

SEVENTY ⁷⁶ SIX

Union Oil Company of California

August 1960



The story of **ALL**
PURE
POWER

page 10



Happy vacation to you!

(the SPARKLE CORPS won't take one this summer)

Wherever you drive—especially on the family's vacation trip—you want to find clean, safe service stations with spotless rest rooms. So Union Oil's Sparkle Corps is on the job, and will be all summer long.

The Sparkle Corps member at the left is typical of these Service Station Inspectors. They—plus a corps of men—regularly visit Union Oil Stations. They check the

rest rooms, to make certain they are as clean as you expect them to be. And they inspect the entire station, to make sure it is clean and safe for your visit.

This important Union Oil service reinforces the Minute Man's day-to-day housekeeping. It reassures you that—on your vacation or around town—at the sign of the 76 you always get *The Finest*.

UNION OIL COMPANY OF CALIFORNIA

AUGUST, 1960

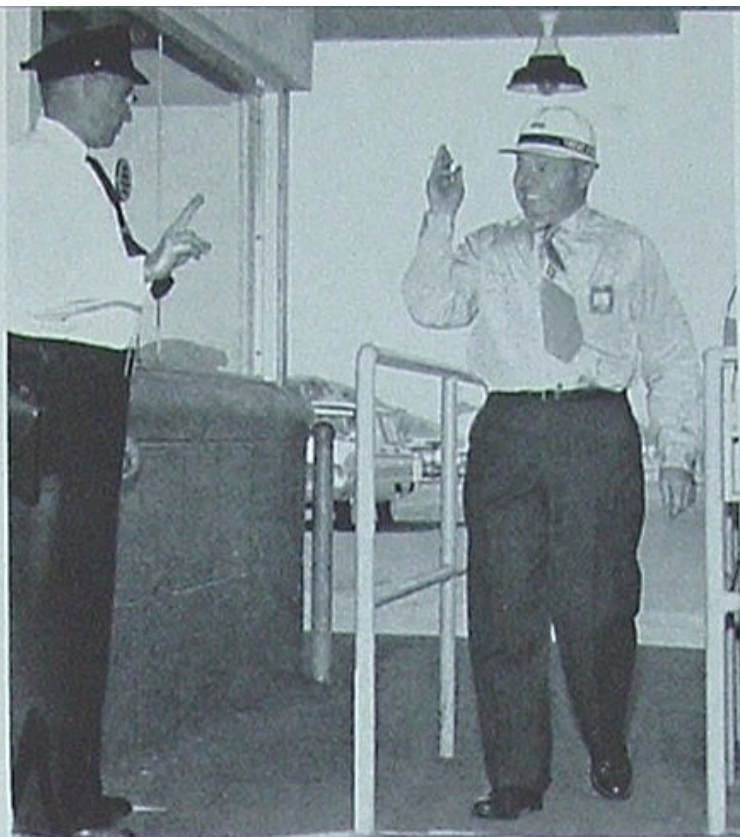
THE COVER: The fast moving car pulling a glider across the desert on our cover was photographed for use in the "Pure Power" gasoline campaign. You can read all about it, starting on page 10.

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

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The gate guard at Oleum Refinery salutes the man who's always early—Clark Grove.

Clark D. Grove's 33 years without fail!

by Gregg Stone

On July 1, 1960, retirement completed one of the most outstanding records ever achieved by a Union Oil employee—or by any employee anywhere.

When Foreman Clark D. Grove's personnel record was reviewed at Oleum Refinery just prior to his retirement, it was revealed that he had completed over 33 years of continuous Company service.

"Continuous" is the genuinely correct word for this man's accomplishment. In 33 years he did not miss a single shift for which he was scheduled. He never asked for or received personal leave of absence. He was never on sick leave. He was never on leave for any other reason. And not once was he ever late for work!

Curious as to how much farther back in life this man's dependability extended, we inquired about his military record in World War II. Here too never an absence or a recorded instance of neglecting his post.

We asked Clark about his school record to and including his graduation from Oregon State College with a degree in mechanical engineering. He cannot remember ever having skipped a class or being tardy.

"How do you account for it?" we finally asked.

Explaining modestly that good health and good luck had a lot to do with it, Clark then made another admission: There were days when the urge to stay home was nearly overpowering. Once he had a serious case of poison oak. For a time his back gave him considerable discomfort and trouble. And there were other minor aches and illnesses. But he concluded, "It is really rather simple. As far as I am concerned, the Union Oil Company has always merited my very best. This certainly does not include staying at home when one is capable of working."

/THE END



Native women with their baskets, a Franciscan, the old church: time made little change in Mission San Luis Rey.

Leading us through the 162-year-old corridors of Southern California's Mission San Luis Rey, Father Raymond told the origin of its founders, the Franciscan Padres:

It began in the 12th century when pagan beliefs from the Far East crept into Europe's Christianity, breeding some extremely heretical doctrines. One cult, for example, taught that marriage was an evil and that starvation and suicide were the only valid means of attaining Heaven. Such ridiculous concepts had to be driven out of the Catholic faith, so there arose two great orders of Friars, meaning brothers. One was founded by Saint Dominic, the other by Francis Bernardone who was

*For another
"76" adventure
we recommend*

Our Franciscan Missions

born in Assisi, Italy, in 1181. He was a romantic youth, came from a well-to-do family, and had a burning ambition to distinguish himself as a knightly soldier.

But a long illness turned the boy's thoughts toward God. Upon pondering the biblical story of the rich young man who lacked the courage to give all of his wealth to the poor and follow Christ, Francis resolved to heed the advice himself. When he announced his intentions, his father disowned him and his friends turned away. Nevertheless, he found comfort in prayer and good works. He labored among the poorest of the poor, helping to erect or restore their small country churches, and depending wholly upon alms for his own sustenance. He dressed in the coarse garments of poverty.

Francis was never ordained a priest. But many ordained priests and young men were so impressed by his Christ-like devotion and sincerity that they became Friars of the Order of Saint Francis.

The Franciscan Order grew and spread beyond anyone's expectations. In contrast to the Dominican Order, whose members were learned preachers in the pulpits and lecturers in the universities, Franciscans followed the path of servitude. They refused to own anything. Three vows governed their lives — Poverty, Chastity, Obedience. They have labored among the lowest classes of humanity unceasingly.

The discovery and colonization of America were influenced greatly by the Spanish Padres, meaning fathers, of the Franciscan Order. One of them inspired Christopher Columbus to persist in his quest of a westward sea route to the Far East and personally helped to obtain the sanction of Spain's Queen Isabella and King Ferdinand. Columbus himself was a Third Order Franciscan, whose members live close to the code but do not take the extreme vows of the Friars.

Franciscans were among the first to land in Mexico after Spain's conquest and have labored in the New World for more than four centuries — trying from the outset to improve living standards among the American Indians.

Strangely, the men who crossed an ocean to found strong colonies in Mexico took more than two centuries

to make up their minds about exploring and colonizing California. As early as 1542, Juan Rodriguez Cabrillo had planted the Spanish flag over San Diego Bay and reported to Europe that here lay the paradise of the New World. None seemed to believe him. In 1579, Sir Francis Drake made a more extensive voyage along the Pacific Coast, claimed the whole of it for England, and urged prompt colonization. England failed to respond and Spain was not awakened by the rival claims. Even when Sebastian Vizcaino sailed from Mexico in 1602 to raise another Spanish flag over San Diego Bay and visit Monterey Bay to the north, no one shared his enthusiasm about Alta California. The beautiful bays, their small Indian populations, and boundless natural resources inland lay unnoticed for another 166 years.

Finally, 226 years after Cabrillo's wasted enthusiasm, Europe began to stir. Both England and Russia developed territorial ambitions, and Carlos III of Spain decided it was time to move. The latter ordered an expedition to form in Mexico for the purpose of establishing two military posts, one at San Diego, the other at Monterey, which locations Vizcaino had recommended highly.

Men chosen to comprise this expedition were among the best Mexico had to offer. Don Gaspar de Portola, military and executive leader sent to represent the king, had been an exacting though kindly governor of Lower California. Padre Junipero Serra, the appointed spiritual leader, had worked harmoniously with Portola for several years as Franciscan missionary among the Indians. They and 25 Spanish soldiers were to set out from the small town of Loreto, journey overland to San Diego Bay, and there meet a small ship laden with supplies and reinforcements.

In the late spring of 1769, the expedition wearily crossed the last desert, climbed the last mountain range and came within sight of lovely San Diego Bay. There followed a restful few days with the ship's party. Then, while Padre Serra with a few craftsmen and Indians started construction of a chapel and military garrison, Portola turned northward toward Monterey Bay. The leader was accompanied now by another noted Franciscan, Padre Crespi. They and their company of soldiers and muleteers were to rejoin the supply ship at Monterey.

The Portola expedition, following the coastline or turning a few miles inland through beautiful valleys, blazed the first and, even now, one of the foremost travel routes of the West — El Camino Real (the king's highway), very closely paralleled by present Highway 101.

Practically every stream or stopping place for the night was named and recorded in Padre Crespi's journal. Thus did California receive such exotic names as Arroyo Grande (big creek), Atascadero (swampy ground), Buena Vista (beautiful view), Brea (tar), Carpinteria (carpenter shop), Del Mar (at the sea), Del Rey (of the king), El Cajon (canyon), Gaviota (sea gull), Hermosa (beautiful), La Canada (valley), Los Altos (heights), Los Gatos (cats), Monterey (the king's mountain),

continued



OUR FRANCISCAN MISSIONS—*continued*

Pescadero (fishing place), Pozo (well), Redondo (round), Salinas (salt pits), and Soledad (solitude).

Similarly, to the site of many a future California city was applied the name of a beloved saint. San Bernardino, San Buenaventura, San Diego, San Fernando, San Francisco, San Gabriel, San Jacinto, San Joaquin, San Luis Obispo, San Luis Rey, San Pedro, Santa Barbara, Santa Maria—all honor the memory of sainted Christians. Many were first applied by the Portola party.

It is believed that Portola actually reached Monterey at the height of his first trek in 1769. But due possibly to faulty maps or bad weather, he failed to recognize the bay described 166 years earlier by Vizcaino. Moreover, the supply ship from San Diego failed to put in its appearance. The weary, hungry expedition therefore retraced its steps some 400 miles back to San Diego.

This round-trip of six months seemed to Portola to have been wasted because of his failure to find Monterey. He protested to Padre Serra, still hard at work on the San Diego Mission, that he had no intention of subjecting his soldiers to further starvation in the fruitless search. However, Serra prevailed upon him to wait until St. Joseph's Day, March 19, 1770, for possible return of the supply ship. In the nick of time the ship did return, telling of contrary winds and tides, trouble near the Santa Barbara channel, and the captain's final decision to turn back.

The report and Padre Serra's dogged influence during the waiting period somewhat revived Portola's spirits. He agreed to make the northward trek a second time providing Padre Serra accompanied the tiny supply ship to Monterey. So on June 1, 1770, the ship San Antonio, with the indomitable Franciscan on deck, sailed slowly past what he called the Valley of Our Lady of Mount Carmel, rounded a magnificent headland of rocky shores and cypress trees, and came to anchor in the blue waters of Monterey Bay. Waiting on shore were Portola and Crespi, who confessed to having reached the same point on their first journey. In addition they announced having this time caught sight from a mountain top of a large lake or inland sea farther north. This was civilization's first knowledge of San Francisco Bay.

Building of the Franciscan mission chain, often referred to as Padre Junipero Serra's Rosary of Missions, progressed with remarkable swiftness and success. Following the San Diego and Monterey establishments, work was started on new mission sites as rapidly as circumstances and the strength of the Padres would permit. By June, 1798, 18 missions were well established or under construction; by 1823, the Serra Rosary was complete, extending some 700 miles northward from San Diego to Mission San Francisco Solano, north of the great bay first seen by Portola. In all, 21 missions had been organized, each about a day's saddle journey apart.

Padre Serra personally supervised construction only at San Diego and Monterey. But his tirelessness and inspiration knew no bounds. He persuaded numerous other

Franciscans to share his work of Christianizing the Indians. Protesting the replacement of Portola as military leader in Alta California, Serra boldly walked 3,000 miles to and from Mexico City in an effort to keep military and missionary efforts compatible yet apart. Fifteen of his 54 years were devoted to California. His little hut in Carmel Valley, where he maintained vows of Poverty was visited by troubled people from all walks of life. He died there August 28, 1784 — penniless but immortal.

No better example of this great man's missionary zeal has been preserved than that of Mission San Luis Rey, located on Highway 76, four miles inland from Ocean-side. Though founded after Serra's death, 18th in the California mission chain, it probably best represents the fulfillment of his life-long dream.

Largely to provide a sanctuary one day's journey between the established missions at San Diego and San Juan Capistrano, Governor Borica ordered Ensign Juan Pablo Grijalva in 1795 to re-explore San Luis Rey Valley. Padre Crespi of the Portola expedition had described the valley as a favorable mission site in July, 1779. The Borica order confirmed Crespi's opinion and in 1798 a small group of working soldiers and Franciscan Padres faced their appointed tasks. Their tools were the simplest of axes and plowshares. They tended a small herd of livestock. They brought blankets for shelter and a dozen bolts of cloth to clothe the naked Indians.

Short rations and cool nights helped to push the work along. Indians were befriended, taught the building trades, and trained to become expert ranch hands. Timbers were cut and fetched; thousands of adobe bricks were baked in the sun. Within six months after the mission's founding Padres Faura and Peyri held mass in the mission's first chapel. Their records already indicated 214 Indians in the mission's census, 210 Indian baptisms, 34 blessed marriages and five funerals. The livestock count had increased slightly to 162 cattle, 600 sheep, 28 horses and 10 pack mules.

Yet within 20 short years San Luis Rey became "King of the Missions." Padre Peyri, a superb planner and builder, had completed some of the largest and best mission buildings in the hemisphere. Several thousand Indians lived and worked at the mission or on its extensive ranch system. They had progressed remarkably in the crafts and arts of civilization and in the graces of Christianity. Livestock herds now numbered 25,000 head each of sheep and cattle. Grapes, figs, olives and oranges, planted here for the first time, were yielding an abundance. There were thousands of acres of cultivated fields. The population was well fed, housed and clothed.

Besides work and worship at the mission, time was allotted for festivals and sports. In the patio beside the chapel there were occasional bull fights and exhibitions of horsemanship — forerunners of the rodeo. Indians danced off their tribal emotions or engaged in a violent game resembling field hockey. Some of the contests resulted in cracked skulls, but Franciscan umpires treated victor and

victim alike — with compassion. At the cost of endless toil, perseverance and quite a few Spanish lives, a bond of confidence and understanding was welded gradually between missionary and neophyte.

Mexico's Secularization Act, which demanded the expulsion of priests and promised the division of mission properties among the Indians, nearly brought an end to Padre Serra's vision. Between 1821 and the first western migration of Americans in 1846, most of the Padres had to flee for their lives and stay in hiding. The great livestock herds were slaughtered and wasted. Grain fields and vineyards wilted. Valuable land was taken from the Indians by force or for a token of its true worth. Fine structures were left to the destruction of vandals and the careless elements. A half-century of amazing accomplishment was all but wiped out.

But the end was not yet. The tide of western migration began to mount. In 1846 came Captain J. C. Fremont of the U. S. military forces to put John Bidwell in charge of San Luis Rey. Later in the year came Kit Carson with Captain Kearney, also Lt. Col. Cooke of Mormon Battal-

ion fame in the 1846 war with Mexico. They halted the lawless confiscations and sale of mission lands. Finally on March 18, 1865 — less than a month before his assassination — President Abraham Lincoln personally signed the document that returned San Luis Rey Mission to the custody of its Franciscan builders. That document is still proudly preserved in the mission's archives.

The road back has been a long one; indeed, some of San Luis Rey's old military barracks may never be restored. But the houses of worship here and elsewhere beside 700-mile-long El Camino Real are whole and inviting. Kindly hands have restored, adobe upon adobe, the very foundations of western America's culture. And the brown-robed Padres who welcome you from within at least four of the old missions' doors are quite the same in vows, appearance and objective as was Padre Serra of Carmel. Significantly, a Sunday evening mass is held weekly at San Luis Rey for several hundred farm workers — all citizens of neighboring Mexico.

Father Raymond's countenance lighted up more than good-naturedly as he concluded his interesting narrative. Said he: "Our people will not soon forget Union Oil's generosity of several years ago in safeguarding La Purissima Mission near Lompoc and in making possible its excellent restoration. By coincidence two of the earliest missions — Dolores at San Francisco and San Juan Capistrano — were founded in '76. Your "76" signs shining today from one end to the other of El Camino Real are a pleasant omen. We are mindful that San Luis Rey is located on Highway 76. And of course the people of your firm are always more than welcome at our mission doors."

In the alert good humor of this man we grasped another clue as to why the work of Saint Francis has endured for so many centuries. For a most interesting holiday, do visit your Franciscan Missions!

/THE END

This carved mouth has flowed water for a century. The old wall is one of the few parts of San Luis Rey not restored.



Despite the power mower, San Luis Rey—and many other missions—still retain the flavor of old California. They're worth a visit!





Inside its "poke" of soundproofing, this Union Oil exploratory well has opened a new oil field in one of the busy parts of Los Angeles.

The angles at which several development wells are being drilled from the discovery location are determined after careful study of cores taken from the deeply buried formations. On "well sitting" duty is Company Geologist Jack Van Amringe.



Petroleum in a poke

Quietly, and unnoticed except in the immediate neighborhood, a remarkable drilling feat is taking place in one of the busiest industrial and residential sections of Los Angeles. From a block away, the equipment looks more like a cloth-shrouded chimney than a drilling rig. Every engine and spool in the draw-works is encased in a thick shell of soundproofing. The drillers, if seen, are rarely heard. Yet inside the *poke* is taking place all the hard work and excitement of discovering a new oil field.

Preceding this discovery were several very dry disappointments in Union Oil's urban drilling program. Our wells in the city of Bakersfield were dry. Two or three tries in Los Angeles brought the same results—maybe a trace of oil but nothing in commercial quantities.

These were sorry returns for the months of leasing, licensing and house-to-house canvassing that are a costly but essential part of wildcatting in any city. And it's tough to drill a dozen holes at more than a hundred thousand dollars each, only to fill them with concrete and tell the property owners you're sorry.

Fortunately, oil men seldom discourage easily. They work on the statistical assumption that for every eight or so exploratory wells drilled, seven will be dry. Sometimes they beat the statistics. Oftentimes their luck persuades them to try something less chancy, like attempting to break the bank at Monte Carlo.

It was our inherent stubbornness — handed down through 70 years of Union Oil exploration — that induced the drillers to try again. Company geologists felt that a tract of fully-occupied ground in the Las Cienegas area of Los Angeles offered good possibilities — IF we could get the thousands of leases signed — obtain permits from all the governing authorities—and satisfy tenants in the neighborhood that they'd never see, hear nor smell our wildcat.

Missions accomplished after many months of dogged persuasion, we and our associate company closed the tall camouflaged *poke* and spudded in. A mile or more down, the drilling bit penetrated good oil sand. On a test, the high-quality, 37 degree gravity crude flowed at the rate of 1,200 barrels a day.

A total of five wells thus far drilled from the same location but angling off to areas nearly a half-mile away indicates the presence of quite an extensive oil field. Much additional drilling will be required to define the field and determine its maximum potential.

Now, while the drillers smile and the landmen scramble for more leases, pipeliners wonder how they're going to move the crude through 20 miles of suburbs to Los Angeles Refinery. Even when you find oil these days, there's plenty to worry about and a lot of unfinished work to be done.

/THE END



Though point of production is close to or maybe directly under Dealer George Ikita's point of sale at Venice and La Brea streets, the high-gravity fuel is obliged to take a cross-city detour to Los Angeles Refinery.

You're AIDing the City of Hope

by a committee of Union Oil employees

Leukemia, sometimes called cancer of the blood, is a dreadful disease. It attacks people of all ages, but children are its most pathetic victims. Medical statistics reveal that cancer takes the lives of more children between one and 15 years of age than does any other disease, and leukemia accounts for nearly half this cancer toll. As yet, the disease has no cure.

A visit to the Children's Wing of the City of Hope in Duarte, California, is not as heart-rending though as you might imagine. Here, some 30 of the hospital's young leukemia patients live in the most pleasant surroundings; another 30 are paying brief visits at home. In the Children's Wing are gaily decorated rooms—excellent play enclosures out of doors—games, television and motion pictures—wholesome meals—and the best medical attention available anywhere.

Parents not only visit the children as often and as long as they wish but frequently volunteer for little house-keeping tasks—principally to provide the feeling and atmosphere of home. The children even go to school—confident, as children often are, that immortality and higher education await them beyond leukemia.

Nearly 2,000 children die of this disease annually in the United States. Only a lucky few enjoy the peace and mercy of the City of Hope.

The idea of such a medical sanctuary was born in 1913 when a small group of Americans witnessed death in the street of a homeless victim of tuberculosis. Resolutely they emptied their pockets of \$136.05, purchased 10 acres of desert land near Los Angeles, and pitched two tents to provide free care for tuberculosis victims of all races and creeds.

Today the City of Hope occupies 95 beautifully landscaped acres in Duarte. It is a modern hospital community dedicated to the treatment and eventual control of such catastrophic illnesses as cancer, heart ailments, polio, chest abnormalities and certain hereditary diseases.

The good city's budget for the 1957-59 biennial period was \$13,300,000, or approximately \$18,500 a day. None of the funds came from governmental agencies, foundations or investments. Every cent came from the heart—of small groups like the original founders, generous individuals, labor unions, business concerns, fraternal organizations, and you. Yes, when you and your Company contributed to AID-United Givers or similar fund-



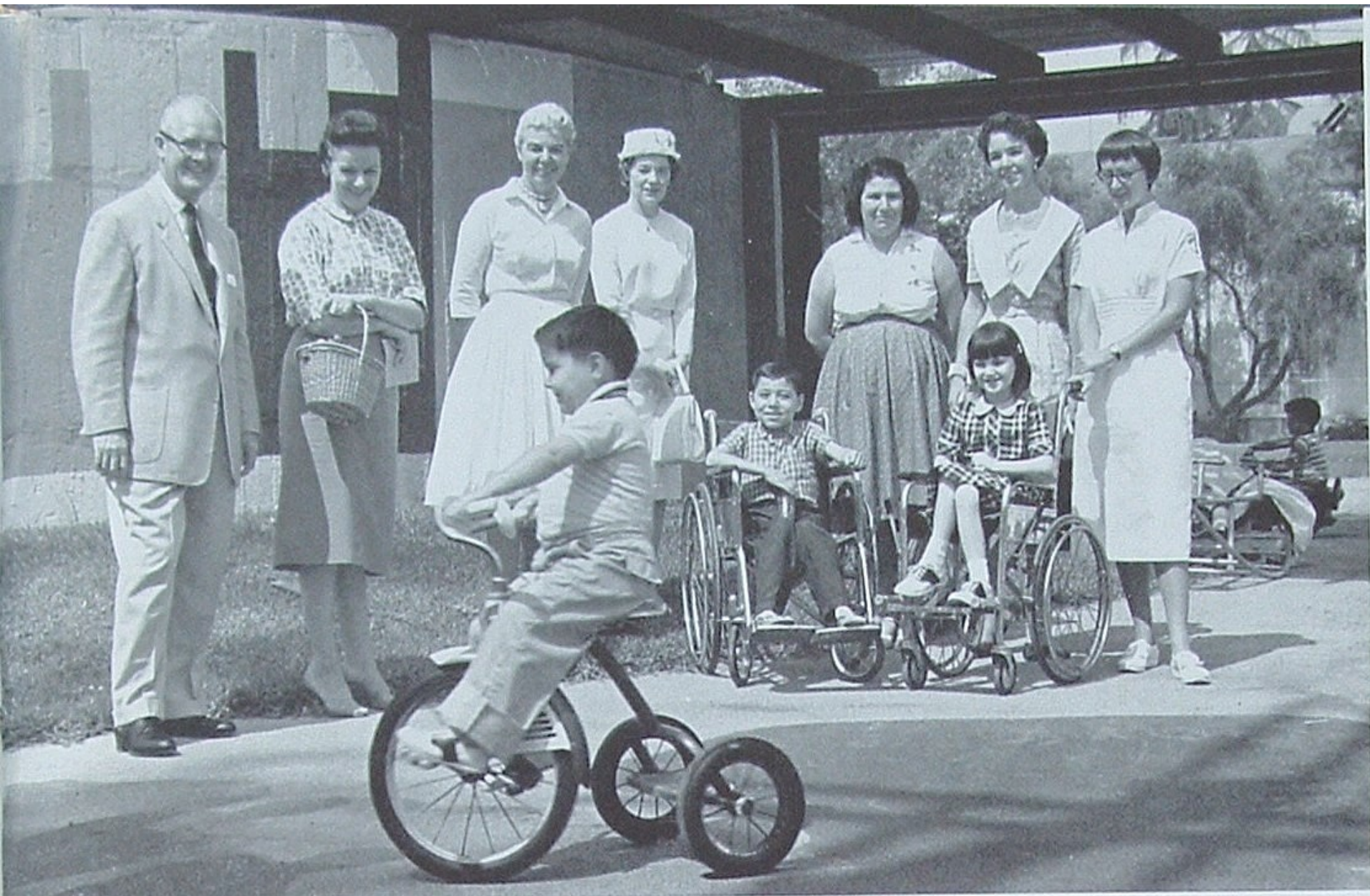
Partly to see how our AID donations are being spent, we visited a child at the City of Hope.

raising charities in the West, you became a benefactor not only to the City of Hope but to thousands of other philanthropies aligned in the fight against human tragedy.

Did you know that the fourth largest expense item borne by the people of the United States today is charity? The fact is we contribute \$7 billion annually toward being the *good neighbors* the Master once said all mankind ought to be. Charity truly is one of the main supporting pillars of our national well-being and an accurate measure of our spiritual responsibility.

Union Oil Company and its employees are approaching the problem wisely—through united fund raising. The AID-United Givers organization, we find, is highly efficient. This group raised its 1959-60 charity quota at a fund-raising cost of only 4.1%, which is believed to be a record low cost nationally.

A single appeal, devoid of high pressure, is conducted annually among our employees and by our employees. One-half of one per cent of each wage-earner's annual income is the goal of our campaign. However, less is acceptable—and more may mean an additional bed at the City of Hope for a suffering young victim of the dread leukemia.



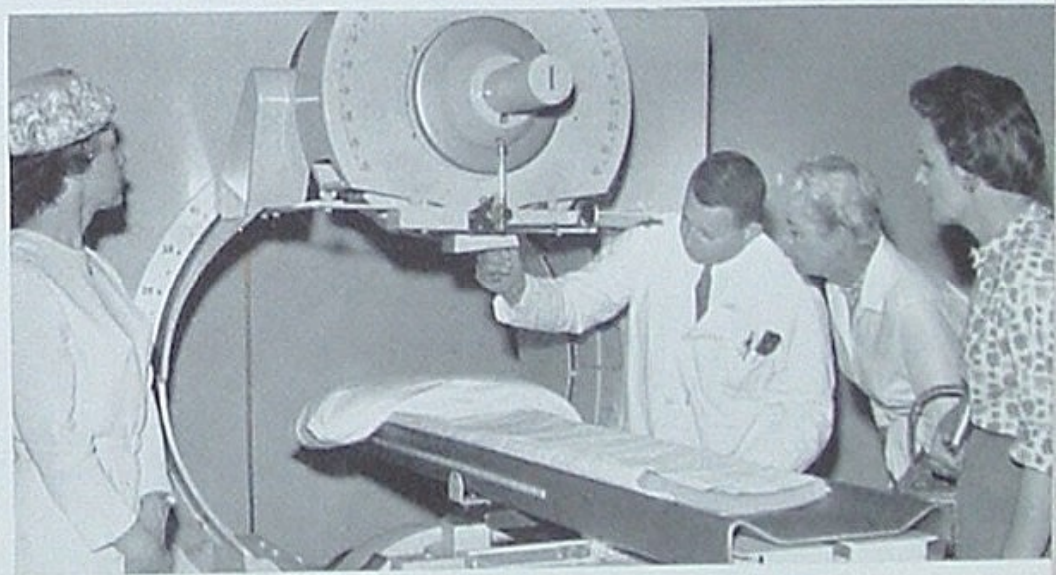
Meeting the city mayor (on tricycle) are, from left, Union Oilers Bob Hansen, Betty Hafner, Betty Lyman, Jean Farrar and, second from right, Pat Richardson. Others in the picture are a mother, a nurse, and children under treatment in the Children's Wing.

During the past year, Union Oil employees are known to have donated over \$100,000 through welfare organizations in some of the major cities where we live. In addition many contributed privately and the Company made substantial corporate gifts to the communities where we operate. Add the donations of Union Oil dealers, consignees, etc., and certainly our total gift-from-the-heart swells to much larger proportions.

Partly to assure ourselves that this money is being spent wisely, a selected committee of Company employees visited the City of Hope in July. We were impressed. Never have we seen a more wonderful example of man's humanity to man—some 300 patients of all colors and creeds—each afflicted with an illness that costs many thousands of dollars to care for or cure—yet all blessed with the happiest environment and most advanced treatment that our modern society can offer.

We were surprised to learn that no patient has ever been handed a bill or permitted to pay for these services. Wealthy persons who can afford treatment elsewhere or cases beyond medical help are denied admittance. All others—the poor and even the middle class whose families would be impoverished by a catastrophic illness—are welcomed at strictly no cost to themselves.

Also we were heartened to find at the City of Hope some of the world's foremost medical research laboratories, several of them endowed by labor unions. Here scientists from all nations have made and are making



The City of Hope's "Cesium Ring," which employs radioactive cesium in fighting cancer, is the first in daily use in America.

astounding progress against humanity's ills. Here may eventually be discovered cures for the incurables—hopefully, among the first advancements, a complete victory over leukemia.

Please join with us, Union Oil's See-for-yourself Committee, in continuing to support this and similar great philanthropies. Pledge at least one-half of one per cent of your annual income. Pay in cash or through payroll deduction. The investment may be lost, but the dividends will continue "beyond leukemia" and perhaps forever!

/THE END

ALL



PURE POWER!

*Here are the reasons
we can make that claim
for Royal 76,
and why a white dog
is helping sell gasoline.*

Left: Photographs such as this will illustrate Sunday supplement ads during "Pure Power" campaign. Below: Television cameramen line up a shot of car travelling over hot, smooth surface of a dry lake bed.



Put a white dog in a white car. Get a stunt man in a white shirt to race the car across the white, hard surface of a dry lake.

Hire yourself a bunch of still and motion picture cameramen who don't mind blazing heat. Have an artist combine their photographs with the words "ALL PURE POWER" so the result looks enticing in a newspaper or on a TV screen—and you have the makings of the Royal 76 gasoline advertising campaign that started this month.

At least, you have the makings of what people will see and read about Royal 76. Unfortunately, you can't show them the amount of sweaty work that was done or the stacks of dollars that were spent before we could even hire the dog. Or claim that Royal 76 gives you pure power clean through.

Behind that claim is the story of a potent but most peaceful atomic interaction; and of the search for an advertising approach that would persuade people to drive to Union Oil dealer stations to try Royal 76.

First off, the peaceful atoms. The claims we make for Royal 76 are based on solid fact. We can make them because of a patented Union Oil manufacturing process called Unifining.

Unifining works a kind of chemical magic to remove impurities that don't belong in gasoline. The impurities aren't screened out, the way you'd separate sand from rocks. Instead, a chemical change takes place. High-energy hydrogen atoms replace those of sulphur and nitrogen. *Unifining actually changes the structure of the harmful, low-powered molecules so they become pure and power-packed!* This change in structure is the basis for our claim, "ALL PURE POWER." And Royal 76 backs the claim with purely powerful performance.

When you hit your throttle, Royal 76 delivers, right now. It starts fast, warms up fast, and lets you GO — smoothly, without knock.

Because Royal 76 is pure, your engine has a chance to perform as its manufacturer intended it to, and for a longer time. Combustion chamber deposits are lighter. Carburetors and manifolds stay cleaner. There is less en-

continued

gine wear. This pure gasoline sends a smaller quantity of harmful by-products into the crankcase when it burns. So your oil can do its job better, too.

That's the "why" of all pure power: premium performance from purer gasoline and a cleaner engine.

So here we are with an unusual product. Now comes the problem of choosing an advertising approach that will persuade people to buy it. The choice wasn't easy. Most oil companies advertise gasoline at least once a year. After years of superlatives, the public is inclined to say "You've got a sensational gasoline? So what's new?"

Usually, our product advertising offers the customer a reason *in addition* to gasoline for buying from us. We offer better service, cleaner restrooms, the Sparkle Corps. However, this campaign had to sell gasoline and gasoline alone—hard.

Gimmicks—strings of letters or numbers? We have additives with numbers, too. But the "Me, too" chorus is sounding a little flat.

Go technical—the background of Unifining and the care and feeding of cars? Get too technical and you lose reader interest right now. Besides, we aren't selling the public a manufacturing process; we're selling a fact: Royal 76 delivers what the customer looks for most—pure power.

Hence, the "white-on-white" approach. White, because to most people white means purity. The fast moving car to say "Power!" The dog—he's our gimmick. He's the eye-patch on the man in the shirt advertisement; the tattoo on the back of the smoker's hand.

To reach more people with the pure power story, we're changing our usual advertising pattern, too.

Of course, we're using the Sunday supplements such as the American Weekly. We'll be on radio with the Dodgers, the Seattle Rainiers, and the Portland Beavers.

The timing of the campaign works out fine. We can carry TV commercials on the Dodger games in Southern California and on the Rams and 49ers games which go by network to most of our marketing area.

But in addition, for this campaign we're also advertising in the nation's highest circulation magazines: Readers Digest, Saturday Evening Post, Life, and Look. Anyone who can see or hear is almost certain to get the message about all-pure-power Royal 76!

And when they put it in their cars, they'll learn what pure power means. For we not only have a strong advertising program—we have a gasoline that delivers, as promised.

Pure-power Royal 76 reinforces Union Oil's claim: We are the West's most experienced gasoline refiner.

/THE END

To lure customers . . .

Girls near the end of their summer Sparkle Program

Since the first part of July, the Sparkle Corps—girls such as Joan Dettmar at right—have been on the road. Early in September, they'll turn in their inspection forms and go back to modeling, teaching, and secretarial work. But in the meantime, they'll have accomplished several things for Union Oil and its dealers.

First off, they'll have put some fun into the business of keeping stations clean. (For those not in retail: stations are inspected by the Sparkle Corps; they grade the stations for cleanliness and service; dealers with high scores win prizes. Last year, the rise in scores showed that, on the average, Union Oil stations were much cleaner at the end of the program than when it began.)

They gave us a hook on which to hang product advertising.

In Royal 76 and 7600 we have the finest gasoline—but to many people, gasolines are all alike. Sparkle Girl ads give these people a reason in addition to gasoline quality for trading at Union Oil stations.

Another thing: people may not be able to see or smell the difference in gasoline. But they certainly can detect the difference between a clean and a dirty restroom. And, again, they're more likely to trade where the white walls gleam white!

That's the "why" of the Sparkle gals: cleanliness and service; truthful advertising; and to put some fun into the mop-and-bucket business. And they're doing it—with sparkling success.

/THE END

Joan Dettmar, Los Angeles, is typical of the 1960 Sparkle Corps.



Here comes football

Rams and 49ers sell 76 again

The air's going to be full of 76 Sports Specials during the next couple of months, what with the professional football season coming up, tennis, and the climaxes of the baseball pennant races in three cities. Union Oil, by far the West's foremost sponsor of sports programs, will be bringing all the sound and fury—live—to millions of gasoline buyers.

The pro football telecasts draw a particularly large audience: about 1,200,000 viewers each week. Those sports fans are a good audience, too. On a Saturday or Sunday afternoon, they can't be pried away from the TV set and the Union Oil commercials. That's what makes sports advertising so valuable: we get many shots at the same large receptive audience. Viewers hear our name and sales story over and over again, week after week—or in the case of baseball, day after day.

"Sponsor identification" is high. The fans remember who the sponsor is and, we're betting our budget, buy from him.

Scheduling the Rams and 49ers telecasts was a tricky job, as you can see from the chart below. Because of team rules, games can't be telecast in the same city where



they're played. San Francisco gets none of the 49ers games for instance. Neither can games be sent into a city where the other pro team is playing.

Hence we had to juggle the programs in the way shown under the heading, "Where telecast." Sometimes Los Angeles is blacked out; sometimes San Francisco. But most weeks, there's football for everyone.

As for the time of the games: because of the mixture of kickoff times, time zones, daylight savings and standard time, your best bet is to consult your local paper.

As millions of other people—customers and prospective customers—will do!

/THE END

1960 LOS ANGELES RAMS - SAN FRANCISCO 49ers PROFESSIONAL FOOTBALL SEASON

Day	Date	Game	Where played	Where telecast
Sunday	September 25	New York Giants - San Francisco 49ers	San Francisco	Network, except S.F.
Sunday	October 2	Los Angeles Rams - San Francisco 49ers	San Francisco	Network, except S.F.
Sunday	October 9	San Francisco 49ers - Detroit Lions	Detroit	San Francisco
Sunday	October 9	Los Angeles Rams - Chicago Bears	Chicago	Network, except S.F.
Sunday	October 16	Los Angeles Rams - Baltimore Colts	Baltimore	Los Angeles
Sunday	October 16	San Francisco 49ers - Chicago Bears	Chicago	Network, except L.A.
Sunday	October 23	San Francisco 49ers - Green Bay Packers	Milwaukee	San Francisco
Sunday	October 23	Chicago Bears - Los Angeles Rams	Los Angeles	Network, except S.F., L.A.
Sunday	October 30	Chicago Bears - San Francisco 49ers	San Francisco	Network, except S.F.
Sunday	November 6	Los Angeles Rams - Dallas Cowboys	Dallas	Network, except S.F.
Sunday	November 13	Los Angeles Rams - Detroit Lions	Detroit	Network
Sunday	November 20	Los Angeles Rams - Green Bay Packers	Milwaukee	San Francisco
Sunday	November 20	San Francisco 49ers - Dallas Cowboys	Dallas	Network, except S.F.
Thanksgiving Day	November 24	Green Bay Packers - Detroit Lions	Detroit	Network
Sunday	November 27	San Francisco 49ers - Baltimore Colts	Baltimore	Network
Sunday	December 4	San Francisco 49ers - Los Angeles Rams	Los Angeles	Network, except L.A.
Saturday	December 10	Green Bay Packers - San Francisco 49ers	San Francisco	Network, except S.F.
Sunday	December 11	Baltimore Colts - Los Angeles Rams	Los Angeles	Network, except L.A.
Saturday	December 17	Green Bay Packers - Los Angeles Rams	Los Angeles	Network, except L.A.
Sunday	December 18	Baltimore Colts - San Francisco 49ers	San Francisco	Network, except S.F.

Business Highlights of the Month

PRODUCTION We're drowning it out!

Waterflood projects operated by the Company in California continue to expand. At present we are operating 18 projects while participating in six operated by other companies. The principal area of interest is in the Dominguez Field, Los Angeles County, where 12 waterflood projects involving 59 injection wells and 105 producing wells are in operation. About 37,000 barrels of water are being injected daily, and approximately 3,300 B/D of additional oil are being recovered. We are planning to place at least 14 additional pools under waterflood in this field. In other producing areas of California we operate 10 waterflood projects involving 40 injection wells and 106 producing wells, with 23,000 barrels of water being injected daily and about 2,000 B/D of additional oil being recovered. At least seven other projects are in varying stages of development.

Our principal area of interest outside of California is in the West Texas Division. Here we have an interest in six waterflood projects. The injection of some 23,000 B/D of water nets about 5,200 B/D of additional crude

oil. Seven other waterfloods are being organized in this division.

Altogether the Company is realizing around 3,500 barrels per day of net production from 34 waterfloods in which we have various interests. The total daily injection of water amounts to 107,500 barrels and the estimated daily increase of oil production amounts to 14,700 barrels.

from Basil Kantzer

PURCHASING Any stamps?

During the first half of 1960, the Purchasing Department interviewed 11,000 salesmen — issued 17,000 purchase orders for \$20 million worth of materials and services — requisitioned \$300,000 worth of stationery for 4,500 Company customers — netted \$327,400 from the sale of scrap, obsolete and surplus equipment. Our constant endeavor is to reduce costs and improve Company operations.

For the National Association of Purchasing Agents' 45th Annual Convention held recently in Los Angeles, our Marketing Department provided a local transportation service. Union Oil Company products were prominently displayed in the vendors' Inform-A-Show at the convention. Company personnel from Purchasing who attended the informative workshops and special sessions received many expressions of interest and gratitude due to these fine gestures of hospitality. Over 2,500 purchasing agents from Canada and the United States were in attendance.

from C. S. Perkins

EXPLORATION "Down Under"

In May Union Oil started active exploration "down under" with a seismograph crew at Tara, Queensland, on an authority to prospect approximately 60,000 square miles. Operational headquarters for our supervising personnel have been established in Toowoomba, a city of 50,000 people. It occupies the crest of the Great Dividing Range overlooking coastal lowlands to the east.

Most of our present area of exploration in the "bush" is covered with a moderate growth of gum trees and fine natural grass. But beware of the snakes! Of the 130 varieties of snakes in Australia, over 100 types are venomous. Tara has a bad reputation for death adders, which are about two feet long, lurk in the grass, and are extremely poisonous. Tiger snakes, brown snakes and water moccasins are equally dangerous though perhaps not so numerous in the area. Authentic tales of men being chased by snakes tend to keep Americans walking in the middle of the road.

Our prospects in Queensland have been enhanced by the recent completion of a gas well flowing 2½ million

MCF daily. It is located within 25 miles of our holdings. The cooperative attitude of Australia's fine people is making the job easier — and the snakes less troublesome.

from E. C. Babson

MANUFACTURING 57 more for 76!

A 57-acre parcel of land adjacent to Oleum Refinery has been purchased. It will provide a corridor connecting our refinery with the site of a coke calcining plant being built by Collier Carbon and Chemical Corporation.

The San Francisco Bay Area Air Pollution Board passed Rule 2, effective January 1, 1961, limiting emissions to the atmosphere of such substances as sulfur dioxide and particulate matter. Oleum Refinery faces no major problems in complying with this new regulation.

The fine safety record at Union Oil refineries throughout the past few years has been clouded by a large number of off-duty injuries and tragedies. In the first half of 1960 there were 22 off-duty lost-time injuries and 590 man-days lost. One accident, an automobile collision for which our employees were not to blame, resulted in three serious injuries and 221 man-days lost. During the corresponding half of 1959 the record was worse — 49 off-duty injuries and 613 man-days lost.

from J. W. Towler

RESEARCH Oil changes and types

Contrary to popular belief, the short trip or around-town type of driving (up to eight or 10 miles), particularly in cold weather, is the most severe in using up the additives in today's high-quality oils. When the additives are exhausted, the oil continues to lubricate but the wear rate of engine parts may increase from five to 10 times. On the other hand, after an engine is warmed up, high-speed driving for long distances is actually easy on both additives and engines. Therefore, oil changes should be made more frequently in around-town driving than on long trips. On the basis of surveys we have conducted, which indicate that the majority of passenger cars account for 70% of their mileage on short trips, it is recommended that, even with the best oils, the drain interval for the average car should be 30 days in winter, 60 days in summer, but never to exceed 2,000 miles.

Many designations have been used to specify types of oil for automotive engines — for example, heavy-duty, premium, compounded, additive, detergent, U. S. Army 2104B, and MIL-L-2104A. Much confusion has grown around the use and meaning of such terms.

A few years ago the petroleum industry tried to clarify this situation by setting up categories descriptive of the

kind of service in which the oil might be used. An ML oil was designed for light duty, MM for medium duty, and MS for severe duty.

Military services were the first to adopt engine qualification procedures for additive oils in order to assure proper performance under their conditions of operation. For some time it has been recognized that military conditions are different from those applying to average passenger car usage. Accordingly, automobile manufacturers have recently devised five engine tests to measure the ability of an oil to prevent wear, corrosion and engine sludge under normal customer driving conditions. Some of the car makers are insisting that oils pass these tests before they are designated as suitable "For Service MS." This is because there is an appreciable spread between the best and poorest quality oils being sold for passenger cars.

Our new Royal Triton 10-30, Royal Triton, and Triton oils were developed before the car makers' MS tests were worked out. Actually these oils were tailored to meet even more severe requirements. Consequently, the oils passed the five tests with flying colors, and the data have been supplied to car manufacturers. Containers for these oils soon will carry the statement: "Proven Superior for Service MS by Test Sequences of U. S. Car Makers."

from W. E. Bradley

MARKETING

On the Island of Maui in our Hawaii Division, a new marketing station has been opened and three service stations are under construction — marking vigorous entry into a new market of bright promise.

In Northwest Division, Union Oil will supply approximately 60% of the State of Alaska's petroleum requirements for the fiscal year 1960-1961.

Our Southwest-Mountain Division reports the selection of Union Oil as one of the U. S. petroleum companies receiving a permit to supply lubricating oils and greases to the Mexican Government free zone for the third quarter of 1960. This division also will supply 7600 Gasoline to Reynolds Electric Company in Mercury, Nevada for the last half of 1960.

Western Airlines' 707 jet service has brought a substantial increase in their demand for our turbine fuel. The Boeing 706 consumes 2,200 gallons of turbine fuel per flying hour — as much fuel as the average U. S. motorist uses in 3-1/3 years!

from C. H. Finnell

A contract covering 2,100,000 gallons of diesel fuel, for delivery from Oleum Refinery during the last half of 1960, has been awarded to Union by Military Petroleum Supply Agency.

from F. K. Cadwell

Your Honor, Three

To hear of a Union Oiler being elected to the high office of city mayor is of course good news any time. But when three such events are reported in a single month, that, sir, is civic service at its *Finest!*

First let's meet Mayor "Barney" Moran of Omak, Washington, as introduced by Division Sales Manager W. I. Martin of Seattle:

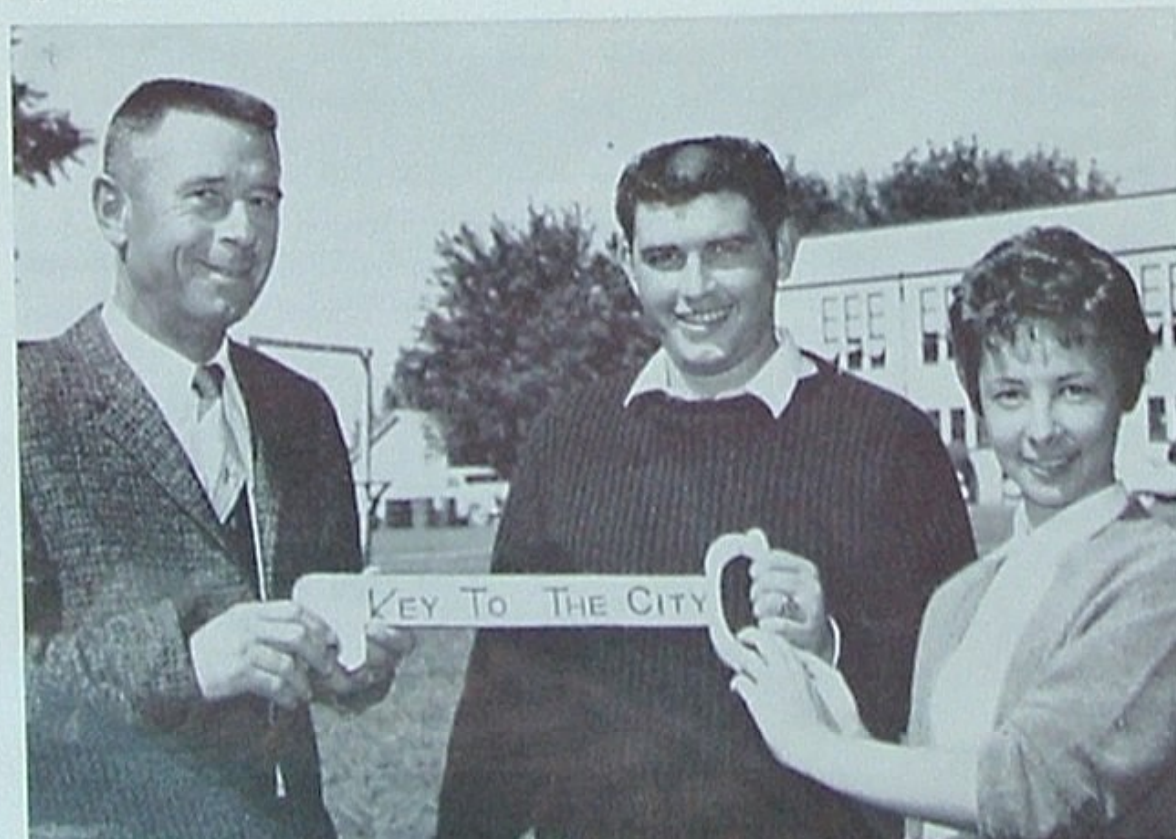
Barney, our Union Oil consignee at Omak, was recently re-elected for his third term as mayor. Although his election opponent campaigned vigorously in a speech-

making way, Barney refused to climb up on the soap-box or stump. He reasoned that his townspeople knew enough about him from past service; if they wanted him re-elected, they would do the talking. And they did. It was brought out by his supporters that Barney Moran in his 24 years of civic service—16 years as a city councilman—had always handled every problem impartially. He treated everyone alike. He refused to favor or be pressured by any person, group or organization. He was re-elected by a large majority.



Seen presiding over a city council meeting at Omak, Washington, is Mayor "Barney" Moran, Union Oil consignee, who was re-elected without making a single speech.

Mayor of Winters, California, is Consignee Howard Hansen, left, seen presenting city key to John Martinez and Lynn Caddini as prelude to annual Winters Youth Day.



Mayor Charles C. Parker of Redlands, California, is a Union Oil dealer. He proves that business and politics do mix.

Mayors!

Aside from his oil business and elective offices, Barney has served three terms on the Executive Committee of Association of Washington Cities. Presently he is chairman of the Legislative Committee of the association's Legislative District No. 1, comprising Okanogan and Douglas Counties. He also served as county coordinator for the Ground Observer Corps for eight years, was master of the Masonic Lodge in 1935, and exalted ruler of B. P. O. E. in 1949 and 1950.

A thousand miles or so south of Washington, in Winters, California, Manager General Services H. E. Menter of Sacramento advises us of another Union Oiler mayor. He is Howard Hansen, also a Company consignee, who was recently elected to head the city government of Winters. Among Howard's first official duties was that of planning and presiding over Youth Day in his community — an annual event wherein youth officials run the city for a day and conduct a splendid program of civic planning, sports and recreation.

Third of our 1960 mayoralty, according to Division Sales Manager E. Kendall, Jr., Los Angeles, is Union Oil Dealer Charles C. Parker of Redlands, California:

Charlie, who has lived most of his life in the Redlands area, has literally followed in the footsteps of his father, Clark N. Parker. The father operated the first garage and first service station in his community, later becoming city councilman and mayor. Charles Parker, the son, worked part-time in a Union Oil service station while attending Riverside Junior College; worked as a Marketing Department employee for several years both before and after Distinguished Flying Cross service in the Air Force; then leased his present service station at 26 West Citrus in Redlands. He has been a community leader ever since in fraternal organizations, the Community Chest, YMCA, Rotary, church, and as a member of the City Council.

/THE END



A half-century of association

Just 50 years ago, the "76" garage (in above photo) was a livery stable at Angels Camp, Calaveras County, California. Its proprietor was John H. Carley, who was born in the town in 1859 and had memories of such good men as Mark Twain and such bad ones as Black Bart and Joaquin Murietta.

Angels Camp, you may recall, became a roaring mining town when a prospector fired his muzzle-loading rifle into the ground to dislodge a stuck ramrod. On examining a piece of rock split by the ejected ramrod, he found to his amazement that he had chipped the corner off a rich quartz vein. The resulting Utica Mine yielded \$17 million in gold.

Though gold put Angels Camp on the map, another event helped to keep it there—"The Jumping Frog of Calaveras" story written by Mark Twain. Because the story was substantially true and was told 'round the world, Angels Camp eventually became the scene of the Jumping Frog Jubilee—an event that now draws thousands of spectators annually during May.

Getting back to our livery stable, John Carley installed a Union Oil gasoline drum and hand pump in 1909 to take care of the horseless carriage trade. Shortly before his death, he transferred the business, by then a full-fledged garage, on to his sons, Earl C. Carley (left) and Joseph D. Carley (center). Today the two "boys" are thinking of retiring and placing the "livery stable" in charge of Wade R. Carley, Joseph's son (right). At any rate the Carley association with Union Oil, uninterrupted since 1909, stands as one of the longest in Company marketing records. Moreover, the Carleys are as proud of Union Oil as we are of them.

/THE END



From Coliseum, Jerry Doggett (left) and Vin Scully tell world (and radio listeners in Sunday crowd) about Union Oil and the Dodgers.

Scully and Doggett broadcasts boom Union Oil sales

A day with the Dodgers

Last fall the Los Angeles Rams' final pre-season exhibition game was being televised from the Coliseum to a confused audience: the 47,000 people in the stadium were cheering at all the wrong places, even during times out.

Finally, the announcer had to make an explanation.

In San Francisco, the Dodgers were whipping the Giants 4-1, sweeping a crucial three-game series during the pennant drive. And most of the people in the Coliseum were wired for sound with transistor radios. They were tuned to the Dodger game and cheering every run—no matter what was happening on the football field.

During a Union Oil sponsored Dodger home game this year, there was one of those sudden lulls. Up in the broadcast booth, Vin Scully commented, "My, it's quiet in here. You wouldn't think we had over 50,000 people in this place!" As soon as his words went over the air, the Coliseum rocked with a spontaneous burst of noise.

This phenomenon, the popularity of Dodger radio, completely baffled an eastern writer, syndicated sports columnist Jimmy Cannon. He marveled about it in print: when he came to Los Angeles he thought half the people were deaf—until he found their "hearing aids" were earphones for the tiny radios—tuned to the Dodgers.

The voices of the Dodgers belong, of course, to Vin

Scully and Jerry Doggett, generally agreed to be the best sportscasting team and the most persuasive salesmen on radio or television. Their broadcasts are the envy of every club in both leagues.

Los Angeles is the only place in the country where people don't stay home to listen to the ball game—they go to the game to listen. The effect is like watching live, live television. In fact, the Dodgers attribute much of their record attendance to the pulling power of the Scully-Doggett team.

Like the Dodgers, Union Oil and its dealers need a constant flow of customers. The program with its day-after-day repetition is considered ideal for selling a product such as gasoline which must be *bought* day-after-day. Over and over again, Dodger broadcasts by those persuasive salesmen reach an audience of nearly a million people a day in the largest market on the Pacific Coast.

Both Scully and Doggett *are* salesmen, but first of all, they're objective, hard-working reporters. Theirs isn't a nine-inning stint.

A typical day for the pair starts with a long drive, because both men live about as far from the Coliseum as you can get and still stay in California: Scully in Brentwood, a short fly ball from the ocean; Doggett in Fullerton, 50 miles in the opposite direction.



Scully presses the "cough button", cuts himself off air as statistician, Allen Roth, corrects a batting average.



End of the day: as light grows dim, Vin and Jerry are the last men out of the big ball park.

They're at the park hours ahead of the game. They tape an interview that will go on the air a few minutes before the game starts. They stop off in the locker room to chat with the players. And, it has been said, they spend more time around the batting cage than the hitters, digging up background information.

While Scully and Doggett are on the field, a third member of their team—Alan Roth, Dodger statistician—is busy in the broadcast booth. It's no accident the broadcasters always come up with the right statistic at the right time. Roth hands it to them.

He supplies the routine facts: batting average, home run and runs-batted-in record for every player on both teams. These he keeps up-to-the-minute throughout each game. Then, if any sort of record is likely to be made or broken, Roth has a note on it, ready to slip to Scully or Doggett.

That's why Vin can sound like an oracle and say things such as "When Snider—the Dodgers' all-time home run leader—hits his next one, it'll be his 367th . . ." or "Moon has stretched his hitting streak to 12 straight games . . ."

Vin and Jerry work from a booth behind home plate and slightly above it. They move in before the game with their tools: scorebooks, pencils, line-ups, and a drawing of the diamond. On the drawing, they write in the names of the players, so they can call their shots quickly in spite of substitutions. Their usual pattern is for Doggett to call the play-by-play of the third and seventh innings. Vin calls the remainder. Both of them give the commercials.

Those commercials are quite a story in themselves. The team plays 154 regular season games. For its half-sponsorship, Union Oil gets about 850 commercials. Each

commercial is scheduled for a particular inning of a particular day, either "live" or recorded.

Live commercials are given right from the booth; but those with music in them are recorded, and come from the home studio, KFI.

The only man in the booth who hears remote commercials is producer-engineer Clay Sanders, who catches them on his headphones. So it's with complete faith in electronics and in Sanders' signalling finger that Scully cuts in at the end of a musical commercial with a familiar line, "That's our story . . . 70 years of progress!"

When the game is over and the players are heading for the showers, Vin and Jerry are still behind the mike, starting their fifteen minute post-game show featuring one of the day's stars. Usually, they're among the last to leave the ball park.

Although Scully and Doggett draw their paychecks from the Dodgers, they reserve the right of free speech. Neither is a "homer." Scully points out he does his best to be an objective reporter.

"Actually, you root more for individual players than for the home team," he says. "You find yourself silently pulling for them. But you try to keep it out of the broadcast. Once a fellow told me he couldn't tell from my voice whether the Dodgers were winning or losing. I consider it a compliment."

There's an exception to their objectivity: the commercials.

Their voices and Union Oil's commercials have had real impact on sales in the Southwest. In a survey conducted by the Company's Marketing Research Department, the number of people who knew Union Oil sponsored the Dodgers was amazingly high, in contrast to the results of usual "sponsorship identification" polls.

continued

A DAY WITH THE DODGERS—continued

A good measure is the number of new Union Oil customers—people who hadn't been buying our products regularly but who began doing so after they came into stations to get the Family Albums. Marketing Research estimates that thousands of people who hadn't traded regularly with us drive in every week to pick up the new issue.

We had an example of what can happen to Union Oil dealers during a day with the Dodgers following a telecast of a Dodger-Giant game.

A few innings after the game started, fog rolled into Candlestick Park. Outfielders couldn't find the ball in the finger-tip low sky; so the game was delayed.

Scully filled the time with a memorable ad-lib telecast. He showed how to keep score, played an imaginary ball game to demonstrate camera work—and gave an off-the-cuff commercial for the Maury Wills Family Album. Three things happened:

Western Union's lines into Candlestick were tied up with telegrams congratulating him on his performance.

The Maury Wills booklet disappeared from stations so fast we had to increase our printing order to meet the demand.

And—this you can bet on—as those booklets disappeared from their racks, a lot of Royal 76 and 7600 gasoline disappeared from Union Oil stations with them.

/THE END

Reprinted from *Independent Star News, Pasadena, California, August 5, 1960.*

EDITOR'S DIARY

by *Lee Merriam*



THE CART, THE HORSE & THE STORY

In the mail arrived the June issue of Union Oil's excellent little magazine, *Seventy Six*. Clipped to the cover was the business card of my good friend Reese H. Taylor, chairman and president. Typed on the card was "Please note page 19."

★ ★ ★

This piqued my curiosity. I flipped to page 19 and there found, circled in red, **THE CART BEFORE THE HORSE?** The text ran:

(The following statement is contained in a high school "Resource Guide for English and Social Studies" published by the Pasadena City Schools:)

"... in the tenth grade, study is concentrated on the growth of Democracy, and especially the form of Government which developed. Such a study should be brief and to the point in order to allow time for the unit on Driver Education."

★ ★ ★

Well, I laughed, as I could tell Reese had laughed. But then I said to myself: "I don't think this goes on in Bob Jenkins' school house, but I'm going to find out." So I asked for a memo from one of my unimpeachable operatives.

★ ★ ★

Those words do appear in the guide which, also to my entertainment, I discovered was published in September, 1956, when Larry Lamb was Bd. of Ed. prexy, and Stu McComb was superintendent.

This same quoted sentence, I then learned, was re-

published first in the *New Yorker*, picked up by Ray McConnell, then picked up by Union Oil.

★ ★ ★

Lo and behold, here is the full paragraph:

The main emphasis on tenth-grade English-social studies is on modern history, but because Greece and the Roman Republic were the two first experiments in the democratic form of government, a brief survey of these ancient civilizations is included here. Students in the seventh grade study the contributions of these civilizations to the arts and sciences. In the tenth grade the study is concentrated on the growth of democracy, especially the form of government which developed. **SUCH A STUDY SHOULD BE BRIEF AND TO THE POINT IN ORDER TO ALLOW TIME FOR THE UNIT ON DRIVER EDUCATION.**

★ ★ ★

The caps are MINE.

So, says I, let's dig into this Guide and see just what is the subject matter and time-allowance in this course. So here's what the Guide also sets forth:

To aid teachers with the allotment of time for each unit the following schedule is suggested. Variations within the unit will depend upon the type of class.

SUBJECT MATTER OUTLINE

UNIT I:	The Democratic deal.....	One week
UNIT II:	Early Development of the Democratic Ideal.....	Five weeks
UNIT III:	The Renaissance and the Rise of Western States.....	Ten weeks
UNIT IV:	Imperialism and Two World Wars.....	Fourteen weeks
UNIT V:	Looking ahead.....	One week
	UNIT on Driver Education.....	Three Weeks
	Total Weeks.....	34
	Two weeks leeway.....	2
	TOTAL WEEKS IN SCHOOL YEAR.....	36

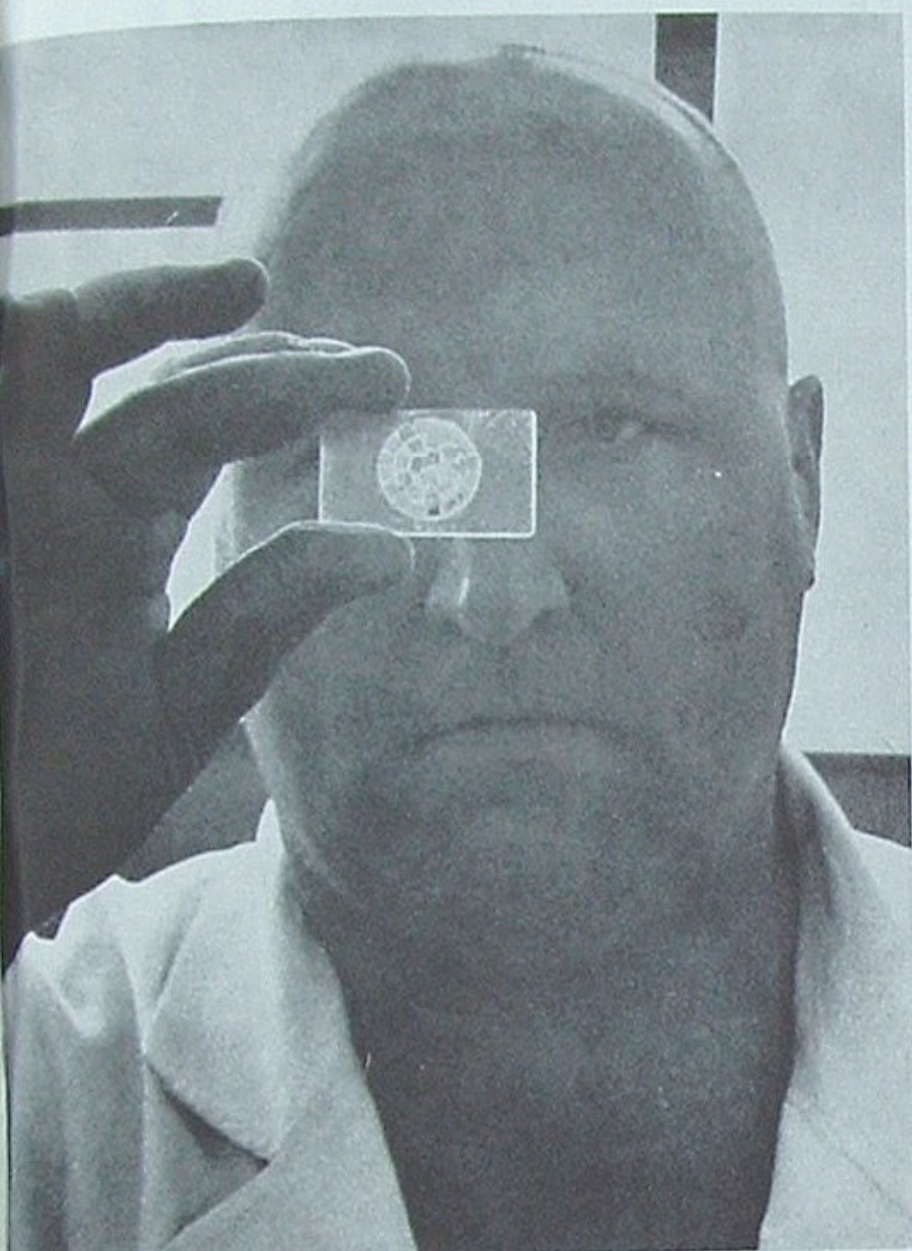
Driver education is required by state law.

★ ★ ★

Sorry to have spoiled hilarity growing out of one absurd sentence. But Reese, I've known oil men who inadvertently have turned out hysterical sentences, too. As a matter of fact, I could name a few. Not you, But still a few.

There are those who think I'm a past master myself!

He looks into rocks



Dr. Rudy Gees of Research inspects a thin section of mineral.

Norman Farha, Juanita Cartmel inspect, measure and photograph samples under microscopes.



The large fingers holding the small microscope slide in the photograph at left belong to Dr. Rudy Gees of Research, a man with an unusual specialty. Dr. Gees looks into rocks.

Plastered on the slide is a tissue-thin pattern of mineral, sawed and polished to a quarter the thickness of this page of *Seventy-Six* you're reading. When a rock is sliced *that* thin—one-thousandth of an inch—it has no secrets.

Using a microscope, a scientist can look right into it. He can tell such things as the kind and quantity of minerals it contains, the size, shape, and pattern of its pores, and even, sometimes, its age. This branch of science—the study and classification of rocks—is called optical mineralogy. As sciences go, it's young, barely a hundred years old.

Optical mineralogy is an exploration tool that lets a scientist "see" into the heart of an oil reservoir, thousands of feet in the earth. For example: Dr. Gees and his assistants Wayne Watsen and Juanita Cartmel can identify mineral and rock formations, giving the geologist a chance to compare formations to known fields with those in places where he's searching for oil.

By inspecting thin sections of deep well cores and making delicate measurements, they probe the secrets of how oil flows through rock. They lay the foundation for the development of new ways to increase oil recovery.

Although Gees' primary interest is in subsurface rocks and minerals, he is often called upon for help by scientists working in our product and process research groups. He has made valuable contributions to our understanding in such valuable areas of research.

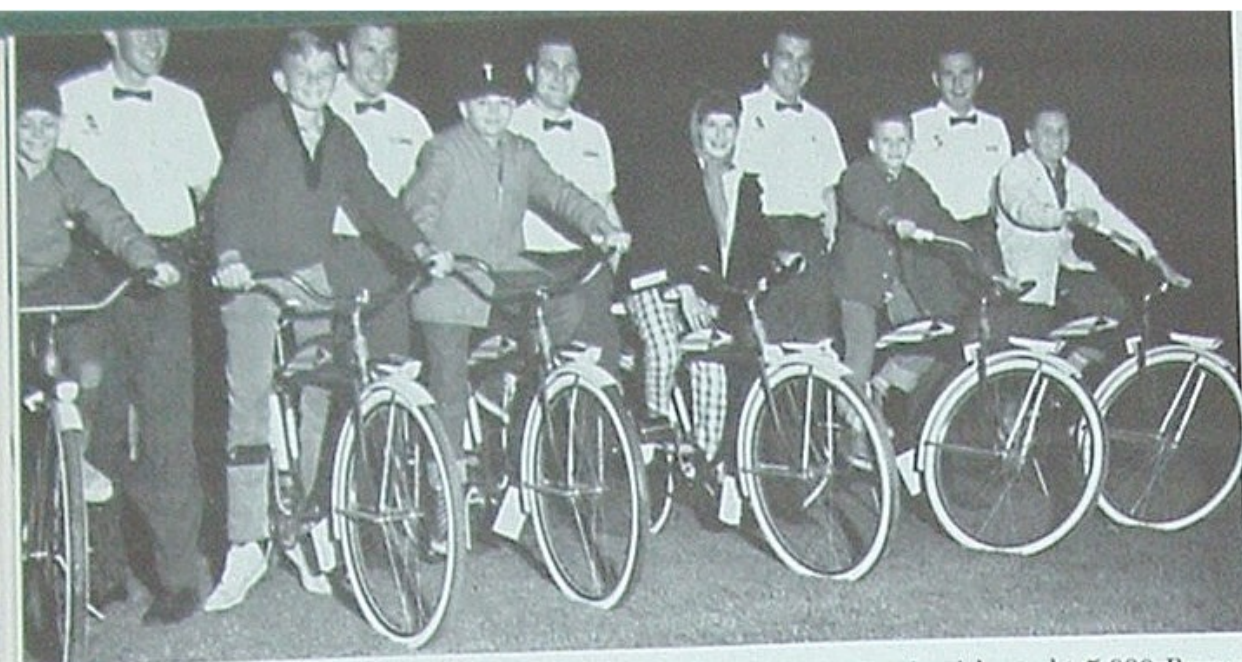
In an industry characterized by massive structures—immense cracking plants, towering derricks, multi-mile deep wells—the attention given tiny, transparent slivers of rock seems an oddity.

It isn't. When Dr. Gees looks into his microscope, he's uncovering facts about the stuff by which we live: rock and the oil it contains. And the more our geologists and production men know about those age-old, deep-down formations, the better our chances for a long corporate life, and a successful one.

/THE END



Wayne Watsen holds deep well core. From it, he will prepare whisp-thin sections—a technique so difficult it's beyond ability of most rock hounds.



UNION OIL NIGHT at Multnomah Stadium in Portland brought 5,000 Beaver fans and all Union Oilers within driving range out to see an excellent baseball game. Assisting in the presentation of six new bicycles to young fans were, from left, Minute Men Dick Parsons, Tom Moore, Joe Calhoun, Pete Brousseau and Dan Lindberg.

from J. W. White

SERVICE is the ideal title for this pump-island snapshot. The Company dealer at right is Ricky Ferrero, whose station at Olympic and La Cienega in Los Angeles is currently pumping around 50,000 gallons a month. For the past five years Rocky has donated two days' profits to the City of Hope, in each instance handing this great charity a check for over \$1,000. Next to Rocky is one of his best customers, Carl F. Madsen, an engineer at our Los Angeles Refinery for nearly 40 years. In this instance Carl was entering in his little black book the 10,000th gallon of 7600 Gasoline purchased for his 1948 Pontiac. The car itself is a gem, having traveled nearly 150,000 miles, mostly through city traffic, and needing only one major overhaul. Of course, it has been lubricated regularly and exclusively with Triton Motor Oil and Unoba Grease. Genuine service from every standpoint!

from Stan Reiner



MANUEL F. PIMENTEL, consignee at Tracy, California, has just been elected city councilman. Starting 30 years ago as a Union Oil employee in that area, he has worked loyally ever since in behalf of his company and townspeople. Among his many services to the community was that of leading a fund-raising campaign to build the Tracy Community Memorial Hospital. His current ambition as a councilman is to level the old city hall and help build a beautiful new civic center. Long active in service clubs and church work, the Pimentels, including two daughters and a son, are highly regarded by all who know them.

from L. G. Tiemann

DEALER MEL PHILLIPS, center, of Riverside, California wondered if Union Oil people were as good as their products. So he teamed up with, from left, Salesmen Herb Drake, Ed Allison, Phil Mayer and George Zimmerman. They won first place in the Riverside City Handicap Bowling League and scored the season's high team series of 2932 pins. Phil Mayer rolled a 734 for highest individual series.

from R. L. Glass



"SMILE WITH LYLE" has been the slogan for 30 years of Consignee Lyle Stotts at Billings, Montana. He's smiling wider than ever with the unnamed members of his Miracle League bowling team. The ladies completed their regular league play in a tie for first place. In the playoff they won —by the decisive margin of one pin.

from D. C. Hoyt





DISTRIBUTOR OTTO H. GATES of Gates Chevrolet in Argos, Indiana, was asked by the photographer to pose with his favorite sales trophy. Without hesitation, Otto ignored the handsome statuette on his right and picked up a can of our Finest motor oil. "This one," he explained, "has far greater utility."

from T. G. Nosco



PETE OLSEN, center, of our Portland marketing organization, is the winner in his area this year of the coveted "Emmy" Distinguished Salesman Award. Resident Manager E. J. Brusher and Sales Manager, Commercial, L. C. Burklund, right, were among the first to extend Company-wide congratulations.

from J. W. White

MUSE BUICK, INC., distributors of Union Oil products in Richmond, Virginia, were named top Buick salesmen of the Washington, D. C. area this year. Owner Fred A. Muse and two of his best salesmen, Homer Wells and Lou Navin, received a free trip to New Orleans as part of their reward. Great boosters of Royal Triton Motor Oil, these three men recommend it to every buyer of a new car.

from Frank McCarthy

DEVERE W. CHRISTENSEN of the operations planning group at Union Oil's Los Angeles Refinery was recently promoted to Lieutenant Colonel in the Marine Air Reserve and has been appointed Commanding Officer of the Marine Fighter Squadron 241 at NAS, Los Alamitos. During World War II he flew with VFM-211 and Group 12 in the Solomons, Philippines and China, winning the Distinguished Flying Cross and three Air Medals. Born in Hampton, Iowa, he graduated from California's Fullerton High School and from UCLA in 1940. At the latter school, he captained the water polo team, made all-conference, and was a member of U. S. team at the '48 London Olympics.

from U. S. Marine Corps



JOE WEISS, commercial salesman in our California South Coastal Division, is being hailed by the Los Angeles Junior Chamber of Commerce for outstanding leadership. Although a member of that service group for only about one year, Joe has served as project chairman at the World Awards Luncheon honoring seven of the West's top athletes; has been a committee member in promoting the L. A. Open Golf Tournament, Olympic Ice Hockey Exhibition Games, and Western Hockey League Playoffs; and was project chairman of Jack Kramer's 5th Annual Masters Round Robin Tennis Tournament. He was a tennis champion of the "Big Ten" while attending the University of Illinois, and has started his business career with the same competitive will to win.

from E. R. McCloud



They learned "How George did it"

The gentleman at the right in the accompanying picture is George C. Sevelle, president of Sevelle Enterprises, Los Angeles. He was featured several years ago in one of Union Oil Company's institutional ads and for many years he has contracted part of our service station maintenance. The photo shows him during a 1960 U. S. Department of Commerce trade mission to West Africa.

With four other representatives of American industry, he visited Guinea, Sierra Leone, Liberia and Ghana. The trade mission's objectives were to study industrial problems, participate in conference-type exchanges of ideas, and effect the highest possible degree of cooperation and understanding. George Sevelle is eminently qualified to discuss the role of small business in a competitive economy.

Sevelle was in Africa for approximately six weeks. He gained an intimate awareness of the impact that independence has made upon African customs and minds. He found primitive conditions certainly, but alongside of these were surprising advancements and an awakening



Pack of magazines traveled with American trade mission to Africa. Checking them with official is George Sevelle (right).

everywhere to the potential value of Africa's manpower and natural resources. He recognized — particularly in Liberia, where the American dollar is legal tender and our business methods have been adopted widely — that private enterprise is this continent's best assurance of rising to a position of enlightenment and prosperity.

Trade mission members were welcomed most hospitably wherever they traveled, both by government officials and the native populations. They were presented Department of Commerce citations for their outstanding public service.

/THE END

Downey beats traffic accidents to the crunch

This year when most U. S. communities were urging their citizens to enjoy a safe and sane 4th of July, the city of Downey, California, was using quite a different approach. Peace officers instituted a two-day vehicle Safety Check. Time and place were advertised well in advance. The whole town was invited. Mechanics were loaned by local garages to test all vehicles completely in accordance with National Safety Council specifications.

An added feature of the Downey check was the mobile driver training field unit used by Union Oil throughout the past few years to test employee drivers for physical defects that might impair their driving skill. More than 200 motorists took the tests. Driver Training Representative, W. F. Willfley, handled the unit tests, while another Union Oiler, Scott Temple of the Field Department, co-

ordinated the efforts of Downey's Kiwanis Club and police department.

Public response surpassed all predictions. In the two days, 957 vehicles were checked. Of the total, 300 were found to be faulty from a safety standpoint; that is, they had defective brakes, lights, steering, tires, glass, etc. At least 57 cars were repaired on the spot. The remainder were referred to Downey garages and service stations.

It turned out everybody had a most enjoyable 4th of July. Townspeople thanked their peace officers. Police and service clubs warmly thanked Union Oil. Best of all, several Downey citizens, who might otherwise have met with tragedy, returned safely home from a glorious outing.

/THE END

Scott Temple, Mrs. Wanda Krosowski, Bill Willfley, watch Deputy Chief Loren Morgan of Downey, Calif. take a test.



RETIREMENTS

August 1960	Service Date
CLAYBORNE T. BURTON Northern Field	March 1, 1950
WALLACE R. DAVIS Southern Field	April 9, 1921
GEORGE A. FARNUM Orcutt Refinery	April 1, 1946
FREDERIC H. KELLOGG Calif. No. Cstl. Div	May 2, 1927

CLYDE B. MALLORY Inland Empire	April 10, 1922
PETER M. OLSEN Oregon Div.-Mktg.	Dec. 18, 1931
ERNEST SIQUEIROS Los Angeles Refinery	Dec. 3, 1927
RALPH A. SMITH Oregon Div. Distr.	Dec. 1, 1930
MARY M. STEWART Comptroller's - S. F.	Dec. 4, 1942

IN MEMORIAM

Retirees:

CHARLES F. CALDWELL No. Div. Pipeline	July 13, 1960
FORREST F. FLOWER Calif. So. Coastal Div.	July 21, 1960
ARDLY J. WAUSON Valley Field	June 29, 1960

Employees:

AXEL W. KJALLIN Northwest Div.	July 16, 1960
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EMPLOYEES

AUGUST 1960

40 YEARS

COY G. HAVELY	Oleum Refinery
ARAH W. HESSER	Prop. Admin. - H. O.
CHARLES K. LAYTON	Mktg. - Calif. Cent. Div.
WALTER E. MELTON	So. Division Field
ANTONE REBELLO	Oleum Refinery

35 YEARS

PHILLIP M. BISHOP	Mktg. - Oregon Div.
JAMES G. FULTON	Indus. Rel.-H. O.
EDWARD J. HINDER	Los Angeles Refinery
JOHN ROSE	Oleum Refinery

30 YEARS

JOHN ARMOUR	Los Angeles Refinery
ROBERT O. CRAIN	So. Division Field
CLIFFORD C. DONOHO	Research Department
CHARLES T. WYKE	Los Angeles Refinery

25 YEARS

EVERETT R. LOWE	Mktg.—Phoenix
JOSEPH P. McCORMICK	Oleum Refinery
CECIL M. POUNDS	Mktg.—Calif. Cent. Div.
THOMAS SHEEHAN, JR.	Marine—H. O.
FRED H. VAUGHAN	Pacific Coast Div.
HERBERT H. WACHTEL	So. Div. Field

20 YEARS

PHILIP N. FAWCETT	Los Angeles Refinery
BEVERLY B. MULLIKEN	Comp.—San Francisco
GEORGE VEAZEY	Gulf Division Field
ROGER E. RABE	So. Division Field

15 YEARS

EVERETT G. ADARGO	Research Department
WALLACE J. BAKER	No. Division Pipeline
LEO B. BARKER	Marketing—San Francisco
WILLIAM BILL	So. Division Field
FRANKLIN W. BOWERS	Pacific Coast Div.
EVERETT W. BRISTOW	Los Angeles Refinery
AMBROSE H. BRUSATORY	Oleum Refinery
ALVIN L. CHAMBERS	Los Angeles Refinery
REGINALD F. DANA	No. Div. Pipeline
IRVIN P. DAVISSON	So. Division Field
HURSELL DENNIS	Los Angeles Refinery
DANIEL B. DUNCAN	Los Angeles Refinery
LONNIE C. DYSART	Mktg.—S. W. Mtn. Division
BENJAMIN EPSTEIN	Field—Montana
SAMUEL F. FOX	Mktg.—Oregon Div.
STANCEL P. GILLEY	Land—Texas
GERALD M. GOLDRICK	Field—Montana
JOHN W. GRIFFIN, JR.	Oleum Refinery
JACK R. GRAY	So. Division Field
FRANK L. HENNESSEY	Los Angeles Refinery
FORREST W. HERPST	Los Angeles Refinery
RUSSELL R. HIATT	No. Div. Pipeline
WILFORD A. HIBBS	Oleum Refinery
LAWRENCE S. JOHNSON	Research Department
ROBERT W. JOHNSON	No. Division Field
LELAND K. JULE	Los Angeles Refinery
WILLIE B. JULIAN	Los Angeles Refinery
EDWIN KUHN	Los Angeles Refinery
ADELBERT L. LAING	So. Division Field
ARTHUR L. LAMAR	Los Angeles Refinery
CLINTON J. LARAMA	Mktg.—N. W. Division
LEO T. McGRATH	Oleum Refinery
JAMES A. MAC PHERSON	Research Department
KENNETH D. MARTIN	Research Department
DELPHINE M. PETERS	Comp.—San Francisco
ROY F. PILLSBURY	Los Angeles Refinery

SERVICE

BIRTHDAY



AWARDS



FRANZ G. ROESSLER	Mktg.—Calif. So. Cstl. Div.
JOSE ROMO	Oleum Refinery
VERNON A. ROSE	Oleum Refinery
ARDIN E. ROULSTON	Los Angeles Refinery
EDWARD E. SANDS, JR.	Field—Gulf Division
MARTIN C. SHUTTLESWORTH	Oleum Refinery
JOHN F. SKEHEN	Santa Maria Refinery
HELEN D. SKORPICK	Mktg.—Phoenix
GEORGE A. SOLLICK	Mktg.—N.W. Division
HELEN F. STECK	Comptroller's — H.O.
JOHANNA L. STEFFEY	Comptroller's—H.O.
EDWIN H. STRAND	Exploration—Canada
STEWART W. SWEET	Oleum Refinery
HARDY L. TAYLOR	Los Angeles Refinery
BENJAMIN TOLBERT	Mktg.—Hawaii Div.
JAMES A. TOLLEFSON	Los Angeles Refinery
BETTY J. TRESEMER	Comptroller's—H.O.
BASCOM L. TURNER	Exploration—Bakersfield
CLAUDE H. WESTGATE	Mktg.—N.W. Division
CHESTER D. WILEY	Mktg.—Seattle

10 YEARS

FORD A. BANKSTON	Field—Gulf Div.
BEULAH BOUCK	Research Department
JAMES E. BRUMMETT	So. Division Field
NORMAN S. BUVICK	Mktg.—Oregon Div.
ALBERT E. CLARK	Cut Bank Refinery
HOMER D. DAVIS	Mktg.—Oregon Div.
ALLEN V. DUPONT	Field—Louisiana
WILLIAM A. FYOCK	Marketing—H. O.
JANE E. HAYLETT	Comptroller's—H. O.
THURMAN L. HIGDON	Santa Maria Refinery
MORLEN P. HOLTE	Mktg.—Calif. So. Cstl. Div.
JOANNE G. HOVDEN	Marketing—H. O.
HALE B. INGRAM	Field—Gulf Div.
ALFRED I. LA FARGUE, JR.	Field—Gulf Div.
EARL I. LASH	Manufacturing—H. O.
CLEMENT P. LOMBARDI	Mktg. — Calif. So. Cstl. Div.
ELIZABETH C. LYMAN	Los Angeles Refinery
DONALD A. MARSAW	Mktg. — Northwest Div.
DORIS V. MORRIS	Comptroller's — H. O.
JAMES R. MULLEN	Marketing—H. O.
WILLIAM H. NIEDERHAUSER	Santa Maria Refy.
HOWARD E. BARR	Oleum Refinery
HARRY B. ROGERS	Southwest Mtn. Div.
SHIRLEY E. SALCEDO	Comp.—San Francisco
PAULINE J. SCHNITTKER	Indus. Rel. — H. O.

DEALERS

AUGUST 1960

35 YEARS

JOHN GRIGGS	Hackberry, Arizona
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25 YEARS

E. P. FILLIUS	La Puente, California
FRANK E. KANE	Everett, Washington

20 YEARS

CENTRAL MARKET	Central, Arizona
JOSEPH L. COSTA	Manteca, California
LYMON D. HOLYOAK	Ft. Thomas, Arizona

15 YEARS

JOHN F. KARAS	Las Vegas, Nevada
M. & J. McFARLANE	Los Angeles, California
WILLIAM ROBINSON	Weatchee, Washington
C. F. STAFFORD	Los Angeles, California
R. R. SUMMERSON	Miami, Arizona

10 YEARS

MAURICE G. BEAN	Fresno, California
D. H. ERNST	Burbank, California
J. D. HUGHES	Prescott, Arizona
MINORA IMADA	Olaa, Hawaii
FRANK KEPPEL	Los Angeles, California
HENRY KNIEFEL	Tonopah, Nevada
TOYOICHI KURIZAKI	Waialua, Hawaii
JOHN W. McCORKINDALE	Yakima, Washington
L. C. MUNSEE	Alhambra, California
JOE & ELSIE MUNSON	Coleville, California
J. J. PANTER	Burbank, California
J. G. SHARMAN	Mina, Nevada
O. J. YERION	Forrest Knolls, California

5 YEARS

ELDEN R. ALLEN	Grandview, Washington
W. L. BRANDENBERGER	San Bernardino, Calif.
E. F. COBUN	Mt. Shasta, California
JAMES W. DELBROOK, JR.	Phoenix, Arizona
RICHARD FRIEND	Glendale, California
RALPH HILL	Bellingham, Washington
A.C. & M.B. HOUGLAND	Republic, Washington
ERNEST L. KELLEY	Scottsdale, Arizona
EUGENE F. KRUGER	Long Beach, California
LOREN C. KRUGER	Long Beach, California
R. H. LEWIS	Goleta, California
PETE MOSER	Tonopah, Nevada
H. E. PATRICK	La Habra, California
WERNER M. PETERSON	Alamo, California
GEORGE PETTY	Superior, Arizona
ANTONIO URIGUEN	Winnemucca, Nevada
DANA ZIMMERMAN	Pasco, Washington

CONSIGNEES - DISTRIBUTORS

AUGUST 1960

30 YEARS

GEORGE D. STOLTS	Prosser, Washington
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20 Years

JOHN J. GALLAGHER	Newman, California
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15 YEARS

EQUITY CO-OP. ASSOC.	Wolf Point, Montana
MAX B. KIRKPATRICK	Anchorage, Alaska
JIM D. MEDEMA	Anchorage, Alaska
LOEL ROBERTS	Vernonia, Oregon
JIM VERNON	Anchorage, Alaska

5 YEARS

GERARDO FLORES M.	Sonora, Mexico
J. B. McCAMPBELL	Livingston, Montana
LES G. STANDIFIRD	Flagstaff, Arizona

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

Howard Lonberg



Things could be a lot worse

"You probably never paid higher taxes. And the price of everything you buy is up.

"But, think what shape we'd all be in if we hadn't been able to increase our productivity to help offset the rising cost of living. Take Union Oil as a case in point.

"In 1945, our investment in the basic 'tools' of our business—oil wells, pipe lines, refineries, trucks, service stations—was \$43,525 for every employee.

"Today, we've invested \$130,000 in tools for each worker—over one billion dollars. Part of this is due to inflation—for, like everything we buy, it takes more dollars. But, we have added more tools.

"Because of these tools—and better ways of doing the job—the people of Union Oil are able to produce more. And therefore, earn more.

"What's true of the workers of Union Oil is true of the employees in your company, too. Simply because *the only way any of us can really earn more is to produce more*. Which we can do only if we have the tools."

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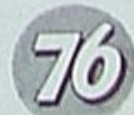
Howard Lonberg is a Laboratory Control Inspector in our Oleum refinery.

Today, it takes over 8 shareowners to supply tools for one Union Oil employee. For the most part, these are people just like our own employees, investing money they have earned by their productivity.

As long as they have the incentive to risk their money for a fair gain, American business will have the tools it needs. And productivity will continue to increase.

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

Union Oil Company OF CALIFORNIA



MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL