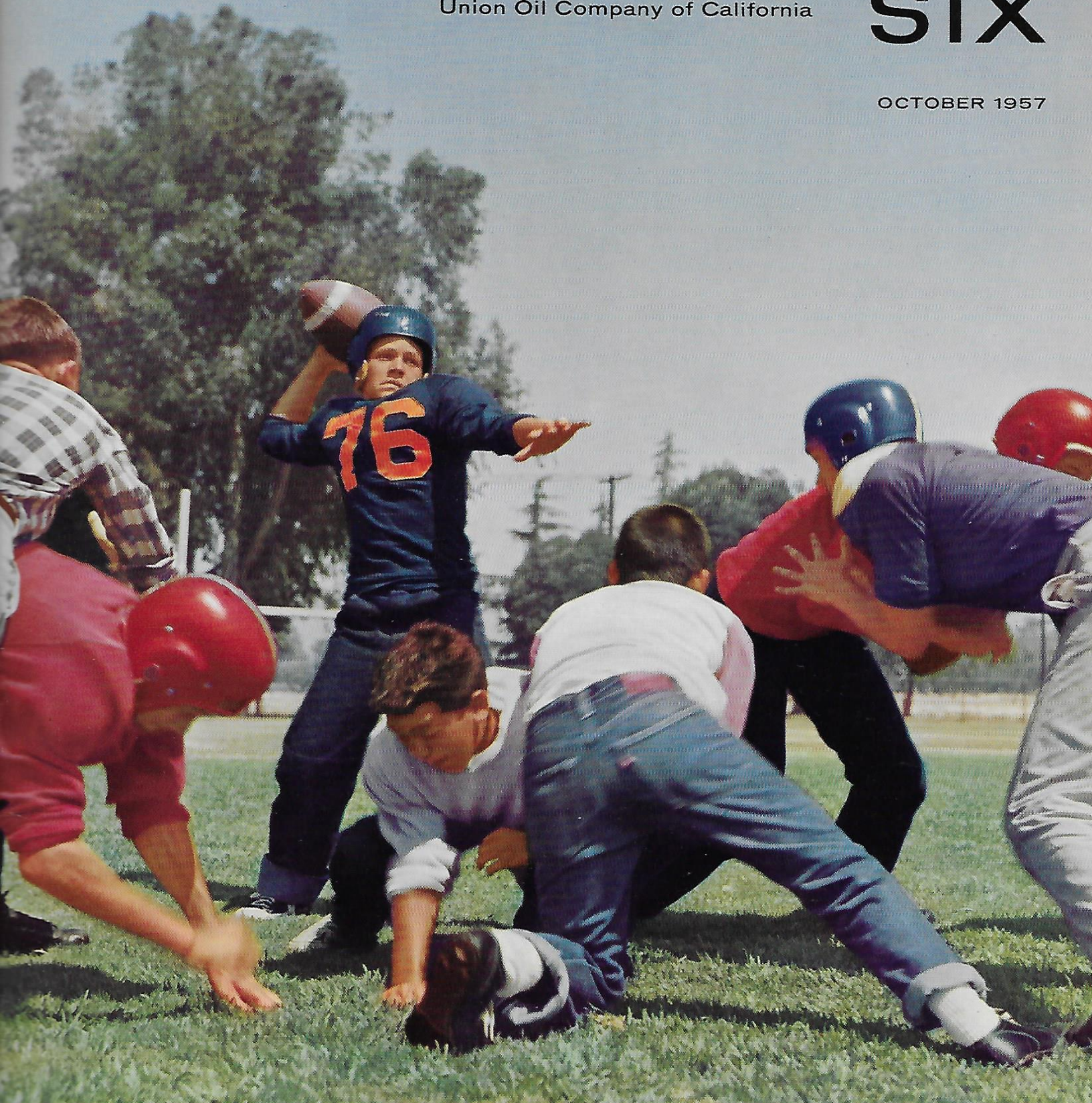


# SEVENTY <sup>76</sup> SIX

Union Oil Company of California

OCTOBER 1957



## 76 Sports Club

story on page 4



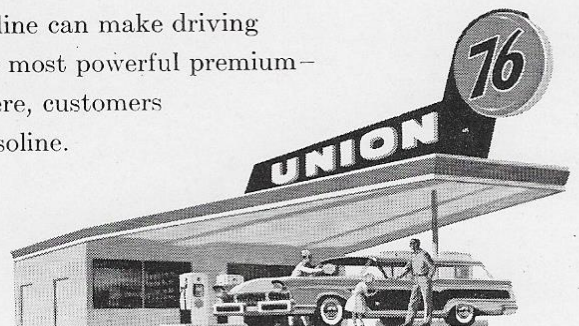


## WHEREVER YOU GO...

...wherever your pleasure takes you, new Royal 76 gasoline can make driving there part of the pleasure, too. Because it's the West's most powerful premium—"The Finest." You get it at the sign of the big 76 where, customers tell us, the Minute Man's service is as good as the gasoline.

**UNION OIL COMPANY OF CALIFORNIA**

*America's finest service station system*





# Letter

Mr. Reese H. Taylor,  
Chairman of the Board,  
Union Oil Company

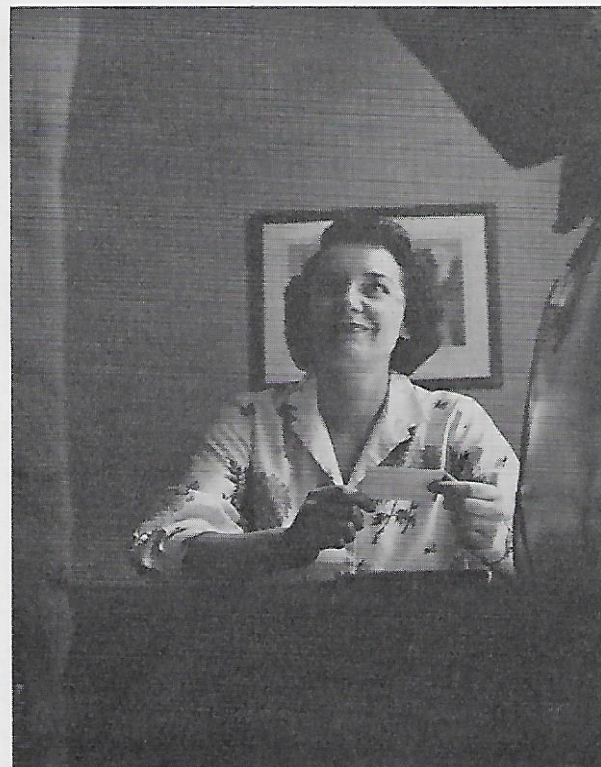
Dear Mr. Taylor:

In the course of a relatively long sales career, I have experienced all manners of reception, but the courtesy and consideration accorded me during my call on your company this past week was so uncommonly pleasant that I am prompted to write this note.

From the very entrance to your building there was a consistent courtesy:



The elevator starter (Ida Mae Alexander) was accommodating in a nice way and so was the operator (Lita Terrell).



The receptionist (Pat Wehl) in the Purchasing Department was utmost in politeness.

Mr. Dick Middaugh, on whom I called, was most gracious and perceptive in every respect.



I happen to be a credit-card customer of Union Oil, and I can assure you that my experience at your offices makes me pleased that I have been one of your users.

*Sincerely,*  
(Signed) Arthur A. Engel  
California Physicians' Service

Volume 1, Number 5

## OCTOBER 1957

**THE COVER.** Among the first members of our new 76 SPORTS CLUB are these footballers scrimmaging just outside Pasadena's famed Rose Bowl. Such boys will become the champions of tomorrow with a few assists from our television program and its host, Bob Richards.

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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.

### EDITORIAL BOARD:

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





On a stage of the ABC television studios in Hollywood, America's "hope of tomorrow" listen excitedly to Union Oil Sports Director Bob Richards. They and thousands of other Pacific Coast youngsters will be given "the breaks of the game" through 76 SPORTS CLUB.



# 76 SPORTS CLUB is on the air!

If you are a sports fan—and particularly if there happens to be a Little Leaguer or a budding Olympic star in the house—this television show is for you and the millions like you here in the West.

Each week over the ABC Television Network, top figures from the world of sport are going to appear on the 76 SPORTS CLUB to demonstrate and explain the finer points of their particular specialty. They are going to teach young people the secrets of their success.

The 76 SPORTS CLUB will follow the calendar. It's football time now, so such names as "Crazylegs" Hirsch, Frankie Albert, Les Richter are going to be a part of this program. They will provide tips from the champions, not only on television, but with booklets prepared for distribution at our Minute Man stations.

As we roll into basketball season, there will be such names as Bill Russell, Phil Woolbert, and others of equal stature.

The constant headliner for the 76 SPORTS CLUB will be Bob Richards, Union Oil's sports director. Twice Olympic pole vaulting champion, national A. A. U. decathlon champion, and all around athlete and leader, Bob Richards will host the show on the air.

Each week (Thursday or Friday evening, depending on the city) our guest champion will start the show by actually demonstrating with some youngster the fine points of his specialty. This will be followed by an interview. The young people will have an opportunity to find out how a champion reaches the top—what he does and what he thinks.

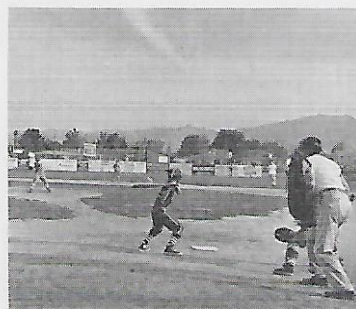
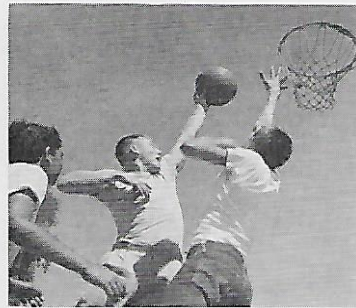
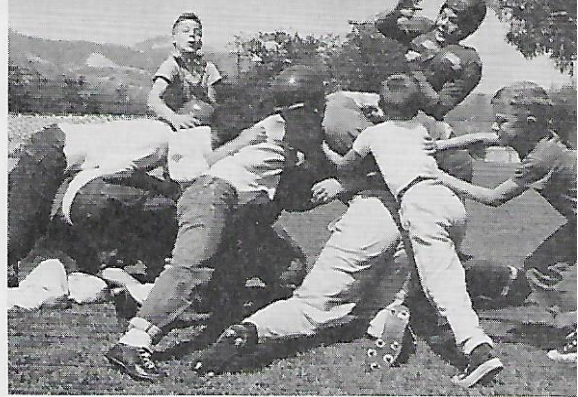
Next on the TV program comes a competition. Members of the audience, by demonstration, are shown games and activities they can undertake at home—activities that will help them become champions.

This will be followed by the sports tip of the week. Here our guest champion will tell the audience what they should look for in one of the coming televised sports events. He will describe the action likely to take place, the fine points to look for as a viewer, how to watch the game as a competitor would.

Another highlight of the 76 SPORTS CLUB is the local five-minute cut-in. Each of the television stations carrying the program will have a five-minute segment wherein they will report the local sports happenings, interview the local coaches, honor local heroes, and promote local sporting events. It is another Union Oil service to the Pacific Coast.

The show will then close with a message from Bob Richards.

Unfortunately, all of the cities in our area will not be able to carry the show at the start because of network and programming conflicts. However, come October 3rd and 4th, there should be some 20 ABC stations bringing the 76 SPORTS CLUB to 90% of the area we serve.



*continued*



## Meet your host, Bob Richards



Bob Richards, twice Olympic Games pole vault champion, has exceeded jumps of 15 feet more times than any other vaulter in sports history.



Generously, Bob's great goal is to guide American youngsters toward record heights of sportsmanship.

At their home in La Verne, California are Paul, Bobby, Bob Mrs. Richards and Carol—all proud to be on the 76 team.



Bob Richards, newly appointed sports director for Union Oil Company, is one of the world's foremost athletes and inspirational leaders of youth.

Richards is a two-time Olympic Games vaulting champion, at Helsinki in 1952 and Melbourne in 1956; two-time winner at the Pan American Games; 16 times national champion; winner of the Sullivan Award in 1951 as the nation's Athlete of the Year; and three-time winner of the national A. A. U. decathlon championship. For his third decathlon championship he totaled 7,845 points, the fourth highest mark in the event's long history. The decathlon includes the pole vault, broad jump, high jump, javelin, discus, shot-put, 100 meters, 400 meters, 110 meter hurdles, and the 1500 meter run.

At the University of Illinois, where he starred in both track and field events, he was graduated with degrees in both philosophy and sociology.

He is Assistant Professor of religion, logic, philosophy, and psychology at LaVerne College, California, and is an ordained minister.

In accepting his appointment as host for the 76 SPORTS CLUB, Richards said, "I simply feel it is a





Three times the National A. A. U. decathlon champion, Richards is a top-notch in many track and field events. Above, he is about ready to release the javelin for a long cross-country ride. In winning his third decathlon title, he totaled 7,845 points.

wonderful opportunity to influence youngsters in wholesome creative endeavor. I have always believed that sports are one of the greatest character developing institutions in the world.

"I have found that the total self is involved in great accomplishments in sports and that the physical and the mental and the spiritual facets of a man's life are important in sports.

"This is why I am interested in this Union Oil Company program; because I can bring out all three levels and emphasize the role each of them plays in making a great champ.

"Consequently, I feel that I can help young kids to develop physically, mentally, spiritually.

"I feel that just to get kids playing the game regardless of whether or not they become the greatest in the world, is an important contribution to their lives—if they can learn to do their best they will be prepared for life.

"I personally believe that this Union Oil program is going to be an enormous success. It will deal not with just participants, but with the things kids need most: how to play the game both on the field and in life."

*continued*



Bob's intense competitive spirit and will to win are obvious, above, as he leaves the starting blocks and, below, as he strains to excel in the broadjump. You'll find him a dynamic TV host!





## *The 76 Sports Club combines commercial and public service*

The two aspects of the 76 SPORTS CLUB—commercial and public service—are so entwined that they're almost inseparable.

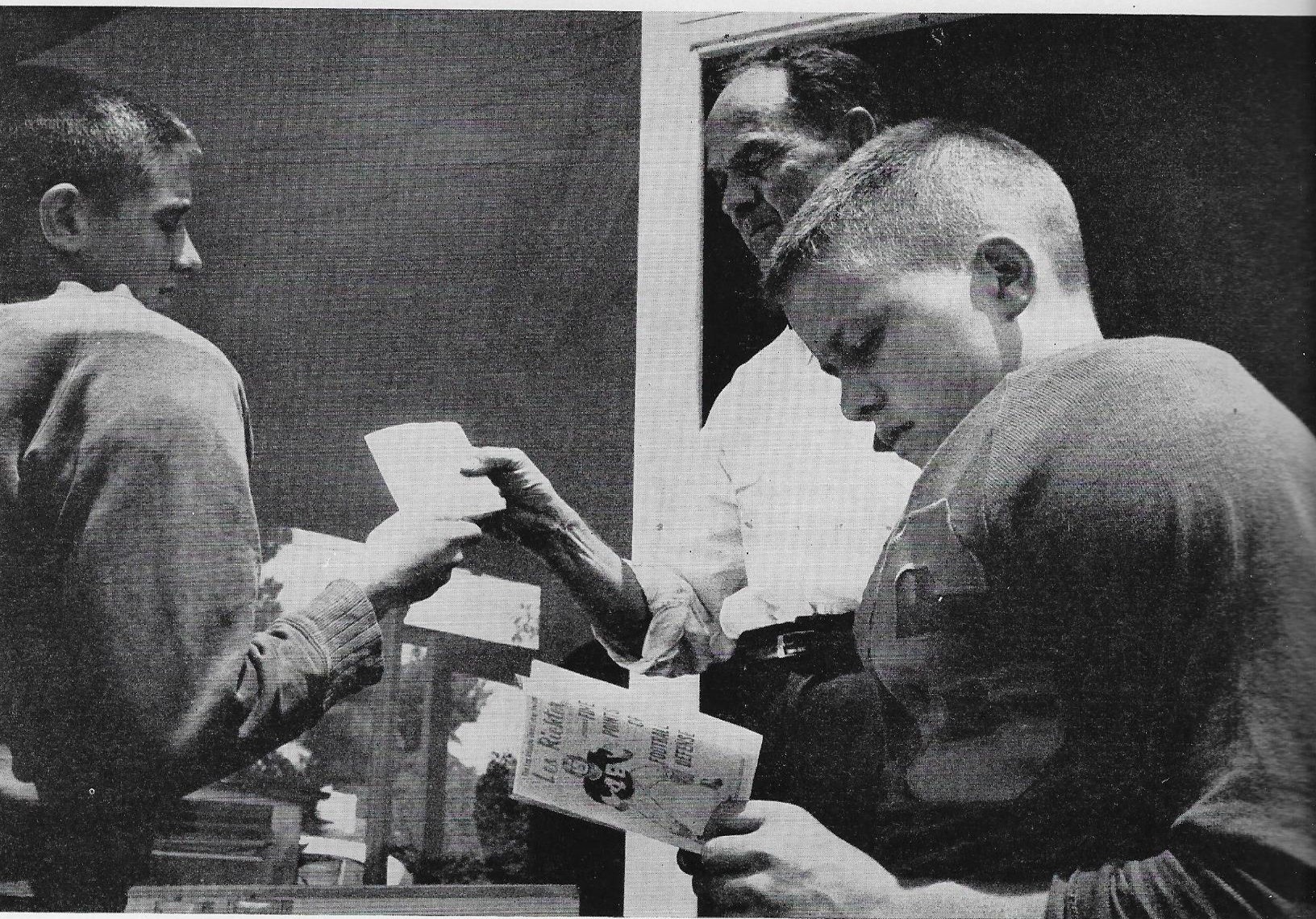
Look at the commercial possibilities. The format of the 76 SPORTS CLUB should have a natural appeal to anyone interested in athletics. And most youngsters and men are interested. The timing is excellent. There is nationwide emphasis on—as Bob Richards said—"teaching kids how to play the game on the field and in life."

The 76 Sports Books offer an inducement for people

to form the habit of driving into their Union Oil dealer's station. Not once, but again and again. Incidentally, the booklets are worth saving. There's no "kid stuff" in them. The boy who collects these booklets will have a valuable library of sports information.

Finally, the program will have time to become established, since it's scheduled for an entire year. Instead of putting a bump in the sales curve, as short-term promotions do, results from the 76 SPORTS CLUB should snowball.

Union Oil dealers, such as O. W. Martin of San Marino, will serve as the official neighborhood representatives of the 76 SPORTS CLUB. Youngsters will sign up on the Club roster and receive a continuing series of "how to" booklets authored by the greatest names in sports.





Its other aspect—public service—may become the most important phase of the 76 SPORTS CLUB. This phase does what no advertising program can do; makes solid friends for both dealers and the Company.

Probably the strongest part of the TV show from a public service standpoint will be the period when the program originates at individual stations. There'll be time to honor young athletes, to bring in the sports editor, the school star, or to publicize hometown youth betterment efforts.

To get support for this phase of the 76 SPORTS CLUB, the Company's public relations people are starting on a swing of the West. They'll explain the purpose of the Club to editors, civic leaders and educators.

The Club also offers an opportunity to individual employees and dealers. Many of the people affiliated with Union Oil are involved with Little League teams,

belong to parent-teachers organizations, or to Kiwanis, Lions, Junior Chambers of Commerce, and similar groups who emphasize youth activities.

All these groups need and welcome concrete help. Now, by means of speakers, the booklets, sponsorship of teams by the 76 SPORTS CLUB, and of a focal point—the show itself—Union Oilers will offer that help.

With its combination of commercial and public service appeal, the 76 SPORTS CLUB is a very logical program for Union Oil. Logical, because it carries the same attitude the Company expresses in its advertising and in all its affairs: A recognition of American industry's responsibility to the people who make industry's existence possible.

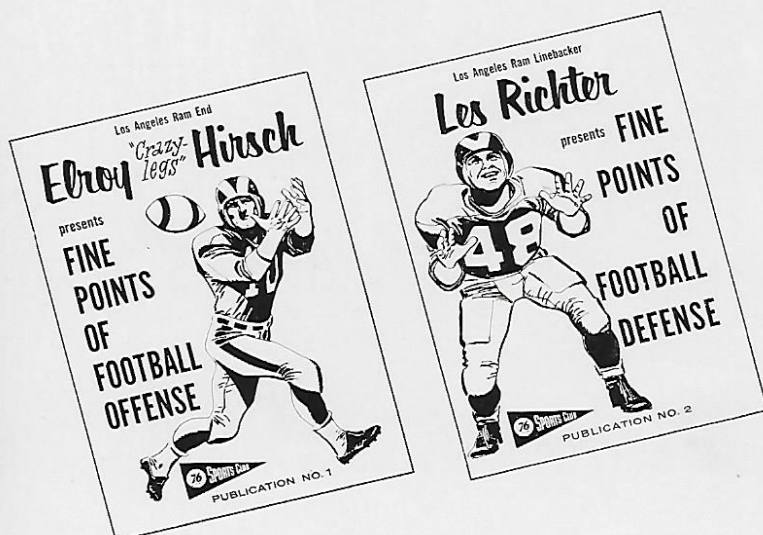
Besides, the 76 SPORTS CLUB promises to be a really entertaining show. Tune in on either October 3rd or 4th, depending on where you live. You'll like it!

/THE END

The brush of talented Alex Toth is hard at work illustrating championship form thousands of kids will be taught to emulate.



Guest stars like the Los Angeles Rams' great linebacker, Les Richter, will team up with Club members to keep 'em on the ball.



When the passer says "Ball!" you whirl quickly to face him, and the passer throws to your right or left as you try to catch the ball. This teaches you to spot the ball and to move quickly in either direction.

You may play a zone, or man-to-man defense, but always stay in your zone, or with your man until the ball is thrown. Then tear as fast as you can for the spot where the ball will arrive. You may have no chance to intercept but you'll be there to make the tackle, or, if a teammate intercepts, you'll be in position to throw a block.

Basketball is a good game for a defensive back to play in the off-season. It teaches you to scramble for a ball without fouling. Better yet, if you have a basketball basket on the garage in your back yard, get your pals together and take turns tossing a football against the backboard. Going for the ball instead of the man will go to be a habit, and will help eliminate damaging pass interference penalties.

**Line Play**

You strong youngsters will find yourselves playing in the middle of the line, but if you're quick and agile, you don't have to be a giant.

I suggest a three-point stance with the weight evenly distributed between one hand, resting on the ground, and both legs. Sometimes it's necessary to use a four-point stance, with both hands on the ground if your opponent is bigger and stronger.

In modern football a lineman has to think. From the

air while the passer side steps and throws past you.

On running plays, when blockers are headed your way, don't meet them standing straight up with arms outstretched. Lower your shoulder and drop into a crouch. This will often stack up the blockers and force the ball carrier to drop back to get around your end. Then your linebacker and halfback can drive in and throw him for a loss.

**Running with the receiver**

And to every youth in Union Oil's Pacific Coast marketing area will be made available, free, a valuable library of information on how to play every game — particularly the game of life!



**Quality**





# Guard

## of Los Angeles Refinery

“We assume nothing! We regard every unit in the refinery with pessimistic distrust. We seldom look on the bright side of things; in fact, we specialize in fault-finding.”

Supervisor Harry Brandt of the Los Angeles Refinery Laboratory was smiling when he volunteered this unflattering character analysis of himself and his 93 Laboratory associates. Yet, considering their responsibility of allowing only highest quality products to leave the refinery gates, he probably was speaking sincerely.

The business of producing and maintaining the *finest* petroleum products is a complex, scientific one, governed by unending tests. The refinery takes for granted no human skill, mechanical device or chemical substance. The proof of every petroleum *pudding* is in its laboratory analysis. If the product tests *on grade*, everything

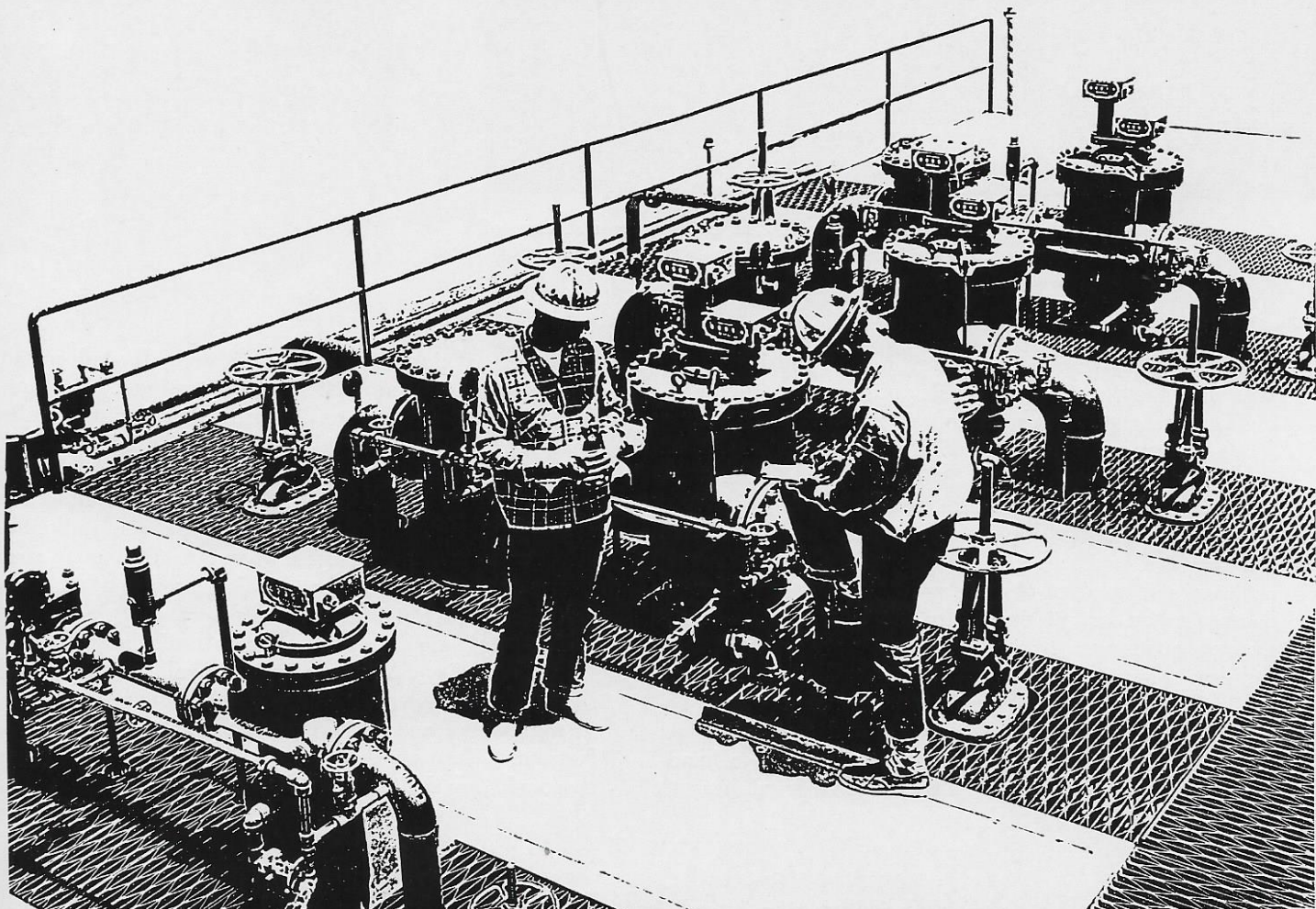
proceeds normally; if not, the unit where it was produced and often the entire refinery are alerted.

Royal 76 gasoline, for example, is sampled and tested at least 46 times during its manufacture. The crude is checked as it enters the refinery and again as it proceeds to the crude distillation units. As the various gasoline fractions move from distillation units to undergo caustic treating, thermal cracking, catalytic cracking, stabilization, unisol treating, acid treating, unifying, platforming, isomerization and alkylation, they are subjected to *before* and *after* testing. Finally when the dozen gasoline components are blended together into Royal 76, the product is put through a scientific “3rd degree.” It must match or exceed the highest specifications of the finest premium motor fuel.

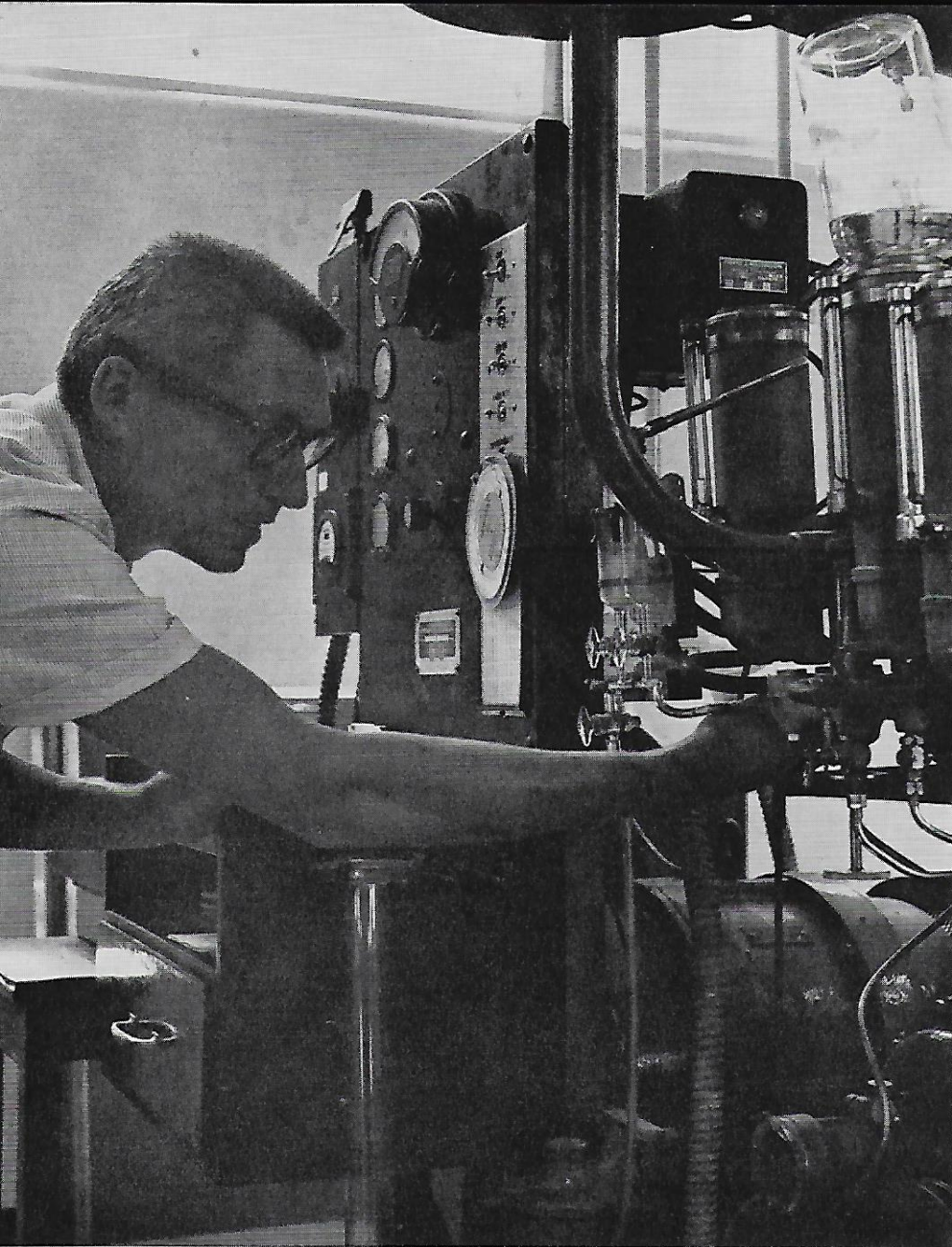
The people of Los Angeles Refinery Laboratory

*continued*

Inspector John Metzler, opposite page, typifies the scientific vigilance exercised by Los Angeles Refinery Laboratory's “Quality Guard.” Below, Gaugers George Curran and Glen Rogers sample incoming Los Angeles Basin crude to begin the first of many 76 refining tests.







George Riley, with a knock-rating engine, measures the pre-ignition resistance of blending stocks and assures that finished gasolines attain highest octane ratings.

Somewhere on the lengthy record made by the Laboratory's new gas chromatograph, Supervisor Harry Brandt and Chemist Fred Burkstaller will determine the kind and quality of fractions in a sample.



### Quality Guard *continued*

assume quality responsibility beyond the finished product. They test chemicals of all kinds used in the refining processes, additives purchased from outside sources for blending into the petroleum products, and even water used in the refinery's boilers and cooling towers. When gasoline and other bulk products are loaded into tankships, tankcars, pipelines, or trucks and trailers, samples are withdrawn from the cargo compartments or lines and sped to the Laboratory. Any evidence of contamination or mixture halts the shipment. Laboratory chemists even test refinery waste water and air to prevent contamination of the ocean and atmosphere.

To do the job with proper speed and accuracy requires keeping a *patrol* of chemists and technicians on duty round the clock. The Laboratory building—a handsome structure costing more than a million dollars to

construct—is always open and lighted. Its half-million-dollar worth of the best scientific testing equipment is at hand night and day to aid in the complex and endless analyses. In 1956 the Laboratory accounted for 623,000 individual tests.

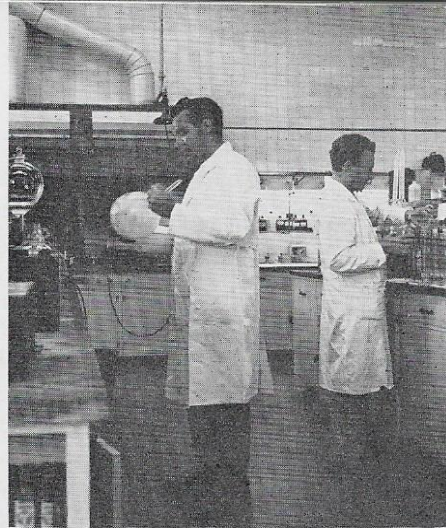
Because of its essential communications contact with every part of the refinery at all hours, the Laboratory also serves as an emergency center. Lab men sound alarms, provide rescue service, distribute mail, and even deliver hot cafeteria meals to operators.

Despite their "pessimism" and "fault-finding," Harry Brandt's quality-control group are a well-liked and necessary part of modern refining. Their vigilance nips error in the bud, oftentimes preventing a chain of costly misfortunes. They are the "Quality Guard"—the elite among those who are dedicated to the *finest!*

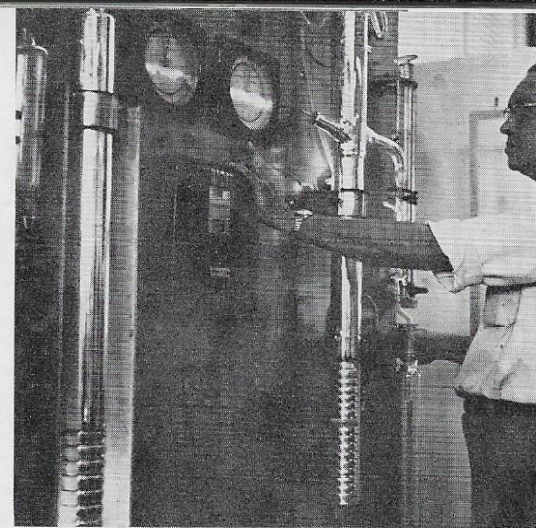




The mass spectrometer is supplying for Ed Beck's record a molecular-weight endorsement of another gas sample's worthiness.



While Oswald Cundall, left, frisks refinery waste water for oil traces, Bill Ehrenreich inspects credentials of incoming boiler water.



The spinning-band distillation columns manipulated by Glenn Hardin detect the proportion of fractions in crude.

Laboratory guard duty extends even to transportation equipment. Below, Loader Ted Ashburn draws a jet-fuel sample from an outbound truck, just in case the truck compartments and lines are not clean. A quality guard "assumes nothing!"





# Business Highlights of the Month

## EXPLORATION *Black gold rush to Alaska*

Gold Rush days in Alaska wrote the early pages of romance and history of a territory more than twice the size of Texas. Recent evidence of flowing oil in a deep well, in which Union Oil Company has a small operating interest, has rejuvenated Gold Rush days on Alaska's Kenai Peninsula. Only this time it is black gold.

Since June, when the indications of flowing oil occurred, there has been a wild scramble to file applications for oil and gas leases on government lands. Filings have been made on almost 12,000,000 acres by the oil industry. The limitation of any one filing is for 100,000 acres of leases and 200,000 acres of options from others who have filed. Union Oil has almost reached these limitations in acquiring oil and gas leasehold rights in the Territory of Alaska, most of which are in the immediate vicinity of the indicated production.

These recent events may contribute another page to "Black Bonanza."

*from Sam Grinsfelder*

## PURCHASING *Wall to wall*

Purchased—25,000 square yards of carpet! Also 20,500 yards of drapery, 2,400 chairs of various types, 560 desks, 400 tables, 750 waste baskets, and 230 sand jars. These are only some of the furnishings vendors are supplying for our new Union Oil Center.

A unique feature of the carpeting is the "static wire" woven into it. The wire will eliminate that electric shock you so often experience on a hot, dry day after walking across ordinary carpeting and touching a door knob or other metal object. It is estimated it will take a full crew seven weeks to lay the carpet. As a protection against fire hazards, all draperies throughout the Center will be flameproofed.

Vendors are being required to adhere to specific delivery dates so that orderly installation can be achieved.

*from C. S. Perkins*

## MARKETING *In the Puerto Rican manner*

As a result of the energetic and enthusiastic efforts of our Puerto Rican distributor, West India Machinery & Supply Company, travelers will find Royal Triton available everywhere throughout the entire island. New Royal Triton 10-30 was introduced via a local newsreel in over 100 theatres, and resultant sales have been phenomenal. The *finest* is found in one out of every two service stations and new-car dealerships.

Union Oil products will again play an important role in one of the Northwest's large dam projects — Hills Creek Dam located two miles south of Oakridge, Oregon on the Willamette River. An estimated 12 million cubic yards of earth will be moved as part of the four-year job. The Green Construction Company and the Tecon Corporation of Des Moines, who were awarded the \$20 million construction contract, estimate they will use between four and five million gallons of Union Diesol and gasoline plus some 50 carloads of lubricating oils and greases before the work is finished.

On September 1, S. D. Herkner terminated 49 years of active association with Union Oil Company. The last 16 years, "Sid" has been consignee in Redwood City. Like many of our other consignees and dealers, he has taken an active interest in civic affairs, serving as a member of the city council since 1950 and as mayor during 1954 and 1955.

Further extension of domestic marketing activities in Wyoming were made possible recently through the appointment of Dell Taysom as our distributor at Afton. This marketing station will serve Teton and Lincoln counties in the western part of the state.

*from Roy Linden*

## INDUSTRIAL RELATIONS *\$250,000 lost in wages*

Union Oil Company people and operations have been directly affected by a prolonged strike against ships of the Pacific Coast Transport Company, tankship operators who move many of our crude and refined cargoes. The strike started June 17 as an outgrowth of disagreements in bargaining over the wage demands of radio officers and engineer officers. The basic dispute stemmed from the unions' insistence that wage rates be based on East Coast oil industry tankship scales, which for a number of years in these classifications have been about 5% higher than levels prevailing on the West Coast. The strike, at first confined to the Los Angeles area, eventually resulted in the tie-up of five ships in various Pacific Coast ports.

Settlements were not reached until late August, or 11 weeks after the first tankship was struck. The wage issue ended at a level about that proposed by Pacific Coast Transport Company prior to the strike. So, over 200 men lost about a quarter of a million dollars in wages.

The strike created problems for many Company employees engaged in manufacturing, pipeline, distribution and marketing functions. For the initiative, ingenuity and resourcefulness exercised in overcoming the strike-imposed burdens, these people deserve our commendation.

*from W. C. Stevenson*



## MANUFACTURING *Power enough for 20,000 homes*

The cost of utilities — electricity, water, fuel, etc. — for our refineries amounts to nearly half the cost of manpower. Los Angeles Refinery, for example, requires about 10 million kilowatt hours of electricity monthly, or enough to supply the need of 20,000 average homes. Gas used for fuel purposes amounts to about 45 million cubic feet daily, half of which is produced by the refinery in processing crude oil. Nearly 45 million gallons of salt water are used daily, principally for cooling purposes. The daily fresh-water requirement is approximately 5 million gallons, one-third of which is chemically treated for use as feed to the steam boilers. Production of steam is about one million pounds per hour, half of which is produced by surplus heat at the oil processing units. Efficient use and control of these utilities are among the foremost objectives of refinery personnel and are important factors in the cost of operation.

*from J. W. Towler*

## RESEARCH *"Rock pump" exceeds design*

The Shale Demonstration Plant at Parachute Creek, Colorado, has made significant progress in recent weeks. The pioneering concept of a "rock pump" feeding tons of crushed shale upward through a recovery retort has proved to be feasible. It is in the retort itself that the rock is heated to temperatures approaching 2,000 degrees F., releasing the oil. The "upside down" feeding procedure, which is in direct contrast to previous designs prescribing gravity feed, allows the recovered oil to trickle down over incoming rock, eliminating the need for cooling water. This is essential in water-short Colorado. The Union Oil retort has now been operated continuously and automatically for periods of up to six weeks at rock throughput rates well in excess of the design rate of 360 tons per day. The purpose of this Research program is to develop a new and potentially important source of petroleum products.

*from Fred L. Hartley*

## PRODUCTION *Del Valle to branch out*

In our Ventura Division, the Del Valle Absorption Plant processes gas for other operators as well as Union Oil in the Del Valle and Torrey-Oakridge fields. Currently work is in progress to extend present gathering lines approximately 16 miles from Piru Junction to the West Mountain-Bridge area near Santa Paula. This new link will make available for processing an additional 12,000 MCF of gas per day, with increased liquid recovery amounting to 12,000 gallons per day of propane, 5,000 gallons per day of butane, and 7,000 gallons per day of natural gasoline. Some plant additions are also included in the project. The proposed line traverses an area having one of the best potentials for future exploration and development in California. Completion of the line will thus place Union Oil in a position not only to efficiently process our future gas but to maintain future throughput by entering in contracts for the processing of gas produced by other operators. This makes the project doubly attractive.

*from Dudley Tower*

## RAYMOND MOLEY:

# Reasonable Solution of Billboard Issue

Nearly a year ago Reese H. Taylor, chairman of the board of the Union Oil Co. of California, announced the cancellation of a million-dollar program of billboard advertising of his company. This was on the grounds that billboards along the highways not only are a traffic hazard but are offensive to the public.

★

His reasons were well taken. There is proof that such distractions are a threat to safe driving, and there is no lack of public resentment at what has become an obnoxious affront to the sensibilities of people who take to the highways for recreation, relaxation and the enjoyment of nature's beauties.

This action of Union Oil elicited a widespread expression of approval from responsible organizations and individuals throughout the State.

The Taylor method, moreover, shows the way to a much more satisfactory solution of a public problem than legislation at the Federal level.

★

An attempt to use the coercive power of the new Federal highway program to move States to act against the peril and nuisance of billboard advertising along the 41,000 miles of interstate highways for which the Federal government is supplying funds failed in the Senate Public Works Committee. A bill originally introduced by Sen. Neuberger would have given States a bonus from the Federal highway grant money for entering into agreements with the U.S. Bureau of Public Roads to regulate billboard advertising along highways in the Federal system.

It is characteristic of

those who believe in more and more government control of everything to call for a law every time a problem or a need appears.

John Long, a notable biographer of William Jennings Bryan, tells in his book about a trip that the peerless leader once took to Bermuda. A great storm arose, and presumably the frightened passengers thought of what was nearest their hearts and concerns and interests. The pious prayed, the profane cursed and the avaricious thought of their riches. But Bryan thought there ought to be a law. So he returned to dry land, not with a bill to abolish storms at sea, but a measure to provide more safety aboard ships.

★

We have all been nauseated, as Sen. Neuberger has been, by the mess of unsightly advertising that must be passed whenever the automobilist must approach a town or city. In many cases the approach to a perfectly decent community must be through a valley of beckoning horrors. Occasionally civic pride overcomes greed, and some sort of local regulation serves to clear the prospect. But such instances are the exception.

But however repulsive such evidences of free competition may be, the alternative of a Federal bureaucracy bears gifts with strings. For, as one editorialist puts it, Sen. Neuberger is proposing that the Federal government shall determine what is to be advertised on the highway from Podunk to Paradise, regardless of the wishes of either the defenseless travelers or the powerless natives.

The Union Oil Co. has raised a standard to which public-spirited advertisers might repair. Let us see how many will do so.





Royalite Oil Company, Ltd. Dealer Joe Steele introduces "that amazing purple motor oil" to one of his Canadian customers.

*a*  
**"ROYAL"**  
*Welcome*  
*in Canada*

**R**OYAL TRITON has "gone Canadian" and North-of-the Border motorists are "going Royal Triton" in a big way as the Royalite Oil Company, Union's western Canadian distributor, continues to add to its 500 spick and span service stations at the rate of one a week.

Packaged in Imperial quart cans at Royalite's marketing terminals after shipment in bulk from Oleum Refinery, Royal Triton is being sold throughout British Columbia, Alberta, Saskatchewan and Manitoba.

"Our dealers were so enthusiastic over the opportunity to sell Royal Triton along with our own fine Royalite multi-grade and heavy duty lubricants they drove as far as 250 miles through blinding snowstorms to attend introductory meetings," says Ray Althouse, dynamic Royalite president. "And their enthusiasm for the high-

Throughout western Canada, Royalite stations are modern in design, immaculate, brightly illuminated. Note customer lounge at right.







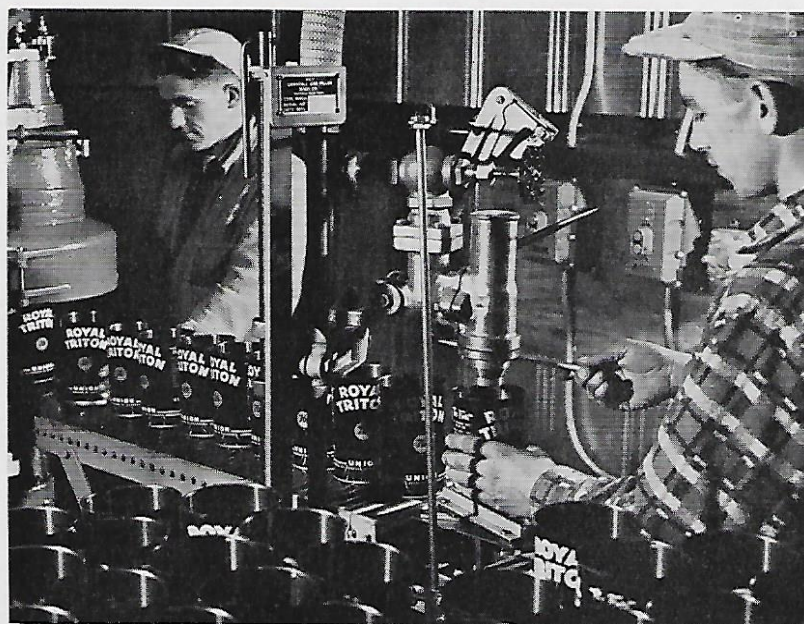
Opening of a new retail unit at Vancouver proved to be an outstanding event for the entire community.

quality product has been matched by the enthusiasm of their customers who are using it in increasing numbers. We are most happy to be able to offer Canadian motorists the amazing purple motor oil."

Progressive, aggressive Royalite is perhaps Canada's fastest growing integrated oil company. It is unquestionably so in its marketing activities. Its latest move into the famous Peace River country brought 35 dealers into the fold in a single week—all selling Royal Triton.

Royalite, incorporated in 1921, was primarily an exploration and production company until early in 1949 when its operations were broadened to include refining, transportation, and retail marketing. The company now operates four refineries to supply its expanding system of bulk stations, service stations and other outlets.

/THE END



Below from left, Earl Smith and Norman Fisk package the "finest" motor oil in Imperial quart cans.

Royal Triton is prominently displayed on all Royalite pump islands and sold with enthusiasm by the 500 Canadian dealers.

At introductory sales meetings this year, Royalite dealers gathered from great distances to hear Union Oiler Bill Sopher.

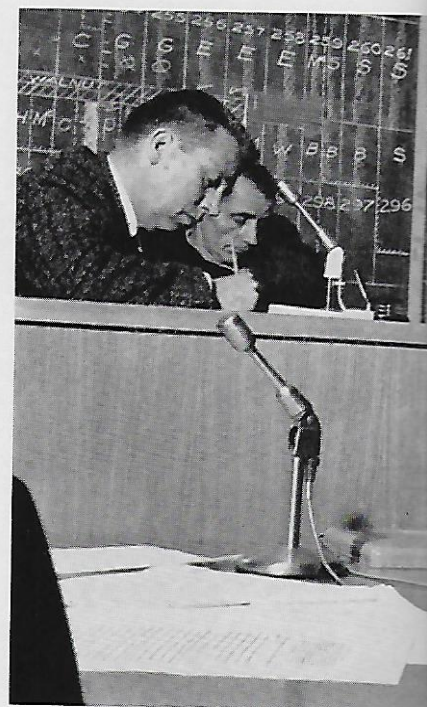




# Leading



City Councilman Harvey Gibbel poses in his role of a rancho in the Hemet, California, historical Ramona Pageant. Gibbel's father was one of the town's founders; and Harvey—a Union Oil dealer since 1943—is a leader in civic and club activities.





# Citizens

*In civic affairs, there's a good chance the man who wields the gavel is a Union Oiler*

**H**ERE in the West, when the cry goes out "Town meeting tonight!" the man who picks up the gavel as he heads for the hall is often a Union Oiler—dealer, consignee or employee.

On these pages we picture a few of the people who are carrying on a hard-won American right and obligation: the right to stick your neck out, and the obligation of finding yourself up to that same neck in the business of running things—a city, perhaps, a club, a Chamber of Commerce, or a college.

Look at people such as Harvey Gibble, the caballero in the picture at left. Gibble is a city councilman in Hemet, California. Or Mayor Leonard Brown of Bell, California. Brown started working in service stations for the Company a quarter-century ago, when "attendants" had as much civic standing as ants at a picnic.

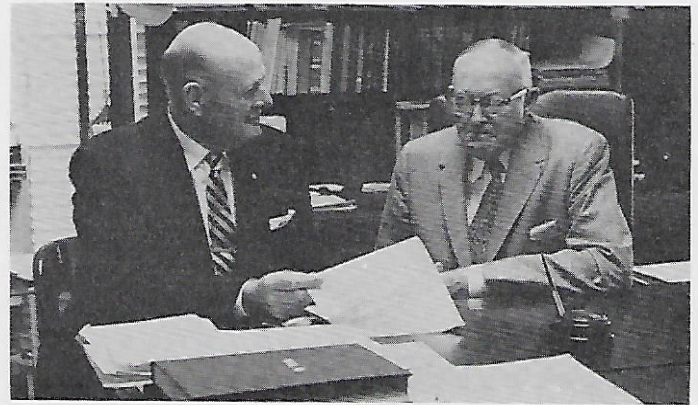
Time, and men such as Gibble and Brown have changed that. In city after city it's the oil man who

*continued*

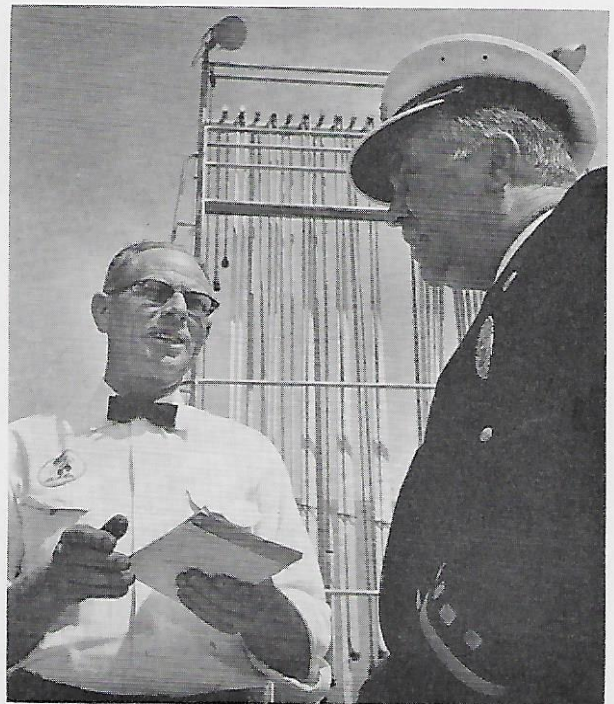
Mayor Leonard Brown presides over a city council meeting in Bell, California. Brown's career in politics started when he campaigned to correct city parking. He's been a Union dealer for more than 20 years.



Pipeline Superintendent William Conley, above left, inspects a million-dollar plant with E. J. Fabbri as part of their Chamber of Commerce role; below, Grand Jury Foreman Conley reports to Honorable Ray B. Lyon, superior court judge for County of San Luis Obispo.



Being mayor is a full-time job, requires a dependable crew at the station. Brown has no time to change his uniform before conferring with Fire Chief Adolph Trader.





## Leading Citizens *continued*

bears the title, "Leading Citizen." Take Bill Conley, Union Oil pipeline superintendent and foreman of the San Luis Obispo County Grand Jury. Or Consignee W. B. Barkley, mayor of Glendale, Arizona, and a member of the state legislature. Or Dealer Seth Miller, mayor of Pasadena, and Dealer Neil Marrs, who holds the same post in Enterprise, Oregon.

You can't name a civic office nor a high position in a service organization some Union Oiler doesn't hold.

They're directors of Junior Chambers of Commerce, like W. H. Lohman of L. A. Refinery; fire chiefs; county commissioners, like Hank Bolinder of Olympia, Washington; they're church elders, as is Researcher M. W. Lee. Youth work? Scads of them, for instance, William Phillips who is general chairman of the Youth Welfare Committee in Portland, Oregon. We haven't room to print the entire list. It's seven typewritten pages long, an amazing record of the initiative of people who work for and with Union Oil.

Few of these people are "joiners." Many would admit they originally took the job because they couldn't think of a polite way to say "No!" Yet, all of them would fight—as many have—for their heritage: their right to run their own affairs, to govern, and to select the people who will govern them. That right is the heart of a democracy.



President Margaret Flanigan of the Seattle Desk and Derrick Club shows the girls how an oil company operates. Miss Flanigan, behind barrel, is aided by Foreman Axel Kjallin.

/THE END

Civil defense: Ted Pullen, left, Dr. C. B. Scott and Dr. C. E. Wilson of the Research Department are practicing for a grim possibility—the need to measure radioactive fall-out. The three are squad leaders in the Orange County RADEF—radiological defense organization.







School Board Trustee Frank Lemmon and Fire Commissioner Roy Curnow of Coalinga are in Field Department.

Chief W. R. Martin (right) and Ass't Chief Roy Clark, both of Oleum, examine the dry, flammable grass above their town, Pinole.



Fred Olsness (right), Resident Manager at Spokane, helps youngsters learn how American business operates as a director of Youth Achievement, Inc. With him is F. J. Robinson.

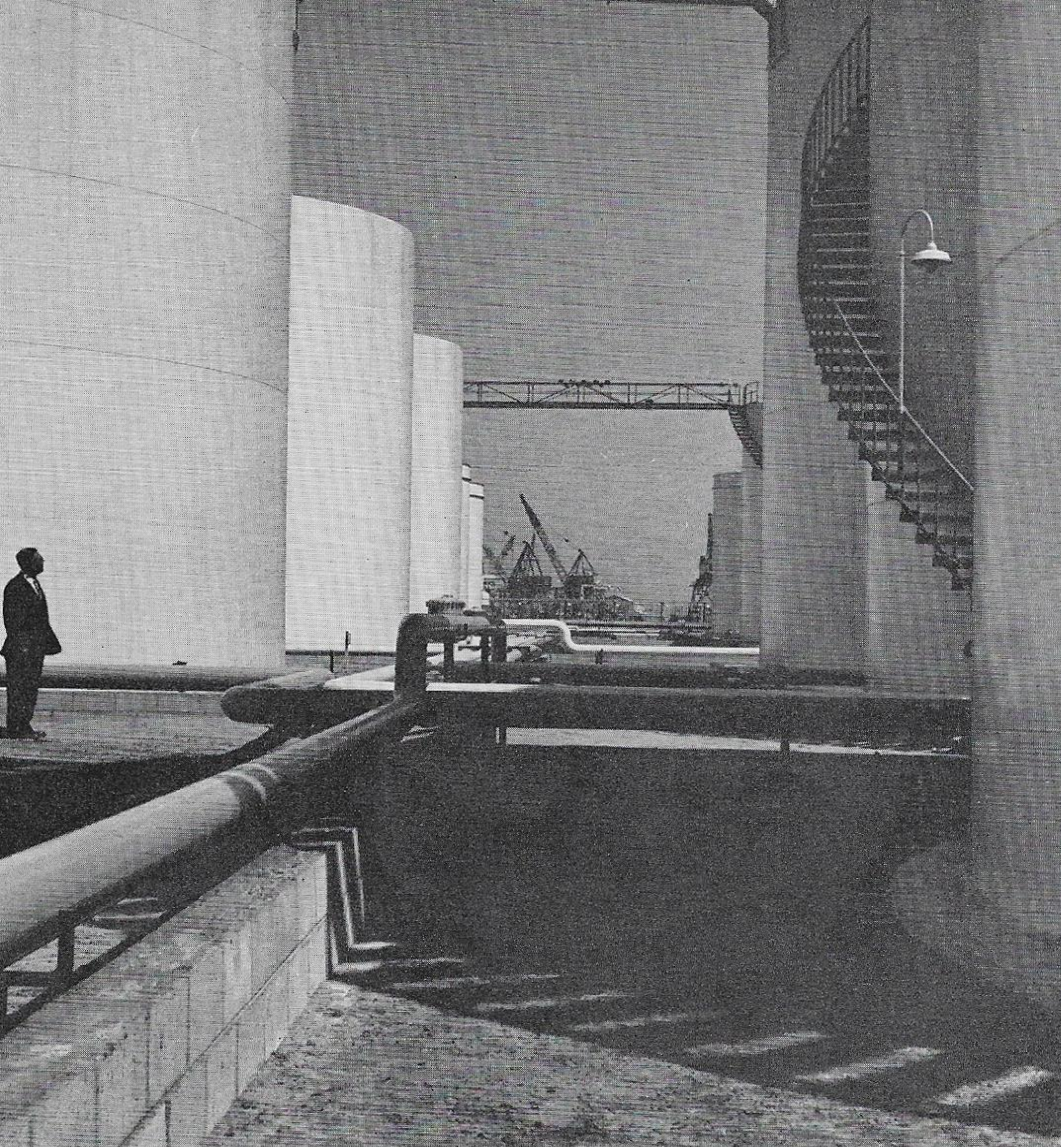


Kentucky Colonel (genuine) Ray M. Cauley lounges against a white-washed fence. Cauley welcomed chance to lounge. His chores as a dealer with a 35,000 gallon station in King City, head of draft board, director of the Chamber of Commerce, and trustee of Hartnell College keep him busy.

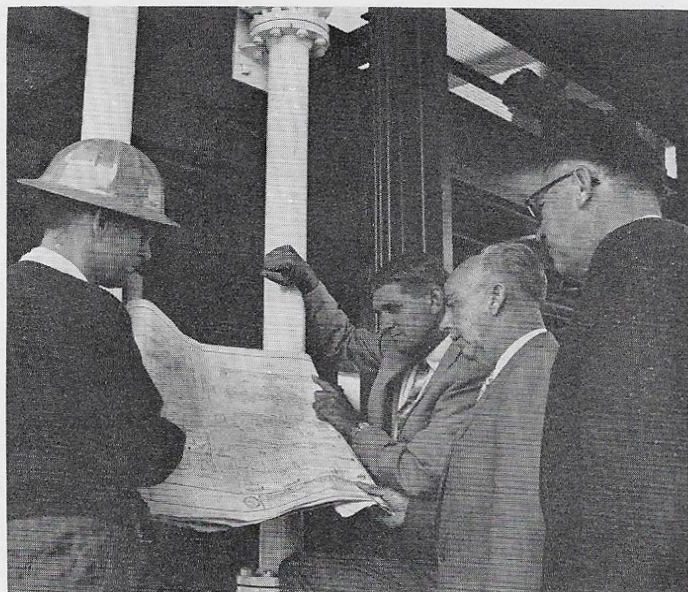


# New

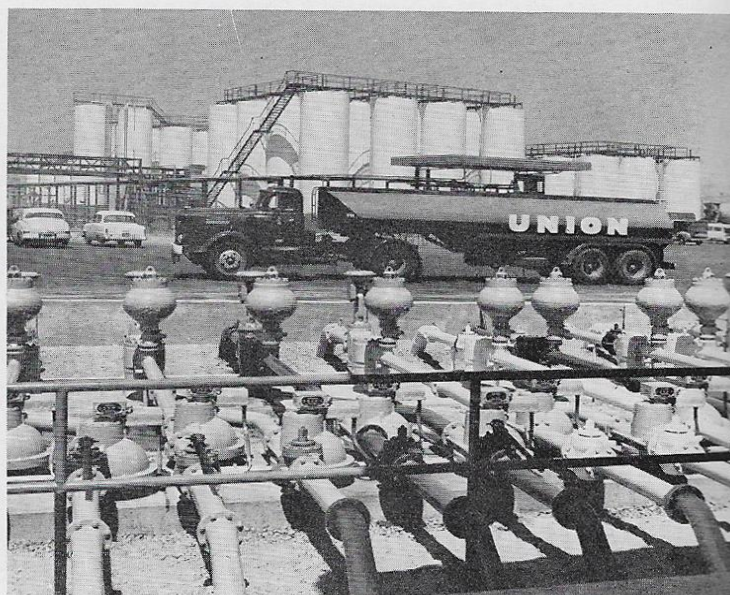
*Brings versatile  
oil supply service  
to cities of  
East San Francisco Bay*



Refined-oil storage tanks at Richmond Terminal range up to 80,000 barrels in capacity. Supplied either by products pipeline from Oleum or by marine transport, they in turn will supply East Bay cities and a pipeline to Reno, Nevada.



From left, Project Engineer B. J. Rogers, Foreman F. E. Anderson, Superintendent M. S. Imes and Assistant Superintendent A. F. Van Nest check the completed loading rack against structural drawings.



The Terminal's block of 55 smaller tanks accommodates base stocks, additives and finished lubricating oils for packaging or shipment in bulk. Meters, foreground, serve a refined loading rack.



# RICHMOND TERMINAL

**O**CTOBER 1, 1957 marks the opening and near-completion of Richmond Terminal—a \$7,500,000 expression of Union Oil's confidence in the continuing development of San Francisco Bay's industries and communities.

The big 53-acre plant tract is ideal both as to size and location. It faces the entrance to a main channel of Richmond's inner harbor, offering tankships a minimum water depth of 37 feet. It is flanked on its opposite side by the spur of a major railway. Richmond's Central Drive parallels the tracks, offering a convenient truck route to every city within a hundred miles. Two products pipelines radiate from the terminal—one bringing refined fuels approximately 16 miles from Oleum Refinery—the other connecting with a new Southern Pacific pipeline that presently will carry petroleum products across the Sierra Nevada to beyond Reno. Richmond, in fact, is the Company's most versatile supply point for 76 products, and has ample room for any foreseeable expansion.

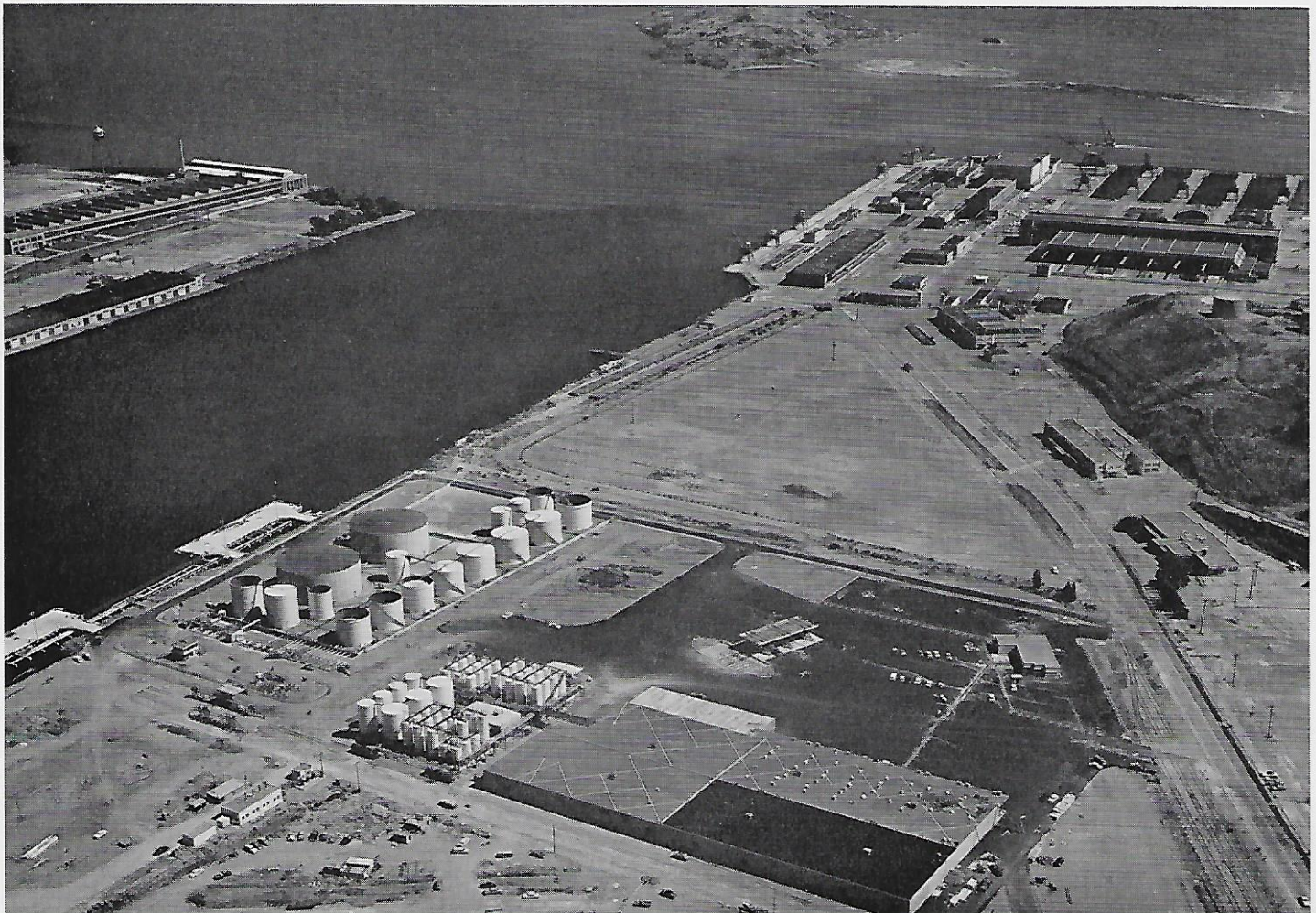
Two steel-and-concrete docks afford smooth berthing in the channel either for barges or tankships. Though both docks are intended principally as receiving facilities, they also can be used for shipping products. Intricate manifolding of pipelines, electrically-operated pumps, and mobile cranes for handling cargo hoses lend utmost speed and convenience to the plant's marine operations.

For the receipt and storage of bulk fuels, the terminal at present has a block of 17 tanks, ranging in capacity from 10,000 to 80,000 barrels each. The large fuel oil tanks are insulated in order to maintain heavy oil at a pumpable viscosity. Water-separator units attached to the pipelines guard against water contamination of the fuels either through accident or condensation. The entire refined-oil storage block is surrounded by a concrete retaining wall to prevent the spread of oil in the event of a spill.

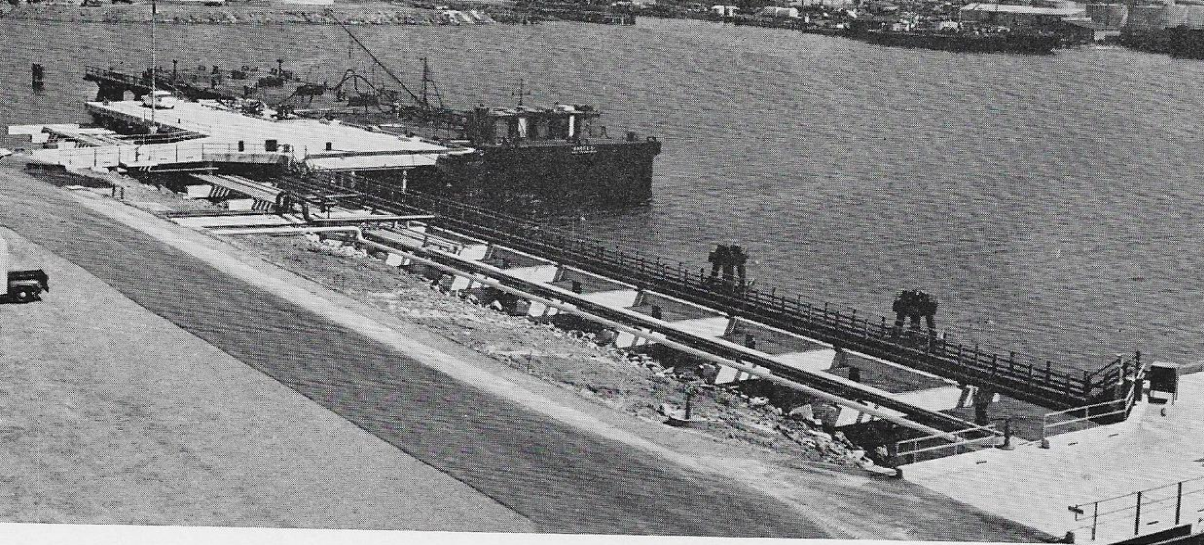
A second block of 55 smaller storage tanks accommodates lubricating oils—base stocks and additives as well

*continued*

The aerial view of Richmond Terminal emphasizes its excellent location on a main Richmond Harbor channel, plus room to grow.







Unloading at the new Richmond dock is a fuel-oil barge from Oleum Refinery. A larger dock to the right is designed for tankships. Bargemen, below, are within scope of control tower.

**NEW RICHMOND TERMINAL** *continued*

as finished oils. The base stocks manufactured at Oleum will be sent from now on to Richmond for blending and packaging, concluding a compounding operation that has continued at Oleum for more than 60 years.

The storage and shipment of packaged products will be handled at Richmond in an immense warehouse nearly identical to that of the new Los Angeles Terminal. Shipments of oils, greases, etc. will proceed by truck, rail or marine transport.

A high-speed loading rack near the center of the plant's spacious yard, meters a full load of refined fuel into the largest truck-and-trailer in the brief time of 10 minutes. Another loading rack serves the tankcar loading area, while a third operates adjacent to the lube oil storage tanks.

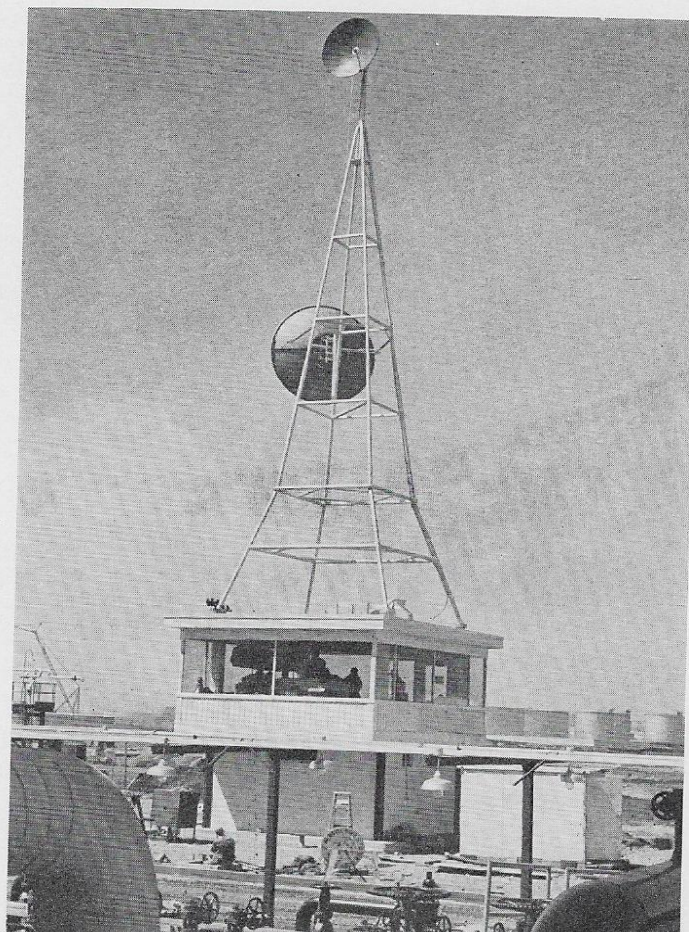
Nerve center of the bulk oil operations is a control room overlooking pumps and manifolds of the refined-oil storage block as well as both docks. From a second-floor vantage point, operators are within view and electrical touch of every loading area. A pushbutton console in the center of this room governs all of the surrounding valves and pumps. Overhead rises the tower of a microwave communications system, already functioning to Oleum and soon to extend its telephonic contact to key Company locations in Southern California.

Near the Central Drive roadway is a spacious modern office to accommodate supervisory personnel, the accounting group, customers, visitors, job applicants, and so on. And under course of construction is a new Central Territory Garage, which within a few months will replace the present truck-building and truck-repair shops at Emeryville.

Richmond Terminal, connected by nearly every means of transportation and communication with Company refineries and markets, will aid a Bay Area development of which the present may be only a pioneering beginning.

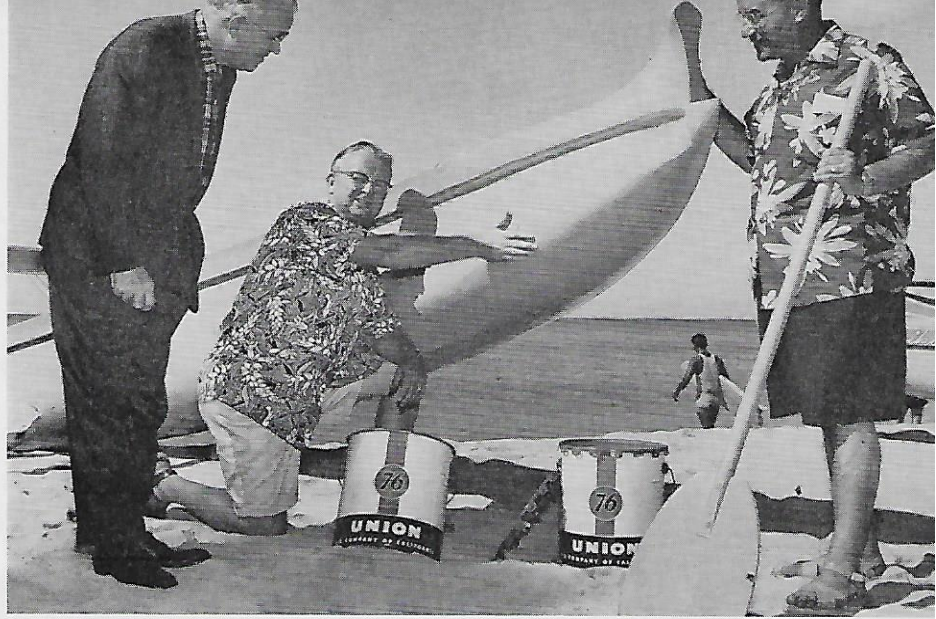
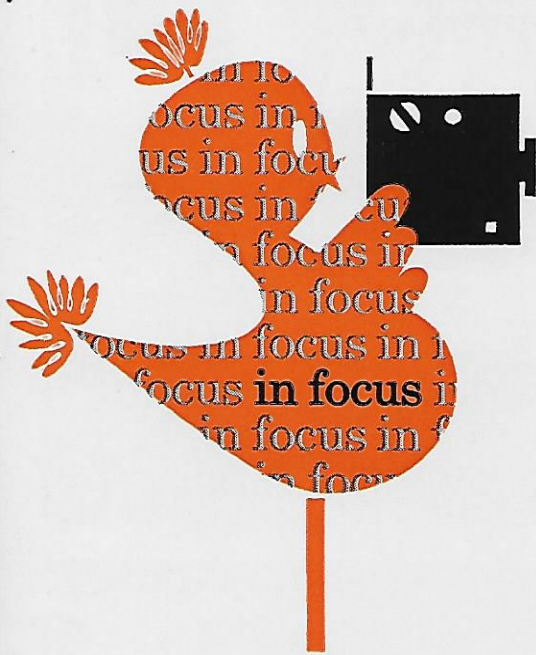


Rising above the Terminal's pipeline control center is the tower of a new microwave communications system, already functioning to Oleum and soon to extend to Southern California.



/THE END





**CONSIGNEES' HOLIDAY** is the title of this sales epic on the beach at Waikiki. From left, Roy Kelley, owner and manager of the Edgewater-Reef Hotels in Honolulu, watches with fascination as Union Oil Consignee C. J. Deasey of Lodi, California applies a coating of Unoba Grease to the hull of an outrigger boat. The paddle mechanic is Consignee Frank Galli of Roseville, California, also a Hawaiian vacationer. The famed Pacific resort probably has never known smoother sailing or salesmanship.

from J. W. Chapman



**JIM CULBERT** of San Diego is a Union Oiler of the 100%-customer variety. We proudly congratulate him this month for rocketing his Chrysler-engined modified roadster across El Mirage Dry Lake to a world's record. From a standing start he negotiated the one-mile distance at 205.011 miles per hour. He is planning to assault other records on Utah's Bonneville Salt Flats.

from T. W. Proudfoot



**SEVEN QUEENS.** Last month we introduced Charlotte Sheffield of Utah, the reigning Miss U. S. A. Now with the queen we present six likely candidates for her title a few years hence—all Union Oil charmers—namely from left, Lea Hooker, Kathy Noland, Gayle Gilbert, Miss U. S. A., Gale Davis, Kathleen Dunn and Carol Noland. After posing for photographers in the Hotel Utah lobby, the seven queens paraded down Main Street, below, to receive the plaudits of Salt Lake City people for their favorite daughter. All six of the future queens are daughters of Rocky Mountain Territory Union Oilers.

from H. E. Hooker

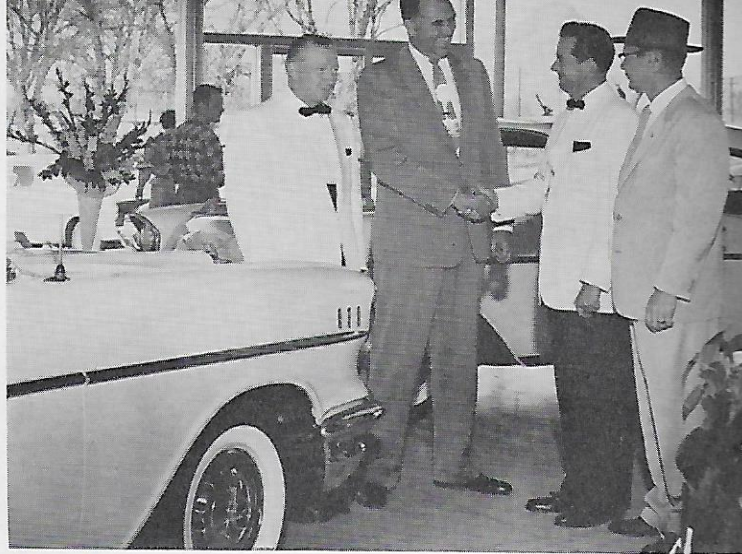






**COURTESY CHEVROLET** of Phoenix, Arizona is inaugurating one of the West's most attractive car agencies. Outstanding features include a service department control tower, large bulk storage for Union Oil lubricants, a show-case lubrication rack, and an air-conditioned waiting room for customers. Seen exchanging congratulatory best wishes on opening day are, upper photo from left, President R. M. McClure of Courtesy, Resident Manager C. B. Emerick of Union Oil, General Manager E. G. Fitzgerald of Courtesy, and Sales Engineer E. G. McLaughlin of our Arizona District.

from T. W. Proudfoot



## IN MEMORIAM

### Employees:

ARTHUR L. WESCOTT  
Oleum Refinery August 31, 1957

WINFIELD B. SNELSON  
Comptroller's September 4, 1957

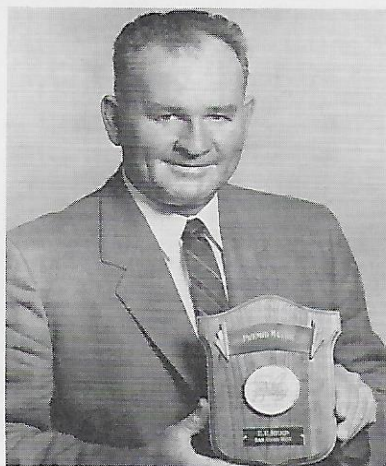
### Retirees:

FRANK W. BAYLEY  
Los Angeles Refinery August 16, 1957

PERCY DESMOND  
Northern Div. Pipeline August 18, 1957

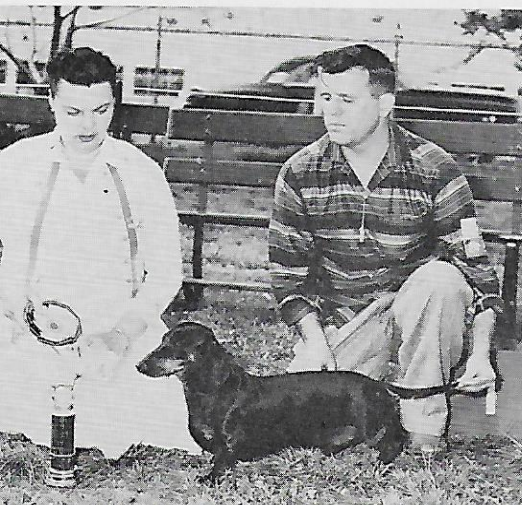
EARL C. JENNISON  
Southern Div. Field August 18, 1957

JOE BARRON  
Oleum Refinery August 23, 1957



**SUPER SALESMEN** of Southwest Territory are, left, E. C. Reed of San Diego and, below left, M. E. Bowman of Colton, each of whom won a "Premio Mayor Award" for having exceeded his sales increase objective by 100% for 30 consecutive months; and, below right, O. B. Goldsmith of Los Angeles, named "Salesman of the Month" for having made the greatest contribution to a new-gasoline-business drive.

from T. W. Proudfoot



**SIEGMAR VON SIEGFRIED**, front row, is a champion Dachshund owned by James J. Siegfried, right, of our San Francisco Credit Department. He has won top honors in several California shows. In the photo, Judge Nora Randolph, representing the American Kennel Club, presents "Siegie" with a "Best in Match" trophy at a 1957 competition held in Stockton.

from Pat Clark







**CHEF JOHN WILDENHAIN** of the Los Angeles Refinery cafeteria is preparing a "mealpack"—a complete dinner kept piping hot in an insulated, stainless steel container. The dinners can be delivered to any point in the refinery and are proving especially popular as "overtime" meals. Employees may choose from a half-dozen entrees on the menu.

from H. F. Zirnite

# SERVICE Birthday AWARDS



October 1957

## EMPLOYEES

### 40 YEARS

LUTHER M. CARIKER.....So. Division Field

### 35 YEARS

PAUL H. BAXTER.....Comptroller's  
HAROLD M. COLE.....So. Division Pipeline  
LESLIE C. JOHNSON.....So. Division Field  
JAMES MARGAROLI.....No. Division Pipeline  
LAWRENCE MARSTON.....No. Division Pipeline  
CLARENCE E. PEDERSEN.....Oleum Refinery

### 30 YEARS

CLYDE S. BERNHARDT.....Los Angeles Refinery  
JOHN V. DAHLGREN.....Oleum Refinery  
LESLIE J. SILVA.....Oleum Refinery  
JOHN TAYLOR.....Los Angeles Refinery  
CALVIN C. WISE.....Oleum Refinery

### 25 YEARS

CLAUDE FIDDLER.....Southwest Territory  
RAYMOND F. LABORY.....Automotive Department  
JAMES I. ROBINSON.....Central Territory  
EDWIN P. WOOTTEN, JR.....Southwest Territory

### 20 YEARS

ESTHER L. AUSTIN.....Comptroller's  
LEONARD E. DAVIS.....Legal Department  
EMIL DORMAIRE.....Valley Division Field  
EDWIN R. HARDY.....Comptroller's  
THOMAS R. JONES, JR.....Comptroller's  
ERNEST W. ROBERDS.....No. Division Pipeline

### 15 YEARS

CHARLES C. BARNES.....Coast Division Field  
ADOLPH B. BERTELSON.....Cut Bank, Montana  
EARL T. BOWES.....Oleum Refinery  
MARGARET M. CARGO.....Oleum Refinery  
LUCILLE S. CORBETTA.....Oleum Refinery  
LOUIS T. CRIVELLI.....Los Angeles Refinery  
LUCILE DICKASON.....Southwest Territory  
OSWALD S. HANSEN.....Central Div. Automotive  
JOE LIVELY.....Los Angeles Refinery  
JESSE A. MIMMS.....Central Territory  
JOHN P. ST. CLAIR.....Oleum Refinery  
IVAN MILTON SEAL.....Santa Maria Refinery  
GEORGE W. SELLMAN.....Central Territory  
DAVIS A. SKINNER.....Research Department  
JOHN C. SKYKO.....Los Angeles Refinery

CLOYE E. TIMMS.....Los Angeles Refinery  
GEORGE E. WOOD.....Valley Division Field

### 10 YEARS

ROBERT W. BOWERS.....Los Angeles Refinery  
LESTER A. BURDICK.....Coast Division Field  
RALPH W. CHAPIN.....Los Angeles Refinery  
RICHARD C. CLUTTER.....Los Angeles Refinery  
ROY H. DeLAY.....Los Angeles Refinery  
JOHN C. GIBBS, JR.....Oleum Refinery  
BETTY B. GREENLEAF.....Southwest Territory  
JAMES A. HATTRICK.....Central America  
CARL P. IRISH.....Southwest Territory  
JAMES B. KELLY.....Los Angeles Refinery  
MARTIN C. KNUTSON.....Los Angeles Refinery  
RONALD B. McDONALD.....Los Angeles Refinery  
OSCAR A. PEARSON.....Los Angeles Refinery  
GEORGE PENNY.....Coast Division Field  
HARVEY SCHLOTTHAUER.....Exploration Valley Div  
HENRY L. SWORDS.....Rocky Mountain Territory  
VERNON E. WELTZ.....Central Div. Automotive  
GUSTAVO WHITAKER.....Central America  
ROBERT A. WILLIAMS.....Los Angeles Refinery  
WALTER C. WORON.....Los Angeles Refinery

## DEALERS

### 25 YEARS

H. BEAUMONT.....San Diego, California  
PHIL S. PHIEFFER.....Long Beach, California

### 20 YEARS

HIWAY GARAGE, LTD.....Pearl City, Oahu, T. H  
G. W. HOPPER.....Grants Pass, Oregon  
PHIL ROSS.....Seattle, Washington  
JOHN A. WISE.....East Nicolaus, California

### 15 YEARS

FRANK HECKER.....Los Angeles, California

### 10 YEARS

EARL FISHER.....Eugene, Oregon  
M. B. HICKCOX.....El Centro, California  
OTIS HUNTER.....Long Beach, California  
FRANK HUSICK.....Clarksburg, California  
FRANK JONES.....Selma, California  
F. R. & JIM KIRK.....Harrisburg, Halsey, Oregon  
REUBEN & ROBERT F.  
KNECHTEL.....Seattle, Washington  
GEORGE LUCAS.....Los Angeles, California  
MIDWAY SERVICE CENTRE...Yuba City, California  
PASSALAQUA & GANDO.....Benicia, California

### 5 YEARS

P. M. BERNHARDT.....Stateline, California  
W. K. BROOKS.....Coupeville, Washington  
GENE BROWN.....Watsonville, California  
KRUSE MOTORS.....Portland, Oregon  
R. NORMAN.....Santa Barbara, California  
ANTHONY RICHTER.....Phoenix, Arizona  
C. W. SIMPSON.....San Diego, California  
C. E. SMITH.....Santa Barbara, California  
VOUGHN STUCKEY.....Riverside, California  
ROY E. WINTERS.....Eugene, Oregon

## RETIREMENTS

October 1, 1957

### Service Date

JOSEPH F. BOOTHE <i>Field Department</i>	December 11, 1922
HERBERT A. FRANCIS <i>Maltha Refinery</i>	January 5, 1925
GEORGE E. HINIKER <i>Central Division Automotive</i>	May 16, 1929
ALEXANDER JOHNSON <i>Northwest Territory</i>	June 7, 1945
WILLIAM P. MOREHEAD <i>Maltha Refinery</i>	April 13, 1931
ROY B. OCKEY <i>Maltha Refinery</i>	August 8, 1928
WILLIAM E. SADLER <i>Maltha Refinery</i>	March 23, 1925
ARTHUR L. THEISEN <i>Northwest Territory</i>	December 31, 1924
CHARLES W. WILLIAMS <i>Northwest Territory</i>	January 19, 1929
EDWARD A. WILSON <i>Oleum Refinery</i>	June 16, 1924



# Bill Sopher

The customer is always right—and frequently pampered

“DRIVE INTO ANY Union Oil station in the West and you’ll get a sample of what we call Minute Man Service.

“In 4½ minutes your oil, water, battery and tires are checked, your windshield and rear window cleaned, your gasoline tank filled, and your receipt handed you.



“But that’s routine. It’s the Minute Man’s service beyond the call of duty that we keep getting fan mail about.

“For instance, the dealer in the small town who located a tenant for his customer’s vacant house.

“Or the dealer in the suburb who babysat so his customer could go to an important dinner meeting.

“Or the dealer who fixed his customer’s washing machine when she couldn’t get help on a Sunday.

“Or the dealer who shopped for his customer’s groceries and delivered them to her house.



“YOU’RE IN BUSINESS NOT FOR YOURSELF, BUT FOR YOUR CUSTOMERS.”

“Exceptions to the rule? Not at all. Our files are full of letters recounting incidents like these.

“I take special pride in them because I’m one of the men at Union Oil whose

job it is to train these dealers. We help them in every way we can to get the Union Oil idea: The only way to stay in business for yourself is to be in business for your customers.”

\* \* \* \*

No small part of our reputation for having America’s finest service station system is the quality of the men who operate them.

They are all individual business men. Like us, they compete for a living. That’s why it’s very likely that their service will continue to be as good as their gasoline.

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

THIS CLASSROOM ON WHEELS KEEPS MINUTE MEN UP TO THE MINUTE



## Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL