employees of the Vancouver District gathered at the division office to bid him "bon voyage," tendering their good wishes in the form of a beautiful leather "Aeropack" and matching Gladstone bag.

The luck of the Irish still holding despite the date, Mr. Kenmuir was the guest of honor at a dinner staged that evening at Hotel Vancouver by sixty-five fellow Rotarians. Com-

plete with floor show, this affair was also attended by A. P. Bennett, Union's division sales manager at Vancouver, and Tony Power, division accountant and operating manager at the Port Moody plant. The motif for the evening was, of course, Irish. Green top-hats and clay pipes were provided for everyone.

Mr. Kenmuir received a handsome Longines wrist watch from his friends, and a framed cartoon drawn by Boothe of the Vancouver Daily Province. This amusing piece depicted the story of R. J. Kenmuir's life, from the time he left the "old sod" to seek his fortune in the new world until his triumphant return in 1938, as artist Boothe imagined he would tell the story to his father.



EXECUTIVE COMMITTEE\* AND OFFICIALS

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THE ultimate objective of every single operating unit in any industrial concern is public service, and the permanence and progress of the concern is entirely dependent on the tenacity and fixity of purpose with which its members co-operate towards this common end. In these competitive days when so many organizations are striving to satisfy the same public need, not only is it essential to satisfy the need adequately, but it has actually become necessary to anticipate new needs in order to maintain a position of leadership.

That Union Oil Company is fully cognizant of the obligations that this basic pledge imposes, may be gathered from a brief consideration of the activities of the various departments. From the purchase or lease of land to the final sale of refined products, no single opportunity is overlooked to develop understanding, mutually helpful relations between the company and the public it is designed to serve. The greatest problem of our executives is to so order departmental operations that each bears its proper relation to every other, and that in combination they all carry the ultimate function of service forward to the greatest mutual advantage, and by the shortest possible route.

Research laboratories with their corps of highly qualified engineers, chemists, andologists of all descriptions, are beehives of activity in which day after day and year after year, the search goes on for new products and new processes, that the services now available to the public may be enhanced, and extended.

Experts in every phase of our business stand read to proffer technical advice and aid to

other industries and organizations, particularly with regard to the proper application of Union Oil Company products to their especial purposes. In the course of these consultations we learn of the needs of the allied industries, and thus are able to plan additional researches and investigations for their and our own subsequent benefit.

The sales department has its own highly trained well-qualified crew of gasoline, lubrication, asphalt, and fuel oil technicians, who make the public problem their personal concern. These men keep abreast of changing design and changing industrial systems in their respective spheres, and are constantly employed as aides by those to whom they may be of service. Motor clinics have been set up, under the supervision of men who are authorities in this specialized field, and are doing a fine work in making available to the motorist the genuine joy of a smoothly operating mechanism.

But, after all, the great majority of people derive their ideas of service from the atmosphere and the attitude that exists at Union Service Stations. Here is their actual contact with the Company. All that Union Oil Company is, all that it does, and all that it means, must be learned through the words and in the actions of the service station salesmen. That is why the greatest care is exercised in selecting and training service station employees, because this is the spot where practically every activity of the organization is consummated as public service. To the customer, the service station salesman is the Union Oil Company.

Although Union Service Stations, as the de-

partment now exists, numbers among its members many men who have enjoyed long term associations—up to twenty years—with Union Oil Company, it was actually only organized in its present form some seven years ago. The majority of its personnel, therefore, may not be quite so old in Company association as the average of the longer established departments, but they constitute, nevertheless, a stable, aggressive, well-organized, highly trained sales force.

In the comparatively short period of its existence, the service facilities of the department have been enormously expanded, and the continuous development of new sales commodities and merchandising ideas, has made Service Stations not only a real medium of public service, but an alluring entrance to the

oil industry for the young man who intends to make sales his life work.

The service station is the mirror of the oil industry, in which the customer finds reflected every effort that goes on behind the scenes. All the years of financing, development, investigation, and experience, almost fifty years of it, are concentrated in the products and service that the service station salesman metes out to the public. It's a big responsibility for any department, but results indicate that Union Service Stations, in employing alert, intelligent, active men as their public representatives, are doing the thing that the public would have them do, and at the same time are providing opportunity for advancement and job security to the men who will direct the public service of the future.



### L. A. REFINERY TEAM WINS TENNIS CHAMPIONSHIP

**F**OR the second consecutive time, the Los Angeles Refinery tennis players carried off the Oil Tennis League Championship, in the spring competitions just concluded. This makes their third win in four years.

The team this year was composed of Al Fierman, Nick Buzolich, Jack Bloom, and Hugh Cameron, with Maurice Rivaroff lending able assistance when Bloom was caught in the tentacles of a jury draft. Because of transfers, illness and other uncontrollable factors, the team which played in the two preceding competitions was in a bad way and it was fortu-

nate that Buzolich and Bloom turned out.

Union's L. A. Refinery team beat all opponents handily, losing only three matches out of thirty. Al Fierman lost only one match, an excellent record considering the fact that his opponents were "laying for him." Buzolich came through without losing a match. Bloom, until caught by jury duty, did likewise and Rivaroff carried on the good work. Cameron dropped one match during the season. In the doubles matches Fierman and Buzolich did just about as they pleased and finished undefeated to end a highly successful season.

### COVER ILLUSTRATIONS

**O**UR covers for July tie in with the story of Portland's 30th Annual Rose Festival. The pretty maids on the front cover are Evelyn Nelson, standing, and Anne Hazen, seated, who added a fetching touch of pulchritude to the gorgeous Union Oil Company float, which won second place in its class. The smiling youngsters on the inside front cover also took a prominent part in the festival parade.

They are, left to right: Helen Gatewood, Stephen Bunch, and Fay Louise Benson. Evelyn McGunnigle and her twin sister Ellen, dressed in identical costumes, paced the snappy Longview Kiwanis Band and the handsome drum majorette on our back cover is Evelyn, according to their mother, Mrs. R. A. McGunnigle, the only person in the world who can tell them apart with any degree of accuracy.

**NORTHERN DIVISION SALES CONTEST**

**T**HE Northern Division sales department recently conducted a novel sales contest which not only produced the desired results, but has proved of lasting benefit. Called the "Five Star Spring Clean-Up" campaign, this contest was designed to promote the sale of Cleaning Solvent, Specialties, Kerosene, Triton Motor Oil, and Stop Wear. The operation of the contest was very simple. When a district or substation equaled last year's sales record on Cleaning Solvent and Specialties a star was awarded for either or both items. Likewise, stars were awarded when Kerosene and Triton Motor Oil sales exceeded previous year's sales for the same period by ten percent. On Stop Wear the sales department

<b>THE WINNAHS!</b>		
<i>Agent</i>	<i>Substation</i>	<i>District</i>
<b>J. E. Van Woert</b>	<b>Ellensburg</b>	<b>Yakima</b>
<b>R. E. Dowling</b>	<b>Rosalia</b>	<b>Colfax</b>
<b>H. Harrier</b>	<b>Blaine</b>	<b>Bellingham</b>
<b>W. H. Heath</b>	<b>Grants Pass</b>	<b>Medford</b>
<b>M. F. Cox</b>	<b>McMinnville</b>	<b>Portland</b>
<b>F. W. Gibson</b>	<b>Port Angeles</b>	<b>Bremerton</b>
<b>A. Zenger</b>	<b>Eugene</b>	<b>Salem</b>
<b>K. D. Neyland</b>	<b>Dayton</b>	<b>Walla Walla</b>
<b>K. Lokensgard</b>	<b>Newport</b>	<b>Spokane</b>
<b>A. S. Olesen</b>	<b>Ephrata</b>	<b>Wenatchee</b>
<b>F. W. Conlin</b>	<b>Tacoma</b>	<b>Tacoma</b>
<b>J. U. Dahlin</b>	<b>Prineville</b>	<b>The Dalles</b>
<b>F. K. Cadwell</b>	<b>Vancouver</b>	<b>Kelso</b>
<b>R. A. Wilson</b>	<b>Centralia</b>	<b>Olympia</b>

prepared a form questionnaire designed to promote better general conditions of Stop Wear accounts. When the agent finished filling out one of these questionnaires for every reseller account within his district, he received a fifth star for Stop Wear.

The beauty of this campaign was that it did

not require a lot of detail work on the part of sales representatives. All that was necessary was to report the sales figures on each item after the objective had been attained. As in every contest, the "Five Star Spring Clean-Up" had its winners, fourteen in all, who equaled or bettered last year's record in every department. Their names, substations, and districts are listed in box above. Congratulations, Boys!

**Trees for Treasure Island**



Treasure Island, site of the 1939 Golden Gate International Exposition which is now well on its way to completion, must have foliage and so strong young trees are ferried across the bay for transplanting on the grounds.





### THE REALM OF ROSARIA

**T**HE 30th Annual Festival of Roses, Portland's spectacular gesture of thanks to a beneficent nature, has passed into history—but the memory lingers on. From the opening demonstration in which the City was magically transformed into the Realm of Rosaria, to the final prank of the Merrykana funsters, the entire Festival was just one huge, glorious, entertaining spectacle of which Portland has every reason to be proud.

With the coronation of Frances Hulse, as Queen Frances II of Rosaria, and the presentation of the Queen and her princesses, the Festival was opened. Received by an admiring throng, the Queen and her attendant ladies proved fully worthy of the honors that were showered upon them. They were everywhere, smiling, genial, gracious, and lovely, through a whole busy week.

Then came the Rose Show, in which five thousand gorgeous blossoms were placed on exhibition, a feast of beauty such as only nature can provide. Every garden plot in the City added its patch of color to the kaleidoscope, and here in the Rose Show were the pick of them all—the evidence that Portland is in very fact the City of Roses.

Next day a quarter of a million people lined the city streets to witness the great event of the Festival, the grand floral parade. And they were well rewarded. A dazzlingly beautiful procession of symbolic floats, beautiful girls, strutting bands, ladies and gentlemen of the gay nineties, Indians, and cavemen, wended its majestic way like some huge, brilliant,

multi-colored caterpillar, through the city, and passed into nowhere. But its passing will be long remembered!

It is well-named the Festival of Roses, for the favorite of all flowers dominates the entire scheme. One would think that every rose bush and tree in Portland had been robbed of its last blossom to permit such a gorgeous display, but throughout it all, homes and gardens still maintained their own distinctive and infinitely beautiful floral shows. Make no mistake about it, Portland really grows roses—roses of every conceivable hue, size, and shape, the glorious perfume of which, during Festival time, sweetens the air everywhere.

A story of this occasion would be lamentably incomplete without some comment on the Junior Festival. Juvenile Portland, not to be outdone by its elders, stages its own show. This year a lovely little lady—Diane Soles, and her prime minister, Walter Hesler, were commanders-in-chief of one of the finest, most beautiful, and most entertaining, affairs of its kind we have ever been privileged to witness. Almost as long as the big parade, the Junior Festival included about 5000 children, with their bicycles, tricycles, scooters, pet cages, and an indiscriminate variety of rolling stock, all tastefully decorated with flowers. They themselves were beautifully costumed, and introduced literally hundreds of novelties that kept the crowds in excellent humor all along the line. There were dogs of every known description, dressed in the queerest outfits. One little fellow had his pooch clad in a con-

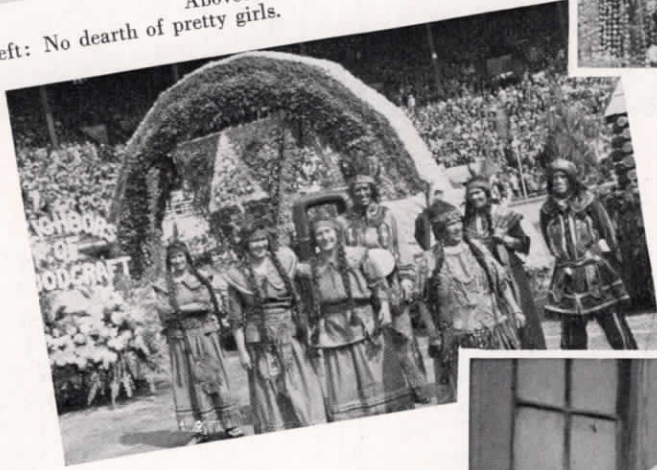
The best seats aren't always expensive.



Above: Salem's prize winning float.  
Left: No dearth of pretty girls.



Not only did Pasadena which took first prize for but also brought along the which plays each year at



Guess again—they're not real Indians.



Left: They all looked like queens to the camera.

Below: The Portland Chamber of Commerce float was a symphony of pastel flowers and lovely maids in summer dresses.



Queen Frances and her courtland's high schools, donned the Junior Festival Parade n



Below: Caveman and his cave-wife added to the hilarity of the day.



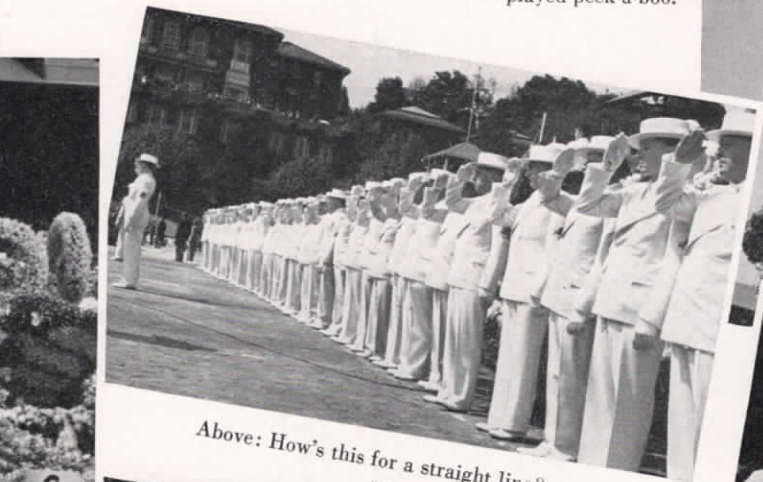
From astride a steed of roses, this vivacious young equestrienne threw her winks with wild abandon.

These little girls played peek-a-boo.



enter a beautiful float for out-of-State entries. The famous Bulldog Band at the Rose Bowl event.

Scotties marched to the wail of bagpipes.



Above: How's this for a straight line?

Right: And still more pretty girls.



Right: Madame Pompadour and a pretty punchinello.

Below: The Royal Float, a great barge of flowers, carried Queen Frances II and her eight princesses in the parade.



Below: Another cave man — how'd you like to meet him in the dark?

rt, all picked from Port-street dress and watched next day from the stand.

More colorful than fireworks were the lovely floats which paraded past the throngs at the Multnomah Stadium.





Above: One of the prize-winning junior floats.

The Junior Festival Parade is just about as important as the big event of the preceding day. Below are Queen Diane Soles and her Prime Minister, Walter Helser, in their gorgeous float which paraded in both events.



Above: The kids designed this one without help.



Distinguished spectators.



And flower-decked bikes.



Above: The snappy girls' band does a well executed about face.



Above: Originality comes naturally with the Junior paraders.



Everybody loves a parade.

Just out for a promenade.



vict's overalls, with a ball and chain attached to his hind leg. Others wheeled them in toy baby carriages dressed in baby clothes. There were hobo dogs, and gentleman dogs, and an infinite variety of characterizations, all very cleverly done, and decidedly amusing. There were smart bands, lots of them, with prancing majorettes out in front, and there were Mexican bands, and Hill Billy bands, and almost every conceivable kind of band you care to mention.

If there exists any nationality that wasn't represented in the colorful costumes of the youngsters, we don't know it, and at intervals all along the way were more pretentious floats that might easily have taken a place in the grand parade the day before. And the thing that is interesting is that the youngsters do their own designing and building. Mothers,

of course, are undoubtedly called into the picture for the actual dressmaking, and it is probably pretty difficult to keep dad from interfering with the decoration of the scooter, but, fundamentally, the affair is the sole responsibility of Junior and his girl friend, and there is lots of evidence of the uncontaminated ingenuity of the children.

Ending up with the Merrykana, in which the grown-ups let down their hair and made whoopie for a few hours, the entire Rose Festival is a thoroughly enjoyable and highly spectacular affair. Year by year its fame spreads wider, and through its tremendous appeal, more and more people are making the annual pilgrimage to Portland, not only to participate in the passing joy of the Rose Festival, but to feast on the beautiful surroundings that render Portland always attractive.

### Castaways Rescued by Tanker

The story of a ten day siege in an open boat without food or water was related recently to Cristobal newspapermen by Andrew Jean and Bartelo Geinui, Haitian natives, who were picked up Friday, June 17, by Union Oil tanker S.S. Cathwood, under command of Capt. O. Phillipsen.

The two Haitians were enroute from Cape Haitien to St. Marks when overtaken by a tropical storm. The wind quickly ripped off their sails, leaving them at the mercy of a turbulent sea. They tried vainly to reach port, using a pair of bamboo oars, but were carried further and further from shore. Weathering the storm, they were soon the prey of the blistering sun, from which there was no shelter aboard their tiny, unstocked craft.

Bearing down upon them after ten days, the S.S. Cathwood arrived not a whit too soon. The half-dead Haitians were lifted aboard, where a kindly crew promptly set about the business of salving their blistered skin and nursing them back to health. Food and water were administered in tiny quantities until their fevered stomachs could assimilate nourishment.

Upon reaching shore again, the unfortunate pair appeared to be little the worse for their harrowing experience.

### Heads Bellingham Lions Club



Carl Evjen

Carl Evjen, Union Oil Company's district sales manager at Bellingham, Washington, has been an active participant in the city's civic affairs since his transfer there from Bremerton, three years ago. Last year he served as educational chairman of the Whatcom County orthopedic drive and handled his part of this philanthropic enterprise in a very creditable fashion. Newest job which Carl Evjen takes over is the Presidency of the local Lions Club. He was elected without competition to this office and assumed the duties on June 16, when he and other new officers of the organization were officially announced and installed.

**DON'T FORGET!**

★ UNION OIL GIRLS' CLUB ★

**STARLIGHT DANCE**

at

**The Vista Tropical Terrace**

Entrance 110 So. Arroyo Blvd.

Lower Gardens, Vista Del Arroyo Hotel, Pasadena

**Friday, August 5, 1938**

**Informal**



**From 9 'til 1 a. m.**

**75c per person**



T. F. Thompson



R. E. Thorpe



W. M. Weir



L. B. Beckwith

**ORGANIZATION SHIFTS**

According to a bulletin released June 30, 1938, by V. H. Kelly, director of sales for Union Oil Company of California, the following appointments were made effective beginning July 16:

T. F. Thompson, formerly general supervisor of asphalt sales, appointed to the position of division asphalt supervisor, Central Division.

R. E. Thorpe, formerly division asphalt supervisor, Central Division, appointed division asphalt supervisor, Southern Division.

W. M. (Bill) Weir assigned to the Head Office fuel oil and asphalt sales staff as general asphalt sales representative. Mr. Weir is now responsible for asphalt sales and related activities in the states of New Mexico, Utah, Colo-

rado, Idaho, and Arizona. His activities in Idaho and Arizona will be in cooperation with the Northern and Southern Division managers respectively for such portions of those states as come within the boundaries of these divisions.

L. B. Beckwith assigned to the Head Office fuel oil and asphalt sales staff as technical assistant with respect to coordination of the technical aspects of asphalt sales activities throughout all divisions with the Manufacturing and Research departments.

The position of general supervisor of asphalt sales, Head Office, has been discontinued and the responsibilities of this office will, in the future, be absorbed by the assistant manager of asphalt sales.

**Southern Division Sales Managers Meet**

Below: On hand, of course, at the semi-annual Southern Division district sales managers' meeting were M. W. McAfee, Roy Linden, and C. H. Mann, at the moment deeply absorbed.



Z. F. Smith, below, was absent when the photographer snapped the group picture, so we stuck in an individual shot of him.



At the semi-annual Southern Division district sales managers' meeting, held last June, are: Left to right, front row—C. H. Mann, H. F. Armour, W. A. Cole, R. C. Copeland, E. J. Munn, J. D. Nesbitt, M. W. McAfee, W. S. Grant, R. Linden, J. S. Swanson, V. O. Nordquist, W. F. Lewis, and J. A. Bernard.

## A FLOAT IN THE MAKING



Making the Rose Festival floats is a big job that keeps many workers busy during the week preceding the parade. Busiest night, of course, is the eve of the parade. At left: Hans Niklas covers the flower laden float with newspapers which are then dampened.

Below: As fast as the flowers are put in place, they are covered and dampened.



Below: Early on the morning of the big parade, the butterfly wings and superstructure, decorated the night before, are installed by a crew of workmen. The final touches are then added.



Below: Flowers must be carefully selected, if the float is to look its best.



Below: Here's the final production that took second prize in its class in the Rose Festival. Pretty girls constitute its crowning glory.



Above: Al Wallace, Portland agent, and H. H. Ramsey, division sales manager at Portland, give Union Oil Company's handsome entry a final once-over before it moves off to join the parade. Much credit is due Hans Niklas who supervised the building of this float.

**UNION'S NEW TANKER**

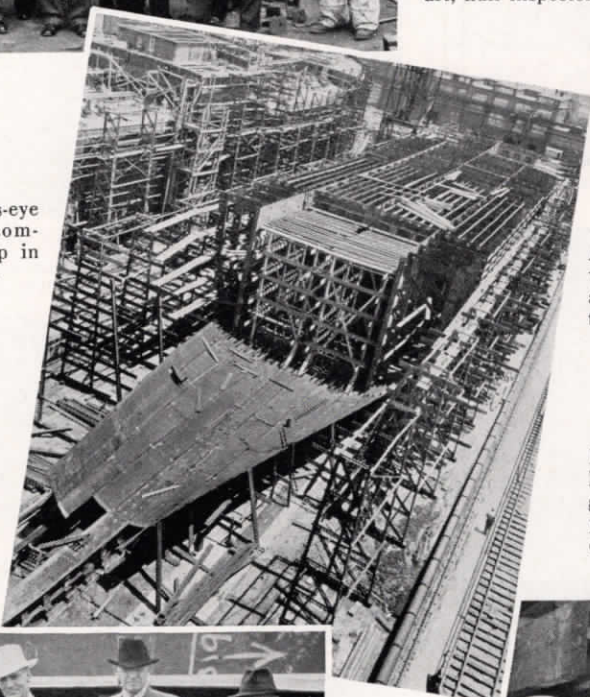


Left: Standing on the shell plates of the new Union carrier are, left to right: A. O. Pegg, Wm. Groundwater, Mr. Carlson, Mr. Hodges, assistant supt. of construction, Mr. Valentine, W. L. Stewart, Jr., Mr. Ord, Mr. Gladding, supt. of hull construction, and James Stewart, hull inspector.



Above: Messrs. Wm. Groundwater and W. L. Stewart, Jr. are photographed standing in the stern keel plate of the ship.

Right: A bird's-eye view of the company's new ship in the making.



Below: A. O. Pegg, W. L. Stewart, Jr., Wm. Groundwater, and James Stewart inspect the front cofferdam section.

Below: Inspecting the welded wing bulkhead at forward end of the engine room. The wood shown in these pictures is merely staging and is, of course, removed when the steel structure has been completed.



On June 13, 1938, Mr. W. L. Stewart, Jr., Union's vice-president, and Mr. William Groundwater, director of transportation, visited Mr. A. O. Pegg, marine department's superintending engineer, who for the past few months has been overseeing construction of Union Oil Company's newest tanker, being built at the Maryland ship-building plant of the Bethlehem Steel Co., Sparrow Point, Md. The ship, technically described as a Bethlehem-Frear type oil carrier, has a dead-weight tonnage of 13,000 and an overall length of 463 feet. Its speed, loaded, will be approximately 13 knots, and the cargo capacity will be 101,400 barrels of gasoline. Special attention has been given to the designing of comfortable quarters for both officers and crew. This new tanker will be completed next spring.





V. H. Kelly

### V. H. KELLY PASSES TWENTY-FIVE-YEAR MARK

ON JULY 1, 1913, there came to Union Oil Company at Tacoma a young man with several years' background of sales experience in marine and other industrial circles, and two years as an independent jobber of lubricating oils. He was a studious individual, with an analytical mind, and a unique system of psychology that quickly attracted the attention of his superiors. V. H. Kelly was his name, and northwesterners still talk about his independent studies of lubrication and lubricants, and his capacity for handling men and situations. An example of his psychological influence was told the writer once by several of his early associates in the Seattle territory, somewhat as follows: When a salesman developed a problem he would go to Mr. Kelly, state the whole situation as clearly as possible, and then enquire, "What do you think I ought to do, Mr. Kelly?" The Chief would ponder a few minutes in silence, with his hands pressed together in front of him, and would then ask in turn, "What do *you* think you should do?" Immediately the consultant would suggest a way out, and, usually, the only sensible way out. This influence on people is a quality of Mr. Kelly's that is not accidental. He has acquired it by long years of study. He is a voracious reader of history—averages about six hours a day, in fact, learning the qualities, the failures, the successes of bygone leaders and their systems, and applying his findings in the guidance of the men who now come under his own direction. His favorite venture in the abstract sciences is the cultivation of humanitarianism and its substitution for the old mechanical efficiency of industry. More closely allied to his industrial association is an unflagging

interest in the study of lubricants for industrial machinery, and an unremitting search for new applications of lubricants in the widely diverse industrial processes.

V. H. Kelly has had an interesting career. In his younger days he was a slashing fullback on an Eastern football team, and spent two years coaching grid enthusiasts in the art of packing the pigskin. He is a veteran of the Spanish-American War, and his favorite game of skill is still revolver shooting. His one outstanding weakness is an unshakeable preference for derby hats.

Now that he has reached the highest sales post in Union Oil Company, director of sales, he is devoting no small part of his time to the practice of the psychology, to which he has given so many years of study. He lives quietly in Glendale with his family, and finds surcease from his daily exertion in a fine garden, in which he experiments with the propagation of conifers and other evergreens; and when dusk drives him indoors, he sinks into an easy chair, to commune for the remainder of the evening with his favorite authors, F. Britten Austin and Charles G. D. Roberts.

Out of a life, rich in experience and generous in reward, Mr. Kelly has assimilated a simple homely philosophy that has found frequent expression in his messages to employees through the Dealer News and the Bulletin. He has also acquired one profound conviction—that the tempo of our modern life is altogether too fast. To those associates in Union Oil Company, therefore, with whom he has spent a really worth-while quarter of a century, he suggests as an antidote for the epidemic of speed mania, the adoption of his own business motto, "Easy does it."



L. G. Metcalf

## L. G. METCALF APPOINTED DIRECTOR OF MANUFACTURING

**L**ESTER G. METCALF, Union Oil Company's manager of refineries for the past eight years, has been appointed director of manufacturing, succeeding R. E. Haylett, deceased, according to a bulletin issued by R. D. Matthews, executive vice president of the company.

Mr. Metcalf is a graduate of Pomona College and Massachusetts Institute of Technology, and first became associated with Union Oil Company in the Northern Division pipe line department in 1913. He left Union for a time, however, to engage in other activities, and his official record dates from July 5, 1917 when he was employed as refinery engineer at Oleum. He had only worked a short time in this capacity when his career was again interrupted, this time by the call to active service. After eighteen months in the U. S. Army, he resumed his activities at Oleum refinery, first as machinist foreman, and later refinery engineer. By 1920 he had already begun to display the qualities that have brought him to his present eminence in the company, and in that year was appointed superintendent of the Oleum plant. In this position he remained until 1926 when he was moved to the Los Angeles office as assistant manager of refineries. His promotion to the post of manager of refineries took place in 1930.

"Met," as he is best known to his friends, is a man of inexhaustible energy, a dynamic individual with an unlimited capacity for work. He has been an active member of the Provident Fund Board of Administrators for the past three years, and has always been a potent factor in the shaping and promotion of safety and other employee welfare programs. He is unusually democratic, and rarely misses

a picnic, banquet, or other employee affair. He is a top-notch bowler, plays a pretty good game of tennis, frequently indulges in a game of golf, is an expert marksman, with shotgun or rifle, takes a vital interest in the snipe boating proclivities of his children, and, in fact, has such a wide diversity of interests that it is difficult to keep track of them all. It is an interesting indication of his prowess in college athletics that he has more letters than any other graduate of Pomona. During his sojourn at the California school he played varsity football for five years, and, in fact, was an outstanding member of some of its most famous teams. He was also on the track team for five years, and for four successive years played varsity baseball and basketball. He played in the first English rugby game ever staged on the west coast, between the University of Southern California and Pomona in 1906.

Apart from his direct company interests, Mr. Metcalf has for many years been active on various technical committees of the American Petroleum Institute, and has been a valuable consultant to other members of the industry on matters pertaining to refinery technology.

## Wm. Groundwater Chairman of Safety Board

Effective June 27th, according to a bulletin released by executive vice-president R. D. Matthews, Wm. Groundwater, director of transportation, was appointed chairman of the Union Oil Company Safety Board, replacing R. E. Haylett who passed away last June.

## CREATING A TRITON BILLBOARD

Executing a billboard poster in full color is pretty complicated business. The use of color photography for this purpose was initiated on the west coast last spring by Union Oil Company, and has proven a popular departure from more common practices. Bob Byrne, of Union's advertising department, dropped in on photographer Herbert Lyman Emerson last month and took the candid camera shots on this page. They give some idea of the work involved. Diminutive "Sue," as she has been named by her creator, Bob Wallace, will soon appear on billboards.

Below: Photographing Sue is just about as important a job as taking a picture of any movie star. Photographer Emerson studies her profile, complexion and costume, then arranges his lights accordingly.



Below: Bob Wallace, the artist who creates the marvelously executed little figures, combs Sue's golden tresses with loving care. Sue must look her very best.



Above: It takes a crew of four men to set the tiny stage. Model, costume, car, and background must be studied and checked before Mr. Emerson clicks the shutter on his expensive "one-shot" color camera, which records every minute detail of the set-up.



Above: At last pretty Sue and sporty roadster are posed to suit the exacting photographer. Overhead lights are dimmed, spotlights adjusted, tiny reflectors brought into play by the stage hands, and Sue, as composed as any million dollar movie actress, has her picture taken. So ends her busy day.

## Thirty Years



F. S. Grant  
Field, Coast Div.



S. D. Herkner  
Sales, Central Div.



**E**ACH month brings a new list of Union Oil employees who receive service pins, some for periods of twenty years and more. And each month the Bulletin prints a very brief account of these people and their association with the company. Such sketchy biographies leave much unsaid and cannot hope to give more than a glimpse of the employee's career, but they do serve to emphasize, once more, the dignity of a job well-done.

### FERGUS GRANT

Fergus Grant started a thirty year association with Union Oil Company at Orcutt, California, on July 1, 1908. Starting as a laborer, during the days when twelve-hour shifts were the rule, Grant worked successively as roustabout, well puller, and tool dresser. On September 1, 1921, he became a field pumper, and, finding this job to his liking, he has never engaged in any other work since that time. When the Santa Fe Springs field opened up in 1922 "Fergie" might have come south, but, like a number of other old-timers, he elected to stay at Orcutt. During his unbroken thirty year period in Orcutt field, he has seen it develop almost from the beginning and has watched the development of the recently discovered Santa Maria Valley Field.

Fergus' particular hobby is bee culture. He has a number of "stands" scattered throughout

the fields, in and around Orcutt and he spends a good part of his spare time at this avocation. His favorite sports are fishing, deer hunting and clam digging—if the latter can be properly classified as a sport.

### SIDNEY D. HERKNER

Sidney Herkner, best known to intimates as "Sid," began his long association with Union Oil Company on July 20, 1908 at the Stockton office and, one year later, was transferred to Sacramento as office and credit manager—he was, incidentally, the sole occupant of this so-called office. In 1911 Herkner went out into the territory as a salesman, covering Sacramento Valley north to Oregon and east to Nevada. In 1916 he became district manager at San Jose and subsequently acted in this same capacity at Sacramento, Los Angeles, Seattle, San Francisco, and Oakland.

In December, 1933, when the company's marketing and sales set-up was reorganized, Sidney Herkner was appointed division sales manager of the Central Division. He has held this position ever since, his headquarters being at San Francisco.

During the past twenty years "Sid" has spent a good share of his spare time playing golf. He takes the game seriously, just as he does his work, and is a worthy opponent for any cup-collector. He is also an ardent swimmer—likes

## Twenty-Five Years



E. J. Adams  
Sales, No. Div.



F. J. Meyer  
Sales, No. Div.



R. O. Nelson  
Sales, No. Div.



M. B. Robinson  
Sales, No. Div.

to get up early and take a dip before starting off to work.

### EDWARD J. ADAMS

E. J. Adams was born on January 24, 1870, in Devizes, England. He has probably been associated with the petroleum industry longer than any other person in the State of Washington. Arriving in the U. S. in February, 1891, he secured a position as bookkeeper with the Standard Oil Company at Tacoma, Washington, where he worked for twenty-one years, finally leaving to join his friend Jack Wolff, who operated the Paragon Oil Company at Tacoma. He remained with this company until July 1, 1913, when it was bought by Union Oil Company and thereupon became a Union employee. This makes a total of forty-six years continuous service in the petroleum industry.

Adams started with Union as a clerk in the Tacoma office, a position he filled capably for many years. In 1934 he was appointed assistant agent at Tacoma and he holds this position at the present time.

E. J.'s spare time and spare change are lavished upon a small and singularly different looking motor boat known as "Popeye." His entire weekend is often consumed getting Pop-eye in condition for a cruise across the bay—after which it is usually necessary to row it back to home port.

### FRANK J. MEYER

Frank Joseph Meyer's career in the petroleum industry started in 1908 with the Paragon Oil Company at Tacoma, Washington. He became a Union Oil Company employee on July 1, 1913, when Union purchased Paragon. At this time Union put one automotive tank truck into service in the Tacoma district. This truck, number 65, was a right-hand drive

White, powered by chain and sprocket, and F. J. Meyer was given the job of driving it. He was soon made salesman at Tacoma and still holds this position. Frank is one of the best known salesmen in the city of Tacoma, and one of the biggest, for he weighs 250 pounds.

His chief interest is his family, including several grandchildren. His hobby is stamp collecting. His weekends and vacations he spends at his summer lake home. He delights in swimming and entertaining at this abode.

### CHARLES A. DEFRANCE

Charles Arthur DeFrance was born in Mercer County, Pennsylvania; later moved to Bradford, Pennsylvania, where his father had an oil lease. At the age of sixteen he moved to Grove City, Pa., and after finishing school he went to work in the oil fields.

He came to California and started with Union Oil Company on July 5, 1913, in the production department at Maricopa. He was later transferred to the drilling department for a year and then became a production foreman on the Lakeview Lease. On September 1, 1917, he was transferred to Orcutt as production foreman. He stayed there until the fall of 1929, at which time he was transferred to Santa Fe Springs—his present location.

Charles' favorite off-time activities are golf and trout fishing. He indulges in these sports at every opportunity.

### ROY O. NELSON

Roy Nelson entered the employ of Union Oil Company as drum and barrel clerk at Stockton, California, on July 22, 1913. He served in various accounting positions until January 1, 1916, when he was transferred to the sales department as ledger clerk. He subsequently

## Twenty Years



W. M. Conley  
No. Div. P. L.



E. H. Weaver  
Purchasing, H. O.



J. H. Knickerbocker  
No. Div. P. L.

became assistant cashier, credit clerk, and on April 15, 1918, was transferred to Newman, California, as sales agent. Since that time he has served the company as agent at Hayward and at Stockton. He took over his present job as order clerk at Oakland on January 9, 1931, being transferred at that time from Hayward.

Roy is held in the highest esteem by fellow employees. He lends a helping hand to all new employees at the Emeryville plant and his experienced coaching has helped to develop many new men.

A family man, Roy has two sons, one of whom is at present working for Union Service Stations. He has two hobbies—baseball and gardening. Dahlias and gladiolas are his favorite flowers and from his own garden he has brought many of these to the station, transplanting them in every available spot.

### MILTON B. ROBINSON

M. B. Robinson's career with Union Oil Company has been spent entirely on the sales force. He started out with the company as a tank truck salesman at Portland, Oregon, on July 26, 1913, and later became a salesman in the Portland area. On February 22, 1922, after spending about nine years in the Portland area, he was promoted to the position of agent at Eugene, Oregon, where he spent eight more years. On May 27, 1930, he graduated from the college city to Salem, Oregon's State Capital, where he served as agent and later as industrial salesman. Since 1930, Robinson has been variously stationed as agent, salesman, and industrial salesman at Vancouver, Astoria, and Stevenson. While at Stevenson he very capably covered the construction requirements for the great Bonneville Dam. At the present time he is an industrial salesman, his headquarters being at Klamath Falls, Oregon.

"Robbie," as he is known to friends throughout the northwest, finds time to indulge his enthusiasm for fishing—and, of course, there is more than enough fish in his present territory to keep him pretty well occupied on his day off. He is also an ardent duck hunter.

### WILLIAM M. CONLEY

William Conley entered the employ of Union Oil Company on July 2, 1918, as a machinist's helper and subsequently worked at all of the stations of the Northern Division pipe line until November 1921. He was then transferred to the Southern Division pipe line as machinist. On August 1, 1923 he was made head machinist and shortly thereafter became machinist foreman, a position he held until October 16, 1936, when he was again promoted, this time to the position of district foreman on the Southern Division pipe line, with headquarters at the Stewart station.

On September 1, 1937, he was transferred back to the Northern Division pipe line as district foreman, his headquarters being at Bakersfield.

Bill is an excellent swimmer and, at the age of 17, was responsible for the heroic rescue of two aviators who had crashed into the sea at Venice.

As this went to press, he was preparing for a two-week vacation in the High Sierras, where he expected to do a lot of fishing.

### ELMER H. WEAVER

E. H. Weaver, familiarly known as "Buck" to his many friends along the Pacific Coast, entered the company's service on July 3, 1918, as buyer at the head office. He was sent to Seattle in 1921 to establish a purchasing office to handle the Northern and Canadian Divisions. He was appointed district purchasing

## Twenty Years



A. S. Luttrell  
Field, Coast Div.



L. C. Kelley  
Credit, Head Office



W. C. Cory  
Mfg., L. A. Ref.



C. B. Esplin, Sr.  
No. Div. P. L.

agent in 1925, and was assigned to general duties in the purchasing department at Los Angeles last year.

Weaver's fifteen years in the northwest were busily spent. He took an active part in church, civic, and purchasing association work. Served the Washington Purchasing Agents Association as president, secretary, and was a trustee for twelve years. He was also a purchasing instructor for two years at Y.M.C.A. schools and has figured prominently in Y.M.C.A. management. Buck has written many articles on the subject of purchasing and is co-author of "Purchasing Handbook," now in publication.

Although he does not have any particular hobbies, he enjoys golf, swimming, volleyball, and gardening. His most important hobby at this time, if it can be classed as such, is putting three daughters through college. As his youngest daughter just graduated from Eagle Rock High School and plans to join her sisters at Linfield College, Oregon, Buck and Mrs. Weaver will be left alone next year.

### CATHERINE M. COX

Miss Catherine Marcella Cox bears the distinction of being the first woman at Oleum refinery to attain twenty years of service. She attended schools in Contra Costa County and then completed a business course at Oakland. After a short period of employment in Oakland, she joined the clerical staff at the Oleum plant as a stenographer on July 8, 1918. Miss Cox has worked as stenographer and clerk in most of the offices at the plant and for the past five years has been the secretary to the refinery manager, N. F. Myers.

Miss Cox was active in the organizing of Oleum Girls' Club and is president of the club at the present time. She is a star on the Girls' Club softball team, playing the "hot corner."

Her consistently good bowling average gives her a place on the Girls' Club bowling team, too. It is apparent that Catherine leads a busy life and fully earns her vacations, which she loves to spend in the Sierras.

### JOHN H. KNICKERBOCKER

John Knickerbocker was born in St. John, New York, where he spent his boyhood days. Upon graduation from high school he entered the New York Training School for Teachers and thereafter taught in the schools of New York State for eight years. In 1900 he entered the employ of the U.S. Government in the railway branch of the Postal Service which ran between New York, Albany and Buffalo. He remained at that work until he came to California in 1918.

"Knick" as he is known to the men on the Northern Division pipe line, was first employed by Union Oil Company on July 9, 1918, in the office at San Luis Obispo. In September of the same year he was promoted to dispatcher and has been engaged in that capacity ever since.

Photography has been his hobby since childhood. He is particularly interested in the scientific and chemical phases of the work. He became a member of the American Chemical Society in 1931 and is also a member of the Royal Photographic Society of London. During his spare time, Knick can usually be found busily engaged in research work in his favorite haunt, the laboratory.

### ALFRED S. LUTTRELL

A. S. Luttrell first entered the service of Union Oil Company at Orcutt, California, on July 17, 1918, as time keeper and clerk. On January 1, 1923 he was promoted to chief clerk at Santa Maria. At this time the office staff at

## Twenty Years



J. H. Pfeiffer  
Field, So. Div.



H. Billington  
Gas, Coast Div.



C. H. Elliott  
Compt., Head Office

Orcutt consisted of fifteen clerks. Seven strings of standard tools were in operation and approximately two-hundred wells were producing in the Orcutt, Casmalia, Lompoc and Cat Canyon fields. In 1922 the Santa Fe Springs field opened up and activity at Orcutt slowed up. At one time Luttrell was the only clerk in the district. Later, however, the Santa Maria Valley field again brought a considerable working force to the Orcutt office and Luttrell is now in charge of personnel records and production, a job he took over on October 1, 1931.

Al is an enthusiastic golfer and is extremely fond of fishing and hunting. He was the first president of the Orcutt Federal Credit Union and is a member of the board of directors at the present time.

### LAWRENCE C. KELLEY

Before becoming associated with Union Oil Company, Lawrence Kelley practiced law for seven years in the State of Kansas. He attended the University of Valparaiso and later graduated from law school at the University of Kansas in the summer of 1911. After obtaining his law degree, he served as attorney for Santa Fe Railway for three years. Kelley spent four more years as district attorney at Newton, Kansas, before coming to California.

His association with Union Oil Company began on July 22, 1918, when he was employed as a credit man, in the Los Angeles district credit department. After he had worked on that basis for approximately one year, he was transferred to the head office. Later the same year his legal background and experience served to get him a new post as attorney for the credit department, assisting W. M. Cooney.

Lawrence Kelley boasts no hobbies or pet enthusiasms. He belongs to several fraternal organizations and takes an active part in them.

### WALTER C. CORY

Walter Cory attended Colorado Agricultural College before coming to California in 1900. Before becoming an employee of Union Oil Company, he spent nine years in the lumber business and another ten years as a rancher, not far from Yosemite. He got his first job with the company on July 23, 1918, as an asphalt car loader at Oleum. However, he was soon promoted to assistant stillman and was transferred to the Los Angeles Refinery as asphalt stillman on September 16, 1921. In 1926 he was again promoted, this time to the position of asphalt foreman, the job he holds at the present time. Since 1921, all of Walter Cory's work has been at the Los Angeles Refinery.

Walter's hobbies, at the present time, are two little grandsons—one four years old, the other just two months new—and also one very new Chevrolet sedan, equipped with every kind of gadget imaginable. His other outside interests include membership in the newly organized "Sixty Plus Club" at the L. A. Refinery.

### CHARLES B. ESPLIN, SR.

Charles B. Esplin, Sr. entered the employ of Union Oil Company for the first time on April 14, 1917, as a carpenter at the Shandon Pump Station, but left the company the following January. His present seniority dates from July 23, 1918, when he was re-employed as carpenter. Since 1918 Esplin has been in charge of the carpenter work done for the Northern Division pipe lines. When busy he has to add men to his crew, but during periods when little work existed he has worked alone at this job.

He is well known and well liked in the Northern Division and finds his chief interest in social contacts with his many friends. He



and Mrs. Esplin recently celebrated their golden wedding anniversary. They have both sons and daughters—of these best known among company employees is son "Bill" Esplin, who is senior engineer at the Avila Pump Station.

#### JOHN H. PFEIFFER

John Henry Pfeiffer was born in Frostburg, Maryland, and went through school there. His first real job, which lasted for five years, was that of steel roller in the grimy mills at Pittsburgh, Pennsylvania. From this job, John came to California in 1909 and went to work for the Southern California Edison Company as a "grunt," or electrician's helper, served his apprenticeship and became a journeyman electrician.

Through an acquaintance with Roy Angle, who was a garage foreman at the time, he heard of an opening in Union Oil Company, applied for the job, and on July 24, 1918, went to work at Brea as an electrician. From February 16, 1926, when he was transferred to the drilling department, until 1930 he worked at a variety of field jobs. On December 1, 1930, he went back to work on an electric gang in the Maricopa district for a period of about six months. Pfeiffer has worked with the electric gangs out of Santa Fe Springs since 1931.

"Jack," as he is better known to friends, has just one prime hobby and it is fishing—any kind, just so it's fish.

#### HARTLEY BILLINGTON

Hartley Billington joined the Union Oil Company on July 29, 1918, as a laborer at the Orcutt absorption plant. He was soon promoted to mechanic's helper and later, on March 16, 1920, to garage mechanic in charge of all automotive equipment in the district. In 1925 he was made plant mechanic and in 1930 was put in charge of absorption and compressor plant operations. In May of 1937 the Santa Maria Valley compressor plant was put into operation and the supervision of this new unit was added to his duties.

Hartley has always been active in employee affairs in the Orcutt district, and was one of the original directors of the Orcutt Federal Credit Union. His particular interests include sports such as baseball, basketball, and football, which is easily explained by the fact that his five boys and one girl have all made exceptionally fine records in these sports at Santa Maria High School.

#### CHARLES H. ELLIOTT

Charles Elliott was born in the little town of Trenton, Missouri. He attended Northwestern University for one year and then left school to take a clerical position with the Illinois Central Railroad. Before coming west he also worked for the Chicago Northwestern Railroad, the Quaker Oats Company and the National Biscuit Company. After leaving the middlewest, Elliott put in four years with the Arizona Copper Company, and finally settled in Los Angeles in October of 1912.

On July 29, 1918, he obtained a position with Union Oil Company as clerk in the disbursements division of the comptroller's department. For the past eighteen years he has audited the freight and trucking bills, which go through the head office.

No hobbyist, Charles likes to watch football and baseball games, enjoys tinkering with his automobile, and goes in for both lake and ocean fishing. In the summer time, he loves to take motor trips—is especially fond of the Redwood Highway area and the mountains.

#### Thirty Years—July, 1938

Grant, F. S., Field, Coast Div.  
Herkner, S. D., Sales, Central Div.

#### Twenty-five Years—July, 1938

Adams, E. J., Sales, No. Div.  
DeFrance, C. A., Field, So. Div.  
Kelly, V. H., Sales, Head Office  
Meyer, F. J., Sales, No. Div.  
Nelson, R. O., Sales, Central Div.  
Robinson, M. B., Sales, No. Div.

#### Twenty Years—July, 1938

Billington, H., Gas, Coast Div.  
Conley, W. M., Transp., No. Div. P. L.  
Cory, W. C., Mfg., Los Angeles Refy.  
Cox, C. M., Mfg., Oleum Refy.  
Elliott, C. H., Compt., Head Office  
Esplin, C. B., Sr., Transp., No. Div. P. L.  
Kelley, L. C., Credit, Head Office  
Knickerbocker, J. H., Transp., No. Div. P. L.  
Luttrell, A. S., Field, Coast Div.  
Pfeiffer, J. H., Field, So. Div.  
Weaver, Elmer H., Purch., Head Office

#### Fifteen Years—July, 1938

Bauman, E., Compt., Head Office  
Boyle, J. H., Sales, No. Div.  
Cheatham, R., Sales, Honolulu  
Cyrus, R. H., Transp., Head Office  
Diamond, P., Mfg., Oleum Refy.  
Furtado, J. S., Sales, Central Div.

Gartin, E. N., Compt., Head Office  
 Haggans, J. A., Mfg., Los Angeles Refy.  
 Harper, E. R., Constr., Central Sales  
 Henry, N. G., Compt., So. Div.  
 Hughes, W. D., Transp., No. Div. P. L.  
 Jones, L. C., Compt., Head Office  
 Lum, H. K., Sales, Honolulu  
 McClelland, R. W., Field, So. Div.  
 Macaulay, R., Transp., So. Div. P. L.  
 Malette, A. F., Compt., Head Office  
 Mello, A. V., Mfg., Oleum Refy.  
 Miller, C. M., Compt., Head Office  
 Noble, E. B., Exploration, Head Office  
 Parker, B. F., Mfg., Los Angeles Refy.  
 Pelletier, V. C., Sales, Central Div.  
 Rhode, A. H., Sales, No. Div.  
 Rogers, L. J., Sales, Central Div.  
 Sage, R. S., Transp., So. Div. P. L.  
 Shepherd, W. A., Mfg., Los Angeles Refy.  
 Stine, F. M., Field, So. Div.  
 Tanquary, L. H., Transp., So. Teleph.  
 Valentine, S. A., Bldg., Union Oil Bldg.  
 VanWagenen, G. E., Transp., So. Div. P. L.  
 Wagner, L., Field, So. Div., Ventura  
 Walker, M. E., Compt., So. Div.  
 Wilson, T. R., Mfg., Los Angeles Refy.  
 Worters, C. J., Purch., Head Office

#### Ten Years—July, 1938

Anderson, M. T., Mfg., Los Angeles Refy.  
 Backman, R. A., Sales, Central Div.  
 Biehn, S., Sales, No. Div.  
 Bond, R. S., Constr., No. Sales  
 Bouvier, J. A., Field, So. Div.  
 Carroll, L. L., Mfg., Los Angeles Refy.  
 Castor, S. L., Field, So. Div.  
 Chun, E. H., Sales, Honolulu  
 Dougan, A. C., Mfg., Maltha Refy.  
 Dyer, O. L., Mfg., Los Angeles Refy.  
 Erickson, A., Purch., Head Office (Seattle)  
 Flora, C. S., Mfg., Los Angeles Refy.  
 Haase, C., Mfg., Los Angeles Refy.  
 Hammond, A. C., Mfg., Los Angeles Refy.  
 Johnson, O., Field, So. Div.  
 Kibbe, M. H., Exploration, Head Office  
 Lamb, F. A., Sales, So. Div.  
 Lillquist, H. E., Sales, No. Div.  
 McDonald, J. I., Sales, No. Div.  
 McEwen, D. C., Sales, Central Div.  
 McGee, J. E., Mfg., Los Angeles Refy.  
 May, E. C., Mfg., Los Angeles Refy.  
 Meadows, J. E., Sales, Central Div.  
 Moyle, W. J., Transp., So. Div. P. L.  
 Pedersen, H., Mfg., Oleum Refy.  
 Philips, W. W., Compt., Head Office  
 Post, J. W., Transp., So. Div. P. L.  
 Reed, C. R., Mfg., Los Angeles Refy.

Shea, J., Mfg., Oleum Refy.  
 Sheldon, J. C., Auto., Central Div. Garage  
 Simmons, L. G., Mfg., Maltha Refy.  
 Smith, E. L., Exploration, Head Office  
 Stanley, H. M., Sales, No. Div.  
 Stricker, E. B., Mfg., Los Angeles Refy.  
 Trant, D. B., Transp., No. Div. P. L.  
 White, E. V., Sales, Canadian Div.

#### Heads Reedley Kiwanis



John Owens, Union Oil Company agent at Reedley, California, was recently elected president of the Reedley Kiwanis Club for the year 1938. For more than a decade, Owens, who is affectionately known to his friends and business associates as "Johnny," has been active in civic work and Kiwanis functions. He has gained many friends and has become acquainted with civic workers of national repute through his community activities. Although the Reedley Kiwanis Club is a newly formed unit, there is every indication that, under Owens' capable leadership, it will soon be one of the most active organizations in the state. Owens' previous Kiwanis affiliations include many units throughout the San Joaquin Valley.

#### Santa Barbara Fiesta Scheduled

Santa Barbara's famous "Old Spanish Days Fiesta," which has become a nationally recognized annual celebration, will start with the customary reception at the Santa Barbara Mission on Wednesday evening, August 10, and will continue until midnight of Saturday, August 13. In magnificent parades and pageantry, and in a number of colorful, informal affairs reminiscent of the hospitality and gaiety of the community's Spanish period, Santa Barbarans will again recapture the romance and charm of the early days in California. A thousand of California's finest horses, with saddles and bridles richly ornamented in glittering silver, flower decked carriages, happy laughter, Spanish music and dancing—all are a part of this festive occasion which each year draws a capacity throng to the city.

# REFINED AND CRUDE

By Richard Sneddon

In support of the theory of evolution, Bill Binks, a local dog fancier, has kept his spaniel cooped up so long in one of these narrow breakfast nooks that it now wags its tail up and down.

*And when Angus McBagpipes, the well-known Caledonian, was rescued from a rip tide at Long Beach a few days ago, in an outburst of sheer gratitude he told the lifeguard, "You're a brave laddie, an' I'm certainly goin' to reward ye'. Have ye change for a quarter?"*

**A fine contribution to vacation safety, by the way, is the recent development of the Scotch canoe—a small boat that positively will not tip.**

Personally, we have never cared much for rowing. It's a dippy sort of a sport.

*Speaking of sport, an expert in such matters says the Canadian game of Lacrosse was developed by the Iroquois Indians as a preparation for war. Preparation heck! It is war!*

**Now, may we pause to enquire: If, as the skeptics tell us, there is no such thing as mental telepathy, how does the long distance operator know when you are in the bathtub?**

And, the proprietor of the used car as good as new could never understand why he was getting so many punctures until he learned that it was formerly owned by the city tacks collector.

*It has been estimated that eight men are required to make one shirt, which sounds logical enough. We imagine it takes seven at least to conceal the pins.*

**Which recalls the local dry goods store that advertised, "Sale of work shirts for men with sixteen or seventeen necks."**

Back in the old days when we were still very young, lovers used to commune with each other in what was known as the language of the flowers. It's too bad we didn't know then about the California poppy. What its particular lingo is, we don't know yet, but it has the good sense to shut up at night.

*On the subject of flowers, a local horticulturist has been developing new dahlias and naming them after various celebrities. His latest production has a wide yellow streak running through it, and several celebrities have already left town.*

**And bridge, according to an authority, is so-called because of the fact that it spans a constant stream of conversation.**

In this connection we might also explain that making a psychic bid is precisely the same as ordering hash in a strange cafe.

*The railroad engineer on his day off went out to the golf course and practiced assiduously on his follow-through, to such good effect that next day he drove the train 400 yards past the station.*

**Incidentally, it may sound a trifle catty, but the Zeppelins are not the only gas bags that have crossed the ocean.**

It is an incongruous fact, however, that when traveling in an upper berth, you have to get up to lie down.

*And when the latest initiate to the ranks of the newly rich was asked if he were traveling incognito, he promptly replied, "No—Canadian Pacific."*

**Saying which, we are again puzzled to know how a fool and his money ever get together in the first place.**

The tender-hearted young lady on her first fishing expedition watched her escort pull a luscious trout out of the babbling brook. "But isn't it cruel?" she asked. "Naw," replied the Waltonian scornfully, "He likes it. Look at him wagging his tail."

*Then there was the enthusiast who suggested to his buddy, "How about some piscatorial diversion on Sunday?" "Sorry," was the answer, "can't possibly do it. I'm going fishing."*

**Last week we had a call from a member of the Purer Speech League. Junior opened the door, and as soon as the visitor had announced his affiliation, yelled, "Hey, mom! Here's a guy wants to buy dad's golf clubs."**

And it is entirely consistent that the poorer golfers frequently have to handle the most atrocious lies.

*"Are you the girl who took my order?" asked the impatient gentleman in the local cafe. "Yes, sir," replied the waitress, politely. "Well, I declare," he remarked, "you don't look a day older."*

**Also, while we hate to be complaining all the time, we ordered a new concoction for dessert the other day that the menu termed "college pudding." It had at least one egg in it that should have been expelled.**

And says the cynical tourist to the cafe proprietor, "Tell me the legend of this quaint old mince pie. I noticed it last time I was here."

*With which we conclude. Remember it is not necessary to go into politics in order to get a mud bath.*

