



SEVENTY ⁷⁶
SIX

AUGUST 1957

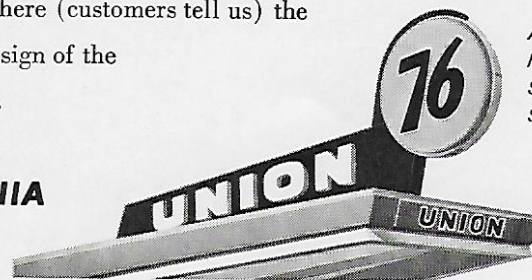
Union Oil Company of California

**Wherever you are, wherever you go,
consider this: New Royal 76
is the West's most powerful premium**



Doesn't new Royal 76 belong in your picture, too? It's the West's most powerful premium gasoline. It makes driving there almost as enjoyable as what you do after you arrive. You get it at your Union Oil station where (customers tell us) the Minute Man's service is as good as his gasoline. At the sign of the big 76 where — **you know you always get the finest.**

UNION OIL COMPANY OF CALIFORNIA



*America's
Finest
Service Station
System*

AUGUST 1957

THE COVER The high buildings and pulsating activity of New York are among the world's greatest man-made attractions. Bet you can't name the Union Oil product sold in greatest volume there! The answer is found in this issue, Page 4.

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76 is a Union Oil Company of California trademark. It also symbolizes the American freedoms won in 1776, which made possible this nation's industrial development and abundance. Our SEVENTY-SIX magazine, published monthly, mirrors industrial freedom through the thoughts, skills, accomplishments and appreciations of Union Oil people. We invite readers to participate with us in an exchange of ideas and information. Address correspondence to The Editors, SEVENTY-SIX, Union Oil Building, 617 West Seventh Street, Los Angeles 17, California.

EDITORIAL BOARD:

C. Haines Finnell, Jerry Luboviski,
Fritz Springmann and Earl M. Welty.
Thiel D. Collett.....Editor
Robert C. Hagen.....Assistant Editor

Mostly Bouquets



As a proud Union Oil Company employee and also a member of the Incentive Plan, I take this opportunity to thank you for the fine article in the July issue of SEVENTY-SIX, "Some Q and A's Re. the Incentive Plan." I too had many questions, which are now answered . . . The cover was most interesting . . . "On Tour" going out was a bit upsetting but, after only two issues of SEVENTY-SIX, no sorrow, no regret. Continued success!

Mary Strader
San Francisco



Congratulations on your excellent magazine—particularly the July issue and that off-business-beat sermonette "In God We Trust" by Reverend Henry.

Randolph Van Nostrand
M & M Association



The July edition of SEVENTY-SIX magazine is being passed among our staff members, calling their attention to the three pages on the recent Scout-O-Rama. Without exception, everyone feels the article is extremely well written and the outstanding pictures depict the entire show in every respect. The title "Faces of Tomorrow" could not better describe the true picture of Scout-O-Rama and the part that industry played in its success. We of the Los Angeles Council, Boy Scouts of America, wish to express our sincere appreciation.

Robert L. Mooney
Director of Activities



I have just seen Volume 1, No. 1 of SEVENTY-SIX. Congratulations! The editorial context and layout are obviously the result of much thought and planning. I also like the wonderful cover picture and fine photographs inside . . . Your discussion of the Dowell Sandfrac process featured a couple of our pictures. Interestingly enough, the photograph of the rock specimen was made by a subsurface camera that was lowered into the bottom of an oil well in the Westbrook Field about 10 years ago . . . Mr. Dudley Tower, author of the Sandfrac story, is to be congratulated for his succinct discussion. Best wishes.

P. E. Fitzgerald
Dowell Incorporated



If the first edition is an example of what we may expect in the new magazine, I'm sure the reception will be excellent. I was particularly impressed by the Shale Oil spread and of course by the unusual cover.

Frank Alexander
Los Angeles



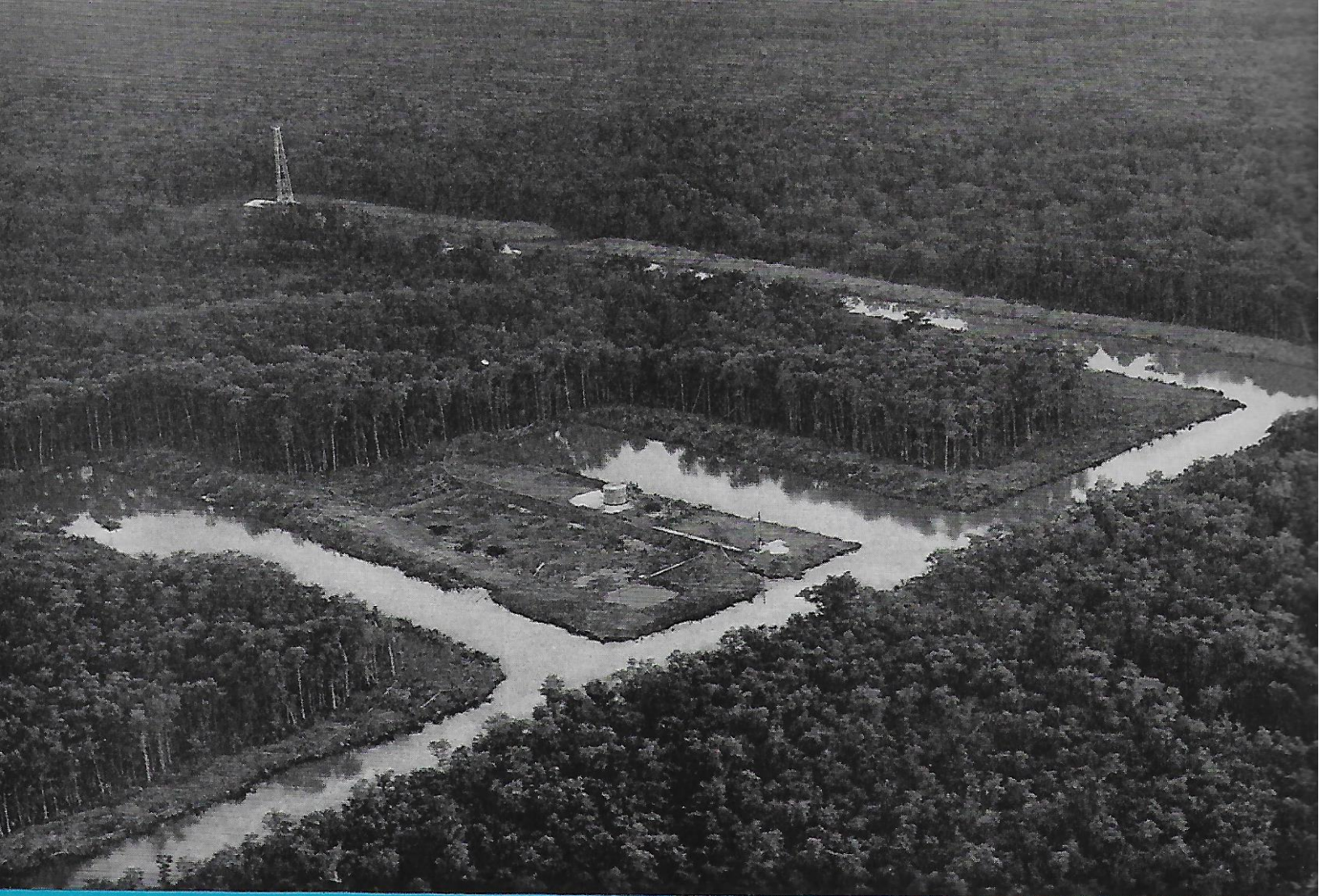
Being a fairly new editor, I have tried to study seriously all the various magazines we receive each month from industrial organizations. I think yours is one of the best. Best wishes to you and your staff.

Doyle Dameron
General Telephone Company

Where is that beautiful Minute Man cheesecake?
Answer: Home getting dressed.

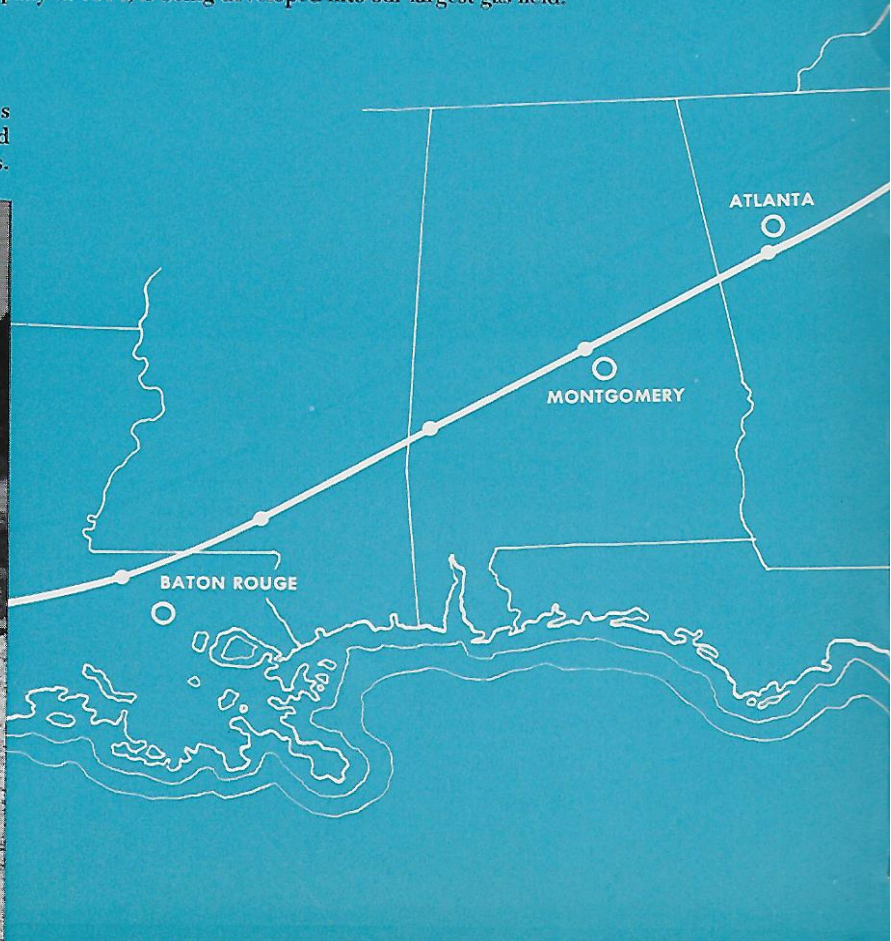
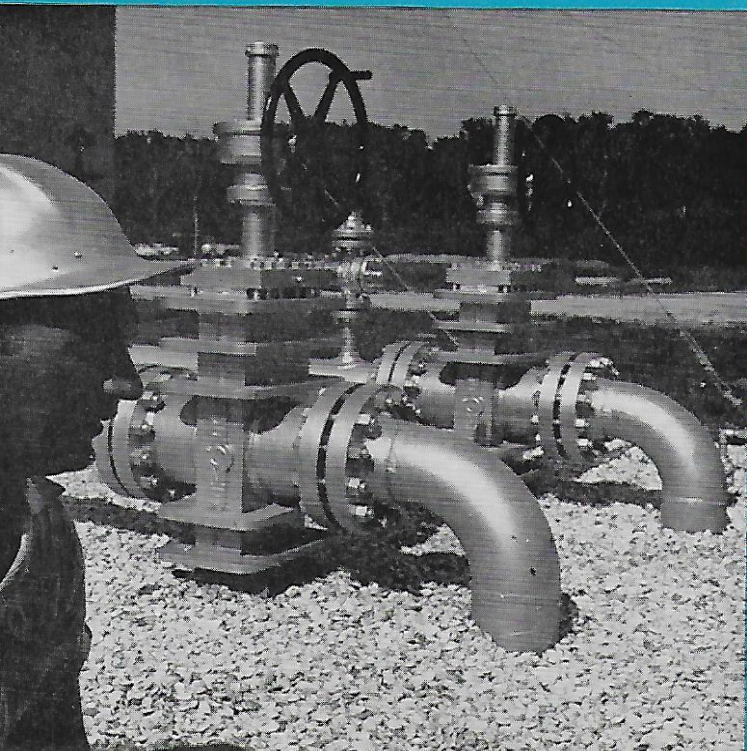


You flubbed in the July issue, Page 23. The marketing group pictured were trainees—not dealers, as you inferred. Anybody could see they were at Research, not Los Angeles Refinery.
Alibi: We flubbed!

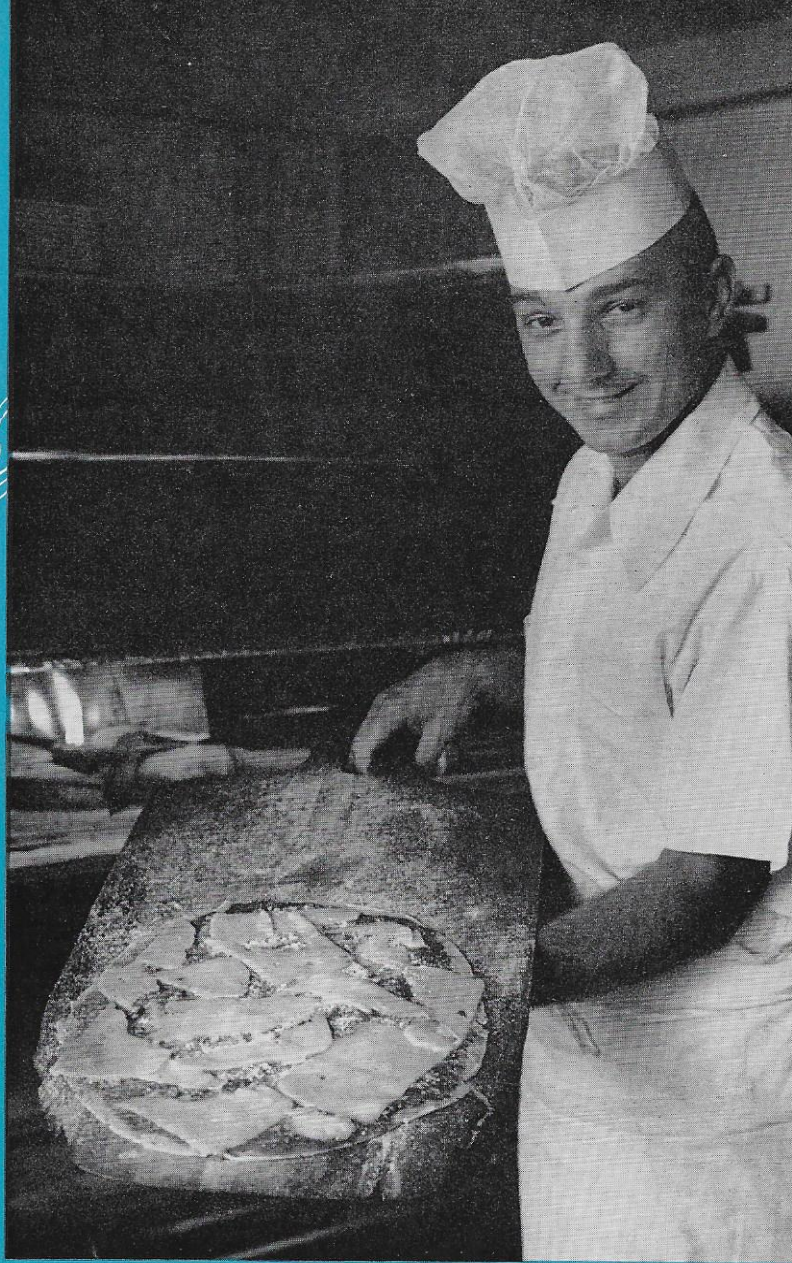
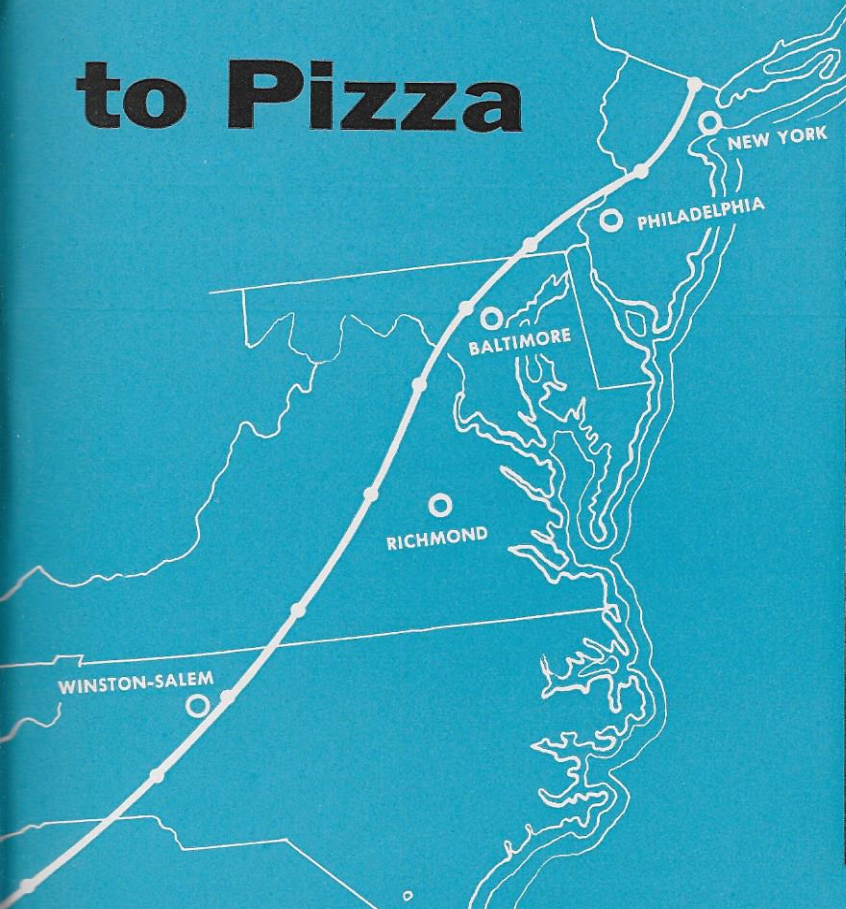


Louisiana's East Lake Palourde Field, discovered by Union Oil Company in 1954, is being developed into our largest gas field.

Construction Foreman J. C. Broussard is helping to harness the store of energy under this swamp. The pipelines beyond him will soon carry 100,000 MCF of gas daily to eastern markets.



From Palourde to Pizza



When a pizza chef in New York turns up the gas in his ovens, he sets off a tiny reaction through 2,000 miles of pipeline.

A mighty stream of energy moves northeast from the South

At first glance, our Manhattan Island cover photo and the illustrations on these pages are apt to invoke a "What's the connection?"

There IS an important connection:

When a pizza chef in New York's Times Square slides one of the Italian delicacies into his oven and turns up the heat, he sets off a tiny reaction throughout nearly 2,000 miles of pipeline. The line—a 30-inch built and operated by Transcontinental Gas Pipe Line Corporation—snakes across the United States to near the Mexican border at Brownsville, Texas.

Transco has some of the largest transmission facilities linking the Gulf Coast with the East Coast. However,

there are a number of others carrying natural gas to that vast east-of-the-Mississippi market, among them Texas Gas Transmission, Tennessee Gas Transmission, United Fuel Gas, United Gas Pipe Line, and so on.

All of the transmission companies named have extended their gathering lines to our Gulf Division's gas fields, including Tigre Lagoon, Vinton, West White Lake, East White Lake, Fresh Water Bayou, South Tigre Lagoon, Lake Hatch, Gordon, Houma, East Moss Lake and East Lake Palourde. Other contracts are being arranged to handle Union's newer offshore production. As of April, 1957, our Gulf Division gas sales were averaging nearly 200 million cubic feet of gas per day, valued

continued

at close to a half-million dollars for the total month. That's fuel for a lot of pizza!

Of course a single pizza pie doesn't tax the Gulf's reserves very much. But add the pies that are baked per day by a good chef, multiply by a fair percentage of the Italians in eastern cities, divide the product among all the pizza eaters who heat their apartments with natural gas—and the cubic footage begins to *poosh 'em up, Tony!*

Last year, Transcontinental Gas Pipe Line Corporation alone delivered over 254 million MCF (thousand cubic feet) of gas, 80% of it north of the Potomac River. Their expansion program for 1957 aims to increase the deliveries to around 350 million MCF.

That's only a beginning. Eastern pizza bakers and housewives like the cooking qualities of natural gas. Homes heated with gas sell at a premium in the eastern market. Cities and industries are converting to it for reasons of convenience, cleanliness and economy.

To satisfy the entire East Coast heating demand would require more than three times the present pipeline capacity.

As for East Lake Palourde field, it is Union Oil's foremost contribution to eastern pizza pie. The field was discovered in 1954, following some of the toughest and costliest exploration known to the oil industry:

Seismograph crews, first to penetrate the *impenetrable* Palourde swamp, had to carry their supplies and instruments piggy-back through the forested morass. At three times the normal geophysical hardship and cost, they found a deep-down rock structure "favorable for the accumulation of oil." Not in the more accessible waters of the lake, of course, but under the mat of trees and mud and reptiles that comprises its east shore.

Staking a drilling location was no less difficult. Web-footed surveyors blazed the water trail with lines of flags and tree markings. Crews of axmen followed, clearing a path several hundred feet wide and endless miles long. Then came a barge-mounted dragline, biting out a yard or two of mud and roots with each dip of its steel clamshell and leaving a navigable canal behind.

It was no great problem to drill Palourde once a canal was built to the drill site. Men simply boated in their equipment via barge, found a secure footing under the water and mud, and started drilling. Trouble didn't arise until after they had drilled down to 12,000 feet. The trouble was that nothing else arose, neither oil nor gas. The costly effort was good for nothing more than a dry hole.

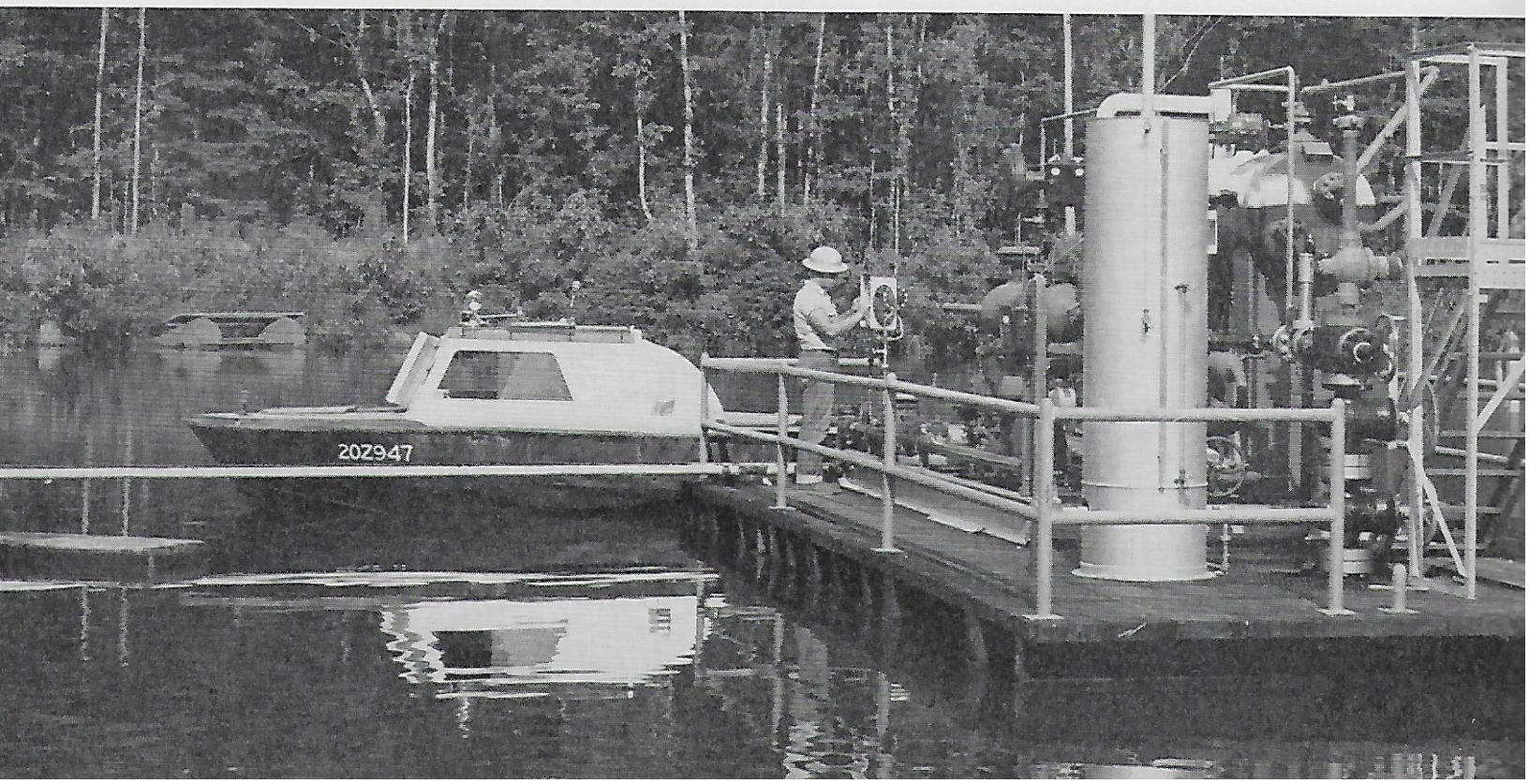
Oil men don't discourage easily—possibly because the shock of a dry hole generates desperation. At Palourde they dredged another mile or so of canal and tried again. This time the drilling bit went a few hundred feet below 12,000 and found production. Later they drilled the dry hole a little deeper and found the same producing sands.

Today, under the Louisiana State allowable, Palourde is producing 2,200 barrels of oil, 1,300 barrels of condensate and 45,000 MCF of natural gas per day from 15 wells. When fully developed, it is expected to yield 3,200 barrels of distillate and 100,000 MCF of gas per day, making it Union's largest gas field.

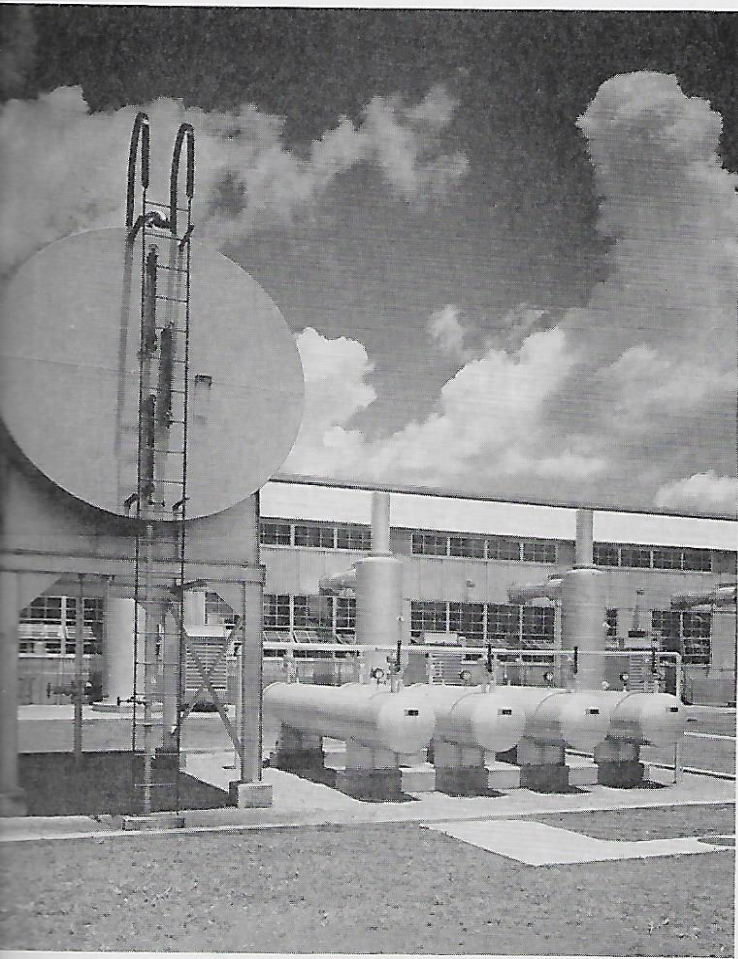
So when you take that vacation trip to New York—tour Manhattan Island on an excursion boat—and satisfy your appetite on a piece of Times Square pizza pie—tell Tony he's cookin' with gas. Really Union Oil gas from the swamps, marshes, lakes and coastal waters of Louisiana.

/THE END

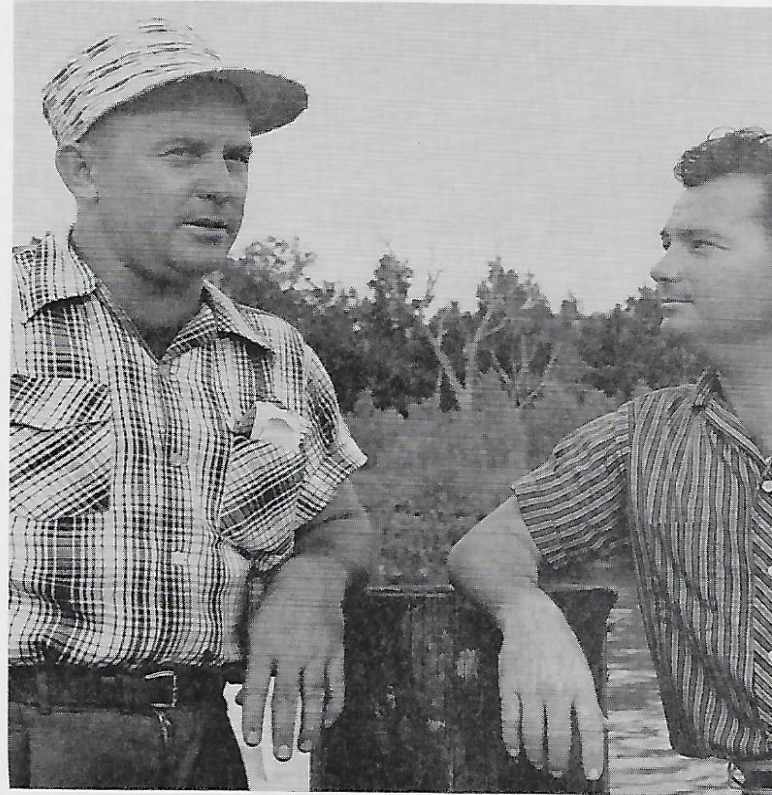
Canals, dredged at great cost through the tangle of mud, vegetation and swamp life, now serve as boat-ways to producing wells.



Scores of compressor stations, like this Transco unit near Wadley, Alabama, move gas through big-inch lines to the East.



Field Foreman Kenneth Ditch and Production Engineer G. M. Harper are responsible for Palourde's efficient development.



"Miss Royal Triton," speeding through the bayous and canals of Palourde, serves the purposes of a field operator's truck.



Introducing R. T. Collier

He Planted a Peach Seed,

Grew an Enterprise



For a man whose friends and advisors said he was committing "economic suicide" 13 years ago, Bob Collier looks pretty hale and hearty today—both physically and financially.

It was in 1944 that an ambitious Bob Collier quit a \$40,000-a-year job to organize the R. T. Collier Corporation. He planned to convert peach and apricot pits and black walnut shells into activated carbon and charcoal briquets. He planned also to develop products from and markets for Union Oil Company by-products, starting with petroleum coke.

Last month the R. T. Collier Corporation and Brea Chemicals, Inc. merged, with R. T. "Bob" Collier as president of the newly-born Collier Carbon and Chemical Corporation, a company with more than 400 employees and whose combined 1956 sales were approximately \$20,000,000.

Hardly "economic suicide."

The new corporation, whose headquarters will be maintained in Los Angeles, will conduct its petrochemical and carbon businesses as individual divisions, but under the one new name.

In its short lifetime of not quite 13 years, the Collier Corporation gained recognition as one of the leading producers of industrial carbon for chemical and metallurgical processors. Processing petroleum coke produced by Union Oil's Oleum and Santa Maria refineries, Collier manufactures calcined carbon for making electrodes for aluminum companies, and sells other types of carbon for electro metallurgical application both domestic and offshore.

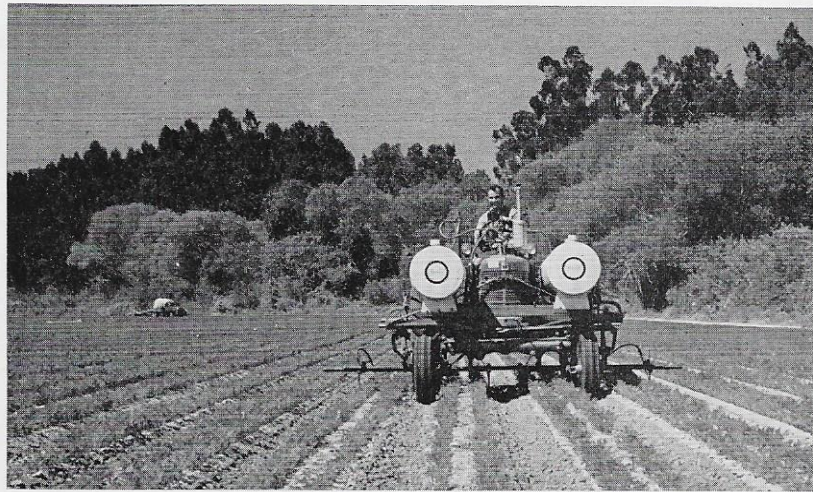
Collier uses "everything but the squeal" from fruit pits bought from commercial canners at the rate of ten to twenty thousand tons per year. From the little bit of fruit usually clinging to the pit, Collier extracts juice to be converted into industrial alcohol; the remaining pulp finds application as a soil conditioner, and the cleaned pits are charred and ground.

"It's garbage," Bob Collier admits, "but I like garbage or waste material when I buy it, so it can be upgraded and sold for useful products."

Ground charcoal particles of a certain sizing are further processed to activated carbon. The rest are compressed into briquets and sold for barbecuing use.

Activated carbon is used, among other things, for

No, dear, Collier briquets are ALMOST good enough to devour, but really their best use is for barbecuing. Now, if you'll just move



Field applications (above) of Brea liquid fertilizers have helped to establish Brea's leadership for aids to agricultural industry.

water filters, and the company is busily exploring other uses. Just going on the market is a refrigerator deodorizer, and under study are methods of using activated charcoal in decolorization, air purification and the processing of chemicals.

Since its organization in 1952, Brea Chemicals has become a potent factor in the petrochemical field and three years ago became the first major producer to market aqua ammonia to agriculture. The company since has rounded out a complete line of solution and dry fertilizers available to agricultural industry and these will continue to be sold under the Brea brand.

Brea Chemicals' plant in Orange County will take on the name of the new corporation, as will the Collier principal processing plant in Santa Clara and its other facilities adjacent to Union Oil's Oleum and Santa Maria refineries.

"This merger," Collier says, "will give us a broader area of activity with a new combination of technical experience and manufacturing and research facilities for developing new products."

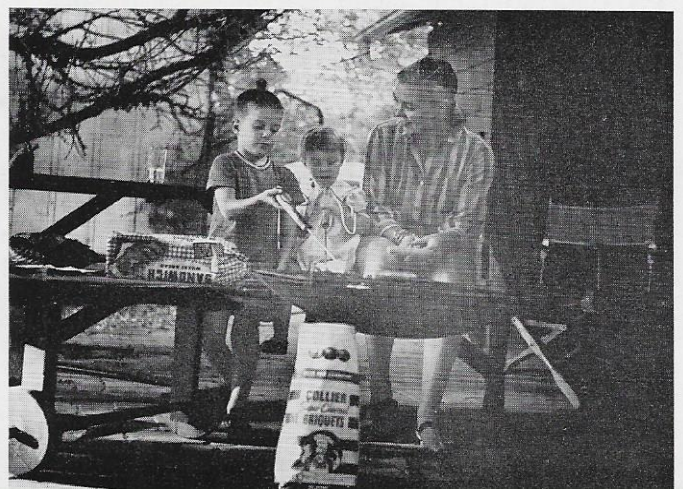
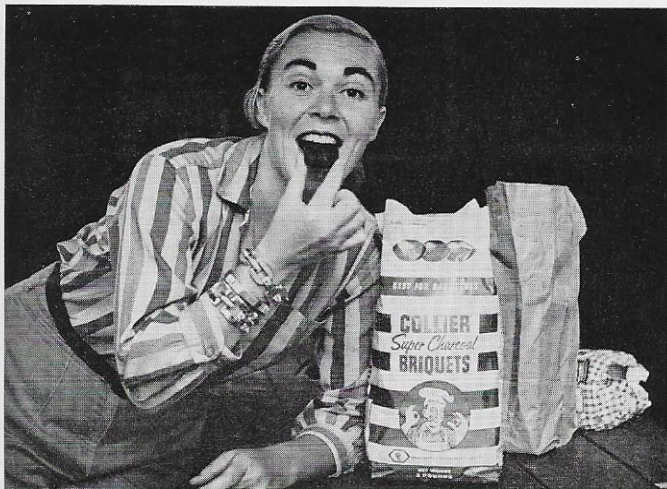
Collier's "new product" formula is a simple — and effective — one.

"We find where something needs to be made and sold," he says. "Then we make it and sell it."

You can't beat that formula—and it's going to be real tough to beat Bob Collier and his new team.

/THE END

over here. That's right, and Betty Finnell looks on approvingly as Skip and Lisa Finnell use the briquets in the accepted manner.



How about gasoline prices?

Your question can be interpreted two ways: You're thinking either "Why have gasoline prices increased?" or, less likely, "Why have gasoline prices increased as little as they have?"

Maybe the answer to both questions can be found by briefly sketching the steps needed to convert crude oil, existing naturally some thousands of feet below the ground, into the high-octane gasoline that is delivered to the customer's car.

First, and most important, we have to find crude oil, the essential raw material. Or, if we can't find enough of it to enable our refineries to make the products required by our customers, we have to buy it from someone who has found it. Union Oil's current experience is fairly typical of oil companies whose principal operations are within the United States. Our seven refineries process about 180,000 barrels of crude oil each day. And since the Company's owned production is less than two-thirds of refinery runs, the rest must be purchased.

Last January, one after the other of oil companies that purchase crude oil found it necessary to pay a higher price for it. This was necessary in order to compensate the crude oil producers for their increased costs, and provide them with enough financial incentive to continue to search for new oil to replace that being used up.

Here are some numbers for Union's recent experience in searching for crude in California that demonstrate quite convincingly why this basic raw material is inevitably becoming more costly. Last year we drilled 130 wells in California. The average depth was about 6,500 feet, the drilling cost about \$20 per foot, and the total cost about \$125,000 per well. Compare this with 1949's experience when we drilled 115 wells in California. Then the average depth was only 4,700 feet, the average drilling cost about \$18 per foot, and the total cost about \$85,000 per well. And—here's the unfortunate part—Union Oil, like the rest of the California petroleum industry, found *less oil per well* last year, continuing the downward trend of recent years. Thus, not only is it more costly to drill for oil, but it is also necessary to drill more wells (and deeper ones!) to find our sources of crude oil.

After the oil is discovered and developed to the point where the oil field is ready for large-scale production, the oil must be produced from the formation and transported to the refinery. Both the producing and transporting costs have increased considerably in recent years. Fortunately,

this has been partly offset by the industry's steadily increasing efficiency. Improved gathering techniques, large pipelines, and other related developments have helped hold down the costs of producing and transporting a barrel of crude oil.

Next, however, comes the really big blow. For once crude oil reaches the refinery the costs really mount up. Converting a barrel of crude oil into today's top-quality petroleum products is a complicated, expensive job.

Let's look at a few cost comparisons. First, what about gasoline prices? Since early 1953 Union Oil has found it necessary to increase regular grade gasoline by 1.8 cents per gallon, or about 11 per cent of the 1953 price. Refinery labor, on the other hand, a major factor of cost, now averages 25 per cent more than in 1953. Iron and steel prices, another important cost factor, are up more than 26 per cent. Finally, crude oil, the essential raw material, has increased in price by 12 per cent since early 1953.

And, of course, the top-octane gasolines, motor oils, and other products must be sold and delivered to the customer. New marketing terminals, marketing stations, and service stations cost more and more each year. In 1949 a typical Union Oil service station cost about \$40,000. Today it costs in excess of \$65,000. Last year, alone, Union Oil spent some \$8,000,000 in building and remodeling service stations. Marketing, just like all the other necessary parts of the oil business, is a very costly operation.

These various cost comparisons—exploration, pro-

The title question was asked by SS Manager Bill Norwood, left, when Vice President Charles F. Parker stopped in for a tank of gasoline. Mr. Parker's reply should be of interest to everyone.



duction, refining, marketing—make it clear, in my opinion, that today's gallon of gasoline is an outstanding bargain.

Comparison with price changes of other basic commodities strengthens this view. Chart 1 contrasts changes in the index of consumer prices for the past 30 years with changes in the index of average service station prices of regular gasoline. It is clear from this chart that consumer prices as a whole have risen through the years relatively *much farther* than gasoline prices. Chart 2 illustrates how many gallons of regular gasoline an hour's average pay in manufacturing will buy. This chart shows that even with today's high gasoline taxes (nearly a third of the customer's price), an hour's pay buys *more* gasoline than ever before.

Comparison with specific commodities shows a similar picture. Since 1948, for example, coffee prices have risen 105 per cent, bread prices 35 per cent, and milk prices by 20 per cent. Yet, gasoline prices, on the average, are up only 16 per cent.

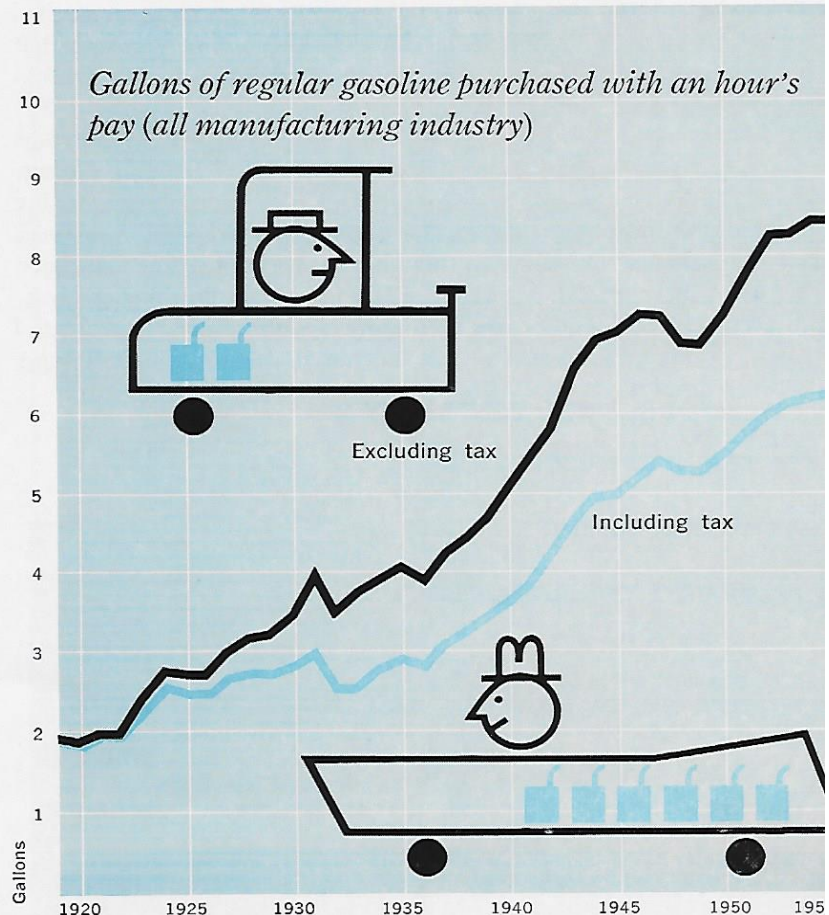
Further, let's not forget that today's gallon of gasoline is also a far better product than it used to be. In each year since 1946 the oil industry has increased the octane number of its gasoline to meet the needs of the new high-compression automobiles. As an illustration, Union's regular gasoline today has the *same* octane rating as the industry's premium gasoline of 1949. And the premium gasoline is nearly ten points higher. Needless to say, the equipment needed to achieve this improved performance is extremely costly. In our own Company's case we have invested over \$100,000,000 in new refinery equipment in the past 10 years alone.

I think you will agree that all these factors put together—increased labor, material, and marketing costs, improved quality, and the need to stimulate exploration for additional sources of vital crude oil—not only answer the question "Why have gasoline prices increased?" but even go a little further. They lead logically to the second question, "Why have gasoline prices increased as *little* as they have?"

The answer to this question can't be found in the statistics of the cost accountant. It can be answered only by a study of the American system of free competition and the methods of production that enable our private enterprise firms to obtain more and more product per dollar of investment and per hour of labor. An example in the sphere of competition is this: California alone has over 16,000 service stations, each competing vigorously for the patronage of the passing motorist. It hardly needs saying that it takes an aggressive marketer, backed by an efficient refiner, to hold his own in this market.

The answer then, in essence, lies in America's competition and America's efficiency. And, no matter how you look at it, it adds up to the fact that today's gallon of gasoline is an outstanding bargain.

/THE END





As described by District Superintendent Hal Finney of Abbeville, Louisiana in his report to our Gulf Division

Hurricane Audrey struck the Pecan Island area at approximately 8 a.m. Thursday, June 27, 1957. A tidal wave of approximately 10 feet swept across the island at 10:30 a.m. Among the 80 or so families living on Pecan Island are 17 Union Oil Company employees and their families.

The storm began to lessen at 3 p.m. on June 27. At this time, Sherman Ditch and George Veazey (by coincidence George appears in our institutional ad, back cover), in conjunction with the deputy sheriffs, started toward Pecan Island with two of our larger crew boats, the Freda II and the Sereta, arriving at the island at 5 p.m.

Nine families were unaccounted for. Darkness called off search for the missing families. One boat was left at the island and one boat returned, bringing back a woman and a sick child.

At two o'clock the following morning, Union Oilers Pat Hebert, Lynn Bourque, Kelly Vaughan, George Veazey and Sherman Ditch returned to Pecan, taking fresh water and clothing out in three large and four small boats. On arrival, they began searching for marooned families. They rescued 40 people, including the survivors of Stephen Broussard's family, whose house had floated across White Lake, a distance of approximately nine miles.

After rescuing all the unaccounted-for families, the boats were placed in service to evacuate the island. This operation was completed by noon Friday. Since the evacuation, our boats and barges have been used to salvage household belongings and supply feed to stranded cattle. The Company also furnished a small boat to the Sheriff's department to be used for patrol duty. One boat was placed at the disposal of Stephen Broussard to search for the three drowned members of his family.

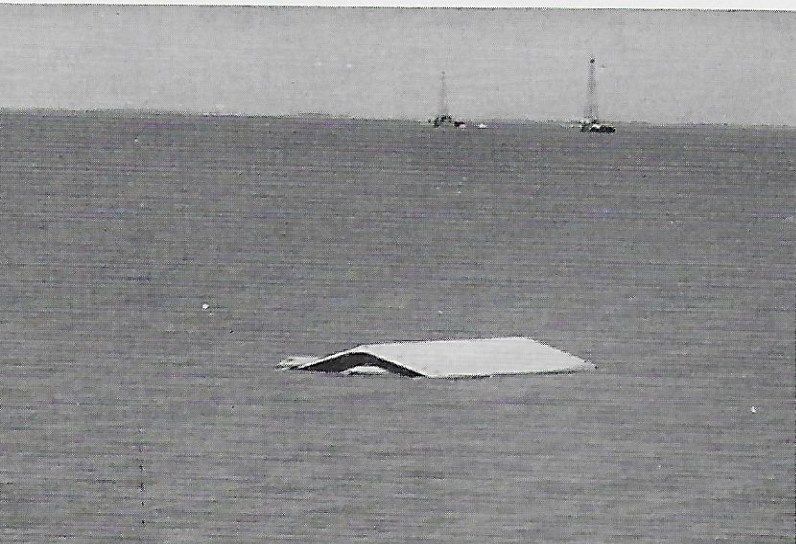
In addition, George Veazey and Weldon Doucette have devoted much effort to placing the evacuated families in homes and apartments in the Abbeville area. They have also been instrumental in distributing food, generously donated by local merchants and families, to the evacuated.

Coastal Mud Company also furnished their plane every day to help search for the three missing members of the Stephen Broussard family.

(Editor's note: We visited Pecan Island, enjoyed the wonderful hospitality of its people, and reported our observations in the December 1951 issue of "ON TOUR". So we share with them something of Hurricane Audrey's tragedy. We commend the heroism and humanity of the rescue crews. And knowing some of the evacuated, we predict a swift return of Pecan Island to its unique peace and beauty.)

/THE END

These two Pecan Island homes were swept by tidal wave some two miles to White Lake. Union Oilers rescued 28 from attic at right.





A 10-foot wide drainage ditch, center, that once crossed the island was widened by the hurricane and wave into a canal 60 feet wide.

TRANSCONTINENTAL GAS PIPE LINE CORPORATION

3100 TRAVIS STREET • POST OFFICE BOX 296
HOUSTON 1, TEXAS

E. CLYDE MCGRAW, President

July 2, 1957

Mr. Basil Kantzer, Vice President
Union Oil Company of California
Prudential Building
Houston 25, Texas

Dear Basil:

I want to take this opportunity to thank you and all of the Union Oil Organization for the extraordinary efforts they put forth to restore natural gas service to our line in South Louisiana. It is probable that many of your employees are not aware of the great number of people who depend upon a constant flow of natural gas into our market area. Over 20 million people are dependent upon service which starts partially from your facilities in South Louisiana for water heating, cooking, and, in the wintertime, for heating. These folks of course can never fully realize the effort and time that goes into insuring that this service does not fail.

We in Transcontinental are well aware of the terrible tragedy that followed Hurricane Audrey in your Vermillion Parish properties. We extend heartfelt sympathy to your employees who lost friends and loved ones in this storm. Money cannot buy the type of super-human effort that men will exert in times of emergency and stress such as we had last week. It is only "love of the game" that will drive men to slosh in waist-deep water and work day and night without rest to restore utility service. Again, we in Transco thank all of you.

With best wishes and kind personal regards,
I am,

Sincerely,

Clyde

ECMcG:ewc



Remember the Ulysse Veazey home, above, as it appeared on the December 1951 cover of "On Tour"? Though severely mauled, it survived, below; and the Veazeys, pioneers of Pecan, have already begun its restoration.



Business Highlights of the Month

EXPLORATION *A "farm-out" involves no wheat*

Acquiring acreage by a "farm-out" deal is a common practice in the oil industry. It usually involves giving an interest in a lease or group of leases to another operator to drill a well to a certain depth or producing horizon. The one who gives the interest in the lease reserves an interest in any oil or gas that may be produced.

There are several reasons why we farm-out exploration acreage: Maybe we have too many drilling commitments coming due in a stated period of time. Or we may desire to have a prospect evaluated in lieu of paying costly rentals. Possibly the acreage block is too small to justify the risks involved; or a different geologic interpretation of the prospect does not justify our drilling. For these and other reasons, Union Oil may farm-out properties; and, in turn, accept similar deals from others.

An inspection of our Daily Drilling Report indicates that 14 exploratory wells are currently being drilled by other operators on farm-outs from Union Oil. These operations are not confined to any one operating division.

from Sam Grinsfelder

PRODUCTION *Gas production rises 9%*

Natural gas continues to grow in importance. In the past, practically all exploration drilling was directed toward the discovery of oil. Now much of our exploration is carried on where experience points to a probability of finding gas or gas condensate fields as well as oil fields, i. e., South Louisiana, the Panhandles of Texas and Oklahoma, and Peace River in Canada. Gas, a premium fuel, can be expected to increase in value. Today, in areas a thousand or more miles from the source of supply, it is often cheaper to use than oil or coal.

During 1956, the Company's gas reserves increased 9.6% over the previous year, while oil reserves were just holding their own. During the first five months of

1957, the Company's gas production has averaged 390 million cubic feet per day, an increase of 9% over the comparable 1956 figure. This means that gas revenue for 1957 will reach a new high. The year 1958 appears even brighter because of several sales contracts, which are awaiting the required F. P. C. certification and pipeline connection. Other sizeable uncommitted reserves of gas should also be marketed during 1958.

Natural gas produced in many areas, such as California, emerges from the formation with large quantities of natural gasoline and other liquefied petroleum products. The liquids are extracted prior to the sale of gas as fuel, and add materially to its value. In other areas, notably in Louisiana and the Panhandles of Texas and Oklahoma, substantial volumes of high-quality condensate are produced along with the gas. Being similar to natural gasoline, condensate is important to the profitability of our gas production.

from Dudley Tower

RESEARCH *Safe and sound*

The Department has received an Award of Honor from the National Safety Council in recognition of having operated from July 30, 1950 to November 30, 1956—4,478,168 manhours—without a disabling injury. Research was similarly honored by the American Petroleum Institute, whose Accident Prevention Award recognized the same achievement. An API Accident Prevention Award has also been received by our Product Evaluation Group for having exceeded 10 years—1,001,816 manhours—without a disabling injury.

Petroleum research today demands increasingly accurate chemical analysis of the complex structures that are, and become, petroleum products. Accordingly, Research is constantly developing new analytical tools designed to accomplish analyses more rapidly and at lower cost. More effective tools also permit great savings of professional researchers' time.

L. W. Burdett of the Refining Research Division Analytical Group announced, at the May meeting of the American Petroleum Institute, the development by this group of a new method for the rapid determination of phosphorous additives in gasoline. The analysis can be made in 41 minutes, whereas it formerly required 1½ hours.

from Fred L. Hartley

MANUFACTURING *An old refinery retires*

Maltha Refinery operations consist of a simple distillation of crude oil to produce straight-run gasoline, stove oil, Diesol and fuel oil. In a separate operation, the plant produces road oil and asphalts. To produce Royal 76 and 7600 at Maltha, it has been necessary to supply high-quality gasoline blending stocks from the Los Angeles Refinery.

A turning point has now been reached in the economy of this manufacturing procedure. The large capital expenditures necessary to install suitable gasoline facilities

at Maltha cannot be justified. So, as of August 1, 1957, Maltha Refinery discontinued the production of gasoline, stove oil, Diesol and fuel oil. Asphalt and road oil operations also will be discontinued there on October 1 of this year. The refinery, built in 1901, will be converted to a Distribution Department terminal.

Los Angeles Refinery is rebuilding its fuel oil blending and handling facilities. Depreciated and obsolete equipment, portions of which are 30 years old, is being replaced by new facilities located at the refinery's southwest corner. The project will increase fuel oil blending efficiency, reduce fire hazards, and permit more effective use of fuel oil tankage.

from J. W. Towler

TRANSPORTATION AND SUPPLY *Call your wife*

Increasing use of two-way radio communications on mobile units is improving the operating efficiency of many Company departments. In Field, Pipeline and Manufacturing, over 150 Company automobiles and commercial vehicles are now so equipped.

Dismantling of the Southern Pacific Railroad's bascule bridge crossing the West Basin channel in the Los Angeles Harbor has been started. Removal of the bridge, adjacent to Union Oil Company's Berth 149, will eliminate a navigation hazard which for many years has hampered the maneuvering of vessels berthing at our terminal.

Effective June 15, H. M. Schafer was appointed manager of Supply. He will be responsible for the purchase of crude oil and products required to augment Company production, and for the negotiation of crude oil exchanges.

from E. L. Hiatt

MARKETING *No limit to the finest*

Dealer Training Schools are now in session in each of the marketing territories. Operation *classroom* gives prospective dealers the know-how of station operation and suggests how successful merchandising methods can be used to sell our products and services.

Reserve Mining Company's operation in the Minnesota Iron Range will utilize 150,000 pounds of Unoba A-2 during the remainder of 1957. This large order accounts for a portion of Eastern Continental Territory's 44% increase in grease sales during the first four months of 1957.

A contractor group comprised of Shea Company, Morrison-Knudsen, Kaiser, Macco Corporation and Raymond Concrete Pile have started work on the \$36,644,556 Trinity River Project. They will build an 11-mile, 17½-foot-diameter tunnel from a reservoir near Lewiston to one near Whiskeytown, California, as part of the Central Valley Water Project. Some 600,000 gallons of gasoline, 2,700,000 gallons of Diesol and 1,500 barrels of lubricants are among the Union Oil products elected for use on this job.

Effective June 13, W. V. Criddle was appointed distribution manager in the Southwest Territory.

To facilitate delivery of Company products to relatively inaccessible canneries, logging camps and fish-buying stations, Island Service Incorporated has been appointed our Ketchikan barge consignee. Operating a 50,000 gallon steel barge, propelled by a 65-foot tugboat, the consignee will deliver to all points in southeastern Alaska accessible only by water and beyond the service reach of tankships or large barges.

Inauguration on July 15 of Western Air Lines' daily non-stop direct flight from Los Angeles to Mexico further increased the demand for our products on the part of this pioneering airline.

Effective June 28, 1957, Comercial Internacional, S. A. was appointed Union's exclusive distributor in the country of El Salvador for our branded lubricating oils, greases, Aristowax, asphalts and solvents.

from Roy Linden

PURCHASING *Signs of success*

Complementing America's *finest* service station system, we have evidence that our stations are identified by the finest of porcelain enamel and plexiglas signs.

In a promotion bulletin to be given extensive circulation throughout the United States and Canada, Rohm and Haas, sole manufacturer of plexiglas, will include photographs of all plexiglas identification signs in use at Union Oil Company retail outlets. The photos include night exposures of an eight-foot-diameter illuminated target sign in Sherman Oaks and several illuminated signs in downtown Los Angeles. Subsequent issues of this bulletin will include our all-plexiglas backlighted cornice panel and an all-plexiglas fin sign now under development.

Marketing and Purchasing are constantly alert to the development of new materials and lighting techniques as a means of attracting the finest recognition to the *finest* products.

from C. S. Perkins

Typical of dealer classrooms in each of our marketing territories is this one at Seattle. Here dealers learn sales and service traits for which Union is acclaimed.



More



Bob Kramer's brand of Minute Man service made a big impression on two travelers from Frederick, Maryland.

(From Gulf Oil Corporation, with whom Union Oil has a credit card exchange agreement, we recently received a letter signed by Mrs. Edward Bentz. Almost in the same mail came a letter to Vice President Arthur C. Stewart from Mrs. Fern Vancelette. Both letters speak for themselves and are printed here as a tribute to the finest dealers in America.)

"Dear Sir:

"The helpfulness and courtesy of a filling station operator turned a recent trip to California—that might have been a dismal affair—into a happy experience. And we want to say a big 'Thank you' to him and all other service salesmen who go out of their way to be helpful to people traveling.

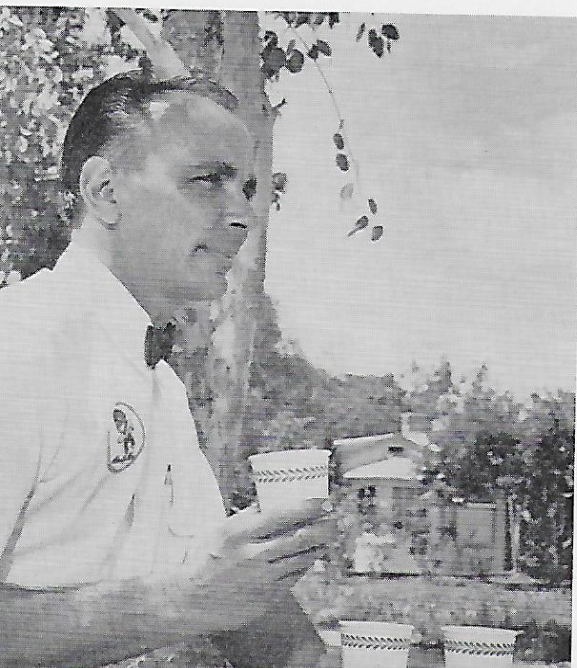
"After driving across country for six days from Maryland, my husband and I stopped at Mr. Kramer's Union Oil Station on Foothill Boulevard in San Fernando, California, early one morning to fill up with gasoline. (Of course we used our Gulf Credit Card.)

"Both of us felt pessimistic and gloomy as a cyclone. We had just seen our little ranch that had been rented. When we left it a year ago, it was freshly papered, spic and span inside and out, with camellias, rose bushes and all kinds of flowers over the acre of ground, making it a spot of beauty.

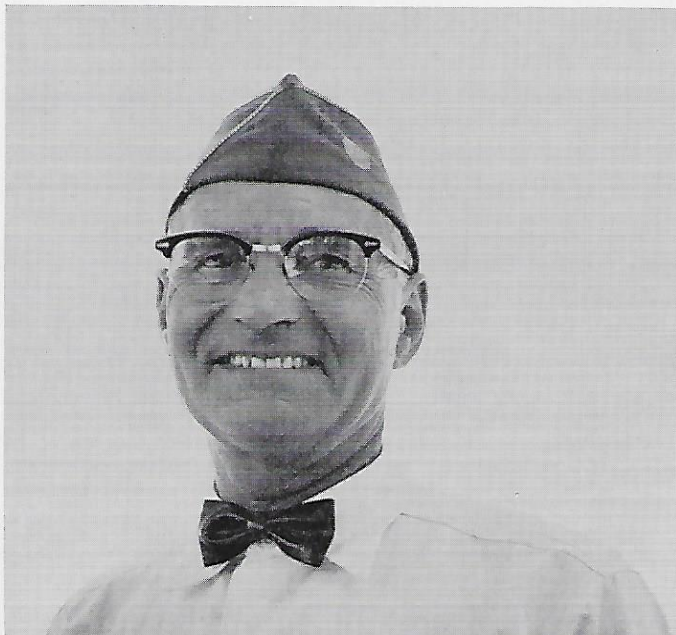
"Upon our return, we found it to be a mess: The backyard was literally a junkyard, covered with old tires, truck wheels and scrap iron. There was a pile of beer cans as high as the house. Window panes were broken, the wallpaper was covered with big circles of grease, the kitchen floor was greasy and dirty. We faced days of repair work and laborious cleaning of other people's dirt. We plunged in immediately to clean up.

"In the middle of the morning, Mr. Kramer sent us each a cup of coffee. We were more than surprised at this courtesy, coming from someone we did not know. Our morale was raised at once. Later he sent a gentleman to

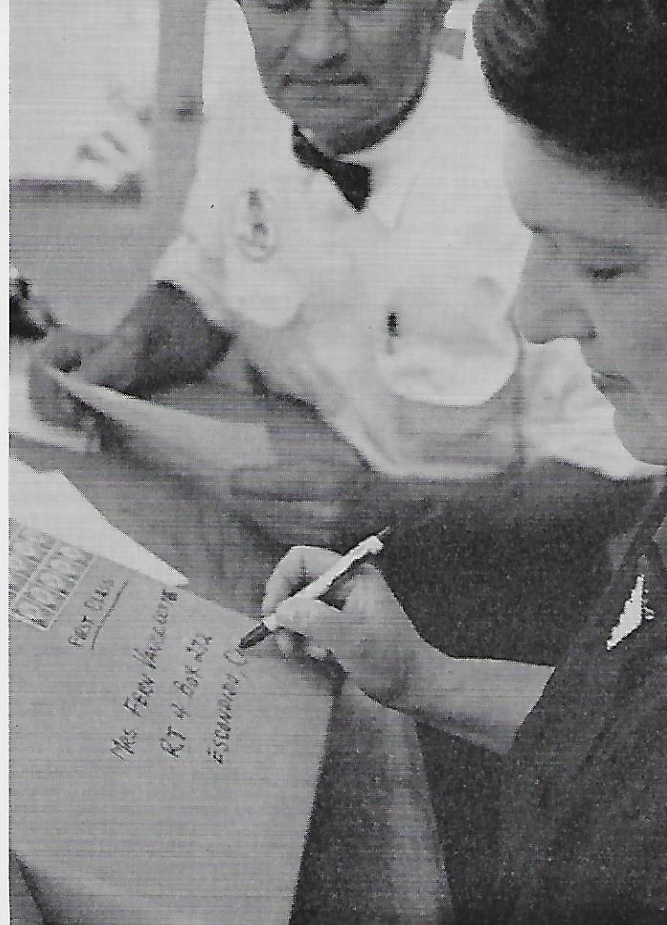
Hot coffee brought sunlight out of the gloom and started Bob on a round of courtesies that Mrs. Bentz had to write home about.



Smiles per gallon



C. R. Mayhew's good deed of returning a purse left in his station restroom is probably routine courtesy among businessmen. But . . .



. . . Mrs. Vancelette praises the Mayhew's also for quickly returning the purse by registered mail.

talk with us about renting or buying the place. This man was a scout troop leader and a person of high character. We felt still better after talking with him.

"The next time we went to the filling station, Mr. Kramer told us about a reliable real estate agent and a woman with a rental agency who might help us. He told us where we could get a good chicken dinner, and gave us the name of a man who did tractor work. Later on, he serviced the car and did some repair work on it at nominal cost, whereas a trip to the garage could have been expensive.

"He seemed to be an all-around morale builder, advisor, and automobile specialist. While working on the car, he said, 'I do this kind of work because I like it. I like to keep my customers' cars in good condition.'

"We hope that here in the East travelers from the West are given as good service as we had on the Pacific Coast. We really had service sold to us."

(Signed) *Mrs. Edward Bentz*
Frederick, Maryland

"Dear Mr. Stewart:

"I wish to commend C. R. Mayhew and his wife for returning my purse left there on April 12, 1957. It contained irreplaceable items—\$30, bank books, a check for \$175, glasses, etc.

"Mr. Vancelette passed away on February 11. With my trips north for legal matters and the deep concern of

it all, believe me, the return of my purse was 'that silver lining' which gave me a lift and gratitude I shall never forget.

"A thank-you letter and \$10 does not truly pay for their deed, so I am writing you with the hope that you will, from your position, see that Mr. Mayhew is noted as one of your outstanding station managers.

"Mr. Covington, Consignee at Escondido, advised me to write to you about the Mayhews.

"I have a Metropolitan Nash and stopped at Mr. Mayhew's station for an oil check. He graciously serviced the car, discussed mileage, and informed me concerning its use of oil.

"I did not miss my purse until reaching Manhattan Beach. I called the police, etc., and started back to try to find the station. I remembered only that it was a 76 station and that surely I had left my purse in the restroom there. It seemed to me the station was in Oxnard.

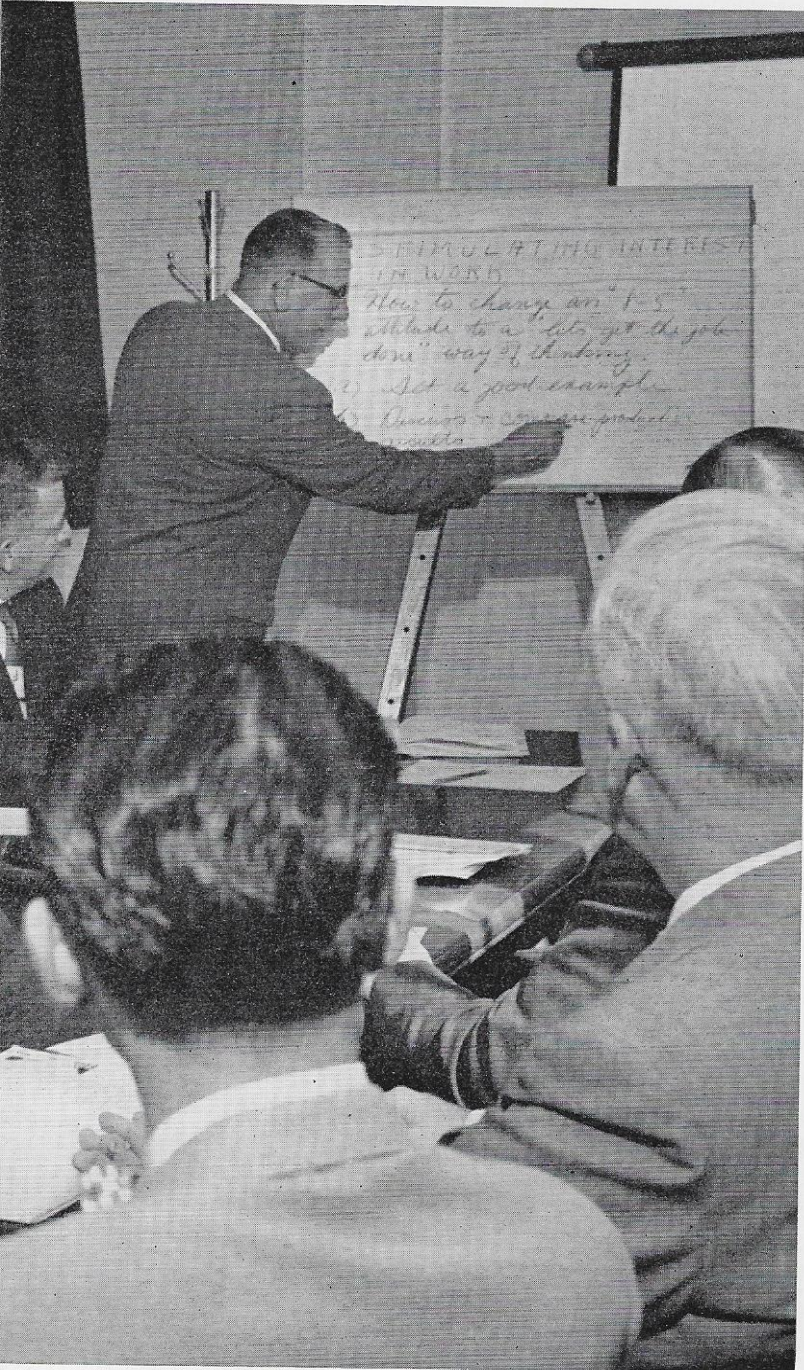
"Finally I decided to come on home to Escondido. I decided that, if the purse were in the right hands, it would be returned to me; if it were not in the right hands it would not be recovered. Somehow, I visualized the purse being returned by mail. Sure enough, a few days later, it was returned by registered mail.

"Good is so strong it must travel despite the obstacle of space."

(Signed) *Fern Vancelette*
Escondido, California

Brainstorming at Seattle

To solve industry's complex people-problems, two or more heads are proving better than one



Serving as moderator, Personnel Representative H. R. Webb at Seattle records the thoughts of Northwest Territory's "brainstorming" supervisors. Through such methods of collective thinking, some good answers were obtained to people-problems.

When mature businessmen sit in conference over a problem and agree to write down every thought, sage or ridiculous, that crosses their minds—no one should question their sanity.

Actually the men are engaging in a brand new technique of problem solving, called *brainstorming*. It's a very impulsive, informal, catch-as-catch-can method of stimulating thought and letting no ideas go to waste. It searches for an element of good in even the worst suggestion. Sometimes it finds that two ideas together will work better than either separately.

As an *impulsive* example, supposing coffee-shop gossip is the problem to be discussed. Quickly one of the conferees writes, "Fire the gossipers!" "Yes," suggests another, "fire 'em with facts instead of fiction." And so on. The final solution may be a rapid-fire communications program that beats gossip to the punch.

Northwest Territory supervisors at Seattle are among the first Union Oilers to apply *brainstorming*. At their kick-off meeting last October, they aimed to achieve improvements locally in the employee relations field—specifically, recruiting, salary administration, indoctrination, training and development, efficiency, leadership, etc. They agreed to *brainstorm* some ideas and follow through with the program developed by their group. Home Office assistance was obtained from the Industrial Relations Department in the person of Training Supervisor Leo C. Martin.

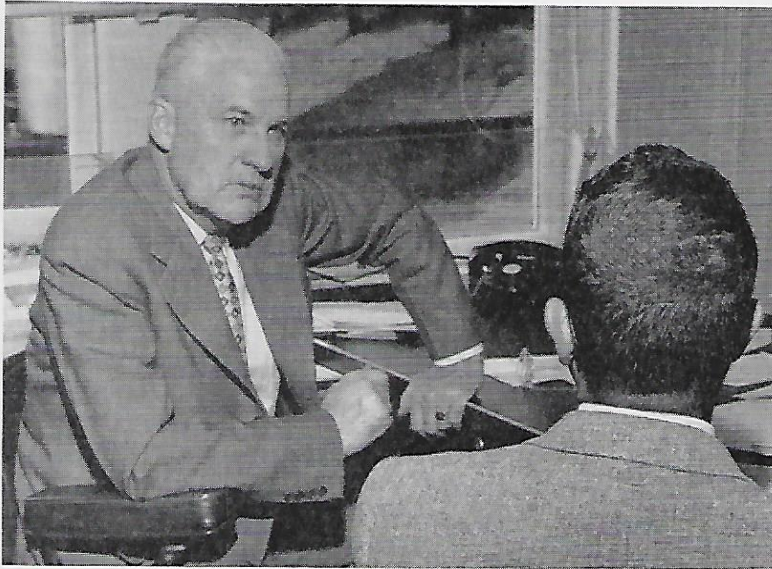
One of the first problems they tackled was: "How to sustain the interest of older workers in their jobs, when there is little chance for advancement."

Seattle's solution: Talk to the employee, directly and sincerely. Explain every angle of the problem to him. Give full recognition to his ability. Be appreciative; compliment him for the work he has done so long and so well. Recruit his services as a counselor and advisor to younger employees who lack his experience.

The *brainstorming* of such problems can be measured for effectiveness. Northwest Territory supervisors report that, since October, employee efficiency or unit performance has increased from 6 to 8 on a 10-point scale. Unit teamwork also has increased from 6 to 8.3 on a similar scale. Their supervisory skills, they estimate perhaps too modestly, have improved from 6.7 to 7.9. Morale has improved. Employee turnover has declined. Everybody likes his job better.

Weather prediction: *Brainstorming* may spread south-eastward from the Northwest.

THE END



For example, it was decided to recruit the help of older employees, such as W. H. Graham, as part-time counselors of the less experienced.



Employees in highly specialized or routine jobs (posed by Jack Houghton and Alberta Hansen) would be encouraged to train for other assignments.



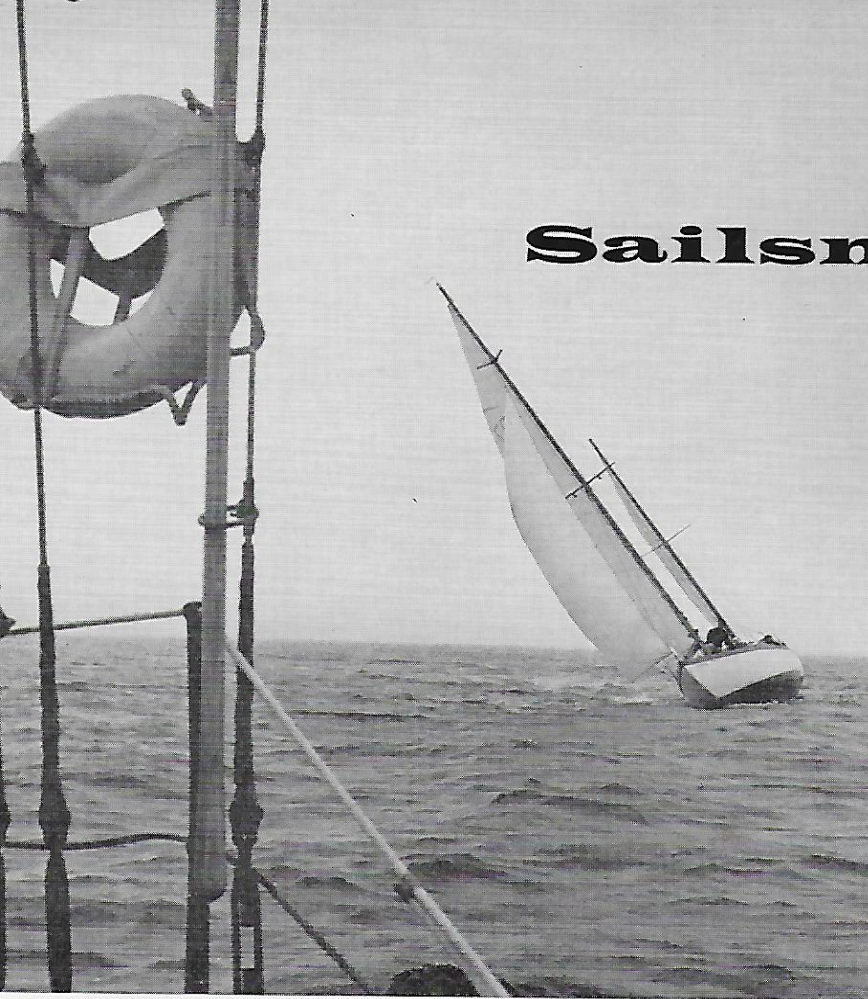
Even Swing-shift Engineer C. V. Boyce found new enthusiasm for his job when reminded by Superintendent L. W. Lund that the night man can be an efficient telephone salesman in the wee hours.



All the "brainstormers"—from left, Grocock, Bond, Lund, Graham, Houghton, Murray, Crosby, Havland, Leedy, Koines, Tychsen, Hansen, Denton, Flanagan, Clifford, Reed and Webb — agree that the technique is effective, stimulating, good business.

at Santa Barbara

Sailsmanship



Santa Barbara's "Semana Nautica" embraces a number of sports, but the feature event is sailboat racing in sparkling waters of the channel.



Union Oiler Wiley Cole, president of the Semana Nautica Association, also serves as official race starter.

Everybody in Santa Barbara knows the meaning of *semana nautica*. We had to look it up. It's the Spanish equivalent of water week, which at Santa Barbara has developed into a festival of many sports and, during early July, attracts thousands of visitors.

Our research further developed that Union Oiler Wiley A. Cole, district sales manager in that city, has all but been named *Senor Semana Nautica* by thousands of appreciative fellow townsmen.

A salt-water man who loves the sight of sail billowing in a good breeze, Wiley is a dyed-in-the-wool yachtsman. His 28-foot auxiliary cutter "Lourita" is a familiar visitor

at ports as far south as San Diego. The entire Cole family, from grandpa to grandchildren, use it like some families use a house trailer.

Forty-three years of Union Oil service, the last 15 in Santa Barbara, apparently conditioned Wiley for leadership of the West's finest water-sports fiesta. This year marked his fourth consecutive term as President of the *Semana Nautica Association*. Lending him valuable assistance in 1957 were two other Union Oilers—M. H. Wachtel and Juliet Whitney.

They modestly describe their services to the California community as *sailsmanship*. /THE END

Union Oiler Juliet Whitney serves as assistant to the Association president.

Another 76 "sailsman", M. H. Wachtel, is kept busier than a battleship bo'sun.

But with Queen Patricia Burke in the crew, there is no complaint about the hardships.





Lunch time finds sailing craft from distant parts of California competing for parking space on the beach.

Despite the light fuel requirements of sailing craft, 76 Service is on hand to offer the sportsmen free launching.



Another First—

Automatic Custody Transfer

UNION OIL has added another to its long list of *firsts* in the oil industry.

An "Automatic Custody Transfer" installation at the Yorba Linda field in Orange and Los Angeles Counties is moving 2,200 barrels a day of heated heavy low-gravity crude oil purchased by Union from the Western Gulf Oil Company. This is the first time heavy crude has been so transferred from producer to purchaser. At the end of the day, both seller and purchaser have printed records of shipments, accurate to within one-tenth of one per cent.

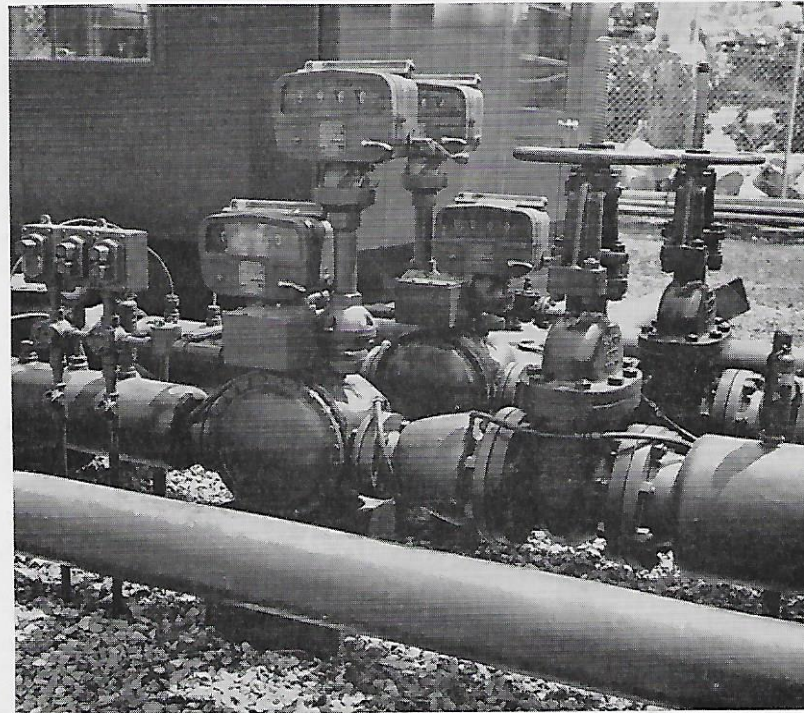
This installation is about the "last word" in automation for transfer of oil. Automatically procured, continuous line samples determine the quality of the crude; thermostats maintain oil temperatures at an effective flow point; even the engine that powers the pump has an automatic oil-level controller and an exhaust condenser to provide water for its radiator.

Up to now, only lighter crudes, because of their better flowing properties, have been transferred directly from field to pipeline. Union's adaption of this device for low-gravity crudes saves the time of a gauger, lessens the amount of field storage needed, and virtually eliminates pipeline problems by keeping the viscous crude constantly moving.

In accordance with company policy of being a good neighbor, the device is painted to blend with surrounding groves and the area will be landscaped.

/THE END

These meters count the barrels of crude flowing via Automatic Custody Transfer from producer to purchaser.



Rosa Belle Luhmann named Los Angeles

Career Girl of the month

story by Anne Norman



J. W. Robinson Company named Rosa Belle Luhmann as their first Career Girl of the Month. Our dawn-to-midnight camera studies, right, second the motion!



Good morning!



Noon, payday

Miss Rosa Belle Luhmann has been selected Los Angeles Career Girl of the Month for July.

Her selection was made on the basis of popularity, personality and appearance, and came about when 400 members of the Union Oil Girls Club of the firm for which she works chose her above all the rest.

We talked with Miss Luhmann and we can report that her fellow workers made a fine selection. She is an attractive young woman, 5 feet 6 inches tall, with brown eyes and dark brown hair becomingly streaked with silver.

She weighs 127 pounds and her measurements are 34-26-35, which on her is just about perfect.

Rosa Belle is a statistical clerk and she likes her job, which is undoubtedly one of the reasons she does so well. Another reason is that she "likes people," so, of course, people like her. We certainly did, anyway.

She is modest but she had some bits of advice for young women just starting out on careers. Her advice seems well worth passing along.

A point she stressed was that business beginners should be very careful when selecting their work-a-day wardrobes.

"Dress as smartly as your budget will allow, and be sure that the clothes you choose are in good taste. As Shakespeare said, 'Not expressed in fancy, rich, not gaudy.'

"Too many girls today have a tendency to overdress during business hours. They follow too many fads and they are apt to be careless. A girl should never start for work with her hair in pin curls and she always should wear hose.

"Sleeveless dresses are acceptable in very hot weather, but necklines should be modest. Full skirts are all right, but petticoats should not be too full. We live in a crowded world and too many petticoats take up too much room in elevators and busses.

"Shoes should be trim and neat and comfortable. Too high heels make for awkward walking and also make it impossible for a girl to stand correctly. Good posture is essential to good health and good health is essential to efficiency."

Miss Luhmann is a graduate of Whittier Union High School and has completed two years of college by attending L. A. City College at night. Her hobbies include golf, reading, camping, travel and the theater.



The starting line



Letters



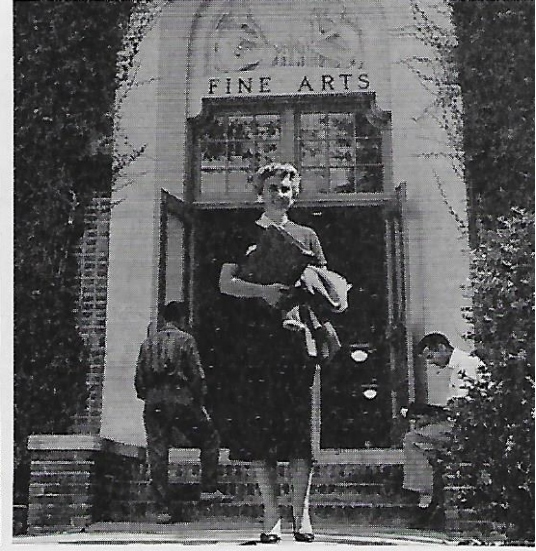
Coffee break



The hang of it

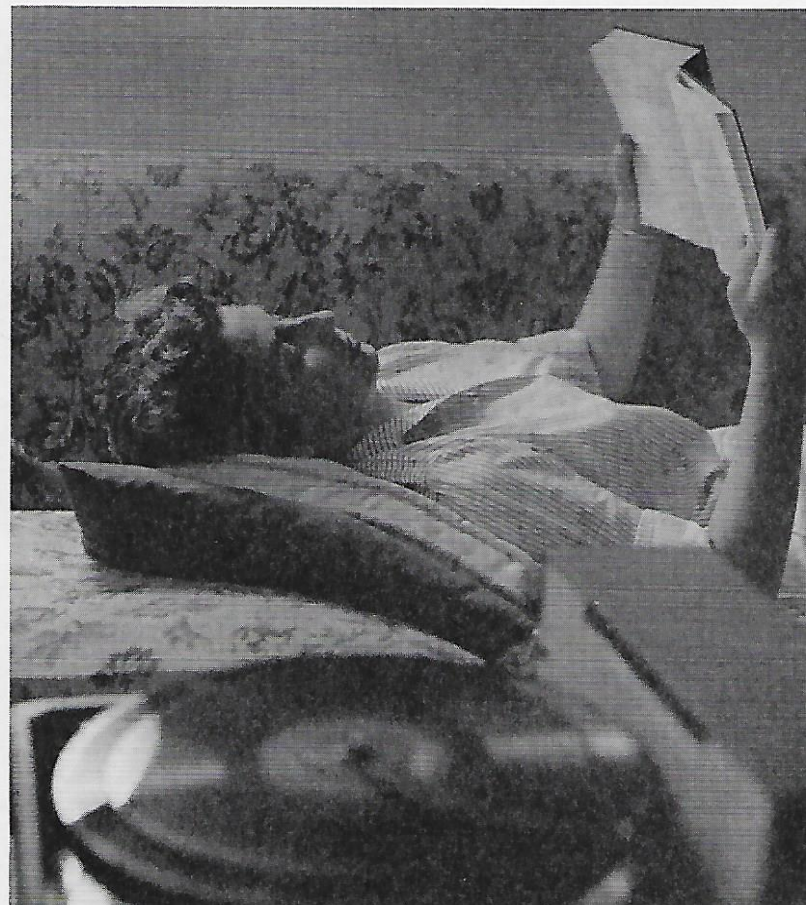


"Sure it balances!"



Night school

School night—good night!



She has worked in New York but likes California living and has been in her present position since 1951. She thinks there are many opportunities for smart girls in business but feels they should approach a business career sensibly and with eyes wide open.

"It is well," she says, "to have as much education as possible, but a degree is no assurance of success. Success comes with the application of knowledge.

"If you don't know what you want to do, take a good look around and try to decide on a line of business that appeals to you. Then arm yourself with some tools of the trade. Stenography and typing are an open sesame to almost any line of work today.

"Another important tool is the ability to get along with people. If you are interested in others and try to understand them, they will like you. An antagonistic attitude is a major handicap to any girl. It is also well to be modest until you have acquired enough skill to justify self-confidence."

Career Girl of the Month is an idea sponsored by J. W. Robinson Company in which a large local company each month selects its own Career Girl. Rosa Belle Luhmann is the first, and, we feel, a happy choice.

Reprinted through courtesy of Los Angeles Times

They Want to Know—

IS THERE any direct relationship between a new gas discovery in the Louisiana bayou country and a price war in Seattle? Probably not. Just as there probably isn't much relationship between Research's newest refining technique and the enlarging of a pipe line system.

These and a great many other events are constantly taking place. They touch some departments, embroil others, but to one degree or another the happenings to Union Oil in Tierra del Fuego or Fairbanks, Alaska, have some effect on the Company as a whole and on each of the operating departments.

When the Company was small, there were not as many "happenings" and there were fewer people who had to be informed. Today, with the Company "busting out all over," the interchange of information has become more important and certainly more difficult.

A key group in keeping the channels of communications open is the Senior Advisory Committee which meets every Tuesday morning at 8:30 under the chairmanship of Vice President K. E. Kingman, who has charged the group "to provide for discussions of departmental or inter-departmental situations, problems or plans which are of general importance."

In addition the committee, which is composed of departmental officers and managers, has the objective of assisting "in the constant search for ways and means of improving the Company's operating efficiency and profit-making capacity."

This latter objective is, to be sure, one that is the constant responsibility of each individual, but, as Chairman Kingman points out, "This combination of talents and experiences should be able to assist any one manager in arriving at a better solution to a problem than if he had to go it alone."

Does the committee work? Mr. Kingman thinks it does. The recent visit of the group to production and pipeline activities in the Santa Paula area is a part of the program of exchanging information that is to be expanded in the future.

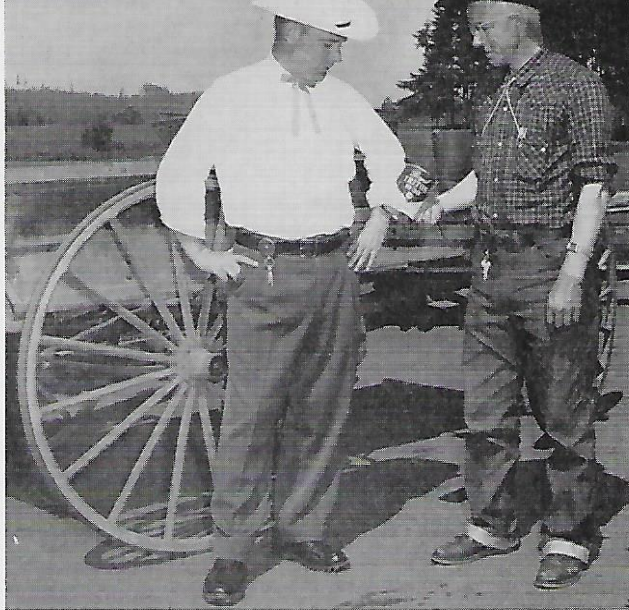
As for improving the profit picture, each manager has to be able to explain at a moment's notice the how and why of his operation. The audience will be fair but they all belong to the Incentive Plan, too.

Union Oil's Senior Advisory Committee believes in letting one hand know what the other hand doeth.



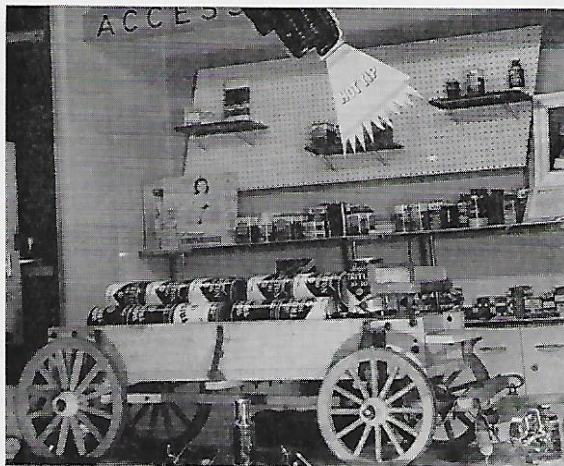
Attentive to Foreman E. O. Tudor's explanation of pipeline control at Santa Paula are Max Lorimore and E. L. Hiatt. Other members of the Senior Advisory Committee are Chairman K. E. Kingman, C. H. Finnell, L. A. Gibbons, Sam Grinsfelder, F. L. Hartley, I. J. Hancock, Roy Linden, C. F. Parker, C. S. Perkins, W. C. Stevenson, Dudley Tower and J. W. Towler.

/THE END



ART SCHMIDT and **DON PACSMAG's** Union Station on Highway 99 near Chehalis, Washington, practically corralled Northwest Territory's "Minute Man Spring Round-up." Their split-cedar rail fence and horse-drawn vehicles of a bygone day attracted interest and new customers from miles around. Gasoline sales rose from 14,000 gallons in April to 19,000 in May and to 23,000 in June. In the photo above, Don Pacsmag (white hat) inspects the "brand" with one of his top hands, Bill Oppelt.

from W. M. Tufts



in focus



L. W. McLENNAN, a member of the Research Department for 29 years and presently administrative assistant to the vice president of Research, recommends good books as adjuncts to happiness and success. During his school days and professional career, he has found time for great literature—first editions, special editions and books of rare and special interest. He is leader of a Fullerton Great Books Discussion Group, and a member of Friends of Honnold Library, a group interested in developing support for the Claremont Library. His hobby display, shown here, attracted wide interest among his fellow Research Department employees.

from W. Harper

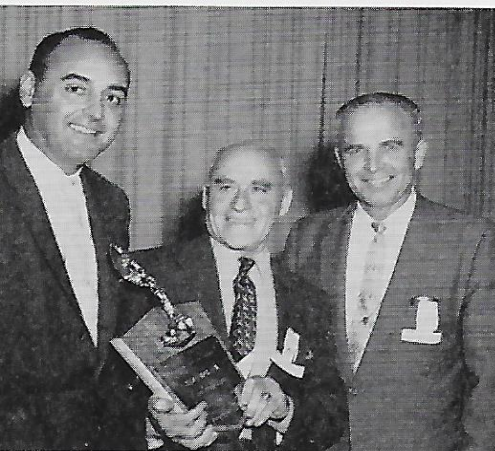




DEALER WAYNE ROSS (front row, 4th from left) dedicated a big day of 76 Service to "Little League" baseball in Kellogg, Idaho. Ten days of newspaper and radio advertising announced the event. Then in a single day the station sold over 2,000 gallons of gasoline, 78 quarts of oil, 10 lube jobs, 30 wash jobs, etc. Pitching in to help were (next to Wayne) Buddy Deiter, Lawrence Shewmaker; (standing) Consignee Walter Haynes, Retail Rep. George Vanhoff, Mrs. Vanhoff, Mrs. Ross, Mrs. Ewing Little, Joyce Snyder, Jack Caddy, Gene Johnson, Al Shelt and D. M. Veach. All profits for the day—\$190.51—went to the grateful young ball players.
from M. E. Nichols



LESSEE BOB HOLLINGSHEAD, right, put a miniature service station and young customers aboard his pickup truck to achieve one of the outstanding floats in Havre, Montana's, Music Festival parade.
from H. E. Hooker



LEON BORACH, center, receives his 25-year Dealer Service Plaque from E. Kendall, Jr. and W. M. McClure, right. Interestingly, Leon and his brother, Lucien, are continuing a Union Oil association started by their father, B. Borach, at Yolo, California, in 1907. Starting on their third quarter-century of selling Union Oil products, they represent our oldest dealership.
from Bud Smith

IN MEMORIAM

Employees:

ANDREW P. BARRA
Los Angeles Refinery June 22, 1957

KENNETH HALTERMAN
Northern Div. Pipeline July 7, 1957

ROBERT P. FOXEN
Coast Field Department July 7, 1957

PORTER I. PETERSEN
Oleum Refinery July 7, 1957

FRANK H. QUIGLEY
Los Angeles Refinery June 21, 1957

MATTHEW H. STEWART
Los Angeles Refinery June 25, 1957

Retirees:

JOHN EPSON
Southern Division Field. June 19, 1957

BERT B. GAILEY
Oleum Refinery July 2, 1957

IRA LEONARD WAYNE
Northern Div. Pipeline July 5, 1957



EDWIN M. CAMPBELL, right, receives his 40-year service pin and Company-wide congratulations through, from left, R. L. Cairney, W. I. Havland and R. T. Carrington. The Willbridge Terminal Union Oiler has the second longest service record in Northwest Territory.
from J. W. White

KEITH KILCUP, left, of Willbridge Terminal had the pleasant experience of boosting his plant's lost-time-accident-free record from 51 to 838 days. Keith's leg injury of March 8, first believed to be a chargeable lost-time accident, has been classified as non-disabling due to a pre-existing condition. Assistant Superintendent R. N. Creek, right, was equally pleased with the decision.
from R. L. Cairney





JACK PATE, right, who during 28 years of employment with Union Oil rose from roustabout to superintendent of our Southern Division Pipeline department, is seen turning the job over to his successor, John H. White. Lots of good common sense coupled with an ingrained sense of humor have attracted hundreds of people, inside and outside Union Oil Company, into Jack's orbit of friendship. He is a native of that fabled Texas ranch country known as West of the Pecos. Much of his schooling was gleaned in a New Mexico area made famous by Billy the Kid. He hates good mutton and relishes poor beef. So we predict a lot of good-natured feudin' at Campo near the Mexican border, where Jack plans to catch up on some long-deferred ranching during retirement.

from "John-D" Rockefeller

RETIREMENTS

August, 1957

	Service Date
CHARLES C. BARNES Field Department	October 5, 1942
WILL T. LEE Southwest Territory	January 5, 1921
JOHN C. NISBET Los Angeles Refinery	May 13, 1927
ERWIN PRICE Field Department	December 28, 1920
FRANK L. PYLE Pipeline Department	August 16, 1913
FRANK SILVA Pipeline Department	December 21, 1925

SERVICE Birthday AWARDS



August 1957

EMPLOYEES

40 YEARS

WILLIAM MERCER.....No. Division Pipeline
ROBERT D. ROBERTS.....Treasury Department

35 YEARS

HAROLD L. ALT.....Oleum Refinery
ROBERT F. ANGELL.....Los Angeles Refinery
JOSEPH B. MOITOZA.....Oleum Refinery

30 YEARS

ALFRED ALEXANDER.....Oleum Refinery
LEO F. ANDERSON.....No. Division Pipeline
WM. A. CHAMPLIN.....Comptroller's
CARL A. STEINER.....Valley Div. Field
CASPER J. WEIR.....No. Division Pipeline
LLOYD M. WILLIAMS.....Oleum Refinery

25 YEARS

ROBERT F. NIVEN.....Executive

20 YEARS

ARTHUR W. ASELTINE.....Southwest Territory
THIEL D. COLLETT.....Public Relations & Adv.
WILLIAM A. KARBERG.....Research Department
FRANK KILMINSTER.....Santa Maria Refinery
JOHN T. KING.....Industrial Relations
HARRISON McLAURIN.....Comptroller's
FRANCIS H. MOORE.....Comptroller's
ETHAN R. SCHMIDT.....Research Department

15 YEARS

O'NEAL COPELL.....Gulf Division
WILLIAM H. COUGHRAN.....Coast Div. Field
PLINIO E. GNESE.....Coast Div. Field
ANNETTE F. MONAHON.....Treasury Department
GLENN S. MURRAY.....So. Division Field
DONALD G. PROBST.....Oleum Refinery
PATRICIA A. SCHOTT.....Comptroller's
WILBERTA WOOD.....Southwest Territory

10 YEARS

VIRGIL L. BATEMAN.....Los Angeles Refinery
JOHN G. CAMERON.....Los Angeles Refinery
QUENTIN F. CRON.....Los Angeles Refinery
STANLEY DURHAM.....Los Angeles Refinery

LEO B. HAMMON.....Los Angeles Refinery
HARRIS B. HANSON.....Los Angeles Refinery
RALPH M. HITCHCOCK.....Del Valle Field
FLORENCE L. JACKSON.....Central Territory
LAURA A. JEFFERY.....Valley Div. Field
ELDRIDGE B. JONES.....Los Angeles Refinery
FRANCIS H. KAUN.....Marketing Department
FRED LANGE, JR.....Central Territory
JAMES L. MASON.....Los Angeles Refinery
WILLIAM H. RIALE.....Southwest Territory
JEWELL R. SCHMIDT.....Communications
MERLE A. STANFIELD, JR.....Los Angeles Refinery
ARCHIE M. WALSETH.....Southwest Territory
ARTHUR WEBER.....Northwest Territory

DEALERS

30 YEARS

C. F. COMPTON.....Eureka, California
JACK OWENS.....Watsonville, California

25 YEARS

CRAIG BELL.....Hollywood, California
FRANK G. COOK.....Warrenton, Oregon
M. E. & E. F. DAVIS.....Healdsburg, California
ED ENGEL.....Montebello, California
W. H. SHAUL.....Lower Lake, California

15 YEARS

MRS. GRACE MANTSCHESKY.....Westport, Wash.

10 YEARS

W. K. Boll.....Grand Coulee, Washington
CHARLES H. CYR.....Hoquiam, Washington
GORDON & HELEN EASTMAN.....Escondido, Calif.
FRED E. EVERSMAN.....LaPush, Washington
JOHN R. GALLAGHER.....Oakland, California
A. H. HAMMITT.....Cheshire, Oregon
ARTHUR A., LEO A. &

ROY W. JOHNSON.....Portland, Oregon
HUGH B. KUNZ.....Culver City, California
FELIX LANDIS.....El Cajon, California
M. & J. McFARLANE.....Los Angeles, California
JAMES T. McGUIRE.....Long Beach, California
GEORGE MOEN.....Gresham, Oregon
J. S. WOLKE.....Grants Pass, Oregon
HAROLD YAMADA.....Laupahoehoe, Terr. of Hawaii

5 YEARS

F. H. BODDINGTON.....Orcas, Washington
STEVE W. DUNHAM, JR.....Oakland, California
ROLAND HUNDLEY.....Forest Grove, Oregon
O. LARSEN.....Hillsboro, Oregon
JOHN LESTER.....Bakersfield, California
WAYNE NICHOLSEN.....Kalama, Washington
O'NEIL BROTHERS.....Sacramento, California
VICTOR G. PERMAN.....Lodi, California
ARTHUR E. PETERSON.....Everett, Washington
J. H. SMITH.....Elkton, Oregon
HARRY A. WEILER.....Roseville, California

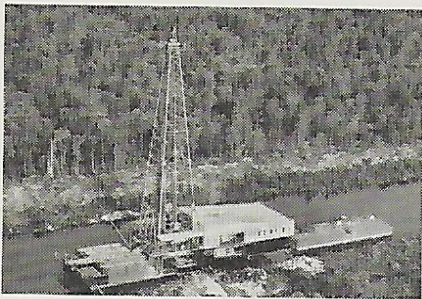
George Veazey

From Atchafalaya Swamp, more for your money at the gasoline pump

"Somebody has called this the atomic age. It's really the petroleum age.

"In 1935 America used about 300 gallons of oil products a year per person. Today it's over 800 gallons. The industry has a big job to meet this demand. But we're doing it.

"For one thing, we go farther to find oil. Atchafalaya Swamp here in Loui-



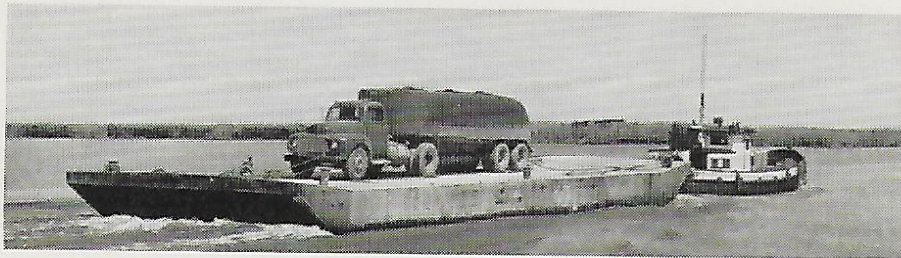
siana where I head Union Oil's production crew, is a good example.

"Before we start to drill we have to dredge canals to float the rig in. When we drill we often go twice as deep as



we did ten years ago. And the number of dry holes is much higher now.

"When we do strike oil, we have to refine it and get it to market. Some



GEORGE VEAZEY, "COMMUTING" TO HIS JOB IN THE ATCHAFALAYA SWAMP COUNTRY

of our oil travels thousands of miles by boat, pipeline and truck before it reaches your car as Union gasoline.

"Costs are up all along the line, but we're drilling more wells than ever. In spite of more dry holes, our production is up. And our products are better than they've ever been!"

The problems George Veazey discusses are very real.

Despite them, though, you never got more for your money than you do today at a Union Oil Service Station.

Today, gasoline is 15 octanes higher than it was in 1939, and you get free services with every gallon. The price, on the other hand, has increased only 65% as compared with a 100% rise in the average of all consumer prices.

We intend to continue to bring our customers the best possible products at the lowest possible price.

YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL