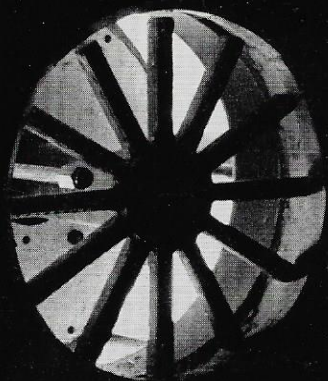
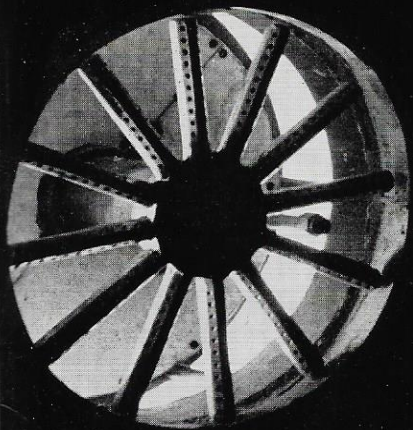
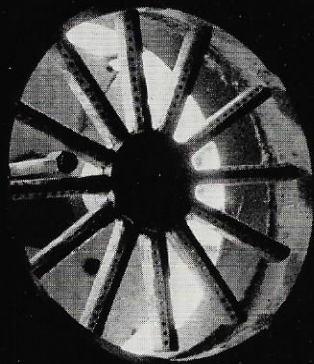
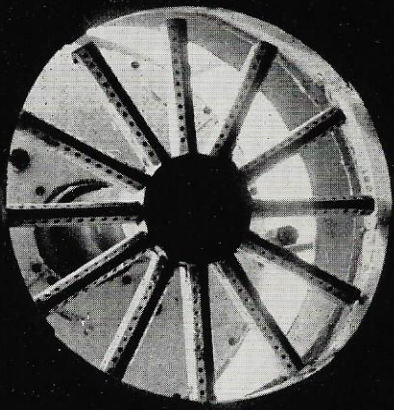
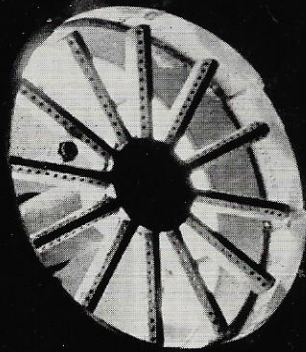
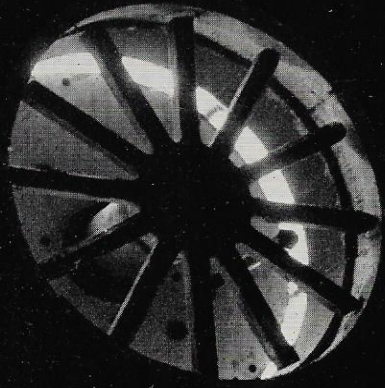


# SEVENTY <sup>76</sup> SIX

Union Oil Company of California

JULY 1957



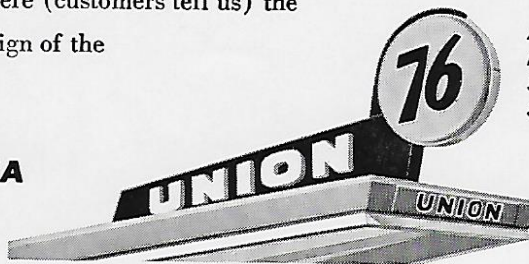


*Wherever you are, wherever you go,  
consider this: New Royal 76  
is the West's most powerful premium*



*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*





**THE COVER** Photographer George Strock could not resist the intriguing light pattern as he stood inside a new Unifiner-Platformer heater at Los Angeles Refinery. Moments later, Operator Frank Duffy (at manhole) advised him to vacate and, with the start-up crew above, lighted off the burners for the first time.

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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.

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# Teenager and 10 shares

**T**HIS business of raising boys grows more hectic up to their age of 12, and then . . .

The 17-year-old heir to my Incentive Plan shares bought a 1938 Ford for \$10, and, for an additional 500, souped up the motor, dagoed the front end, installed a Lincoln transmission, and went scouting for drag competition. He and I talk things over every now and then while waiting for the juvenile traffic officer to sort speeding tickets. But the \$510 was money he earned at a grocery store and a Union Oil service station. He knows cars better than I know the King's English. If we can keep him out of jail a few months longer, he'll probably open a book and become a darned good engineer.

Union Oil Dealer Herman Poe in Hollywood has a boy, Larry, who spends money in an even more surprising manner. Larry started work in his father's station at 14, washing windshields and checking tires during weekends. At the end of two years, the boy was a full-fledged Minute Man and had saved enough money to buy what every boy wants—maybe even a sports car.

But Larry didn't want a sports car—or a boat—or a trip to Mexico. He wanted some common shares—preferably 10 shares of Union Oil Company stock!

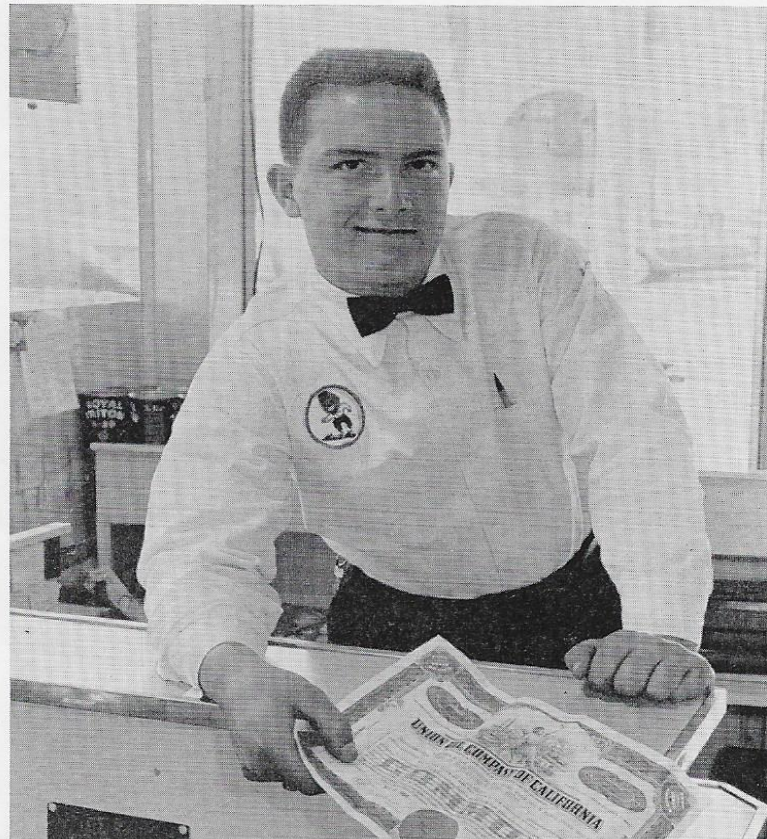
Of course Herman was dumbfounded, but not frightened. He didn't ask the boy to visit a psychiatrist; he helped him buy the shares.

Last shareholders' meeting Herman Poe and son sat together among the several hundred Union Oilers there convened. Larry was present with an excuse from Van Nuys High School and the right to represent his stock. He reported the experience to his class the following day, and is now saving to make his second stock investment.

Juvenile delinquency may be rampant in our land. But on the other side of the ledger there are a lot of teenagers like Larry Poe. It is the fault of sensation-seeking readers and writers that we hear too much about the one and too little about the other.

Hopefully, America's future is in good hands!

*from The Editor*



Teenager Larry Poe got what he wanted—10 shares of Union Oil common stock!



**A** UNIFINER-PLATFORMER unit, as its name implies, is actually two interdependent refining units. Both together convert *sour* (nitrogen and sulfur bearing) gasolines into *platformate*—a *sweet* (nitrogen and sulfur free), high-octane, high-quality gasoline blending stock. The Unifiner, which removes nitrogen and sulfur from the gasoline, requires an extra supply of hydrogen for its catalytic reforming task. The Platformer, on the other hand, which further upgrades the Unifined product, produces ample extra hydrogen for the Unifiner, but will not tolerate a *sour* gasoline feed. The two therefore work in unison, the Platformer supplying hydrogen for the Uni-

will fail to operate efficiently or might be damaged seriously.

**April 22**—Classroom work is concluded. The “graduate” operators are divided into shift crews and will hereafter man the unit ’round the clock. Each shift includes a foreman, who is in charge, two engineers, an operator No. 1 special, an operator No. 2 special, an operator No. 2, and an operator No. 3. Two other “graduate” operators are assigned as extras to each shift to provide additional manpower during start-up.

Now the shift crews apply their book learning.

## START-UP... *it takes men and*

finer and the Unifiner supplying *sweet* gasoline for the Platformer.

In this push-button age, many things can be started by the engaging of a switch or the touch of a throttle. Not so one of these immense refining units of the oil industry. Seldom are two built exactly alike. They’re sensitive and complex. They’re integrated with other units equally complicated. Getting them fully on stream usually takes months.

As evidence, here are some excerpts from the technical reports of Engineer Harry Bourgeois—watered down from their original context by the less technical interpretations of SEVENTY-SIX:

**April 1, 1957**—The start-up organization is now complete. Assistant Superintendent Barnett is in charge. His line organization includes Shift Foremen Jeffery, Cook, Rowe, Grisham, Gerdes, and 24 operators; Shift Engineers Jones, Pedersen, Ticer, Evans, Bourgeois; Assistant Shift Engineers Lane, Polizzoto, De Buse, Lyvers. Assisting him in staff and maintenance capacities are Instrument Engineer Adcock, Machinist Foreman Sisk, Electrical Engineer Clauser, Area Foreman Braun, Maintenance Foreman Nelson, Unifiner Representative Wendrow, and Operator-Trainer Bello. Home Office Representative Paul Morgal works with this organization as construction project manager. Also important to the start-up are several representatives of the contractors.

Now begins three weeks of intensive training for the operators. Their text is a 170-page, 70-diagram “Unifiner-Platformer Operating Manual,” prepared by the engineers and foremen. The training calls for 40 hours a week of concentrated classroom work plus some on-the-unit assignments. Every student must graduate with honors. Otherwise the expensive unit

Working closely with the supervisors and engineers, they are introduced first-hand to problems of operation, supervision, maintenance, fire protection, safety, etc. With unit completion still several weeks away and some facilities in the process of being installed, they have a good opportunity to familiarize themselves with a Unifiner-Platformer’s inner workings.

**April 29**—Most of the utility systems—steam, city water, industrial water, electric power and lighting, air, condensate collection, and *blowdown*—are now installed. Insulation is about half completed and final painting is getting under way. Distillation system lines, vessels, towers and exchangers are being water washed. The cooling tower is put in full operation. The Platformer reactor system is being completed, tested and pressured with nitrogen. Operating crews are checking the equipment and having malfunctions corrected.

The contractor, C. F. Braun & Company, has installed and is ready to test the Platformer blower and Unifiner compressors. These important facilities attract a crowd of technical observers. With a few minor adjustments, the motors are started, adding their low hum to the gentle refinery chorus.

**May 6**—Control-room instruments are being checked and activated. The Platformer blower is circulating nitrogen through the heater and reactor system, nitrogen being an inert gas as well as having good properties for drying out the system. Platformer heaters are being lighted off carefully for slowly drying out their firebrick and tube-lined interiors. A hundred last-minute jobs of testing, tightening, repairing, insulating, painting, stenciling, and paving create a scene of orderly confusion.

*continued*





Assistant Superintendent Barnett (left) is in charge of the Unifiner-Platformer unit. His start-up organization includes (at right) Couch and Mhoon; (below, kneeling) Bourdon, Rowe, Mhoon, Rue, (standing) Couch, Engelhardt, Campbell, Debuse and Ticer.



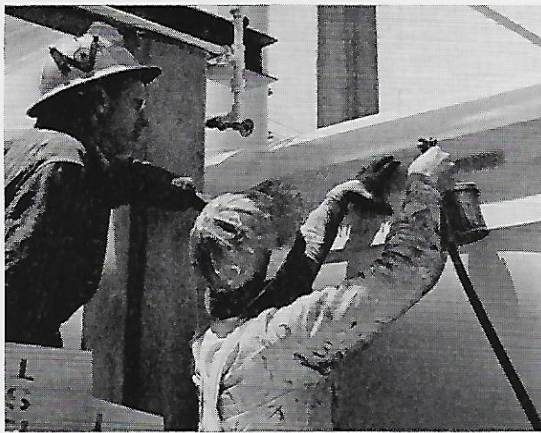
*months to get a big refinery unit on stream*







A long-earned week is at hand—start-up! Under engineering direction, a blower adds its low hum to the gentle refinery chorus;



painters, assisted by members of the operating crew, finish the unit's exterior coating of white paint and begin stenciling the hundreds of vessels and lines;



construction debris is swept out, providing a working area that is neat and devoid of any accident hazards;

### Start-up *continued*

**May 13**—Unifiner and Platformer heaters and reactors are dry and cooled down. Nitrogen has been purged out of the systems with air in preparation for the initial charge of catalyst. The first charge of Unifiner catalyst is worth about \$100,000, while the smaller quantity of Platformer catalyst, containing genuine platinum, is worth around \$500,000. Extreme precautions are taken to safeguard both.

Catalyst in place, the five Unifiner-Platformer reactors are bolted up tight and tested. A start-up charge of hydrogen now has to be brought in from outside sources and placed in the system. But a mixture of hydrogen with air often results in an explosion. So, first air is purged from the system with a charge of nitrogen. With hydrogen then following the nitrogen, there is no possibility of an explosion.

**May 20**—A long-earned week is at hand—start-up! It is necessary to start the Platformer first—to produce excess hydrogen for use in the Unifiner. Heaters are fired off. Gasoline, entering the heat exchangers and heaters, is flashed into vapor. Gasoline vapor and hydrogen move together through the fixed bed of Platformer catalyst, emerging magically as new types of hydrocarbon molecules—still in vapor form. The vapors are removed and condensed into principally high-octane gasoline blending stocks, plus an excess of hydrogen for the Unifiner.

Finally the Unifiner goes into action. Receiving *sour* gasoline from a refinery storage source, it flashes the feed stock into vapors. These filter through the Unifiner catalyst with a flow of hydrogen from the Platformer. Sulfur atoms in the hydrocarbon molecules are joined by hydrogen atoms to produce hydrogen sulfide. Nitrogen atoms join with hydrogen to form ammonia. Relieved of the hydrogen sulfide and ammonia in an absorber-stripper column, the *sweet* Unifined gasoline proceeds to the Platformer.

### BUGS?

Start-up perfection is seldom realized anywhere. Generally the operators are challenged by technical problems of a variety they have never before faced. Or the unit proves temperamental. Or the equipment has *bugs*.

While water-washing, the operators heard a peculiar hammering sound in one of the steel lines. When cut open with a torch, the line was found to contain a chisel somehow left there by one of the craftsmen.

An instrument in the control room kept sounding false alarms—until it was found the thing had been hooked up backward.

Scores of minor problems—leaks, hesitant motors, even befuddled minds—rise to plague the start-up crew and keep everybody in a “What next!” state of unrest. But with each passing day, the men and their \$10,000,000 kit of tools gain a better understanding of each other. Troubles dissolve into operating routine. An acceptance test is run. All equipment functions reasonably close to design. The product is up to specifications—*sweet*, high-octane, *finest* quality. Extra engineers and operators are transferred to other duties. Start-up is over.

**June 1**—The Unifiner-Platformer is on stream.

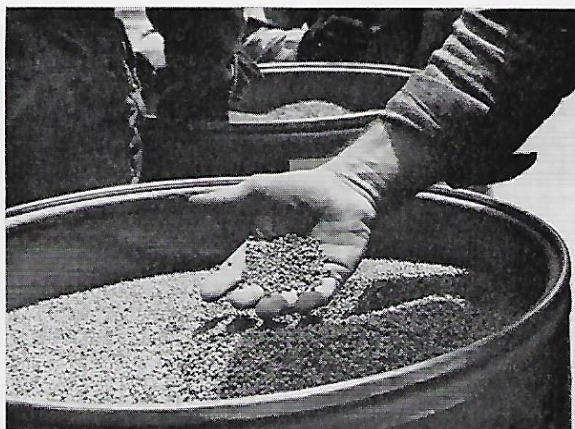
/THE END







operators guide a hopper into place over a reactor, preparatory to releasing the first charge of catalyst.



Initial charge of catalyst, part of which contains genuine platinum, costs approximately \$600,000; therefore, the operators handle it with extreme care.



Finally Operator Rue adjusts an instrument in the control room, putting the dual unit on stream.



Thus, with new refining tools, costing more than \$10 million, our Los Angeles Refinery people begin the manufacture of a higher quality gasoline blending stock. The product is free of nitrogen and sulfur; it is exceptionally high in octane value; it is a fulfillment of Union Oil's continuing aim—always to provide our customers with the finest.



## WHOSE MONEY IS IT?

It's your money, all of it, if you've participated in the Incentive Plan since its beginning. On July 1, employees who have contributed to the Plan for three years became the owners—without reservation—of all the stock and all the cash in their own accounts and in the Incentive Accounts which contain the Company's contributions.

That's the answer to the most important of the many questions that have been asked since the Plan came of age. With the help of the Incentive Plan Committee we give you, below, answers to other questions which are being asked frequently:

### *Why is it called an Incentive Plan?*

Because of the way the Company's contribution is determined.

In most stock purchase plans, a company involved contributes a flat sum, usually 50 cents to the employee's dollar.

In the Incentive Plan, the Company's contribution is based on a percent of its *profits*. Hence, the plan is offered to Union Oil people as an incentive to increase the Company's profits and its contributions through increased efficiency and teamwork.

### *What does the term "vesting" mean?*

"Vesting" means to confer the full right of possession. When a member has participated in the Incentive Plan for three years or more, all amounts in his incentive cash and stock accounts resulting from the Company's contributions belong to him.

### *How can I find out the amount of money and stock in my accounts?*

Dial 99275 or write the Incentive Plan Accounting Office, Head Office, Los Angeles.

you forfeit company's (or Incentive) stock and cash.)

You may make a partial withdrawal after three years of continuous participation. Subsequent partial withdrawals may be made at 24-month intervals.

### *How long must I wait to get my withdrawal settlement?*

Depends on your timing. If you request a withdrawal shortly after the end of a quarter (they end in December, March, June and September), it will take about 45 days to get your settlement in money or stock. That's how long it takes to distribute the Company's quarterly contribution.

If you request a withdrawal after this bookkeeping period, you'll probably get your settlement within two weeks.

### *How do I sell my stock?*

Through the Trustee of the Plan: if the Trustee buys your stock, you pay only Federal Stock Transfer Tax—a few cents a share.

Through a broker: you'll pay a commission based on a sliding scale. The commission averages about 1 per cent of the value of the transaction.

### *If I sell my stock will I receive the same price for it as it cost?*

Not necessarily. The amount you receive depends on the market value of the stock at time of sale.

### *If the Trustee buys my stock, what price will he pay me for it?*

The closing price on the New York Stock Exchange on the date he receives your withdrawal request. This should be within a day or so from the time you turn in your request to the Incentive Plan Committee.

## Some Q and A's re. the

### *May I vote my stock?*

You can and should! Employees who are members of the Incentive Plan have a more personal interest in the operations of the Company than do other shareholders. And as the Incentive Plan grows, the weight of the employee-shareholder vote becomes increasingly important. So exercise your rights and vote the stock in your accounts.

### *Now that I'm vested, is my money and stock still held in separate accounts?*

Yes. There are still four accounts: 1) your cash account; 2) your stock account; 3) the Incentive cash account; 4) the Incentive stock account. These latter two contain the Company's contributions.

### *When may I withdraw from the Plan?*

You may make a full withdrawal at any time. (But unless you have participated for three years, you can withdraw only your own cash and stock accounts and

### *What is the maximum amount I may receive on a partial withdrawal?*

You may take out any amount up to one-half of the value of your shares and cash.

### *If I make a partial withdrawal, must I wait before I can make a full withdrawal?*

No. You can make a full withdrawal at any time.

### *After a FULL withdrawal, how long must I wait before I can rejoin the Plan?*

One year from the date your account was settled.

### *If I withdraw completely from the Plan, must I again build up three years' participation to be entitled to the Company's contributions?*

Yes.

### *How long must I wait after a partial withdrawal?*

You may neither contribute nor receive any part of the Company's contributions for six months following your settlement date.



*After a partial withdrawal, must I take any action at the end of the six months?*

Yes. You must send in your request on the proper form, to resume your contributions, to request a voluntary suspension, or to withdraw completely.

*May I voluntarily suspend my contribution to the Plan?*

Yes. You may stop paying into the Plan for a period of at least three months but not longer than 12 months. (Company contributions to your accounts also stop during that period, of course.)

*May the two-year period before I make a second partial withdrawal include periods of suspension?*

Yes.

*Do periods of suspension count toward the three years required for vesting?*

No.

*If I withdraw from the Plan before I become vested, who gets the cash and shares in my Incentive Accounts?*

The remaining members of the Plan.

*Can I use the stock or cash in my accounts as collateral?*

No. However, their value may be included in a statement of net worth for such purposes as obtaining credit.

*Can I borrow from the Plan?*

No.

## AND NOW, ABOUT FEDERAL TAXES . . .

Taxes paid on withdrawals from the Incentive Plan will vary with circumstances: the amount you withdraw, whether you sell your stock or hold it; sale price of the stock, and so on.

For this reason, an instruction sheet with examples

of each type of withdrawal will be given to those who make either a complete or partial withdrawal from the plan.

Because of the alternatives involved, we haven't attempted to cover the detail in the following answers. They're intended to give you only a general idea of the tax situation.

*Are my accounts subject to income tax while I am still a member of the Plan and make no withdrawals?*

No.

(To avoid future tax confusion, DO NOT report any allocations to your accounts of Company contributions or dividends.)

*How am I taxed if I make a complete withdrawal from the Plan while still working for the Company?*

Whatever cash and stock values you receive in excess of your own contributions are taxable at ordinary income tax rates. This is true, whether you sell your stock to the Trustee or have the certificates delivered to you.

"Values" include: 1) all cash, 2) the market value of stock purchased with Company contributions and with dividends, and 3) the cost to the Trustee of stocks purchased with your own contributions.

*How am I taxed if I make a partial withdrawal?*

You pay no income tax on a partial withdrawal as long as the amount doesn't exceed your own contributions.

*How am I taxed when I make a complete withdrawal upon retirement or other separation from the Company?*

You must pay a long-term capital gains tax on cash and stock values to the extent that the total of these exceed your own contributions.

For the purpose of computing "values" in this case, you can exclude the difference between the cost and the selling price of ALL stock you receive.

*In the event of my death while still an employee and a member of the Plan, what's the tax situation of my beneficiary?*

Your beneficiary would be entitled to exclude \$5,000 of the amount received that represents income to him.

Except for this provision, the values he receives are subject to the same tax treatment as yours would be upon withdrawal at the time of separation from the Company.

*How about state income tax?*

You'd better talk to the tax people in the state where you live, since there is no uniformity among the states.

(In California, you're not subject to state income tax until you make a withdrawal. At that time, the tax treatment is substantially the same as under Federal tax law.)

These questions and answers cover only the high points. For further information, consult the Incentive Plan Booklet, talk to your supervisor, or send your query to the Incentive Plan Committee.

In response to many questions being asked by members of the Incentive Plan, SEVENTY-SIX appealed to, from left, L. A. Gibbons, W. C. Stevenson and I. J. Hancock, who with A. C. Rubel and W. L. Stewart, Jr. constitute the Incentive Plan Committee. Their answers appear in the accompanying text.







24999

U-999

25151

U-151

FU-018

U-370

3461

FU-461

FU-460

-156

BEWARE OF BLAST



Pacific Airmotive's Chino Division

keeps the Sabres in combat readiness by



# Rejuvenating the jets

**I**F an invading force should break through America's radar defense to unleash an attack, among the first to make them unwelcome would be fighter groups of Sabre Jets—F-86. Though outmoded to a degree by newer, swifter, heavier-shooting aircraft and guided missiles, the Sabres are by no means obsolete. They pack high speed and a hard punch. They've proved their mettle in numerous fighting campaigns. Not only are these airplanes available to our armed forces in large numbers, but we have many pilots thoroughly qualified to handle them. Practically all of the National Guard units fly F-86. They'd be airborne at the first alarm—wherever needed—itching to swarm on any invader.

So Uncle Sam keeps his Sabre Jet fleet in top-notch condition. Engines are maintained at peak efficiency. Machine guns are well oiled and ready for action. Not a single rivet in a ship's metal *skin* is allowed to work loose. And at regular intervals each Sabre Jet is given a complete inspection, overhaul, modification—our term, rejuvenation.

The first private overhaul company to be awarded a contract for the repair of these important fighters is Pacific Airmotive Corporation of Burbank, California. With divisions and branches in Santa Monica, Chino and Oakland, California, Seattle, Denver, Kansas City, and Linden, New Jersey, PAC had already established a fine

reputation in the maintenance of piston-engine aircraft. To service jets with equal precision, they expanded their Chino Division into one of the world's most modern and best equipped overhaul facilities. The plant now includes 233,000 square feet of roofed working space, 60 acres of outdoor paving, and two excellent runways, one of which is 6,200 feet long. Fourteen hundred employees at Chino include every type of airplane specialist, some of whom have grown step by step with the aviation industry since its inception.

SEVENTY-SIX visited the Chino Division at the suggestion of Ed Keightley, manager of Aviation Sales, and H. W. Bragg, district sales manager at Pasadena, both of whom are proud of counting Pacific Airmotive as a major Union Oil customer. Inside the plant's securely guarded gate we were welcomed by Division Manager E. E. Adams and Assistant Division Manager E. H. Lawson. After getting us properly certified and badged, they suggested that we accompany Chief Project Engineer C. H. Osborn on a photographic tour of the base.

Presently we began to see the miracles of engineering and craftsmanship concealed under the *skin* of a Sabre Jet—and to appreciate the skilled hands that are keeping them battle-ready.

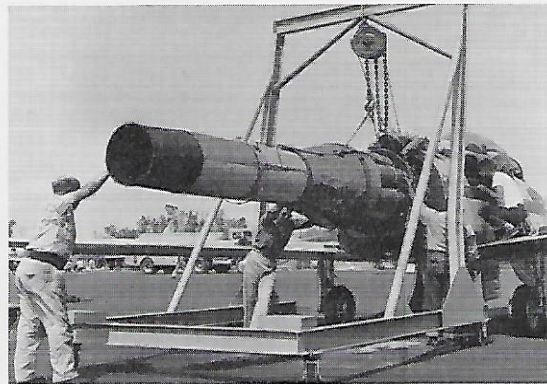
All of the airplanes—F-86A, E and F—are flown to Chino under their own power. On arrival, mechanics

*continued*

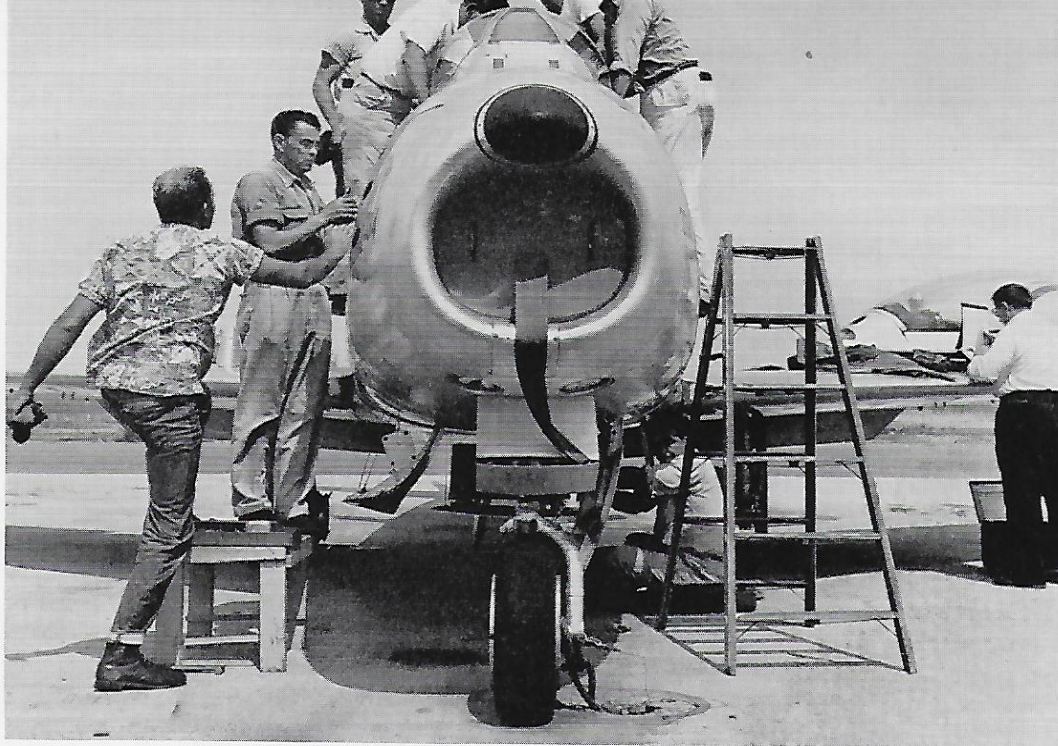
Every inch of the airplane is scanned for signs of failure—holes, loose rivets, bent metal, *skin* ripples that oftentimes indicate a structural weakness underneath. Each defect or area of suspicion, known as a *squawk*, is outlined in color-code.

The Sabre comes apart just aft of the wings. A myriad of disconnections frees the engine, which is then eased backward out of its metal cocoon and, if defective, sent to one of the government's maintenance shops. To rejuvenate tail and wing sections, Pacific Airmotive maintains a 17,000-item inventory of parts.

In the *mod* hangar, recent improvements adopted by the Air Force are installed to make the fighters better than new. Not an inch of airplane is spared inspection, test and, if needs be, repair.







The prodigiously complicated job of putting the watch together again is accomplished in the IRAN line. Tail sections are re-attached. Machine guns are permanently coordinated on the target by means of a boresight technique. The ship undergoes a series of radar tests. Finally everything is ready for the *shop completions* tests and the *green run*, a ground test in which the Sabre is anchored to the *flight line* while its engine screams through the entire jet operating scale.

## Rejuvenating the jets *continued*

send them through a *receiving run*, testing each engine through its full performance range to determine the need and extent of repair. Defective jet engines are capsuled in special shipping tanks for transfer to one of the government's maintenance shops.

The Chino Division of PAC concentrates on all other parts of the ship—a task so involved that the base maintains a 17,000-item inventory. Departments where the work is done have interesting titles, peculiar to the aviation industry—*tear down* area, *shake down* area, *mod* (for modification) hangar, IRAN (for Inspect and Repair as Necessary) line, *shop completions* section, *flight* line. All are expertly arranged and coordinated to assure maximum performance and minimum overhaul cost.

Pacific Airmotive is playing a vital role in national defense—economic as well as military defense. /THE END

Performance capabilities of the reconditioned jets are not for publication; but they take off with the *finest* Union fuel.

PCA's test pilot, the first to venture aloft in each rejuvenated ship, aims to lead a long and happy life, hence a careful one. Before the flight, he conducts his personal inspection tour—a close examination of every visible Sabre part, followed by a long preliminary *feel* of the instruments and controls. His roaring 150-mile-an-hour takeoff from the runway is a cautious one. Until every maneuver and function of the ship is tried, he flies on the assumption that even the best experts sometimes make mistakes.







Tal Ledbetter is standing on top of an oil well as he tries a putt. You can see the drill site on hillside in background, between Tal and the pin. His partner: Engineer Everett Forte.

# site

# unseen

*Union Oil proves that you can drill wells  
without disturbing the neighbors*

**T**AL LEDBETTER, who's trying to sink a long one at left, is playing his way around America's only 47-hole golf course.

The course—exclusive Hacienda Country Club—is among the hilliest, most beautiful, and most frustrating in Southern California. Fortunately for Ledbetter's sanity, he has to sink the ball only in the standard 18 holes. The other 29 are oil wells, producing quietly and inconspicuously from under fairways and greens.

Five times this number of wells—150—are hidden away in the La Habra Heights section surrounding the Club. Here, where homes range up to \$100,000 in value, Union Oil has pioneered in the art of blending oil fields into the background.

This "site unseen" drilling is a fairly recent development in the oil business. It came about as oil companies were driven into densely populated cities in their search for petroleum to replace California's dwindling reserves.

The program Union Oil followed in La Habra Heights has become a model for the industry.

The Company has owned mineral rights under the Heights since the early 1900's. But a few years ago when

it was decided to drill, we faced a public relations problem. Expensive, beautifully landscaped homes had been built on La Habra's hills. The peace and privacy of their retreat were more important to the home owners than were the prospects of oil royalties.

Further: It happens that from the Heights, you can see for miles across the Los Angeles basin. When the weather's clear, you can easily pick out the clusters of weathered derricks that mark the southland's old oil fields. The people of La Habra wanted no part of that steel jungle; they preferred their orange trees.

But they crossed their fingers and signed drilling agreements. With the understanding that neither the beauty nor the property value of the area would suffer.

When the drilling crews moved in, residents found, as people in other communities are finding, that oil field practices have changed since the days when a gaunt derrick was the symbol of the oil industry.

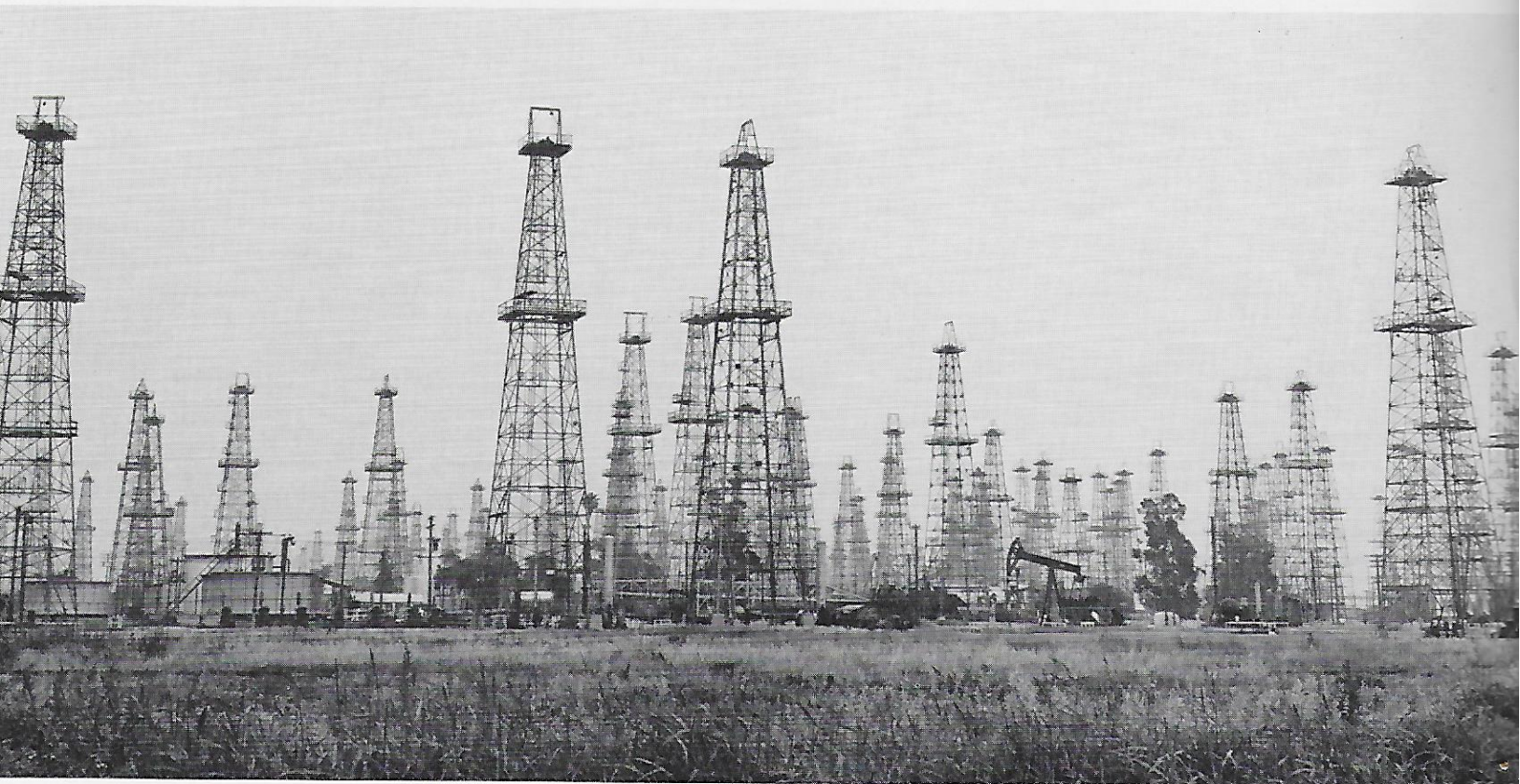
La Habra Heights was drilled with rigs wrapped in kimonoes of green fiberglass and plastic. The noise of the machinery was a whisper a few paces from the derrick.

As many as 30 wells were drilled from a single site. By means of a technique known as "directional drilling" the holes were fanned out, to reach oil a mile away from the site. (This is how the golf course was drilled.)

When the wells were completed, down came the derrick. Pipes and fittings were hidden in trenches, and cov-

*continued*





Oil field, OLD STYLE: In early days, steel derricks were left standing over wells, made fields landmarks, visible for miles.

Oil field, NEW STYLE: At right, the flat, white area in center of picture is an oil field, too—landscaped, all equipment underground. It is entirely hidden from people driving past on highway.

**site unseen** *continued*

ered by a steel grating. Another new technique enabled the Company to put the pump and its hydraulic engine at the bottom of the well, instead of on the surface.

Finally, the well sites were landscaped. Trees were planted around them. Surface equipment was surrounded by decorative concrete block walls. With time, ivy, geraniums and fuschias have blanketed the walls.

Union Oil's community-conscious exploit at La Habra Heights has proved it's possible for everyone to win when the drill finds oil.

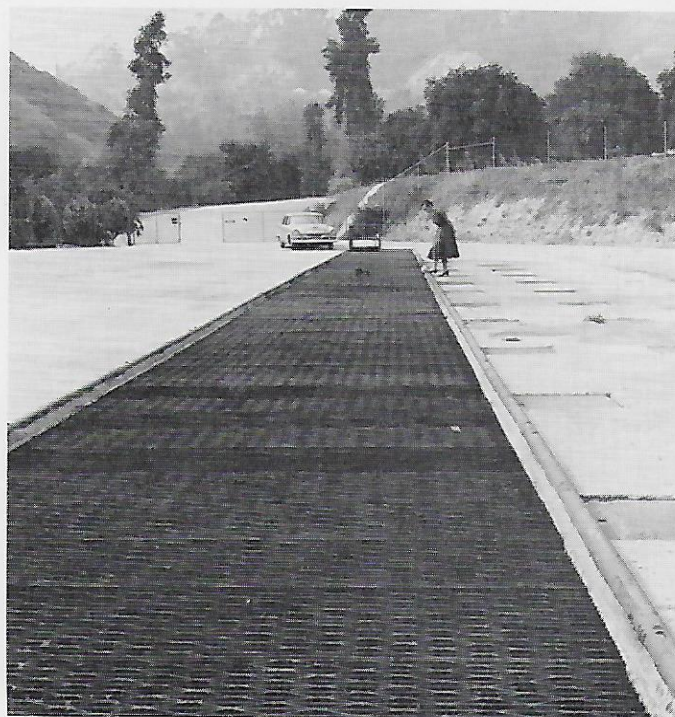
At present, the field is the Company's largest producer in Southern California. Experts estimate that it contains 40,000,000 barrels of recoverable oil—oil precious to a state which is increasing its imports of crude.

The home owners have reaped a dual benefit: their personal income from royalties and an easing of their tax burden. Last year, the Company's tax bill was \$732,437, nearly 62 percent of all the taxes in their school district. (A field the size of this one normally brings about \$14,000,000 to landowners and to local governments.)

And one of the pleasantest results, as far as Union Oil is concerned, is the attitude of the people of La Habra Heights toward the Company. As an example: Ledbetter is Southern Division Superintendent, the man who's job it is to supervise production at La Habra. If the site-unseen program hadn't worked, he'd be the local villain. As it is, when he plays Hacienda, he plays among friends.

/THE END

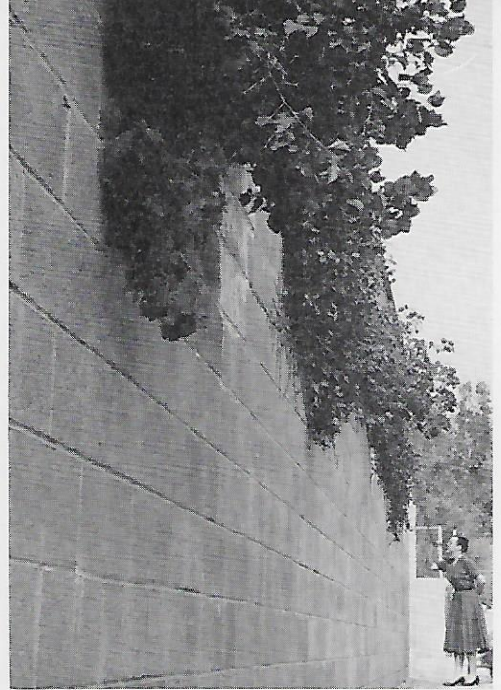
There's a dozen oil wells under that grating! New techniques enable Union Oil to remove derricks, put pump in bottom of well.







This home—and 22 others—looks down on Union Oil's largest drill site, in La Habra Heights. Hidden behind the border of trees are 30 wells, tanks, a metering system, and sound-proofed engines which power pumps.



At drill sites where there are tanks and lines, the equipment has been surrounded by high concrete block walls, covered with climbing plants.







# Faces of

*A partnership between business  
and Boy Scouts takes the surprise  
out of the future*

Last month, industry got a long look at the faces of the men of tomorrow, of the men-to-be who will make its decisions, run its factories, its laboratories, and its offices. They were very young faces. And they wore every expression except surprise. What can surprise a boy who's already seen his future?

The surprise they left to the older folks, during a day-long Scout-O-Rama that brought together 50,000 spectators and 15,000 Boy Scouts and their leaders in an ant-hill of activity on the floor of the Los



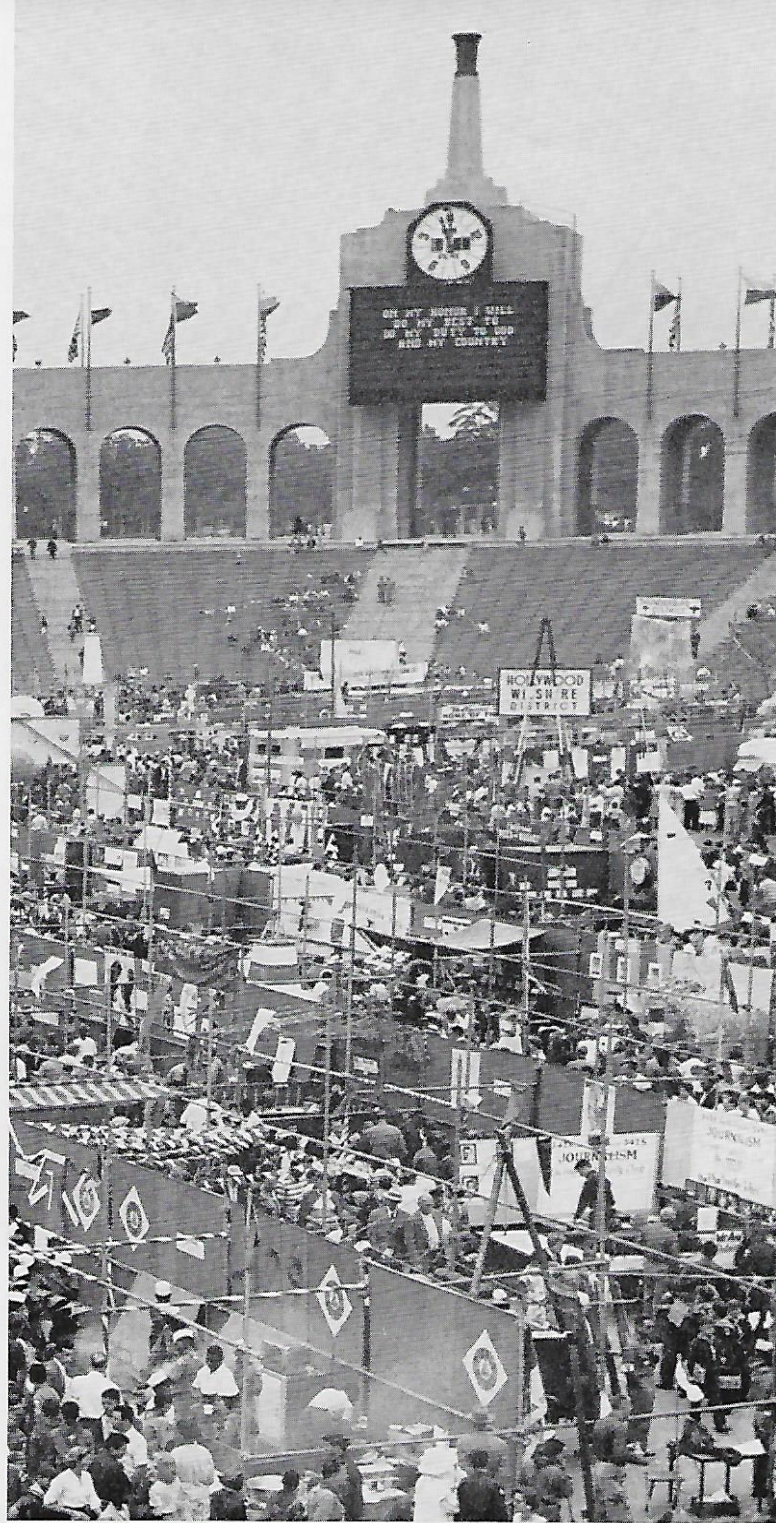
# tomorrow

Angeles Coliseum. Using technical words almost as new as the youngest Cub, the boys explained such modern miracles as space travel, electronics and shale oil.

This year's Scout-O-Rama was a partnership between business and boys. The businessmen—400 of them—came from corporations such as General Motors, Bethlehem Steel and Union Oil; also from small hobby shops, hardware stores and camera counters. Skilled men from each of the companies counseled youngsters in branches of work that are allied to Cub Achievement, a Boy Scout Merit Badge or an Explorer Rating.

This year's Scout-O-Rama was a formal display of a partnership that has existed for years between hundreds of Union Oilers and Scout troops from Alaska to Mexico. And, hopefully, this joint venture between boys and business will set a nationwide pattern for similar relationships.

*continued*





Faces of tomorrow *continued*

(Union Oilers, for example, helped the boys with geology, nature prospecting, and chemistry.)

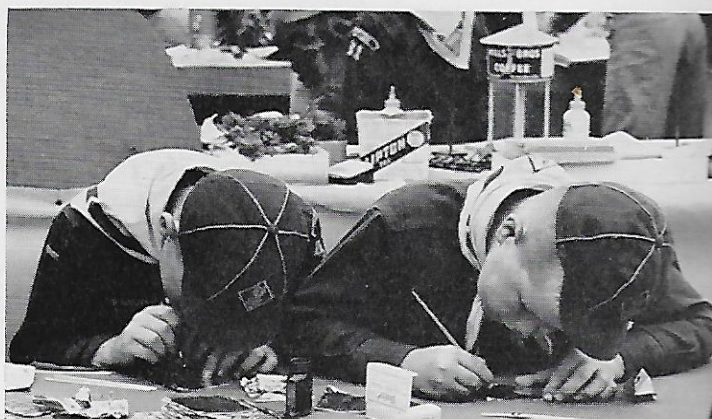
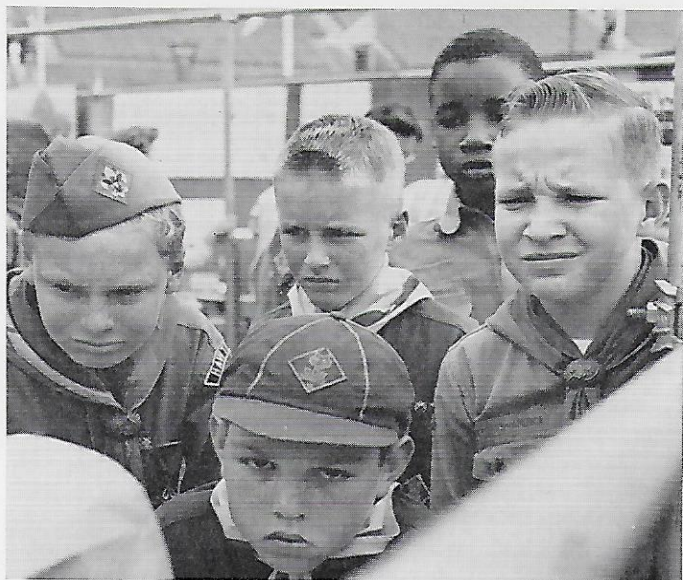
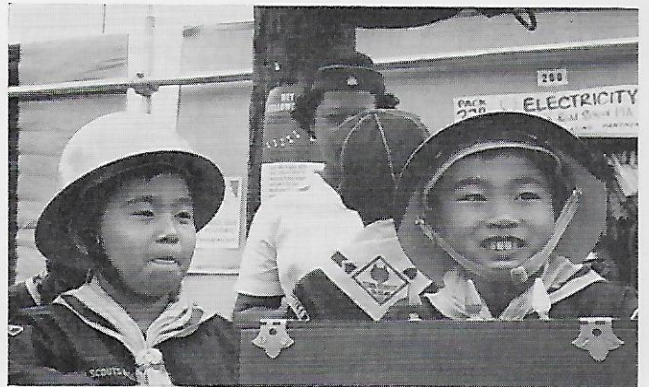
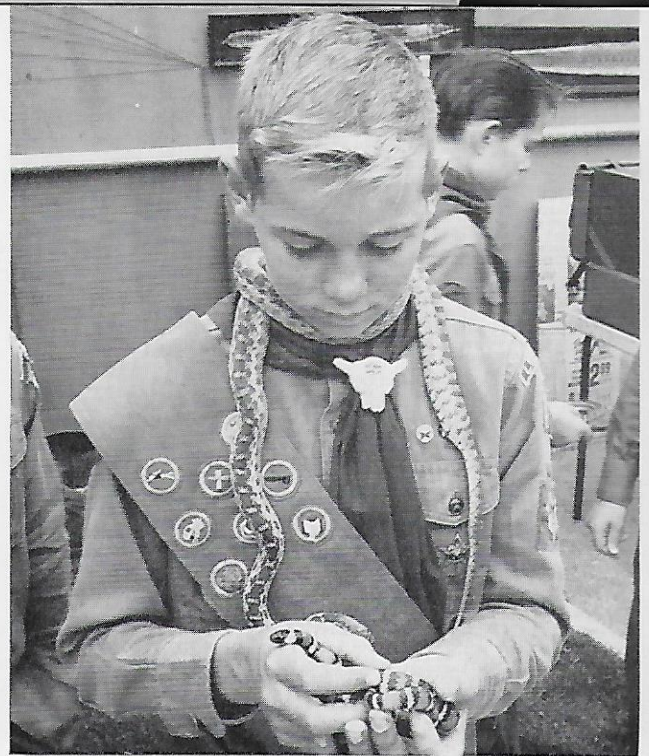
Then the companies moved into the background; and in the 12-hour county fair of Scouting, the boys demonstrated what they had learned.

Because those thousands of Scouts *have* had a glimpse of their future, an even more valuable demonstration should take place in the years ahead.

The older boys, teenagers on the verge of choosing a career, have a clearer understanding of American business, and of the possibilities it offers them. Even the younger ones found out that "industry" isn't a separate world, or a word in a book; that it's just a lot of people working together to produce the things we need for our way of life.

/THE END

*Note: You'll observe that we've included a face or two of today among the youngsters. A face in the third picture down in the right column is that of Union Oil President A. C. Rubel, who served as Chairman of the Scout-O-Rama Committee.*





# In God we trust

*An address by the Reverend Robert E. Henry  
at All Saints Church, Pasadena, California  
May 5, 1957*

ON APRIL 29th of this year, the former governor of California, Culbert L. Olson, appeared before a Senate Committee to oppose the adoption of the motto "In God We Trust" as the official motto of our state. The former governor told the Senate Rules Committee that the adoption of the motto would be—and I quote him—"a further violation of the principles of the separation of Church and State."

Now frankly I must confess that I do not think it a particularly earth-shocking matter as to whether or not "In God We Trust" becomes the official motto of our state. Because, of course, the mere adopting of a motto, no matter how lofty, does not insure devotion to God on the part of the people of California.

For this reason I am always a little suspicious of religious mottos, because there is the danger that the motto itself will become the substitute for Christian zeal and dedication, which, after all, are what really count. People do not always live up to mottos.

However, in saying that the adoption of the motto "In God We Trust" would be in violation of the principles of the separation of Church and State, Mr. Olson is in grave error. He has made the mistake so many others have made, by misinterpreting the American doctrine of the Separation of Church and State. Too often this doctrine has been interpreted to mean, as Mr. Olson obviously thinks it does, the separation of *religion* and the state. And so we have in this country the incredible spectacle of a nation founded on religious principles forbidding the explaining of these principles in her schools.

Our nation was founded by religious men upon religious principles. Indeed, any greatness she has achieved has been due to that fact. Some people need to wake up to this truth, and also to the fact that if we are going to separate religion from the state, then we must be prepared to destroy the very foundation on which our country was laid.

We must be prepared, for instance, to eliminate the second paragraph of the Declaration of Independence, which clearly states the religious basis upon which this country was founded . . . "We hold these truths to be self evident . . . that all men are endowed by their creator with certain unalienable Rights, that among these are life, liberty and the pursuit of happiness."

People like Mr. Olson would undoubtedly like to change all this. But let's be clear that, if they do, they will not be separating church and state, but will be cutting our country from its very roots. If a person cuts



a tree from its roots, it is only a short time before he has a dead tree on his hands. Cut our country off from the basic principles on which she was founded, and we will lose whatever chance we have of acting redemptively in this present world situation.

It is also painfully clear from the rest of Mr. Olson's speech before the Senate Rules Committee that he is a subscriber to the philosophy that too many people hold these days. It is a defeatist philosophy of life, which leads in the end right up the blind alley of fear and insecurity. This philosophy states that God is non-existent and so cannot be a factor in our world at all. It guides us into a completely un-Christian state of mind and heart and, because of this, it leads only to fear. Fear of the Russians, fear of the Chinese, fear of financial depression, fear of tomorrow—soul-destroying, paralyzing fear! Paralyzing because it leads to a lack of power in the present.

We of this generation do not need less faith. On the contrary, we need desperately to hold on to, and in many instances recapture, the faith and zeal present in so many of the people who founded our country—a country which, incidentally, would never have been founded had it been up to the people with a belief in nothing or no one greater than themselves.

But our forefathers did believe in God—a God who strengthened them, sustained them, and guided them in the shaping of destiny itself. This does not mean that we minimize the seriousness of the present hour, or that we stick our heads in the sand and pretend it is not dangerous. But if we are Christians we cannot leave God out of our world! For the final question is not what Kruschew and the Russians are going to do, but what God is going to do! Our world has not slipped out of God's control; it is still in his shaping hands.

We need that faith if we are to confront our world today with anything other than despair. We need a faith that God never gets down to His last nickel—that we will never be left without His power and direction if we will but seek it. Faith in God's tomorrow will bring strength to our action in God's today!

/THE END



# On board



Directors Fred Brandi and Harold Sanders sit down and take it easy as they head out into the Gulf to get a close look at offshore operations. Director K. E. Kingman (standing, second from right) picks up a few points from one of the group of Division men on the jaunt.

All aboard for a buggy ride—marsh buggy, that is. This ingenious carryall (below) took the directors over swamp and sand and alongside boats moored in the Gulf at left in the photo.





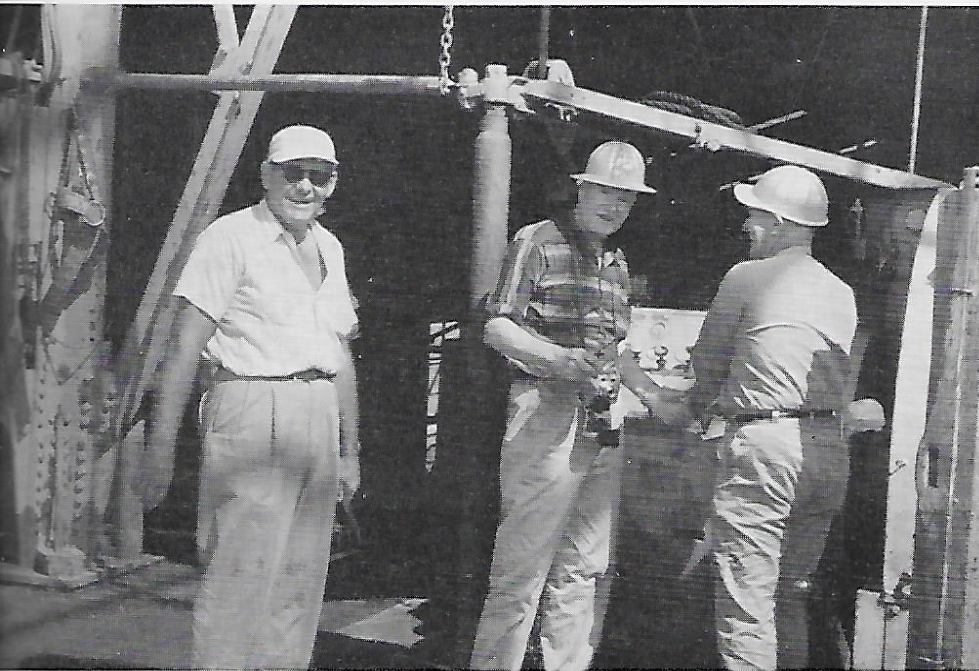
# with the directors

UNION OIL COMPANY directors took a first-hand look at Company operations in Texas and Louisiana last month when the Board, for the second time, held a regular monthly meeting in Houston. The "First-hand look" brought out shirt sleeves and hard hats, helicopters and "marsh buggies" as the directors made a fast but thorough circuit of the booming Gulf division operations, hosted by Vice President Basil Kantzer and his staff. To record some of the semi-official and off-duty activities of the group, 76 asked a promising amateur photographer to supply us with tour pictures. Printed on these two pages are some of the pictures taken by that amateur, A. C. "Cy" Rubel.

/THE END



The whirlybird is a noisy bird, as all the directors will testify. They hovered over offshore rigs in this helicopter, here sitting down after the sightseeing.



Gulf Division vice president Basil Kantzer (left) grins happily at what appear to be two stalwart roustabouts. Turns out they're only directors Fred Fagg (center) and Dudley Tower, who, preceded Kantzer in Texas.

Off the plane and cameras at the ready. Director W. L. Stewart, Jr., gets set to snap brother Arthur (right) and Jim Page. Camera-girdled K. E. Kingman descends steps.

Board Chairman Reese H. Taylor grins appreciatively at proceedings.

Out where they're looking, a worrisome helicopter is awaiting. "They're" directors Frank Denton and Prentis Hale, Jr.





# Business Highlights of the Month

## MARKETING *"lures" prove to be good bait*

Meetings, which outlined the Company's sales promotion program to Distributors in the Eastern Continental Territory, have recently been concluded.

A new and novel sales promotion program for dealers in the Spokane area offered the customer a "Fishing Lure of the Week." Customers were given a set of six fishing lures, a different lure each week. The program was very successful, producing substantial sales increases.

The animated signs in dealers windows proclaiming the "Top Two Gasolines" is our answer to a number of current claims for other gasolines. This sign is one of a series available to our dealers for point of purchase promotion.

Tire, battery and accessories sales by dealers in 1956 were the largest in the Company's history. 1956 showed a gain of 18 per cent over 1955.

The Company was recently awarded a jet fuel contract totaling 12,000,000 barrels to be delivered during the next 6-month period. Total dollar volume of this contract is approximately \$19,000,000.

The National Institute of Dry Cleaning has again approved our S-76 Solvent as meeting all of the rigid requirements established by the Institute for dry cleaning fluid for industrial and domestic use.

*from Roy Linden*

## RESEARCH *future research areas studied*

A Research Advisory Committee on Petroleum Products and Related Processes has recently been established to review this phase of our activity. Consideration will be given to each project objective and its relation to Company goals. The Committee will also consider project worth and relative importance. Suggestions for future areas of research are to be discussed.

The Committee is composed of representatives from three operating departments concerned with the Petroleum Products function of our business, namely Manufacturing, Marketing, and Economics and Planning. Research Department Division Managers responsible for directing our Petroleum Products and Related Processes

research are also members. The first meeting was held during June.

*from Fred L. Hartley*

## EXPLORATION *major areas in Canada and Gulf*

An exploration schedule covering the last six months of 1957 is now being programmed for all Divisions. Indications are that the major portion of the drilling activities will be in Western Canada and Gulf Divisions.

In Canada, one of our main interests is the evaluation and further delineation of the Granite Wash possibilities in the Red Earth Area, northern Alberta. Eight wells are programmed for the second half of the year on this 1,200,000 acre block. Two other areas of interest, both in eastern British Columbia, are Milligan Creek and Aitken Creek. In the latter area, our holdings offset proven gas lands which will be connected to the Westcoast Transmission System within a year.

In the Louisiana offshore area, one of the first exploratory wells to be drilled in the second half of 1957 will be block 67, Vermilion Parish, some 18 miles offshore. This location is 12 miles south of our Block 26 field, a 1957 Union discovery, which was the locale of the "blowout" well that was successfully killed late last year prior to the initial completion on this Prospect. The Company also has a one-half interest in a 2,500 acre parcel lying between these two blocks. The Block 67 well will be drilled in about 35 feet of water to a proposed depth of 14,000 feet for a test of Miocene sands.

*from Sam Grinsfelder*

## TRANSPORTATION AND DISTRIBUTION *storage*

Three floating roof, crude oil tanks of 175,000 barrels capacity each will be built at Torrance Tank Farm. In addition, five smaller tanks of approximately equal total capacity, now in crude oil service, will be converted to product storage. With the completion of this work all crude oil storage will be grouped in one area of the tank farm and all refined oil storage in another, with a resultant significant simplification of piping and manifolding.

A mobile two-way radio has been installed on the SS SANTA MARIA. The equipment is licensed for use within the three-mile limit and provides direct voice communications between the vessel and those shore installations where we have similar equipment. This direct radio communication permits vessel and shore personnel to review and establish cargo loading or discharge plans prior to arrival at the dock, with resultant significant saving in time while in port. Similar installations will be made on other vessels.

The SS AVILA has delivered the first cargo of products from Los Angeles Refinery to the Company's new Richmond Distribution Terminal. The cargo consisted of those refined products which are required for distribution in Central Territory and are not manufactured at Oleum.

*from E. L. Hiatt*



### PURCHASING *delivery schedules bettered*

Recent additions to West Coast industry include local production of Tetra Ethyl Lead, expanded production of pipe, steel products and tin plate, installation of terminal facilities for handling methanol and the establishment of larger local stocks of plug valves.

This decreasing dependence on eastern shipments will benefit our operations in many ways. Decreased time between placement of requisition and receipt of material will enable us to control inventories more closely. Less scheduling and expediting will be required to insure delivery on time. Emergency requirements will be more readily available. Freight costs and loss or damage in transit will decrease because of shorter hauls. In some cases, local manufacturing will increase competition with already established sources, and decrease, or at least stabilize prices.

*from C. S. Perkins*

### MANUFACTURING *by-products utilized*

In the operation of the new Platformer unit at the Los Angeles Refinery, hydrogen gas is a by-product which is circulated through the unit essentially to control reaction and prevent deposition of carbon on the catalyst. The circulation of hydrogen gas is accomplished by a centrifugal gas compressor with a capacity of 100,000,000 cubic feet a day. This large compressor operates at a speed of 7,950 rpm and boosts the hydrogen pressure from 450 to 620 pounds per square inch. The compressor is driven by a 3,500 horsepower electric motor through a special hydraulic coupling and speed increasing unit. The complete compressor installation measures 30 feet in length and 8 feet wide.

*from J. W. Towler*

### PRODUCTION *important fields further developed*

Development of additional crude oil and gas production in areas outside of California will be strongly emphasized in the Field Department program covering the last half of the year. The budget for this period has been reviewed, and while operations in California will be continued at about the current level, development drilling in out-of-state areas, particularly on the Gulf Coast, will be stepped up considerably.

The reason for this change in the direction of our development efforts has become more and more apparent as it has become increasingly difficult to find new crude oil sources to keep up with high rates of production in California. On the other hand, successful exploration elsewhere has opened up a number of new producing areas of considerable promise. Amongst these are the prolific oil and gas fields at East Lake Palourde, Live Oak, and Caillou Island, Louisiana and the Main Pass (Breton Sound) and Vermilion areas offshore from Louisiana. The program in Canada will be featured by continued extension-type drilling in the South Sturgeon Lake and Red Earth areas in northern Alberta, Canada.

In addition to these operations, active development

drilling programs will be carried on in proven fields in our West Texas, Rocky Mountain, and Oklahoma Divisions.

*from Dudley Tower*

### INDUSTRIAL RELATIONS *responsibilities up!*

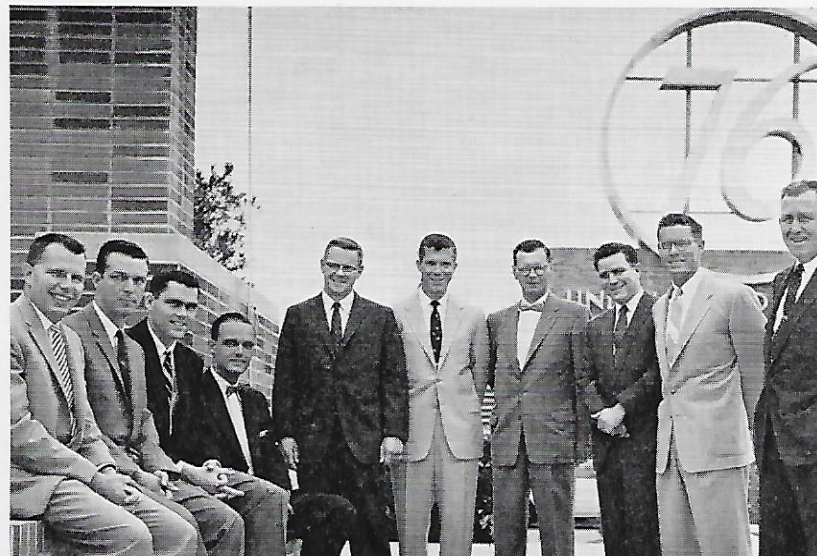
Effective May 1, 1957 our wages were increased about 6 per cent and our annual holidays were changed to 8. Veteran's Day, November 11, is now recognized as the additional holiday. Also, effective January 1, 1957, our annual vacations with pay have been increased to 4 weeks' duration commencing with the 20th anniversary of service.

Apart from the cost of longer vacations, added holidays, and increased rates for work on holidays, the general increase in salaries and wages alone adds up to an impressive added cost. Employees of the Union Oil Company are now to be paid base salaries and wages that will exceed by over \$3,000,000 yearly the amount they would have earned at rates in effect prior to this most recent increase. After Company payment of taxes, this will cost the shareholders (and 75 percent are shareholders) over \$1,500,000 annually.

Our responsibility is clear. We must increase our effectiveness as individuals by renewed efforts to develop better ways to perform our assignments and to reduce unnecessary costs.

While in this resolution mood let's also remember to tell our friends and neighbors about our fine products and services.

*from W. C. Stevenson*



Approximately 1,000 Union Oil dealers have completed a series of tours conducted by the Oleum and Los Angeles Refineries. Talks and demonstrations by refinery staffs revealed some of the technical complexity underlying the manufacture of motor gasolines. Among the first marketing group to tour Los Angeles Refinery were, from left, John Tripp, Boyd Donaldson, Roy Irvin, Jack Dodds, Bill Smith, Bob Feldkamp, Instructor W. P. Lakin of Research, Mike Dawson, Jack Mullens, and Instructor A. E. Fraser.





**BOWLING CHAMPIONS** of Union Oil for 1957, as determined in the 31st Annual Burnham Bowling Tournament, are the Los Angeles Petroleum Marketing team — from left, Bill Scheickhardt, Sid Bartel, Joe Blum, Mel Lund and John Coleman — with a 2973 series. Chester Miller, in the photo below, of Cut Bank rolled the highest individual series — 638 — and a high game of 269; but under the tournament's "one to a customer" ruling relinquished the high-game prize to the Coast Division's John Reed, who bowled a 245 game.

Chester Miller



John Reed



in  
focus

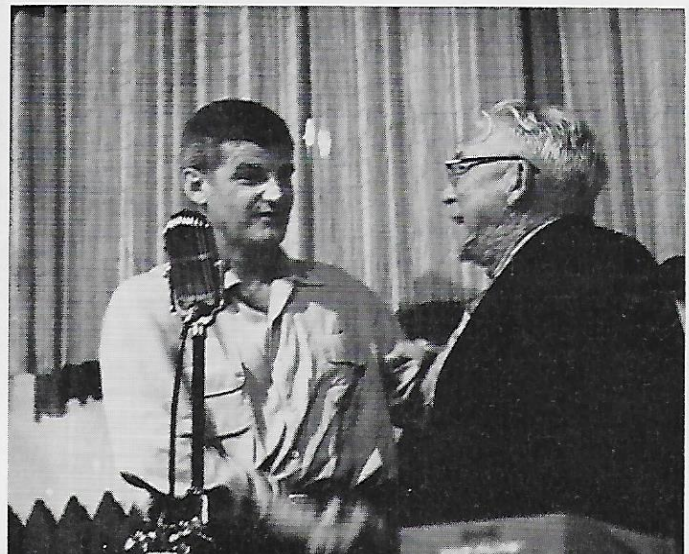


**SALESMAN BILL SCHOELLKOPF**, left, of Los Angeles won top honors in the District 7 Speak Up Contest, a speaking competition sponsored by the Junior Chamber of Commerce. Presenting the award is Lee Shimmer.

from Ted Proudfoot



**GOLF CHAMPION** of the Company for his 10th time is Chuck Berdrow of Los Angeles Terminal, at left, seen congratulating the runner-up, Orv Hilton of Comptrollers. Orv's 18-hole score of 71 was a stroke under the champion's, but was not achieved on the difficult Fox Hills course reserved for championship play. Among many other prize winners were, below, Charley Smith and Milt Varner, present and past champions of 19th hole play.





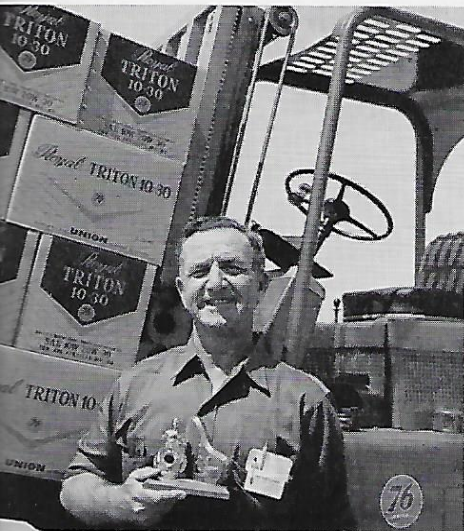


**RUBY THOMPSON**, daughter of a Union Oiler in Farnsworth, Texas, came to the National Science Fair, held in Los Angeles during May, as a reward for being chosen a regional finalist. Among the many to congratulate her were Board Chairman Taylor and President Rubel.



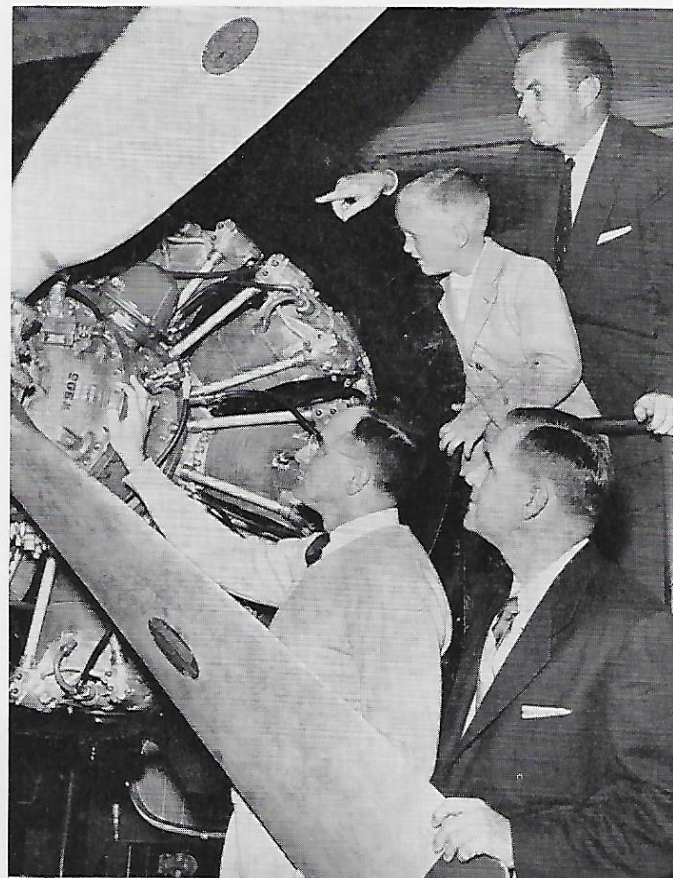
**DEALER J. D. HUGHES**, left, and Bill Linder of Eloy, Arizona heard Customer Paul Pierce mention an airplane flight the next day to Phoenix in his Cessna 170. "Bring it in," they joked, "and we'll fix you up with the **FINEST** lube, oil change and wash." Much to their surprise, he taxied in a short time later and ordered a polish job in addition. A **FIRST** for Eloy!

from Eloy Enterprise



**BOB ROST** of Los Angeles Terminal holds a trophy won in the Western Fork Truck Rodeo held May 18 in Los Angeles. Surviving the elimination heats, Bob won fifth place in the finals—an excellent accomplishment considering the more than 100 highly skilled mobile lift operators he was competing against.

from Don Reed



**WESTERN AIR LINES GUESTS** on May 19 were members of several Home Office Study Groups and their families—among them, from left, Dee Erb, Charley Miller and Arv Ousdahl's son, Scott. Host Keith Jones, above, helped to make the tour most interesting and enjoyable.

**STARTIN' THE MENFOLK** of Northwest Territory on their "Minute Man Spring Roundup," a dealer promotion, gals of the Seattle office came to work May 1st a-ridin' and a-shootin' and a-rollin' their own. Ain't an hombre in sight any more; every last one of 'em is beatin' the bushes for new business.

from J. W. White







**ROCKY MOUNTAIN TERRITORY** formally opened the Company's new Salt Lake City marketing offices on May 3. Governor George D. Clyde, right, represented the people of Utah in extending a cordial welcome. Among Union Oil people who thanked the governor were, continuing from right, Vice President Roy Linden, Distributor Ted Karren of Logan and Distributor Denton Dunn of Salt Lake City.

from H. E. Hooker



**NEAR-EAST DISTRIBUTOR** Aslan Aslan paid a visit during May to our Los Angeles Home Office. In the photograph he points out to George Smith, right, and Bob Dowling the sales field in Iran where he sells "76" products.



**FORMER FARMER** Ernest O. Retherford, now Industrial Sales Engineer, San Francisco, was quite pleased with the care and training Miss Margaret Cameron was giving to "Bill." In a recent visit to Miss Cameron, a member of the Berry Creek 4-H Club, Retherford learned "Bill" had been purchased with a Company sponsored award won by Miss Cameron at the 1956 Junior Grand National Livestock Show at the Cow Palace, San Francisco. "Bill" is being groomed as her entry in this year's contest.

from Pat Clark

## RETIREMENTS

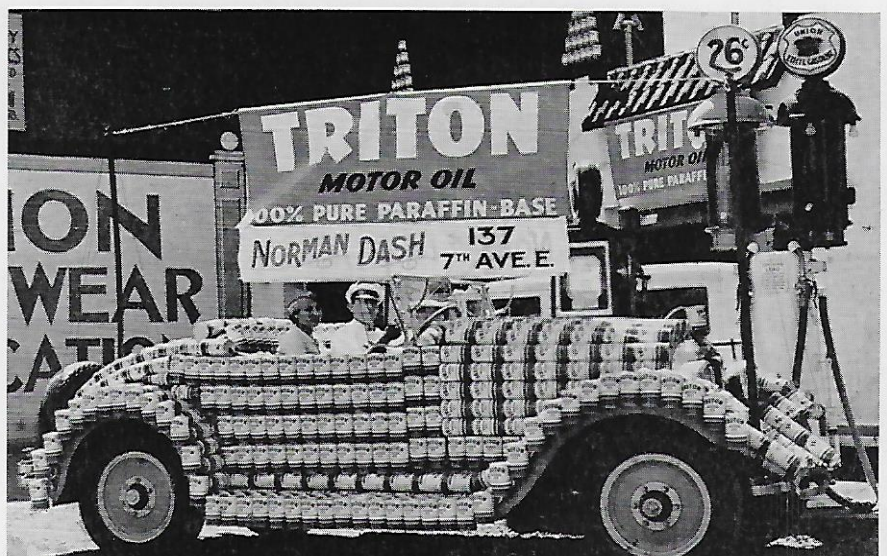
June 1, 1957

Service Date

ROBERT L. CAIN, Jr. Comptroller's	May 7, 1926
EARL DOTY Pipeline Department	October 11, 1922
GEORGE P. HORTON Pipeline Department	April 17, 1944
MAURICE H. MAXWELL Southwest Territory	July 6, 1921
JOHN R. QUICK Field Department	January 23, 1928
GEORGE W. SCHINDLER Los Angeles Refinery	August 2, 1930

**DEALER NORMAN DASH** is an old hand at Triton advertising. Back in 1931, he decorated a 1926 Studebaker with cans (photo at left) and won the attention of Calgary, Canada. Twenty-six years later, after a combination oil and military service career, he's presenting New Royal Triton to Portland, Oregon with a nice display touch.

from J. T. Raabe







THE LATE RAY ZELL of Union Oil Purchasing was honored posthumously by the American Petroleum Institute. Receiving Ray's "Citation for Service" from API Vice President D. L. Connelly is Union Oiler Milan Arthur, right.

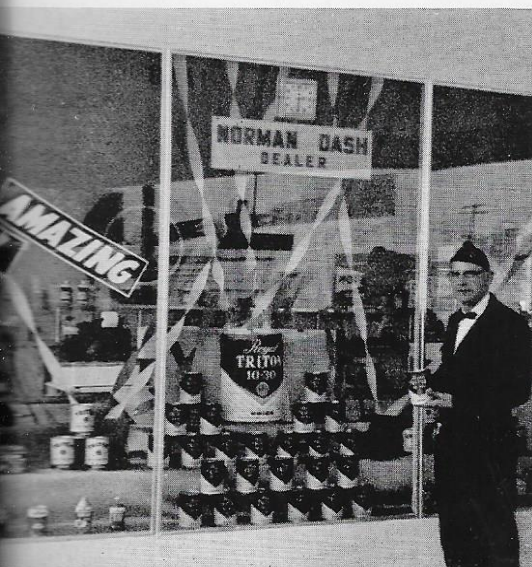
## IN MEMORIAM

### Employees:

- JAMES E. BRYANT  
Gulf Division Production May 14, 1957
- ROBERT L. MOORE  
Southwest Territory May 17, 1957

### Retirees:

- HARVEY M. BRUBAKER  
Southwest Territory April 24, 1957
- WALTER H. LOCKWOOD  
Valley Division Field May 27, 1957
- GEORGE LESTER PARSONS  
Northern Division Pipeline  
May 30, 1957
- RUDOLPH HARTMAN  
Coast Division Field June 6, 1957



# SERVICE Birthday AWARDS



July 1957

## EMPLOYEES

### 40 YEARS

- RHUBEN N. BROWN.....So. Division Field  
EDWARD M. CAMPBELL.....Northwest Territory  
CLARENCE R. HAND.....Distribution & Traffic

### 35 YEARS

- EARL L. ANDREWS.....So. Division Automotive  
WALLACE J. HONEYCUTT.....So. Division Field  
ORRIN D. HOUX.....Comptroller's  
JOHN G. KILIAN.....So. Division Field

### 30 YEARS

- JOHN R. BEESON.....Los Angeles Refinery  
PETER N. GERZ.....Oleum Refinery  
HARRY I. HOLBROOK.....Marketing  
MAHLON T. MOORE.....Los Angeles Refinery  
MAKATO MURAKAMI.....Central Territory  
JOHN M. SOUZA.....Oleum Refinery  
RAYMOND C. TOBIN.....Los Angeles Refinery  
WM. L. WINSHELL.....Los Angeles Refinery

### 25 YEARS

- RAYMOND C. COOK.....Los Angeles Refinery  
ROBERT R. ENNES.....Los Angeles Refinery  
HOMER C. JOHNSON.....So. Division Automotive  
KENNETH S. PATTISON.....Southwest Territory  
MICHAEL J. WARD.....Cut Bank, Montana

### 20 YEARS

- JOHN C. deJONG.....Northwest Territory  
MEL B. GRANVILLE.....Southwest Territory  
JOHN C. HAZZARD.....Exploration Dept.  
ORVILLE P. HILTON.....Comptroller's  
WILLIAM C. NERO.....Comptroller's

### 15 YEARS

- DONALD M. CHAFFEE.....Oleum Refinery  
ADELINE R. COCKRELL.....Marketing  
MANUEL A. DeFIGUEIREDO.....Oleum Refinery  
CARL M. ERICKSON.....Northwest Territory  
MARGARET L. FISHER.....Southwest Territory  
CHARLES M. GIBBS.....So. Division Automotive  
JOSEPH L. HODGSON.....Rocky Mountain Territory  
GENNIE P. HOLMES.....Research Department

- CHESTER G. MILLER.....Rocky Mountain Territory  
EDGAR T. PARIS.....Los Angeles Refinery  
FLOSSY B. PARKER.....Industrial Relations  
SYLVESTER SCHIFSKY.....Northwest Territory  
HERBERT F. WILKINSON.....Research Department  
HALLIE D. PARRISH.....Northwest Territory  
GEORGE H. ORR.....Los Angeles Refinery

### 10 YEARS

- WALTER D. CONKLIN.....Central Territory  
MARIO B. ESQUIVEL.....Central America  
MABEL B. GARRITY.....Oleum Refinery  
DAVID M. HITCH.....Southwest Territory  
PHILIP W. SMITH.....Southwest Territory  
LOUIS G. TIEMANN.....Central Territory  
ALBERT S. TOUSSAU.....Research Department

## DEALERS

### 25 YEARS

- E. H. COOPER.....Auburn, Washington

### 20 YEARS

- W. W. ALLEN.....Oakridge, Oregon  
DENSON AND STERGER.....So. San Francisco, Calif.  
ROBERT NEELEY.....Los Angeles, California  
MYRON TANNAHILL.....Los Angeles, California  
SCOTT YOUNG.....Idanha, Oregon

### 15 YEARS

- G. CLEVELAND & SONS.....Caruthers, California  
G. I. JORGENSON.....Juneau, Alaska  
JACK SWEAT.....Diamond, Washington  
ED TANSKY.....Los Angeles, California

### 10 YEARS

- V. F. BOMMER.....Blythe, California  
W. L. BRANDENBERGER.....San Bernardino, Calif.  
CARL G. CLARK.....Fresno, California  
W. R. ERWIN.....San Pablo, California  
CHARLES KERZIC.....Big Bear Lake, California  
GUY PACE.....Baker, Oregon  
LESLIE G. PANTLE.....Ione, California

### 5 YEARS

- FRED E. BAGBY.....Santa Cruz, California  
MYRTLE BAIN.....Packwood, Washington  
C. H. & D. E. HALLOCK.....Gilbert, Arizona  
ROBERT E. HARMESON.....Santa Rosa, California  
TED HENKEL.....Portland, Oregon  
ELMER IRWIN.....Humptulips, Washington  
KARL KRAUSE.....Stanfield, Oregon  
F. L. & R. G. KRAUSHOP.....Kittitas, Washington  
LOOKOUT MOTORS.....Lookout, California  
RALPH McWILLIAMS.....Sherman Oaks, California  
BERT MOODY.....Grangeville, Idaho  
VERNON W. PAUTZ.....Reseda, California  
EUGENE C. ROGGY.....Oswego, Oregon  
HERBERT A. SAIN.....Blue River, Oregon  
E. WHITE.....Sekiu, Washington





# The Taxpayer

Are high taxes reducing your incentive to work harder and earn more?

**I**F YOU'RE ONE of the more than 65 million Americans who hold down a job, you probably work about 40 hours a week.

But did you ever stop to consider that taxes are so high today you work for yourself only 27 of those 40 hours? The other 13 go to pay your share of the cost of government.

No one expects to live without taxes, obviously. But when they take more than \$110 billion, or about one dollar out of every three earned, something's wrong.

You pay these taxes in more ways than you know, too.

If you lived in California, for instance,

made \$7,500 last year, and listed a wife and two children as dependents, you were taxed these ways to start with: Federal income \$875, Social Security \$95, State income \$25, Property tax \$325, Auto license tax \$40, State and Local sales tax \$75 and Telephone tax \$10.

This adds up to \$1445 and it's only the beginning.

Did you buy a car? Figure another \$175 tax. The tax on the gasoline to run your car was at least \$65. You also paid a 10% tax every time you bought a plane or train ticket or spent a dollar at the movies.

And you're still not through. Because

every company that made anything you bought had to pay taxes on practically everything that went into the product.

*These thousands of indirect taxes were eventually passed on to you as part of the cost of your purchases.*

The result? At least one-third of what you earned went to pay taxes in one form or another.

The real danger is obvious: taxes this high may be so discouraging that you have less incentive to work harder, earn more money and produce more.

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