

UNION OIL COMPANY OF CALIFORNIA

76

NOVEMBER
DECEMBER
1958





MRS. JOHN HINSEY OF SEPULVEDA, CALIF.

My Husband doesn't really trust me...

"I GUESS NO MAN EVER TRUSTS A WOMAN when it comes to certain things.

"For instance, every Thursday (that's my day to take the car) I get the same old speech with the car keys. Something like this:

"Now don't forget to get gas, and don't forget it's New Royal 76, and be sure to check the water, and see if we need oil, we take Royal Triton such-and-such a weight, et cetera, et cetera."

"I just let him ramble on; all the time I'm thinking about the price of round

steak and asparagus.

"Then I just roll the car to our Union Oil dealer on the corner. We've been going there for years, and he knows just what to do. So he takes care of All Those Things* while I'm checking my grocery list. I don't even have to watch!

"Then when my husband comes home and starts in, 'Did you? . . . did you? . . . did you?' I just say 'Yes dear, yes dear, yes dear.'

"And, do you know? I've never yet been caught!"

* Your Union Oil dealer, in addition to filling your tank with the West's most powerful premium gasoline, automatically checks the water and oil, the battery, and the tire pressure. And, of course, cleans the windshield thoroughly. He does it all before you know it . . . and always with a smile.

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



SEVENTY⁷⁶ SIX

Union Oil Company of California

Volume 2, Number 11

NOVEMBER-DECEMBER, 1958

THE COVER: Staff Artist Bob Hagen gives us the impression Santa Claus prefers a natural evergreen—with "76" as the crowning ornament. At any rate, "Merry Christmas!"

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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

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

SEASON'S GREETINGS!

It is our sincere wish

during the Holiday Season of 1958

that we Americans will have a greater

awareness of our blessings under

Freedom—that we will better

understand and appreciate the basic

Christian principles upon which

our success and progress have been

built—that we will pause to give

prayerful thanks for the opportunities

and bounties we enjoy—and that each

of you will have a Merry Christmas.

Reese H. Taylor

*From India comes one of the year's
best objective descriptions of America*



EAST MEETS WEST

(Speaking to the Rotary Club at Bombay, India, Dr. F. P. Antia gave his countrymen the following excellent description of the United States. It is well worth reading during our annual Holiday season—both to remind us of the blessings we enjoy and to caution us against weakness, apathy, selfishness, and the sacrifice of Freedom's principles to the inroads of deceitful ideologies.)

AWAG once said, "If the American economy sneezes today, the rest of the world, the western world at any rate, will develop pneumonia tomorrow." Is this true?

If it is, what are the elements in the American economy which make it such an all-pervading factor in world reckoning in our times?

Should we examine if the claim made for the tremendous stature of the American economy is at all justified?

I feel myself incapable of making my points without some reference to statistics. The population of the U. S. is a little over 172 millions today, which is between 7% and 8% of the world population. Nevertheless the U. S. produces 38% of the world's steel, 35% of its pig iron, 43% of electrical energy, 49% of aluminum, 25% of cement and 71% of motor vehicles.

Wherein, you will ask, lies the secret of the giant economic strength of the United States?

My first reaction after observing conditions in the United States is that if Nature had designed and moulded a country which it intended to serve as a model for

a prosperous country, it could not have done better than to produce it in the image of the United States. Here is a land-mass of over three million square miles, between latitudes 30° and 50°, three thousand miles across from east to west. This wide geographical sweep gives it every possible variation in soil, climate, altitude and rainfall and, consequently, an enviable range of production in the agricultural, botanical and zoological fields.

The resources which nature has packed into this land-mass are in themselves staggering. Take a simple thing like fresh water. We who have to do with the installation of industrial units in this country are well aware of the serious handicap the shortage and mal-distribution of fresh-water resources place in our way. Compare this with the oceans of fresh water which the five Great Lakes alone provide for the U. S. A. It is not surprising that some of the biggest industrial complexes in the world should have clustered round these lakes.

But as though this source alone is not enough, consider the gigantic sweep of the rivers of the United States—the Mississippi, the Missouri, Ohio, St. Lawrence, Columbia, Colorado and many more. The Mississippi is 2,500 miles long and its basin drains an area of 1,300,000 square miles. I shall not emphasize the obvious—what this means in terms of irrigation and generation of power. But apart from these, the river systems provide inland water-transport.

In India this form of transport has been in almost complete eclipse since the advent of the railways. In the U. S. A. its importance has never been overlooked. Even where a river has been dammed, inland water-transport is made possible by providing locks, canals and diversions. One of the principal objectives of the Tennessee Valley Project is to make the Tennessee River system navigable throughout the year, notwithstanding the 23 dams thereon. You can see that the water-borne internal commerce of the country over the Great Lakes and along the rivers and canals and coast assumes enormous proportions.

In 1955, of the total water-borne trade of over 1,000 million metric tons, about 75% was domestic. Further, to protect coastal transport from enemy action during war and from ocean storms, canals are provided close to and parallel to the seacoast. The projected development of the St. Lawrence waterway will enable ocean-going steamers to reach the western shores of Lake Superior, 2,200 miles from the eastern seaboard.

Let us consider a further gift of Nature to the U. S. A.—its broken and indented coast line. Which other country has such abundance of natural harbours? You will recall that the mere selection of a site for a major port on the west coast of this country was in itself a laborious operation for the Government of India, who had to appoint a committee to select a site from several poor locations. In the U. S. A. natural harbours abound. And every State on the seacoast has natural harbours in such profusion that not all of them need even be used.

Again, take the wealth of its mineral resources. The U. S. produced 83% of the world's sulphur, 46% of crude

petroleum, 26% iron ore, 85% natural gas and 22% of coal.

It is significant that a land so richly endowed for prosperity could not take the first step toward its development until the 17th century. It awaited the arrival of some 150 so-called pilgrims aboard the Mayflower to give it its first push towards prosperity. They landed in America on December 21st, 1620. Where the Red Indian had been able only to eke out a bare living, these settlers from Europe and their descendants, with their hard work and eagerness to adopt new techniques, soon changed the entire scene. Recent history proves that the U. S. has not only partaken abundantly of its rich abundance but has given substantial portions to Europe and is now giving freely to other parts of the world, including our own. "Freedom from want" is one of the four fundamentals assured to the world by the U. S. A.—not by words alone but by deeds.

I cannot help thinking that yet another element responsible for this great epic of American prosperity is the nature of the inspiration given to the people by its leaders. The pursuit of happiness is as sacred an objective as "Life and Liberty." And this happiness unhesitatingly means material happiness. There is no qualm of conscience about incorporating this dictum in the most hallowed of the documents in which American idealism is enshrined, namely, the Declaration of Independence.

From the Canadian border to the Mexican border, there pervades a spirit of abundance, of competition and of choice, the good, the better and the best. To a visitor from India it is little short of dazzling. If you wish to cross into Canada from Detroit, you can drive along the tunnel under the river or you can take the bridge slung high above. If you wish to fly from the East Coast to the West, there are half-a-dozen routes available at different prices, providing various degrees of comfort. If you prefer surface transport, there are again half-a-dozen railway routes or highways. Every community has the choice of more than half-a-dozen radio and television programmes.

If you are installing a factory, two or three railways will probably be waiting on your doorstep asking for the favour of providing you with a siding. If your son is graduating he will probably be interviewed (*before he appears for his examination*) by recruiting teams from several top business houses, for the demand for administrative and technical talent is keen. If you are looking for a job yourself you have only to open the morning paper to find that somebody needs your special type of ability and at a satisfactory price. The choice is equally wide in the matter of clothes, cars, public transportation, amusement, recreation, sport and education. From one end to the other stretch shops and stores bursting at the seams with good things, cafeterias, neon signs, skyscrapers, sports facilities, schools of all grades, universities, technical institutes, colleges, dairies, farms and factories.

The level at which the U. S. citizen lives is so high that, according to the Congressional Joint Committee on Economic Research, an annual income of \$2,000 is the minimum required for a family of three to maintain nor-

continued

East Meets West—continued

mal standards of food, housing, clothing, etc. The Census Bureau estimates that in 1954 only 19% earned below this level, 43% earned between \$2,000 and \$5,000 and 38% earned over \$5,000. The percentage of below par incomes is steadily coming down. Seventy-seven percent of Americans live in households owning cars.

Not only living standards but those of recreation and education in the U. S. are today the highest in the world, and at a level history has never before seen.

This vast economy is sustained principally on internal trade and on the high level of consumption of the U. S. citizen himself. In fact, of the 70 million employed, not more than 4½ million depend on foreign trade. No wonder that until recently, the outlook of a large number of U. S. citizens was parochial—limited to their own problems. This attitude has however undergone a radical change, and all over the country today, individuals and organizations such as the World Affairs Council, the International Educational Exchange Service, Twentieth Century Foundation, Resources of the Future Foundation, Asia Foundation, Ford Foundation, Stanford Research Institute, to name only a few, are engaged in studies of problems projected on a world-wide canvas.

One characteristic of American life, particularly in the southern states, that struck me with particular force was the important place that the church has in the American

pattern of living—not only in the small communities but also in the big cities. In many communities a great deal even of the social life is built round the church. The church building itself is designed to be the hub round which the community rotates—comfortable rooms for the meeting of various cultural and social groups, dances, teas, dinners, discussions, etc. apart from the altar and the prayer rooms. It is difficult to say which is the bigger draw to the congregation, the religious and spiritual side or the social side. To the extent however that the church can combine the two and make the practice of religion a pleasant and attractive proposition rather than a grim and unattractive one, I am all for it.

Having mentioned the high spots on the American scene, let me touch on a few low ones—a rapid increase in population, alarming automobile casualties, heavy traffic congestion in the cities, severe storms and droughts, racial strife, periodic business recessions with attendant declines in employment . . . It seems well-nigh impossible that the present recession will be permitted to move toward anything which could be characterized as a depression.

The likelihood is that the sneeze to the American economy, which the western world fears so much, will be stifled, and that the world will be spared the pneumonia it is so nervous of developing!

WHAT
SO
PROUDLY
WE
HAIL

(True as far as you have gone, Dr. Antia but you have overlooked the most important element. We believe the following to be the reasons for the basic strength in America.)—*The Editor*

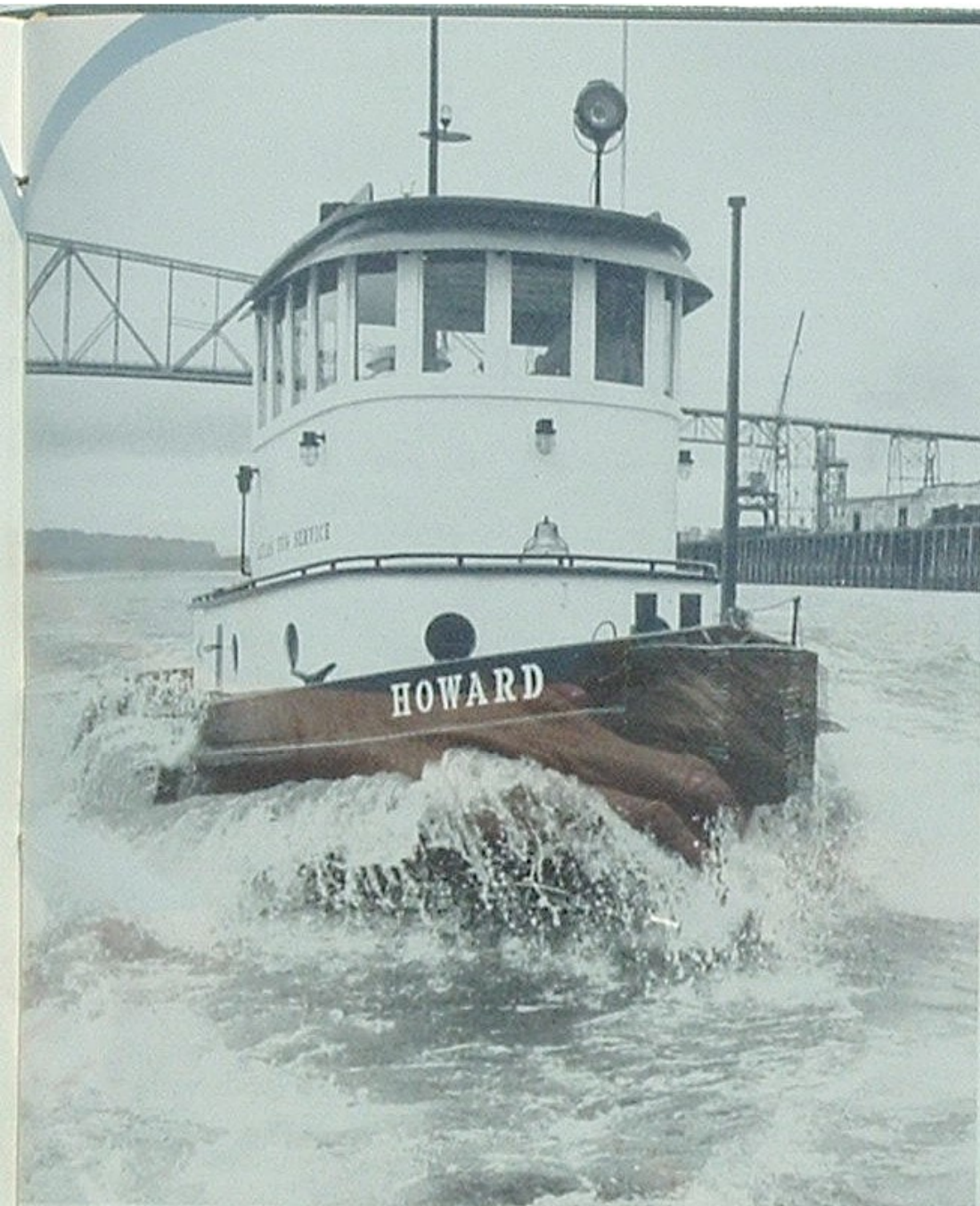
Dr. Antia reminded us of several contributing factors—abundant and varied natural resources, good harbors, an encouraging social environment, a dynamic religious philosophy, and so on.

But we believe he missed the basic secret of strength in America—or for that matter in India or anywhere. It is a secret missed by most visitors to this country and by many of us who live here. Let's attempt to discover and illustrate it by examining the lives of several typical



Rich grain fields in northern California were once swamps regularly flooded by the Sacramento River. One of the men who has spent nearly a lifetime turning the swamps into a successful enterprise is Everett D. Willey, extreme right, who with Union Oil Salesman E. C. Jacobson of Sacramento inspects 1958 rice crop.





A tug boat caught the imagination of two boys back in 1913. Now Lester and Bert Howard, below, own a fleet of tugs and keep them busy serving the lumber and transportation industries of the Columbia River. The boys and their birthright of Freedom conquered a river.



Americans—all of them customers with whom Union Oil people associate daily:

In 1921 a young man migrated from an Iowa birthplace and a Minnesota schooling to California. His name was Everett D. Willey. His ambition was to become a successful farmer. He struck out boldly on 850 acres of California wheat land, but met with a series of disappointments and soon concluded the venture with considerably less than a profit.

Beaten but not defeated, Willey obtained employment with a company engaged in reclaiming large tracts of swampland adjacent to levees along the Sacramento River. Five years of this employment gave him a financial *nest egg* and an intense urge to try his hand at rice growing. He quit his job; leased a tract of rice land; worked as he had never worked before; and by the end of two years failed again.

Willey's former employers were glad to get him back as their construction foreman. He served them faithfully for seven more years; saved his money; and in 1936 made his third attempt to become a successful, independent farmer.

This time the effort bore fruit. Experience had taught him not only how to grow rice but how to store and market it—how to finance the crop—how to make the most economical use of machines and fertilizers.

E. D. Willey & Sons are today among the foremost producers of rice and other grains in northern California.

With 4,500 acres of rice land, they are realizing a 1958 bumper yield of 55 sacks to the acre. Their farming operations and purchases of machinery, petroleum and other supplies are furnishing business and employment opportunities for countless other Americans. What was once a worthless swamp is now a valuable grain field.

Despite the years of hardship and failure, Everett Willey seems to be a happy man. He has overcome tough obstacles but reached a worthwhile goal. His sons urge him to get off the farm now and take life easy. He smiles and answers, "Well, tomorrow, maybe."

Way back in 1913, two young boys stood beside the Columbia River admiring a new tug. Immediately they expressed an eagerness to pilot a tug—maybe someday even to own one. They began at once by salvaging parts from damaged boats found near their home in Astoria and reshaping the materials into usable rowboats.

Finally came the day when both boys were old enough to find work on Columbia River tugs. They signed on; learned the mechanical technicalities of tug-boat operation; and mastered the Columbia's tricky channel.

On several occasions, supervisory jobs and higher wages induced both young men to quit the river. But invariably they were drawn back by that boyhood ambition. Finally in 1937 they jointly purchased their first tug

continued

East Meets West —continued

"Bantam" and contracted with a lumber company to do boom work, towing and log sorting. Lester and Bert Howard had planned and worked for this opportunity for exactly 24 years.

Their Atlas Tug Service of Longview, Washington is now of great importance to river transportation. With eight powerful boats, they handle all types of log towing and sorting, move barge tows up and down the river, and assist in the docking of ocean-going freighters. They have performed numerous rescues of families and livestock during seasons of high water.

The Howard brothers have carved a place for themselves in the American economy; built a useful enterprise; achieved a very worthwhile success.

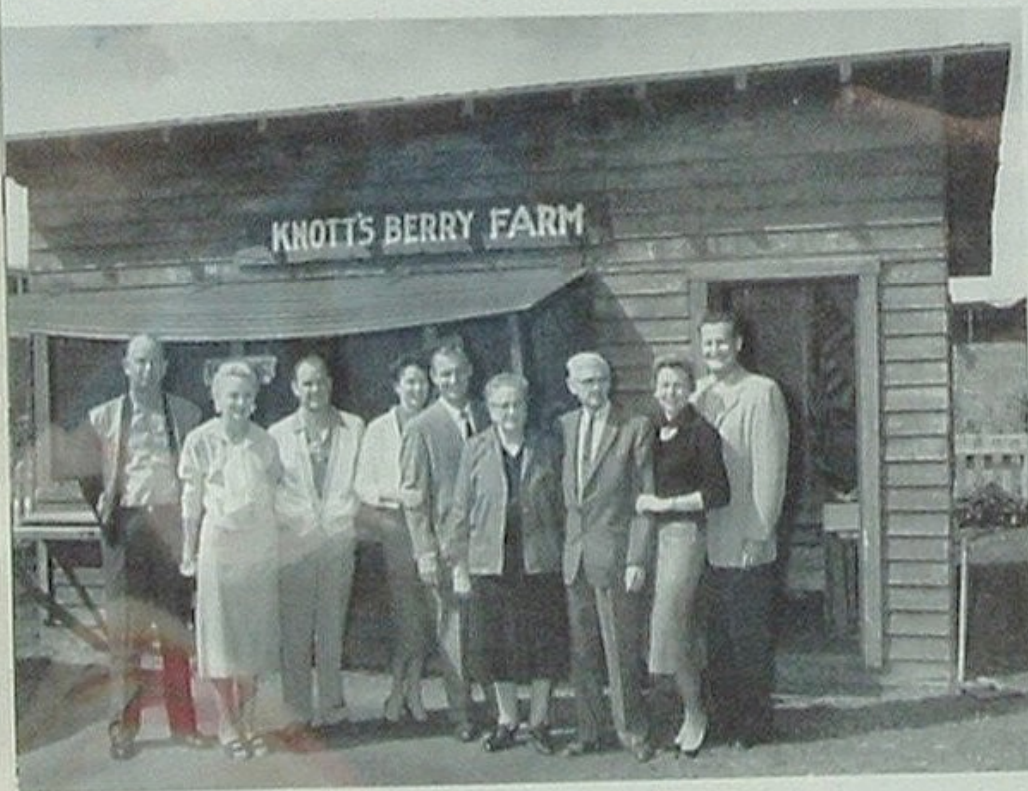
Even farther back, in 1908, a high school youth moved from his classroom to 20 acres of leased vegetable land at Coachella, California. He loved the soil and the independence it offered a man. But his love and ambitions were greater than his experience. The venture did not succeed. Neither did his next vegetable farm near Barstow, nor still another near Paso Robles. Twelve years of endeavor netted him a fine wife and family, but only \$2,500 in hard-won savings with which to buy a 10-

acre berry farm in Orange County.

On the berry farm, the family luck began to change. A good market developed for the delicious big boysenberries Walter Knott rescued from an experimental plot originally started by Rudolph Boysen. And while Walter exported berries and bushes, Mrs. Knott and her young children experimented in offering country-style dinners featuring fried chicken and boysenberry pie.

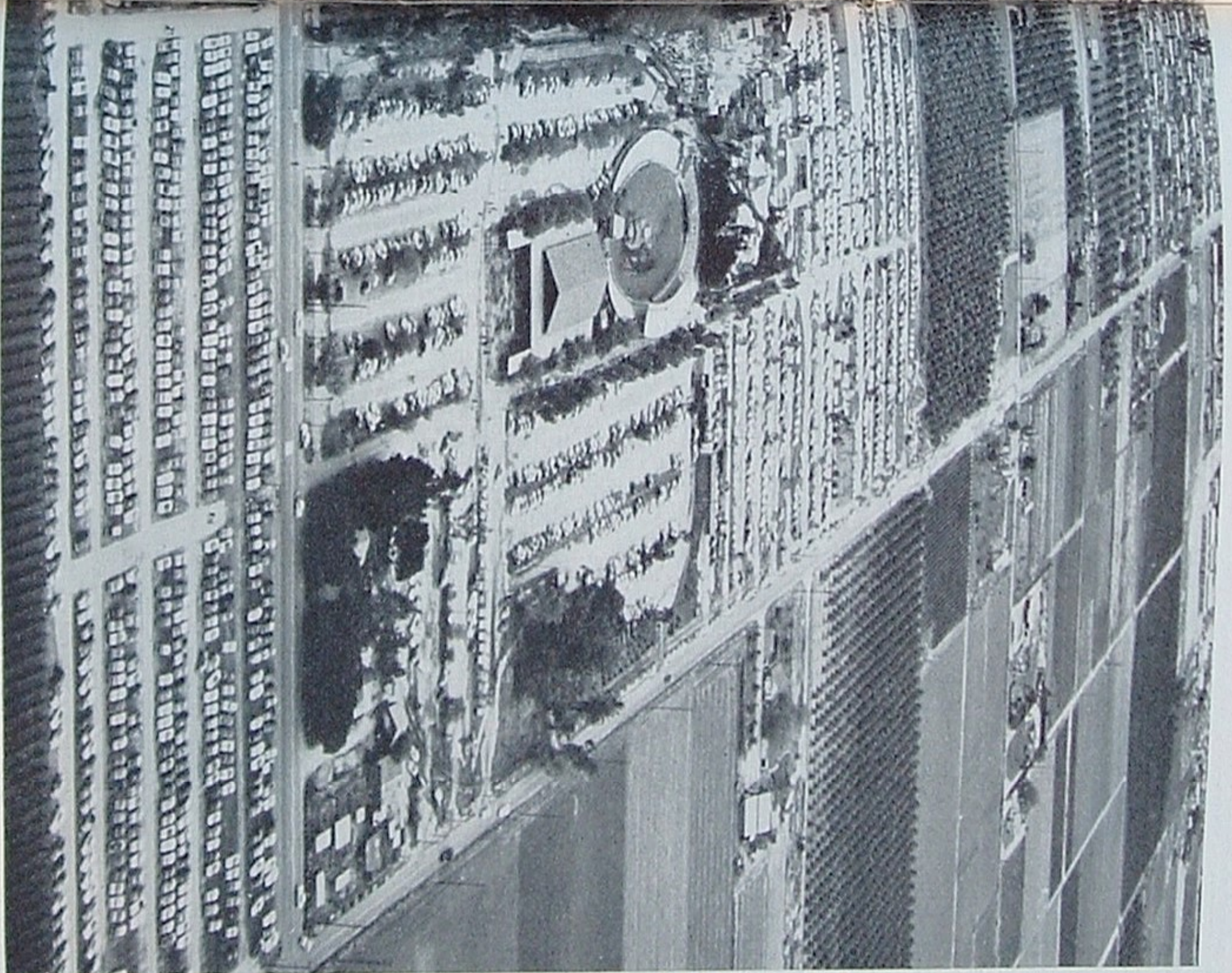
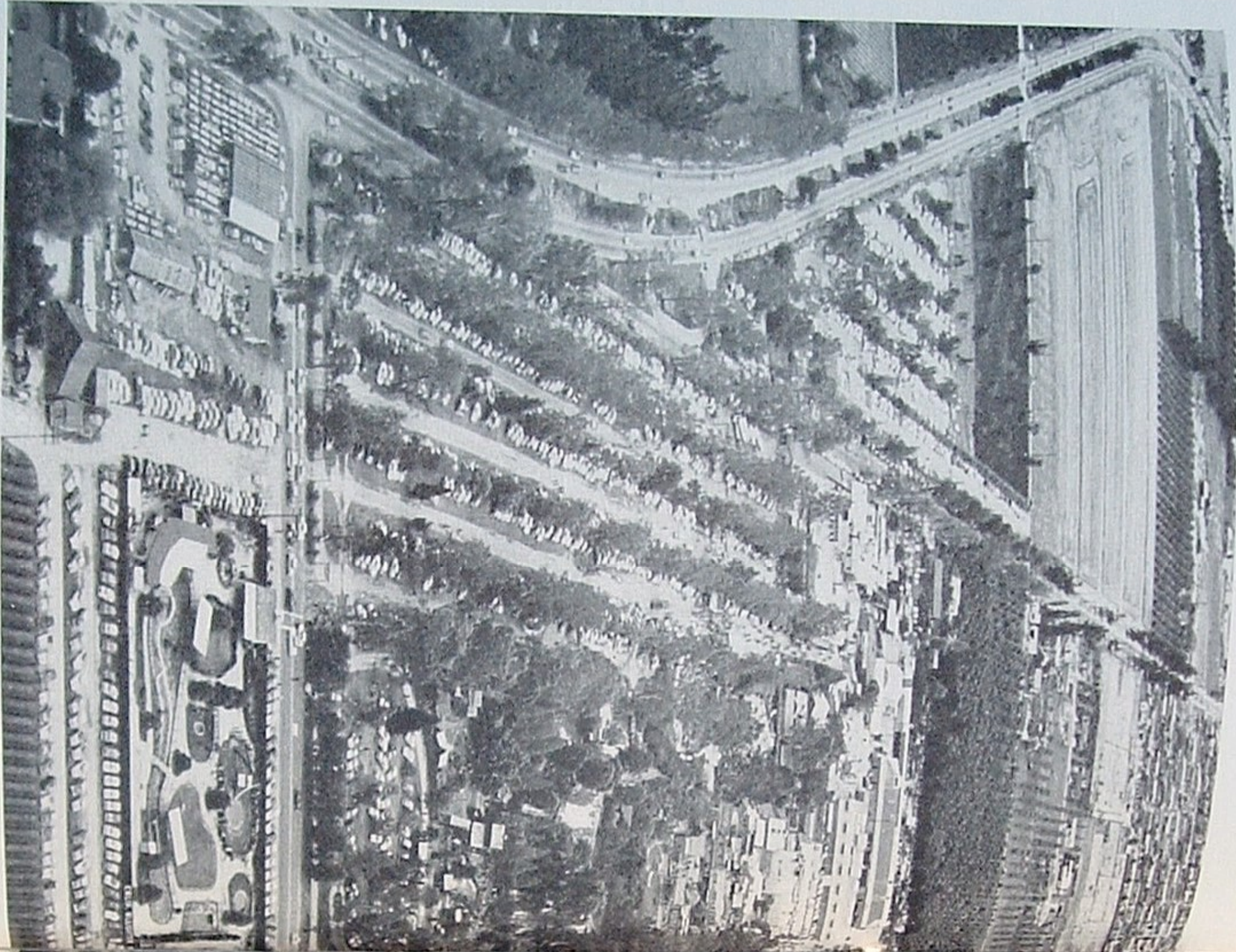
All of California and many people throughout other sections of the country today know of Knott's Berry Farm or have had the unique experience of eating there. They find it an astonishing place—a rich, well-tended farm all but crowded off the map by one of the largest and most populous "ghost towns" ever seen in the western United States. Visiting Knott's Berry Farm for dinner is equivalent to stepping back nearly a hundred years through pages of American history. Thousands of people roam through the Farm and Ghost Town daily. And as many as 14,000 a day have stayed to put their feet under the table.

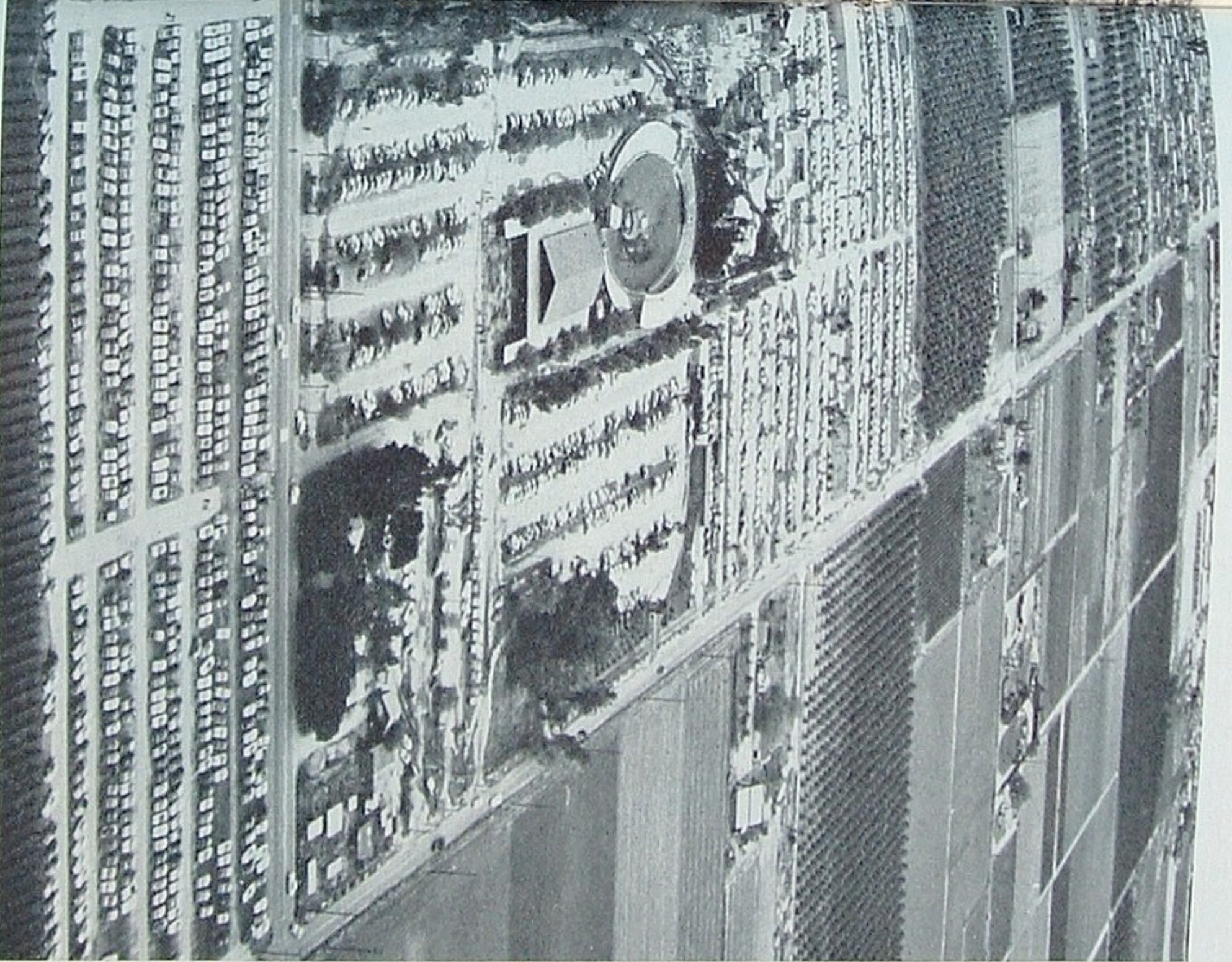
Walter Knott at 69 and Mrs. Knott and their children all stay close to the farm. This is their challenge and ambition—their happiness. What was once 10 acres has now expanded to 200 acres. As many as 1,200 employees are needed weekends and holidays to entertain and feed



Famous Knott's Berry Farm, at right, started from the little roadside fruit stand shown above. Mr. and Mrs. Knott and their family are great Americans—proud of their humble start—proud of their unique accomplishment—and proudest above all of their country with its freedom of opportunity.







the great crowds.

An ambition sparked in the imagination of a high school boy back in 1908 has snowballed into one of the world's most delightful enterprises.

THE SECRET OF OUR STRENGTH

(Well, Dr. Antia, the secret in two simple words is human freedom.)—*The Editor*

As so well expressed in the Preamble to our Declaration of Independence: "We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights, that among these are life, liberty, and the pursuit of happiness; that, to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed . . ."

In furtherance of this great human concept it has been



the prerogative, the responsibility, almost the sacred obligation of every American citizen to be a creator in his Creator's image. America has always said to its people: "This is your country. Partake of its lands and opportunities. Rise to the fullest stature of human development. Conquer the wildernesses of land and of injustice and of fear and of suffering. Reap and enjoy the harvest. Grant to other men the rights and freedoms you have won or inherited. And give thanks to your God."

What you saw in America, Dr. Antia, were simply the products of human freedom. Every farm, building, home, factory, machine, wharf, railway and resort you admired was the product of some individual's imagination and of the tools and skills he was able to attract or hire. All were built by such people as the Willeys, the Howards and the Knotts—three among millions of American families who have plowed through failures and hardships to earn success. Such people are proof of the potential greatness of every human soul—and of the American concept that each person's creative potentialities should be given an opportunity to unfold.

What you probably did not see are some of the sinister conditions and plots that are threatening to destroy our basic freedoms:

In our midst are ambitious men who would replace individual responsibility and freedom with mass control—socialism. They would deny individuals the ownership and control of property. They would regiment great masses of humanity into working units—each classification assigned alike, trained alike, paid alike, housed alike. They would eliminate competition. They would substitute "consent of the governors" for "consent of the governed."

There are others among us blinded to the grave dangers of government debt and monetary inflation. (Tragically, the *richest* government in the world is the deepest in debt!) Our political leaders make no move to reduce the debt, find every excuse for increasing it. Such mismanagement invariably leads to national bankruptcy, economic chaos.

A third major threat to our freedom is oppressive and unjust taxation. A national government that exacts more than one-third of the national income, yet fails to make ends meet, is not a responsible government. A government that urges its citizens toward competitive accomplishment and production, then takes more than 90% of a successful person's earnings in income taxes, is not a just government. The graduated income tax, conceived during periods of economic depression and war, cannot be justified in a free, competitive society.

These, Dr. Antia, are the real threats to the giant economic strength of the United States. They can sap individual initiative, destroy human freedom, and usher in economic want. Only if *we the people* become alert to the danger and head it off by demanding a return to the basic principles of human freedom will the United States continue to merit your high esteem.

/THE END

how New Royal 76 went

FOR the past few weeks and more, people have been driving into Union Oil stations and buying a new gasoline which, they are promised, will improve their car's digestion and enhance its performance.

The gasoline is New Royal 76, a superior motor fuel of unusual aptitudes. Union Oil's Research Department, which takes a forthright, humorless attitude toward advertising claims, agrees that:

New Royal 76 is the West's most powerful premium;

It does balance new high octane performance with a new high in engine protection;

From it, you get power response perfectly suited to your car and driving;

You get this power-plus-performance year 'round;

And never before in our 68 years have we created a motor fuel so perfectly suited to the cars it powers and the areas it serves!

"Creating a motor fuel" sounds impressive. So, ready to be impressed, we began circulating. We wanted to find out: 1) what had to be done, and 2) who did it—before a prospective gasoline customer could read the announcement ad over his Sunday morning coffee on November 9. And we *were* impressed.

The need for New Royal 76, we found, was predicted and the gasoline was planned five years ago.

The "new" clean-carburetor additive it contains—NR 76—has been in the works four years.

The "new" gasoline itself has been flowing from the refineries for more than a month.

Actually, New Royal 76 isn't new, in the sense "new" means a radical break with the past. Rather, it is the most recent member of a dynasty of quality fuels; the result of a policy of continuous leadership.

That five-years-ahead planning is a means of safeguarding leadership.

Research, it seems, keeps a log on engine improvements. From their studies, they were able to predict, back in 1953, exactly the kind of gasoline required by cars being made today. They can tell you—and their accuracy will be amazing—the probable horsepower and the compression ratio of the car you'll buy in 1963. And the characteristics of the gasoline we'll be selling then.

So this department, looking deep in its scientific equivalent of a crystal ball, recommended a recipe for New Royal 76. They put together a balanced diet that satisfies appetites of cars being produced right now.

That recipe contains an ingredient—NR 76—which epitomizes the hound-dog patience of researchers when they get on a trail.

About four years ago, big "four-barrel" carburetors became popular as a device for increasing engine horsepower. The four-barrel is effective. But it is also a complex, neurotic piece of machinery, subject to respiratory ills. Deposits from oil vapors, exhaust fumes, and even smog, hinder its breathing. Cars stall in traffic, idle rough, and creep when they should stand still.

The cure is to take the carburetor off every five or 10 thousand miles and boil out the deposits.

Four years ago, Research began a search for a gasoline additive that would wash the deposits away. The men knew, in general, the type of chemical needed. But there were more than a thousand possible compounds!

They weeded the thousand down to several hundred. Test after test cut the hundreds to a few which looked best. Finally, laboratory engine runs, field trials, miles of driving in fleets and in customers' and employees' cars, eliminated all except the most effective: NR 76.

NR 76 washes away deposits. It *won't* clean a dirty carburetor; but it will prevent deposits from forming. And it keeps carburetors clean. (NR 76 is the reason



(Left) During road tests of clean-carburetor additives, cars were driven in daytime, researchers such as Bill Kent (left) and Jack Graham checked engines at night. (Below) Long pipes lead exhaust gasses from car undergoing octane tests at Research.



to market...

we can promise "A new quality of engine protection. Reduces engine maintenance appreciably.")

From Research's recommendations . . . plus the reports of Marketing, with its sensitive fingers on the pulse of the buying public . . . and Manufacturing's appraisals of economics and of the blending stocks available . . . from these was written the recipe for New Royal 76.

When the executives of the Company said "GO!" and the time had come to improve Royal 76, four departments went—into a procedure which has all the elements of a relay race run in a conference room. The sequence in this race is Manufacturing to Transportation to Marketing and Public Relations and Advertising.

A target date was set. How soon could the gasoline be manufactured and moved to service stations? Manufacturing and Transportation had the say here. Their decision: November 9th.

The refineries immediately began changing the Royal 76 formula. Consider: There are 10 different ingredients blended into this premium fuel. By adjusting the proportions of each, the refineries must produce a gasoline that meets specifications for such important qualities as starting, warm-up, acceleration, mileage, and octane.

But between refineries and service pumps were millions of gallons of *old* Royal 76. *That's* why the New Royal 76 was being made long before it was announced to the public. Transportation revised its shipping schedules so that the old gasoline would be gone, and the new would be ready when the target date was reached.

While Manufacturing and Transportation were running the first two legs of the race, passing the product from hand to hand, Advertising and Marketing had *their* heads together.

A general campaign theme was approved: "Again, from the West's most experienced refiner, the West's most powerful premium—at NO increase in price."

Announcement and follow-up advertising was placed in 173 daily papers throughout the West. Time was contracted for with radio stations in 12 major cities—a "saturation" spot announcement campaign. Major TV spot coverage was arranged to supplement the 76 Sports Club show. Signs and banners were ordered.

During the final week before the public got the word, Union Oil dealers—and this is no news to that half of our readership—were given the facts about New Royal 76 by telegram, mail, parcel post, and in meetings.

The only thing that remained to be done on November 9 was put up the signs and start selling the gasoline.

So . . . for the past few weeks and more, people have been driving into Union Oil stations and buying a new gasoline which lives up to its promises: New Royal 76, a superior motor fuel, of most unusual aptitudes.

/THE END



Dealer
Bill Holopoff
and the
brilliant
New Royal 76
banner.



The Christmas tree harvest at Shelton takes place during October and November. Men armed with razor-sharp *machetes* mow 'em down.



Harvest time calls for nearly every spare hand in the community. Above, fresh-cut trees are put on conveyor belt.

Next, the harvest is sorted and sprayed as a means of preserving natural color and preventing shedding of needles.



*From ground unfit for
timber comes Washington's*

Christmas tree harvest

Machines have been developed to assist in pressing and binding the trees into compact bundles for nationwide distribution.



from G. F. Williams

OF approximately 30 million Christmas trees adorning American homes and offices this season, 25 per cent are Douglas fir grown on tree farms of the Pacific Northwest. Easily the largest producing center of its kind anywhere is Shelton, Washington, known also as Christmastown, U. S. A., Christmas tree capital of the nation.

Two loyal Union Oil customers, Fred Teste and Clarence Stohr, not only pioneered this interesting enterprise but are among the largest producers. Fred Teste started the business at Shelton in 1928, cutting 18 bundles of trees and realizing a season's profit of \$48. This year the Douglas Fir Christmas Tree Company, owned by these two men, will ship 250,000 trees. Their 20,000 acre farm has increased in area annually.

The persistent belief that Christmas tree cutting is wasteful of timber resources holds true only in the few



Union Oilers J. C. Hansen and G. F. Williams (kneeling) learn the technique of tree-scarring from Fred Teste, right, one of the men who has pioneered Christmas tree farming in U. S.

instances when people engage in unlawful tree *rustling*. Actually, the cutting of marked trees in national forests serves as a thinning technique to improve the timber yield. Tree farming as practiced at Shelton is also un-wasteful, since the soils used are too poor in quality for commercial timber growth.

In fact, Fred Teste and Clarence Stohr prefer sites that are too gravelly and dry for the growth of tall timber. Under such adverse conditions the Douglas fir grows slowly—becomes dwarfed—and develops the thick foliage admired only by Santa Claus and his following.

Like most other agricultural enterprises, Christmas tree farming is not left to Nature and chance. After picking a tract of land good only for Yule trees, the farmers go to work. They are careful to conserve remnant, old-growth trees as sources of seed. As new growth emerges from the ground, an endless chore of thinning and weeding has to be done. Lower branches of each tree are cut off during early growth to make the upper branches bushy. Pruning helps to make each tree symmetrical. With expert wielding of a *machete*, workers also scar the bark, which slows tree growth and helps to prevent long bare stems between the whorls of branches. Frost, snow and drought can damage even the hardy fir. So can insects, disease and animals. Fire is always a haunting possibility just before the harvest begins. And marketing conditions after the harvest can easily turn a whole year's effort to naught.

But just as the Christmas tree seems to thrive best on adversity, so do its producers. Thirty years of strenuous pioneering has taught them how to get the job done—usually at a much better annual profit than \$48!

/THE END

"It is the intelligent effort and steadfast loyalty which has been demonstrated by you and the other employees who are following after you that enables our Company to continue its role of service to the community; and it will continue its growth so long as we may continue this service."

In these words President A. C. Rubel welcomed 75 employee guests to a Los Angeles celebration of Union Oil's 68th birthday. Comprising the list of honored guests were 58 employees who are completing their 35th year of continuous Union Oil service during 1958, 15 40-year employees, and two 45-year men.



68th Birthday Observance

Starting the day with a 9 a.m. coffee break at Home Office, the guests were escorted to the board room to meet top Company executives. Then followed a sight-seeing tour of Dominguez area oil fields, luncheon at San Pedro's Hacienda Hotel, an afternoon boat excursion through Los Angeles and Long Beach harbors.

Climax of the thoroughly enjoyed event was a birthday dinner at the Beverly Hilton Hotel. Here all 35-year employees received gift watches to the applause of nearly 100 Union Oiler participants.

/THE END

The 68th birthday celebration gets off to a 9 a.m. start when John P. Rockfellow announces a planned schedule of events.



The "big boss," Chairman Reese H. Taylor, center, welcomes the guests to Union Oil Center offices.



An afternoon launch ride through the harbors, of course, includes "76" storage at Los Angeles Terminal.



Bill Ketteringham, left, is congratulated by Vice President Fred Hartley as President A. C. Rubel presents 35-year watch.

This year's 75 honored guests, shown here with their departmental hosts, represent 2,720 years of continuous Union Oil service, or an average of over 36 years each. They bring to 508 the number of employees given 35-year emblems since the Company's founding.



Business Highlights of the Month

RESEARCH *Safety pays dividends!*

The Research Department has been honored by a Safety Award from the Industrial Commission of Colorado for having no lost-time accidents during 1957 at the Company's Shale Demonstration Plant near Grand Valley, Colorado. The Award refers to this as an "achievement in preserving human life and property through the practice of a finer understanding of the ideals of safety". Actually, the record of safe operation of the Demonstration Plant extends from May 11, 1957, the first day of operation, to July 31, 1958, the day that active operation of the facility ceased. This record is made more remarkable by the fact that when the Plant started up there was no such thing as an "experienced oil shale retort operator." We look upon this as another example of how the practice of established safety procedures, and careful thought given to deliberate planning for safety, can pay big dividends.

from Fred L. Hartley

EXPLORATION *Inside Argentina!*

Union Oil recently signed a contract with Argentina's Yacimientos Petroliferos Fiscales (Y. P. F.), the official governmental agency dealing with petroleum matters, for the exclusive exploratory and development rights on

two parcels totaling four million acres in the Comodoro Rivadavia Basin in southern Argentina. Geological and geophysical crews have already commenced operations in the field. Activities will be directed from headquarters in Buenos Aires, Argentina, a city of six million population. Field offices will be located a thousand miles south of Buenos Aires in Comodoro Rivadavia, a community of 25,000 people.

With active entry into this country, our exploratory operations now extend from the Kenai Peninsula area in Alaska and the Norman Wells area in Northwest Territories, Canada—both in the vicinity of latitude 65° north—down to near the southerly tip of South America, or latitude 45° south. This represents an approximate distance of 10,000 airline miles.

Our current operations in Argentina are the farthest we have ever conducted from Head Office, being more remote even than the exploratory work started by the Company in Paraguay 15 years ago. We are continuing to evaluate our large land holdings in Cuba, Panama, Costa Rica and Guatemala, as well as in Peru.

from Sam Grinsfelder

MANUFACTURING *Safe at home?*

Los Angeles Refinery has achieved a new safety record of over 1,620,000 manhours or over 290 days worked without a lost-time injury. During the same period, this refinery group met with 38 off-duty accidents resulting in lost working time. This high rate of off-duty accidents is now showing a downward trend as a result of the refinery's intensive program of inducing employees to apply basic refinery safety practices to their off-duty activities.

To improve communications at the 400-acre Los Angeles Refinery, the plant radio network is being expanded and has been assigned its own frequency. Refinery foremen and operators use the radios to expedite all phases of their work including product transfers, equipment, testing, fire control and other emergencies. The truck dispatcher keeps 10 vehicles moving efficiently both inside and outside the refinery. The radios vary in size and power from the 60-watt base station, designed to cover a radius of 25 miles, to the "Handie Talkie" sets which are only as large as a purse and have a range of three miles. When completed, the refinery network will consist of 35 two-way radio sets.

Oleum Refinery is served by a similar system.

from John W. Towler

TRANSPORTATION & SUPPLY *Bon Voyage!*

The SS SANSINENA, launched early in August, satisfactorily underwent dock trials during the first half of October, and her sea trials were held October 20 and 21. On completion of the sea trials, she was delivered to her

owners, October 24. Put to sea on October 25 in Union Oil's service, she started her initial voyage, bound for the Middle East.

Launching of the SS TORREY CANYON, the second 60,000 DWT supertanker being built for our service, took place on October 28.

Construction of the Company's newest bulk distribution terminal is now in progress at Ketchikan, Alaska. The present facility, a marketing station, was among the first installations built when Union Oil entered the Alaska trade in 1926. In anticipation of the expiration, next March, of our lease on the present waterfront property, approximately six acres of land were purchased earlier this year, including the hillside property on which existing storage tanks are located.

The Company's new construction includes a wharf suitable for berthing SANTA MARIA-class tankers, additional storage tanks, and marketing facilities needed for marine deliveries to our customers. At completion, now scheduled to coincide with expiration of the present marketing station lease, Ketchikan will become our distribution center for southeastern Alaska. This will make possible elimination of tanker shipments into Juneau, our present terminal, where facilities are inadequate for large vessels.

from E. L. Hiatt

PRODUCTION *Turn on the gas!*

The season of maximum production from our gas fields is beginning. Last winter during periods of cold weather throughout the country, we delivered gas at a peak rate of slightly more than 300,000 MCF per day from all of our fields. This winter, with the impetus of new contracts and further development of our proven fields, we expect to deliver up to more than 400,000 MCF per day. The production of 400,000 MCF per day of natural gas is equivalent, on a value basis, to approximately 33,000 barrels per day of crude oil.

Union's prolific gas fields along the Gulf Coast in southern Louisiana last year contributed about two-thirds of the Company's total gas sales. As our large reserves in this area, particularly those in the Gulf of Mexico, are further developed, we anticipate that this ratio will be increased to 80 per cent.

Gas wells on the Gulf Coast produce considerable volumes of high-gravity condensate along with the gas. At peak gas delivery rates this winter, we expect to produce about 8,000 barrels per day of condensate.

from Dudley Tower

MARKETING *Sixth & Mateo vacated.*

On September 29, Los Angeles Division, Direct Sales, transferred its headquarters to Union Oil Center, concluding a colorful 53-year era at the Sixth & Mateo Streets location in Los Angeles. Since 1905 we have had

marketing facilities or offices at the old location. In 1956 terminal operations were moved to 127th Street and Broadway; but the Los Angeles District office was retained at Sixth & Mateo until the recent move.

Pasadena Division, Direct Sales is supplying the petroleum requirements of Oberg Construction Company, who recently were awarded a \$5,225,000 contract to construct the final section connecting Ventura and Hollywood Freeways.

In the 12-month period ending October 1, Spokane Division, Direct Sales supplied the petroleum requirements of 42 different contractors on 74 separate projects having an aggregate value in excess of \$17 million. Supplies of Union Oil products ranged from Royal 76 Gasoline to asphalt. Among the sales gains shown by the Spokane Division in August 1958, as compared with the same month of 1957, were a 43% increase in motor gasolines and a 201% increase in Domestic Diesol to the contractor class of trade.

Sales of Aristowax reached a new high during September, exceeding the previous Company record, established in October 1956, by 250 tons.

During October Union Oil was awarded United States Government non-military petroleum contracts having a total value of \$1,134,761. Deliveries will be made in the seven western states from our marketing stations during the next 12 months. Included in the contracts are 3,678,000 gallons of gasoline, 125,000 gallons of mid-barrel products, and 163,000 barrels of fuel oils.

Sales to offshore buyers and foreign flagship owners also continue to reflect gains. During the first eight months of 1958, the Export and Bunker Sales group has shown a 2.5% increase in sales volume over the same period last year.

Both 7600 and Royal 76 Gasolines sold in Western Alaska this winter have further reason to be known as the *finest*. Due to cold and humidity relationships existing in Alaska during the winter months, consumers of motor gasolines have, on occasion, been troubled by fuel line and carburetor icing problems. We are now blending a special de-icing compound with fuels sold in the area, thereby alleviating both troubles.

September marked the inauguration of intensive sales drives throughout Marketing, with emphasis on lubricating oils and greases. Dealer Sales launched a dealer-profit incentive program, a four-month Sell-Lube-Ration contest for retail representatives, and a "Triton Trophy" program for division and merchandising managers. All Direct Sales Divisions are conducting local lube oil and grease campaigns to augment a Company-wide "Direct Drive" sales program.

from Roy Linden

When the Organizers organized

THE AFL-CIO headquarters staff has grown so large that many of the union's employees never get a chance to see the boss, let alone ask him for a raise.

So what happens? A group of 215 *field organizers* employed by the union decided to organize themselves into a bargaining group—a union within a union—in order to assure themselves fair pay, decent working conditions and a higher standard of living. Surely the union would rather deal with representatives of the entire group than with each of the 215 individually.

Oh yeah? When the organized organizers asked the AFL-CIO for recognition, this is what happened:

The employer-union stated flatly that they were opposed to a union-union because organizers have to be loyal, dedicated men. If they formed their own union, they were likely to be less loyal and less dedicated.

Next the employer-union argued that the organizers were not really employees anyway, but agents of the AFL-CIO management—really minor executives.

Finally the employer-union abolished some 100 organizers' jobs, transferring some, retiring others, and firing the remainder.

The remaining organizers stuck to their guns and finally won National Labor Relations Board recognition of their bargaining rights. Now called the Field Representatives Federation, they are a union within a union, and probably enjoy all the advantages of a union shop.

Aside from the refreshing thought of a union trying to resist unionism, the incident opens the way to some startling possibilities:

For instance, what if, on the eve of a big AFL-CIO strike against some major industry, the Field Representatives Federation should demand a 30% increase in wages, two more paid holidays, and double-pay for travel time—all to the tune of a picket line around AFL-CIO headquarters?

a toast . . .

(The following poem was composed and delivered by President Roy Selfridge of the Ketchikan Chamber of Commerce at a luncheon given on October 10, 1958 for Union Oilers Sam Grinsfelder, Dudley Tower and Reese H. Taylor. Perhaps the readers of SEVENTY-SIX will appreciate it as did the guests.

from Reese H. Taylor

Our simple offering is a toast:
Here's to those today we host!
By action they have made it clear
When all is said, Union will be here.

Through thick and thin they'll stay alive.
Others may fail; they will thrive.
To them we offer many thanks—
Even unto their Larry Franks.

Raise your glasses not to excess—
Our visitors we must impress,
For with us they must pull,
And this is not a line of bull!

letter . . .

Union Oil Company of California
Dear Sirs:

A big thank-you to your station in Raymond, Washington!

A few weeks ago my two little girls, ages two and four, and I were stranded there with a plugged oil line. It was late at night. For a while it looked as if the car wasn't going to make it to the city limits, and the road beyond was all closed up for many miles.

One of your attendants offered to call his wife and put us up for the night. Later, when the plugged oil line was repaired, he volunteered to follow us in his car until my husband met us from Olympia. I'm not sure of the distance but it must have been 30 miles from the service station to where my husband joined us.

I don't know the attendant's name or if he was the owner. But he is a Minute Man you can be proud of!

Sincerely,

(signed) Mrs. Robert G. Austin
Olympia, Washington

Note from Seattle: The Minute Man is Dealer Vernon E. Dixon of Raymond, Washington.

All on 30,000 francs

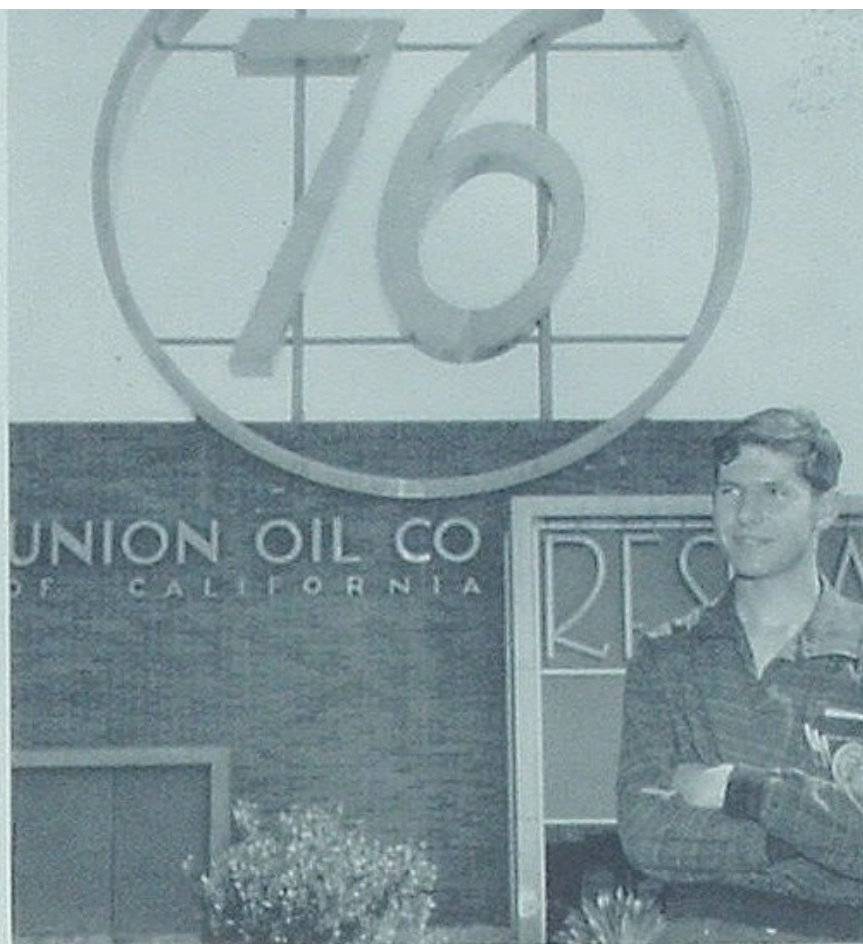
from Wallace D. Peterson

“HE has been chosen by his fellow students, consecrated by his professors and definitively appointed by the Administrative Board of the National Foundation of Zellidja Scholarships for his qualities of intelligence and spirit. He has bound himself to travel alone, to undertake a study in a far-off country, to spend only a small sum of money. He has accepted all the difficulties of a physical, moral and intellectual enterprise. He is preparing himself to live his man's life.”

So read the certificate proudly received by Gilbert Ritzenthaler, student at Lycee Bartholdi in Colmar, France. And with the certificate came a cash award of 30,000 francs—quite a handsome sum once upon a time, but today equivalent to only \$70.

Young Ritzenthaler had read in a French-language edition of the Reader's Digest about Union Oil Company's shale demonstration plant in Colorado. En route to becoming a geophysicist, he wanted above all else to make a personal inspection of the plant and its surrounding shale deposits. With the certificate and his 30,000 francs, he set out.

Somehow free transportation both ways across the Atlantic was arranged aboard a freighter. The freighter crew admired the young Frenchman's spunk and contributed a sleeping bag to his westward trek. The



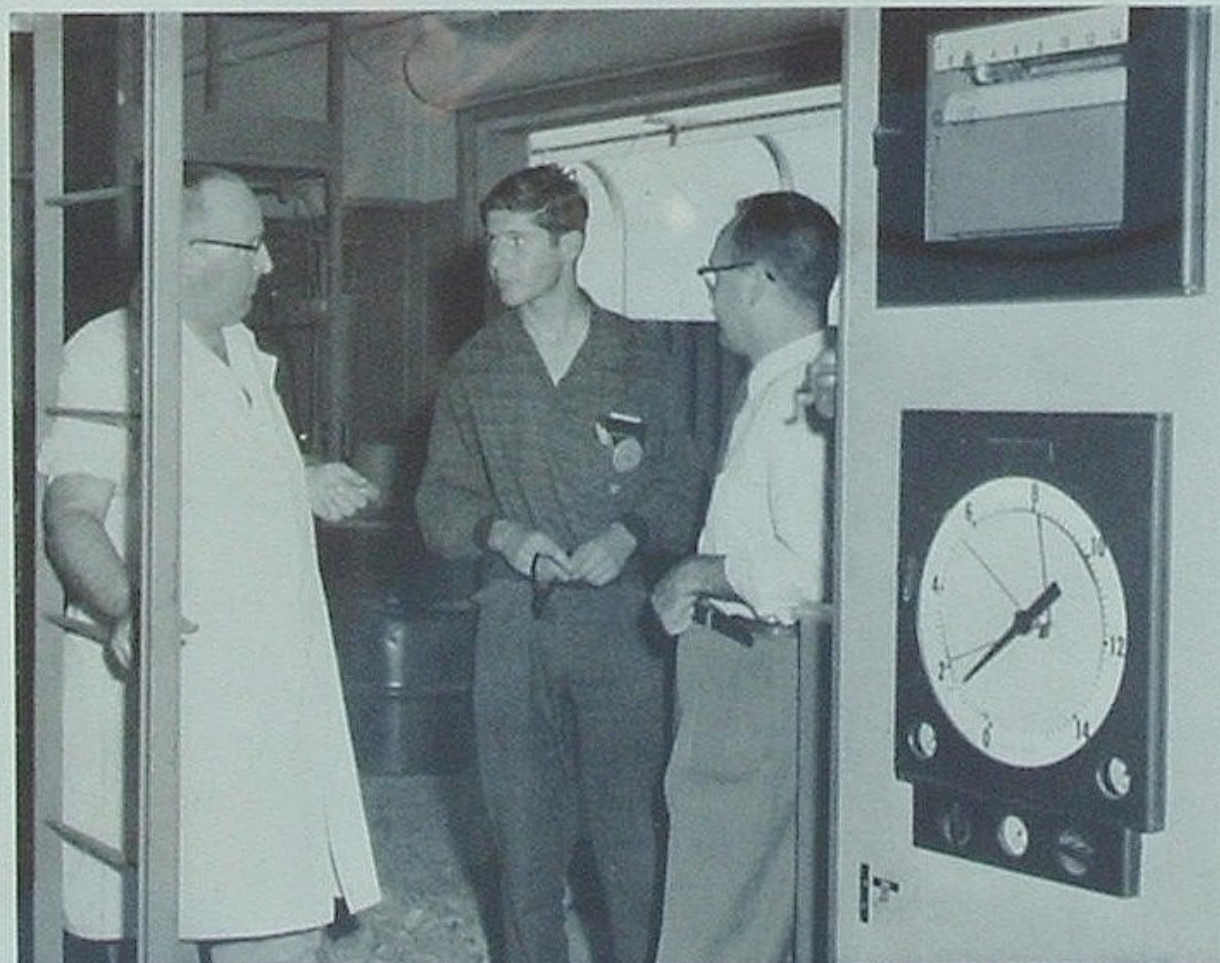
Union Oil's shale-oil research site was the goal of Gilbert Ritzenthaler, French student who realized his ambition on a scholarship of \$70.

journey from New York to Grand Valley, Colorado, was accomplished partly by bus, partly afoot. Gilbert made a thorough inspection of the Union Oil shale plant and went on some rock-hunting expeditions in the surrounding mountains. Finally, with an urge to meet some of the men who engineered this great project, he continued on to the Union Research Center at Brea, California.

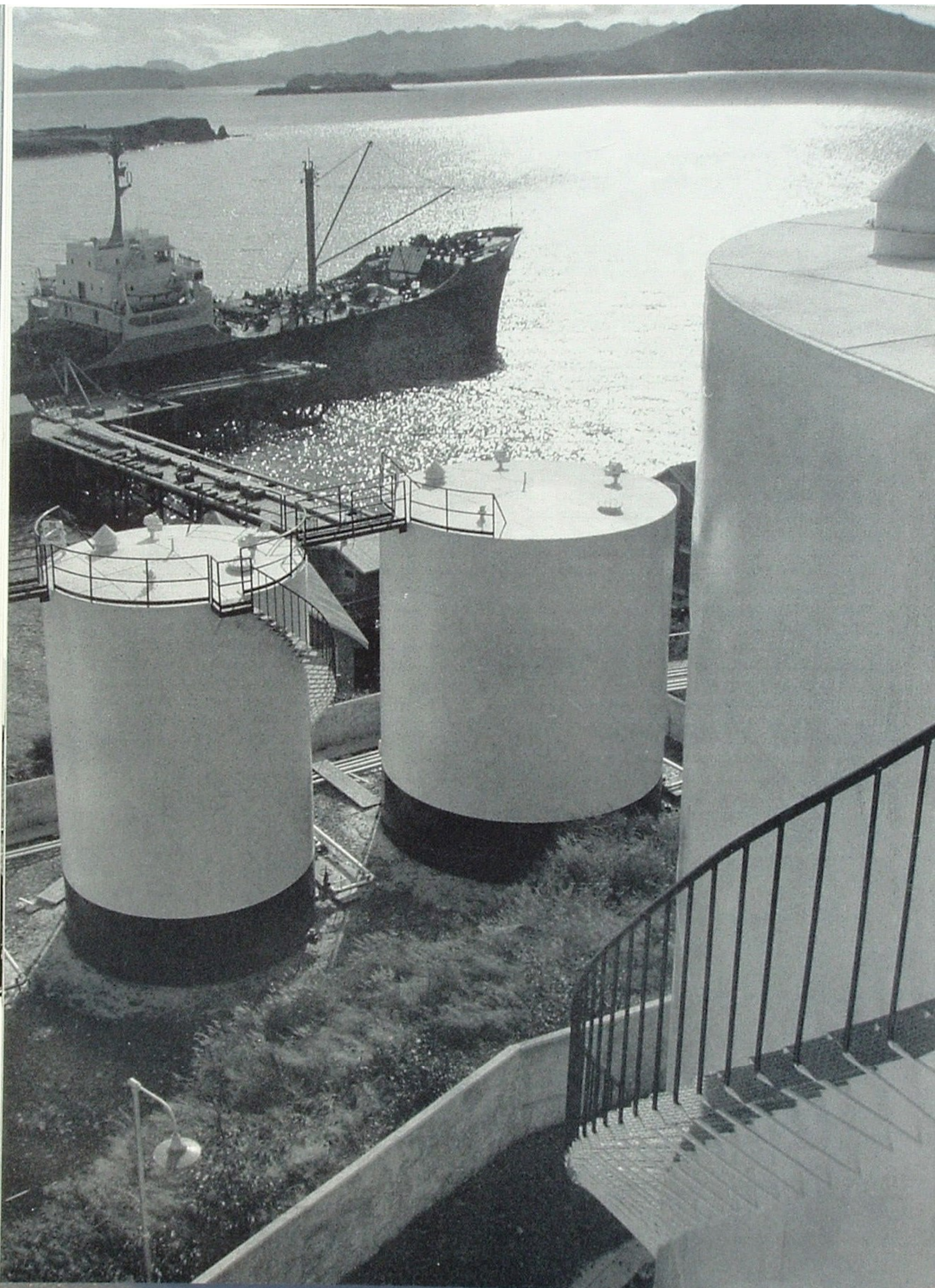
Fortunately the Research Department has a man, Dr. Rudolph A. Gees, who speaks six languages, including French. Dr. Gees took Gilbert in tow and provided an intensive short course in the research field.

The student has returned to his home and studies in France. Undoubtedly he now has a better appreciation of his countrymen—our countrymen—and the great industrial enterprises upon which all peoples depend. Especially he knows the value of 30,000 francs.

/THE END



At Union Research Center, Gilbert found Dr. Rudolph A. Gees, left, an accomplished scientist and interpreter, Dr. G. E. Irish, right, a helpful tutor in shale problems.





While the last of the tankship's cargo is being pumped ashore, crewmen load a hold with empty barrels.



In foreground, Assistant Manager Pete Ramaglia of Kodiak Oil Sales meters fuel into the Aleutian Islands mailboat.

cargo for Kodiak



Captain Austin Tomter of the SANTA MARIA renews a twice-annual meeting with Jack Hinckel, Union consignee.

TWICE each year—just preceding and just following the long winter—a Union Oil tankship calls at Kodiak, a large, sparsely settled island some 250 miles southeast of Anchorage. Our fuels and lubricants are vital both to the people who live on Kodiak and to the many boat owners, principally fishermen, who depend upon the island as a refueling point.

Principal custodian of this remote Alaskan outpost is Union Oil Consignee Jack Hinckel. His hillside cache of petroleum products saves countless miles of travel for the fishing fleets and is an important stepping stone toward the extensive Aleutian Islands chain.

Kodiak Island is famous for its immense Kodiak brown bear, largest of the species found anywhere in the world and more fierce than the grizzly. Big game hunters sometimes carpet their trophy rooms wall-to-wall with a skin from one of these beasts. The bears are still numerous on Kodiak and big enough to be seen now and then by airplane passengers.

Accompanying pictures of a Union Oil cargo delivery to the island in September were made by Paul V. Thomas of Seattle, passenger on the Aleutian Islands mailboat.

/THE END

Her delivery completed, the big tankship turns under gathering storm clouds and beats a retreat toward California waters.





A local radio announcement brought many customers to Donald Barton's (above) station for free gifts providing they said the magic word "Fill 'er up" and had a double number on their license plate. Prizes were also given to lucky ticket holders.

FEEDING the hand that fed him was the uppermost thought Dealer Don Barton had when plans were being made for a first anniversary celebration of his Pullman, Washington station.

Relatives from nearby communities pitched in to help serve a delicious meal of barbecued salmon and all the trimmings to each customer. Dad barbecued; mother, brother and sister-in-law served; brother tended the store; Don's wife and his employee's wife kept tab on drawings for prizes that were given away while Don circulated among his many friends and customers to thank them for their patronage and good wishes, thus, making the celebration possible.

During the celebration, 1,075 persons consumed 210 pounds of salmon, (90 pounds of which were caught by Don, his wife and father) five cases of beans, 82 loaves of bread, 25 gallons of coffee and 42 gallons of root beer.

In return, the appreciative guests purchased 3,434 gallons of gasoline, 25 gallons of oil, 3 tires and 116 dollars worth of accessories.

Don's "Stop-Eat Service" made many new friends and customers who will be calling on him for his "Stop-Wear Service" and will be looking forward to his second anniversary.

/THE END

A family affair



A spotless lube room was turned into a dining hall to accommodate hungry customers. The invitation on Dad's apron and hat, "Come and Get It!" made no one hesitate to partake of his delicious barbecued salmon.



Mrs. Wayne Wolfer's miniature villages have attracted many visitors to her husband's service station on Olympic Peninsula, Washington.

from R. C. Cole

Wolferville

"WOLFERVILLE" is only our name for the most untroubled town on the Olympic Peninsula. The lady who founded the town calls it Crossroads, U.S.A. It is located at the junction of Highways 9 and 9E, overlooking Discovery Bay in the state of Washington. Being a frontier town of the Old West, it caters to the horse-drawn carriage trade. But next door, bigger than the whole town and its countryside, is Union Oil Service Station No. 3063, operated by Dealer Wayne Wolfer. Thousands of motorists paused during the past year to buy gasoline and to marvel at the skill of the architect.

Mrs. Wayne Wolfer started her Lilliputian village as a leisure-time hobby several years ago. Using rocks picked up along the beach at Discovery Bay, she first built a modern town complete with stores, shops, a school, cafe, church, service station, and residences equipped with TV antennas. Next came a model farm fully equipped with buildings, livestock and hired hands. Lastly came the frontier town with its hard-riding cow pokes and covered wagons.

"My townspeople," Mrs. Wolfer confides, "are solidly disposed toward good and opposed to evil." Wolferville has never known a moment of recession.

/THE END

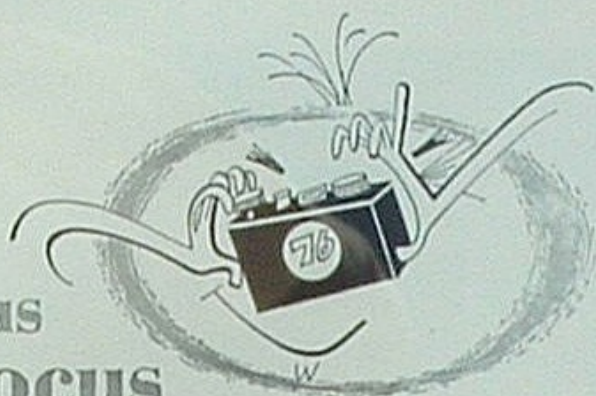


in focus
in focus

in focus
in focus

in focus

in focus



HIGH IN THE SIERRAS, five tired and lonely hikers spotted each other moving toward a common juncture of several trails. They wondered what so many sheepherders could be doing wandering around at such high altitude. Their chance meeting turned up the fact that all five were oil men—all on a hiking vacation—all from Union Oil Company. From left, C. L. Young of Home Office, N. R. Fagerbourg, A. T. Spier, L. F. Sprague and (kneeling) H. Jeffery of Coalinga look their sheepherdin' best for Photographer Howard Hughes.

DEALER LES FORD displayed an ancient Ford between two "76" gasoline pumps of new and old vintage and won for himself a first prize in Buena Park's Silverado Days Celebration, September 27. Theme of the parade was "One Hundred Years on Wheels Progress."

from W. M. Sopher



WILLIAM BLAIKIE, head clerk in our Southern Division Production Department, was presented a scroll of appreciation in October by Residential Vice Chairman Marguerite Fanning of the Southern California Multiple Sclerosis Society. Bill, whose wife is a victim of the crippling disease, is leading the Multiple Sclerosis March in Whittier during 1959. He is also a Boy Scout leader, church worker, and Red Cross blood donor of distinction, having recently donated his 25th pint.

from the S. C. M. S. Society



TANKTRUCK SALESMAN GORDON L. McLEOD, left, of Seattle receives a Savings Bond from Resident Manager George C. Alexander and Division Manager—Direct Sales G. S. Smith for having solicited the most new lube and grease business during one month. Seattle drivers will continue to compete for similar prizes monthly.

from J. W. White

RONALD B. McDONALD, left, of Los Angeles Refinery received a citation in September from California Wing Commander Harvey McKay. The Air Force Association citation honors Ron, a master sergeant in the Air Force Reserve, for "Distinguished service to the defense and security of the Nation by contributing to the public understanding and acceptance of air power."

from S. D. Reiner





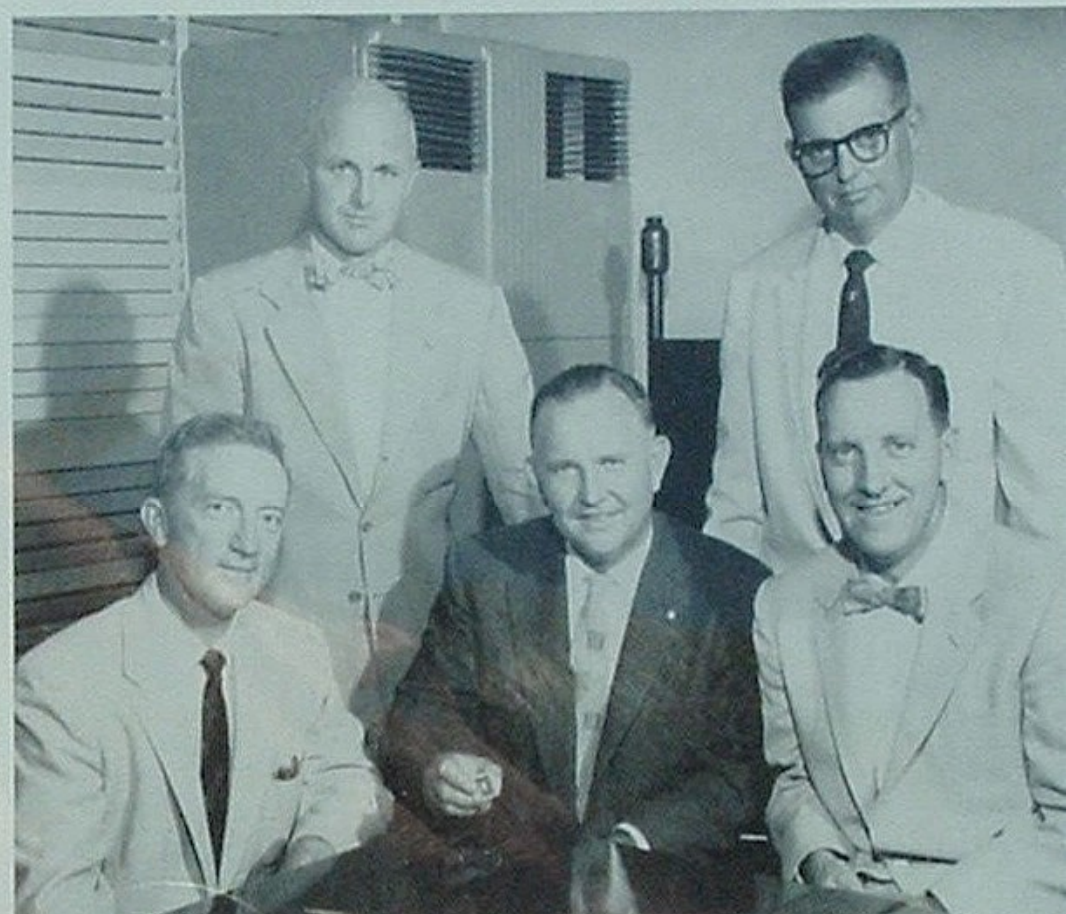
BOB ROCKWELL, merchandising manager at Pasadena, couldn't even get away from "76" while vacationing with his wife and Bob, Jr., in Honolulu. Our sign got into the act just as the threesome strolled past a roving newspaper photographer.

from Earl McCloud



SALESMAN E. C. JACOBSON, left, of Sacramento is receiving a lapel key with rubies and one diamond, a reward for his having acquired five Key Accounts, representing an average monthly gallonage of 67,000 units of gasoline and Diesol. Presenting the jeweled key is Division Manager W. L. Stewart III.

from W. S. Martin



HONOKAA SUGAR COMPANY of Hawaii was recently presented a pin denoting 15 years of consignee affiliation with Union Oil. Honokaa people quickly set the record straight by pointing to their first marketing agreement signed with us in 1923. The record reveals everybody is right; the consigneeship officially dates back to the 1940's, less officially to the early 1920's. At the informal presentation were (seated from left) G. D. Gedge of Union Oil, Manager Richard W. Frazier of Honokaa, President Jim Tabor of Theo. H. Davies and Company; (standing) Vice President F. A. Schaefer of Theo. H. Davies, and Union Oiler J. M. McGee.



RETIREES of Los Angeles Refinery came back to the job some 60 strong during September for a day of re-Union. A morning tour of Union Oil Center was followed by luncheon at the refinery cafeteria. Then many of the veterans dropped in at the units, offices and shops where they had "held down the fort" while many of the present staff were attending kindergarten. A thousand pleasant memories were recalled as the old-timers conducted their smiling inspection.

from Ben Cooper





DEALER STEVE BERNYK of Phoenix staged this watermelon-eating contest for all members of his local 76 Sports Club. Winners, determined through points awarded for volume, manners and sportsmanship, were given both sports equipment and cash as prizes. Forty-one appreciative parents called the station regarding the contest.

from G. F. Herrman, Jr.



DEALER ROBIN LEWIS (at left rear) of Goleta, California, presented "76" plaques to all members of the Goleta Boys' Club championship baseball team. The presentation was made via Santa Barbara TV during September.

from J. S. Cowie



THE TOURNAMENT OF THRILLS at this year's California State Fair in Sacramento was powered by 300-gallons-per-afternoon of Royal 76 Gasoline. Bill McGaw's fleet of Fords, which thrilled crowds of 10,000 or more people daily, also were lubricated with Royal Triton. The presence of a Union truck on the field gave emphasis to several free advertising plugs made for Company products during the performances.

from J. C. Garvey



THE FALLON DODGERS, managed by our Nevada Consignee Jim Smitten, have won 28 consecutive games in Little League Baseball, finishing both last year and 1958 without defeat. Jim was chosen to manage the Fallon All-Star team in Nevada's tournament play-off.

from W. L. Stewart III



1958 CHAMPIONS OF ALASKA are these baseball players representing Alaska Oil Sales & Service, Union Oil consignee at Anchorage. Though later beaten in the world series of amateur baseball at Wichita, Kansas, the team made a great hit with the fans. Their boss, Jim Vernon, presented the Alaskan flag to Wichita as a gift from the Anchorage Chamber of Commerce.

from H. L. Gordon

RETIREMENTS

October, 1958	Service Date
HAZEL KELLY Comptrollers—Home Office	April 1, 1933
JENNINGS W. PETERSON Northern Division Pipeline	March 28, 1927
November, 1958	
RAY V. DYSINGER Southern Division Field	August 8, 1920
SAMUEL PAULSON Southern Division Field	March 15, 1922
GEORGE E. REED Northern Division Pipeline	December 27, 1917
MARIE M. WARREN Los Angeles Refinery	July 2, 1943
December, 1958	
FRANCIS O. BARTELLA Research Department	December 29, 1922
FRANCIS H. CEDERLOF Comptrollers	September 15, 1919
EDWARD V. COSNER Automotive	September 18, 1933
HARRY W. DENNIS Oleum Refinery	February 17, 1922
ARTHUR E. GLENN No. Division Pipeline	April 10, 1926
IVAN S. WEAVER Coast Division Field	November 7, 1931

IN MEMORIAM

Employees:

DONALD E. HARDEN Northern Division Distribution	Sept. 29, 1958
HOWARD T. MADISON Los Angeles Refinery	October 18, 1958

Retirees:

GEORGE A. BOURASSA Los Angeles Refinery	September 2, 1958
GEORGE W. GOSLINE Production—Home Office	September 11, 1958
ROY B. OCKEY Maltha Refinery	September 11, 1958
EDNA G. BRENNAN Distribution—San Francisco	October 11, 1958

SERVICE BIRTHDAY AWARDS



EMPLOYEES November, 1958

35 YEARS	
ROLLA GRAINGER	No. Division Pipeline
HAROLD F. KEANS	So. Division Field
MERLE M. MADDY	Los Angeles Refinery
30 YEARS	
ROBERT E. CAKEBREAD	Los Angeles Refinery
LILLY T. KOEHLER	Comptrollers—Home Office
DALE M. RALPH	So. Region Distribution
MINOR I. ROBERTS	So. Division Field
25 YEARS	
CLEO R. DAVIDSON	Direct Sales—Pasadena
FRANCIS J. GIBBONS	Direct Sales—San Francisco
BERTA A. GILLESPIE	Comptrollers—Home Office
20 YEARS	
LOIS J. BECKMAN	Direct Sales—Seattle
CHARLES Z. DICK	No. Region Distribution
CHARLES L. SWAN	Direct Sales—San Diego
15 YEARS	
ELMER G. ADAMS	Los Angeles Refinery
PAUL H. HAFNER	Research Department
HENRY E. HASELWOOD	Los Angeles Refinery
IVER A. HILL	Oleum Refinery
LAURA ANN PLUMMER	So. Region Distribution
GERRY F. RAYMOND	Oleum Refinery
LENA E. REED	Cent. Region Distribution
HERMAN R. TERNQUIST	So. Division Automotive
GAROLD B. THURMAN	No. Division Pipeline
LENARD VEAZEY	Gulf Division Field
LLOYD M. VINCENT	Gulf Division Exploration
GUERNEY L. WADE	Comptrollers—Home Office
PAUL J. WILLIAMS, Jr.	Los Angeles Refinery
10 YEARS	
RALPH J. APEL	Los Angeles Refinery
STANLEY A. ARNOLD	Comptrollers—Home Office
PERRY L. BATES	Oleum Refinery
WILLIAM F. BOLDING	Gulf Division Land
NEAL E. BOTTRELL	Oleum Refinery
WILLIAM F. BRADFORD	Research Department
JOHN J. BREEN	Oleum Refinery
WILLIAM L. CALOHAN	Los Angeles Refinery
HAROLD V. CASEBOLT, Jr.	Oleum Refinery
DEVERE W. CHRISTENSON	Los Angeles Refinery
ROBERT H. CLARK	Comptrollers—Home Office
HARRY C. ENGELHARDT	Los Angeles Refinery
FLOYD A. FRENCH	Los Angeles Refinery
HARVEY E. GAEDTKE	Oleum Refinery
RALPH E. GODFREY	Oleum Refinery
LEO G. HANCE	Dealer Sales—Oregon
HAROLD E. HAYS	Oleum Refinery
ANDREW J. HENRY	Oleum Refinery
WILLIAM F. HINES	Los Angeles Refinery
GEORGE E. HURST	Research Department
GERALD H. KEILLOR	Los Angeles Refinery
MARGARET N. KETTERINGHAM	Research Department
JOHN KRUMM	Direct Sales—Hawaii
LARRY L. LANCE	Los Angeles Refinery
C. D. McEWEN	Los Angeles Refinery
MAURICE P. MOORE, Jr.	Research Department
GORDON E. MOORES	Research Department
UJINOBU NIWA	Research Department
ALEC O'CONNELL, Jr.	Research Department
ROBERT PAVLOVICH	Research Department
MORLEY R. PENCE	Los Angeles Refinery
CHARLES W. POWERS	Los Angeles Refinery
EDWARD A. PULLEN	Research Department
JOHN W. SCHEFFEL	Research Department
BARTON O. SELICK	Oleum Refinery
JAMES F. SIMS	Los Angeles Refinery
HAROLD C. STRAND	So. Division Field
KEITH O. SUMMERS	Los Angeles Refinery
LONNIE B. TACKETT, Jr.	Comptrollers—Home Office
RICHARD H. TINDER	Los Angeles Refinery
EUGENE H. WEILERT	Los Angeles Refinery
JOHN E. WESTWOOD	Oleum Refinery
LAURIN P. WOOD	Los Angeles Refinery
December, 1958	
40 YEARS	
HAROLD D. GRAVES, Jr.	Oleum Refinery
35 YEARS	
JOHN L. ROBERTSON	Los Angeles Refinery
BERT SWEARINGEN	Los Angeles Refinery
30 YEARS	
ALLEN E. GROGAN	Westway Petroleum

ELMER M. HANSON	Central Region Distribution
RAY D. LUNDBERG	So. Division Field
HERBERT W. MILBRAD	Oleum Refinery
KEIRANS RIDGE	Oleum Refinery
ARTHUR B. RUSSELL	Oleum Refinery
WILLIAM L. TURNER	Oleum Refinery
WILLIAM A. WATSON	Exploration—Home Office
EDMUND F. WELTON	Los Angeles Refinery
25 YEARS	
CHARLES R. FITZGERALD	Oleum Refinery
PERRY MARTIN	No. Division Pipeline
LAWRENCE NICHOLS	So. Division Field
20 YEARS	
CLARENCE H. AYERS	Dealer Sales—Honolulu
LESTER C. EDWARDS	Oleum Refinery
ISABELLE G. HILL	Field—Home Office
15 YEARS	
EARL D. AMERINE	Oleum Refinery
BLOIS BARTLETT	Coast Division Field
JAMES R. CANNON	Los Angeles Refinery
MARTIN W. GOULD	Research Department
JOSEPH P. HEBERT	Gulf Division Field
ROBERT HERWAT	Oleum Refinery
WARD W. HOWLAND	Research Department
EDWARD D. HUEBNER	Rocky Mtn. Field
PETER W. HUGHES	Rocky Mtn. Field
VICTOR G. JONES	Los Angeles Refinery
HAROLD J. MATTHEWS	Coast Division Field
PAUL W. MORGAL	Manufacturing—Home Office
HARRY C. PIATT	Los Angeles Refinery
JOHN ROY ROGERS	So. Region Distribution
JOSEPH D. THAYER	Oleum Refinery
GABRIEL VEAZEY	Gulf Division Field
HARRY H. WAGNER	Los Angeles Refinery
RICHARD C. WILLIAMS	No. Division Pipeline
TOMMIE G. WRIGHT	Coast Division Field
10 YEARS	
FRANK O. BRITAIN	Valley Division Field
RICHARD E. BROWN	Direct Sales—San Diego
ELIZABETH M. FARRELL	Oleum Refinery
FORREST H. FINNEGAN	So. Division Pipeline
PATRICIA J. HOHNSBEEN	Pub. Rel. & Adv.—H.O.
ROBERT H. JENSEN	Coast Division Field
ODES O. KINSLOW	Oleum Refinery
CORA NOLAN	Comptrollers—Home Office
RALPH W. PHILBROOK	Distribution—Los Angeles
ROY A. WILLIAMS	Comptrollers—Home Office
GEORGE A. WORKS	Oleum Refinery

DEALERS

November, 1958

15 YEARS	
HARVEY GIBBLE	Hemet, California
J. E. GUZMAN	Santa Barbara, California
JOSEPH LOMBARDI	South San Francisco, Calif.
CARL E. NORTON	Oakland, California
PEARLIE ROBB	Arlington, Washington
10 YEARS	
JERRY MALONE	Palm Desert, California
R. C. RANDALL	Alhambra, California
STEVEN'S GROCERY	Mount Vernon, Washington
5 YEARS	
HARRY BLOCK	Fruitland, Washington
REX BRENNEMAN	Corman, Montana
FALTUS & RUTLEDGE	Ellensburg, Washington
VICTOR HOCHALTER	Santa Monica, California
KENNETH LAVERONE	San Juan Bautista, California
ALAN POST	Las Vegas, Nevada
ERNEST A. SERVENTI	Oakland, California
RAY VENCILL	Beverly Hills, California

December, 1958

20 YEARS	
F. A. ROBEY	Los Angeles, California
15 YEARS	
JAMES BANNERMAN	Carmel, California
10 YEARS	
L. M. EVANS	Las Vegas, Nevada
ROBERT A. KOLLING	Beverly Hills, California
CHING MAH LEONG	Hanalei, Kauai
WILLIAM S. MATHEWS	Los Angeles, California
J. S. NEYS	Lake Stevens, Washington
5 YEARS	
JACK R. BRIGHT	Santa Maria, California
PRESTON M. BURROUGHS	Minden, Nevada
DONALD I. CHADWICK	Placerville, California
GLENN DODGE	Olive, California
DEVERE HANSEN	Logan, Utah
WARREN E. HOUGHTON	Ojai, California
PAUL JACKSON	Santa Ana, California
WILLIAM C. RHOADES	Bakersfield, California
HARLEY SCOTT	McKittrick, California

CONSIGNEES—DISTRIBUTORS

30 YEARS	
L. J. HAMILTON	Porterville, California
10 YEARS	
J. M. BARRY	Elko, Nevada

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