

APRIL 1958

# SEVENTY <sup>76</sup> SIX

Union Oil Company of California







ELDORADO COUNTRY CLUB, PALM DESERT, CALIFORNIA

**What's the West's most powerful premium doing here?**

We've put it in the picture simply to remind you that, wherever your pleasure takes you, Royal 76 gasoline can make driving there part of the pleasure, too. It's "The Finest." You get it at the sign of the big 76 where—customers tell us—the Minute Man service is as good as the gasoline.

**THE UNION OIL COMPANY OF CALIFORNIA**



TUNE IN! THE SPORTS CLUB EVERY WEEK ON TV • ASK FOR! FREE SPORTS BOOKS AT YOUR NEIGHBORHOOD UNION STATION



**THE COVER:** The technical facts about this night picture taken of Union Oil Center during The Big Move are that it was shot from nearly a block away, by Photographer George Stroek, using a Leica 35 mm camera equipped with 400 mm telephoto lens. Other photos in this issue, all taken under "existing" light, are by Stroek and Rod Daley.

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

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*As Pegler Sees It*

**Discrimination  
 in Curbs on Gas**

by Westbrook Pegler

NEW YORK, Feb. 23.

THE natural gas industry is now sixth among the industries of the United States. It is parallel to the petroleum industry and largely inseparable.

Natural gas prices are "regulated" from the well (most wells are in Texas, Louisiana and New Mexico) through the pipe lines and city gas mains right into the household furnaces of 14,000,000 homes and the burners on the stoves of 30,000,000 homes.

It is the cheapest of all fuels. It is paid for only after it has been consumed and the supplier pays for storage. Customers using oil or coal must buy their supplies in advance of use and provide tanks or bins on their property.

Natural gas is the only fuel which is regulated by the Federal Government. This regulation is operated through a law called the Natural Gas Act of 1938 which has been amended, literally and actually by the Supreme Court in a series of typical socialistic decisions.

**Equitable**

The coal industry has lost markets to natural gas and oil at a dramatic rate. "Coal" as an industry and as a labor organization under John L. Lewis, has joined in the political propaganda to curtail production and use of natural gas and the development of new gas fields through "regulation" and restriction of the gas industry's profits. The Federal Power Commission is the authority which controls this new source of "energy." However, gas is not power.

The purpose of the Natural Gas Act amendment is to revoke the Supreme Court's price controls and permit the gas producers and distributors, who own pipe lines, to make profits subject to no more Federal restraint or limitation than oil and coal. The gas industry holds that Coal is short-sighted and fatalistic in whooping up Federal control of gas prices and profits. It warns Coal that coal will be controlled when John Lewis dies.

**Coal Affected**

Tom Pickett of the National Coal Association, which has headquarters in Washington, frankly admitted in a speech to the Independent Petroleum Association in Dallas last October that "coal lost a significant proportion of its share of the total energy market, particularly to natural gas."

Pickett frankly admitted in this speech that "coal is relegated to the role of a stand-by fuel." By means of "marketing practices" the gas industry was raising industrial steam "in coal's traditional markets." So Coal would oppose the amendment to the gas act.

Gas now provides about one-fourth of the "energy" used by the entire country, twice the volume of 1955. Many industrial users, meaning, in a word, "factories" maintain stand-by apparatus and oil or coal supplies. They can readily switch over when office buildings, large stores and millions of homes impose sudden drains on the natural gas supply in cold weather. When these brief emergencies pass, the substitutes again stand by. Gas resumes its flow to the burners.

**Hysterical**

The recent uproars against efforts of the gas industry to raise money for their political problems reveal a pathetic shyness of Republicans who profess to believe in free enterprise and the free right to petition Congress and persuade public opinion.

A Texas Republican who honestly, if not tactfully, proclaimed the need to elect Congressmen friendly to the gas industry was treated as though he had been caught desecrating Roosevelt's grave—and Lenin's tomb.

It was implied that the author of the appeal should have lied about his purpose and thus tacitly admitted that there was something indecent about the gas industry. His honesty probably will defeat the industry's hope of enacting a law to liberate natural gas from controls which thus far have not even been suggested for oil and coal.

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*to win the Marketing Department's*

# First "Key Man"

*took the right sales combination*

**F**OR NO-ONE-KNOWS how many years, Union Oil sales representatives had been calling on a big trucking firm in San Francisco. The results had always been the same: a friendly welcome, maybe a token order for a barrel of oil now and then, but never enough steady business to consider the firm a Union Oil account.

A few months ago when Salesman Jack Cavin called on this prospect in his new sales field for the first time, he met with the same reactions: smiles, and friendly handshakes, but not even an order for a 35-pound pail of Unoba grease. The truckers were happy with their regular suppliers. Moreover, they hadn't had any hauling business from Union Oil for more than two years.

It looked like such a hopeless prospect that Jack, as he started to leave, turned his attention to an immense

elevated freeway being constructed right over a portion of the trucking firm's yard. "Isn't this going to crowd you a bit?" he inquired of the nearest supervisor.

"Sure is," came the reply, "but where are you going to find another place in San Francisco with more room and a railway spur?"

More room and a railway spur? Throughout the next few days Jack kept an eye peeled for railway spurs and any unoccupied lots beside them. He saw nothing large enough for a trucking firm. Finally at a Monday morning conference with Resident Manager Lloyd Wyatt and several other salesmen, Jack expounded the problem.

"How about the place So-and-so had before they went out of business?" Wyatt suggested. "It has a spur track, warehouse and good office quarters. It also has underground gasoline storage and one of our pumps we haven't had time to remove."

Through the combined efforts of, from left, Salesman Jack Cavin, Resident Manager Lloyd Wyatt and Division Manager John Grunewald, new "key account" was acquired.



The second time Jack called on the account he had something very helpful to suggest.





# Awards

For having gained the required number of "key accounts" while maintaining a Division increase in sales over the same period of 1957, the three San Francisco men were given Key Man Awards by W. L. Spencer, second from left.



Cavin and Wyatt inspected the property together. Finding it unoccupied, they sought the help of Division Manager John Grunewald in contacting the owners. Subsequently, when Cavin made a follow-up call on the trucking firm, he had something very enticing to suggest: a new location for their business, complete with spur, buildings and operating space—and all the details pertaining to the signing of a property lease.

"Of course," Jack suggested to the president, "we'll move our pump out of the road if you prefer; but we'd be mighty happy to leave it there with an endless supply of our own gasoline!"

The trucking firm is now a loyal Union Oil account.

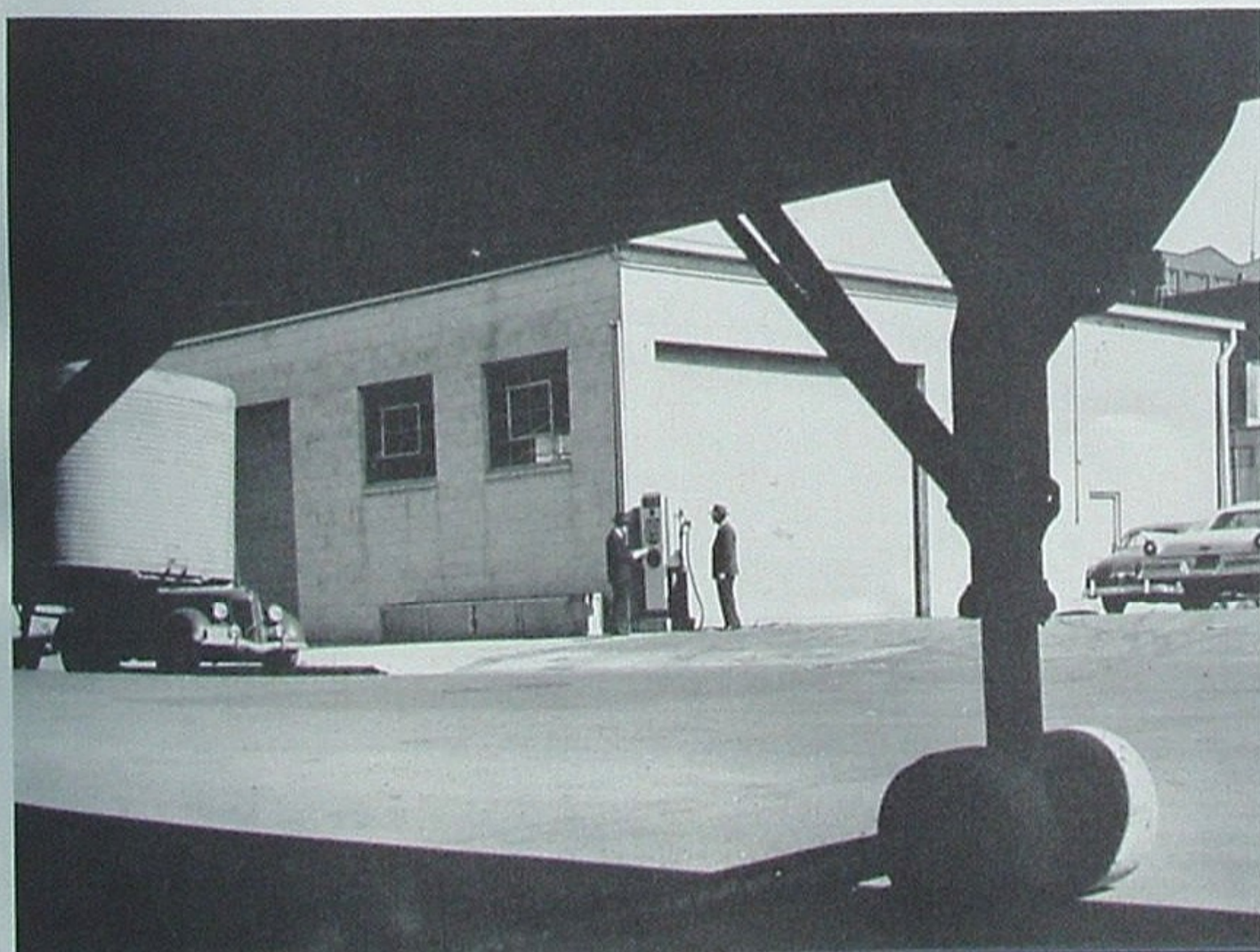
It so happens that the Company's Direct Sales divisions are giving special recognition to men in their line organization who succeed in acquiring large industrial, called "key," accounts, of which the trucking firm is a good

example. All such accounts are listed and classified in one of three categories according to the combined gasoline and Diesel requirements of each. By obtaining one new account in Class 1, two in Class 2, or three in Class 3, the salesman qualifies for a "Key Man" Award—providing his sales field, his marketing station and division all show sales gains for the same period over the preceding year.

Having met all of these requirements, Jack Cavin, Lloyd Wyatt and John Grunewald became the first recipients of Key Man Awards. They were presented with handsome Key tie clasps on February 25th in San Francisco by General Sales Manager W. L. Spencer.

They have demonstrated for us again that the key to outstanding business success is a combination of good men dedicated to outstanding service.

/THE END



We were happy to leave the pump intact, its underground storage tank filled to capacity with the finest house-brand gasoline.



EXC



From left



# XODUS

*During 68 dramatic years  
Union Oil has outgrown  
seven home office sites*

**L**IKE AN OLD SHOE, an old Home Office building seems easy to cast aside—except during the last few moments of exodus. Then you realize it's more than a building you're leaving behind:

The carpeted floors of Union Oil Center will be wonderful. But maybe you'll miss the sound of leather heels castaneting through tiled halls, their rise in tempo at quitting time.

Monday morning you'll rise to your office level on the West's first office-building motorstairs. Still there's a cer-

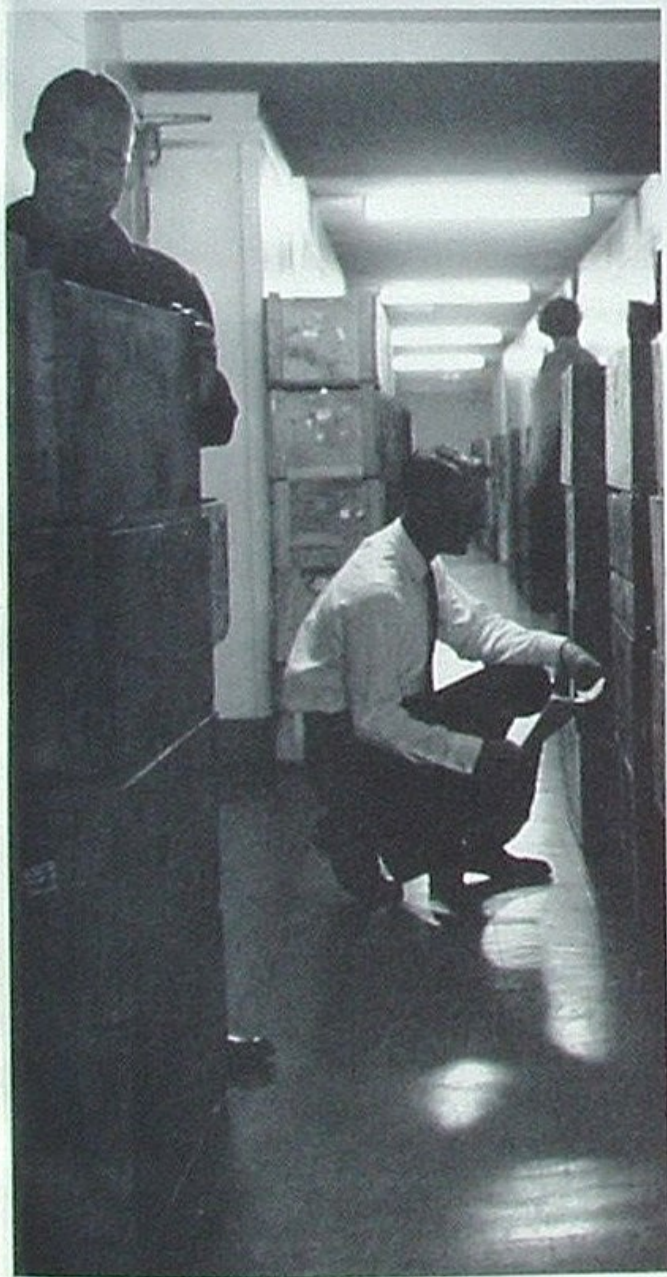
tain humor and get-togetherness about Ida's crowded elevators.

No more mid-morning scuttlebutt in the old coffee shop. Your grandstand reservation above the sometimes screaming drama of 7th and Hope has expired. Downtown stores, clubs, and restaurants will be several hundred yards less handy. Particularly you'll miss the thousand familiar faces—neighbors you've grown to recognize and know over the 35-year span at 617 West 7th.

The homesickness is only momentary. You take a last

*continued*

Our last hours at 617 West 7th were spent in packing. Then a little nostalgically the exodus began. We walked out of the building for the final time; carried home armloads of personal lore that couldn't be transferred or abandoned; said goodbye to folks we'd known for years.



From left, Henry Hart, Sam Moran, Irving Hancock, Marvin Fiske, Jack Witter and Lyman Limbocker had worked behind these windows 35 years.



**EXODUS** *continued*

few looks around—a last elevator trip down—smile a few goodbyes—and hurry homeward past evidence of a huge weekend moving job. Already fading into the exciting anticipation of Monday morning are the nostalgic ties of Friday night. What will it be like at the new location?

It isn't the first time Home Office people have moved. The first time was 'way back in 1901. Union Oil had branch offices in Los Angeles even prior to then; but 1901 marked the transfer of Company founders from Santa Paula to the old Tajo Building, now erased, at 1st and Broadway. In 1902 they moved to the Conservative Life Building, and in 1904 to the H. W. Hellman Building.

"Well, it's all packed and labeled. Guess I can say I was the last man out of this accounting office. Coat, let's go home!"



Then in 1908 a high-collared staff of 46 men and women carted their pens and ledgers over to a floor of the Security Building at 5th and Spring. They grew so well that in 1912 the Company signed a 10-year lease for several floors at 7th and Spring.

Quite a few in-service Union Oilers remember or took part in the sixth move—to a brand new building, our seventh Home Office, at 7th and Hope in 1923. Said the Union Oil Bulletin in July of that year:

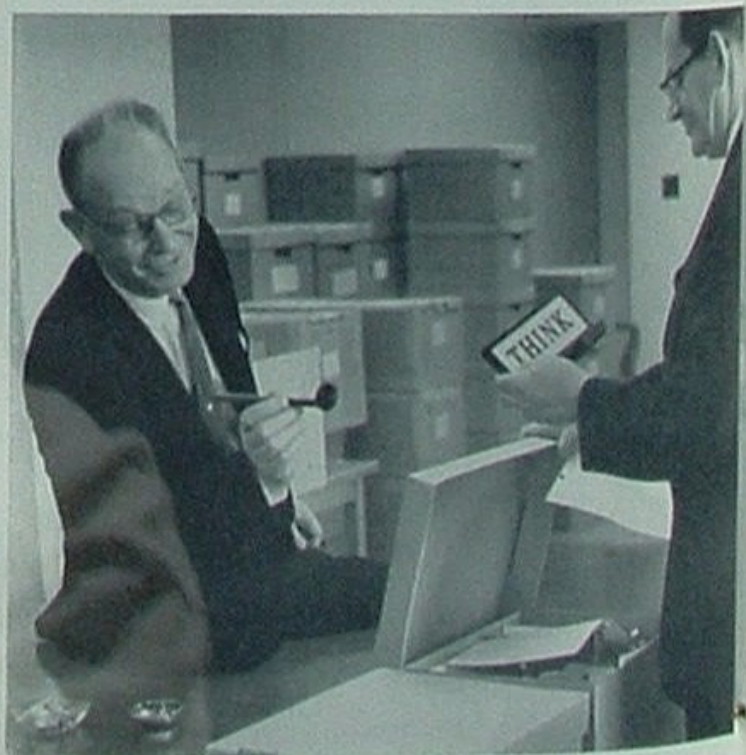
"Beginning with the prosaic motive of a pressing need for more space, the Company will occupy a building that stands as a symbol of the majesty and might of California

*continued*

"Next Monday you'll park right there and take the motorstair up to the plaza here. Isn't it a dream?"



"Shall we take it or leave it? Funny what a man becomes attached to! Any room in that box?"







"Gosh, what a pile of junk! Where'll we put it all? Personally, I'd like to just pack that stuff in the safe and touch a match to the rest of it. Seems awfully quiet in here; wonder where Vera's gone? I told her about that safe an hour ago. Hey, Miss Seiler!"

"No, Mike, I don't want my picture taken; I photograph horribly. You can say I've been here 35 years, but no pictures!"

"Joe, I'm sure this is one of the adding machines we brought over from 7th & Spring in 1923 in a Model T. D'you remember?"







"What did he say, go home as soon as we're all packed? Now that's living! Last one out buys the coffee! Hand me that box. Gangway!"

**EXODUS** *continued*

oil. The opening of its door will mean that various departments of the Home Office organization, which have been scattered because the old offices were insufficient to accommodate them, will again be housed under one roof."

We echo that statement today.

The report further explained that all of the 600 Home Office employees would be accommodated spaciouly on the building's nine upper floors, the remaining floors being available for rental and expansion. And mark this: "Provision has also been made for locker rooms, a rest-room for women employees, and a lunchroom which can be used for meetings of stockholders and employees."

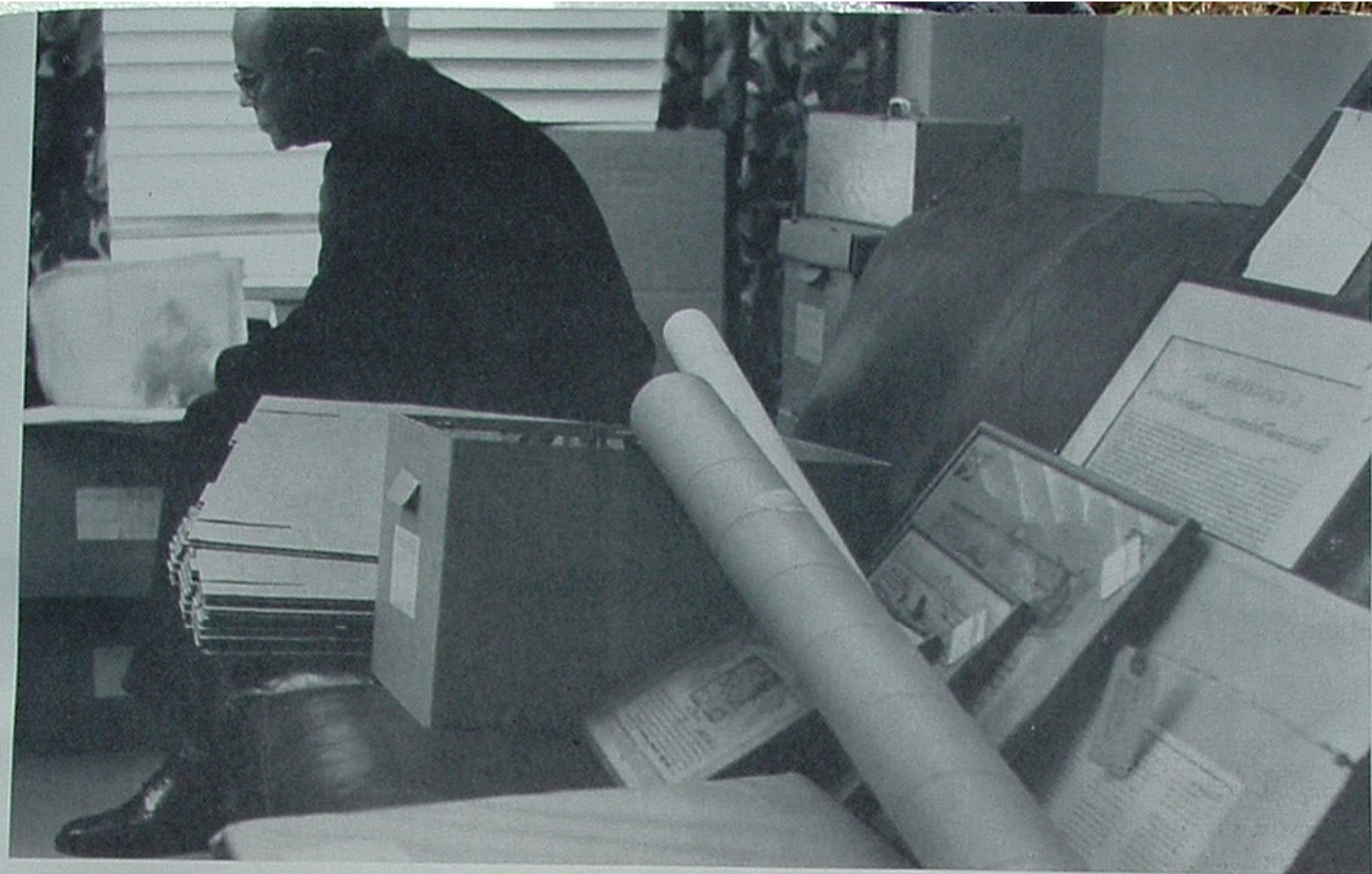
How time has sped and times have changed! Now grown to twice its 1923 size, Home Office staff is again obliged to find larger quarters. But present size is only part of the plan. With room at the Center for 1200 people and their automobiles, so the builders say, are blue-printed gussets that might someday rise to accommodate hundreds more. Nothing has been spared to make of this the finest, most comfortable, most functional Home Office—anywhere.

Still, today is today. Thirty-five years from now might again spell exodus.



"Come on, Mr. Daley, take our picture. We dare you to! We'll say 'cheese'; then it won't look like we're cryin'."





"To think that just 99 years ago Drake drilled the first oil well in Pennsylvania and Lyman Stewart was hit with oil fever!"

"In a way, pulling the last plug is heart-rending. So much business and human drama have gone through this board in 35 years. It's over!"



"Well, Old Glory, you've flown over these Union ramparts for the last time. Monday you'll have company. There are two flagpoles at the Center."





# THE

*Few great tasks  
have been  
better planned*

QUITTING TIME for 1200 Home Office people on March 28th was starting time for "Top Kick" Clarence Hand, his 154 Union Oil monitors, and a small army of Bekins moving men. Their job, during 48 hours of weekend, was to move a corporation—lock, stock and IBM machine.

There are two ways of calculating the enormity of such a task:

One way is to multiply the furnishings of an average Union Oil Office by 1200—add many truckloads of files, records, books, business machines—and arrive at a total approximately 4,000,000 pounds.

Or to figure the job the Bekins way, you start with the estimated total pounds—divide by the carrying capacity (20,000 pounds) of a single van—and arrive at a total of 200 vanloads.

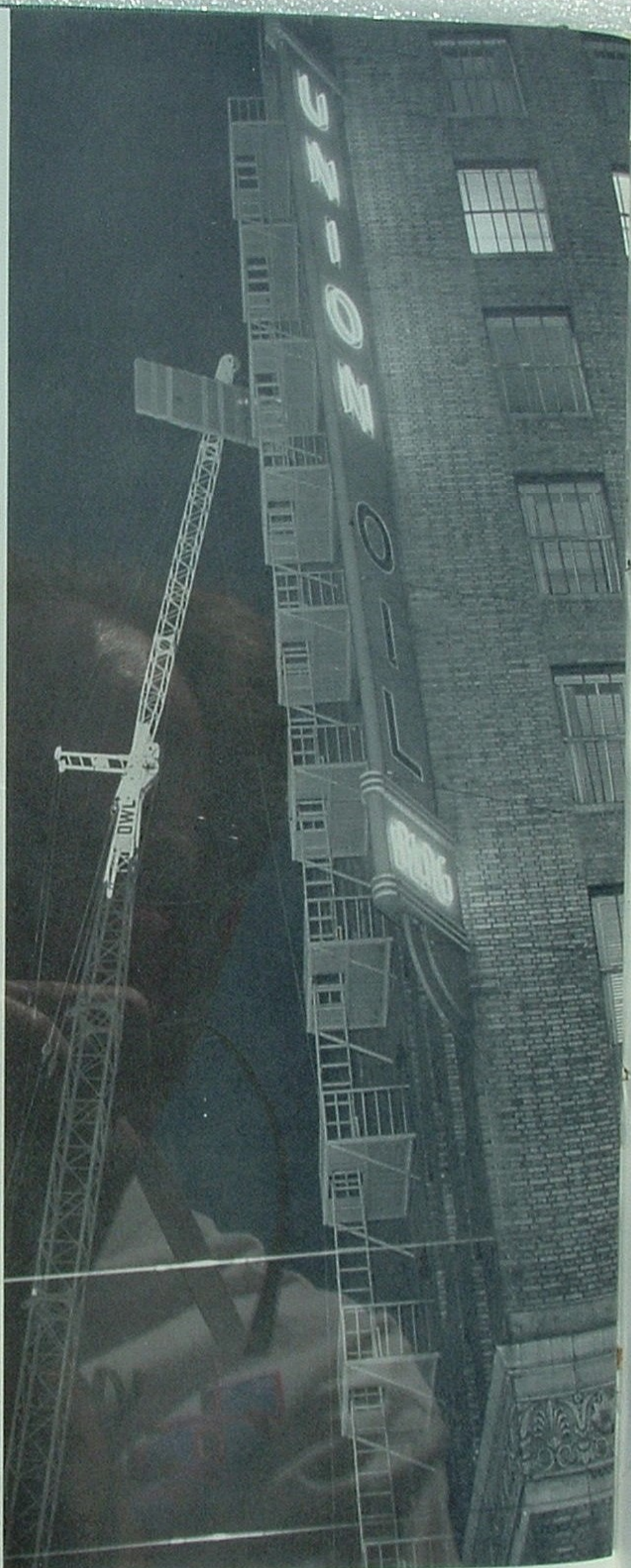
Either way you figure it the job is impressive.

That everything progressed so smoothly the weekend of March 28th is a tribute to expert planning. Months ahead of the big move, Purchasing began their inventory of every office. With the help of office managers, they determined what had to be taken and what might not be suitable for the new Center. Good furniture that harmonized with the ultramodern headquarters was sent out for any minor repairs or refinishing. Stands and filing cabinets were painted to match the color scheme of their future surroundings.

Meanwhile, Traffic Supervisor Hand, Building Representative Art Weld and a special corps of planners began holding strategy conferences with Company department heads and the Bekins people. It is no small matter to transplant a corporation's roots without retarding its growth. Out of these conferences came a re-

*continued*

Too big for halls and elevators, the Board of Directors' table had to be fished out of a 12th floor window at night.



# B

Putting  
shoulder  
IBM mach  
kins mo  
big me c.



# BIG MOVE . . . .



Putting their shoulders to an IBM machine, Bekins men start the big move.



## THE BIG MOVE *continued*

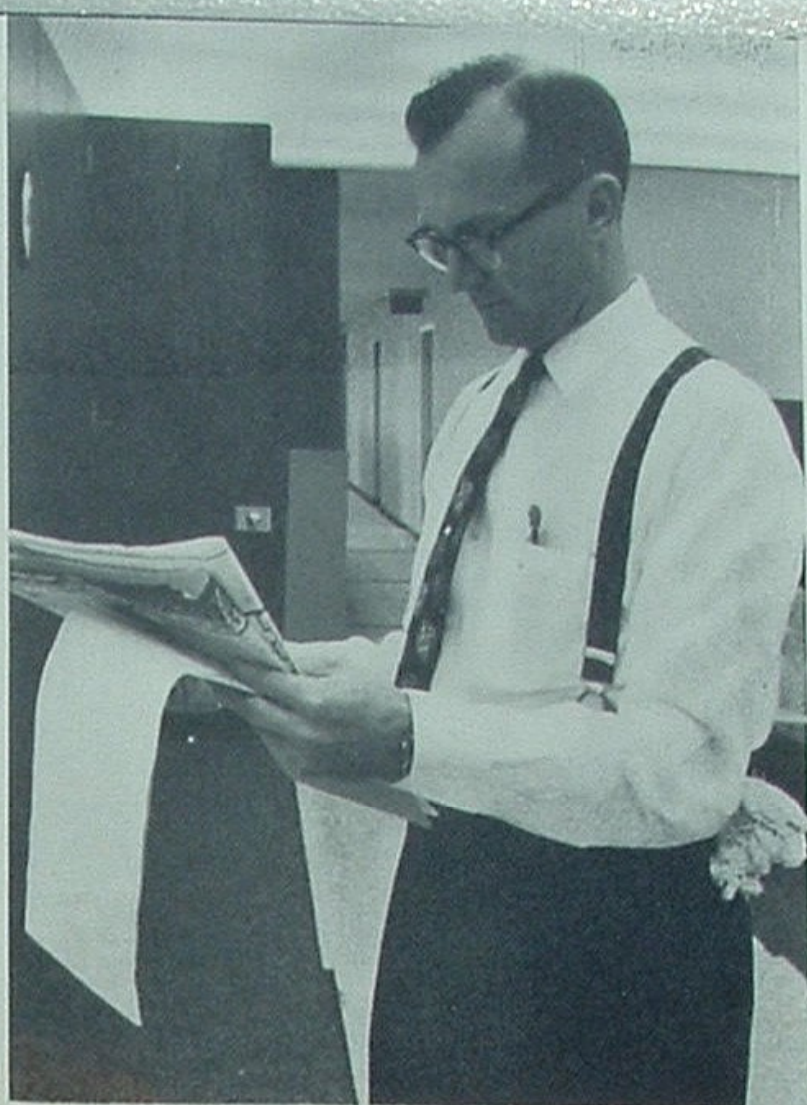
markably systematic moving plan—so effective and time-saving in operation that Bekins people are recommending it with enthusiasm to their other clients.

During the last few days of down-count, over 35,000 items were labeled to denote their exact office location in the new scheme of things. Included among them were cardboard packing boxes of uniform size, filled to capacity with the contents of 'steen-hundred desks and bookcases. The filling of these boxes was a 1200-man job, private enterprise, accounting for most of the Home Office effort on March 28th.

Thus everything and everybody meshed with machine-like precision on moving day. Employee monitors at each of the Company's downtown locations worked in shifts to direct the moving men. Expertly the white covered Bekins team placed all 35,000 items on dollies and started 'em rolling. Extra elevator crews stayed on their posts round the clock to keep the tide of furniture moving. At the curb on 7th Street there were always from one to five vans loading. Hundreds of passersby paused to watch. Robinsons, our good department store neighbor just across the street, ran a farewell ad in the local papers.

Beyond Harbor Freeway at Union Oil Center, the unloading kept pace despite some last-minute overtime on the part of several building contractors. Fully illuminated, the complex of new offices began to acquire equipment and meaning. To waiting telephones were added chairs and desks. Mingling with the working crews was quite a sprinkling of off-duty Union Oilers; some of us couldn't wait for Monday morning, couldn't deny ourselves the excitement of The Big Move.

By Sunday evening the job was finished. Protective plywood coverings were removed from the Center's



A monitor in charge of each floor of the new buildings expedited the delivery of every labeled item to its right place.

handsome new carpeting; temporary cardboard shields were stripped from elevator lobbies. An augmented building maintenance crew went into action with brooms, vacuums and cleaning solutions. By sun-up of March 31st, Union Oil Center was ready. Presently would begin a new era in Company history.

Those in charge of the project had nothing to worry about—except getting 200 truckloads ready for 1200 people by Monday morning.



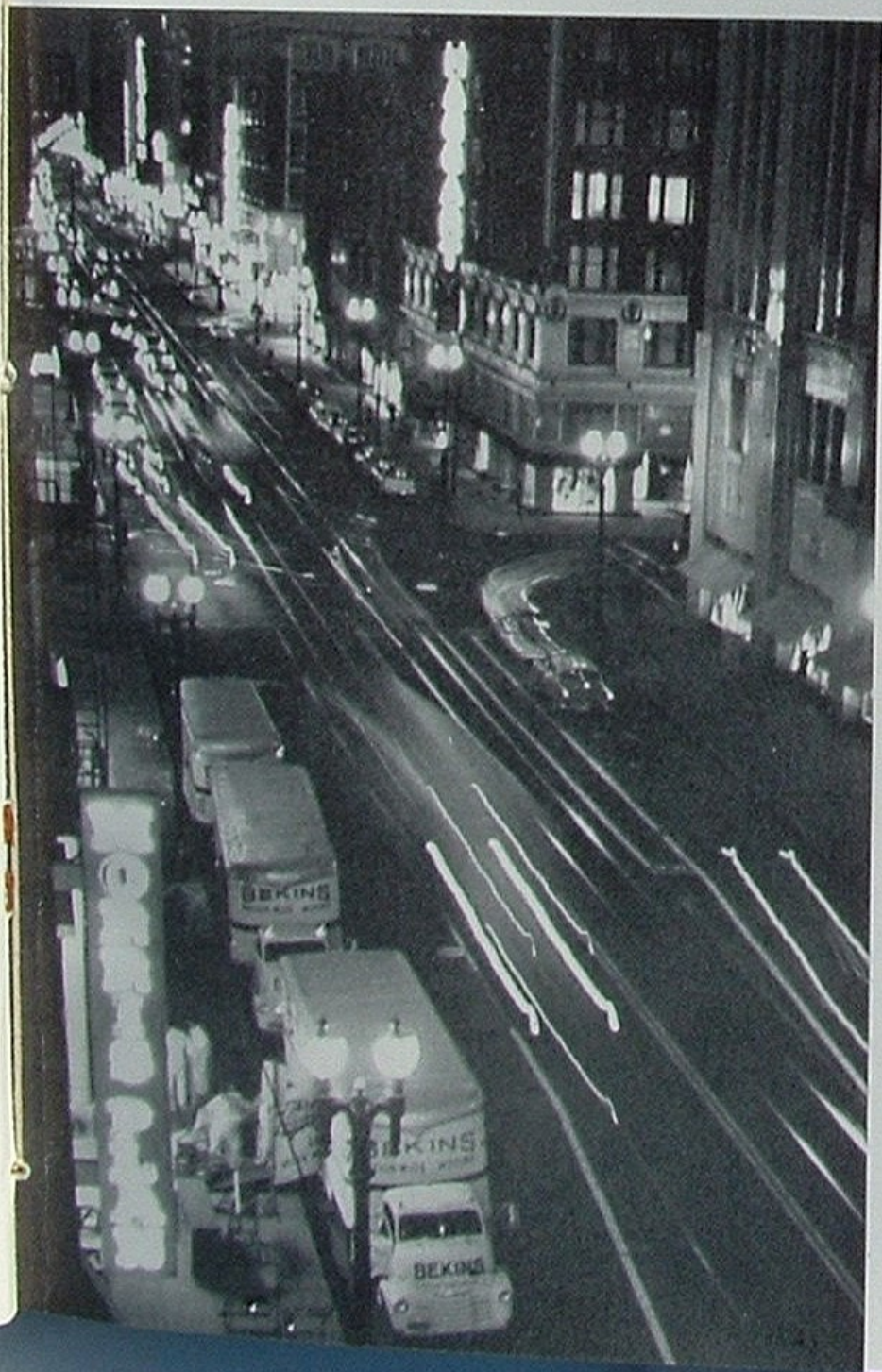




The Center's spacious streets accommodated any number of vans; the main foyer couldn't have been planned better for receiving.

Midnight, March 28th, traffic eased in downtown Los Angeles; taking advantage, the graveyard shift pushed ahead at full speed.

Next morning, the main lobby of Union Oil Center was scene of orderly disorder, boxes waiting in stacks for the elevators.



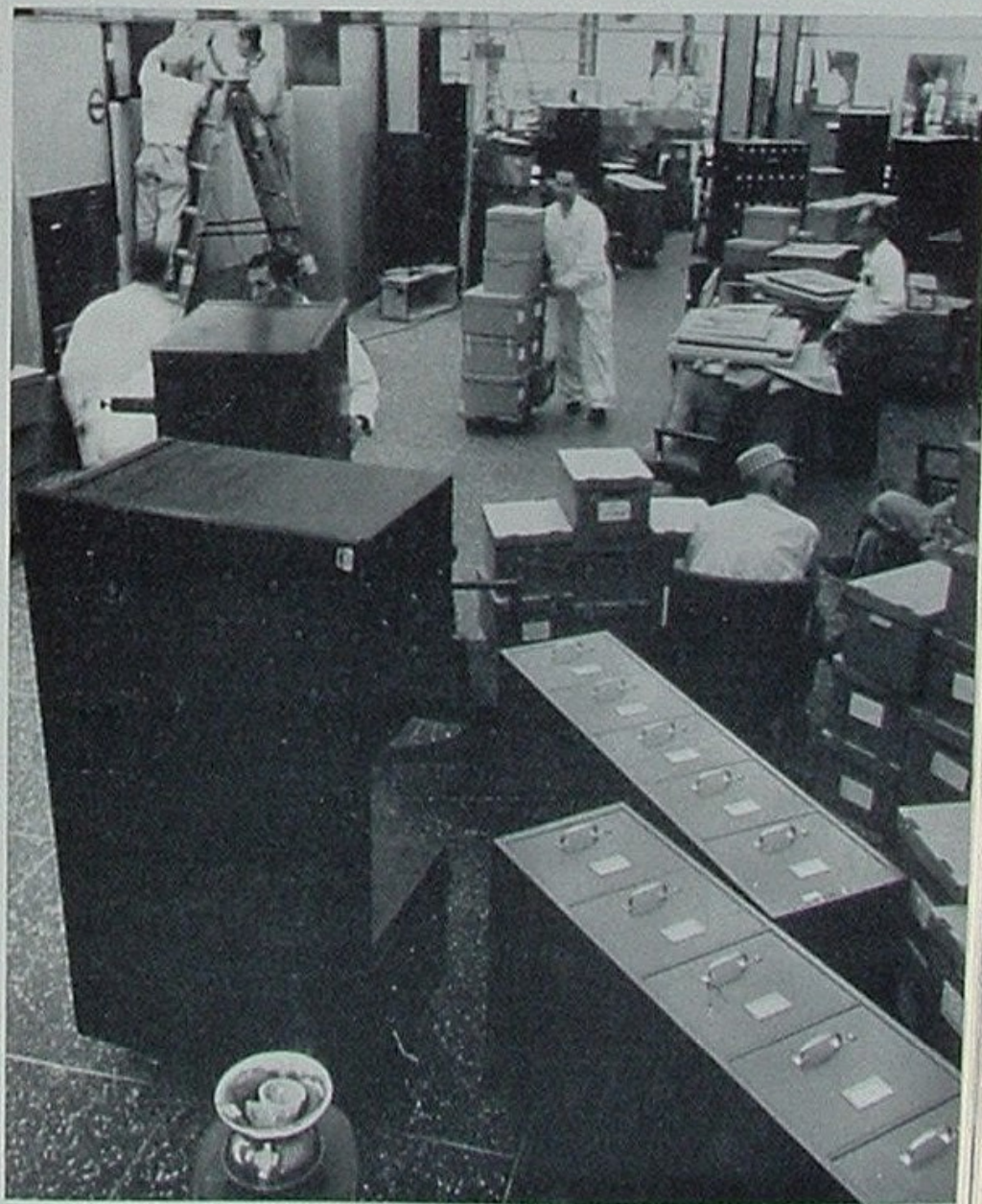
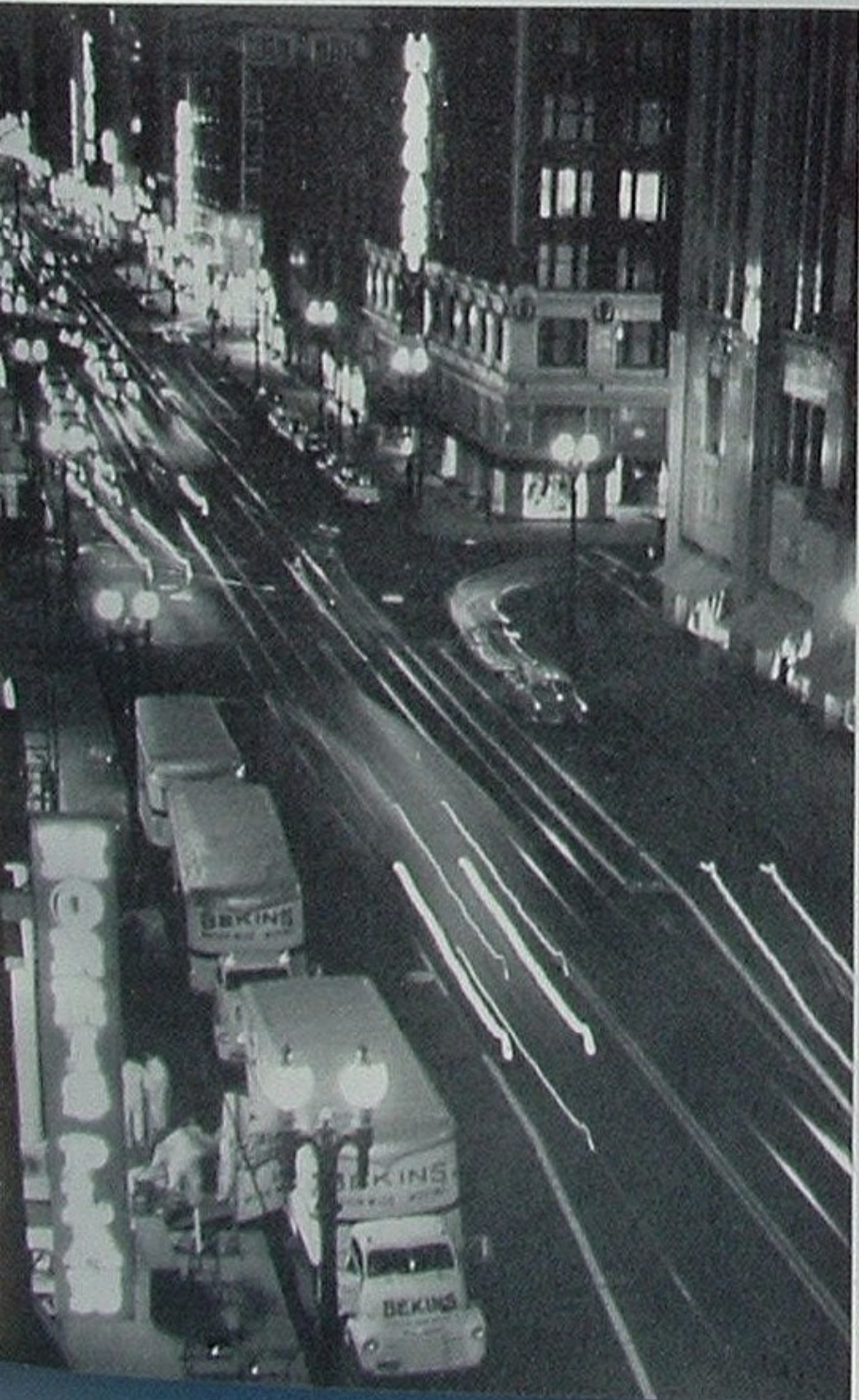




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# GENESIS



WASHED DURING  
TERRIBLE RAINS,  
clear except for a  
an ideal morning.

Even before six  
with air-conditioning  
ing the motorstar  
crumbs of constr

Then a car re  
blond driver imp  
follow the arrow  
her. Fifteen m  
minus her car, a



Most employees  
places in the four  
plaza—and to rise



Shortly before dawn on M



*We discover  
how a functional  
building functions*

WASHED DURING THE NIGHT by another of 1958's bounteous rains, Monday, March 31st dawned clean and clear except for a few cottony remnants of cloud. It was an ideal morning for a fresh beginning.

Even before six a.m. there were early birds—tinkering with air-conditioning and communications systems—testing the motorstairs and elevators—picking up the last few crumbs of construction debris—and cooking breakfast.

Then a car rolled down Bixel Street ramp and its blond driver inquired the route to parking level C. "Just follow the arrows down," a parking attendant advised her. Fifteen minutes later she returned breathlessly, minus her car, and walking wrong-way up the same ramp.

This time she inquired for the Maryland Building. "Right in front of you," the attendant obliged. Obviously she had missed both elevators and motorstairs, but had explored quite an expanse of one of the West's largest underground garages.

Among 1199 employees who presently followed the blonde downramp there was less confusion. Most hit their parking spots on the nose, followed the crowd to garage exits, and were hoisted electrically to the plaza of Union Oil Center. Some scattered immediately in quest of their new offices. The majority hurried across Boylston Avenue to breakfast in the shining new cafeteria.

*continued*



Most employees came a few minutes early—to find their assigned parking places in the four-level garage—to promenade through the handsome central plaza—and to rise via motorstairs to carpeted offices.



Shortly before dawn on March 31st, Union Oil Center was a fluorescent island in the Los Angeles night—ready and eager for Monday's business.





GENESIS *continued*

"Isn't it simply gorgeous!" "The food is delicious, and so reasonable in price!" "Have you seen the offices yet? They're out of this world!" These were typical of the feminine reactions.

The typical Union Oil male is less vociferous. He looks for missing strips of molding, wisecracks about standing in line for a cup of coffee, and concludes "There's a lotta work to be done yet." To him a building has to function before it's functional.

But even we males were impressed. The private offices, when you analyze them, are just between being too large

and too small  
everything s  
you're a dy  
diamond-sh  
you never n  
mer coolne  
mechanical  
The garage  
The landsc  
All in al  
like it!



Among Monday's early birds were the communications people, who anticipated a rash of fumbling with new phones.

Crossing the plaza for the first time, a punctual share-the-ride group evidenced smiling approval of the Center's beauty and convenience.



It took no time at all for people to decipher the functions of stainless steel mobile carts, here bringing coffee shop to imbibers.



First official  
taries. "Ever



and too small—ideal, you might say. The carpeting makes everything seem homelike, quiet. The view is superb, if you're a dyed-in-the-wool Angeleno. And, thanks to the diamond-shaped building with its distinguishing louvers, you never need to draw the shades. Winter warmth, summer coolness and fresh air are forgotten problems; now mechanical genius brings you made-to-order atmosphere. The garage solves parking problems and exorbitant fees. The landscaping is something to write home about.

All in all, we 1200 who initiated Union Oil Center like it!

/THE END



First official occupants of the Center were two 12th floor secretaries. "Even a 76 'bug' on the towels!" exclaimed Marjorie Gleason.



We discovered that electronically controlled elevators make little nervous mistakes until well indoctrinated.



Everybody sampled and approved the excellent cafeteria; all agreed the Center is a fine monument to Freedom.





# HONORED VISITOR

**P**RESIDENT-ELECT MARIO ECHANDI of Costa Rica has just concluded a most unusual visit to the United States:

During his goodwill mission, in which he extended friendship to all of the American people, he emphasized that the surest road to real improvement in any country's economy is through the peaceful expansion of business and industry.

Throughout his forthcoming tenure of office he has pledged to limit the executive duties of his government to the constitutional responsibilities of a democratic administration, meanwhile encouraging industry to develop to the fullest under minimum restraint. He invites foreign capital to help in the

development of Costa Rican resources, and promises the same lawful protection to foreign investors that is guaranteed to the citizens of his country.

Including Union Oil facilities among the attractions that vied for his time in Los Angeles, the President-elect and his party visited Union Oil Center and Brea Research. President A. C. Rubel, a friend of long standing to Costa Ricans and their leaders, was the Company's official host. Vice Presidents Dudley Tower and Sam Grinsfelder escorted the party to feature points of interest in Southern California. As they boarded the USS LOS ANGELES, President-elect Echandi was accorded a 21-gun salute.

/THE END

At coffee table in Union Oil Center are, from left, Sam Grinsfelder, President-elect Mario Echandi, Reese H. Taylor and Sr. Alfredo Hernandez. The distinguished Costa Rican leader and his party were Company guests while in Los Angeles.







President A. C. Rubel (back to camera) has known and admired Costa Ricans for many years. Above, he greets Sr. Rodrigo Acosta, representative of Petrolera, and Sr. Echandi.



Off on a day-long tour of Southern California attractions, visitors rate police escort.

From left, Señoras Vargas, Guardia and Echandi express their delight with Company headquarters to Host A. C. Rubel and Secretary R. F. Niven.



# Seattle wharf is remodeled

from George C. Alexander

**M**ARCH 27TH marked the completion of a \$175,000 remodeling of our marine facilities at Seattle. All of the original dock, constructed in 1909 and substantially enlarged in 1930, was removed to accommodate some new piling, an entire new deck, and wharf equipment for the speedier handling of petroleum cargoes.

The dock now has two extensive faces for the berthing of large tankships, three barge locations, and room for the berthing of four tugs. Hose facilities are provided to deliver fuel oil, Diesol, G. M. Diesol and 76 Gasoline to marine customers. Circulating fuel oil lines make it possible to deliver warm fuel oil at a rate of 1000 barrels per hour. Deliveries of Diesol are made through a four-inch anti-water line.

Equipped with air-driven mooring winches for tanker and bunker moorings, an air-operated boom, new vapor lighting system, and modern office, the wharf brings greater convenience and safety to Union Oilers and our many marine customers in Seattle.

/THE END

The remodeled wharf, as photographed from the Tankship Avila's bridge, brings added berthing and convenience to Seattle's marine operations.





# Business Highlights of the Month

## RESEARCH *Research research!*

During March the Department held its annual meeting of all Research personnel. The purpose of these gatherings is to bring employees up-to-date on some Departmental activities by reviewing results of the past year and discussing projects and objectives of the current year. Expenditures for and income from research are discussed. The current status of patent activity is reviewed. Time for questions and answers is provided. As a result of this meeting, every member of the Department gains a better understanding of the part research is expected to play in the Company's business.

*from Fred L. Hartley*

## MANUFACTURING *47 year average was 76!*

Refinery raw material runs to stills have been reduced to more closely meet the predicted demands for petroleum products. The lower rate of processing will result in reduced total costs of operation; however, because our processing units are not operating at capacity, the cost per barrel of processing will increase.

To combat this condition Manufacturing is bending every effort consistent with good operations to reduce expenses. Marginal operations are being suspended, unprofitable production is being discontinued, smaller operations are combined, and all sources of expenses are being screened for possible savings.

Manufacturing is not only vitally interested in improving the efficiency of its present facilities and operations but must continually evaluate process improvements and new equipment which suggest adequate earnings potential to the Company. It is a real challenge to do a better refining job at a lower cost.

With reference to the quantity of raw material processed, available records show that from 1911 to 1957

our refineries processed approximately 1½ billion barrels of crude oil. The throughput ranged from 20,000 to 174,000 barrels daily—or an average throughput over the 47-year period of 76 thousand barrels per day.

*from J. W. Towler*

## INDUSTRIAL RELATIONS *Safe at home?*

The year 1957 was a comparatively safe one for Union Oil people, as shown by the all-time record low in disabling-injury frequency. Company-wide there were 553 on-duty injuries that required medical treatment by a doctor. Of these, 58 were disabling injuries resulting in lost time.

Off the job we wrote a different story. Employees' Medical Plan records show that 773 off-the-job injuries required medical care in 1957. A substantial number of these resulted in lost time.

In 1958 all departments are concentrating on improving our on-the-job injury experience record and, of equal importance, reducing the off-job toll. Fire and Safety literature will spread the benefits of safety by showing employees how to avoid and prevent off-the-job injuries resulting from such causes as falls, improper lifting and pushing, hazardous use of hand tools and power tools, and faulty driving.

*from N. T. Ugrin*

## PURCHASING *Plan incentively!*

The present availability of materials and increased competition between vendors must be given consideration in planning material purchases. The fact that most operating and maintenance materials can be obtained practically "off the shelf" means that Company inventories can be reduced still further. Intense competition between vendors means that Purchasing be given time to secure wide competitive bidding.

Here are some typical examples of improved delivery:

Oil country tubular goods are now available within 45 to 60 days; a year ago, orders had to be placed 90 to 120 days ahead of need. Manufacturers of aluminum extrusions can make deliveries within three weeks if necessary, in contrast to 60- to 90-day deliveries last year. Instead of a six- to nine-month delay in securing tank steel, deliveries can now be secured in 60 to 90 days. Lead time for manifold forms and electric typewriters is 60 days or less—just about half the delay experienced a year ago.

Costs can be reduced in all departments by planning far enough ahead to explore competition and by reducing inventories to a level commensurate with suppliers' stocks.

*from C. S. Perkins*

## TRANSPORTATION & SUPPLY *Bon voyage!*

On March 10th, expiration date of her bareboat charter, the SS L. P. ST. CLAIR concluded 19 years of continuous tankship service for Union Oil and was returned to her owners. Placed in service in 1939, the ST. CLAIR was the first of five sister-ships specially designed and





The TSUBAME MARU, a Japanese supertanker of 200,000 bbls. cargo capacity, docked at Union Oil's Port San Luis pier February 26, concluding her first voyage to the United States. At left are Dr. George K. Dunklee of Immigration Service, the vessel's Captain Satoru Ishii and D. E. Walsworth of General Steamship Corp. The ship returned with a cargo of crude for Maruzen.



constructed for our Pacific coastwise trade. The 13,000 DWT 12-knot flagship was one of the finest tankers on the West Coast.

Illustrative of progress in marine transportation, the vessel, even though in good serviceable condition, is of a size and speed that now make her non-competitive.

The new automotive garage located on our Richmond Terminal property has been completed. Central Division Automotive headquarters, as well as all repair and maintenance activities formerly carried on at our old Emeryville garage, have been transferred to the new location.

Automatic products analyzers have been installed at key points in the new Oleum Pipeline as an aid to dependable line operations. The instruments operate on the principle that different liquids have different dielectric properties. They transmit a signal when a change in commodity occurs at a control point; this serves as a double-check on dispatchers' schedules, facilitates remote control switching, reduces interface problems, and detects any abnormal condition in the pipeline stream that may require corrective action.

*from E. L. Hiatt*

#### MARKETING

The Company has been awarded contracts by Military Petroleum Supply Agency covering 110,400,000 gallons

of jet fuels for delivery at West Coast points from April 1 through September 30, 1958.

On March 15, eight distributor sales representatives were appointed to handle the Company's domestic distributor sales activities in our Eastern Continental Territory. Concurrently, the positions of territory and regional managers were eliminated. The reorganization will permit more concentrated selling effort and result in several operating economies.

A three-year contract has been concluded with Flying Tiger Lines, Inc. covering their aviation gasoline, mostly Grade 115/145, requirements at Wake Island and Honolulu.

Kauai Petroleum Company, Ltd., who have developed a chain of 10 modern Minute Man stations from their single service station started in 1948, celebrated their 10th anniversary in February. The firm's President K. Kuboyama was first to introduce Union Oil products on the island of Kauai, one of the Hawaiian group.

Anniversary *sell-ebtrations*, held on the anniversary dates of Union Oil dealers, are stimulating gratifying increases in sales of gasoline.

Our success in working with California Packing Company, whose 11 central California plants use a large volume of lubricating products, has alerted cannery operators generally to the merits of our products and services.

*continued*



Los Angeles Terminal recently made its first delivery of fluid grease in bulk by truck and trailer. The 44,532-pound load was equivalent to 109 full barrels. Cantlay and Tanzola, the customers, have installed underground storage for fluid grease at their new terminal in Los Angeles.

*from Roy Linden*

#### EXPLORATION *We were trapped!*

Another interesting story begins to unfold with two indicated discoveries on Louisiana Furs' property in Vermilion Parish, southwest Louisiana. The Company acquired leases on a substantial amount of Louisiana Furs' property about 18 years ago. Some of the leased land within our East White Lake and Fresh Water Bayou Fields is on Louisiana Furs' acreage. Development of production in these fields held our leasehold rights until recently, when it was required that an acreage selection of the undeveloped lands be made. On the three large acreage blocks selected it was stipulated that the Company pay rentals or drill annually.

The drilling route was elected; it was planned that we be drilling three wells on the rental date in January. Now, two of the three wells indicate to be gas-condensate discoveries and possibly 3000 acres will be productive. One of the wells is 13,000 feet deep and has about 100 feet of net pay; the other well with 175 feet of net pay is drilling ahead 2000 feet above its 15,000-foot objective. Both wells were located through interpretation of new and modern geophysical techniques on deep seismic structures of Miocene age.

*from Sam Grinsfelder*

#### PRODUCTION *Texas grapefruit in Canada!*

Much of the potential oil and gas land of Alberta and British Columbia is covered by muskeg. Although progress is being made in the design of equipment that will negotiate this area during all seasons of the year, it is currently necessary to confine drilling to winter months when the ground is frozen.

Several years ago, camps housing Company and contract personnel, although considered adequate, were limited to bare necessities. Today, by contrast, a modern drilling and operations camp includes most of the comforts of home. Food is plentiful and prepared by experienced cooks, usually women. In addition to the usual fare, menus include fresh pink grapefruit from Texas, fresh frozen vegetables and strawberries, ice cream, cake, pie and home-made bread. A typical camp consists of from eight to 20 small buildings, designed for easy moving. Included are comfortable sleeping quarters, plus portable restaurants and recreation centers. Ping pong, gin rummy and the latest movies keep the working men occupied off hours. Some men even bring their families to the muskeg country in mobile house trailers.

Shortwave radio provides good communication with the outside world except during periods when the Northern Lights are active. Bush planes, such as the Cessna 180 or 195 and the DeHaviland Beaver, are available to quickly span the broad, uninhabited spaces.

During the past winter, Union's operations have centered around two such camps, one located in the Red Earth area of Alberta, the other in the Milligan Creek area of British Columbia. All heavy equipment must be removed prior to "break-up" or spring thaw.

*from Dudley Tower*

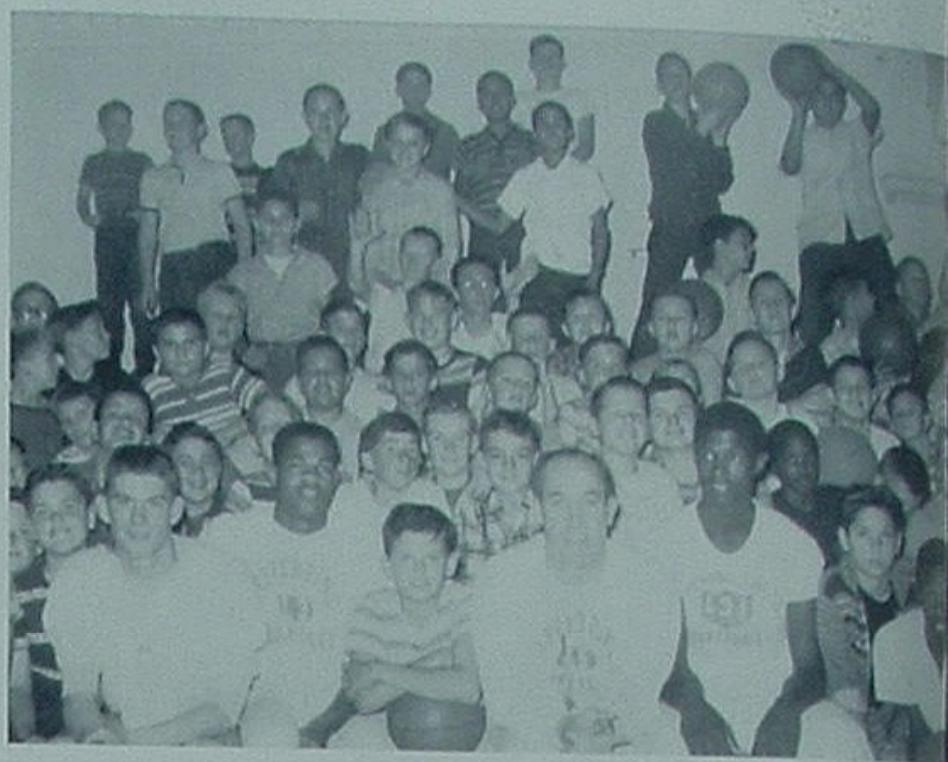
Our free-lance photographer, Vice President Sam Grinsfelder, took these snapshots during a recent tour of Company fields in northern Canada. Below, from left, are Dudley Tower, Russ Burns, Bob Roethke, Kenny Vaughan, John Fraser, Ned Babson; at right, Walt Heathman, Roethke and Babson inspect discovery well at Buick Creek.







**76 SPORTS CLUB CLINICS** have been started in scores of cities in the West through the aggressive leadership of Union Oil dealers. A Modesto, California, basketball clinic, left, attracted nearly a thousand youngsters during its first four weeks; it was co-sponsored by the Modesto City Recreation Department. At Pepperdine Col-



lege, right, 92 young athletes turned out to learn basket-shooting fundamentals from Coach "Duck" Dowell and his talented staff. Similar activity in all communities where our products are sold is the foremost civic-service-aim of our current advertising program.

**Typing SHORTHAND**

Learn shorthand

★ ★

and receive eight awards

over 400 copies

in high schools, NY City

in 400,000 territories

Seattle American since 1912

by many Seattle firms

and employees

led by G. G. WILKINSON

★ ★

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**GEORGE GULLICKSON**, salesman and 1958 president of the Seattle Executives Associate Group, was master of ceremonies at a recent "Secretary's Day" luncheon. Seated at his left is Miss Peg Flanigan, another Union Oiler regularly identified with the business and social development of the Northwest. **from George Alexander**

**MILLIONAIRES** for the fifth time since 1953 are our Oleum Refinery people, who achieved their million manhours without a lost-time injury again on February 10th. At an appropriate flag-raising ceremony on February 13th were, from left, Refinery Manager M. S. Thomson, Rigger J. A. Livingston, President A. C. Rubel, Safety

**EAGER BEAVER:** Jeffery Scott Trumbull, seen here with his mother and nine-year-old sister Dianne, was the smallest baby (one pound nine ounces) ever to weigh in at Seattle's Northgate Hospital. Born prematurely on November 27, he decided not only to confound the doctors but to become a six-pound heavyweight within three months. Union Oiler D. G. Trumbull, the lad's father, attributes at least part of the eager beaver's power to a prescribed nursery temperature of "76" degrees. **from The Seattle Times**



Supervisor C. E. Hamilton, Vice-President K. E. Kingman, Director of Manufacturing J. W. Towler, Warehouseman R. R. Carson, Superintendent of Safety J. H. Dunkelberger, and Operator G. A. Malkos. **from D. G. Probst**







MR. AND MRS. CALVIN R. GOSS of Clovis, California, reported themselves "feeling fine and fat as pigs" on their recent 50th wedding anniversary. Both are 73. Cal, who retired several years ago after 32 years of service, is remembered by many Field and Pipeline employees.

from Howard Robinson

## RETIREMENTS

April 1, 1958	Service Date
FRED AMEN So. Division Pipeline	June 21, 1943
MAE P. BATEMAN Oleum Refinery	July 27, 1943
ETHAN A. LOUDERBACH So. Region Distribution	July 16, 1926
WILLIAM A. B. NOTT Coast Div. Field	February 27, 1917
JAMES R. SARTORI Oleum Refinery	May 16, 1918

## IN MEMORIAM

### Employees:

LEONARD B. CLAYTON Coast Division Field	February 22, 1958
MORRIS LEVI KENDALL So. Division Field	March 13, 1958
PAUL W. WELSH So. Division Field	March 17, 1958

### Retirees:

JOSEPH W. DETTWEILER So. Division Field	February 19, 1958
ALEXANDER REID Oleum Refinery	February 22, 1958
EARL D. BERRY No. Division Pipeline	February 28, 1958
FRED H. FREEMAN No. Division Pipeline	March 6, 1958

# BIRTHDAY SERVICE AWARDS

April 1958

## EMPLOYEES

### 35 YEARS

CHARLES H. ALLAIRE	So. Division Field
PATRICK BARRETT	Nat. Gas & Gasoline Dept.
KENNETH W. BROWN	So. Division Field
HORTON H. DIEVENDORFF	So. Division Field
EDWARD C. FISHER	Valley Division Field
ELVIE J. NESBITT	So. Region Distribution
WALTER C. ROHNING	So. Division Field
RALPH M. WADGE	Oleum Refinery
JOHN U. WITT	Sales Services, H. O.

### 30 YEARS

SIDNEY BARTEL	So. Region Distribution
BERNARD F. COOPER	Los Angeles Refinery
CAESAR COSTA	Oleum Refinery
WAYNE G. HAW	Los Angeles Refinery
HERBERT W. HILL	So. Div. Automotive
PHILIP E. REH	So. Region Distribution

### 25 YEARS

HAZEL KELLY	Comptroller's, So. Region
ROY C. NICHOLS	Secretarial, H. O.
JOHN W. TOWLER	Manufacturing, H. O.

### 20 YEARS

INA BUELL	Comptroller's, H. O.
VERNON C. HERRON	Research Department
GEORGE P. KEENAN	Comptroller's, H. O.
JOHN G. KORTE	No. Region Distribution
REISIN W. SMILEY	Research Department
BARBARA ULMER	Marketing, Pasadena
MERVILLE W. VEATCH	No. Region Distribution

### 15 YEARS

LAURA N. ABBOTT	Pipeline Department, H. O.
KENNETH D. ALBERTSON	So. Division Field
MANUEL COSTA	Oleum Refinery
WALTER C. CRUMMY	Rocky Mountain Field
HOLTON L. HOLST	Field Department, H. O.
ARTHUR M. JOHNSON	Comptroller's, H. O.
ORAIN B. JOHNSTON	So. Division Field
WILFRED J. LePAGE	So. Region Distribution
LUTHER W. MARBURY	Oleum Refinery
ALFRED L. MARIS	Los Angeles Refinery
HARRY H. MESSENHEIMER	Comptroller's, H. O.
MARTIN L. MICHAUD	Manufacturing, H. O.
WILLIAM J. MONROE	Marketing, San Francisco
ALEXANDER RECKLING	Los Angeles Refinery
ROY L. ROWLETT	Oleum Refinery
HARVEY B. SHARP	So. Div. Automotive
HOWARD W. SMITH	No. Region Distribution
BERNICE A. WALDE	Comptroller's, H. O.

### 10 YEARS

DANIEL F. BARBOZA	Cent. Region Distribution
JAMES S. BROWN	Coast Div. Field
RICHARD W. DODDS	Comptroller's, H. O.
BENJAMIN E. DUGGINS	Coast Div. Field

WILLIAM E. FARRAR	Gulf Division, Texas
CLIFFORD C. FRUTIGER	No. Region Distribution
ROBERT A. GWARTNEY	Comptroller's, So. Region
JOHN E. HINES, Jr.	Research Department
WALLACE W. HOWE	Los Angeles Refinery
GORDON W. HOWIE	So. Division Field
KENNETH L. KOHAL	Coast Division Field
NORMAN L. LAY	Los Angeles Refinery
MADGE M. LEMON	Oleum Refinery
WILLIAM F. LITTLE	Oleum Refinery
ADELMAR Q. MILBURN	Los Angeles Refinery
GEORGE V. MUSSELMAN	So. Region Distribution
CLOYD P. REEG	Research Department
ALFRED O. RITTERBUSH	Santa Maria Refinery
NEIL K. SHERIDAN	Oleum Refinery
ROBERT S. TAYLOR	Marketing, Montana
LAWRENCE H. TIBBITS	Field Dept., Del Valle
JACK R. VAN HOOK	Marketing, Los Angeles

## DEALERS

### 30 YEARS

SAN JOSE MEDICAL DENTAL BLDG. CO.	San Jose, California
A. A. SCOCARI	Ventura, California

### 25 YEARS

N. C. DUBEL	Winlock, Washington
ALBERT FUJII	Honolulu, T. H.

### 20 YEARS

R. W. FREDERICKSON	Chula Vista, California
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### 15 YEARS

PETER BUONACCORSI	Sebastopol, California
L. C. FILANE	Los Angeles, California
HERNANDEZ & SCHLEGEL	Camarillo, California
R. D. PALMER	Baldwin Park, California
PARKER & BANGS, INC.	Seattle, Washington
ALBERT K. REHE	Santa Rosa, California
EUGENE W. TURPIN	Sanger, California

### 10 YEARS

HENRY ALVIDRES	Buttonwillow, California
AUTOMOTIVE ELECTRIC	Aberdeen, Washington
HINRICKSON & MILLER	West Covina, California
HUFFMAN & SON	Red Bluff, California
W. M. LARSON	El Monte, California
CARLO JAMES RICCI	Petaluma, California
FRED WILLIAMS	Hoodspport, Washington
DOMINIC & FRANK YEAFOLI	Rodeo, California

### 5 YEARS

FRED CHURCHILL	Santa Rosa, California
M. O. ELFMAN	Pasadena, California
CARLOS GIOVANNONI	Concord, California
PACIFIC AUTOMOTIVE SERVICE	San Francisco, California
MARGARET PETRO	Buckley, Washington
WILLIAM H. RANDALL	Honolulu, T. H.
ELMER L. ROTH	Delano, California
SERVICE GARAGE	Los Angeles, California



# Sever Malnic

...in his lifetime, a 4,600% increase

Sever Malnic owns a ranch in Azusa, California.

Sever and his son, Eric, also own 150 shares of stock in Union Oil.

This entitles them (along with over 67,000 other share owners in the company) to a report on our 67th year of business.

#### How we spent it

In 1957 our customers paid us a new record amount: \$436,731,000.

We spent 73% of this—or \$318,681,000—with over sixteen thousand other companies and individuals with whom we do business.

#### 1,000 tax collectors

More than 1,000 tax collecting agencies took another 3.6%, or \$15,910,000. This does *not* include the \$77,890,000 we collected from our customers as fuel taxes and turned over to governmental agencies.

Wages and other benefits for our employees and their families amounted to 14.6%, or \$63,904,000 of our income.

#### What was left

This left 8.8%—or \$38,236,000—as net profit. Slightly less than half of these earnings, or \$18,516,000—were paid in cash dividends to the Malnics and our other 67,000 share owners.

The balance of our net earnings—equal to 4.5% of our customers' dollars\*—we reinvested in the business to expand and modernize facilities.

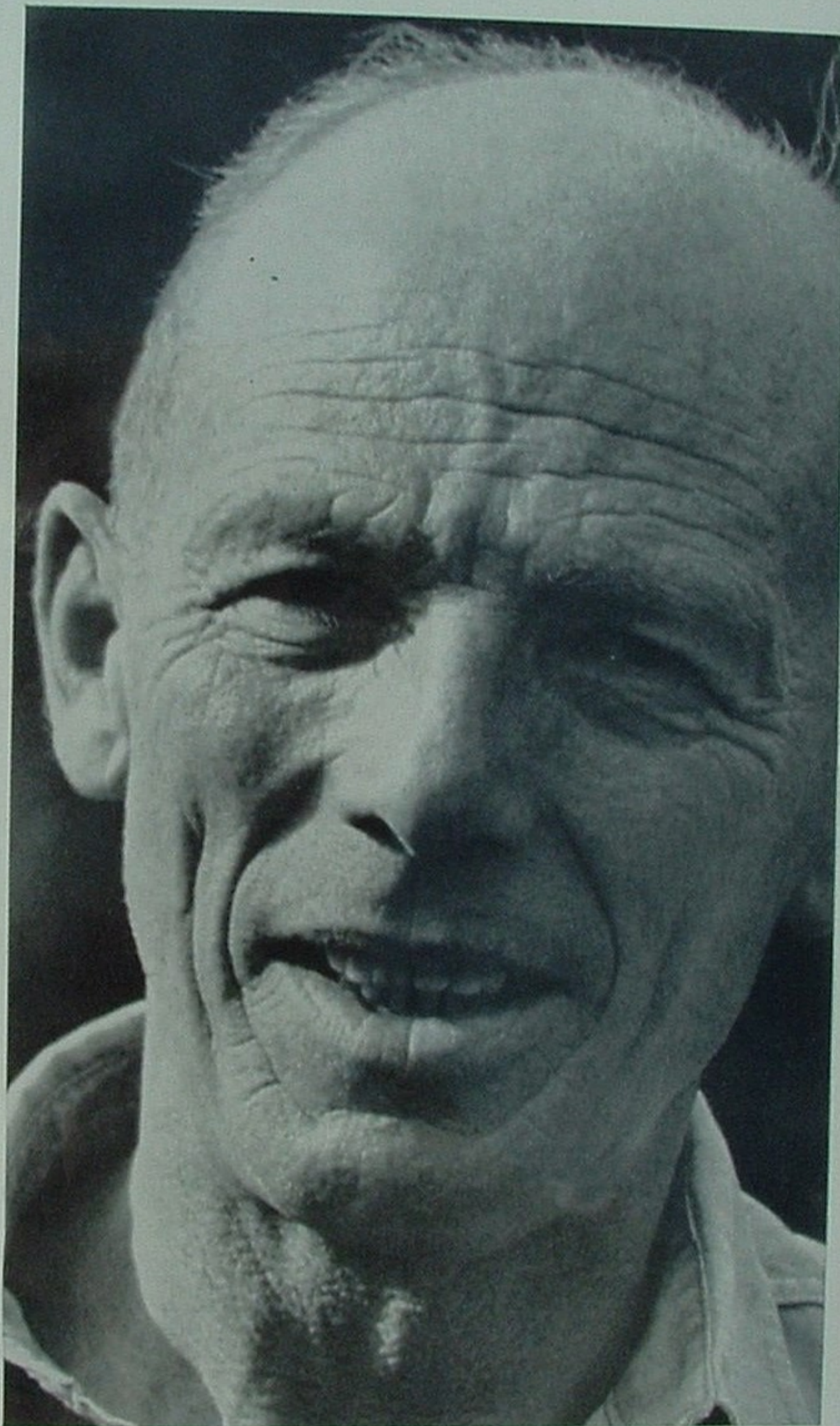
#### A competitive economy

Doing business under America's system of free competitive enterprise, Union Oil has gone from \$9 millions to over \$400 millions in yearly income during the lifetime of Sever Malnic. That's a 4,600% increase.

Within the lifetime of his son? As long as our economy remains free and competitive, our future can and will surpass our past.

*\*This does not include that part of the customers' dollars we collected for the government as fuel taxes.*

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



Union Oil Company OF CALIFORNIA **76**

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL