

SEVENTY ⁷⁶ SIX

Union Oil Company
of California
MARCH 1960



MOST

ROYAL
76

POWERFUL PREMIUM

MOST

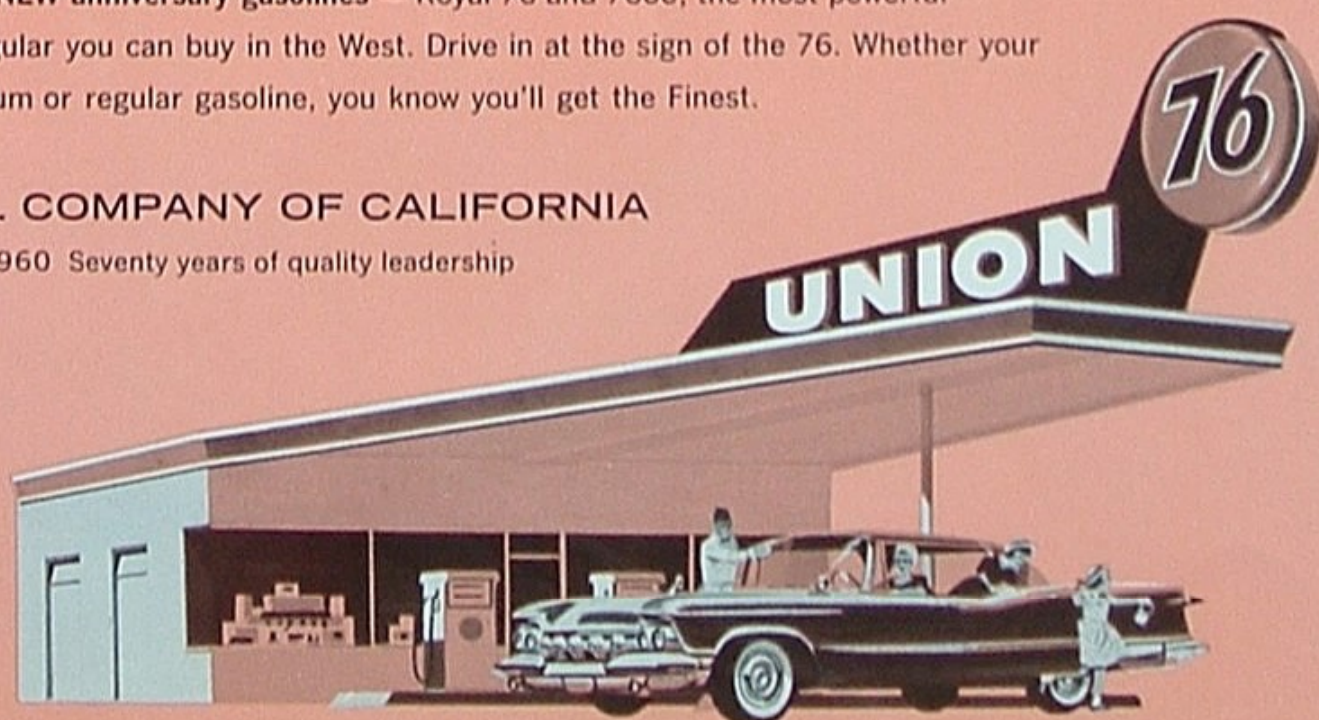
7600
REGULAR

POWERFUL REGULAR

Announcing two NEW anniversary gasolines — Royal 76 and 7600, the most powerful premium and regular you can buy in the West. Drive in at the sign of the 76. Whether your car uses a premium or regular gasoline, you know you'll get the Finest.

UNION OIL COMPANY OF CALIFORNIA

1890-1960 Seventy years of quality leadership



SEVENTY⁷⁶ SIX

Union Oil Company of California

Volume 4, Number 3

MARCH, 1960

THE COVER: The color and excitement of Squaw Valley are too much to be seen in one photographic glance. So we're presenting it in several small but interesting pieces. For the story, Page 4.

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

Published By

Public Relations Department
Thiel D. Collett, Editor



First fuel cargo for Alaska Lumber

THE SS SANTA MARIA, a tanker built by Union Oil and now operating under contract in Company service, had the honor during September of supplying the first petroleum cargo for Alaska Lumber and Pulp Company's new mills at Sitka, Alaska. The accompanying photo, sent by Union Oil Consignee Jack Conway of Sitka, shows the tanker discharging during a wintry fog.

A second vessel, the Mitsubishi Line's COLUMBIA MARU, is seen background loading the first cargo of pulp for direct shipment to Japan.

Alaska Lumber's excellent new mill brings vital industry to this oldest of Alaskan cities and is expected to nearly double the island's population.

/THE END

As forecast, snow came in plenty of time and in bounteous quantities for the greatest of all February athletic spectacles, the Winter Olympics. More than six feet of it carpeted the mountain-rimmed arena called Squaw Valley. Countless tons of powder were wind-packed into branches of a million pines. Snow plows fought a day-and-night battle at times to keep highways open for auto-borne contestants and spectators. And an army unit opened up with cannon fire to dislodge avalanches down some of the steepest slopes.

But throughout storms, trail blazing and contests there was one snowless, dry oasis in this field of white. It was a "76"-identified service station right in the heart of Squaw Valley.

Selected to provide the one and only official service station for the Winter Olympics, Union Oilers went to work with zeal and imagination. The service station had to harmonize with other buildings in the area, so a Swiss chalet type of office and lube room was built. Atop this were provided handsome living quarters for the employee crew — bunks and showers for six men — a kitchen and dinette — a comfortably furnished living room whose front window commands one of the valley's most exciting views. No wonder the six jobs were spoken for months in advance.

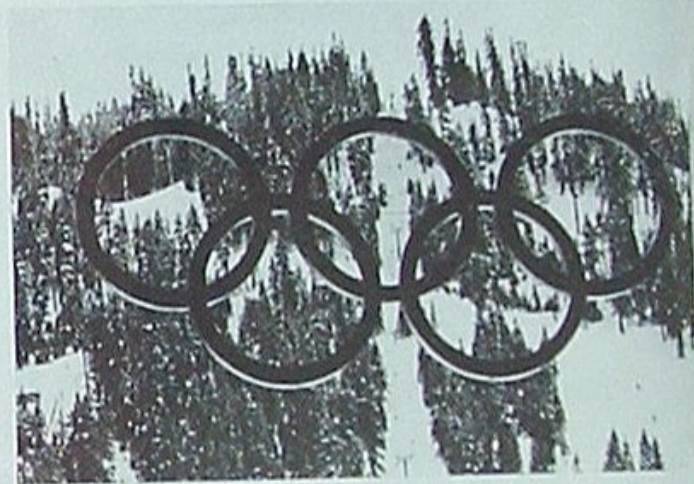
But the station's feature attraction was its magic carpet of concrete. Here snow flakes melted the instant they landed. Storms that deposited up to a foot an hour elsewhere were wholly rebuffed within the station's red-wood boundaries. Neither heavy fall nor swirling drifts could coat the magic paving. It remained bare, most times even dry, in this land of snow and ice.

Well, the magic of the concrete was petroleum. Petroleum-fired heaters inside the "76" chalet imparted their thermal units to water. The hot water in turn was pumped through a labyrinth of copper tubing imbedded in the paving. The warmed concrete simply wouldn't tolerate ice or snow.

Station Manager Ralph Peterson, smilingly hosing dust off the dry slab following a howling blizzard, confessed that the radiant-heated concrete had one drawback:

With every hotel and guest room occupied for miles around during the Olympic Games, quite a few late-comers were desperate for sleeping room. Some of the hardy ones asked if they could rent space on the warm concrete for their sleeping bags. Unaccustomed to declining service of any kind, the Minute Men had to explain that, for reasons of safety, sleepers and automobiles don't mix near a pump island. So sleeping-bag parking in Union Oil service stations hasn't arrived yet, even in Squaw Valley.

fuel for the winter olympics



In all other respects Union Oil products and people fueled the Olympics:

The volume of gasoline dispensed through "76" pumps far exceeded pre-games expectations. The picked crew of Minute Men installed hundreds of sets of chains in addition to marketing a steady turnover of oil, lubrication service, tires, batteries, anti-freeze, accessories and good will.

Directly involved in the games themselves were other Company products and services:

From our Reno marketing station came fuels and lubricants for the ski tows and lifts.

Assisting Walt Disney in installing and operating the great Olympic Torch were several of our associates. Pacific-Delta Distributors, who handle large volumes of our LPG out of San Jose, constructed the fuel system for the torch. A Union Oil customer, Algas Fuel Service of Los Angeles, pre-tested the system. Another customer, Manchester Tank & Welding Co., developed the burner design.

Union Oil donated the full requirement of propane needed to keep the torch burning throughout the games. And through Company-sponsored television the Winter Olympics were carried to a national audience of millions.

continued

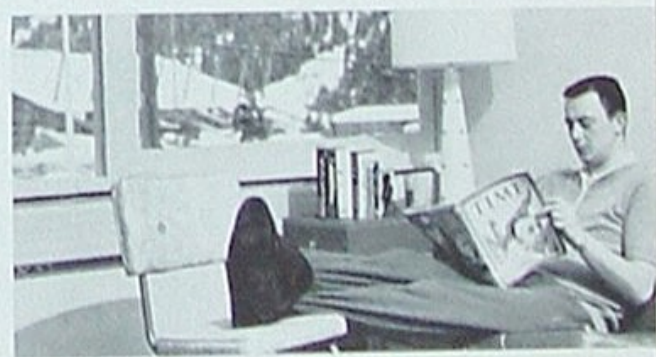


A dry oasis in the winter snows of Squaw Valley is our "76" pump island, radiant-heated fueling point for Olympic Games.



Skiing enthusiasts are invariably pleased with the Minute Man service offered here. A few have even suggested renting space on the warm concrete for sleeping bags.

Bachelor quarters above the station are deluxe. Between working and skiing, employees take turns preparing meals, waiting the dinner call and washing dishes.





In an area dominated by the ice arena took place the thrilling Olympic Games competition.

FUEL FOR THE WINTER OLYMPICS — *continued*

Surely the 1960 games were only the beginning of Squaw Valley's great sports and recreation destiny. Here each winter day will come skiing and skating enthusiasts by the thousands. Champions from every country will pit their skill and daring against the challenging terrain. Summer visitors in great number will come to ride the chair lifts, skate on the artificially frozen rinks, and enjoy the mountain coolness and beauty of this Sierra Nevada retreat.

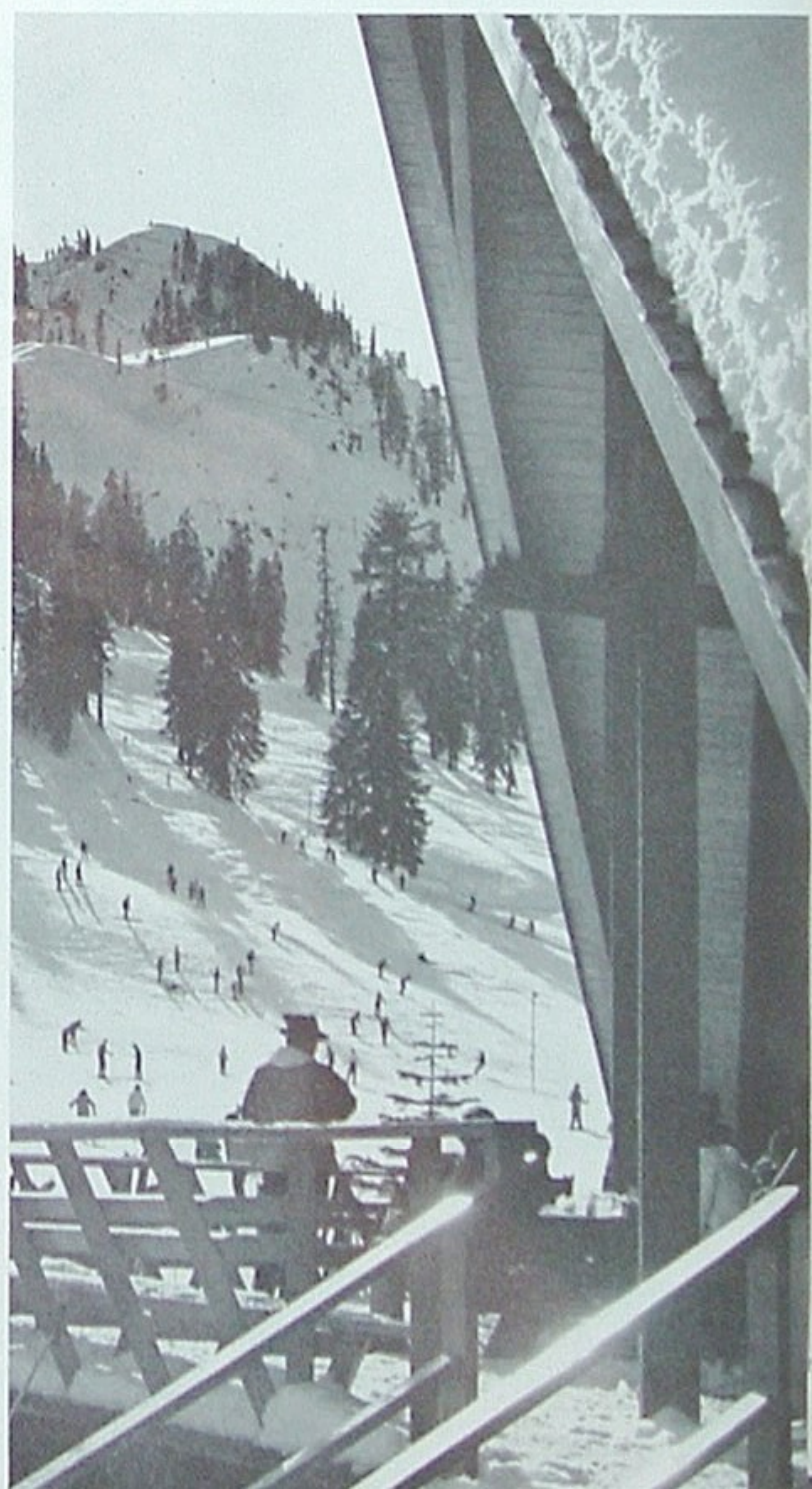
To all in every season Union Oil's chalet and its magic concrete oasis will remain warm and inviting.

/THE END

Trust the ladies here to keep fashion among the most competitive exercises.



Squaw Valley's enduring value will be measured in the thousands of people who make use of its slopes.





Atop the rim of this beautiful playground skiers pause for a view of nearby Lake Tahoe.



The downhill glide puts a man on his own against some of nature's roughest and toughest elements.

Time, like the speed-skating oval, is endless. Yesterday's wilderness is today's pleasure spot. What tomorrow?



is the **PERIL**

BIG BUSINESS

OR BIG UNIONS?

From the Los Angeles Examiner

ARE labor unions too powerful today? Or is big business dominating the economic and political picture of this nation?

With the 1960 presidential elections coming up, and the nationwide steel strike recently concluded, these questions are being hotly debated in union halls, management circles, public discussions and by almost every political leader.

Reese H. Taylor, board chairman of Union Oil Company of California, is convinced management today has become the underdog in labor-management relations, while W. J. Bassett, secretary-treasurer of the Los Angeles County Labor Federation, AFL-CIO, insists the concentration of real power in America is in the hands of big business.

In keeping with The Examiner policy of presenting both sides in critical public debates of issues affecting all citizens, both men here give their reasons for the stands they have taken:

Taylor Says, "Face the Facts."

Mr. Taylor's statement was published in the New York Journal American of January 12 and in the Los Angeles Examiner of January 24, 1960.

It is time for each of us to take an honest, face-the-facts look at the management-labor situation.

If the facts are unpalatable, even more unpalatable will be the results if those factors

which tend to make collective bargaining pretty much of a farce are not corrected.

I firmly believe in the right of men and women to organize, even as I firmly believe in the right of management to manage. But, above all, I believe that the public welfare — economically, socially, and morally — must be paramount in the final results of bargaining.

Under existing conditions true collective bargaining is virtually impossible. It cannot be otherwise when one side not only enjoys a concentration of power but can establish the rules.

True collective bargaining can only be fair and just when it is covered by a single set of rules, impartially enforced. That is something we do not have now — and, because we do not, the welfare of our nation is in jeopardy.

There is too much power in the hands of labor leaders who establish their own rules at the bargaining table. The power they have attained has made them virtual dictators not only over the nation's economy but over the welfare of millions of dues payers who have no democratic voice in their organization.

A Jimmy Hoffa can create an effective monopoly through organizing the truck drivers of the nation. He thus becomes a dictator over both our national and local transportation systems. He can tie up the nation's vital transportation system with a single "strike vote."

Business, on the other hand, has no such monopolistic power. It is prohibited by law from creating a monopoly. If management sought to merge all truck transportation companies into a single national system, as the drivers have been "merged," anti-trust laws would be invoked over-night.

So, when a Jimmy Hoffa sits down at the "bargaining" table it is likely to be pretty much a one-way negotiation. He not only has the power of a national labor monopoly but, in case of argument, can set his own rules.

The costly steel strike is an example. A single union embraces most of the nation's steel workers. When management sought to counteract this monopolist strength by bargaining as a unit for all companies, Unionist MacDonald cried "unfair" and threatened court action to force companies to bargain individually.

MacDonald could not countenance management having the same bargaining rights as his organization. He demanded and received preferential treatment.

If there are to be rules — and there must be — they should be the same for all.

This applies to political contributions as well as around the bargaining table. Since corporations are prohibited by law from making political contributions, unions should be forced to abide by the same restrictions. No one need be so naive as not to believe this to be the case.

It is time those seeking office stop being afraid of union bosses and their so-called control over the votes of their membership. Such control is fallacy and it is time we should recognize it for exactly that.

A union member may not get to ballot secretly within his organization but when that union member enters the public polling booth he does so as a free American, an honest-with-himself American who is going to vote as his conscience dictates. There isn't a labor leader on earth who can actually "deliver the vote" in the confines of the polling booth. His political strength is vastly overrated. Always we must be thankful that the right of secret ballot is inherent in our American way of life.

Recently there has been an awakening of the public conscience and morality. This awakening can be translated into votes for any office seeker who has the strength of character to challenge the self-asserted political power of dictatorial labor leaders over the votes of union members.

I have great faith in the ultimate good judgment

and sense of fairness of the American people — they will eventually get the right answer.

Bassett Says, "Big Business Has Ganged Up on Organized Labor."

Mr. Bassett's statement was published in the Los Angeles Examiner of January 24, 1960.

During the past several years, collective bargaining in the United States has been seriously weakened by three onslaughts of big business.

First of all, big business has ganged up on organized labor in attempts to weaken or destroy working conditions and job protections.

Secondly, big business has entered into politics on a mass scale, while simultaneously demanding that unions get out of politics.

Finally, big business has been able to control the legislative halls.

Despite this concentration of economic power, big business has sought to impress the American public, through newspaper editorials and business-inspired talks, with the distorted view that big business is the victim of organized labor.

Despite big business' propaganda campaigns, however, more than ever before union members are faced with the real possibility of unilateral domination of collective bargaining by monopolistic combines of business within every specific industry.

A glaring example of this big business drive exists in the steel dispute, where 500,000 steel workers were forced to strike to protect and keep their hard won benefits.

Obviously these 500,000 steel workers weren't dues paying puppets of organized labor, but American men and women fighting for their economic existence against a massive concentration of economic power.

During this dispute, each steelworker lost about four months' salary, but profit figures show small loss if any, for the industry due to the stockpiles it had accumulated.

Furthermore, using this dispute as a lever, big business was able to pressure the President to demand further legislative restrictions against labor, culminating in the anti-labor Landrum-Griffin Act.

At the same time, as steel stockpiles disappeared, the big steel companies demanded action under Taft-Hartley's injunctive processes to force steel workers back to the mills.

In this dispute, as in many others, the key issue was industry's demand to deprive workers of benefits long enjoyed.

Locally, the retail food clerks faced the same demands, while the meat cutters nearly had to strike to protect their gains. In the Portland, Ore., area, several newspaper unions face the same issue as publishers forced a strike by demanding work rule changes.

Now these Portland publishers are using imported

strike breakers in attempts to weaken or destroy the unions.

In each case the issue centers on management's push to deprive workers of benefits through shop-worn cries of "featherbedding," or "unions should get out of politics."

The truth is that big business, not labor, as many editorials claim, dominates and controls the national economy through its manipulation of the public press, through management of giant corporations and industries and through political influence.

It was this group that supported and elected the Eisenhower Administration, long-famed for its first cabinet of "11 Millionaires and a Plumber."

Today, these same people seek return to the days when management had the only voice on working conditions, and are objecting to working people exercising their political franchise.

Big Business contributors like the Fords, Mellons, Du Ponts, Rockefellers, etc., gave thousands of dollars to the Eisenhower campaign, because they knew what would be available in return.

Today many of these same contributors are among the loudest voices demanding that Organized Labor get out of politics and leave management of the country to big business.

Working people have learned, however, that the bread box and the ballot box are tied together. Hence, they know that unions and union members must be active citizens in politics and political campaigns because what can be negotiated at the bargaining table can very easily be wiped out in the legislative halls.

An Examiner Reader agreed with Mr. Taylor.

J. B.'s statement was published in the Los Angeles Examiner's "Mailbox" of Feb. 1, 1960.

It was illuminating to read the articles (Examiner, Jan. 24) by Reese Taylor of the Union Oil Company, and W. J. Bassett, Secretary-

Treasurer of the L. A. County Labor Federation, AFL-CIO.

There is a give-and-take spirit in Mr. Taylor's article, which will sooner or later have to be manifested by both sides if unnecessary and costly strikes are to be prevented.

By and large, management today will be fair when organized labor endeavors to meet it half way.

Mr. Bassett seems to think that management since time immemorial has not only been wrong, but couldn't be right if it tried.

I have the impression that he knows little about down-to-earth economics.

When Mr. Bassett talks about "the anti-labor Landrum-Griffin Act," isn't he referring to the brakes which this act applies against union officials in particular, and doesn't in any way harm the dues paying member?

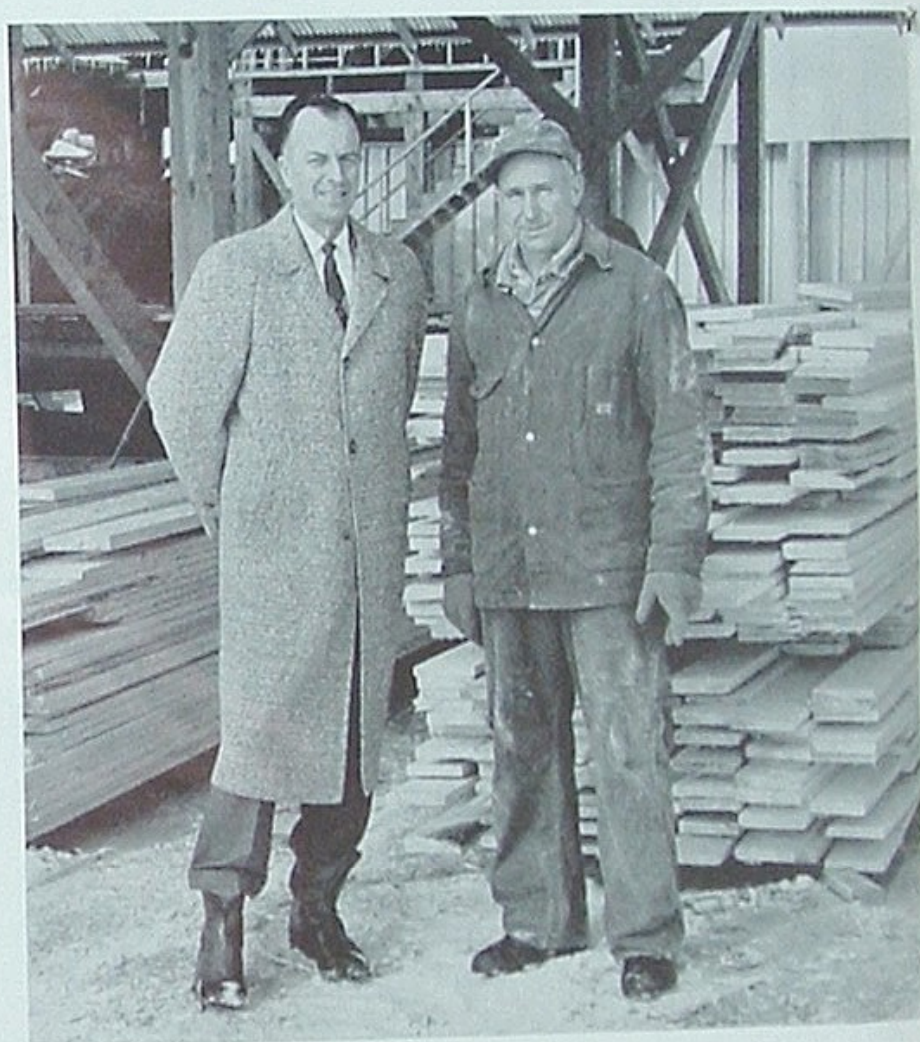
The End



Key salesmen o



Five Key Salesmen of 1959, pictured herewith, include W. D. Canning (right) with customer T. Atkinson of Pasadena.



Key Salesman R. S. Taylor (left) appears with James Strickland of large lumbering account in Rocky Mountain area.



Key Salesman C. B. Emerick was a runnerup in 1958, one of five winners in 1959.

of 1959



Key Division Sales Manager of 1959 is R. Brenchley, Phoenix.

Finding oil, producing it, transporting it at low cost, refining it into high-quality products, are the basic pre-requisites of a successful oil business. Yet equally important, particularly during the current era of world oversupply, is the highly competitive game of finding buyers.

Good salemen are not today, and never have been, a dime a dozen. Salemanship of the top order is a rare human gift, a science of mind and personality, a job calling for grit, intelligence and imagination, and one of the most sought-after talents in industry.

Acknowledging these facts, Company marketing managers initiated their Key Account Sales Program in 1957. It is an incentive program designed to stimulate the acquisition of large commercial or "key" accounts. In addition to receiving gold keys with jewel insets for each additional "key" account acquired, the successful sales-

men become eligible for nomination as Company-wide Key Saleman of the year.

Nominations for the 1959 Key Salesman title include the following: W. H. Jamieson, R. S. Taylor, J. W. Cain, W. D. Canning, F. W. Olsness, H. S. Kragh, D. L. Gustin, H. H. Isheim, E. G. Reed, H. W. Widener and C. B. Emerick.

From among these Union Oilers, all of whom did outstanding work in their fields, marketing management attempted to make the top-man selection. However, so close were the final tallies that five men were judged to be equally deserving of highest recognition.

For having headed the division credited with the greatest commercial sales gains during the year, R. Brenchley of Phoenix was named Key Division Sales Manager of 1959. He and the five Key Salesmen are identified photographically herewith.

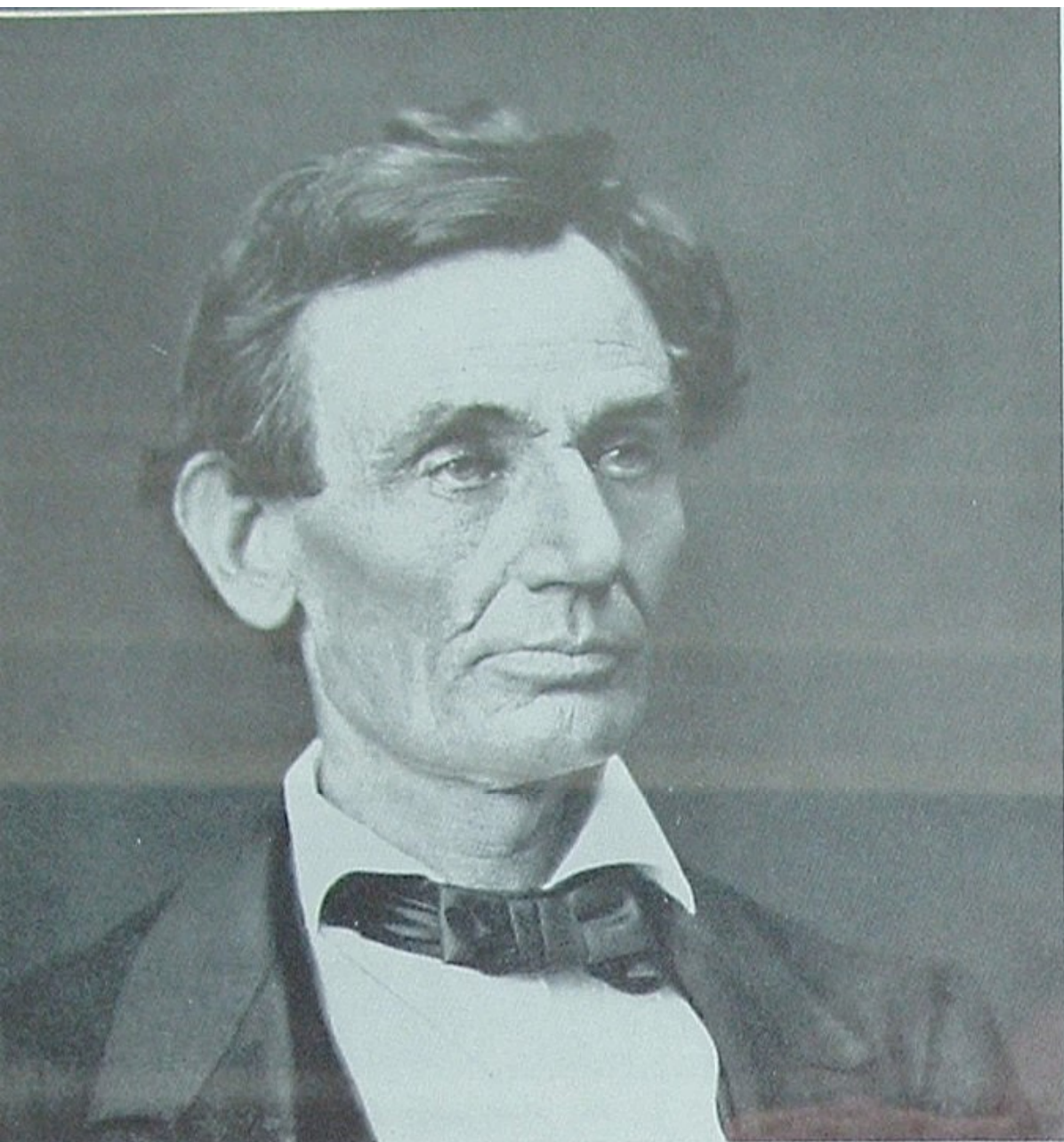
/THE END

Key Salesman F. W. Olsness did some outstanding work in the Pacific Northwest's heavy industry.



Key Salesman John W. Cain was the fifth Union Oiler to earn top honors for the acquisition of large commercial accounts.





His **F**inest Portrait, reproduced herewith, was made in 1860 by Alexander Hesler of Chicago. A duplicate negative of this photo is owned by the Chicago Historical Society.

The Great Emancipator

His **F**inest Description was written by William H. Herndon in *Life of Lincoln*, as follows:

"Mr. Lincoln's head was long, and tall from the base of the brain and from the eyebrows. His head ran backwards, his forehead rising as it ran back at a low angle, like Clay's, and unlike Webster's, which was almost perpendicular . . . His forehead was narrow but high; his hair was dark, almost black, and lay floating where his fingers or the winds left it, piled up at random. His cheekbones were high, sharp, and prominent; his jaws were long and upcurved; his eyebrows cropped out like a huge rock on the brow of a hill; his long, sallow face was wrinkled and dry, with a hair here and there on the surface; his cheeks were leathery; his ears were large, and ran out almost at right angles from his head, caused partly by heavy hats and partly by nature . . . there was a lone mole on the right cheek . . . He was not a pretty man by any means, nor was he an ugly one; he was a homely man, careless of his looks, plain-looking and plain-acting. He had no pomp, display, or dignity, so-called. He appeared simple in his carriage and bearing. He was a sad-looking man; his melancholy dripped from him as he walked."

Among his **F**inest Convictions

"Ballots—not bullets."

— — —

"I think we have an ever growing interest in maintaining the free institutions of our country."

— — —

"You cannot bring about prosperity by discouraging thrift.

You cannot strengthen the weak by weakening the strong.

You cannot help the wage earner by pulling down the wage payer.

You cannot further the brotherhood of man by encouraging class hatred.

You cannot help the poor by discouraging the rich.

You cannot establish sound security on borrowed money.

You cannot keep out of trouble by spending more than you earn.

You cannot build character and courage by taking away man's initiative and independence.

You cannot help men permanently by doing for them what they could and should do for themselves."

Continuing rapid growth of population and industry in the West, coupled with intense competition for petroleum markets, prompted comprehensive changes in Union Oil's Marketing Department, effective January 1, 1960.

Fred L. Hartley, who for the past several years has headed our Research Department, was elected a director of the Company, a member of the Executive Committee, and senior vice president with full responsibility for the Marketing Department.

To provide better coordination and harder-hitting sales effort, Company marketing divisions in the West were condensed from 23 to seven in number.

Leading the divisions from Union Oil Center and reporting to Mr. Hartley is C. Haines Finnell, now director of Marketing. In addition to the division sales managers reporting to Mr. Finnell is W. L. Spencer, general manager of National & Special Accounts.

F. K. Cadwell, director of Export & Refinery Bulk Sales, reports directly to Mr. Hartley. Under Mr. Cadwell's direction from Union Oil Center headquarters are three managers in Los Angeles, one sales manager in Osaka, Japan, and nine sales supervisors assigned to marketing Company products in areas extending from Denver eastward to the Atlantic seaboard.

Marketing's line organization as announced January 25, 1960, is listed on the following two pages, together with a map indicating boundary lines of the new divisions.

Mr. Hartley's staff, located at Union Oil Center, includes the following:

- A. R. Ousdahl, assistant to the vice president
- S. Biehn, manager Marketing Research
- T. W. Proudfoot, manager Commercial Planning
- Jerry Luboviski, manager Advertising & Sales Promotion
- M. J. Siebenhausen, manager Training Services
- Fred W. Bush, manager Administrative Services
- To be announced, manager Retail Planning

/THE END

Marketing Department Reorganized

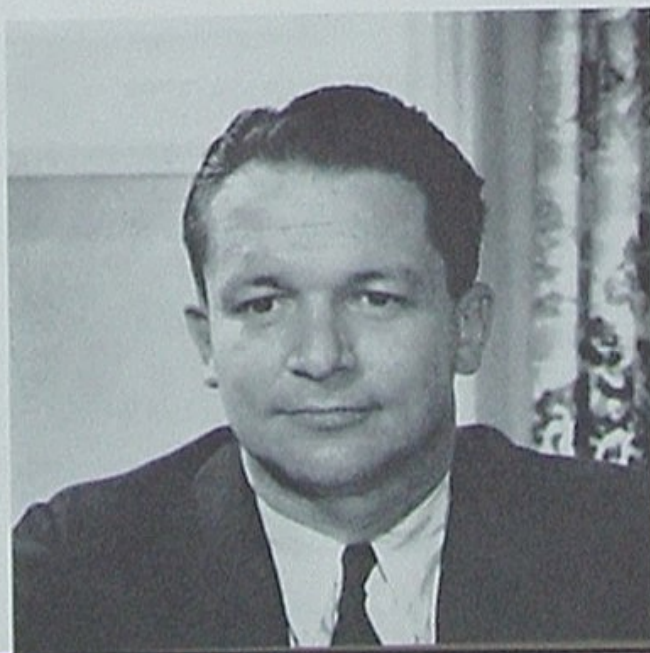


Senior Vice President Fred L. Hartley
Marketing Department

F. K. Cadwell
Director Export & Refinery Bulk Sales



C. Haines Finnell
Director Marketing



LINE ORGANIZATION MARKETING DEPARTMENT

EFFECTIVE JANUARY 25, 1960

REPORTING TO:

Fred L. Hartley, Los Angeles
Senior Vice President

DIVISION SALES MANAGERS:

SALES MANAGERS:

W. I. Martin, Seattle
Northwest Division

F. J. Kerth, Anchorage
J. T. Raabe, Commercial, Seattle
T. R. McGilliard, Retail, Seattle
R. E. Robbins, Spokane

J. E. McCaffrey, Portland
Oregon Division

L. C. Burklund, Commercial, Portland
C. C. Corsiglia, Retail, Portland

J. J. Grunewald, San Francisco
California North Coastal Div.

W. L. Stewart III, Commercial, San Francisco
W. S. Christopher, Retail, (North) San Francisco
H. B. Anderson, Retail, (South) San Francisco

W. M. McClure, Sacramento
California Central Division

J. S. Kent, Commercial, Sacramento
J. C. Garvey, Retail, Sacramento
R. D. Davis, Commercial, Fresno
R. H. Campbell, Retail, Fresno

C. Haines Finnell, Los Angeles
Director of Marketing

E. Kendall, Jr., Los Angeles
California South Coastal Div.

E. R. McCloud, Commercial, (South) Los Angeles
H. W. Bragg, Commercial, (North) Los Angeles
D. R. Hepburn, Retail, (West) Los Angeles
C. C. Petray, Retail, (South) Los Angeles
J. S. Cowie, Retail, (North) Los Angeles

R. Brenchley, Phoenix
Southwest-Mountain Division

T. E. Luke, Commercial, Phoenix
O. D. Dorsett, Retail, Phoenix
J. S. Foster, Commercial, San Diego
J. H. Garrison, Retail, San Diego
G. F. Herrman, Jr., Salt Lake City

R. H. Rath, Honolulu
Hawaii Division

G. D. Gedge, Commercial, Honolulu
W. A. Coie, Retail, Honolulu

W. L. Spencer, Los Angeles
Gen.Mgr. National & Special Accts.

D. C. Craig, Manager National Accounts
R. G. Danielson, Coordinator Ry. & Fleet Accts.
E. Keightley, Coordinator Aviation Accounts

SALES MANAGERS:

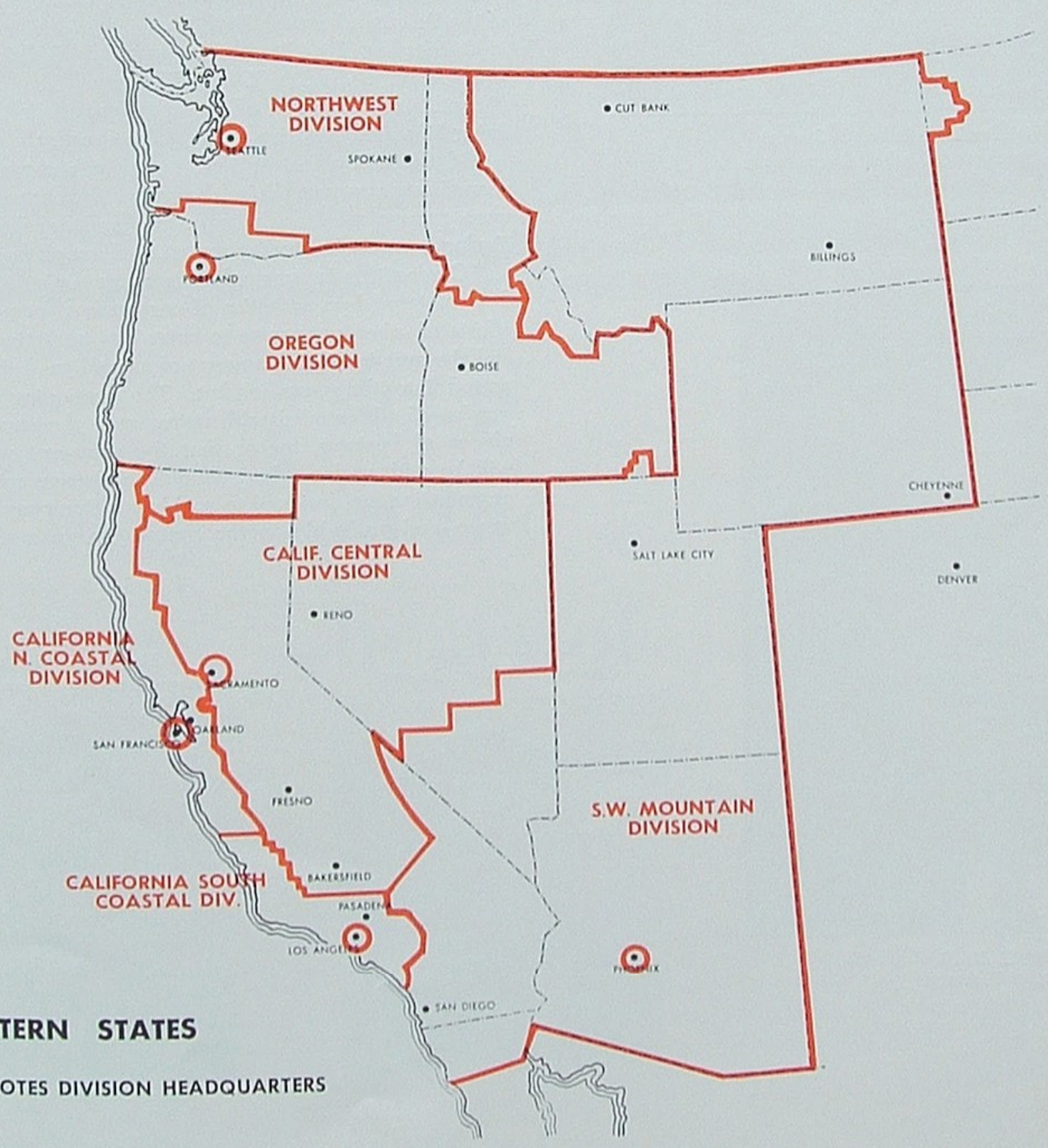
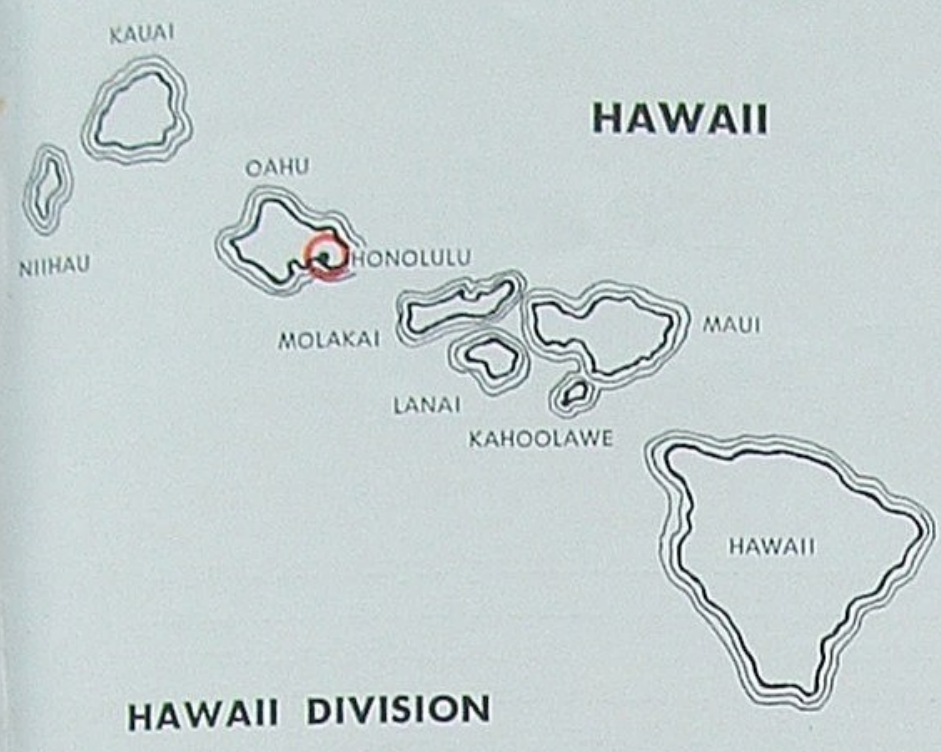
A. D. Gray, Los Angeles
Refinery Bulk Sales
R. F. Koch, Los Angeles
Export Sales

F. A. Culling, Osaka, Japan

SALES SUPERVISORS:

E. D. Herr, Pennsauken, New Jersey
P. E. Hewitt, Kansas City, Missouri
M. L. Lipson, Hartford, Connecticut
F. J. McCarthy, Jacksonville, Florida
T. G. Nasca, Chicago, Illinois
H. D. Schmieder, Dallas, Texas
W. Schoellkopf, Jr., Columbus, Ohio
P. J. St. Pierre, New Orleans, Louisiana
D. G. Zenk, Denver, Colorado

F. Kemmis Cadwell, Los Angeles
Director Export & Refinery Bulk Sales



New Leaders in Research

Contemporaneous with Marketing Department changes on January 25, 1960, Senior Vice President Arthur C. Stewart, who is also on the Board of Directors and a member of the Executive Committee, was assigned responsibility for the Research, Purchasing and Medical Departments. Additionally, he is a director of Collier Carbon and Chemical Corporation, a Union Oil subsidiary, and continues as a director and member of the Executive Committee of Pacific Airmotive.

Appointed director of Research and reporting to Mr. Stewart is Dr. W. E. Bradley. He was formerly manager of the Refining Research Division.

Succeeding Dr. Bradley as manager Refining Research Division is Dr. Hal C. Huffman.

And now supervisor of Product Research in the Refining Research Division is Dr. J. B. Gregory.

Of the many factors that make such organization changes necessary or advisable, several current problems were emphasized by Chairman of the Board Reese H. Taylor in his February 1st report to all employees:

"Competition in our markets is increasing in intensity, due to stepped-up activities of our present competitors, efforts of other companies to enter our marketing area, and the ever-increasing amount of natural gas being imported into the same market. The continuing global surplus of oil, coupled with rising costs of virtually all phases of business, means that the price-cost squeeze will be with us for a long time. The changes made in organization are designed to enable our Company to advance—and profitably—in the competitive years ahead."

Dr. J. B. Gregory
Supervisor Product Research



Dr. Hal C. Huffman
Manager Refining Research Division



Dr. W. E. Bradley
Director Research



Senior Vice President Arthur C. Stewart
Research, Purchasing, Medical Departments





deep in the heart of Portland

Every large city has some focal point of commercial activity regarded as the heart of town. In New York it's Times Square. In London, Piccadilly Circus. In Tokyo, the Ginza. In Hollywood, Hollywood and Vine.

In Portland, Oregon, the heart of town is more than just a geographical point. It's a valuable transportation service—a block-square, two-level garage labeled Central Auto Parking. Formerly it was the location of a fine old Portland hotel. Now some 2,000 cars per day check in for service and parking space. Entrances on two sides of the square are, to our way of thinking, handsomely marked by "76" target signs.

Grouped around the auto park are the leading landmarks of this impressive city—office buildings, ticket

counters offering transportation service of any kind anywhere, smart shops, theaters, restaurants, department stores. Prominent among the latter is the famous Meier & Frank department store, which for many years has been cited as one of the best and highest-volume mercantile institutions west of Chicago. The owner, dynamic

Aaron Frank, and many of his employees and customers use the "76" parking and services. It's a mighty important location.

Such spots call for oil merchants who know their business. So the property owners and Union Oil agreed on Morley Barnard as Central Auto Parking's manager.

You may remember Morley from the Company's institutional ad of about April, 1957. He was the Cedar

continued

DEEP IN THE HEART OF PORTLAND—continued

Hills, Oregon, dealer who won new customers by "spoiling 'em" with the *Finest* service. In the ad he said, "Service separates the boys from the Minute Men!"

Morley Barnard and his Minute Men handle the Portland job to perfection. Premises and equipment are kept immaculate and sparkling. Parking service is geared to the rush hours. No opportunity is overlooked to "spoil 'em" with free courtesies.

For instance, on every Central Auto Parking ticket is printed, "Use our free umbrellas while you park."

That's right, the rains that make Oregon green and beautiful most of the year around fall copiously during winter and unexpectedly at times during summer. But to Morley's customers who arrive unprepared for rain, this need not be a dampening oversight. The customer merely steps from her car and under the shelter of a free and opened umbrella.

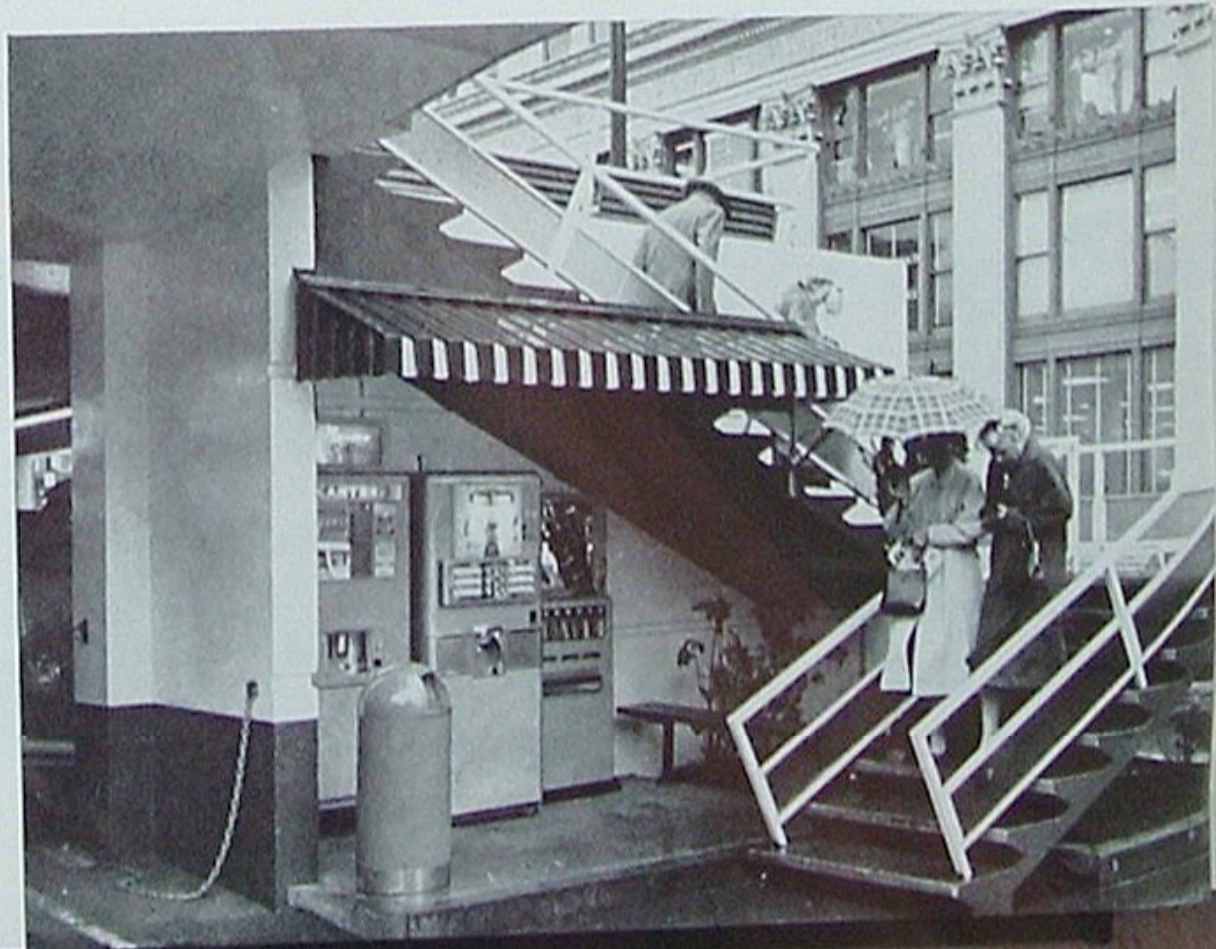
Another reason we're deep in the heart of Portland!

/THE END



Under this "76" target sign in Portland, both parking levels are at street level, the top one here aligning with opposite side of block.

Patrons using the parking center are only a few steps from any type of store or commercial service the city offers.



An umbrella is loaned free-of-charge by Minute Man Raymond Johnson to customers, Mrs. Waldo E. True and young Mr. David Leisure. Such service is highly appreciated in rainy Oregon.



A remnant of the old hotel that formerly stood here now comes in handy as a high-speed washrack.

The Rolls-Royce just arriving is one of all makes of cars the operators are qualified to service.



Morley Bernard, left, manager of Central Auto Parking, cooperates with Division Sales Manager J. E. McCaffrey in "spoiling 'em" with Finest of everything.



Business Highlights of the Month

EXPLORATION *Magnetometer.*

Modern science has developed the airborne magnetometer (see photo below) as an important tool and fast method for outlining the boundaries of hidden sedimentary basins and also approximating depths to basement within the basins. A sensitive instrument is trailed behind an airplane flying a definite pattern at a predetermined height. Thus the varying magnetic field of the earth is recorded continuously. From an interpretation of these data it is possible to determine the anomalous areas to be detailed further with the seismograph.

This is our initial geophysical approach to the ex-

ploration of a large concession held jointly with our partner, Kern County Land Company, in Australia. Union Oil is operator of the concession, which originally was held by Australian Oil and Gas Corporation in the states of Queensland and New South Wales in southeastern Australia. Our aeromagnetic survey has now been completed and plans are being formulated for a seismograph survey to resolve the prospective site for drilling a test well.

from Basil Kantzer

PRODUCTION *Organization changes.*

Changes recently made in our Exploration and Production Departments are for the purpose of creating an efficient organization to cope with difficult and competitive conditions:

A. F. Woodward, former chief exploitation engineer, has been appointed manager of field and exploration operations for the Pacific Coast Division, which soon will be expanded to include unassigned areas adjacent to California. W. O. Butler, manager of field operations, and J. E. Kilkenny, chief geologist, will report to Mr. Woodward. W. O. Plant, former division geologic engineer at Santa Fe Springs, has been appointed chief exploitation engineer, and W. F. Cerini, division reservoir engineer at Santa Fe Springs, has been appointed staff engineer, both reporting to Mr. Woodward.

The duties and responsibilities of C. F. Bowden, chief petroleum engineer, have been expanded to include all operating areas in the United States and Canada; his title will be assistant to the vice president of production.

Another Pacific Coast Division appointment was that of B. D. Thorpe, former division landman in the Santa Paula District, to acting manager of lands. He succeeds F. W. Bush, who is now in the marketing organization.

from Dudley Tower

RESEARCH *A needle in a haystack!*

"Looking for a needle in a haystack" is a figure of speech that has long been applied to many difficult or painstaking tasks. However, actually looking for a needle in a haystack is no more difficult than some of the problems being tackled by research analysts in the field of petroleum technology.

Crude oil is now known to contain varying small amounts of vanadium, nickel, arsenic, lead, chlorine, nitrogen and other similar elements in the form of organic compounds. These either occur naturally in the raw crude oil or are introduced as a result of production or initial refining operations. Sulfur compounds also occur naturally in most crudes, and in some are present to the extent of 5 to 10%. Except for the sulfur compounds, the other minor constituents were relatively unimportant in earlier refining processes.

With the introduction of catalysts into refining technology these minor constituents in petroleum have assumed economic significance and their accurate determination has become important. The reason for this is that many of the catalysts used in refining petroleum, particularly those for making high-octane gasoline, are



even more sensitive to poisoning by arsenic, lead and nitrogen than are humans. The "good health" or "activity" of some catalysts fades rapidly even if these compounds are present to the tiny extent of a few parts per billion.

So our Research Department's Analytical Group is searching constantly for methods to detect trace quantities of impurities in petroleum stocks. Sensitive procedures have been devised to measure these small amounts of nitrogen, chlorine, nickel, lead, sulfur and arsenic.

Arsenic, for example, is now being routinely determined quantitatively down to one part in two billion parts of oil. This is equivalent to finding one drop of arsenic distributed in 21,000 gallons of crude oil—or perhaps to finding a needle in a stack of haystacks!

Fortunately, our Unifining process is based on a rugged catalyst which can process petroleum stocks to remove these undesirable constituents, and to do so for long periods of time without major loss in catalyst activity. The operating conditions of the Unifining unit are controlled by the analyses to yield products of the desired purity. This permits subsequent refining operations to be conducted at a much lower cost than would be otherwise realized.

from Dr. W. E. Bradley

INDUSTRIAL RELATIONS 5 times safer on the job!

There were 63 disabling injuries on the job in Company operations during 1959, which is equivalent to an accident frequency of 4.4 injuries per million manhours worked. This is a 24% improvement over 1958. The Company's best record of 3.7 injuries per million man-hours worked was set in 1957.

An active campaign to reduce off-the-job disabling injuries was continued during the year. The frequency of disabling injuries off the job in 1959 was over 5 times as great as that encountered on the job. Some improvement was noted during the year, but more emphasis is needed on this important phase of safety.

from N. T. Ugrin

PURCHASING

With Union Oil operations currently extending Four-A, that is, from Alaska to Argentina and from Australia eastward to Africa, we are faced with a complex supply problem. It entails a both broad and specialized knowledge of materials, equipment, services, shipping, governmental regulations and sources of supply. Proper liaison between vendor, export packer, forwarding agent and our Traffic Department is essential. To assure that "for want of a nail no oil field is lost," a detailed procedure of purchasing for foreign operations has been developed by the Company and is now in use.

from C. S. Perkins

TRANSPORTATION AND SUPPLY

As a result of wage increases granted to San Francisco Bay area barge operating personnel following a six-month strike, rates for barge transportation in that area

have been increased 12%. Barging rates have also been increased in the Los Angeles, Puget Sound and South-eastern Alaska areas.

After discharging a cargo of crude oil at Los Angeles, the SS TORREY CANYON recently proceeded to Kobe, Japan, for her first annual blowdown, drydock inspection and repairs. Following completion of drydock work, the vessel sailed for the Persian Gulf to resume regular service in transporting crude oil to California.

D. G. Davidson, formerly a senior engineer at Los Angeles Refinery, has been appointed supervisor refined oil supply, reporting to H. K. Said, manager of supply.

from E. L. Hiatt

MARKETING

Our Redding Marketing Station will supply the petroleum requirements of Gibbons and Reed on a \$4,065,000 road job near Whiskeytown, California.

Delta Lines, Inc., operators of a fleet of more than 500 over-the-road trucks, recently received their first delivery of Union Domestic Diesol and Union Motor Gasoline to fill storage tanks at their newly modernized freight terminal in San Francisco.

President James D. Medema of Alaska Oil Sales and Services, Inc., our consigneeship at Anchorage, visited Home Office enroute home from Mexico City. Mr. and Mrs. Medema won the trip as an award for excellent sales performance during Marketing's "Golden Sweepstakes" contest.

from C. H. Finnell

MANUFACTURING

Orcutt Refinery is constructing facilities to manufacture emulsified asphalts, chemical mixtures of water and asphalt used primarily for seal coating of surfaces and binders for aggregate. Initial production is scheduled for April 1, 1960.

The fuel gas supply to Los Angeles Refinery has been severely curtailed during the last several months due to the colder than normal weather pattern. It has been necessary to burn relatively large quantities of fuel oil to augment the refinery make-gas. We have worked in close cooperation with the gas company as well as with the Air Pollution Control District during these gas curtailment periods. Similar circumstances have affected both the Oleum and Santa Maria Refineries.

Ice cubes were used recently by Los Angeles Refinery as an ingenious method of removing scale and rust from large fresh-water lines. Four-inch cubes of ice were introduced into a 10-inch water line and pumped through at high velocity. Scouring by the ice cubes performed a very satisfactory cleaning job at a substantial saving over the usual chemical method of cleaning. Only 400 pounds of ice cubes were used to clean 3,000 feet of 10-inch line.

from J. W. Towler

That number

By Russ Halford



No. 76, Gene "Big Daddy" Lipscomb, 288-pound, 6½-foot tackle for the West All-Stars, was voted most valuable player in Pro Bowl football game.



again

Ever notice how often the number 76 pops out at you? Aside from Union Oil service stations, I see it every time I pick up a newspaper. The humidity—the temperature—somebody's golf or basketball score—my bowling average—so often everything outstanding totals up to 76.

Even in the "Buyer's Digest of New Car Facts for '60" published by Ford, the table of contents reads "Gasoline: Which Should You Use? - 76." The editors of course were merely indicating a page number, but I preferred the other meaning.

Why, just a few weeks ago at the Pro-Bowl game in Los Angeles, what should I sit behind but the broad back of 288-pound Gene "Big Daddy" Lipscomb, numbered sure enough with a big 76. I couldn't help following both player and numeral through that bruising contest of pro football giants.

No. 76 was in on every play—bulldozing a hole, tackling, blocking, rushing the passer or kicker. Sometimes his seemed to be the only number on the field.

Lou Groza of the East All-Star team also wore 76.

But guess who won the most-valuable-player award after the game ended? Oh, you've read about it in the papers! So have I. But I didn't know about it when I shot these pictures of the *Finest*—"Big Daddy"—No. 76.

again!



Having jarred the ball carrier, No. 42, out of his helmet and stopped the play for no gain, No. 76 turns back to take his impregnable position on defense. Lipscomb was biggest player on the field.

A Thespian Credit Card

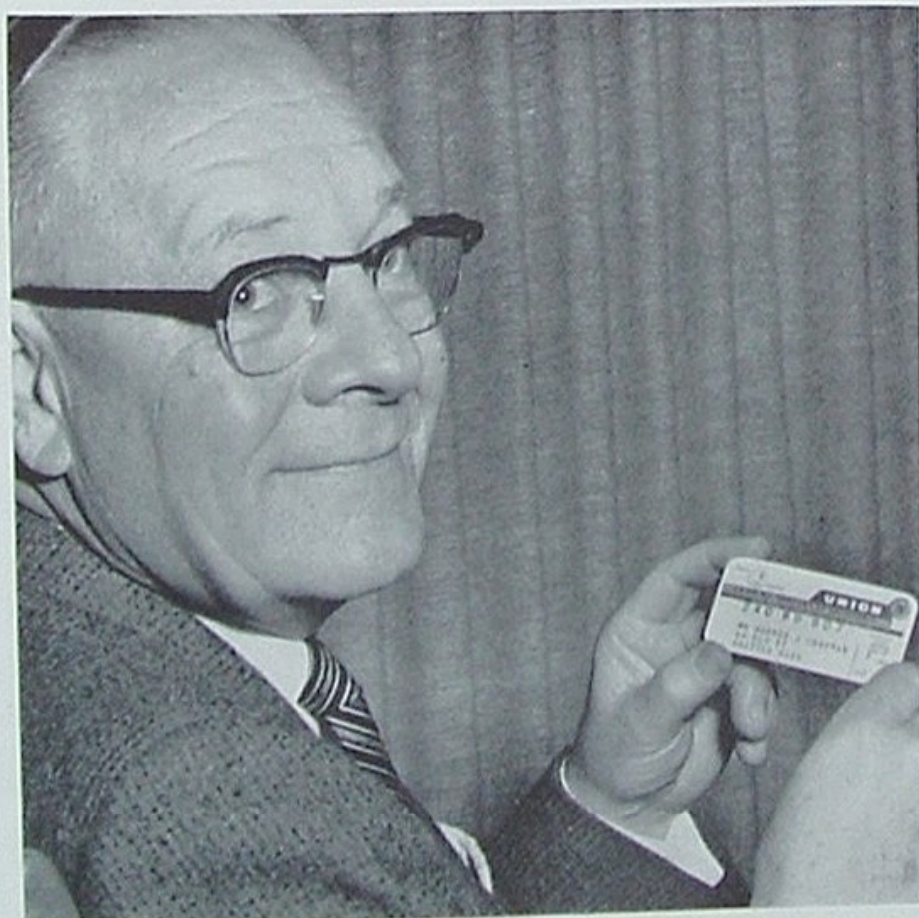
"The 3rd Voice," a highly dramatic motion picture starring Edmond O'Brien and Lorraine Day, has just been released by 20th Century-Fox. The film's principal character is a conspirator who attempts a voice impersonation of a murdered rich man in order to gain possession of the victim's wealth.

Most suspenseful moment in the play occurs when the murdered man's office in Seattle calls the impostor in Mexico asking for the combination to a private safe in which a child's pet dog has become accidentally locked.

Desperately the impostor searches a stolen wallet in hope of finding the combination. As he does so, a half-dozen credentials, topped by a Union Oil credit card, come into plain focus under the camera. In order not to spoil the picture for you, we'll reveal no more of the plot.

No, Union Oil didn't pay 20th Century-Fox for the publicity. In fact, General Credit Manager W. W. Workman (left) was very cautious about issuing the card, made out to Mr. Harris J. Chapman, 49 Elm Street, Seattle. He had to verify that no such Union Oil customer and address actually existed—that the card would be used exclusively for film-making purposes—and that it would be returned to Union Oil promptly for cancellation.

Now you can see what a good movie director and producer, H. Cornfield, has to go through to achieve authenticity.



General Credit Manager W. W. Workman exhibits the "Thespian Credit Card."

/THE END



in focus



HEY, YOU GUYS AND GALS! Feelin' tired, run down, disgruntled, older than your years? Well, nothing'll snap you out of it faster than an evening of dancing. All the details are printed on this poster held by President Liz Fisher and Natalie Philipps of the Girl's Club. Every Union Oil employee and dealer within flying distance is invited. Be there. Have fun!



THE CITY OF NAGOYA, JAPAN, has expressed its gratitude in many ways for help received from its sister city, Los Angeles. During Typhoon Vera in September, 1959, one-fourth of Nagoya was flooded and 300,000 Japanese citizens were made homeless. Over 5,000 people were killed and a half-million others suffered from the disaster. In the photo, Union Oiler Frank Culling is presenting an \$800 Company donation to Osaka Deputy Mayor Masami Hashimoto, coordinator of the relief fund, as part of the American offering. Grateful on behalf of their countrymen are Mr. and Mrs. Kanji Wada, left. Mr. Wada is president of Maruzen Oil Company, Ltd., with which Union Oil is affiliated in Japan.

from F. K. Cadwell

THE ROY LINDENS, Mrs. and Mr., took off for Mexico City on their first day of retirement. They couldn't quite leave Union Oil behind them. A familiar truck serviced their airplane and they flew all the way south on Roy's favorite brand of aviation gasoline.

from Western Airlines





THE TRITON TROPHY, designed for the Company marketing division achieving the highest gain in lube oil sales over a one-year period ending in October, 1959, was won by Honolulu. Wearing triumphant smiles are, from left, Ben Ono, Willard Coie, R. H. Rath, Charles Crabb and Raymond Maruya. They were four-time winners during the year.



ORIN DYER, Maintenance Department employee at Los Angeles Refinery, received Scouting's highest honor bestowed on volunteer leaders, the Silver Beaver Award, at a recognition dinner in Long Beach on January 21. He has been scoutmaster of a North Long Beach troop since 1949.



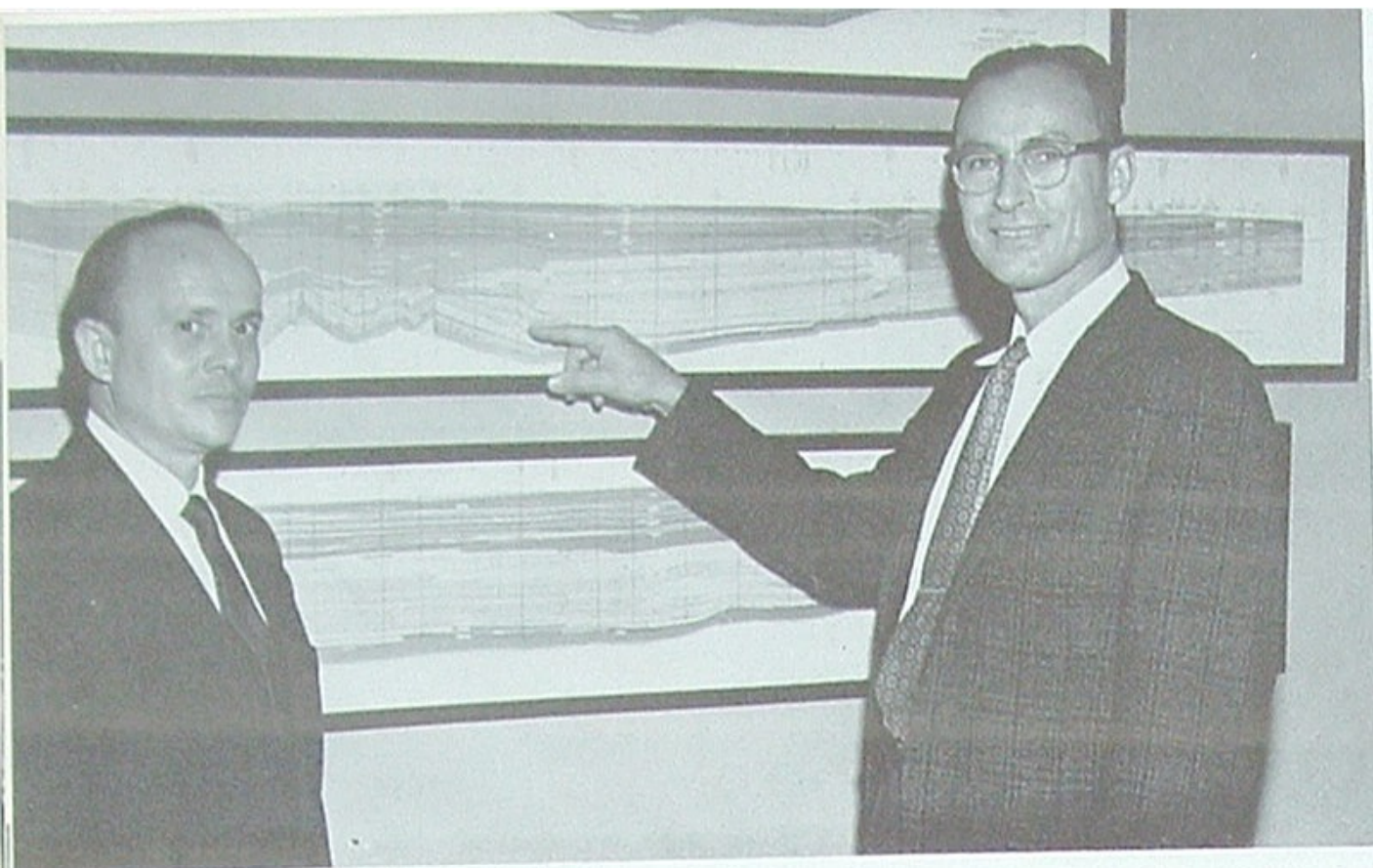
MARJORIE GLEASON, secretary to Chairman of the Board Reese H. Taylor, has been named by the women students of Woodbury College, Los Angeles, as outstanding woman in the executive secretary field and one of the eight outstanding business women in California. *from Woodbury College*

ROLLA GRAINGER'S RETIREMENT from Northern Division Pipelines in January inspired a "This Is Your Life" sendoff in Bakersfield. Joining Rolla during the re-enactment of his life were Mrs. Grainger and their five sons, below, gathered for the occasion from throughout Southern California. Of the six sons born to this Union Oil couple, five served in uniform during World War II and one died in military service.

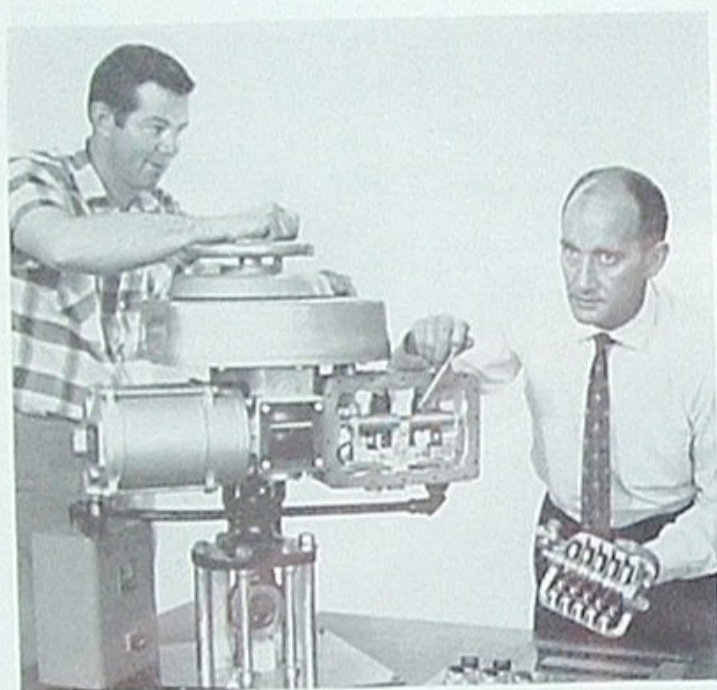


MRS. ROBERT SHOOK won a ham during January as the monthly prize in Cut Bank Refinery's unique Home Safety Contest. When called by telephone from the plant, she was able to quote the safety slogan of the month, "Falls can be fatal," and tell how to prevent such accidents in the home. Sharing the presentation honors are, from left, Safety Supervisor D. Y. Wilson, Superintendent Bill Barber and husband Bob Shook, all of Cut Bank Refinery.





JOHN CLARK (LEFT) AND TED JONES are district geophysicist and chief stratigrapher respectively of our West Texas Division. Mr. Clark recently was elected president of the Permian Basin Geophysical Society, and Mr. Jones president of the West Texas Geological Society.
from Robert L. Clarke



AUTOMATION calls for fewer men but greater skills. For example, the Tork-Master valve (left), used on Company pipeline systems, is operated electrically by remote control through micro-wave. However, our communications and maintenance men have to be intimate with its care and operation. A number of training sessions have been conducted by Robert L. Farmer, left, and Richard Sibley of General Controls Company to keep Union Oilers smarter than the robot.



AUBREY E. FRASER, right, of Union Oil Center won this Bell & Howell Electric Eye automatic camera for writing the best picture caption relative to the use of a sound-movie projector in audio-visual instruction. The award was made by Ralph V. Butterworth, left, of Photo & Sound Company, Hollywood.

DEALER GLENN HARPER, below right, of Pullman, Washington, did an outstanding sales job during the "Budget Blitz," chalking up TBA sales in excess of \$3,500 during a single month and winning the electric blanket offered by Retail Sales Supervisor J. R. Kirkland, left, for best sales performance in his field.
from R. G. Chandler



DEALER RUBIE J. LEWIS of 2417 Wellington Road, Los Angeles, demonstrates the smoothness of "70" products by balancing an egg on a can of Royal Triton while the motor of this Buick engine is running. Don't bet him it can't be done.
from F. J. Kearns, Jr.



RETIREMENTS

March 1, 1960	Service Date
LIELA I. APPLGATE California North Coastal Div. February 19, 1945	
MARGARET H. DENZIN Marketing Department, H. O. May 16, 1937	
TONY DUTRA No. Division Field June 28, 1944	
MILDRED J. EMERY Comptroller's August 7, 1930	
EDWARD E. FOXEN So. Div. Automotive April 30, 1944	
LEO W. HENDERSON No. Div. Pipeline August 1, 1920	
WILTON C. HIRTH Los Angeles Refinery January 24, 1922	
THEODORE L. JORDAN Rocky Mtn. Div. November 1, 1940	
ORPHIS L. MARSHALL So. Div. Field February 17, 1933	
JOSEPH D. OWENS Los Angeles Refinery July 16, 1926	
JOSEPH W. ROJAS No. Div. Field March 1, 1944	
JOHN A. SLEETH Pipeline Depart February 17, 1923	
RILEY T. STONE Distribution, No. Rgn. April 22, 1942	

IN MEMORIAM

Retirees:

GEORGE H. ALGER So. Div. Field February 1, 1960
M. KATHRYN KING Southwest Territory January 7, 1960
THOMAS H. McCULLOUGH Southwest Territory January 6, 1960
ALFRED B. MASON Comptroller's January 28, 1960
WILLIAM A. RUTH Los Angeles Refinery January 17, 1960
DONALD C. WHITMER Los Angeles Refinery December 30, 1959
EARL A. WILLIAMS So. Div. Field January 12, 1960

SERVICE



EMPLOYEES

March, 1960

35 YEARS

JOE R. BARD.....Research Department
JOHN CATRINO.....Oleum Refinery
ALONZO C. HENDERSON.....So. Division Pipeline
JOHN W. McINTOSH.....So. Division Field
JENS L. OLSON.....So. Division Field
HARRY F. SMITH.....So. Division Field
DONALD J. SPRAGG.....So. Division Field
WILLIAM W. WORKMAN.....Treasury, Home Office

30 YEARS

MALCOLM K. CARTER.....Direct Sales, Home Office
GEORGE CRABTREE.....Los Angeles Refinery
RAYMOND D. LARIMER.....Direct Sales, Modesto
FRANK A. THOMAS.....Oleum Refinery

25 YEARS

KINGMAN B. BAILEY.....No. Region, Distribution
WILLIAM T. BURGETT.....Direct Sales, Home Office
ERNEST C. CHEATHAM Communications, Home Office
JOHN G. CRAMER.....No. Division Field
HENRY DUBETZ.....Oleum Refinery
JOHN C. HILLENBRAND.....Oleum Refinery
CLYDE H. MORTON.....Oleum Refinery
MARTIN J. NELSON.....Field—Montana
FRANCIS K. NORRIS.....Oleum Refinery
PATRICK O'GRADY.....Oleum Refinery
RALPH E. SANDERS.....So. Division Field
W. LAYTON STANTON.....Field—Colorado
JAMES H. WATSON.....So. Division Field

20 YEARS

WILLIAM A. COI.....Retail Marketing, Hawaii
WALLACE G. CHANDLER.....So. Region Distribution
ARTHUR G. CROCKER.....Direct Sales, Colton
ROBERT L. GREEN.....Oleum Refinery
HARLIN W. POOL.....Oleum Refinery

15 YEARS

JOHN ANDERSON.....No. Region Distribution
MARSHALL E. BOWMAN.....Direct Sales, Colton
DWIGHT C. BROUSSARD.....Field—Louisiana
ARTHUR CONKLIN.....Oleum Refinery
ARTHUR A. FAWVER.....Research Department
DICK H. HARTWELL.....Oleum Refinery
HARRY B. McELHINNY.....Los Angeles Refinery
WALTER R. NIHART.....Los Angeles Refinery
JOHN D. SAUNDERS.....Los Angeles Refinery
GEORGE A. SOETEN Direct Sales—Santa Fe Springs
STANLEY M. TAYLOR.....So. Division Field

10 YEARS

GEORGE C. ALEXANDER Direct Sales, San Francisco
VANCE E. CLOEFIL.....No. Region Distribution
GUY O. DYKE, JR.....Oleum Refinery
MAGNUS W. FLAWS.....Central Region Distribution
WILLIAM R. HIZAR.....Comptroller's—Home Office
GEORGE F. HOGAN.....Oleum Refinery
THEODORE S. JONES.....Exploration—W. Texas Div.
GUY A. LANDRUM, JR. Exploration—W. Texas Div.
TED E. LUKE.....Direct Sales—Home Office
WALLACE J. MAYNARD.....So. Division Field
RUSSELL L. SEWELL.....Manufacturing—Montana
GRACE L. WISHERD.....No. Division Field

DEALERS

March 1960

25 YEARS

JOHN GILBERT.....Sequim, Washington

20 YEARS

W. J. CROWLEY.....Santa Rosa, California
--

15 YEARS

CHARLES F. COFFLAND Sedro Woolley, Washington
DON COOKEY.....Tucson, Arizona

10 YEARS

ISHIDA REPAIR SHOP.....Honolulu, Hawaii
ED LUHRS.....San Francisco 15, California
ALDO MANFREDI.....Dunsmuir, California

5 YEARS

FERN T. AUMAN.....Sebastopol, California
BODEY'S SERVICE.....Hoquiam, Washington
WILFORD HANKINS.....Phoenix, Arizona
FRED JERICOFF.....Oakdale, California
WILBUR L. JOHNSON.....Tempe, Arizona
KAINO KUAJA.....Fort Bragg, California
FRANCIS LEE.....Marysville, California
JOSEPH D. MILLER.....Fort Bragg, California
BILL RAEMSEY.....Gardnerville, Nevada
ROBERT RAPER.....Seattle, Washington
JOHN A. REHE & JAMES A. McKINNON.....Santa Rosa, California
E. B. WALTHER.....Everett, Washington

CONSIGNEES - DISTRIBUTORS

35 YEARS

J. C. RIGGS.....Dinuba, California
JOHN W. KIRBY.....McMinnville, Oregon

30 YEARS

J. F. HOLLY.....Avondale, Arizona

25 YEARS

R. L. WINANS.....Corona, California

20 YEARS

G. A. TOOLEY.....Pasco, Washington

15 YEARS

A. J. MARKHAM, JR.....Toppenish, Washington

John R. Fraser

The chance to make a dollar

"During the 1920's and 1930's, the American people used to worry about this country's running out of oil.

"Despite the fact that the per capita use of petroleum products has gone up 350% since 1920, we've never run out of oil. And for good reasons.

"Competition has kept the industry on its toes. New techniques have resulted in better methods of exploring for oil and developing it. And petroleum prices are not dictated by any government agency.

"However, the Federal Power Commission has controlled the price of natural gas at the well head since 1954.

"The consumption of natural gas in America, it's anticipated, will jump from 9 trillion cubic feet in 1955 to more than double that by 1975. To meet this demand, the natural gas industry will have to go all-out.

"Just to maintain the present rate of deliverable supply, the industry must discover an average of 22.6 trillion cubic feet per year. New reserves discovered in the past two years have been substantially below this.

"If the Federal Power Commission or any other government agency is to continue to regulate the price the producer receives for natural gas, it must recognize the serious responsibility it is taking. And must make sure it doesn't destroy the incentive inherent in the risk of hunting for gas and oil.

"The chance to make a profit in competition with the next man built the industries that make this nation strong. We ought to be careful how we kick that incentive around."

* * * *

John Fraser is manager of Union Oil's natural gas operations.

His observations, we think, need no further comment here.



Union Oil Company OF CALIFORNIA



MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Written by: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, California