

JANUARY 1959

SEVENTY <sup>76</sup>  
SIX

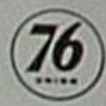
Union Oil Company of California

JANUARY, 1959

THE COVER: San Diego's new 10th Avenue Marine Terminal presents an interesting study in black and white, through the camera lens of Russ Halford. Turn to Page 10 for a further description of this "Service Station of the Pacific".

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is a Union Oil Company of California trademark. It also symbolizes the American freedoms won in 1776, which made possible this nation's industrial development and abundance. Our SEVENTY-SIX magazines, 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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# Cry Out Continually

THERE are bleak days ahead, from all signs. Not weather signs, either. Political signs. The election results gave the tax and spenders opportunity to chalk off favorite areas for new spending in every direction. And it gave President Eisenhower the chance to let the people in on his plans for trying to meet the anticipated \$12.5 billion federal deficit for the current year.

"Tax and tax, and spend and spend," cry the liberals. But they forget to add, "and pay and pay."

"We'll just boost the federal gasoline tax by a cent or two," said the President. "That ought to help—we hope. Then perhaps we'll have to increase the postal rates again." Gasoline already costs as much as 39 cents a gallon in some areas. What difference if it costs a penny or so more—except to the taxpayer? If you drive 15 miles to work, the gas tax boost will cost you anywhere from 2 to 4 cents a day and, over a year, will cost you perhaps \$10. Nobody can be hurt too much by that.

But if the postal rates go up, that adds a little more and if the spending goes up, that adds a little more need for a little more taxation. And where do we stop?

Isn't it strange, in view of the situation, that so few voices are raised on the side of economy? Isn't it strange that so few men seem to be able to earn popular approval by speaking up for more economy in government, for a stop in new spending by the federal government? Already payments on the federal debt cost the nation's taxpayers \$1 out of every \$10 they hand out to Uncle Sam. Already there is on the books a federal highway program that was designed to cost Uncle Sam some \$40 billion, but which now looks as if it will cost many times that before it can be completed. And still people earn votes and popularity by concocting new schemes for spending money.

Local taxpayers cry out against the cost of new schools and the cost of local and state governments, but they fail to cry out against the profligate spending in the federal government. Whose money do they think Uncle Sam is spending? Can't they see it is just as much theirs as the money spent locally? And don't they realize they have just as much control of that spending, if only they will raise their voices in protest?

Cry out now. Cry out continually until this nonsensical, profligate spending stops unless you want congress to spend your way into economic slavery.

*Reprinted through courtesy of the Arizona Republic*

# destination



# Colombia

From Stan Reiner



From left are Donald Link, Dobson Hays, Kelly Ransom, Dr. Vernon Link, Delbert Thornton, A. N. Tilston and L. F. Potter, crew members and "bon voyage" committee at San Pedro. Below, one of the two rescue vessels takes on a full supply of Diesol before starting long ocean voyage.

**D**URING November-December, three Los Angeles Refinery men—Donald B. Link, C. L. "Kelly" Ransom and Dodson B. Hays—had the *time of their lives* delivering two 63-foot rescue vessels to Panama.

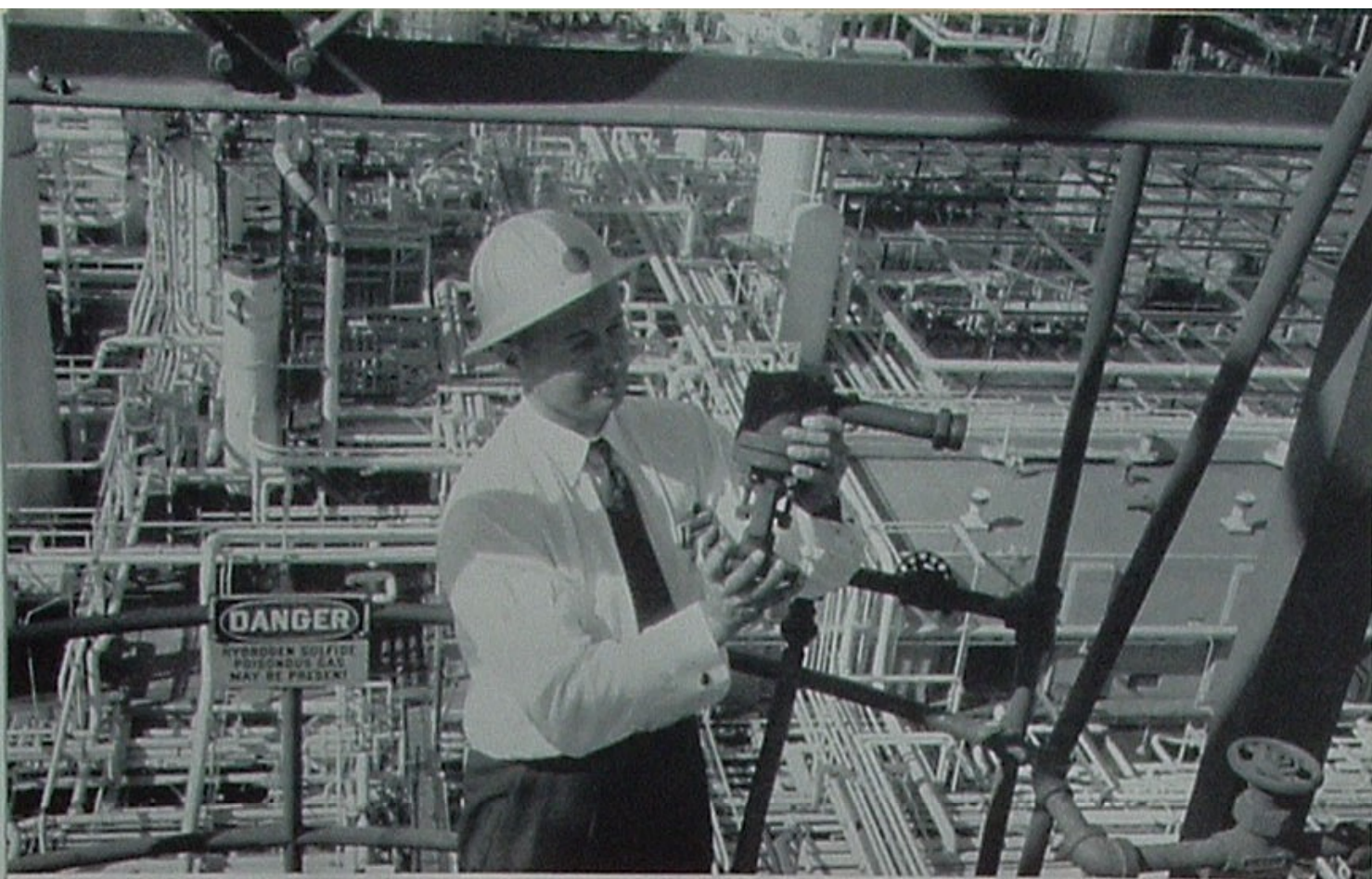
Don Link's brother, Dr. Vernon B. Link, is a member of the United States Public Health Service and is presently directing a cooperative United States-Colombia program seeking to eradicate malaria and yaws diseases in Colombia. Two spare boats at Los Angeles Harbor seemed made to order for some of Dr. Link's rescue work in Colombia. But the problem remained of how to move the boats from one country to the other without running into high costs. So the doctor appealed to his brother for advice.

In volunteering to recruit five helpers and sail the vessels as far as Panama, Don had visions of eradicating some old adventure pangs as well as disease in Colombia. Maybe the crew could do some fishing in Mexican waters and visit some of the exotic shores of Central America. At least they were guaranteed free airplane passage home by the Colombian government.

Loaded with 4,000 gallons of Union Diesol, plus engine oils and greases, the two boats departed San Pedro on November 19, arriving at Panama practically on schedule. The crew wrote, "Having a wonderful time; wish you were here."

/THE END

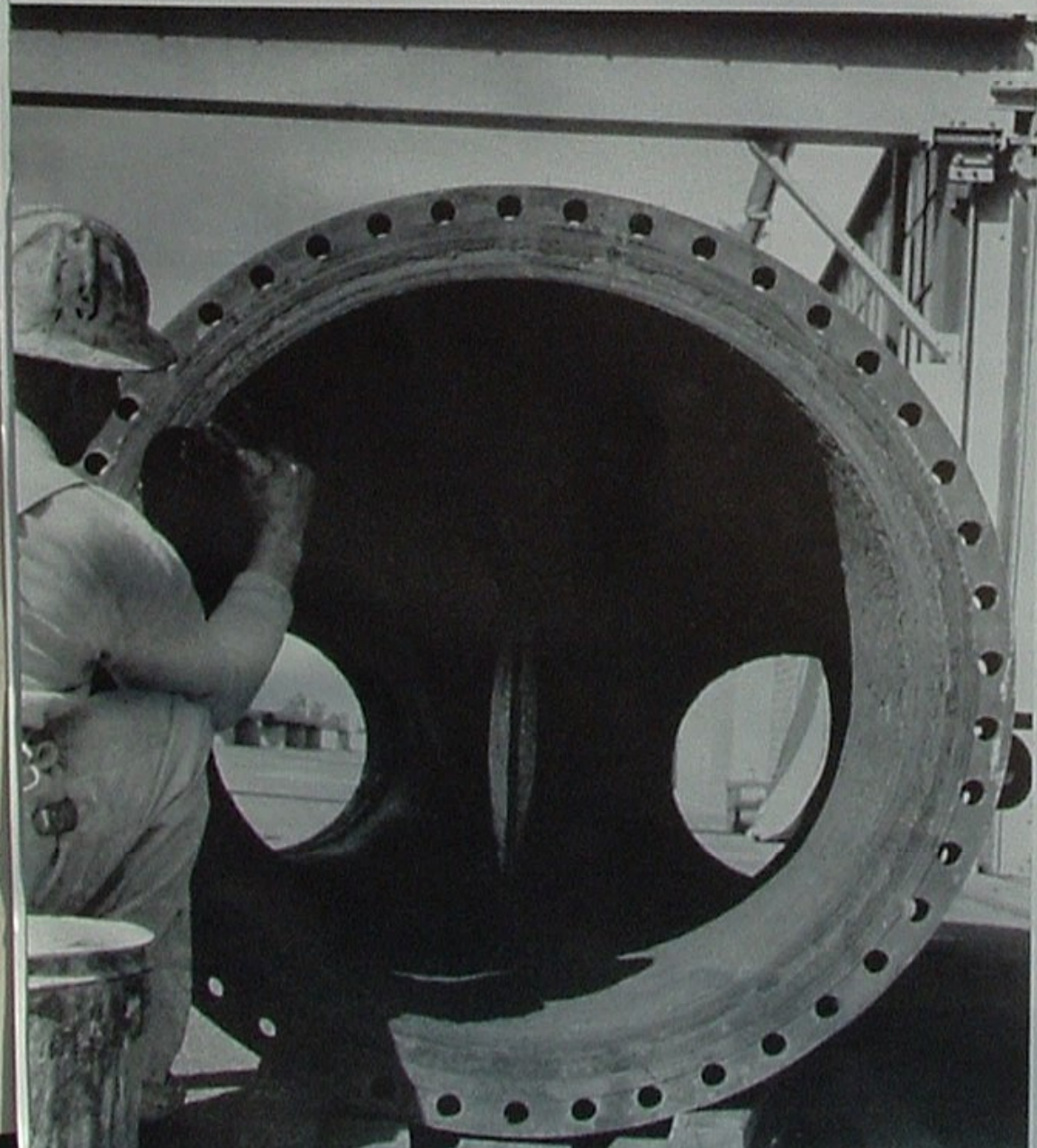




Superintendent John D. Schulz of the Materials Group delegates most inspection to his staff, but our picture of him best illustrates the complex refining units over which he and his associates stand guard.

## They beat trouble

*At Los Angeles Refinery  
the Materials Group of Engineering Maintenance  
are winning a battle against corrosion*



Harry Chandler is boring a *sentry* hole in the outer surface of pipe. When interior corrosion advances to the base of the small crater, a minute leak develops, warning operators to shut the line down.

Durability of a Y in the FCC reactor riser line was doubled by surfacing the interior *splitter* with a tough alloy and coating the pipeline's wall with a special cement lining.

**E**NEMY No. 1 of modern refining is *corrosion* or rust—the chemical eating away of metallic vessels and pipelines. Closely allied to the main culprit is another enemy, *erosion*—the physical wearing away of metal through the friction of high-velocity streams and the cutting particles they frequently carry. These two vandals together cost a refinery between five cents and ten cents for each barrel of crude oil processed. At our Los Angeles Refinery they demand a loot of over \$1,500,000 annually.

Like most other public enemies, the two operate clandestinely, like termites, from the inside. Rust of course is always slowly attacking the outside of exposed pipelines and vessels. But in thousands of lines carrying oils, acids, chemicals, catalysts, water and vapors—often at extreme temperatures, pressures and velocities—inside corrosion and erosion eat through steel so rapidly that exterior rust is considered only a minor

## le to the punch

nuisance. Erosion by a fine catalyst dust, of about talcum-powder consistency, has been known to cut through 1¼ inches of steel plate in three months.

This termite-like attack from the inside makes you wonder how refineries survive. How is corrosion detected inside a sealed steel vessel or thick-walled pipe? Do refinery maintenance men wait for the blow-out of a high-pressure line before starting repairs? Or do they have some way of beating trouble to the punch?

Engineering inspection of refining units has been practiced at Los Angeles Refinery since the installation

of our first thermal cracking unit in the early 1930's. Other complex units added during and after World War II increased the scope of such inspection. For it became increasingly obvious in dealing with extremely high temperatures and pressures that failures would result in disastrous explosions and fires, serious injuries to personnel, costly shutdowns. Someone had to find a way of cataloging areas of potential trouble—measuring the inroads of corrosion and erosion—and recommending, well ahead of potential disaster, when the damaged materials ought to be replaced.

Out of these resolves has grown the Materials Group, a corps of Union Oil specialists within the parent Engineering-Maintenance Department at Los Angeles Refinery. (Similar groups also function in our other refineries.) Formally these people are charged with (1) preventing equipment failures and (2) reducing material costs. Their *beat* is a labyrinth of refining units valued at \$160,000,000. They are the FBI of LAR.

Typical of Materials Group assignments was this one:

Hardly had the Fluid Catalytic Cracking Unit gone on stream at LAR before an erosion problem was detected. A huge Y-shaped pipe, known as the *reactor riser line*, began taking terrific punishment from the high-velocity stream of mixed petroleum and catalyst it carried upward. Particularly at the Y, where the stream divided, the line was being sandblasted through by a steady tornado of catalyst powder. Within a year the new unit had to be shut down while a new Y-section was being welded into place.

The Materials men concerned themselves principally with improving the *reactor riser line*. They studied damaged sections of the eroded piping. They searched for an alloy tempered to longer withstand splitting of the hot oil stream. They experimented with various linings that might resist, better than steel, the steady cutting of catalyst.

Today the Fluid Catalytic Cracking Unit has a *reactor*

*continued*

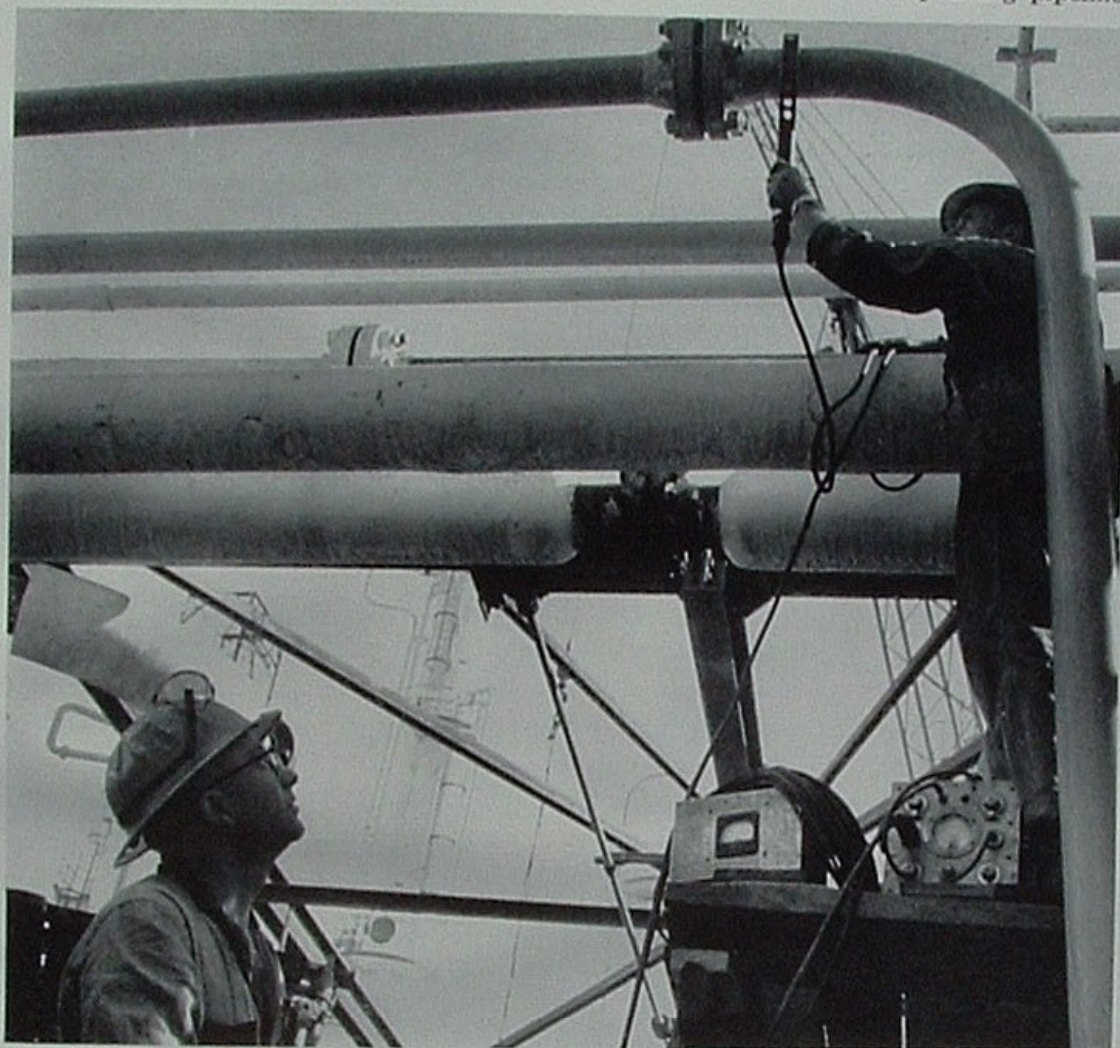
Sylvio Goyette and R. E. Butler arrest the salt-water corrosion of condenser-box piping by installing magnesium anodes, which electronically prevent equipment corrosion.

Even the rusting of metallic supplies held in outdoor storage is being counteracted. Here Dave Wright of the Supplies Department applies moisture-proof polyethylene cover to stored tubing.



They beat trouble — *continued*

Using a Penetron, which measures the reflected rays from radium salts, Harold Newel and Tom Kellogg determine the metal thickness of an operating pipeline.



The Vidigage here being used on an LPG tank by Kellogg and Wylie Day measures wall thickness by sound-wave technique.

riser line coated inside with special cement and armored at the Y with a tough metallic facing. It now endures two years instead of one. Not wholly satisfied, the Materials men are looking for coatings and metals that might last four or five years.

Tools and techniques employed by these corrosion sleuths are ingenious:

One of the oldest methods of detecting corrosion inside a pipeline, for example, is to bore a *sentry* hole, sometimes called a *weep* hole. The hole of course penetrates only an outer fraction of the pipe's thickness. When corrosion inside the pipe has progressed far enough to reach the bottom of this small crater, the hole begins to weep. Operators thereupon advise their chiefs that a failure is impending and the line is quickly shut down. The *sentry* hole is still used extensively, even on insulated lines where rings of bare pipe are left exposed or under removable wraps of insulation.

Far more modern and dependable though are elec-

tronic instruments, among them the Penetron, Audigage, Vidigage, Probalog, Magnaflux, X-Ray and Corrosometer. These employ electrical current, high-frequency sound waves, radium rays, etc. to measure pipe wall thicknesses and the effects of corrosion. Armed with such tools, Materials men keep up a regular, systematic inspection of 25,000 pipelines and vessels within this one refinery.

Even the high-speed IBM electronic calculator serves an important function in the battle against corrosion. A separate record is kept on each of the 25,000 items under Materials Group inspection. Shown are its dates of installation and inspection, heat and pressure conditions under which it operates, the thickness of its metallic walls, the depth of its corrosion, etc. Immediately following each inspection, the latest measurement data are sped to the big IBM calculator at Home Office. Back to the refinery within a day or two come the complete calculations, telling Materials men how far corrosion has

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Bill Field uses a Corrosometer as a means of quickly measuring corrosion or the effectiveness of inhibitors.



Machine accounting is important to an inspection task involving 25,000 units. Betty Coombs keeps all equipment records posted.



progressed and approximately how much longer the item can be kept in service.

The results of this preventive-maintenance program can be measured from the record:

During the past two years there has been no fire damage at Los Angeles Refinery.

The accident rate here has dropped to its lowest in refinery history and among the lowest in industry.

LAR insurance costs have been reduced nearly \$100,000 a year.

Operating runs on major operating units have been doubled.

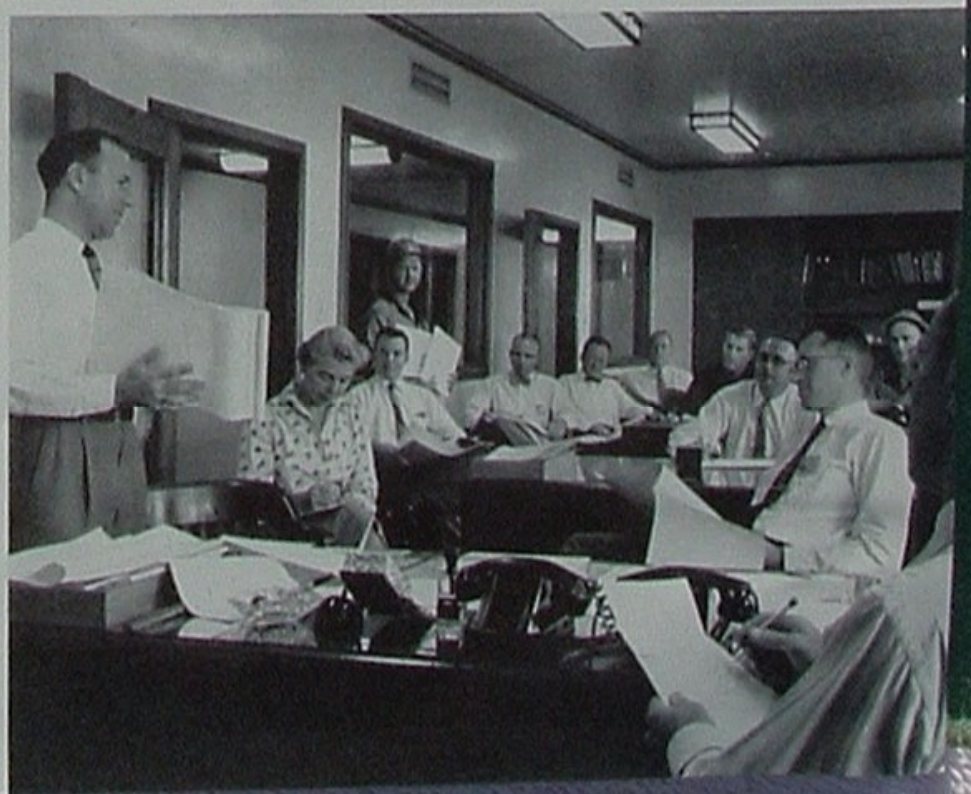
Savings in the purchase and warehousing of emergency parts have amounted to \$100,000 a year.

Incalculable savings have been realized through scheduled shutdowns of units for maintenance in place of unscheduled breakdowns.

Credited to a large degree for the outstanding performance are the people who beat trouble to the punch.

/THE END

Teamwork is essential. From left, Hilton Smith, Betty Coombs, David Heil, David Tupper, Harold Newel, Everett Butler, Edward Tamassia, G. B. Anderson, Wylie Day, Donald Moore, Lloyd Sluyter and Bill Field plot their next strategy in beating trouble to the punch.





UNION  
MIN

ANNIVERSARY SALE

TODAY  
GRAND PRIZE  
DRAWING  
FREE GIFTS  
FOR ALL



Jimmy had a popular recording for every customer, personally autographed by John Carroll.

## Westwood Village

When Union Oil Dealer Jimmy Roche of Westwood Village decided to stage his first service station anniversary celebration on November 8, 1958, nobody of importance was excluded. His invitation list embraced at least 50 entertainment celebrities, including Fred MacMurray, Brian Donlevy, George Jessel, Rhonda Fleming, Richard Arlen. He posed for publicity stills with Bob Hope, Leonard Firestone, Gordon MacRae, Mamie Van Doren. He persuaded Actor John Carroll to autograph and hand out free recordings to each customer. There were valuable prizes for children and adults—a top-notch dance band to keep everybody on his toes. At day's end, Jimmy and his troupe of Minute Men had pumped nearly 4,000 gallons of gasoline—greeted as many stars as you'll see at a premier—and made a host of "76" friends.

/THE END







# Premier



A swing band with irresistible rhythm coaxed youngsters out of the back seat and into their version of the polka.

At left, three lady guests take their pick of free jewelry.

The anniversary crew, extreme left, included (from left, standing) Kenneth Sanger, Bill Shindler, Leonard Doyle, Gilbert Cortland, Bill Fyock, Al Rossetti, James Morris, Carl Irish; (kneeling) Rex Pike, James Roche, John Frier, Charles Ostrander, Ray Bowers and Willie Jacobs.

## thanks for the pumpkin!

Union Oil Company

Wilmington, California

Dear Sirs:

For some seasons now, the members of my family and a large number of our friends have been viewing with delight the big pumpkin head atop "76 Hill." We have a tremendous urge to thank someone for our pleasure, and hope this communication will reach the right department.

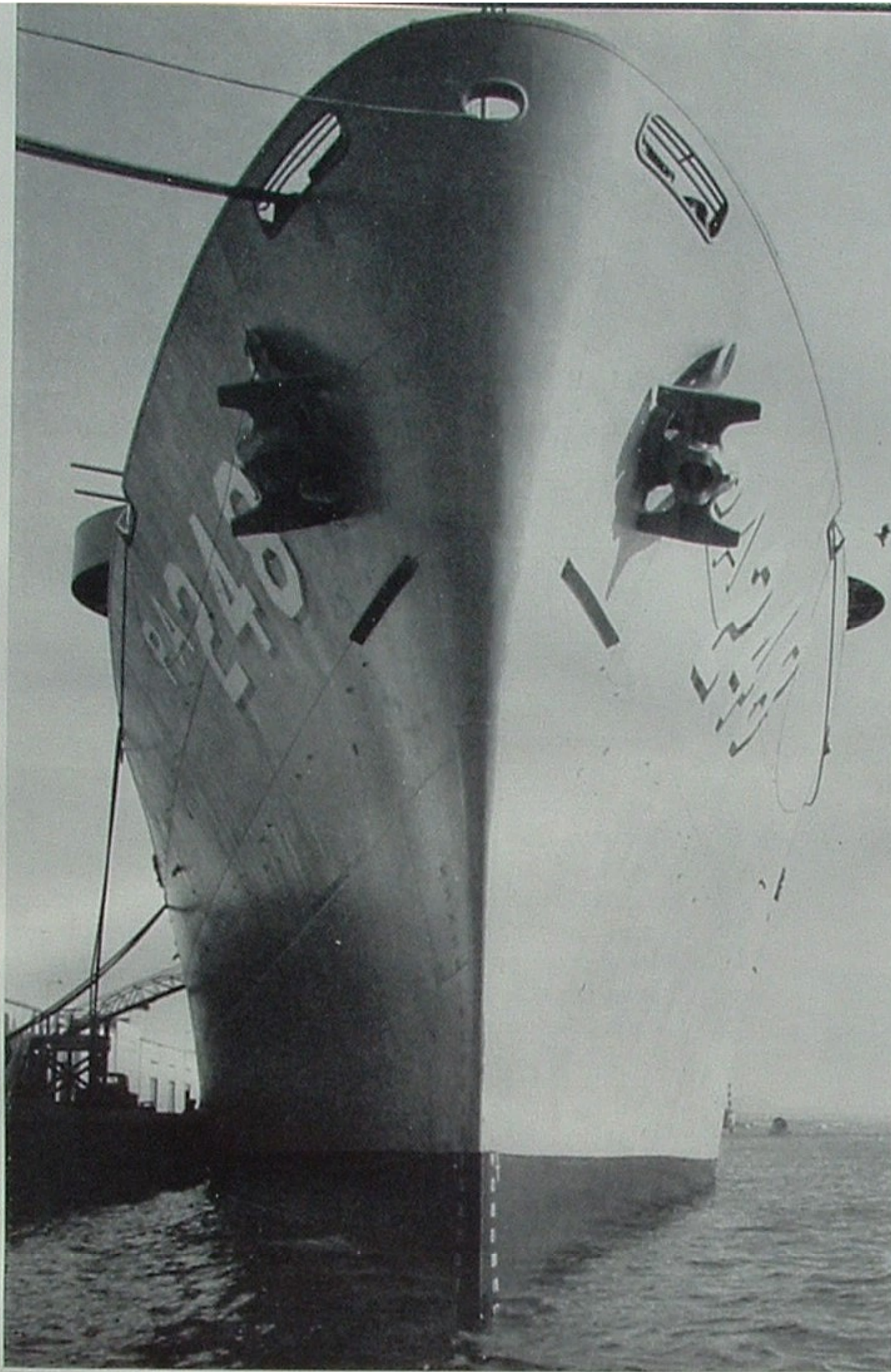
That pumpkin head has grown to be symbolical of some things we thought to be long dead in America—the whimsical, purely joyous manifestation of the survival of the fancies of our forgotten childhood and the assurance that even in this day of grim materialism, the spirit of fun still lives! It is reminiscent of the May basket on the door, the filled stocking over the fireplace, and the "witches" seated around a fire of burning leaves. In fact, of the dear, lost youth that still can respond to that big grinning face on your hill!

If I have waxed lyrical, please forgive me! It is merely a holdover from the instruction of my childhood—that one should always thank one's host for a delightful time!

Yours in gratitude,

(signed) Maude Throckmorton  
Wilmington, California





# Service

*San Diego's new  
10th Avenue Terminal  
has contracted for  
Union Oil fuels  
and services*

U. S. Navy attack transport was guest of honor at dedication of the new terminal.

California's Maid of Cotton, Carole Keppler, and Port Director John Bate took prominent part in "launching" the dock.

In the final stages of completion are modern bunkering facilities, which will fuel vessels while they are loading or discharging cargo.



# e Station of the Pacific

**F**ORMAL dedication of 10th Avenue Terminal on November 21, 1958, brings to San Diego one of the largest, finest and most modern wharfing and bunkering facilities found anywhere in the world.

This is an appropriate climax to a very old and epic pageant of sea adventure. San Diego Bay was the anchorage for sailing vessels bringing the earliest Pacific Coast explorers, and was an embarkation point in the establishment of California's missions and ranchos. Here too came the Yankee sails of New England during the 1800's, in quest of hides and tallow. For more than a century fighting ships of the U. S. Navy have used the area as a major base and training center. The addition now of modern conveniences for commercial passenger liners and freighters is expected to place San Diego among the foremost Pacific Ocean ports.

Prodded by several seagoing leaders of great vision, including President George Killion of the American President Lines, the people of San Diego voted a \$9,460,000 bond issue for the terminal's construction. A Harbor Commission comprised of President Anderson Borthwick, Lucian K. Small and Harry Foster was appointed by Mayor Charles Dail to handle administration of the work. They together with Port Director John Bate are bringing the terminal to an excellent and swift completion.

New 10th Avenue Terminal is a 96-acre tract of pilings, fill and concrete, rectangular in shape, and reaching out to a water depth of 37 feet. Its 2,600 feet of outer wharf will accommodate nine large ocean-going vessels simultaneously. Two immense transit sheds, each 200 feet wide by 1,000 feet long, adjoin the wharf. Behind these will be built a series of warehouses, designed and equipped for the fastest and safest method of freight handling. Between sheds and warehouses will be depressed roadways for trucks and rail cars, permitting the handling of all cargo on one level. Provision is also planned for "fish-back" cargo transfer wherein loaded trailers may be hoisted in and out of ships' holds. Everything is ideally located in relation to railways and highways moving trans-U.S.A. and southward into Mexico.

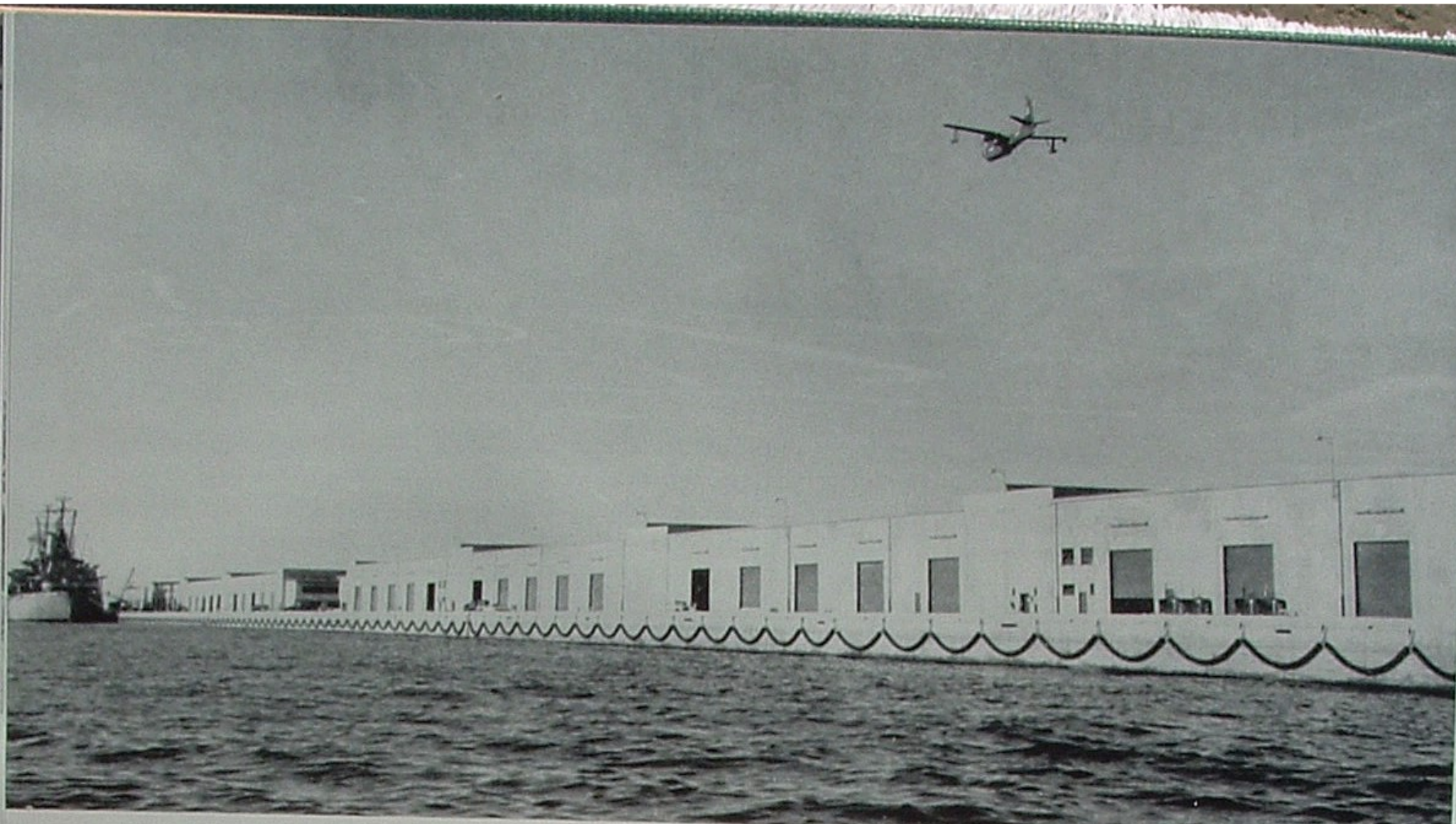
From the city's and shipowners' viewpoint, among the greatest assets of the new terminal are its bunkering facilities and services. No longer will ships have to discharge cargo at one wharf then move to another for their supplies of fuel and lubricants. Instead their oil tanks will be connected by loading hoses and pipelines to large storage units occupying a corner of the terminal. They'll refuel while they load and discharge cargo.

Under a long-term contract signed with San Diego, Union Oil will supply all bunker fuels sold through the

*continued*

Spaciousness and an ideal location in relation to railroads and highways are features of San Diego's new service station of the Pacific. Immense warehouses will rise on the 96-acre rectangle. Union bunker fuels will be pumped to ships from tanks at left of highway.





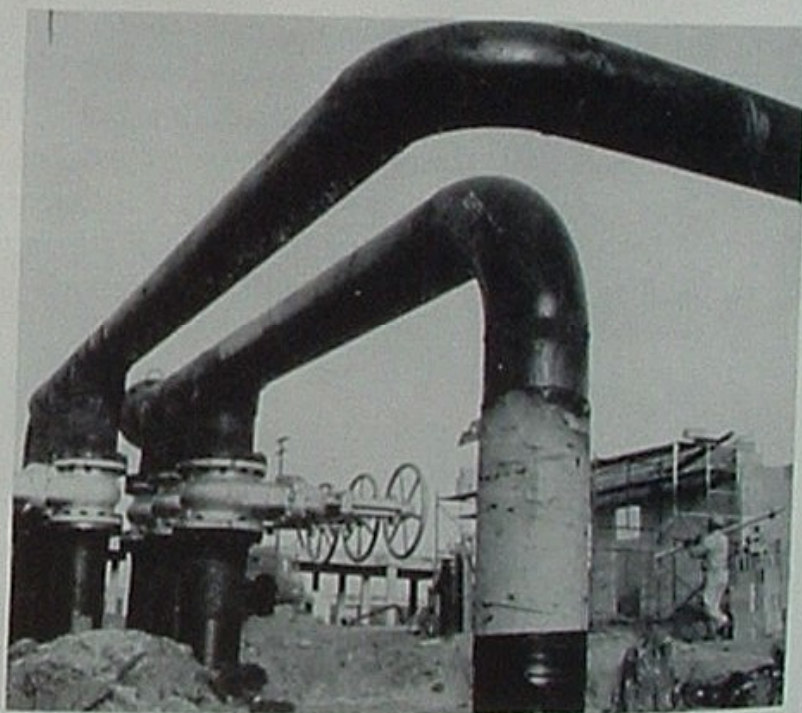
Immensity of the wharf, which will accommodate nine large ocean-going vessels simultaneously, is noticeable from the bay. The scallop of rubber tubing decorating the quay wall is supported by heavy chain and serves as a fender between hulls and concrete.

### Service Station of the Pacific — *continued*

new terminal and will operate the fueling service. San Diego's *service station of the Pacific* literally will dispense the *finest*. Among extra Minute Man conveniences being offered our sea-going customers will be storage for ballast, fresh-water supply, and telephone connections from ship to shore. We'll even deliver the fuel at any desired temperature.

Look to the Port of San Diego—with its expanding commerce, great agricultural development to the east, good neighborliness with Mexico to the south, convenience to all Pacific ship roads—for one of America's most colorful developments.

/THE END



Miles of piping connect with each of the wharf's nine berthing positions. Union Oil service will include handling of ballast as well as fueling.



From left, Union Oilers Lee Spencer, Jim Foster, Frank Culling, Vic Criddle, Harry Schafer, Hugh Smyth and George Bond participated in dedication.



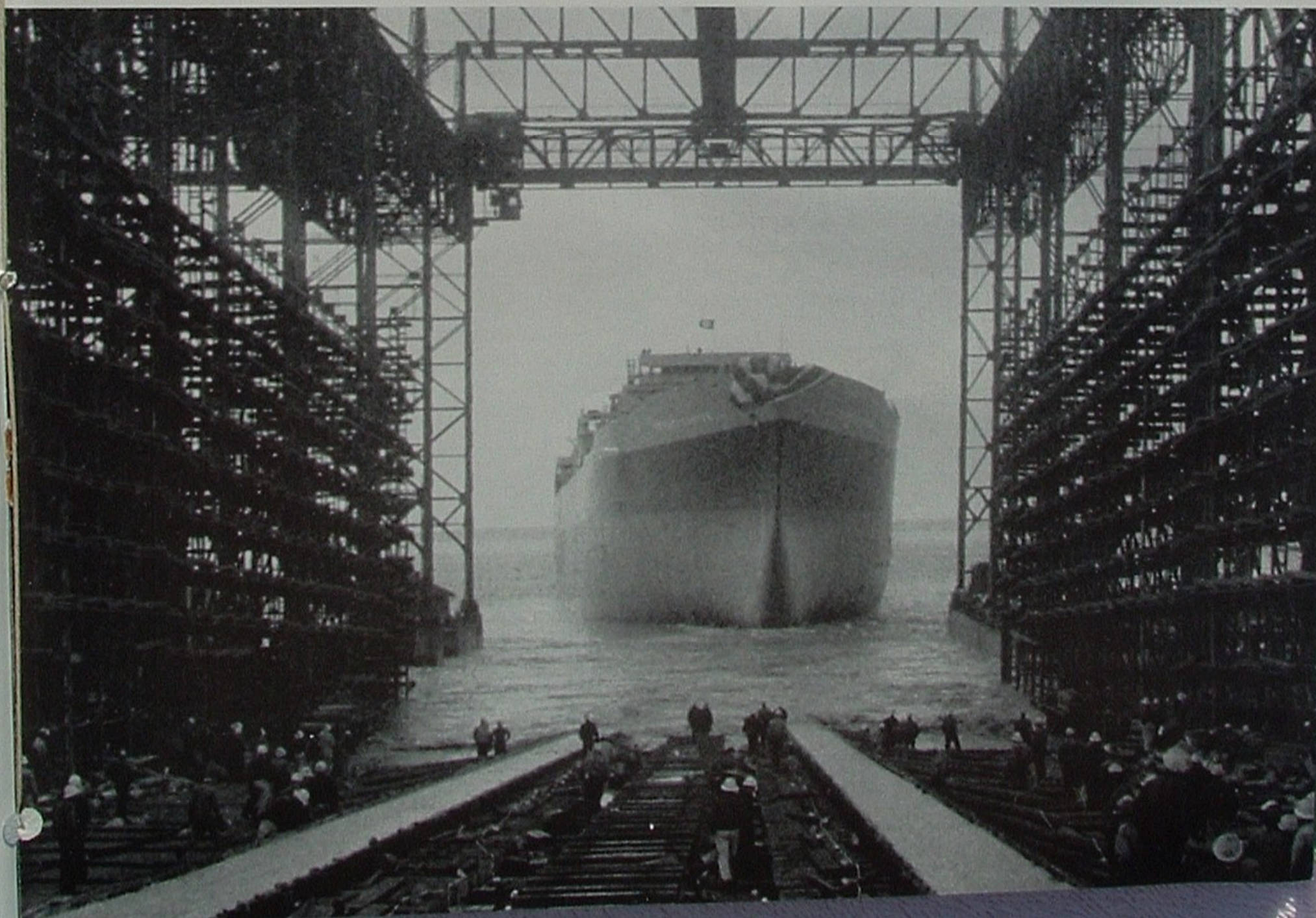
MRS. A. C. STEWART, in photo at left, is seen an instant prior to christening the SS TORREY CANYON on October 28, 1958. As she deftly baptized the immense bow with champagne, the second of three new supertankers being built for Union Oil service by Newport News Shipbuilding and Dry Dock Company slipped down a greased launching track into the James River. The event was recorded on film by our honorary photographer-in-chief, President A. C. Rubel.

Like her sister ship, the SS SANSINENA, the TORREY CANYON is one of the world's largest and fastest tankers. She will carry a 500,000-barrel cargo of crude oil at a working speed of about 17½ knots. Her 810-foot length and 104-foot beam would just about match the area of three football fields laid end to end. To accommodate her fully loaded, harbors will have to offer a minimum water depth of 42 feet; that is why Union Oil is building a new cargo terminal in outer Los Angeles Harbor.

All three of the *supers* are being named for Company oil fields. The Sansinena and Torrey Canyon fields are in California. East Lake Palourde field, for which the third *super* will be named, is in Louisiana.

/THE END

## SS Torrey Canyon is launched



# Business Highlights of the Month

## **PRODUCTION** *End of Memphis blues!*

Recent action by the Supreme Court of the United States in reversing the so-called "Memphis Decision" should prove to be of great benefit to the natural gas industry. So far as our Company is concerned it will serve to speed up the time when a large part of our undeveloped gas reserves in Gulf Coast areas will be on production.

Under the "Memphis Decision," which was handed down by a lower court, the companies transporting gas under interstate gas sales contracts were required to obtain unanimous approval of the connected distributing companies before they were able to obtain an increase in the price of gas. Such approval was practically impossible to obtain. The result was that expansion programs of the transportation companies virtually ceased. Now, under the Supreme Court's decision, they will be permitted to increase prices on interstate gas sales, subject to approval of the Federal Power Commission, and pipeline construction programs will be resumed. This will result in increased gas sales from producers, including Union Oil Company, which is vitally necessary if exploration for future gas supplies is to be continued on an adequate basis.

*from Dudley Tower*

## **EXPLORATION** *Oil and politics mix.*

Current news items and magazine articles have reported political unrest in Argentina. This results from a difference of opinion between certain organized groups and the regime of President Arturo Frondizi regarding his policy on oil contracts to develop the country's petroleum resources, especially with United States firms.

Our agreement with Yacimientos Petroliferos Fiscales (Y. P. F.), the government oil agency, is in full force and effect, and we are proceeding in accordance with its terms. We satisfactorily met our first commitment to have exploratory parties in the field within 60 days after signing the agreement. Aerial photography of our contract areas is now in progress, and these areas are to be evaluated further by geophysical surveys. No serious opposition or delay to our scheduled exploratory work in this country has developed, and we are proceeding as rapidly as possible with our original plans.

*from Sam Grinsfelder*

## **MANUFACTURING** *Black-oil picture may brighten.*

A new fuel-oil blending plant is now in operation at Los Angeles Refinery. The plant, with a blending capacity of about 4,000 barrels per hour, is equipped with many automatic features including an instrument that automatically and continuously determines the viscosity and flowability of the fuel oil. Normally such tests are made by the laboratory. The blending plant will reduce the need of tankage, permit more rapid blending operations, afford closer quality control, and reduce operating costs.

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Orcutt Refinery is producing roofing asphalts for use on buildings under construction at the Vandenberg Air Force Base near Santa Maria.

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Oleum Refinery is using tar as feed stock to the Coking Unit in place of crude oil. Tar is converted to gas, gasoline stock, gas oil and coke in this operation. This tar is produced at Los Angeles Refinery and normally is blended into fuel oil. The present coking operation will reduce the production of bunker fuel oil, the supply of which currently exceeds demand.

*from J. W. Towler*

## **INDUSTRIAL RELATIONS** *Over 90,000 years!*

As of July 1, 1958, Union Oil Company had 7,417 employees, each with a weighted average of 12.2 years of service. Of this total:

- 440 had worked between 20 and 25 years
- 402 had worked between 25 and 30 years
- 384 had worked between 30 and 35 years
- 192 had worked between 35 and 40 years
- 36 had 40 or more years of service.

*from N. T. Ugrin*

**MARKETING *Healthy sales activity.***

With a gain of 59.2% in lubricating oil and grease sales during October, San Francisco Division—Direct Sales won the coveted "Direct Drive" Trophy for the second straight month. Ten of our 11 Divisions showed gains over the same month last year, resulting in a composite gain of 18.5% for the Direct Sales organization.

San Diego Division—Direct Sales has been awarded a contract to supply all petroleum requirements on the new Santa Ana River flood control project. The contractors are Frederickson and Kasler.

Military Petroleum Supply Agency has awarded the Company contracts covering 2,000,000 barrels of Navy Special fuel oil, 300,000 barrels of bunker fuel oil, 33,600,000 gallons of marine diesel oil, and 7,560,000 gallons of arctic diesel oil—all for delivery during the first six months of 1959 from our West Coast refineries.

A vapor recovery system was placed in service at our West Covina, California, marketing station during October. This latest type of authorized equipment consists of a 40,000 gallon vapor storage tank and a closed pipeline system for accumulating vapors during truck loading.

D. L. Nielsen, right, manager of Asphalt Sales is the newly elected chairman of The Asphalt Institute's board of directors. The Institute, with administrative and research headquarters on the University of Maryland campus, represents 85% of the petroleum asphalt producers in the United States and Canada. One of Mr. Nielsen's first official acts was to present his predecessor, D. H. Jenks, Jr., left, of Ashland Oil & Refining Co. with a citation of appreciation from Asphalt Institute leaders.



During November, General Sales Manager F. K. Cadwell of Foreign and Refinery Sales visited the London offices of Duncan Fox and Co., Ltd., our European bunker representatives. Steamship operators throughout England, Norway, Sweden and Denmark were also contacted by Mr. Cadwell during his business development trip.

Effective December 1, 1958, Foreign and Refinery Sales appointed W. L. Theisen as manager export sales, and E. E. Mahoney as manager sales services. Concurrently our Direct Sales organization announced the appointment of A. R. Ousdahl as assistant general sales manager of Direct Sales.

*from Roy Linden*



Before retiring December 31, after 43 years of Union Oil service, Treasurer Irving Hancock, left, handed Los Angeles County Tax Collector H. L. Byram checks totaling \$3,254,740.29—the first installment of Union Oil's Los Angeles County tax bill for 1958-59. The chore of paying all subsequent taxes to California's 58 counties now rests with L. B. Houghton, above, the new Treasurer.



"Ho hum," yawns U. S. Field Champion Massey Sassy Boots, "I don't mind the work and the championship, but I sure do get tired posing for photographers."

## A "dog-goned good customer"

Mr. and Mrs. Roy Gonía and their 1956 Labrador field champion appraise with expert eyes the training behavior of a probable 1959 winner, Beau of Zenith, seen at right retrieving a dummy.







Like most other distinguished Americans, the dogs ride "first cabin" in individual compartments from one field trial to another.

**O**UR Truck Driver Larry Dove describes Roy Gonja of McKenna, Washington, as a "Dog-goned good customer" for the following dog-goned good reasons:

First of all, Roy Gonja, with able assistance from his wife, owns and operates the largest sporting-dog kennels in the West. And certainly there are no better maintained kennels anywhere in the world.

Secondly, Mr. Gonja is acknowledged to be one of the leading dog trainers of the United States. During his 22 years of kennel experience he has developed 17 field trial champions and five national field champions—a record envied by all sporting-dog followers.

Thirdly, it takes quite a supply of the *finest* petroleum products to keep the Gonjas and their canine trainees on the move from one field trial to another.

Starting in 1936 as a trainer of spaniels and bird dogs, Roy learned everything there was to know about dogs and training methods. Twelve years ago he recognized

the remarkable all-around qualities of the Labrador retriever and has since devoted most of his energy to the perfection of this breed.

Favorite dogs in the McKenna Kennels at present are Beau of Zenith, two-year-old winner of field trials held at Spokane in September and a current candidate for the national championship; Belle, mother of Beau of Zenith, who is competing against her son for the national championship; and Massey Sassy Boots, father of Beau of Zenith and the national field champion of 1956. The three are valued at over \$20,000 each. Even a pup sired by one of the champions is valued as high as \$6,500.

One of the Gonja tips to owners of hunting dogs is to keep them properly kennelled. Allowing a dog to run loose develops habits that are ruinous to field discipline. Rigid obedience is demanded of a champion, always followed by an appropriate reward.

Might be a good training procedure for teenagers, huh?

/THE END

With Beau of Zenith detailed to keep an eye on things, Driver Larry Dove takes extra care to deliver nothing but the *finest*.

Mr. Gonja's McKenna Kennels are among the worlds largest and best maintained. His training skill is also world renowned.





Division "Key Men" of the year are, from left, Ralph Hurlbert, Vern Anderson (Host Jim Boland), Jack Cavan (Host Bill Lakin), Dale Kilday, Roy Irvin, Bert Goughnour (Host Bill Wright), Jake Jacobson, Clyde Emerick (rear), R. R. Cowan, Jack Kent (Hosts Bill Kent and R. W. Mattson). Their tour of Company properties was climaxed by an awards dinner.

*Direct Sales names*

## "Key Men"

Measured by the amount of "key account" business each was successful in acquiring during 1958, the top Union Oil Direct Sales salesmen have been named and honored.

For having acquired nine "key accounts" whose total purchases are averaging nearly 100,000 gallons of Union gasoline and domestic Diesol a month, Division Representative C. A. "Bert" Goughnour of Pasadena Division was named Company "Key Man" of 1958. Close runners-up to Bert were Division "Key Men" E. C. "Jake" Jacobson of Sacramento Division and Clyde B. Emerick of Phoenix.

Top Division Manager-Direct Sales is John J. Grunewald whose San Francisco Division acquired 23 "key accounts" and chalked up a 10.2% total unit sales gain over the preceding year.

Also given deserved recognition for their outstanding sales accomplishments during the "key" competition are Division "Key Men" J. S. Kent of Oakland, J. M. Cavan of San Francisco, Roy W. Irvin of Los Angeles, R. C. Hurlbert of Great Falls, Dale Kilday of Colton, Vern Anderson of Seattle, and R. R. Cowan of Portland.

All of these men were summoned to Los Angeles on December 8 for a tour of Company facilities and an awards dinner given in their honor by Vice Presidents A. C. Stewart and Roy Linden and W. L. Spencer of Marketing.

# of the year



John J. Grunewald  
"Key" Division  
Manager-Direct Sales

C. A. "Bert" Goughnour, Company "Key Man" of year.



/THE END

*You'd be  
pleased  
to meet*

## Distributor

# James A. May



Busiest man in Nevada, James A. May, right, is finally cornered by W. L. Stewart III to receive his service pin.

To follow Oil Distributor James A. May for a week over the state of Nevada gives you a first impression that he might be the restless type. But closer analysis reveals him to be just about as steady as the Rock of Gibraltar—that is, within the wide orbit of his unusual interests and services.

Jim's military career is a good example of what we mean. Indoctrinated to military service as an R. O. T. C. member while attending the University of Nevada, he stepped up in 1940 to captain of an Army artillery unit. After six years and many decorations in the European theatre of action, he was discharged. From the Army, that is, but not from military service. Today he holds the rank of major general in the Air Force; he heads the Nevada Army and Nevada Air National Guard; he is state director of the Nevada Selective Service System, and adjutant general for the state of Nevada.

Jim's dedication to Union Oil Company has been no less varied and enduring. His first job, in 1928, was in a Union Oil service station at Reno. He then moved

through a series of clerical and truck-driving assignments at Las Vegas, Truckee and Reno to consignee at Winnemucca in 1931. Since 1953 he has been our distributor at Winnemucca.

With the enthusiastic help of several retail outlets, including the "Welcome Inn Truck Stop" owned by Mrs. Lucille Pileggi and managed by Ron Rankin, her son-in-law, Jim enjoys about one-fourth of the town's gasoline potential and over half of the diesel-fuel business. Mrs. Pileggi's delicious meals have made the station a popular fueling point for both trucks and drivers who daily travel the transcontinental routes U. S. 40 and U. S. 95.

So, you see, Jim May turns out to be quite a loyal home-body. It's only the size of his home—Nevada—that gives you the illusion of restlessness.

Incidentally, Jim's phone number which used to be 76, is now MA 3-2776. His car license is HU 176. His trucks carry license numbers HUT 76, PX 76, JUT 176 and HUT 676. His wife's car license is HU 76!

/THE END

Jim is proud of this excellent "truck stop" in Winnemucca, owned by Mrs. Lucille Pileggi. It is a favorite oasis for trans-U.S.A. trucks.



The brilliance of signs in Nevada's larger cities prompted the design of this special truck stopper.



# Centerpiece with a cause

At first glance, the handsome centerpiece, seen below, appears to be one of the most useless dust-catchers that ever entered man's creative imagination.

But don't judge too hastily!

The little woman at left is Katherine Miller, for the past six years a member of Sandlark. Sandlark, in case you don't know, is the name of about 115 women's organizations in California whose major purpose is to raise funds for the support of Childrens Home Society and affiliated adoption agencies within the state. One way the Sandlarks have of raising funds is to put on an occasional auction of beautiful centerpieces.

"I wonder," said Mrs. Miller out loud to her husband, Jack Miller of Union Research Center, "if Union Oil would donate a centerpiece for this year's auction?"

"Of course not," Jack replied instantly. "The Company is being dollared to death by fund-raisers. Besides, why don't you women just ask for the money and forget about those expensive darned centerpieces?"

Mrs. Miller, all woman of course, had a no-rebuttal answer for that one. Next day Jack found himself repeating the plea to one department head after another and finally getting down to the man-in-charge-of-refusing-aid-to-Sandlarks, Bill Sopher of Marketing in Long Beach.

Bill hedged: "It's a pretty rough year. Price war, you know. We don't have money in the budget for that sort of thing. Give 'em one centerpiece and those gals will be on our backs from here out. Why don't they forget those darned centerpieces and . . . etc.?"

Jack suddenly echoed his wife's no-rebuttal comeback. Bill said, "That shouldn't happen to a dog. I'll see if we can do something." Next day Wes Harrison at the House of Flowers received an order for the finest centerpiece he'd ever created.

At the auction, Union Oil's centerpiece won a prize and was sold for \$75. President Beth Hannaman thanked Company representatives from the bottom of her heart. Bill said, "The thing is pretty, isn't it?" Jack answered, "Yeah, maybe it's worth it." Mrs. Miller repented of her no-rebuttal comeback: "Forgive me, Jack dear; I didn't really hope you'd be born an orphan in the next world."

At least, we imagine that's what they said.

/THE END

From left:  
Jack Miller  
Mrs. Miller  
Centerpiece  
Mrs. Hannaman  
Bill Sopher



DARRYL NEWSHAM (at the wheel), Seattle marketing station clerk, was under real pressure while taking his driving test from Driver Trainer Representative William F. Wilfley (right). Watching were John J. Hoban, safety coordinator for Seattle and Sgt. Gene Corr of the Seattle Police Department. However, no tickets were issued; both visitors were highly impressed with the Company's driver training program.

from J. W. White



THE SOCIAL CLUB of Los Angeles Refinery accounted for contributions totaling over \$13,000 during the recent AID campaign. President Gordon B. Durham, left, of the club hands the check to AID Representative Jack C. Collins.

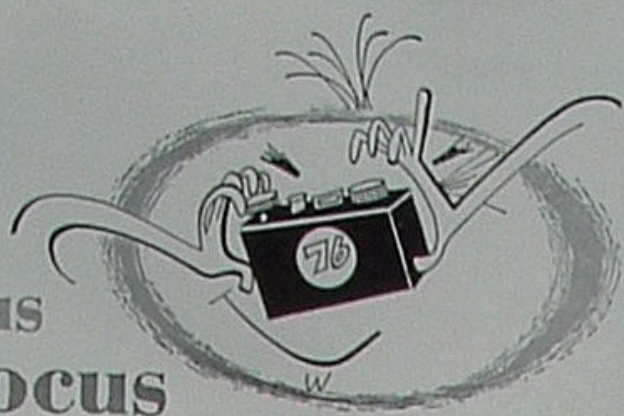
from Ben Cooper

CHUCK GIBBONS, operator in the fluid catalytic cracking unit at Los Angeles Refinery, receives congratulations and a "76" lighter from Walt Pollard of the FCC control board. In a unique safety-stimulation contest sponsored by his group, Chuck wrote: "We are concentrating on our job. We have become mentally and physically alert to the ever-existing dangers and are making full use of all the safety equipment provided. We are using our five senses, plus common sense, to guide our hands and feet safely."

from S. D. Reiner



in focus  
in focus  
in focus



in focus  
in focus



**ROLANDO CORDOBA**, mail truck driver at Union Oil Center, possesses remarkable skill and artistry as a silversmith. Using fine silver-mesh wire and solder, he fashions exquisite pieces, including the filigreed cigarette case being admired by Darlene Smith of Public Relations. He learned the art during his boyhood in Ecuador. He is a former member of the U. S. Air Force.

from Ray Teal

**JANET BROWER** of our Seattle Direct Sales division was unanimously selected by her office associates as favorite "Pin-up," thereby winning wide newspaper publicity along with several other favorite daughters of the Northwest. She's happily married, brethren!

from the Seattle Sunday Times



**W. H. "BILL" PAGE** (third man from left), supervisor of distillation-alkylation at Los Angeles Refinery, has received the Distinguished Service Award, highest honor accorded in district scouting. Making presentations to Bill and other Boy Scout leaders is Paul S. Grandle (left), engineering supervisor at Union Oil Center and also a holder of the same high scouting award. The presentation took place in Long Beach.

from S. D. Reiner

**AT A SAFETY AWARDS DINNER**, employees at Cut Bank were congratulated by Company managers for their fine record of 960,000 manhours without a lost-time accident. Among those present were (seated, from left) Howard Birch, Carl Rehmer, Anton Miklich, Patricia Copelan, Patricia Brown, L. F. Brennan, F. J. Simons, D. A. Hoffland; (standing) Harold Rector, Vernon Owen, Harry Kays, Gus Jackson, Stanley Dezort, Kenneth Brown, Art Talpt, Dean Humphrey, Cleo Schroeder, Albert Clark, Adolph Bertelson, J. D. Christento, Leo Pfennigs, R. D. Smith, John Christiansen, Don Goldrick, John Towler, Mike Ward, L. E. K. Thomas, Nick Ugrin, Richard Brown, Harold Stewart, John Bercovitz, Richard Copeland, D. Y. Wilson, Jr., George Higgins, Don Erdmann, Shirley Monroe.





**JACK CONWAY**, right, consignee at Sitka, Alaska, is congratulated in Seattle by Division Manager G. S. Smith, left, and Division Representative Hans E. Pasma of Juneau. Mr. Conway has won first place in two quarters of a Golden Sweepstakes sales competition and in 1958 qualified for his 20-year Union Oil service pin.

from J. W. White



**DAVID MACALPINE**, resident manager in Bakersfield, has been elected to the board of directors of the Better Business Bureau for the Bakersfield area. The highly honored appointment follows his more than two years of service with the Bakersfield Chamber of Commerce and his outstanding interest in civic affairs.

from C. A. Goughnour



**GENE LAKE**, center, partner in the Union Oil distributorship, Berner & Lake of Santa Rosa, won a trip to Hawaii as a reward for selling 100 memberships in the Santa Rosa Chamber of Commerce. The trip turned out in part to be a "bus man's holiday." He is shown on vacation talking business with George H. McLane, left, executive vice president of the Honolulu Chamber of Commerce, and J. H. McGee, who until his recent re-assignment to Seattle was Union Oil sales manager in Honolulu.

from Chamber of Commerce of Honolulu



**MISS CHARLOTTE FREEMAN**, receptionist in our Seattle office, is president of Desk & Derrick Club, Seattle, for 1959.

from J. W. White



**HOSTESSES** to a large group of Desk & Derrick Club members who visited Union Research Center during the recent D & D convention in Los Angeles were, from left, Bea Engum, Anne Falconer, Esther Fischer, Anna Addy, Hazel Corcoran, Colleen Douglass, Gennie Holmes, Mary Jane Walsh, Luella Stickler, Rosemary Stanley, Roberta Bogle, Mabel Ewing and Mary Bernsten—all employed at Research. President A. C. Rubel was a principal speaker at the convention.

from Paul K. Doyle



**PAULETTE FORSYTH**, daughter of Union Oil Dealer R. M. Forsyth, Great Falls, is the new baton twirling champion of Montana. She competed against 85 other experts at the Marias County Fair in Shelby to win highest honors; now has a chance at the national title when twirlers from the entire U. S. A. meet at St. Paul, Minnesota, during January.

from R. C. Class

## RETIREMENTS

January, 1959	Service Date
GEORGE S. BAKER Direct Sales—Honolulu	July 9, 1930
CLARENCE E. BUCHANAN Valley Division Field	July 6, 1934
EDWARD M. CAMPBELL Distribution No. Region	July 9, 1917
CLAUDE M. CANTWELL No. Division Pipeline	March 1, 1928
WILLIAM H. COUGHRAN Coast Division Field	August 4, 1942
JACK R. GRANT Los Angeles Refinery	June 29, 1930
IRVING J. HANCOCK Treasurer	December 31, 1915
LOUIS E. KEAHEY Distribution Cent. Region	September 18, 1924
HUGH J. MULTER Research Department	May 29, 1928

## December, 1958

GUY G. STEWART Oleum Refinery	December 27, 1931
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## IN MEMORIAM

### Employee:

WILLIS E. McCULLOUGH Santa Maria Refinery	November 4, 1958
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### Retirees:

ROBERT GRANT Distribution-Chile	October 14, 1958
MARY KELLY Marketing—So. Division	October 21, 1958
MANUEL C. COSTA Oleum Refinery	November 2, 1958
LEE S. HALL Purchasing Dept. Los Angeles	November 10, 1958
LEWIS HARRY SERUNTINE Marketing—So. Division	November 25, 1958
WILLIAM O. STEWART Oleum Refinery	December 5, 1958

# SERVICE BIRTHDAY AWARDS



## EMPLOYEES

### January, 1959

<b>40 YEARS</b>	CHESTER E. MacLEAN.....Direct Sales—Pasadena
<b>35 YEARS</b>	LEWIS M. BOLLER.....Automotive—So. Div. A. LESLIE HEGGIE.....So. Div. Pipeline DANIEL C. INGRUM.....Los Angeles Refinery LINNEUS E. OLINGER.....So. Region Distribution
<b>30 YEARS</b>	FREDERICK B. BREMER, JR.....Treasury—Home Office VIVIEN E. COOK.....Oleum Refinery WILBUR R. GRIFFITHS.....Comptrollers—Home Office LESTER C. JOHNSON.....No. Div. Pipeline RUSSELL K. PACE.....So. Region Distribution LAWRENCE J. RAY.....Oleum Refinery CHAUNCEY C. WALTERS.....Research Department
<b>25 YEARS</b>	DONALD J. ANDERSEN.....So. Div. Field JAMES H. BROOKS.....Oleum Refinery JOHN W. CHAPMAN.....Direct Sales—San Francisco ALFRED E. MARSH.....Coast Div. Field CHARLOTTE A. McGINNIS.....No. Region Distribution MARTIN F. TURCANIK.....Oleum Refinery RANDLE K. WHITE.....So. Region Distribution
<b>20 YEARS</b>	RAYMOND M. ARMSTRONG.....Direct Sales—Phoenix MILTON J. BROWNE.....Field—Home Office NORMAN E. DAVIS.....Automotive—So. Div. HOWARD J. GREGG.....Los Angeles Refinery HERMAN PHLEGER.....Executive
<b>15 YEARS</b>	URES C. ALLEN.....Coast Div. Field ROSS R. CHIRRICK.....Los Angeles Refinery NORMAN B. CLARK.....Valley Div. Field ELEA DESORMEAUX.....Gulf Div. Field CHARLES L. DURHAM.....Los Angeles Refinery HENRY EVANS.....Los Angeles Refinery ELIZABETH A. HAFNER.....Research Department JOHN F. HARRIS.....Los Angeles Refinery SIDNEY V. HORTON.....Los Angeles Refinery BENJAMIN C. IKE.....Coast Div. Field K. BYRON LJUNG.....Oleum Refinery WILBUR S. NAYLOR.....So. Region Distribution PALMER S. NELSON.....No. Div. Pipeline JOHN F. O'TOOLE.....Los Angeles Refinery EDISON E. RIGGLE.....No. Div. Pipeline ERIK N. TRUELSON.....Cafe—Los Angeles Refinery AUGUSTE J. VAUGHAN.....Gulf Div. Field ODELL WINTER.....Oleum Refinery
<b>10 YEARS</b>	MARGARET J. BENNETT.....Exploration—West Texas Div. ARTHUR D. CASE.....So. Div. Pipeline ROBERT D. DANIELS.....Comptrollers—Home Office JOSEPH L. GARIBALDI.....So. Div. Field JOHN E. GUINN.....So. Div. Pipeline FRANCIS J. KEARNS, JR.....Land—Santa Paula ROBERT A. LAMB.....Comptrollers—Home Office WILLIAM D. OWENS.....Field—West Texas Div. LEON J. PETR.....Comptrollers—Home Office JAMES G. PUGH.....No. Div. Pipeline MARIUS C. SOULES.....Dealer Sales—Rocky Mtn RICHARD H. TERRELL.....Direct Sales—Los Angeles

## DEALERS

### December, 1958

<b>10 YEARS</b>	EASTON AUTO COMPANY.....Easton, Washington SILVERNAIL'S GROCERY.....Spokane, Washington
<b>5 YEARS</b>	J. E. JOHNSON.....Harlowton, Montana JESSE J. SHAW.....Fairfield, Montana

### January, 1959

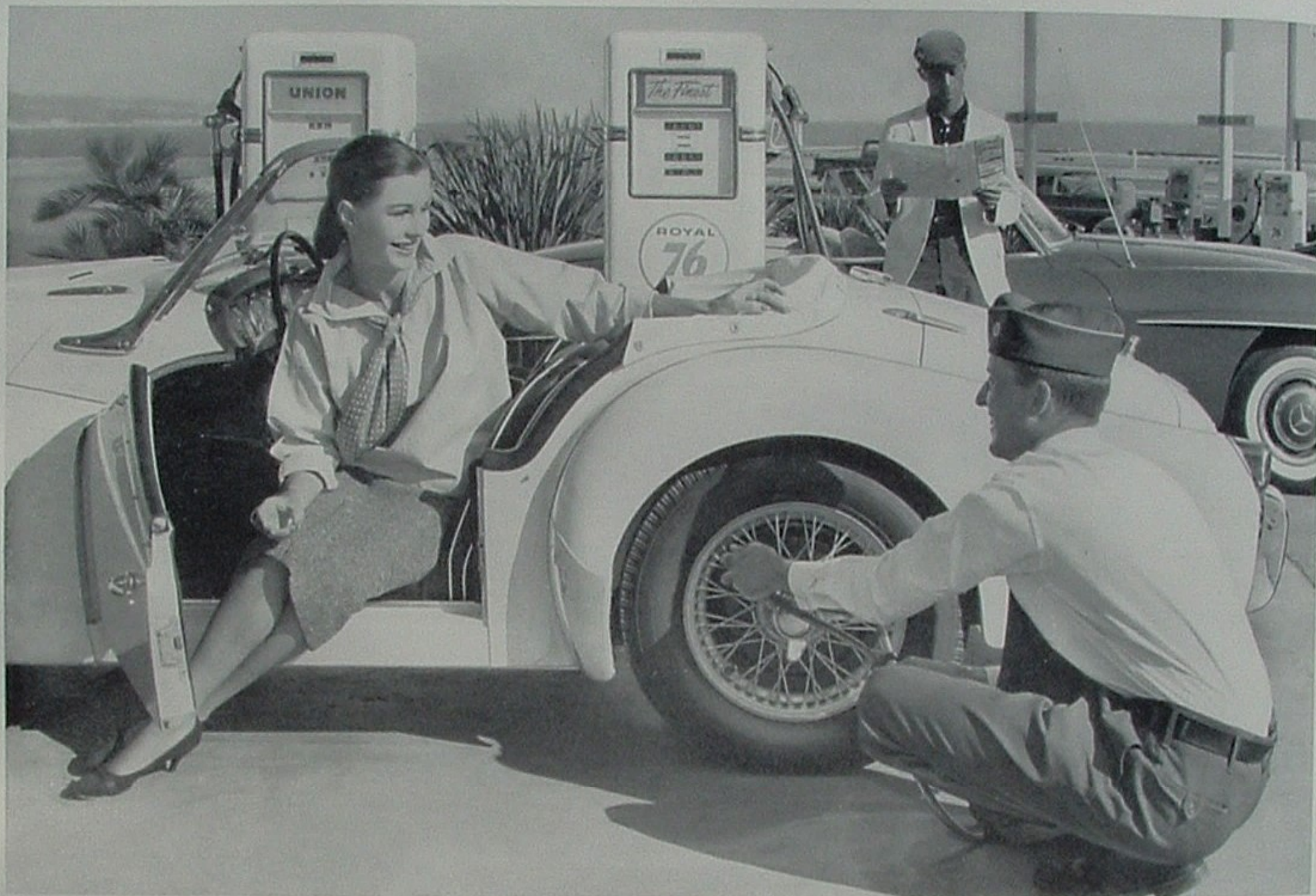
<b>30 YEARS</b>	E. H. FRENCH.....Woodland, California WILLIS FRENCH.....Fall River Mills, California CHARLES K. IWAI.....Honolulu, T.H.
<b>25 YEARS</b>	ELMER CASTNER.....Napa, California TOM TORGESON.....Poulsbo, Washington
<b>20 YEARS</b>	L. C. Althenreuther.....Petaluma, California HUNG WAH CHING.....Honolulu, T. H. J. D. HASH.....Garden Grove, California
<b>10 YEARS</b>	ANDERSEN GARAGE.....Petaluma, California LEO FADDA.....San Leandro, California
<b>5 YEARS</b>	ALASKA OIL SALES & SERVICE.....Anchorage, Alaska BENNY BEASLEY.....Fort Dick, California ROBERT W. BURCHETT.....Palo Alto, California HAROLD L. CHRISTIAN.....Pleasanton, California HULON HALL.....Oakland, California JACK HEWITT.....Oakland, California W. F. LEMOS and CLARENCE M. SMITH.....Hollister, California HOWARD L. MADDEN.....Skamokawa, Washington BERYL RICHMOND.....Carlsborg, Washington JOHNNIE SELLERS.....Solana Beach, California RICHARD C. TOMASELLI.....Burlingame, California

## CONSIGNEES—DISTRIBUTORS

### January, 1959

<b>30 YEARS</b>	W. A. LONGNECKER.....Taft, California CARL C. SUPP.....Wells, Nevada
<b>25 YEARS</b>	J. Q. RONALD.....Seattle, Washington
<b>20 YEARS</b>	WILLIAM RYAN.....Warren, Arizona
<b>15 YEARS</b>	WAYNE BROWN.....Grass Valley, California V. J. SORENSON.....Alturas, California
<b>10 YEARS</b>	F. L. CLOUTER.....Libby, Montana W. J. HARRIS.....Libby, Montana L. HOLZKNECHT.....Plains, Montana V. A. PELTIER.....Eureka, Montana H. E. WEDT.....Red Lodge, Montana WINNINGHOFF MOTORS.....Philipsburg, Montana C. T. YOUNG.....Lewiston, Montana
<i>While adding consignees and distributors to the Union Oil Honor Roll published monthly in SEVENTY-SIX, we failed to include the following, all of whom are loyal Union Oilers:</i>	
<b>35 YEARS</b>	C. C. IRELAND.....Culver City, California MRS. ANNA McKALE.....Seattle, Washington
<b>30 YEARS</b>	R. E. GRAF.....Seattle, Washington
<b>25 YEARS</b>	G. F. HERRMAN.....Seattle, Washington
<b>15 YEARS</b>	HATLEY OIL COMPANY.....Tucson, Arizona J. T. IRELAND.....Culver City, California R. T. MOSELEY.....Portland, Oregon
<b>10 YEARS</b>	C. A. McKALE.....Seattle, Washington V. J. McKALE.....Seattle, Washington B. F. STRANAHAN.....Butte, Montana

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



## *Why do you see so many sports cars at Union Oil stations?*

**I**F YOU KNOW ANY SPORTS CAR DRIVERS, and our dealers know hundreds of them, you know this:

They care a little more about their cars.

Just any service or gasoline won't do.

That's why you see so many of them stopping at Union Oil stations—for service by men who care a little more about cars. Union Minute Men, dispensing fast

but meticulously thorough Minute Man service.

And for gasoline that does a little more for any car—New Royal 76, the

West's most powerful premium. Sports car driver or not, if *you* care a little more about the car you drive, we suggest that you make it a habit to turn in at the sign of the big 76—where the service is as good as the gasoline.

• In addition to filling your tank with New Royal 76, the West's most powerful premium gasoline, the Union Oil Minute Men automatically check the water and oil, the battery, and the tire pressure. And, of course, clean the windshield thoroughly. They do 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 ABC-TV*  
**ASK FOR:** *Free sports books at your neighborhood Union Station.*

