



SEVENTY <sup>76</sup>  
SIX

Union Oil Company of California

OCTOBER 1958

# John Kilkenny

Alaska—in America's new frontier, an old challenge

"Now that Alaska is on the verge of statehood, the petroleum industry is gambling that it will be a richer source of oil than it has been of gold.

"The job isn't going to be easy. There are few good roads—we have to bring our geological crews in by helicopter. In some areas the weather lets you work only three months out of the year.



"The industry will spend millions of dollars in exploration before oil is developed in commercial quantities. And that's only the beginning.

"You've got to build the pipe lines to get the crude to the terminals. You've got to build the terminals to load it on the tankers. And you've got to build the tankers to get it to the refineries.

"All in a day's work? Not quite. But it's the old-fashioned kind of challenge an oil man relishes. The industry grew up solving the tough ones like this.

"I can promise you one thing: if there's oil there, we'll find it and bring it out. That's our business.



"IN OUR 49TH STATE—MILLIONS TO FIND IT, MILLIONS TO GET IT OUT."

"And—what with all the world tensions—won't it be a comfortable feeling to know we've discovered a new source of oil within the boundaries of our own country?"

\* \* \* \* \*


John Kilkenny is Union Oil's Chief Geologist for the Pacific Coast Area.

The difficulties and sometimes extraordinary costs of finding oil that he describes help to explain a recent study by the Chase Manhattan Bank and First National City Bank of New York.

The study reveals that U.S. domestic oil companies showed an average profit of only 11.4% on their net worth compared with the average of 13.8% earned by other manufacturing companies.

In spite of this low rate of return, petroleum prices have only risen 18.2% above the U.S. commodity index level compared to a 25.8% increase in all other commodities (farm and food products excepted).

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

Union Oil Company OF CALIFORNIA 

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

OCTOBER, 1958

THE COVER: On Alaska's Kenai Peninsula, Union Oil geologists are completing a summer of mapping and exploration. For an interesting description of their work, please turn to Page 4.

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

**EDITORIAL BOARD**

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# It's our move!



**H**OW MUCH would you give to help these two boys live a happy, useful, normal life—maybe even get rid of those braces and crutches?

If they were your sons, you'd give anything. If your nephews—you'd give a lot more than you can spare. If boys from your neighborhood—perhaps all you can afford. But since they're boys you'll probably never meet face to face—well, what should an employed man or woman give?

Associated In-Group Donors (AID-United Givers), who year after year raise money for all deserving charities at a fund-raising cost of 4% or less, have suggested a standard of giving:

"Research has shown that if every employed person were to give the equivalent of 12 minutes pay each week (one-half of one per cent), the total, plus contributions of corporations, would adequately support all health and welfare charities. Although this is the suggested standard of giving, employees are free to pledge any amount—above or below this standard—that they choose."

For several years now, a large and increasing percentage of Union Oil people have given to charities in their local communities according to the AID-United Givers formula. Everyone likes this method of giving because it combines hundreds of appeals into one efficient, time-saving campaign—eliminates imposters—apportions the donations fairly—enables the giver to budget his gifts over the year—and sees that at least 96% of the money goes directly to intended beneficiaries.

So whole-heartedly have Union Oil people responded to AID-United Givers in Southern California and to similar organizations elsewhere that we have been cited repeatedly for outstanding civic responsibility. Community leaders have thanked you publicly and through special messages directed to Union Oil Company.

The time is here again when we are asked to make our annual renewal of support to AID-United Givers, the Bay Area United Crusade, Good Neighbor Foundation at Seattle, and similar united drives elsewhere. Many of us will be asked by a fellow-employee—only once and without pressure—to pledge either cash donations or payroll deductions. Let's not rest on our oars—let's do better than we've ever done before!

The money is needed. Thousands of unfortunate kids are waiting for a doctor or a home or a better environment or schooling or just a set of braces.

It's our move!



It's rough going on the Kenai for, from left, Tom Wilson, Hal Lian, Art Buls, and Gene Borax, members of a Union Oil geological party assigned to evaluate 500,000 acres of Alaskan prospects.

*The hunt  
for  
oil  
is on  
in Alaska.  
We're*

**exploring**

by John Sloat and John Hazzard

UNION OIL COMPANY'S exploratory interest in Southern Alaska dates back to the late 1930's, when we made extensive geologic studies and participated in the drilling of a well in the Kanatak area on the Alaska Peninsula. Our present active interest was triggered by the Richfield discovery at Swanson River Unit No. 1 last fall. On a flow test this well produced at a 950-barrel-per-day rate from 65 feet of oil sand at 11,150 feet. As a consequence of land and money contributions toward the Swanson River Unit, Union Oil participates 5.25% in the discovery well.

Federal lands involved in the recent exploratory play were first filed on by Union Oil and Ohio Oil in partnership in 1955. We now hold under joint lease control with Ohio more than 500,000 acres in the following four general areas:

North Kenai Peninsula	275,700 acres
South Kenai Peninsula	61,000 "
Knick Arm - Susitna	130,000 "
Copper River Basin	91,000 "

Since none of these areas falls in the Company's established exploratory divisions, the problem of evaluating the extensive land holdings is being handled by a staff group from Home Office, reporting directly to Sam Grinsfelder, vice president in charge of Exploration.

John Hazzard is in charge of the over-all project; John Sloat is responsible for geophysical work; and Fred Bush is in charge of land. An exploratory office has been established at Anchorage, staffed by Division Landman W. E. Thompson, Landman Joe Dockwiller, Landman George Barrett, Geophysicist Duncan Robinson, and Secretary Lucille Thompson.

This past summer a surface geologic party has been active in mapping the outcrops bordering edges of a great Tertiary sedimentary basin in which the oil has been found. The purpose of this work is to see whether the producing sands outcrop along the border of the basin and to investigate the nature of rocks and faults bordering our acreage. A new technique of geologic mapping by helicopter was used, which permits a geologist to cover in one day the area he could formerly cover in one week. The 'copter cuts down travel time to and from the field and permits the geologist to be airborne from outcrop to outcrop; thus he spends less time walking, more time collecting useful data. Our helicopter mapping party started work in June and finished with the September snowfall. In the airborne field party were Eugene Borax, in charge, Geologist Harold Lian, Drafting Geologist Arthur Buls, and Ohio Oil's Geologist Tom Wilson.

The area of primary interest is North Kenai, where our land block extends west and south from the discovery unit. Since there are no outcrops in the area-

the Kenai being covered by glacial till — our principal exploratory tool is a seismograph. We now have one seismic crew stationed at Kenai and soon will have a second in the area.

These seismic surveys utilize the latest techniques. By use of magnetic tape recording we can record the shots at Kenai and *play them back* for study and analysis in Los Angeles. In seismic work also the helicopter is proving to be very useful for transporting portable drills and recording equipment across rough terrain. Some areas will be explored using track equipment known as "bombardiers."

A unique problem faces us on the North Kenai. Here, in an area officially described as a Moose Range, is one of the last strongholds of the northern moose, also some

# the Kenai

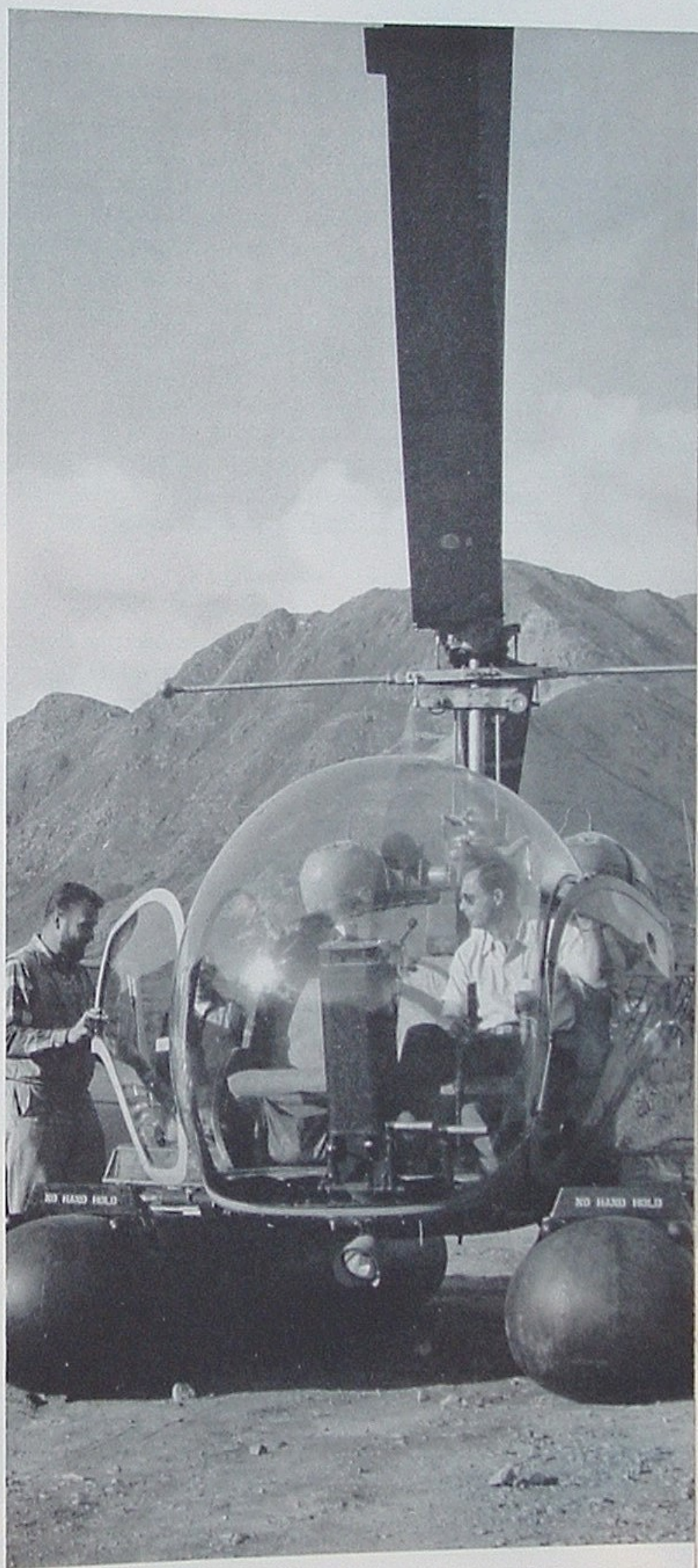
nesting places of the nearly extinct trumpeter swan. Careful consideration of these problems by Secretary Seaton has led to a compromise of interests. Oil exploration is permitted so long as the moose and swans are not unduly disturbed. In addition, a game refuge, closed to entry of any kind, has been established. Fortunately Union's acreage falls mostly outside this game refuge.

## TOPOGRAPHY

Mt. McKinley, only point on the North American continent higher than 20,000 feet, can be seen on a clear day from two of our four areas of interest. Our Kenai Peninsula prospect, however, is characterized by low, rolling hills covered with light tree growth. It is bordered on the east by the beautiful Kenai and Chugach Mountains and on the west by Cook Inlet. The waters of Cook Inlet in the Anchorage area have the second greatest tide swing observed anywhere in the world, due to the shape of the inlet and great water depth in the Gulf of Alaska. The difference between high and low tide at Anchorage in September exceeded 35 feet. At low tide, boat-dock pilings at Anchorage stand well above the water.

No permafrost is encountered in our present exploratory holdings except in the Copper River Basin where the permafrost begins about two feet below the surface in summer and may continue down some 60 feet. On the Kenai Peninsula the ground freezes only a few

*continued*



Use of a helicopter in the mountainous country greatly conserves human energy and travel time, and also provides aerial mappers and photographers with an "office in the sky."

The North Kenai, covered by a glacial till, is best suited to seismic exploration. Shock waves, generated by the explosion, right, are recorded by magnetic-tape instruments, opposite page, to map deep rock layers.

### The Kenai Peninsula —continued

feet deep in the winter; snowfall over the past 20 years has averaged 65 inches; the temperature has ranged between 26 degrees below and 84 degrees above zero.

A paved road, the Sterling Highway, connects Seward with Anchorage and traverses the Kenai Peninsula. Much of Union's acreage in North Kenai lies athwart this highway, making wheel equipment feasible for seismic operations. The road remains open at all times.

Glaciers are one of the most interesting and colorful of the natural wonders of Southern Alaska. Union holds no acreage under glaciers but the Taslina Glacier borders our Copper River Basin holdings and numerous other glaciers are accessible by paved road within a few hours' drive from Anchorage. One of the most beautiful and famous of these is Portage Glacier, passed almost daily by Union Oil tankcars bound from Whittier to Anchorage.

#### BEARS, ETC.

Besides the moose and swans previously mentioned, geologists on the Kenai have other wildlife to contend with or enjoy. Though there were few bears in the North Kenai this summer, the helicopter mapping party ran on to quite a number a few miles off the beaten track. These are not the enormous Alaska bears found on Kodiak Island, but are formidable enough that the party carried guns. The Kenai also offers some of the world's best salmon fishing. King crabs are found at Seldovia. Inland lakes contain trout and other game fish.

#### CULTURE

An interesting cultural aspect of the Kenai are small towns such as Kenai (population 34), Ninilchik (97), Kasilof (62) and Homer (307), which originally were



settled by the Russians and where Russian Orthodox churches are still in use. Few people realize that some of these churches are about 170 years old, or that bells in some of the oldest California Missions were cast in Russian foundries at Sitka.

The advent of oil exploration and expanded population occasioned by statehood have already stimulated new spirit and development in this part of America. Some predict that the population of Alaska's largest city, Anchorage, will reach a quarter-million by 1966.

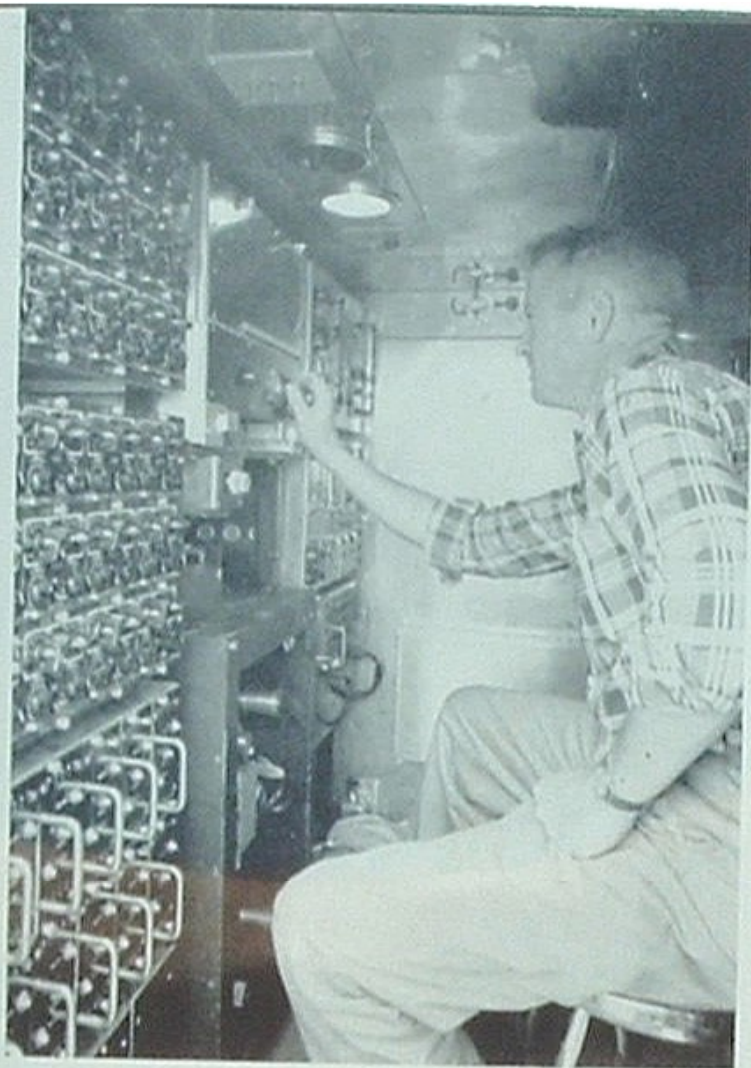
Union oil has invested approximately one million exploration dollars to date. Whether the money comes home with interest awaits the evidence of much further exploratory work and the final decree of the drilling bit.

/THE END

At the office in Anchorage, Secretary Lucille Thompson, Division Landman W. E. Thompson, Marketing Representative F. J. Kerth and Contract Landman George Barrett discuss lease problems.



Geologist Tom Wilson, left, represents Ohio Oil in the studies; Gene Borax, right, is Union Oil's photo geologist.



To the seismograph crew's genuine satisfaction, the finest gasoline and oil service was available from nearby Anchorage and Whittier.

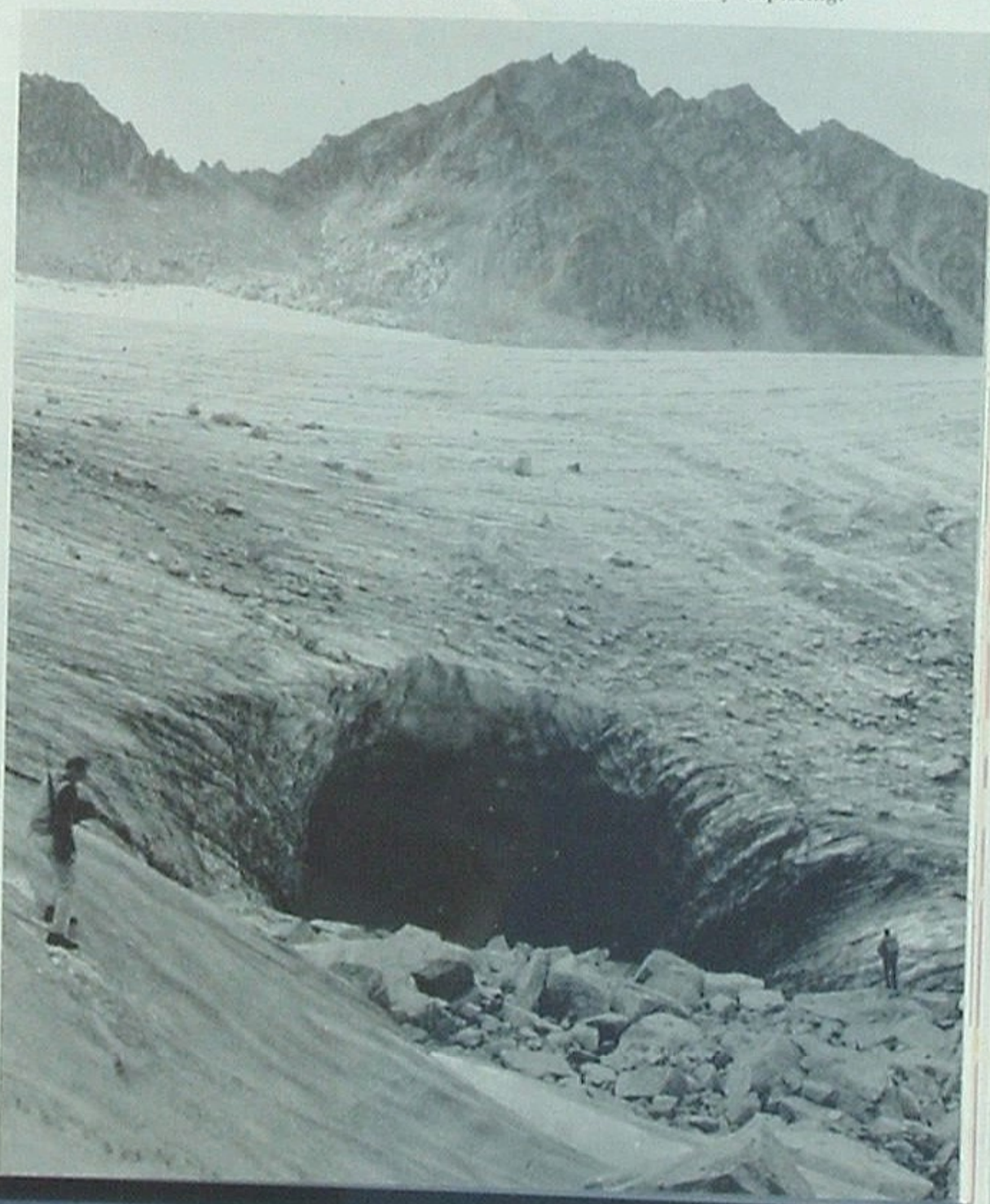


Art Buly, draftsman geologist, is utilizing a fast new technique of field mapping.

While not as large and famous as other glaciers in Alaska, this one, with its water-bored tunnel, gave the geologists a chance to do diversionary exploring.



Below from left, Ed Back, Dunc Robinson and Leo Olson read a seismogram just received from the Kenai's underground.



Dealer Howard Jones  
of Redding  
doubles the distance  
of his sales drive with



# Good follow-through

"**I**N GOLF," says Union Oil Dealer Howard Jones of Redding, California, "you can hit a long drive off the tee nearly every try by mastering several fundamentals — proper stance, slow back-swing, eye on the ball, wrist action, *follow-through*. Most beginners learn their lessons pretty well up to the point of hitting the ball; but they forget the *follow-through*. Result: the hard-hit ball moves forward 150 yards or so, then takes a wild detour to the right or left, often ending up out of bounds. Proper *follow-through* would have sent it straight down the fairway for at least 200 yards.

"The same rule applies in the service station business. Nearly every dealer has a hundred opportunities a day to win loyal customers. But even with the best products and the best service and the finest equipment, he'll stay in the *duffer* class — if he lacks *follow-through*.

"Now, don't hold me up as being a *top pro* in either game. I'm not. There are Union dealers right here in Redding who pump more gasoline weekdays and play better golf on Sundays. However, as you say, maybe I'm

the most improved dealer on the course. Here's why:

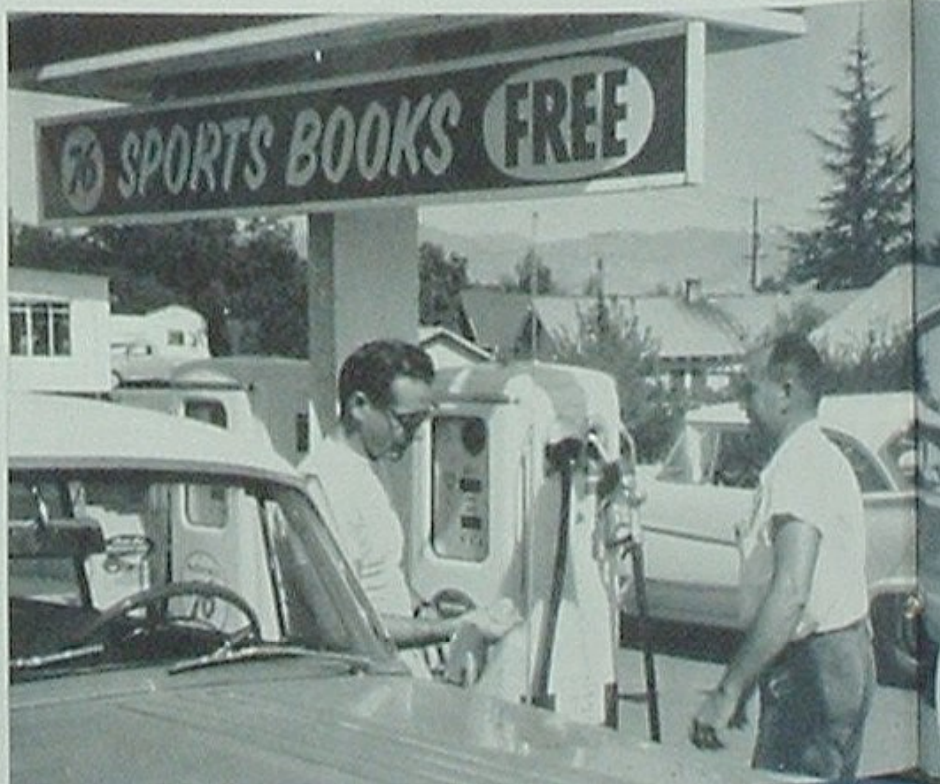
"Last year when the 76 Sports Club advertising program was announced, it opened an opportunity. My station is off the main north-south highway, so I have to rely mostly on local people for business. I was a relative newcomer, having moved to Redding from Oakland only a few months before. What I needed was a chance to get better acquainted with the townspeople. The 76 Sports Club seemed to be a natural — at a cost to me of only \$24 a year.

"So when the Company teed off with its television program, I *followed through*.

"Naturally my first move was in the direction of the local TV station. They seemed more than glad to see a Union Oil dealer. In fact, very soon I was being invited to appear on the five-minute local segment of these weekly telecasts. People I had never seen before nodded to me on the street and kids bicycled blocks out of their way to pick up booklets at my station. Right away the TV people became steady customers.



Contestants at a regional swim meet were given awards and booklets by "76" hosts.





"Then there were plaques to be handed out to local athletes. An invitation came to join the Lions' Club. We helped put on the Redding Invitational Swim Meet—brought "Crazylegs" Hirsch in to present the awards—and entertained over 2,000 spectators. I purposely wore a service-station uniform at this meet. Believe me it was a thrill when one woman stepped out of the crowd to thank Union Oil Company, through me, for what the Sports Club was doing to help her children.

"This spring we organized a track meet for elementary school kids; it was a big success. All summer I have been helping out as an umpire in the Little League. Already it seems as if I know everybody in town.

"That's what I mean by follow-through! And if you think a good advertising program isn't good for extra yardage, listen: This station was doing 6,000–7,000—never better than 9,000 gallons a month under previous operators. Now we're hitting around 20,000 gallons a month, with a big increase in oil sales, lube jobs, and other services. Advertising with *follow-through!*

As several of our pictures will attest, Dealer Howard Jones was a busy man throughout this informal interview. Gasoline pumps were steadily counting up more gallonage. Nearly every customer greeted Howard like a life-long neighbor — addressed him by his first name. Among several cars waiting to get on the lube rack was a big sedan belonging to a prominent contractor. Said Howard:

"Here's a customer I got through a \$1 sale of gasoline. The first time he drove in, he had only a one-dollar bill and a big check in his wallet. I couldn't cash the check so he bought only the dollar's worth. Well, we serviced the car, cleaned all the glass — a good habit to get into regardless of how much the customer purchases. The man commented that we couldn't make much money on a deal of that kind. But we did make money. He's been patronizing the station ever since — with his personal car and quite a fleet of contracting equipment. It's his *follow-through* that counts!"

/THE END

The net result to Howard Jones and Union Oil was good business on the pump island. His gasoline business doubled; he made hundreds of new friends.



## Daisy Mae



By C. C. Moore

Did you ever see a dog about a man? If you come to Union Oil Research Center, you may elect to do this.

In 1950, when construction was first started at the Research Center, there were many lunch boxes that frequently had choice bits of meat or bread left over at noon time. Word was passed via the canine bush telegraph, and soon the lunch-box owners were properly sized-up at lunch time. Amongst the *sizer-ups* was one that any dog geneticist would have a very rough time in classifying. For no understandable reason she became known as Daisy Mae.

In this epic, time passes—and the last construction worker's lunch box departs—also most of the lunch-time *sizer-ups*. But not Daisy Mae:

The guard house at the plant entrance casts a nice shadow out of reach of the hot sun, or sheds wind and rain. Friends pass in and out at predictable intervals. During off hours there are interesting trucks to bark at—a proper sized field to sniff through—back-door cafeteria service only a few jumps away. What more could any dog ask for? At any rate, Daisy Mae stayed.

Today, eight years later, Daisy's duties are well established: Shortly before coming-to-work-time in the morning she must sit in a certain well-established spot. Friends passing by invariably respond to a dog's slightest anxiety wag with special dietary excesses. After this duty, visitors, passenger cars and trucks must be inspected. Then, at after-lunch-time, the kitchen door must be policed—patiently and without interruption until Friends place a pan of delectable tidbits on the porch. Following a reasonable siesta, there are more visitors and trucks to be inspected. At going-home-time it is polite and rewarding to sit at the established spot again until all Friends have passed by. Through afternoon and graveyard shifts there are areas to be visited and charming people to consult with. Reasonable amounts of sound sleeping are required, of course, to keep one's hair curly and eyes twinkling.

Sure, it's a dog's life. But who does better?

/THE END

*Lana R. Kurtzer was bitten by the flying bug in 1923. Now he's*

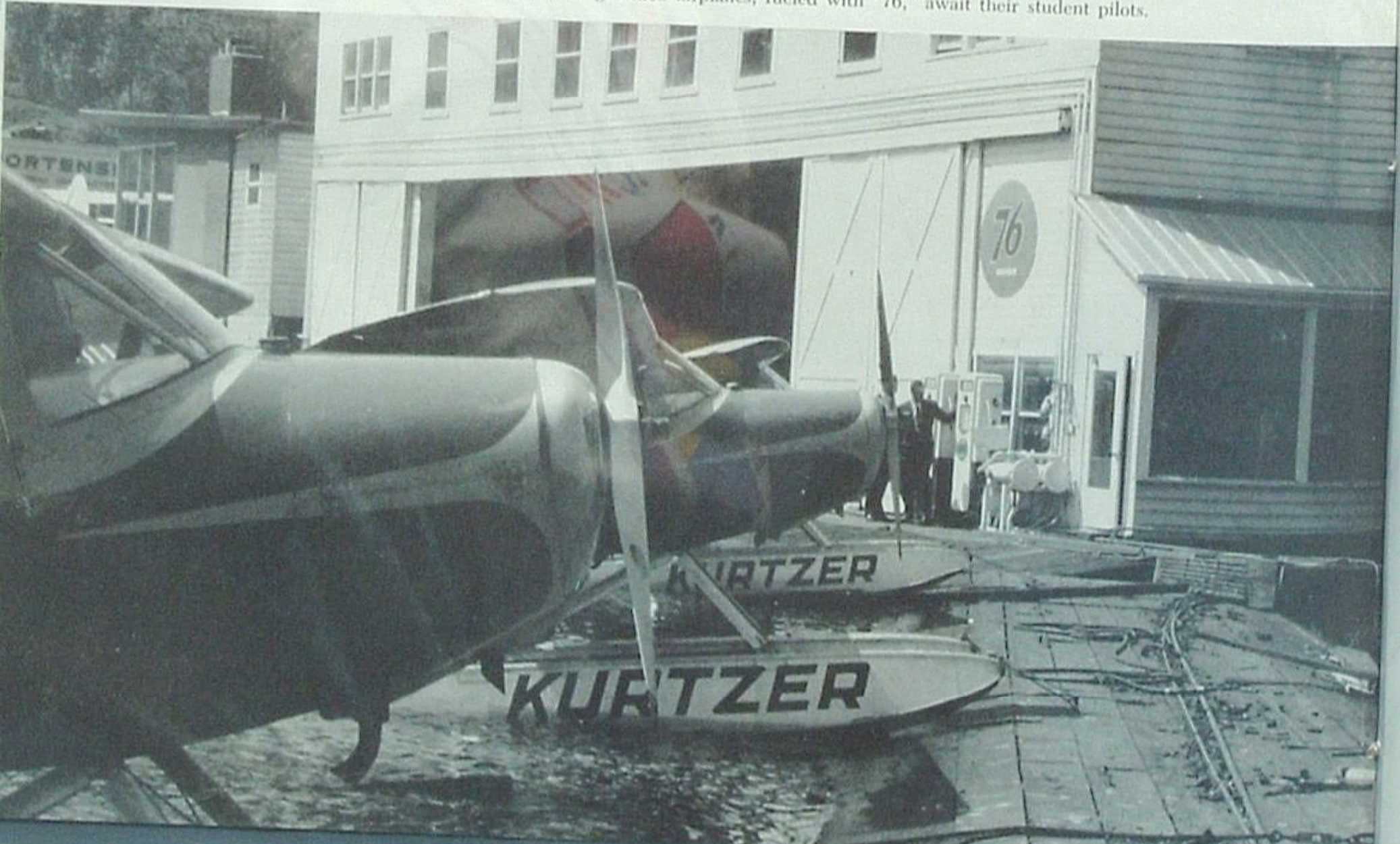
# Headmaster



"Kurt" Kurtzer, left, introduces Union Oiler Del Fogelquist to a Piper float-plane. Del now has flying fever.

# of float-plane school

At the Kurtzer hitching-post on Puget Sound, well-groomed airplanes, fueled with "76," await their student pilots.



BACK IN 1923, when aviation history was just getting off the ground, a 13-year-old youth watched Major Arnold ready four Douglas airplanes for their momentous round-the-world flight from Seattle. So great became the young spectator's excitement that he leaped all barriers of restraint and offered his services free of charge. One of the mechanics understandingly assigned him to a role in the great aviation drama — that of carrying gasoline and water out to the four thirsty airplanes.

The boy, Lana R. "Kurt" Kurtzer, immediately was stricken with a chronic case of flying fever. He followed every mile of Major Arnold's flight, discovering for the first time that the front page of a newspaper can be more exciting than its comic section. Every plane that droned across the Seattle heavens attracted his steadfast attention. He walked the airstrips, haunted the hangars, badgered the mechanics. Finally he earned enough money to take flying lessons from B. C. "Dinty" Moore — and made his solo flight at 20.

During the 35 years since 1923, Kurtzer has flown countless thousands of miles in every type of airplane. He operated training schools for military pilots in 1937 and 1942. He has personally checked 650 student pilots through their final pre-solo flights. Yet no memory is more indelible in his mind than that of having helped to fuel the Major Arnold flight.

Kurtzer impresses you as having been cut out to keep 'em flying. He's tall, slender, soft-spoken, self-con-

tained. Old enough to be turning gray, he magically looks years younger behind the controls of an airplane. Western air routes from Yukon Territory, where he did some bush piloting, southward are etched into his careful-confident manner. The placid float-plane landing fields of Puget Sound seem well suited to his temperament — even including the possibility of an occasional storm.

Kurt's bread-and-butter today is the Kurtzer Marine and Flying Service of Seattle. Several float planes tethered to his Puget Sound hitching post or undergoing maintenance inside the hangar are available to student pilots. His waterfront store offers an inviting display of Piper airplanes, motor boats and other sea-going gear.

Still you get the impression that this man doesn't go in for selling airplanes or flying lessons to just anyone with the urge or the money. He looks at your credentials very carefully before letting you touch the controls. After all, to those pilots of the old school, an airplane ought to have something to say about who flies it . . .

. . . and about the petroleum products it flies on. Kurtzer has been a loyal Union Oil customer for many years. He likes the quality of our products and the character of our people who sell 'em. Says he'd rather ground an airplane than offer it anything less than the finest.

The long-continued patronage of such a customer is one of our best testimonials.

/THE END

Float-planes are particularly advantageous throughout the Northwest and Alaska, where Nature's landing strips abound.



Kurtzer doesn't sell airplanes or flying lessons to just anyone. After all, an airplane should have some say about who flies it . . .

. . . . . and about the brand of fuel it consumes. "Kurt" has been a Union customer for many years.



# Maruzen contract is renewed



THE SIGNING during August of another 10-year contract between Maruzen Oil Company, Ltd. of Japan and Union Oil Company of California extends to nearly 30 years a friendly business relationship. Union's first formal transaction with Maruzen was our direct sale on August 29, 1939 of a 5,000-ton cargo of topped crude oil.

Though World War II interrupted the association, one of Union Oil's first acts following the peace treaty was to offer Maruzen technical help and financial cooperation in placing their petroleum refining, marketing and transportation facilities on a peacetime footing.

These Japanese oil men have made dramatic progress in the face of tremendous odds. Their Shimotsu Refinery, 40 miles south of Osaka, has a capacity of 45,000 barrels of crude per day. It includes a 3,500-barrel-per-day fluid catalytic cracking plant of modern design, and a Plat-former-Unifining plant, constructed under Union Oil license.

Maruzen's smaller Matsuyama Refinery, completed in 1952, is a topping unit of 10,000-barrels-per-day capacity. Their Osaka Refinery, with a grease-making capacity of 1,000 tons a month, is augmented by three other grease-making plants, all of which supply 25% of the grease sold in Japan.

Late in 1957, Maruzen acquired half-interest in Northern Japan Petroleum Company and their 5,000-barrel Kokkaido Refinery—a unit that supplies principally fuel oils for industry and the Hokkaido fishing fleets. Purchase of interests in other Japanese oil companies in 1958 brought Maruzen 3,600 more barrels of refining capacity at Kawasaki in the Tokyo-Yokohama area.

Land has already been purchased and plans are well advanced for Maruzen's most ambitious expansion to date—their Chiba Refinery, a 30,000-barrel-per-day facility that readily can be expanded to 100,000 barrels. It will go on stream in 1960 within 20 miles of Tokyo.

In addition to refining, Maruzen conducts aggressive marketing, transportation and bunkering programs. Their marketing of petroleum products, by-products and petrochemicals, now predominating in the industrialized Osaka area, is enjoying significant expansion in Tokyo and elsewhere in Japan. Maruzen also has a large number of bunkering contracts. Their TSUBAME MARU

tankships Nos. 1, 2 and 3 are Japan's largest supertankers.

It was partly because Japan must depend on foreign sources of crude oil supply that Maruzen and Union Oil have found it advantageous to cooperate. We are in a good position to supply the Japanese with types of crude oil they require. They in turn provide important outlets for some of our branded products. For example, Royal Triton is sold under our label at approximately 150 Maruzen service stations and at Army Post Exchanges throughout Japan; and our Aristowax sales there have grown to hundreds of tons annually. Large volumes of bunker fuels and marine lubricants are involved in contracts with many steamship firms whose vessels are fueled by Union in Pacific Coast ports and Hawaii and by Maruzen in their realm of supply.

Aside from business considerations, our relationships with these enterprising Japanese have been most gratifying. Union Oil doors have been opened to Maruzen officials, engineers and student technicians. In return, Maruzen people, whether working in Osaka, Los Angeles or New York, invariably extend Union Oilers the hospitality for which the Japanese are noted.

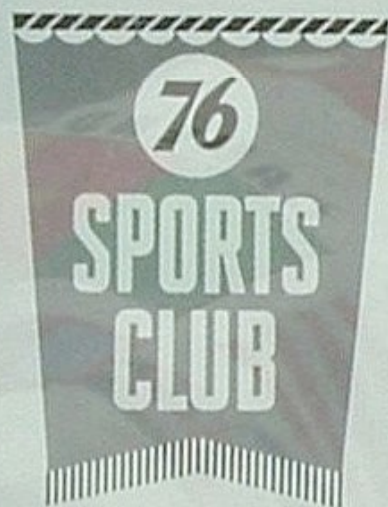
/THE END

The 10-year renewal of a contract between Maruzen Oil Co., Ltd. and Union Oil Company is signed by Managing Director S. Sugimoto and our Vice President A. C. Stewart, right. Witnessing the signing are, from left, K. Takii, Roy Linden, H. Fujita, W. E. Thompson, F. K. Cadwell, Reese H. Taylor, W. L. Theisen.





Pros like "Pee Wee" Reese and Charley Neal will teach young rookies how to play ball.



## moves to CBS



Announcer Gil Stratton will be "calling the shots" at Santa Anita and Hollywood.



Nancy and Ralph Kiner will be available for tennis anytime.



On Sunday, October 5, 76 Sports Club moved ahead to one of the starring roles in western television. The popular half-hour show won the 5 p.m. Sunday starting time and hereafter will be telecast "live" over Columbia Broadcasting System's regional network. The time is considered ideal from an audience standpoint, and CBS has a coverage that blankets Union Oil's marketing area from Fairbanks south to San Diego and from Billings, Montana, west to Honolulu.

Thirty-five stations will carry the show. In a few cases it temporarily will be televised at a time other than the general starting hour of 5 p.m. Sundays.

According to CBS statistics, 76 Sports Club can now be seen by 5,283,040 people, or 99.4% of the potential audience in California, Oregon and Washington, and by

a huge additional audience in the surrounding areas. Union Oil dealers, products and services are being given the widest and best introduction in our advertising history.

By going CBS, 76 Sports Club joins other Union Oil presentations televised through this network, including Santa Anita Feature Race, Western Harness Feature Races, and Pacific Southwest and Professional Tennis Championships. Besides hundreds of champions and celebrities appearing in the telecasts will be Gil Stratton "calling the shots"—Hal Moore in racing—Billy Talbert, Jack Kramer and Nancy Kiner for tennis—and of course Sports Director Elroy Hirsch.

Tune in on your 76 Sports Club show every week. It speaks for itself!

/THE END

# Here's Proposition 18 Itself!

You have read a great deal in opposition to and in support of California's Proposition 18, better known as the "Right to Work" initiative.

There have been false statements, exaggerations and misrepresentations. Actually, Proposition 18 is not designed to "bust" unions or to weaken their position in collective bargaining. Nor is it a cure-all for many of the vices that have crept into the national labor scene.

It is simply a guarantee by the State of California that every individual working man within the state's borders shall not be denied his constitutional right to earn a livelihood for himself and his family in any chosen trade or profession for which he is qualified.

He is given perfect freedom to bargain collectively—or to withdraw from a collective-bargaining group if he feels he is not getting a fair shake.

Under this resolution, neither his employers nor his union representatives can dictate to him or penalize him because he belongs to a union or refuses to do so.

We present Proposition 18 itself, exactly as it is written.

Read it. Study it. Decide for yourself whether such a law is good for you—and your community—and your union—and your company—and your heritage of freedom won at such great cost by previous generations.

By all means, vote your convictions in November. All of us are going to have to live with the majority decision for a long time.

The people of the State of California do enact as follows: A new Section 1-A is hereby added to Article I of the Constitution of the State of California to read:

1 All men should be free to elect voluntarily whether to join or not to join a labor organization. The principle of voluntary unionism provides a safeguard against the abuses which result from monopoly control of employment.

2 It is hereby declared to be the public policy of California that the right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor organization.

3 Any agreement or combination between any employer and any labor organization whereby persons not members of such labor organization shall be denied the right to work for the employer, or whereby such membership is made a condition of employment or continuation of employment by such employer, is hereby declared to be against public policy.

4 No person shall be required by an employer to become or remain a member of any labor organization as a condition of employment or continuation of employment by such employer.

## THE FOLLOWING QUESTIONS AND ANSWERS ON "RIGHT-TO-WORK" LEGISLATION WR

**1 What Is Meant By Voluntary Unionism?**  
Voluntary Unionism means simply that an individual may join or not join a union as he or she sees fit. It means that neither the union nor the employer can force an employee to join a union, or any other private organization, in order to get or hold a job.

**2 Why Do We Need A Voluntary Unionism Law?**  
The basic right of an individual to join a union is adequately protected by law. The right of an individual not to join—or to withdraw from a union—should also be protected.

**3 Does Voluntary Unionism Interfere With Lawful Union Activity?**  
No. Voluntary Unionism involves a single issue—compulsory unionism. Voluntary Unionism does not prevent or limit the right of employees to organize and bargain collectively, if that is their free choice.

**4 What Is Meant By "Compulsory Unionism?"**

Compulsory unionism is the opposite of Voluntary Unionism. Compulsory unionism means that a person must belong to a union in order to hold a job. Compulsory unionism does not protect the individual union member, it protects the union boss and the unethical employer.

**5 Is Compulsory Unionism Justified Under "Freedom Of Contract?"**

No. The right of an individual to join, not to join, or quit a union is a freedom which cannot be bargained away by the union and/or the employer.

**6 Does Voluntary Unionism Weaken Unions?**

No. The record in other states shows that Voluntary Unionism makes unions better and stronger. This is because the unions become more responsive to the will of the members, and attract and keep members

by performing honest and efficient services.

**7 How Does Voluntary Unionism Make For Better Unions?**

Without compulsion as a weapon, labor bosses can no longer force their dictates on union members. Members are then free to use democratic processes to operate the union for the benefit of all the members—rather than the selfish interests of dishonest officers.

**8 Is Compulsory Unionism Necessary To Maintain Membership?**

No. In the United States union after union has been organized and has grown strong through voluntary association. All over the free world unions have grown strong without compulsory membership.

**9 Is Compulsory Unionism Permitted In The Other Nations Of The Free World?**

No. Compulsory unionism goes unchallenged in only one country—the USSR!

5 No person shall be required by an employer to abstain or refrain from membership in any labor organization as a condition of employment or continuation of employment.

6 No employer shall require any person as a condition of employment or continuation of employment, to pay any dues, fees or other charges of any kind to any labor organization.

7 No person, firm, association, corporation or labor organization shall cause or attempt to cause any employer to violate any of the provisions of this Section.

8 Any person who may be denied employment or be deprived of continuation of his employment in violation of paragraph (4), (5) or (6) or of one or more of such paragraphs shall be entitled to recover from such employer and from any other person, firm, corporation, association or labor organization acting in concert with such employer, by appropriate action in the courts of this State, such damages as he may have sustained by reason of such denial or deprivation of employment, together with reasonable attorney fees.

9 Any employer, person, firm, association, corporation or labor organization injured as a result of any violation or threatened violation of any provision of this Section or threatened with any such violation shall be entitled to injunctive relief against any and all violators or persons threatening violation, and also to recover from such violator or violators, or person or persons, any and all damages of any character resulting from such violations or

threatened violations. Such remedies shall be independent of and in addition to the remedies prescribed in other provisions of this Section.

10 The provisions of this Section shall not apply to any lawful contract in force on the effective date hereof but they shall apply in all respects to contracts entered into thereafter and to any renewal or extension of any existing contract.

11 Nothing in this Section shall be construed to deny the right of an employee to be represented in collective bargaining by a labor organization.

12 The provisions of this Section shall be self-executing but legislation not in conflict herewith may be enacted to facilitate its operation.

13 As used herein, "labor organization" means any organization of any kind, or any agency or employee representation committee or plan, in which employees participate and which exists for the purpose, in whole or in part, of dealing with employers concerning grievances, labor disputes, wages, rates of pay, hours of employment, or conditions of work.

14 If any of the provisions hereof, or the application of such provision to any person or circumstance, shall be held invalid, the remainder of this Section, or the application of such provision to persons or circumstances other than those as to which it is held invalid, shall not be affected thereby.

## PREPARED BY THE "CALIFORNIANS FOR YES ON PROPOSITION 18" COMMITTEE

### 10 How Is Union Membership Best Maintained?

Not by force, but by conducting the business of the union in such a way that people recognize the benefits of membership and join voluntarily . . . that is the way to attract and keep membership, and that is the way to build confidence in and respect for the union or any other private group.

### 11 How Many States Now Have Voluntary Unionism Laws?

The citizens of eighteen states have the protection of Voluntary Unionism laws. Steps are now being taken in eight more states to enact Voluntary Unionism laws.

### 12 Who Supports Voluntary Unionism Laws?

Throughout the State people who are concerned with the freedom and dignity of the individual are working to support the Voluntary Unionism. These people include persons of both political parties and from

all walks of life—housewives, civic leaders, doctors, lawyers, educators, clergy, businessmen . . . AND many union members.

### 13 Who Opposes Voluntary Unionism?

Most of the opposition comes from labor bosses (who seem to fear the vote of the public and the will of their own members) and their political allies (who are beholden to labor bosses for financial support). Minor opposition comes from a few misguided people who seem to have forgotten that you can't uphold the individual by forcing him to knuckle-under to the group . . . and that compulsion in any form is evil.

### 14 Why Should All The People Vote On Voluntary Unionism?

The issue of right to work transcends labor management relations. It deals with the freedom of the individual. It is a moral issue which demands public attention. Voluntary Unionism laws are needed to

protect the individual worker from the labor leader and/or the employer who would enforce the economic bondage of compulsory unionism—the one to build an empire, the other to "buy" labor peace.

### 15 What's Happened In The 18 States That Have Voluntary Unionism Laws?

Union membership has increased. Union officials have become responsible to the membership, having to shoulder responsibilities demanded by the rank and file members. Union members have found attendance at meetings more interesting—they now have more to say about their union's affairs. Racketeering has been stopped—Union members get honest, dependable representation at meetings with the employers.

In short, Voluntary Unionism has given The Public, Union Members and Employers the "break" needed for good, American relations.

*Union Oil dealers are experts at keeping people on the right road. Their stations are*

## STARTING POINTS TO EVERYWHERE



While vacationing in Anaheim, the Milo Popovich family of Fresno stop at the right station for directions. The map they receive from Bob Hendershot is the finest.

**T**WAS said that a traveler stopped by the roadside to ask for directions. His consultant made two or three attempts to be helpful, but wound up rather confused himself. Finally the distraught guide suggested: "Mister, you can't get to where you're goin' startin' here. Try some other place."

This guide wasn't in the service station business. At least he wasn't a Union Oil dealer, for, at the "76" sign, accurate travel information is one of our foremost stocks in trade. Some dealers estimate that nearly half the motorists entering their stations ask for road advice. Apparently Union Oil service stations are starting points to everywhere.

Experienced dealers welcome such a visit whether the motorist makes a purchase or not. It's a perfect opportunity to get acquainted. The visitor may not pass this way again, but he'll associate the courtesy with other "76" dealers down the road. Eventually he and thousands like him will express their thanks by becoming good customers.

The role of the modern service station in keeping folks on the right road began nearly 50 years ago. When the first automobiles ventured into America's wagon ruts, mud and dust were only part of the ordeal. Equally as troublesome were countless turns and forks of the road, hardly a single one of them identified by signs. A few valiant individuals took to attaching directional arrows to fence posts or barns. However, it is alleged that more than one enterprising farmer pointed the arrows toward well-irrigated branch roads and founded a profitable towing business. At any rate, the storekeeper who operated a gasoline pump soon became one of the most reliable authorities on roads.

Around 1910, Union Oil Company cooperated in the publication of one of America's first road guides. It was called "Hamilton's Illustrated Auto Road Map" or "California Tour Book." (The initial publication date is in doubt, but we have evidence that its 5th edition was printed either late in 1913 or early in 1914.) Priced at \$2, the book portrayed California's auto routes on 202 map pages. At points where the roads turned or branched in a confusing manner, the mapmaker inserted photographs of buildings, trees or poles, indicating their relationship to the main road. Nearly every map was bordered by an admonition to avoid trouble and danger by using "Motoreze," "Union Gasoline of Merit" and the Company's "Red Line Brand of Greases."

Hamilton's "Suggestions for auto trips" in the back pages of this road atlas are enlightening. For example, it was a "five days, easy run" from San Francisco to Los Angeles, with over-night stops recommended at Salinas, San Miguel, Lompoc and Santa Barbara. The motorist was forewarned of muddy stretches, steep grades and unbridged streams. It was suggested that he might test his car on the hard-packed beach opposite El Pismo Inn. A restful stopover of at least five days at Santa Barbara was heartily approved. From there adventurers could continue into Los Angeles over their choice of three "charming" roads.

Here are other quotations from the Hamilton guide:

"LAKE COUNTY TOUR—The roads are fine, so we leave Petaluma behind in the dust and slow down when Santa Rosa comes into view."

"LOS ANGELES TO SAN DIEGO—The roads are good—a few bumps, some sand and grades—but the view is fine."



"LOS ANGELES TO MT. WILSON—On the summit is Mt. Wilson Hotel. Many people walk; it is an easy climb in four hours up."

"OAKLAND, BERKELEY AND PORT COSTA—"We reach the upper peninsula and the road is fair. Here are a lot of small towns; they are just picturesque, ugly little places hanging onto the sides of the steep bluff. But otherwise don't expect anything. This is an easy day's run, returning to Oakland by evening."

"RARE CHANCE—For good and sufficient reasons I offer to sell this book at a great sacrifice. The buyer should have some knowledge of soliciting advertising. Sales of the book pay all expenses. These are small, being only an office, a stenographer, and a trip over the State once a year . . . An active man should easily clear \$500 a year, or more."

In 1932 Union Oil became the first major oil company of the West to offer map service compliments of the house. The service attracted immediate public gratitude and has grown annually until it now amounts to one of the major items in our advertising budget. Union Oil dealers this year will hand out for the asking nearly five million maps—at a cost to the Company of about \$200,000.

Conveniently folded, beautifully engraved, and printed in several colors, our road maps are acknowledged by cartographers to be among the finest and most useful they have ever produced. Besides highways, streets, cities and towns, they depict counties, mountain ranges, lakes, parks, rivers, national forests. All roads, from unimproved to freeways, are classified by color code. Mileages between towns are accurately noted and every highway system is identified by number. Indexes reveal the locations of streets or towns, even tell you how many people live in each city. Inch-for-inch, few documents ever devised by man equal a 76 road map for communicating useful information.

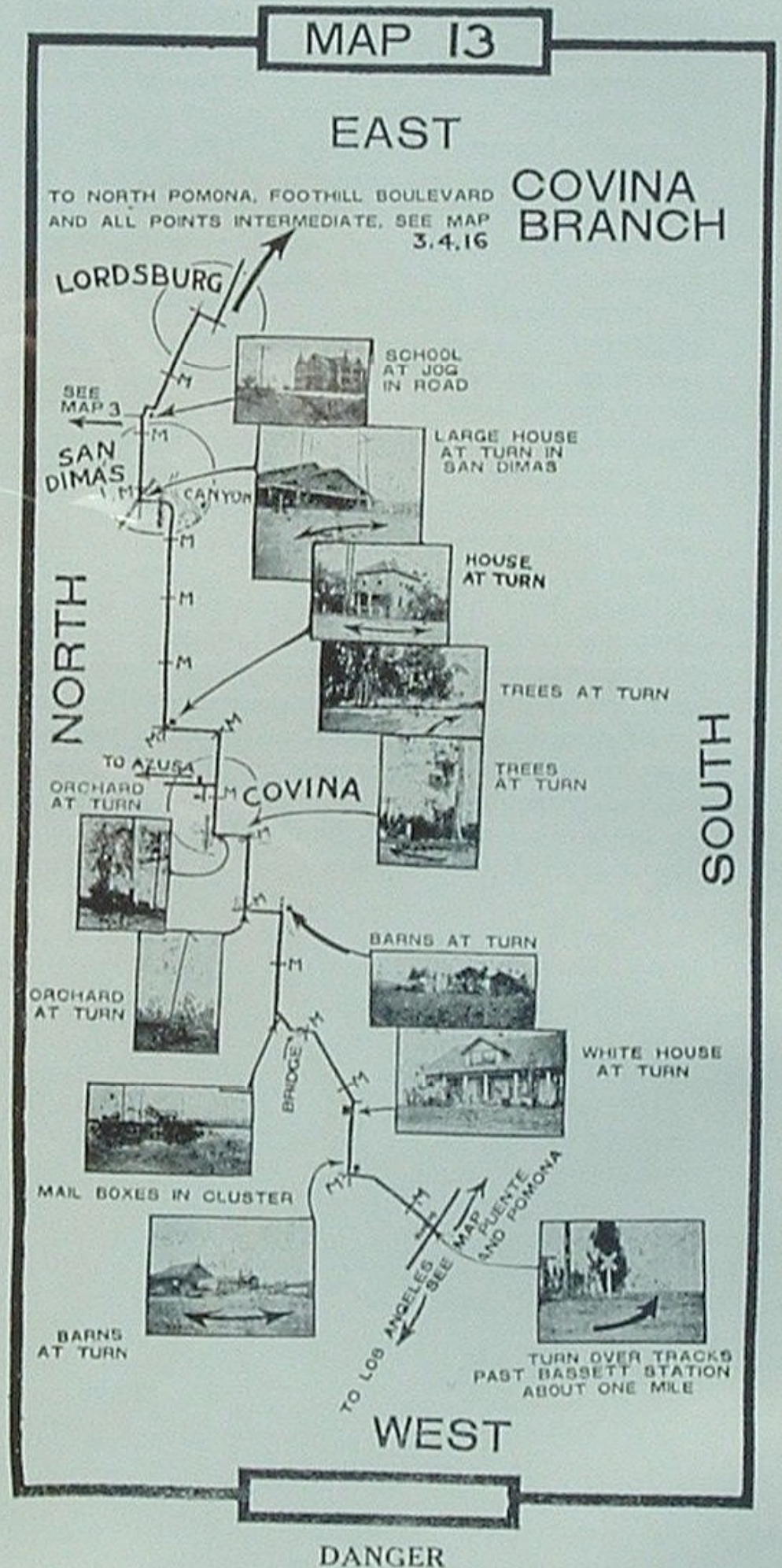
Practically all of North America, including the United States, Canada, Alaska and Mexico, is included in the 48 separate maps now being distributed by Union Oil dealers. Our state maps include Hawaii. Hundreds of cities are contained in the 39 detailed guides to municipal areas.

Maintaining the master copy of each road map is a project calling for superb craftsmanship, countless working hours and endless alteration. To keep up with highway changes in California alone, our cartographers maintain liaison with 73 sources of data, chiefly the offices of highway engineers and planning commissions.

A typical state road map will contain more than 25,000 words, names and numbers, each of which had to be type-styled, edited, printed on special paper, and pasted into proper position on the master copy. A few weeks before release, the map is photographically etched on metal plates, a separate color on each plate, and printed on special offset presses. Yet no sooner is it published than subdividers, highway builders and government leaders are putting it out of date.

City maps present endless change. It is commonplace for western cities to increase 10% or more in area in a

A page from the first book of road maps co-sponsored by Union Oil Company in about 1910 gives some hint of motorists' worries before highways were numbered. Photos told them where to turn.



avoided by using Union Oil Company Lubricating Oils,  
Gasoline and greases.  
Branch Station at Covina, Calif.

continued

## Starting Points to Everywhere —continued

single year. Our Phoenix map included 85% more area in 1958 than in 1957; Tucson simultaneously showed a 20% growth. The 1959 map of Portland will reveal great expansion east and south.

Los Angeles County, with its 27 cities and towns, requires a map with over 13,000 names in the index alone. New streets are being added at the rate of between 300 and 500 annually. Add to these the changes being made by several great freeways and you have a slight idea of the map-maker's headache. Each year he must crowd thousands of street changes onto a 48x18-inch sheet already overcrowded, leaving plenty of room for the advertising.

Old maps are among civilization's greatest art treasures. Probably the oldest were mariners' charts used by the Phoenicians as long ago as 1200 B. C. The Greeks of 150 B. C. developed the first mathematical projection used in maps and were first to cast doubt on the accepted theory that the world was flat. Invention of the magnetic compass in the 12th Century and the discovery of America in 1492 by Columbus prompted vast exploration; some of the resulting world maps are prized possessions of our greatest art museums.

Possibly the first road maps were drawn by John Ogilby, an English cartographer, prior to 1675. Defining stage-coach routes in the vicinity of London, he depicted the changing scene with drawings of trees, mountains and streams. Upright mountains denoted uphill grades; inverted mountains represented a descent. Crossroads were marked, but no stage-coach inns took advantage of map advertising.

In America—particularly in the West—the name of Rand McNally has become synonymous with maps.

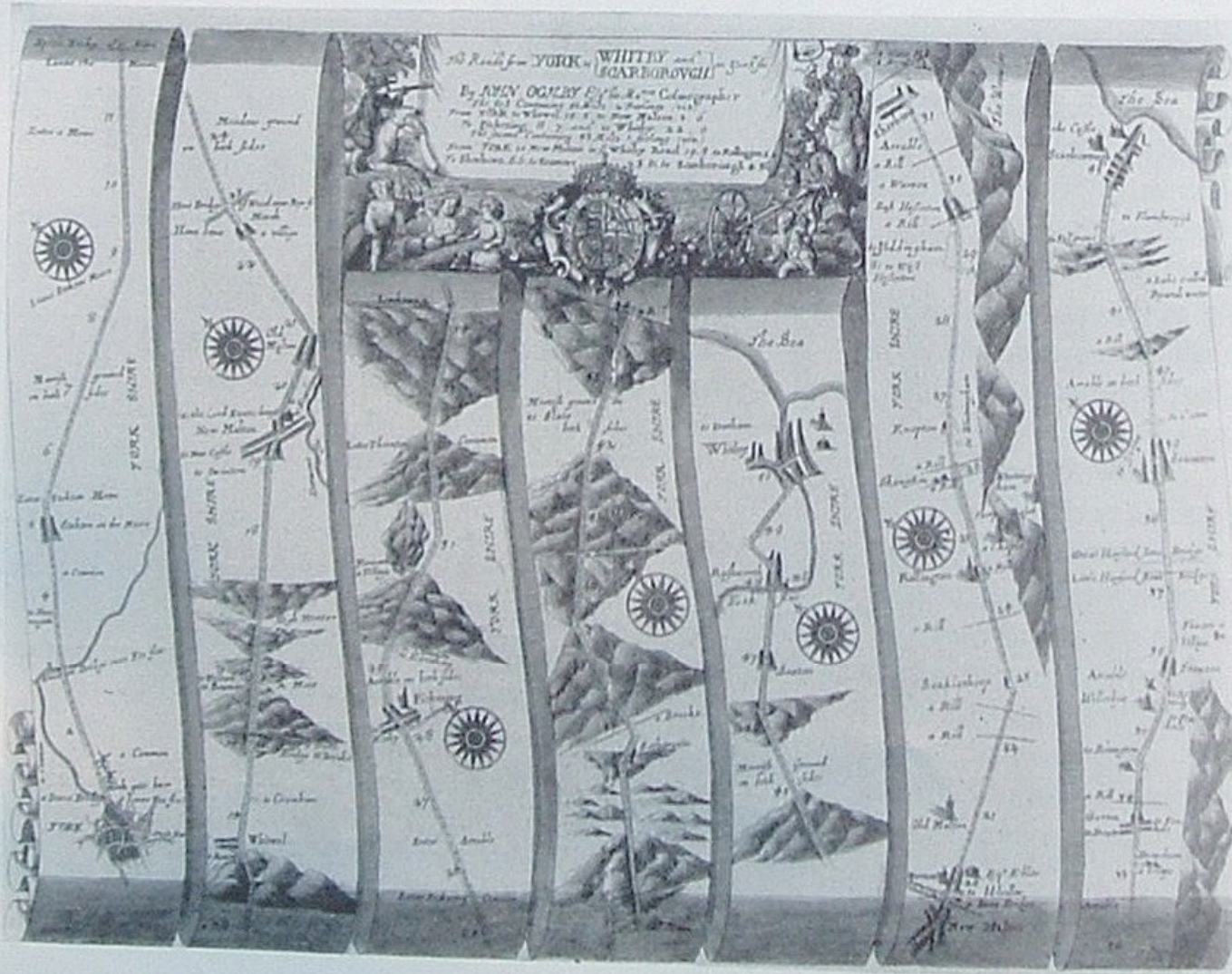
Young William Rand, an apprentice printer, came round the Horn to California with the Forty-niners. He did better than average as a miner near Sonora and as a newspaper reporter and city councilman in Los Angeles. But Chicago attracted him to the printing trade in 1856. Entering a partnership with Andrew McNally, a printer, in 1858, he began scouting for business, keeping an eye always on the West. Eventually, as the railroads made their move toward the Pacific, there was a brisk demand for printed tickets. Rand McNally printed most of the early ticket supply and, as emigrants began to demand a preview of their route and destination, started a thriving business in maps.

One of the maps on which the two young cartographers based their start is reproduced on these pages. Drawn in 1856, it shows sparsely settled land west of the Mississippi. Nonexistent or in territory status were a dozen or so of our present western states. Proposed railway routes appear only as dotted lines. Maps quite similar to this one were the treasured possessions of only a favored few among thousands who crossed the plains.

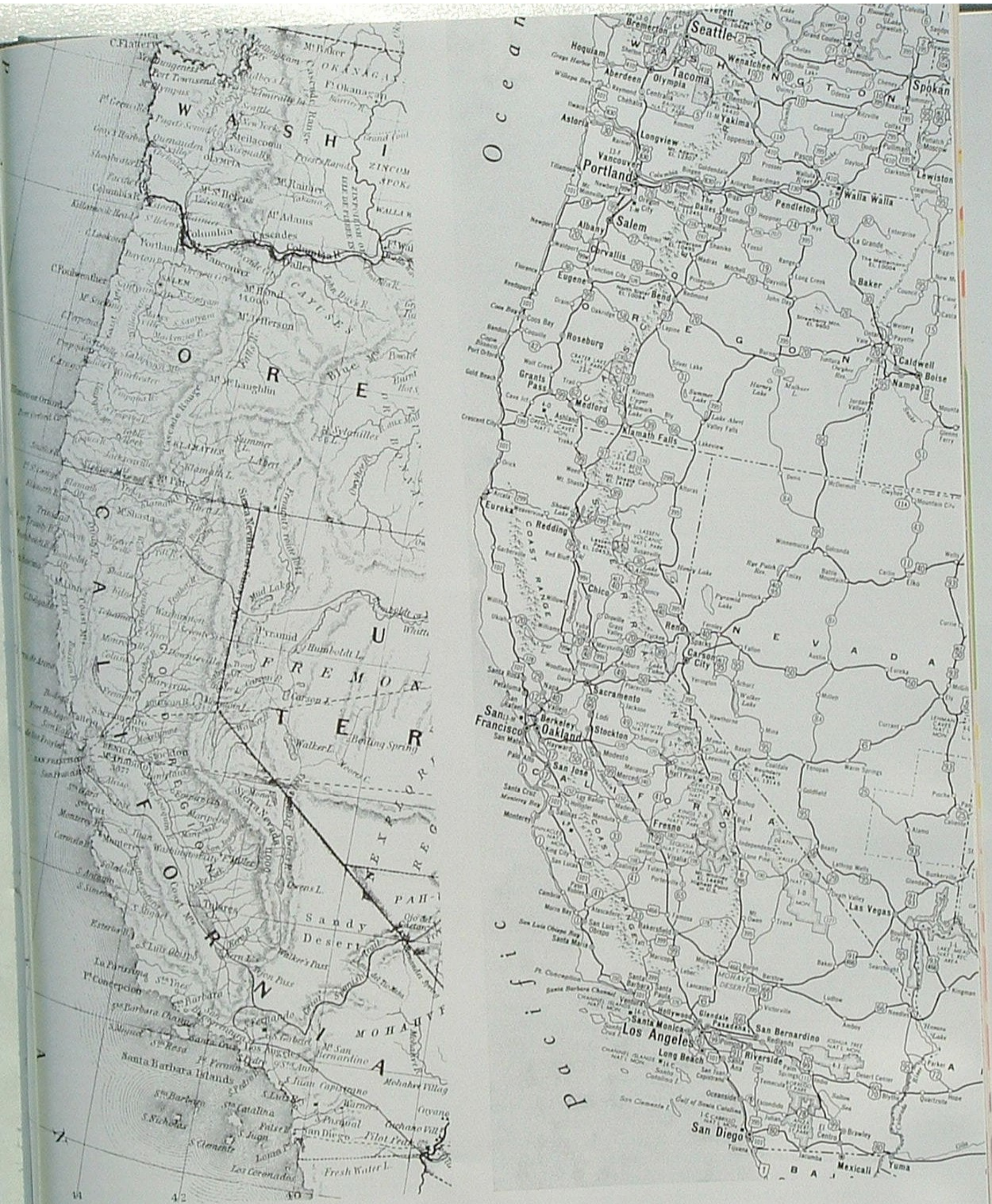
Through competitive bidding, Rand McNally have contracted most of our map-making since 1932. However, several other cartographers, including Thomas Brothers of Los Angeles and H. M. Gousha Company of San Jose, have been successful bidders for portions of the contract.

Next time you look at a "76" Road Map, give some thought to the history behind it. Consider the centuries of measurement and craftsmanship that have gone into its perfection. Have confidence in its accuracy. It will guide you anywhere!

/THE END



Some of the earliest known road maps were prepared in England by John Ogilby prior to 1675. They depicted old coach roads. Erect or inverted mountains on the maps revealed ascents and descents.



Yesterday's maps placed great emphasis on rivers and mountains. This one, drawn in 1856 by Charles Desilver, is noteworthy also for its trails, territorial boundaries and proposed rail routes.

Today's map of the Pacific Coast is limited necessarily to cities and the various highways that connect them. The task of keeping such maps up-to-date is endless due to constant highway changes.

# Business Highlights of the Month

## RESEARCH *We smoke it out!*

Methods of recovering additional crude oil from what are considered to be exhausted oil fields have been of great interest to the Company for some time. For over 10 years experiments have been conducted in the use of various "secondary-recovery" techniques to accomplish additional crude production. Included in the experiments is a thermal method, which involves pumping air into the formation, igniting it, then passing the resultant combustion gas-front through the oil zone.

As a part of this program, Research has followed participation in a recently completed three-year cooperative experiment. Eleven companies shared an expenditure in excess of \$1 million. General Petroleum Corporation organized and operated the joint project. The specific method under test was based on pioneer laboratory and field work by Magnolia Petroleum Company.

The experiment began on May 31, 1955 with the purpose of obtaining basic information needed for making engineering and economic appraisals of commercial recovery of heavy oil by the thermal method. Kern County's South Belridge Field, about 20 miles north of Taft, was selected as the experimental location because its oil sands are similar to many heavy oil sands which typically have low primary recovery and leave a large amount of oil in place. Such fields are not particularly suited for common secondary-recovery methods.

One of the spectacular results of the experiment was that the total oil rate of the four production wells reached a maximum level some 15 times the total rate before ignition. Within 1½ years after ignition, about 50% of the oil initially in place was produced. With normal methods of production, a recovery of 10 to 15% of the oil in place would be expected in the 40 to 60-year life of the field. However, pumping great quantities of air into the ground is very costly, and there are many difficult equipment-maintenance problems caused by the corrosive nature of the combustion gases.

Information gained in this program, along with data gathered from our own experimental work, is now being evaluated to determine if the process can be applied profitably to Company operations.

*from Fred L. Hartley*

## EXPLORATION *Shock treatment!*

Union Oil Company currently is spending about 12 cents out of every exploratory dollar for seismic work in locating and delineating potential oil and gas prospects. This represents a substantial amount of money. Through the Company's continuing endeavor to obtain better records, a majority of our seismograph crews in all divisions and areas of potential interest are using an improved technique, consisting of recording the effect of shock waves on magnetic tape. The method permits the geophysicist to make a better interpretation of the seismograph data by repeating the miniature explosion at a later date in office "play-back" equipment, doing so under controlled conditions.

*from Sam Grinsfelder*

## PRODUCTION *Wanted, used oil wells!*

Union Oil produces approximately 37,500,000 barrels of crude oil and 85,000,000 mcf of gas yearly. In order to maintain, or better, to increase our reserves of oil and gas, we must either find or purchase an amount equal to or greater than our production each year.

A small but energetic group of Company people are engaged in attempting to purchase proven and semi-proven properties in practically all areas where we have active exploration and production programs. Although many properties are reviewed, it is difficult for buyers and sellers to agree on deals that are profitable to both parties. Among the serious stumbling blocks are tax conditions that prevail today. However, such a deal occasionally comes along.

In West Texas recently we purchased the full interest in 11 producing wells and a half-interest in two additional wells, all in the Reinecke Field of Borden County. Net reserves of oil acquired by us are in excess of 12,000,000 barrels. All of the wells are flowing but are heavily prorated under the allowable system established by the Texas Railroad Commission. Our share of the present production from these leases amounts to approximately 17,500 barrels per month. The properties already are being operated by Union Oil personnel. Now that this deal has been salted away, our buyers of second-hand crude reserves are looking eagerly for the next one.

*from Dudley Tower*

## MANUFACTURING *Asphalt production at Oleum.*

Production of various asphalts and road oils at Oleum Refinery will be reinstated effective April 1, 1959. Construction is in progress of a continuous asphalt blending plant, being built around existing equipment, which will

produce paving asphalts and various types and grades of liquid asphalts. The project is scheduled for completion early next year.

Manufacturing is supplying large quantities of jet fuels, Grades JP-3 and JP-4, to the military from Los Angeles, Oleum and Cut Bank refineries. Recently we have produced at Los Angeles Refinery for the first time a new Grade JP-5. This grade resembles our Union Kerosene whereas Grades JP-3 and JP-4 are made essentially from high-boiling-range, motor-gasoline stocks.

Los Angeles Refinery has under construction a new fuel oil blending plant, which will concentrate all fuel oil blending facilities in one location and permit more rapid and economical blending of the products. The plant, scheduled for completion in December of this year, will have a blending capacity of 2,500 barrels per hour.

Facilities have been provided by Oleum Refinery to furnish customers with tank-truck shipments of Aristowaxes.

*from J. W. Towler*

#### MARKETING *Asphalt Sales on the road!*

An Asphalt Sales organization was established August 16, 1958 to concentrate on sales of asphalt products to distributors, hot-plant operators, contractors, roofing manufacturers and all other resellers and consumers. D. L. Nielsen was appointed manager; he will headquarter at Home Office and report to the general sales manager, Direct Sales. E. J. Wuorie was appointed asphalt coordinator in the new organization in Los Angeles. Reporting to Mr. Nielsen will be special representatives at Seattle, Portland, San Francisco, Sacramento, San Jose and Los Angeles.

The largest single sale of airblown asphalt thus far from Edmonds Refinery, 500 tons, was made recently to our distributor, Berkheimer Manufacturing Company. It will be used to roof the largest warehouse of its type in the Northwest — a Safeway Grocery warehouse at Bellview, Washington. As a matter of interest, 500 average dwellings could be roofed with 500 tons of asphalt.

Our aviation-gasoline contract with Western Air Lines has been renewed.

The Company has been complimented highly following a series of dealer-training meetings in the Hawaiian Islands. A 100% attendance of dealers and distributors and their wives was recorded on the Islands of Hawaii and Kauai. Seventy Company employees participated. And, by invitation of the Hawaiian Army-Air Force Exchange, the program was presented to all of their organization's service station personnel.

On July 23, Jack and Bill Schoedel, lessees of service station No. 2469 in Spokane, and several of their em-

ployees attended a Company-sponsored meeting to hear "Why automatic transmissions should be drained and re-filled." During the next 31 working days, these Minute Men sold fluid for 78 transmissions — an increase of \$255.40 in their gross profit — and undoubtedly a saving to their customers of many times that amount in repair bills.

During August, Portland Division Direct Sales personnel were co-hosts at a reception marking dedication of the new \$5,815,000 Portland International Airport. Among their honored guests were Governor Robert D. Holmes of Oregon, Mayor Terry Schruk of Portland, and executives of major airlines, including President Terrell Drinkwater of Western Air Lines.

Warrenton Marine Services, with complete facilities for commercial and sport fishermen and ocean-going tow boats, became a Union Oil marine dealership during July. They are located on the Columbia River near Warrenton and have mooring space for 500 boats. An estimated 5,000 sports fishermen visited the area over the Labor Day weekend, many of them refueling at Warrenton's with "76" products.

*from Roy Linden*

#### PURCHASING

Shortages have nearly disappeared from the national supply picture. Most commodities required for efficient Company operation are available. There has been some downward adjustment in local inventories, but ample quantities of needed materials and supplies are on hand and available on short notice. A few exceptions to this rule are commodities normally obtained direct from the manufacturer's inventory. In such instances lead time is needed by buyers to find the most advantageous source of supply and to transport the items at least expense.

*from C. S. Perkins*

#### TRANSPORTATION & SUPPLY *Lighter but bigger.*

Orders have been placed for two diesel-powered tractors and aluminum-tank semi-trailers. With carrying capacities exceeding 8,000 gallons each, these will be the largest semi-trailers in the Company's fleet. Both will replace smaller motor transports now in service at Portland and Edmonds.

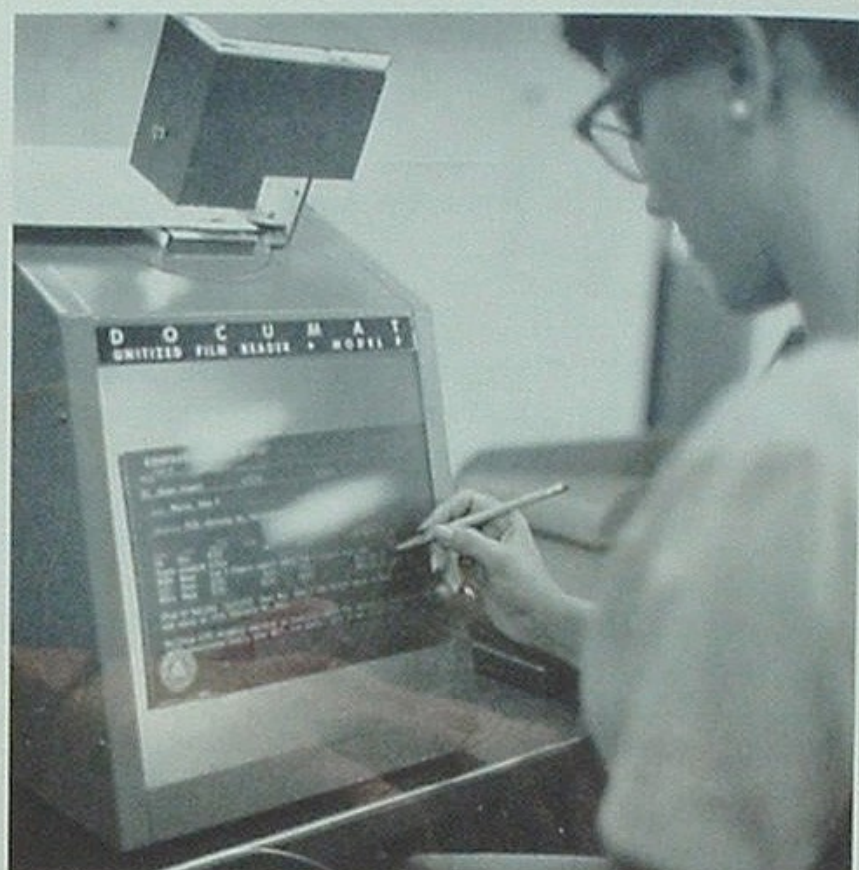
A new 55,000-barrel, cone-roof tank is being erected at our Whittier, Alaska distribution terminal for the storage of 7600 Gasoline. When completed late in October, it will free a 15,000-barrel tank for the storage of aviation gasoline.

The painting now being done on our three new 175,000-barrel tanks will complete the current expansion program at Torrance Tank Farm. Modernization and enlarging of the fire-fighting system here required a new

*continued*



Our Credit Department, using a continuous flow-camera, is saving filing space by placing basic credit information on microfilm.



The film, mounted in an aperture card, can be read by placing it in a viewer, which enlarges the printed information about 34 times.

### Business Highlights —continued

15,000-barrel water tank and a high-pressure water pump for fire fighting.

*from E. L. Hiatt*

#### CREDIT *Your credit is in pictures!*

Following a year of research, the Credit Department converted all credit-card files to microfilm, concluding the immense job in August. Our old file system was established in 1938, before the microfilming technique was perfected. A feature of the new system is the aperture card, developed from the V-Mail system used during World War II. We now photograph credit applications and credit reports, mount the two-inch strip of film on an aperture card and place it in our Master credit file. The films can be examined conveniently at anytime by projecting them on a viewing screen. The net saving in filing space will amount to approximately 60%. Although aperture cards have been widely adopted by the aircraft industry, hospitals and governmental agencies, Union Oil's credit-card conversion represents a *first* among major oil companies.

*from R. D. Roberts*

#### COMPTROLLER'S *Centralization completed.*

The consolidation of all marketing accounting (except credit cards) in Union Oil Center has been completed with final transfer of Seattle accounting effective with August business. Transfer of San Francisco accounting was completed in May. The speed of consolidation was limited by available manpower and by precautions that had to be taken to avoid customer inconvenience

and deterioration of service during the moving chore. Altogether 66 employees were transferred to Los Angeles and 100 new employees were hired to replace experienced personnel who did not elect to be transferred. Many tons of equipment and records were moved. The centralized offices now process approximately 7,000 sales documents daily for 52,000 active wholesale customers who purchase more than 10 million dollars (ex taxes) worth of petroleum products each month. Next under consideration are more rapid data-processing methods.

Union Oil credit-card activity has reached a series of new highs. During July, 1958, accounting in our San Francisco Credit Card Center reflected \$19 million in credit-card customers' accounts — an 8% increase of \$1.5 million corresponds favorably with a 10% increase in total credit-card accounts. Our processing during July of 2¼ million individual charge tickets amounted to a 9.3% increase over July, 1957. Each working day more than 20,000 statements were mailed to customers and a similar number of customer payments were banked and processed. Dealer and employee credit-card solicitation programs are credited with an important percentage of these increases.

Union Oil has accepted the unique proposal of a Houston, Texas bank to perform certain basic functions in connection with our accounting for crude oil and gas production, sales and royalty and co-owner interest payments. The bank, with a newly organized Data Processing Unit, had machine and operating time to spare; our Houston offices had need of the time and money-saving service; so the cooperative arrangement was agreed upon.

*from W. C. Nero*

# Does premium give better mileage?

"My car gives better mileage with Royal 76 than with other gasolines . . ."

Sorry, that statement's pure fancy. A person's driving habits — not the gasoline — usually decide what kind of mileage he gets.

Changes in speed are what devour *extra* gasoline and rob you of mileage. You pay for those speed changes in horsepower. And the harder you whip the horses, the higher the gasoline consumption. Four factors are working against you:

**Friction:** Your car has to overcome friction caused by the tires rolling over the road as well as friction within the engine and all the driving gear. Double your speed, and you double the friction that must be overcome.

**Wind resistance:** Wind resistance is a brake. Double your speed, and wind resistance increases *four times*.

**Inertia:** Your car resists the engine's efforts to make it go faster. It takes extra horsepower to raise the pace of that mass of metal. Double your speed, and you increase your horsepower output *four times* while you're accelerating.

**The accelerating pump:** When a car travels at a steady pace, the engine receives a balanced mixture of air and fuel. Part of the fuel is vapor, part is small droplets, part is larger drops which crawl along the walls of the manifold.

If you step hard on the throttle, the air-fuel balance

is disrupted. You get too much air and the mixture becomes lean. Without help, the engine would spit and cough. But it gets help — from the small accelerating pump built into every carburetor.

When the throttle is pressed suddenly, that pump shoots a stream of gasoline into the manifold. Perhaps 20 percent of the gasoline is in vapor form; and it follows the air into the engine — instantaneously. Your car goes, zip.

But for a few seconds after that crisis, the mixture is still rich — wasteful.

None of these factors works alone. When you hit the throttle, all of them happen to your gasoline mileage at once. In general, the faster you drive, the more gasoline you burn. During an impatient get-away, a sudden acceleration, you average less than two miles to the gallon.

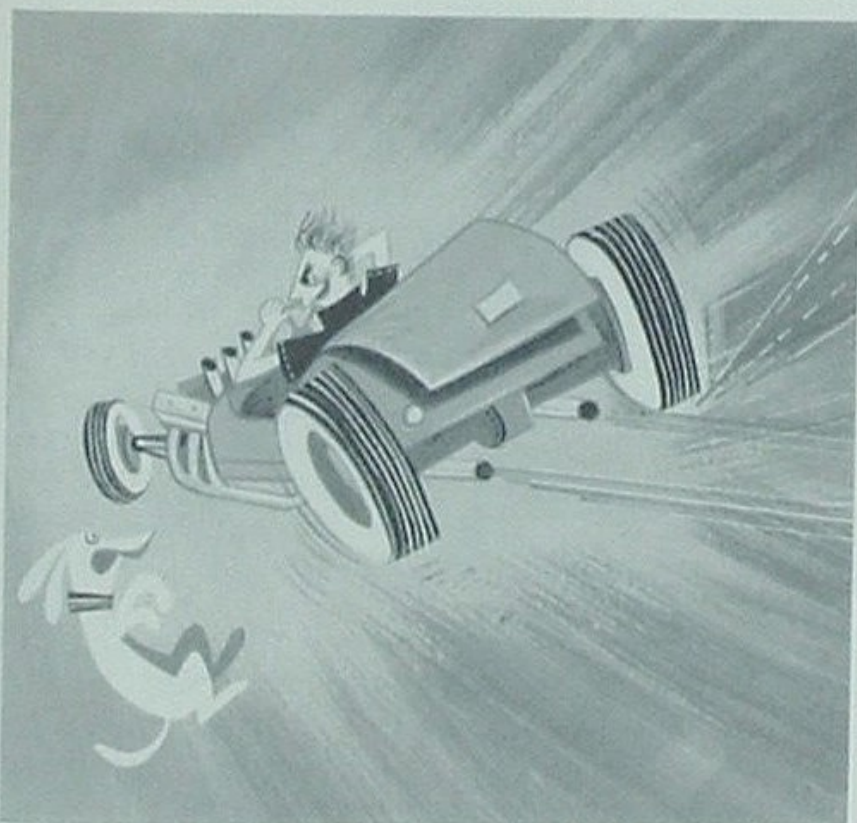
If you really want high gasoline mileage:

1. DON'T jam that throttle down!
2. DON'T speed. Your most economical gait is between 30 and 50 miles an hour.
3. DO be a steady driver. Choose a speed that takes you through signals smoothly, or that delivers you to your destination on time — and alive. Then hold that speed. A jittery foot costs you money.
4. DO buy Royal 76 and 7600. Mileage isn't the only quality that makes a gasoline good. You get more for your money in your own gasolines — and we'll tell you why in future episodes of "Fact or Fancy?"

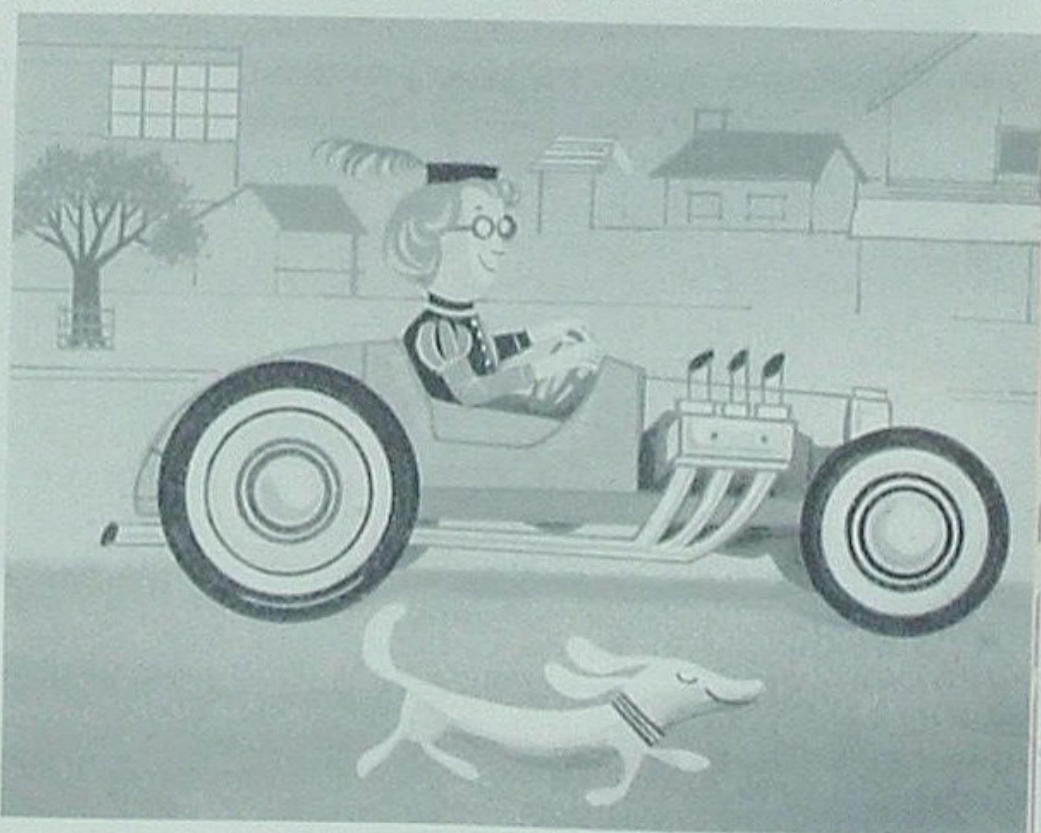
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Using the same car and the same brand of gasoline:

Young "Lead-foot" probably gets atrocious miles to the gallon.



His Ma, however, is an "econ-o-mizer" — (Cool, real cool, man!)



When obliged to go a mile  
to please a customer.

## *Sid Hoffman went twain*

**J**ULY 19, 1958 was "one of those days" in the life of Union Oil Dealer Sid Hoffman. A car bearing a Louisiana license was left at his Anaheim station for servicing. Atop the car was a luggage carrier with a waterproof cover. Somehow during the servicing operation the cover was damaged. Sid wasn't aware of the damage until his customer discovered it and returned to the station quite perturbed.

We'll either repair the cover or buy you a new one, Sid volunteered.

But the gentleman from Louisiana had another problem. He was on a tightly-scheduled vacation trip. He and his family had planned a resort trip next day; they couldn't spare the car a minute.

Well, suggested Sid, I'll supply another car for you, free of charge. When you return it, your car will be ready.

Next day from one of the resorts came an urgent call. In their excitement the Louisiana family had left a camera at the motel. Would Mr. Hoffman kindly get the camera and keep it for them?

Sid did more than he was asked. He immediately got the camera, drove to the resort, and handed it to the worried owners. When they returned his car that evening, their own was waiting, its luggage cover expertly repaired.

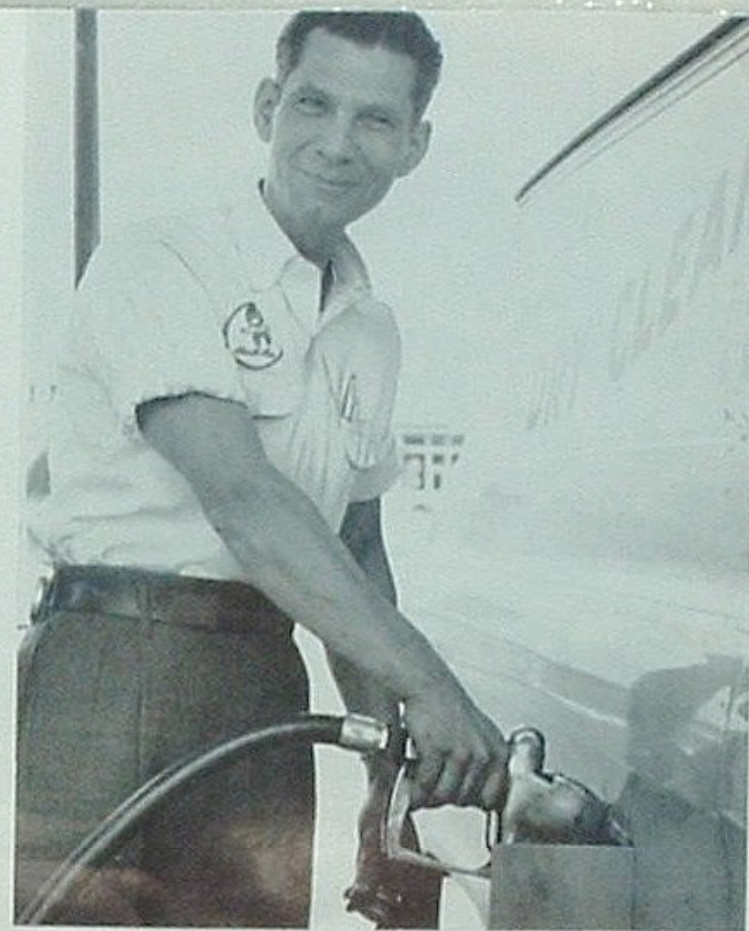
So might have ended a rather unprofitable transaction—except that the gentleman from Louisiana was an exceptionally appreciative man. Back home in New Orleans he sat down and wrote a letter, which began:

"I would like to take this opportunity to mention an incident that occurred during my vacation trip to the city of Los Angeles, California. I will mention the incident in order to bring out the kindness and good relations that developed as a result."

His letter then described the events we have just related. In ending, the writer said, "It is a pleasure to come in contact, so many miles from your hometown, with such fine hospitality."

The letter was addressed to the Chamber of Commerce, Anaheim, California. The story was picked up and printed in local newspaper columns. Anaheim, Union Oil Company and California all felt mighty proud.

Sid Hoffman smilingly recalled a famous old quotation: "And whosoever shall compel thee to go a mile go with him twain."



### Letters:

September 1, 1958

Union Oil Company  
Coalinga, California  
Gentlemen:

We had the very bad misfortune last Tuesday of nearly having our car burn up when my wife and I were starting for Fresno. We were frantically throwing sand and dirt on the motor when one of your gas-engine repair crews came on the scene with a fire extinguisher.

Both my wife and I want to express our heartiest thanks to your Mr. Richard Twibell and Mr. A. R. Powers for their timely arrival and the efficient manner in which they quickly put out the fire.

(Signed) Mr. and Mrs. K. G. Bucklin  
Coalinga, California

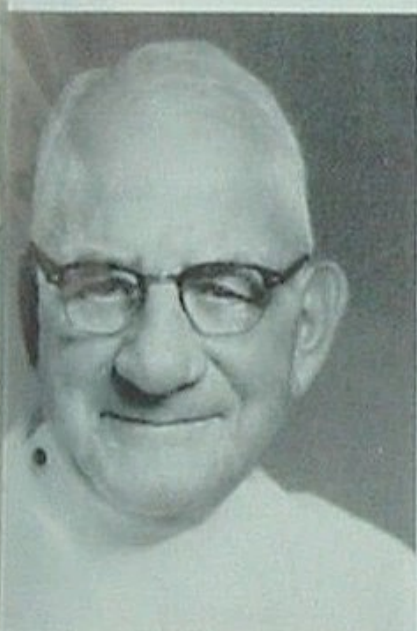
Union Oil Company  
Seattle, Washington  
Gentlemen:

It was my pleasure just recently to complete a rather long vacation trip from Seattle through Yakima, Pendleton, Boise, Salt Lake City, Grand Canyon, Los Angeles, San Francisco, Portland and back to Seattle, in which I used Union Oil products and services almost exclusively . . . I can truthfully say I am thoroughly amazed and very pleased with the products and services I received. Having my wife and four children along, it was a great relief to me always to find a clean, neat restroom available, even in the small out-of-the-way stations. The familiar "76" sign and common plan of each station seemed to give us a sort of homey feeling, as if we could say, "Here's an old familiar friend—let's stop in and say hello." All your operators were very polite, gave excellent and complete service, and volunteered information as to the best roads to take and things to see.

(Signed) H. R. Davenport  
Seattle, Washington



# in focus



**GOING STRONG AT 76.** Dr. William C. Speidel, who has practiced medicine in Seattle for the past 50 years and been a Union Oil panel doctor for 40 years, observed his 76th birthday in September. He has been one of the Northwest's greatest athletes as well as an outstanding physician and surgeon. With typical good humor and no thought of retiring, he remarked, "After 50 years of practice a man ought to be just about ready to work!"

from J. W. White



**BETTER LATE THAN NEVER.** It might be bad journalism to report at this late date Union Oil's sponsorship of Miss Arizona in the Miss Universe Beauty Pageant. (Somebody stole the picture.) But she's just as pretty as she was two months ago!

from T. W. Proudfoot



**"KICK THE BARREL"** was the name of sales contest just concluded in Los Angeles Division among Direct Sales truck drivers. Winning driver, H. E. Tempest, left, is seen receiving \$40 in side-bets from Resident Manager Art Tilston, whose Long Beach drivers scored 19,365 sales units to beat a strong Los Angeles North group.

from T. W. Proudfoot



**FRAMERS OF CONSTITUTION.** Union Oil Consignees John B. Coghill, left, of Nenana and Jack Hinckel of Kodiak were delegates to Fairbanks for the forming of Alaska's new state constitution. Mr. Coghill at present is a territorial senator. Both are candidates for the senate in their respective districts.

from Frank Kerth



**OVER HALF WAY TO A MILLION** man-hours without a lost-time accident are the Maintenance Department employees of Los Angeles Refinery. They have gone 16 months without a lost-timer despite daily contact with assignments of a hazardous nature. Representing various shop groups who are aiming for a million are, from left, R. J. McLaughlin, W. L. Baker, R. P. Coleman, H. F. Johnsten, G. B. McBride and V. A. Overman.

from Stan Reiner



**JOYCE WENZEL**, comptometer operator at the Los Angeles Terminal, entered two dogs—German pointers—in their first show competition during June of this year. Out of six appearances the dogs have won five first-place trophies and one second. The champs are entirely home-trained. Joyce also dabbles in parakeets to the present song of 200 birds. "What a racket!" she says.

from Ralph Nevens

**UP AND OVER!** Faced with moving a 14-ton storage tank over four pipe lanes to a new location, Oleum engineers decided on a swifter technique than dismantling. They hired a 50-ton crane with a lengthy boom and lifted Tank 651 up and over. The 200-foot journey was accomplished without incident.

from G. B. Stone



**CONSIGNEE CLIFF ANDERSON** was the winner of this year's Craig, Alaska Salmon Derby, April 13 to July 20. His prize-winning salmon, shown here by the champion, weighed 68 pounds, five ounces.

from Hans Pasma



**"FIRST PICNIC IN ALASKA"** is the claim of about 25 Union Oilers who convened at Lake Wasilla in Matanuska Valley during August. In this group are, from left, (seated) Bill Thompson, Eugene Borax, Harold Lian; (standing) Joe Dockwiller, Harry Gordon, Bill Logan, Russ Bond, Frank Kerth, Art Buls, Charley Williams and Bob Fox. Seven departments are represented.

from J. W. White

## RETIREMENTS

October, 1958	Service Date
VIOLA BREWER Comptrollers-No. Division	December 19, 1939
OYD C. COLE Los Angeles Refinery	August 7, 1928
LUDWIG W. GARTNER Distribution-So. Region	July 21, 1919
HOMER W. HANCOCK So. Division Field	May 12, 1922
FRED J. La VERNE Coast Division Field	May 10, 1928
FREDERICK LAVORIN Purchasing	June 13, 1921
ERIC A. LEAF Oleum Refinery	August 21, 1933
LEIGH E. McLAREN Comptrollers-Home Office	November 24, 1925
WILLIAM T. RILEY Coast Division Field	August 2, 1945
ARTHUR C. SAVAGE So. Division Pipeline	February 9, 1934
WILLIAM A. SUMMERS So. Division Field	July 31, 1920
ARTHUR L. WHITLOCK Comptrollers-No. Division	July 19, 1923

## IN MEMORIAM

### Employees:

ALDEN B. MORGAN Production-So. Division	August 16, 1958
SALVADOR ROMO Oleum Refinery	August 19, 1958

### Retirees:

ALLEN A. RENNING Marine Department	June 7, 1958
BENJAMIN G. DURHAM So. Division Field	August 17, 1958

## SERVICE BIRTHDAY AWARDS



### October, 1958

#### EMPLOYEES

<b>35 YEARS</b>	
GERALD R. FITZGERALD	Oleum Refinery
<b>30 YEARS</b>	
WALTER C. COLES	Oleum Refinery
EDWARD R. GREAVES	Direct Sales—Los Angeles
SAMUEL T. LOUGH	Coast Division Field
HARRY M. SCHAFER	Distribution—Home Office
AMOS J. SCHONEMAN	Distribution—So. Region
RICHARD M. SHAFFSTALL	Treasury—No. Region
<b>25 YEARS</b>	
LLOYD E. ADAMS	Pipeline—Home Office
GEORGE N. CARMAN	Direct Sales—Oakland Division
KENNETH CROSSMAN	So. Division Automotive
DONALD M. DAVIDSON	Distribution—No. Region
CHARLES A. DUNPHY	So. Division Automotive
EDWIN P. FITZGERALD	So. Division Field
JOHN D. FRAZIER	So. Division Pipeline
RALPH W. FRIEND	Distribution—So. Region
ARTHUR O. HILL	So. Division Pipeline
JOSEPH Q. HOBACK	Coast Division Field
EDWARD G. REED	Direct Sales—San Diego
FRED F. SMALL, Jr.	Coast Division Field
KENNETH C. VAUGHAN	Nat. Gas & Gasoline Home Office
<b>20 YEARS</b>	
WALTER C. ERICKSON	Central Division Automotive
IKE STEVENS	Oleum Refinery
<b>15 YEARS</b>	
CLELL D. ABEL	Coast Division Field
MARTIN BARRAD	Los Angeles Refinery
ROBERT J. BILLBURG	Comptrollers—So. Region
LORIN R. BOWMAN	Los Angeles Refinery
LUCILLE M. HANER	Distribution—No. Region
FRANK M. HENNESSY	Distribution—So. Region
BENNY B. JOHNSTON	Coast Division Field
MELVIN L. LUND	Direct Sales—Los Angeles
WILLIAM R. MORAN	Exploration—Home Office
MARTHA P. NASS	Tax—Home Office
AUDIE PARKER	Los Angeles Refinery
EDWARD W. SCHROEDER	Los Angeles Refinery
JOSEPHINE SCHLADWEILER	Los Angeles Refinery
EUGENE E. STREETER	Oleum Refinery
<b>10 YEARS</b>	
RAY ADAMS	Oleum Refinery
ALEX R. ANDERSON	Los Angeles Refinery
JOHN W. ANDERSON	Coast Division Field
RICHARD J. ARCHULETA	Los Angeles Refinery
EDWARD C. BABBITT	Oleum Refinery
ELDON N. BACHMAN	Oleum Refinery
JAMES F. BAILEY	Dealer Sales—Pasadena
LA WARREN BARKS	Santa Maria Refinery
ARLO D. BATY	Los Angeles Refinery
WILLIAM H. BAY	Comptrollers—Home Office
MARY V. BEAUVAIS	Comptrollers—Home Office
FAYNE BELKNAP	Rocky Mtn. Div.—Colorado
DONALD R. BELL	Field Department—West Texas
MARIANNE E. BREGENZER	No. Division Pipeline
EVANS M. BROWN	Los Angeles Refinery
DOROTHY V. BURBANK	Dealer Sales—Los Angeles
FRED BURKSTALLER JR.	Los Angeles Refinery
CLAYBORNE T. BURTON	Valley Division Field
WILLIAM R. CAMPBELL, Jr.	Los Angeles Refinery
ROBERT L. CARROLL	Los Angeles Refinery
GORDON B. CHADBAND	Santa Maria Refinery
ERVIN G. CRAIN	Los Angeles Refinery
PHILIP A. DAVIS	Los Angeles Refinery
JAMES H. DILL	Gulf Division Field
RICHARD G. DOWELL	Purchasing—Home Office
ROBERT S. DOWLING	Foreign & Ref. Sls.—Home Office
DANIEL E. DRISCOLL	Los Angeles Refinery
HUGO EWOLDT	Los Angeles Refinery
ARTHUR E. FANGEROW	Automotive—Home Office
ALMA S. FEES	Los Angeles Refinery
ANDREW R. FERGUSON	Oleum Refinery
ELWOOD J. FERGUSON	Los Angeles Refinery
ALBERT J. FISHER	Santa Maria Refinery
VICTOR FRANZEN	Manufacturing—Home Office
HAROLD E. GRAHAM	Coast Division Field
THOMAS HALLIS, Jr.	Research Department
DOROTHY R. HANSON	Tax—Home Office

SHERROD W. HANSON	Los Angeles Refinery
ELLIS E. HART	Los Angeles Refinery
CONWAY W. HAWKINS	Los Angeles Refinery
LOYAL H. HENGSTLER	Los Angeles Refinery
HARRY G. HILL	Los Angeles Refinery
DONALD C. HITCHCOCK	Los Angeles Refinery
ARNOLD I. HOLDEN	Los Angeles Refinery
RICHARD D. JAY	Los Angeles Refinery
HAROLD JEFFERY	Valley Division Field
JOE N. KOVALY	Los Angeles Refinery
REINHOLD S. KUBALL	Oleum Refinery
LEONARD E. LANE	Los Angeles Refinery
DONALD L. LEAVENWORTH	Los Angeles Refinery
ARTHUR V. LEWIS, Jr.	Rocky Mtn.—Colorado
JAMES C. LITTLEJOHN	Los Angeles Refinery
CORWIN F. LOGAN	No. Division Pipeline
WILLIAM F. LOVETT	Los Angeles Refinery
CARL O. LUNDBLADE	Direct Sales—Pasadena
ERNEST M. McCARY	Oleum Refinery
JOHN R. McWHORTER	Los Angeles Refinery
MILLCENT E. MABEE	Comptrollers—Home Office
DONALD L. MADSEN	Los Angeles Refinery
CLAUDE C. MALONEY, Jr.	Field—West Texas
RICHARD C. MARTINDALE	Los Angeles Refinery
WILSON J. MONE	So. Division Pipeline
JARRELL L. MOONEY	Los Angeles Refinery
THOMAS H. MULLIGAN	Distribution—So. Region
RAY G. MUNSEY	Los Angeles Refinery
NATHALIE J. NELSON	Treasury—San Francisco
DONALD L. OHLS	Purchasing—Home Office
FRANCIS N. OKERSTROM	Los Angeles Refinery
CHESTER L. O'MOHUNDRO	Los Angeles Refinery
ROBERT D. OSBORNE	Los Angeles Refinery
NORMAN A. PAQUIN	Los Angeles Refinery
RICHARD S. PEARSON	Oleum Refinery
JOHN R. PHILLIP	Comptrollers—Home Office
JESSIE E. PIERCE	Los Angeles Refinery
GLEN M. POWERS	Tax—Home Office
JOE H. REA	Oleum Refinery
DONALD A. ROGERS	Los Angeles Refinery
HARLAN L. ROUNDY	Research Department
HOMER A. RUE	Los Angeles Refinery
MAURICE J. SIEBENHAUSEN	Ind. Rel.—Home Office
SHERMAN E. SIMPSON	Los Angeles Refinery
HIGGINS A. SISK	Los Angeles Refinery
HERMAN F. STANFILL	Los Angeles Refinery
GLENN W. STANLEY	Los Angeles Refinery
GENE F. STANSBURY	Los Angeles Refinery
LEONARD SUCH	Los Angeles Refinery
ROBERT A. THAIN	Oleum Refinery
SIDNEY H. TONEY	Research Department
KENNETH R. TRADER	Research Department
DONALD E. VAN LIEW	Los Angeles Refinery
HOMER L. WADHAMS	No. Division Pipeline
LAWRENCE E. WATKINS	No. Division Pipeline
ARDLEY J. WAUSON	Valley Division Field
HAROLD C. WRIGLEY	Los Angeles Refinery
ALLEN E. YOUNGMAN	Research—Colorado

## DEALERS

<b>25 YEARS</b>	
E. A. MINAGLIA	Duvall, Washington
L. E. VAIL	Sumas, Washington
<b>20 YEARS</b>	
GUSTAFSON BROS.	North Hollywood, California
J. F. WALKER	Pomona, California
<b>15 YEARS</b>	
BERKLAND and FOX	Willows, California
J. T. GROVES	Middletown, California
O. KNEELING	Los Angeles, California
JAMES J. LEDBETTER	Chowchilla, California
WILLIAM LEVY	Los Angeles, California
<b>10 YEARS</b>	
JACK GALLEY	Los Angeles, California
HARDING SERVICE & REPAIR	Honolulu, Hawaii
W. E. HOBBS	Sherman Oaks, California
N. L. JENKINS	Palo Verde, California
JOHN KARAS	Las Vegas, Nevada
NORMAN D. LARSON	Turlock, California
JESS M. MITCHELL	Mt. Shasta, California
HOWARD D. MONTGOMERY	Hanford, California
<b>5 YEARS</b>	
RUSSELL BAIN	Maywood, California
RALPH G. BAUTHUES	Bellingham, Washington
B. K. CAMPBELL	Minden, Nevada
F. E. OTT	Monterey Park, California

## CONSIGNEES AND DISTRIBUTORS

<b>30 YEARS</b>	
MANUEL EZROJ	Ensenada, Baja California
<b>10 YEARS</b>	
R. L. FRANKLIN, SR.	Caldwell, Idaho

UNION OIL COMPANY OF CALIFORNIA  
P. O. Box 7600  
Los Angeles 54, California



## Want to know how the *Minute Man* got his name?

CLOCK HIM NEXT TIME you're in your Union Oil station. In just 4½ minutes he will:

Clean the windshield

Check the oil, inflate the tires

Fill the radiator and battery

And, your Minute Man will do it all with courtesy, with care . . . and with a smile.

That's why you'll hear our customers say we're the fastest with the Finest. With The Finest in service and The Finest in gasoline: New Royal 76, the West's most powerful premium. That's why wherever you go, you'll want to make your stop sign the sign of the big orange and blue 76 . . . where you know you always get *The Finest*.

**UNION OIL COMPANY OF CALIFORNIA**

TUNE IN: The 76 Sports Club every week on CBS-TV  
ASK FOR: Free sports books at your neighborhood Union Station



*The above advertisement appeared in 210 daily newspapers in the West with a total circulation of 6,577,119.*