

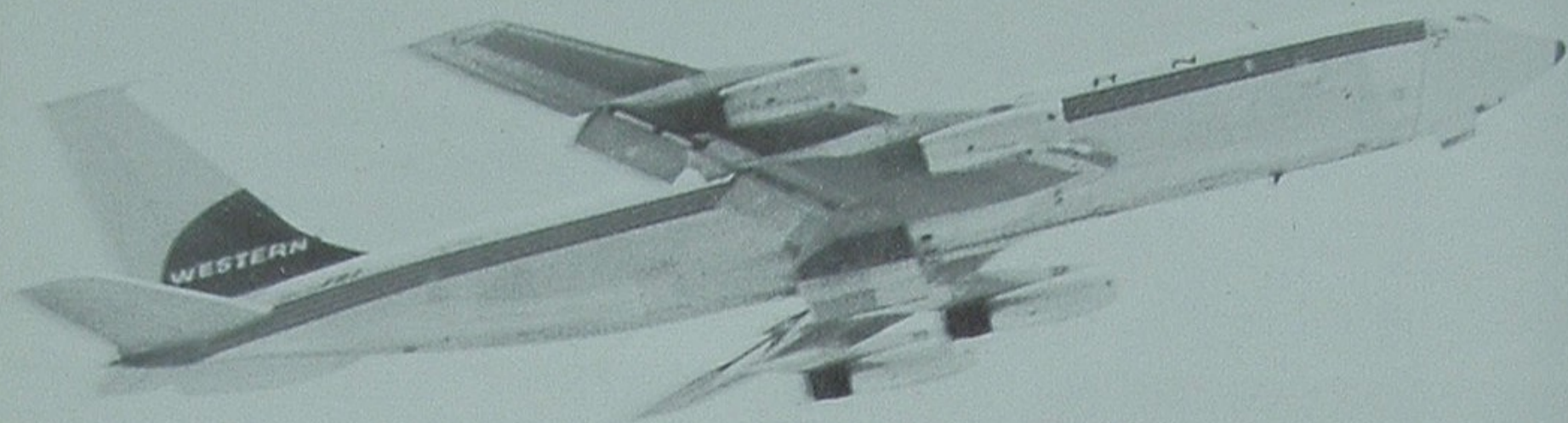


Dudley Tower—8th President of Union Oil Company

# SEVENTY <sup>76</sup> SIX

Union Oil Company of California

October—November 1960



**ALL  
PURE  
POWER**



**YOU GET IT IN THE WEST'S MOST POWERFUL PREMIUM**

*Royal 76 Gasoline gives you pure power clean through.*

*That's because hydrogen refining (a process Union Oil developed and owns) cleans out impurities, leaves in only hard-working octanes (100-plus, of course).*

*You get Royal 76 at the sign of the big 76. It is pure and simply—The Finest.*

**UNION OIL COMPANY OF CALIFORNIA**



OCTOBER-NOVEMBER, 1960

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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.

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# In our 70th year

This is Union Oil Company's 70th anniversary year. And October 17 is the Company's birthday.

How far have we come in seven decades — and what are we planning and doing for the future?

Today with assets of over \$700,000,000, we are the largest independent oil company in the West.

When Union Oil was incorporated the value of all its assets was only \$1,800,000.

Today, it costs us roughly the same number of dollars every week just to stay in business and to maintain and improve our competitive position.

On October 17, 1890, twelve men owned Union Oil. We had a few salesmen — principally those same owners, and there was no such thing as a service station.

Today, 67,000 Union Oil shareowners live in every state and in most foreign countries. Nearly 8,000 employees, 3,500 dealers, and a thousand other resellers depend on Union Oil for their income.

These thousands *are* Union Oil; because the word "corporation" in its classic sense means a group of people united for a common cause. They — and the people who have gone before them — have made it possible for Union Oil to exist and grow through the years.

To understand the true reasons for that growth, we must go back to 1890 when the dozen men set down the original, basic policies of the Company. The policies are a significant pattern of "musts" which were, and still are, keystones of Union's operation:

*First:* Quality must be the Finest.

*Second:* We must have continuing research for better products, new products, techniques.

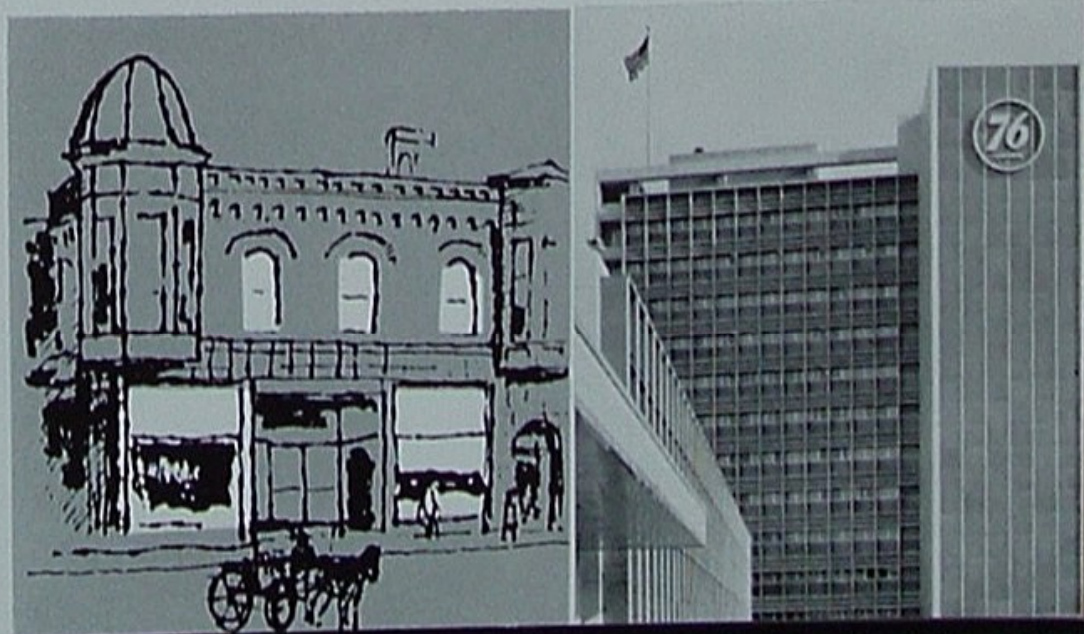
*Third:* We must have excellent manufacturing facilities.

*Fourth:* We must expand our market by creating new uses for petroleum, and making our products conveniently available.

*Fifth:* We must maintain sufficient reserves of raw materials, such as crude oil, to insure our ability to supply market needs.

These policies dictated the actions of the Company in its youth. As you will see on the following pages, they

*continued*



In our **70**<sup>th</sup> year

**the quality  
of our products  
must be the finest!**

**we must  
have  
continued  
research  
for better  
products,  
new products,  
new  
techniques**



dictate the actions it takes today, and its future plans.

The merger of the Hardison and Stewart, Sespe, and Torrey Canyon oil companies created Union Oil and in 1890, the Company was the largest producer of crude oil in California.

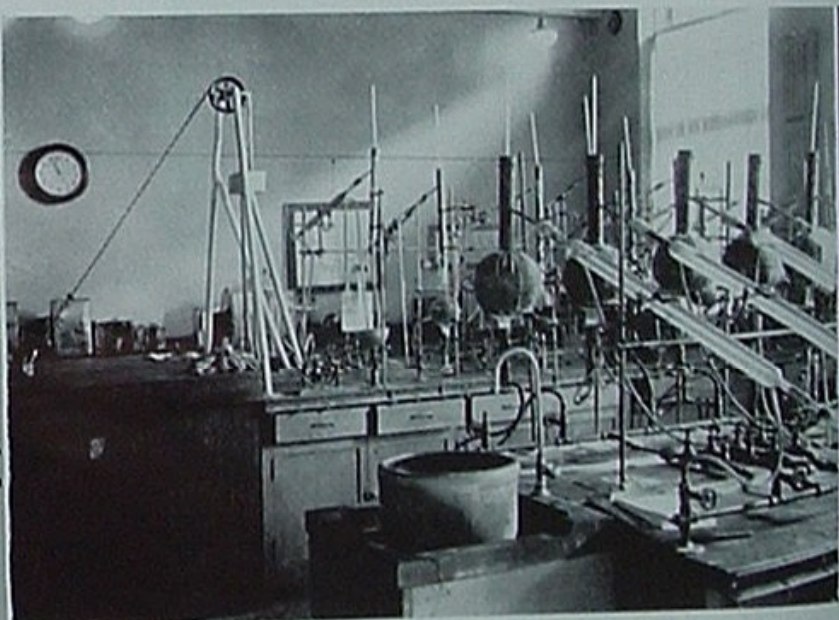
Yet, its total assets — the \$1,800,000, we mentioned — were equal to the amount budgeted to run today's Research Center at Brea for a little over four months.

Granddaddy of the Center was a small laboratory in a corner of the Santa Paula refinery. A University of California chemist, Professor S. F. Peckman, was the staff; and his blunt words to the board of directors got him the job.

Said the professor: "The trouble with California oil is, no one knows anything about it. We do not know what we are working on, and the results of our labors so far have thus been thrusts in the dark."

They promptly made him superintendent of the refinery, put him in charge of research and paid him \$333 a month. His laboratory cost \$2500.

The laboratory wasn't a whimsical investment. Its builders had learned the hard way — by trying to compete with superior eastern kerosene — that only those



The jumble above was a modern laboratory — in the early 'twenties. Time has changed research! Technician Charles Peterson (at right) is making an analysis that only five years ago would have been impractical from a cost and time standpoint. The device at his left (a gas chromatograph) gives a continuous record of the quality of product from a naphthalene pilot plant. Naphthalene is a chemical raw material used in the manufacture of plastics. Union Oil subsidiary, Collier Carbon and Chemical Corporation, and a partner company will use a process developed by the Research Department to manufacture naphthalene in a plant being constructed in the East and in another plant to be constructed in the West.

who constantly improve their products can survive.

By 1895, a leading Los Angeles newspaper was referring to Union Oil as "Old Reliable" because of its reputation for quality.

The Company has guarded this reputation jealously.

To maintain it, scientists and engineers at the Research Center turn out a steady flow of new processes and products, and significant improvements in old ones.

Their latest improvement in new-formula, high-octane Royal 76 and 7600 is typical.

The researchers were sure that gasolines — all petroleum fuels, for that matter — could be made purer, cleaner, more potent. After years of experimentation, they perfected "Unifining" — a patented, exclusive hydrogen refining process that enables us to advertise our gasolines "give you all pure power, clean through!"

Unifining also enables us to make other products impurity free: superior diesel oils, for example, so clean and colorless because of their lack of impurities buyers actually question their power producing ability.

(To some buyers, a dark diesel fuel looks like it packs more punch. Union's new Diesol will not only have

more potential power, it will lengthen the time between engine overhauls and even enable the lube oil to be more efficient for a longer time.)

The scientists also developed another revolutionary process called "Unicracking" for converting low-quality fuel oil type material into high-octane gasoline and other products of greater commercial value.

Our premium lubricating oils—the Royal Triton family—have actually been used as quality targets by other companies in developing improved oils of their own!

Techniques developed at the Research Center have enabled us to recover, in one case alone, 7,000,000 barrels of additional oil — oil that would have been forever locked in the ground except for the initiative and imagination of petroleum scientists.

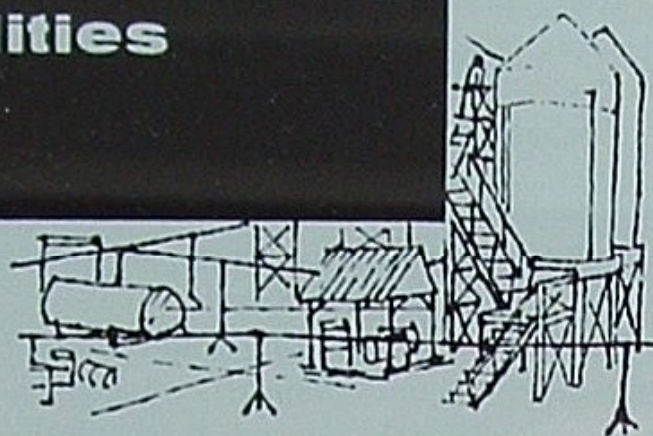
A measure of the ability and of the original thinking done by a research group is the income a company gets from the sale and licensing of technical data. Unifining and Unicracking, for example, are both licensed to other petroleum and chemical companies.

Return from the use of our researchers' ideas by others reached an all-time high in 1959!

*continued*



**we must  
have  
excellent  
manufacturing  
facilities**



To translate the findings of modern research into the finest marketable products does require excellent manufacturing facilities — for nothing but the finest products will do.

The Company's first refinery, at Santa Paula, cost \$50,000, and made fuel oil, kerosene, and a few lubricants. That's all we needed. The horse was king; automobile wasn't even in the dictionary, much less on the road; *the* quality product was kerosene. Gasoline was a flighty, dangerous nuisance.

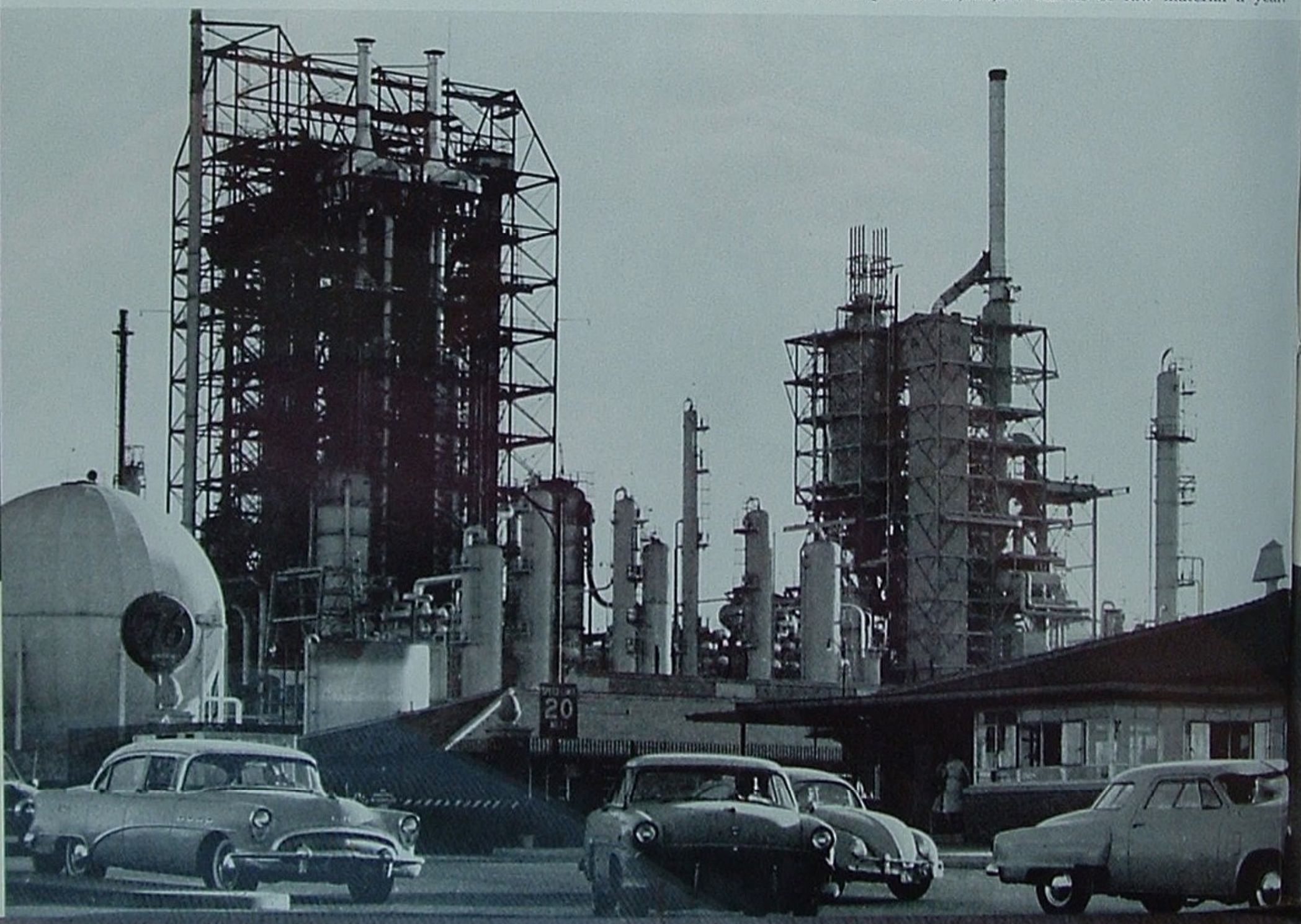
Within six years of the day the Company was incorporated, it built its second refinery, at Oleum, on San Francisco Bay. Oleum could process the then amazing total of 219,000 barrels of crude a year.

Today, Oleum Refinery has a capacity of 16,717,000 barrels a year — and it's still growing.

Los Angeles Refinery was opened in 1917, with a capacity of 365,000 barrels a year. Today, this vast plant has a capacity of 39,785,000 barrels — and it, too, is still growing.

As you read this, a \$17,000,000 construction program

The shift changes — but people at Los Angeles Refinery work 'round the clock to process 40,000,000 barrels of raw material a year.

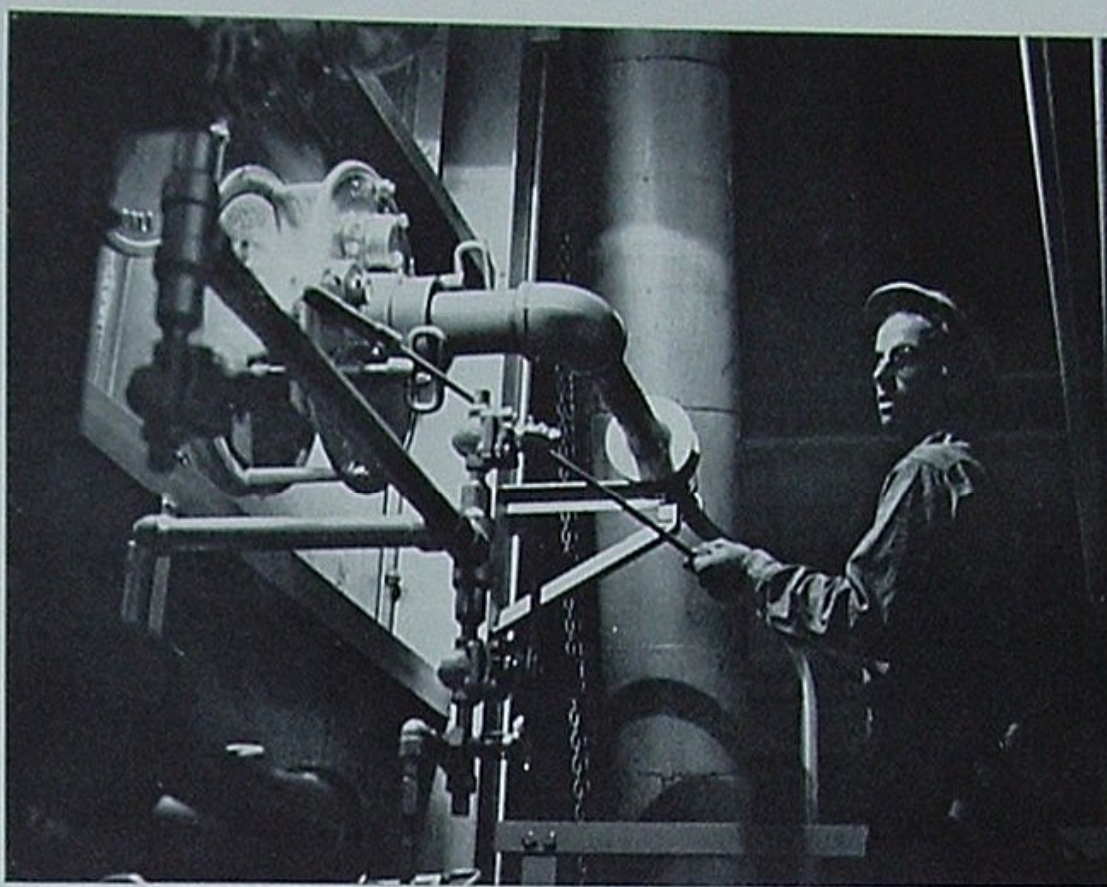


is nearing completion there. Those millions aren't being spent to increase volume. They're being spent to enhance the quality of our products, to enable us to raise the octane level of gasoline blending stocks, and to improve other products such as jet and diesel fuels. The new plants will be our cushion against competition — for a few short years.

There's a comparison that shows what has happened in these 70 years of company growth:

The little Santa Paula Refinery could process 14,000 barrels a year into a few simple products. During 1959, our six refineries in California, Washington, and Montana processed more than 63,000,000 barrels of raw material into a long list of products which truly deserve that adjective, the *Finest*.

Frank Pink lights a heater at Oleum, the second refinery built by the company. Since it was built, Oleum has been expanded to 80 times its original capacity. The refinery has a reputation for employees with long service records. Frank's father, Art Pink, has been with Union Oil for 32 years.



**we must expand our market  
by creating new uses  
for petroleum  
and making our products  
conveniently available**

To most people "make our products conveniently available," means having stations on the right corners.

It does — and there are Union Oil dealers on 3300 corners in the West. But it means a lot more.

In 1890, "conveniently available" meant you could order a cargo of fuel oil or kerosene from the Santa Paula refinery to be delivered to Los Angeles or San Francisco.

In 1960, "conveniently available" means you can

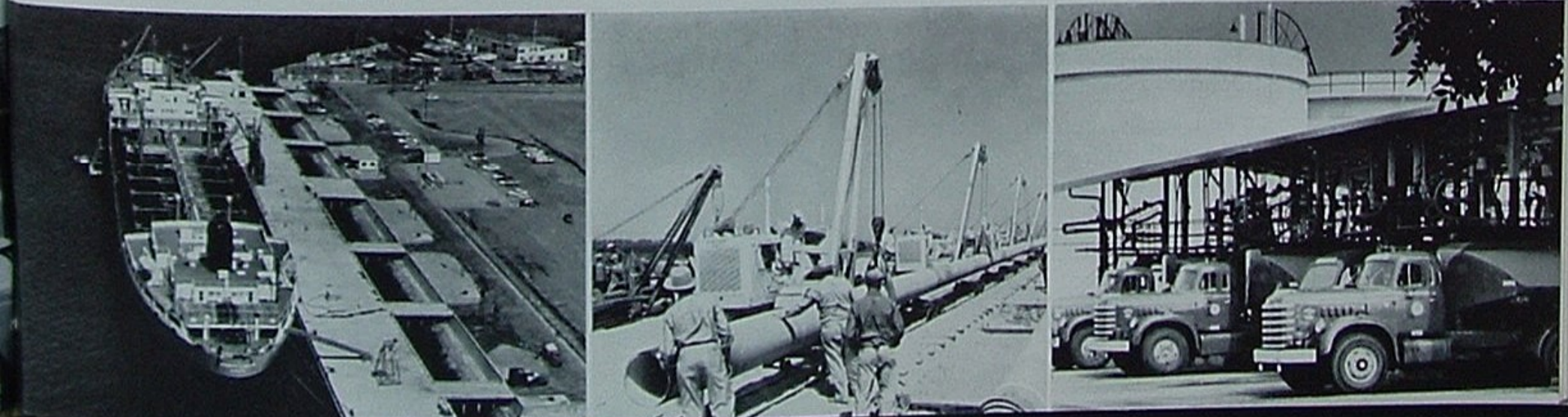
drive into a service station in Anchorage, Alaska, or in San Diego, or in John Day, Oregon, and buy your tankful of Royal 76; or that you can step to your phone and order a winter's supply of heating oil delivered to the house — right now.

It also means a complex of pipelines, tankships and barges, over-the-road transports and delivery trucks, terminals — and people.

To give you an idea of how things have changed:

*continued*

It takes a complex of tankers, pipelines, trucks, and terminals to make Union Oil products "conveniently available" to every customer.



The first pipeline we laid went from Santa Paula to Port Hueneme, California. It was 15 miles long and cost about \$15,000.

Our last major pipeline, a 225-mile tube from the San Joaquin Valley to Oleum Refinery, cost \$15,000,000.

Union's first tankship — the first on the Coast — was made of wood and had a capacity of 6,500 barrels. Today, we're operating three barracuda class super-tankers that carry 425,000 barrels each!

The increase in cost of making those products conveniently available has kept pace with the growth of the Company!

Union Oil opened its first retail station in Los Angeles, in 1913. In spite of excellent sales at this pioneer outlet, the Company didn't begin to take the retail customer seriously until 1917. In that year, it bought the Pinal-



Available — wherever you go. This unusual station is at Squaw Valley. Nearly a third of Union Oil's sales are made by Dealers.

Dome Oil Company with 20 stations in Los Angeles, Oakland, Santa Ana, and Anaheim, California.

Today, the retail customer—who didn't even exist in 1890—is taken most seriously. Nearly a third of Union's half-billion dollar annual sales are made through retail.



**we must maintain  
a sufficient reserve  
of raw materials  
such as crude oil  
to insure our ability  
to supply market needs**

When the men who put Union Oil together added up their combined oil wells, they found they had a good thing going. There were 26 wells producing more than 80,000 barrels a year — a quarter of the oil produced in California. All the wells were within a few hours horse-back ride of Santa Paula.

It'd take a tall horse with long legs to cover Union Oil's producing and exploration properties today.

The search for crude oil and gas has never slowed. It cannot. The vast system of transportation, marketing, refining, and research is dependent on an adequate supply of raw material.

In the constant search, Union Oil exploration and production men are active in nine states as well as overseas.

During October, a subsidiary, Union Development Corporation, started drilling its first exploratory well in Australia. Geophysical and geological work has begun in the Spanish Sahara. Union Oil bits have probed for oil in Central and South America.

Instead of a million barrels reserve in the ground, we have a half-billion — not including an estimated 5

billion barrels in our rich Colorado shale holdings.

We have another reserve the founding fathers never thought of: natural gas — 3500 billion cubic feet of it.

The ascendance of natural gas is about as good an example as any of the changes that have taken place since the Company was formed. Gas chased the wood stove into the antique shops, is replacing manufactured gas, and is even threatening the heating oil market.

Next year, a pipeline will be completed to bring gas from our wells on the Kenai Peninsula to Anchorage.

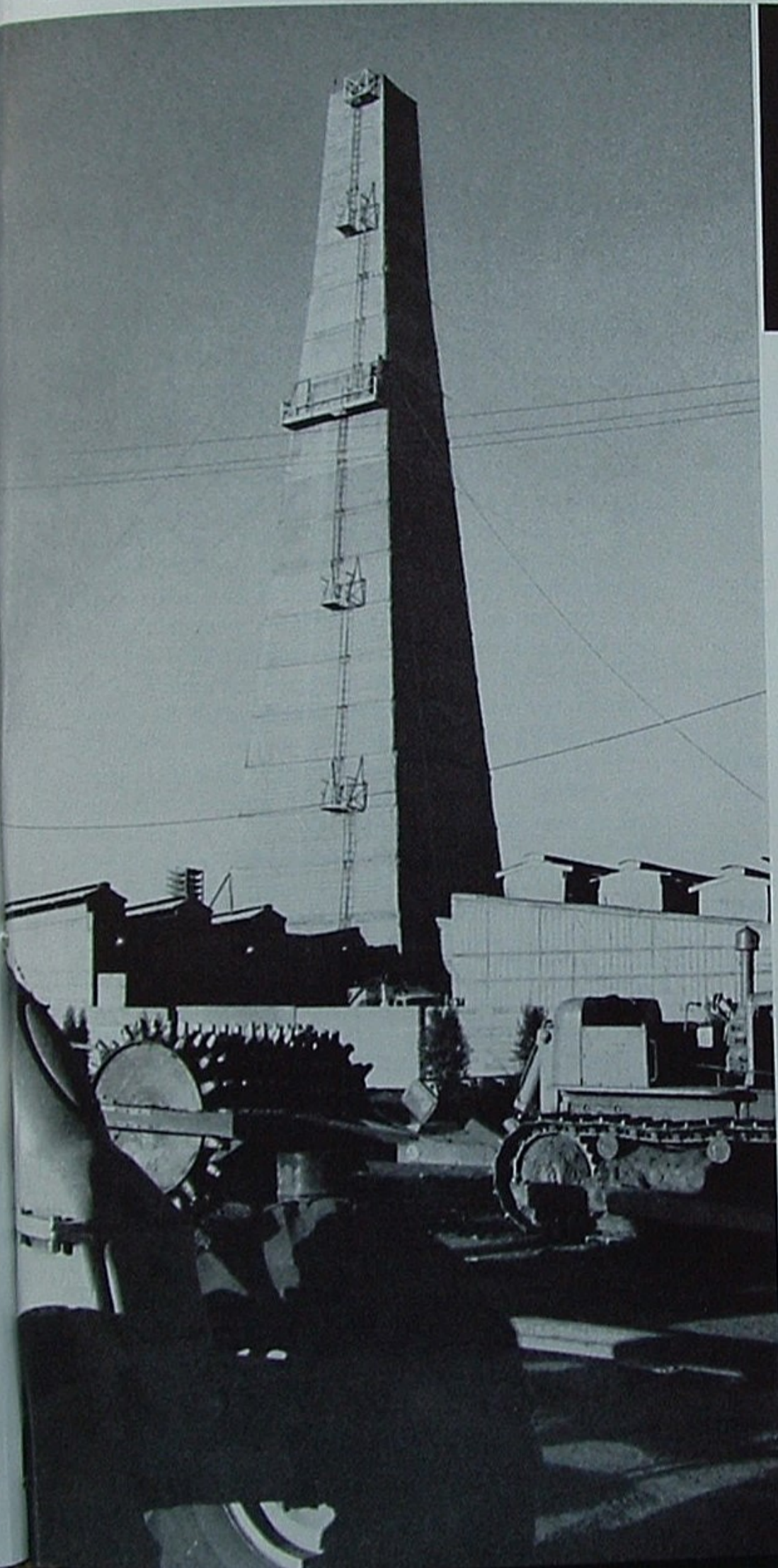
From four miles offshore in the Gulf of Mexico — from the Vermilion Gas field — the Company is selling 60,000,000 cubic feet of gas a day. Much of it goes into New York City and the New England states.

Getting those millions into perspective: that's enough gas to heat all the homes in Missoula and Great Falls for a full day — in freezing weather.

Drawing from the rich Vermilion and other Louisiana fields, and from fields in Oklahoma, the Rocky Mountain states, California, Texas and Alaska, Union has become one of the nation's major producers of natural gas.



This is what a modern wildcat well looks like. The well, Union-Signal PE No. 3, discovered an oil field in a residential section of Los Angeles. Landscaped, wrapped, shielded behind a decorative wall, today's urban drilling well is a good neighbor. The heavy machinery in the foreground is being used to cut the path for a freeway to accommodate the growing number of automobiles — today, the Number One customer for petroleum products.



## prospects are truly unlimited

Union Oil, today, has little physical resemblance to the company that was founded on October 17, 1890.

But the same, five basic policies governing product quality, research, excellent facilities, expansion of markets and adequate reserves still guide it.

And whether your measure is sales, assets, numbers of people, or geographical extent, these have been 70 years of progressive growth.

What of the future? Quoting Board Chairman Reese H. Taylor:

"Our important task is to make petroleum more valuable to modern civilization. To do so under the American private enterprise system we must compete successfully in three fields simultaneously. For capital. For people. For markets.

"We must see that capital receives a decent wage for the risk of savings so that we can provide tools for our workers.

"We must see that the people working for Union Oil enjoy the highest standard of working and living conditions possible.

"And we can do this only by satisfying our customers that we are giving them the very finest products possible at the lowest possible prices.

"If we do these things well, prospects for Union Oil are truly unlimited."

/THE END

# The Power to Destroy

*(A series of six articles written by Eugene C. Pulliam for the Arizona Republic and Indianapolis Star has attracted nationwide attention. Mr. Pulliam points out the evils and injustices of two Federal revenue-raising measures, the personal income tax and the income tax on corporations. He tells how both can be eliminated to the advantage of taxpayer and government alike. His views have been entered by the Hon. James B. Utt of California, under the unanimous consent of the House of Representatives, in the Congressional Record. The following material was excerpted from that Record.)*

"The power to tax involves the power to destroy," said Chief Justice John Marshall on March 6, 1819 during the McCulloch vs. Maryland trial.

In 1910, Richard E. Byrd, speaker of the Virginia House of Representatives, warned the Nation of the dangers that income taxation would bring to this country. "This amendment," he said, "will extend the Federal power so as to reach the citizen in the ordinary business of his life. A hand from Washington will be stretched out upon every man's business; the eye of the Federal inspector will be in every man's counting house.

"The law will, of necessity, have inquisitorial features, it will provide penalties. It will create a complicated machinery.

"An army of Federal inspectors, spies and detectives

will descend upon the States. They will compel men of business to show their books and disclose the secrets of their affairs. They will dictate forms of bookkeeping. They will require statements and affidavits. On the one hand the inspector can blackmail the taxpayer and on the other he can profit by selling his secret to his competitor."

All this has happened in America in the last 47 years . . . even worse than Byrd predicted. For now, every home, every wage earner, every family is under the eye of the tax inspector. The bulk of income taxes are not paid by business. They are not paid by the rich. They are paid by the great forgotten middle class of the United States who earn from \$4,000 to \$25,000 a year.

The income tax is a bad law . . . unacceptable to honest people. . . immorally and unevenly applied . . . violated more and more every year . . . the kind of tax that has built-in inequities no matter how it is written. . .

Congressman Wilbur Mills recently pointed to a case of two men, Smith and Jones, both earning the same salaries, having the same family situation:

Smith has an income of \$6,000, but his company gives him cut price lunches, health insurance, free medical checkups, life insurance, a pension program, an expense account which pays for part of his meals and entertainment. The total value of these extras is \$2,300, all tax exempt. His real income is \$8,300.

Smith deducts from his taxable income \$750 interest on his mortgage, \$500 in property taxes, \$600 for a dependent aunt of his. He was sick for five weeks and the law says he can deduct up to \$100 a week in the salary he was paid after the first week—another \$400 deduction. He has \$200 income from tax exempt municipal bonds so he owes no tax on that. He contributes \$300 a year to charity which is deductible.

Jones earns the same salary, \$8,300. He also contributes \$300 to charity. But he rents his home, so he cannot deduct mortgage interest. He pays no real estate property taxes, so he cannot deduct them. He pays for his own meals, insurance and retirement plan. He wasn't sick, so he has no deduction there. The extra \$200 income he has comes from interest on savings and is therefore fully taxable. The aunt he supports is his wife's by marriage—no blood relation—therefore he cannot take a deduction for her.

Result: Smith pays \$210 income tax on his \$8,300. Jones pays \$1,090 income tax on his \$8,300.

Such a system is not fair. It is not equal. It is not democratic. It is not even honest.

. . . The income tax cannot only be drastically cut—it can be abolished, and still there will be enough revenue to run the Government. . . .

. . . The main objection to drastic reduction or abolition of the income tax is that "the Government needs the revenue and cannot find a way to replace it. . . ."

Congressman James B. Utt of California last year introduced the 23rd amendment to the Constitution. . . . It would mandate the disposal of all Federal corporations and properties that compete with private business. It would abolish the income tax. Revenues from the liquidated Federal corporations would make any new or additional tax unnecessary. Congressman Utt inserted in the Congressional Record an analysis by Willis E. Stone of the National Committee for Economic Freedom:

Mr. Stone points out that the House Government Operations Committee has estimated the book value of these 700 Federal corporations at \$262 billion. If these properties (which comprise 20 per cent of the nation's industrial capacity) were sold to private investors, they would bring in an estimated \$65 billion. If that much of the national debt were paid off with the proceeds, it would reduce the Federal budget by \$2 billion in interest costs alone.

But there is much more to be saved. These Federal corporations lost a staggering total of \$19 billion in 1959. So even if the Government just gave them away, the taxpayers would be immediately saved \$19 billion.

In addition, more than one million employees who work for these corporations are paid out of the U. S. Treasury, according to Stone's figures. They are paid an average of \$4,300 million a year by the taxpayers of the country. All of this also could be saved.

Next, Mr. Stone figures that it takes at least \$3 worth of free goods and services for every dollar of payroll provided for these 700 corporations. That totals \$12,900 million which can be taken off the taxpayer's back.

Saved also would be the amortization costs of this portion of the national debt reduced by the \$65 billion proceeds from the sale of Federal corporations. Figured at 40 years such costs are \$1,625 million per year.

. . . Added to these savings would be Federal corporation taxes paid to the Government by these 700 corporations after they become privately owned—an estimated \$5,100 million in new taxes.

The total of the amounts saved above would be \$44,925 million . . . more than is expected to be collected in 1960 by all personal income taxes put together (\$40 billion).

Not only does the personal income tax impose inequalities. So does the corporation income tax. Most American business pays income taxes on net earnings at rates up to 52 per cent. The people who invest money in these businesses have to pay personal income taxes on the part of the remaining 48 per cent that is distributed to them in the form of dividends. Thus people who invest in business have to pay two taxes on the same income—one corporation, the other personal. What is fair about that?

Then there are businesses that pay no taxes at all—or very little. . . . The Farmer's Union Grain Terminal

in 1946 had net earnings of \$3,650,000. Thus one would think it would pay taxes of \$1,400,000. But it paid no Federal income taxes. Why? Because it is a "cooperative."

The Red River Lumber Co. of Westwood, California, paid almost \$1 million in Federal income taxes in 1943. In 1946 it paid none. Why? It was bought by the giant "cooperative," the California Fruit Growers Exchange, which does \$300 million business a year.

Is this fair? Who has to make up the difference in taxes which these big cooperatives do not pay? You do. The business you work for does. The businesses that compete with them do. Is there anything equitable about such a system? We do not see it.

It is also possible to abolish the income tax on corporations—which the people pay anyhow in the higher prices they pay for the goods and services they buy. . . . What is the alternative to corporate income taxes?

There are several possibilities. In 1956, U. S. News & World Report published a study of the problem and outlined several types of tax that could replace income taxation with less trouble of collection and more even distribution of the taxload among the people.

For instance, they found that a 10 per cent manufacturers sales tax, in 1956, would have produced \$13 billion in revenue. A retail sales tax of 10 per cent would have produced \$21 billion, which is almost as much as the entire tax expected to be collected from business and industry in 1960. . . .

A turnover tax on business operations would have raised \$45 billion, or twice as much as corporate tax collections in 1960. A "spending tax" of 10 per cent (a tax that is applied only on money people actually spend, and not on savings or investments) was estimated to produce \$18 billion. . . .

So there is an alternative to income taxes. There are many ways in which Congress could abolish or drastically cut all taxes on income in the United States. . . .

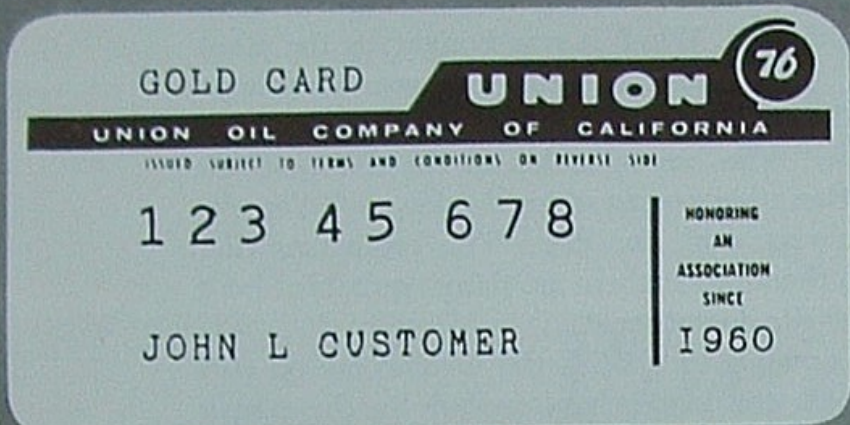
It is indeed true that "the power to tax involves the power to destroy." But in our Republic the power to tax is a power granted to Congress by the people. It can be taken from Congress by the people. The people, with their votes, have the power to destroy politicians who abuse the power to tax. . . .

The people of the United States have a tremendous future ahead of them if they will just begin to demand an end to excessive spending and taxing by their Government. Congress must be made to understand that the time has come for them to start serving the people of the United States and not the insatiable bureaucracy that has swarmed like locusts into Washington.

Do you want an increase in your paycheck of from 15 to 20 per cent weekly? Demand that your Congressman work to abolish the income tax and you will get it. Demand that Congress stop wasting your hard earned money. Taxes can be cut. But the job is up to you.

/THE END

# A new Credit Card



Starting November 15, close to a million gold-embossed Union Oil credit cards will go into the mail.

These are the Company's new Gold Cards: permanent credit cards which will be sent to nearly all our present annual card holders. Gold Cards will be good indefinitely. They are issued, to quote from the folder in which they're mailed, "in appreciation of your valued and steady patronage of Union Oil."

The decision to issue a permanent card is a tribute to the credit rating of most of our customers—and a reflection of the high cost of running a credit business.

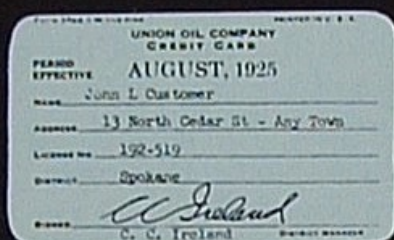
When the Company issued its first credit card in 1925, we weren't so trusting: the customer got two months credit. The cards were handwritten and signed by the District Manager.

There aren't enough people available in San Francisco to handle our present volume by that quill-pen method. With all their modern machinery, crews are literally working around the clock—three shifts a day, seven days a week for almost two months—to meet the deadline.

The old credit cards give another indication of the size of our credit business and the number of cars on the road 35 years ago. The cards were issued for use with a particular car—there was a line to write in the license number. If you sold your car, you had to get a new card.

At present day costs, the expense of renewing cards every time a customer changed cars would be staggering.

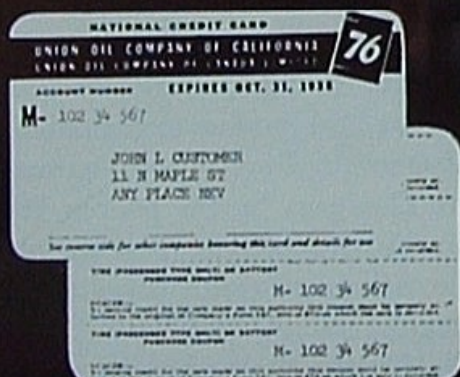
By 1931, we started liberalizing credit: you could have a card valid for three months instead of two. The next



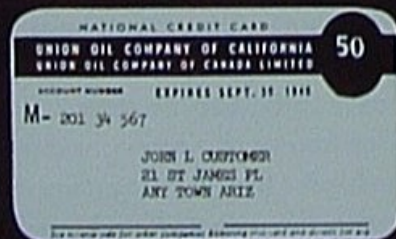
In 1925 there was time to put a personal signature on each credit card.



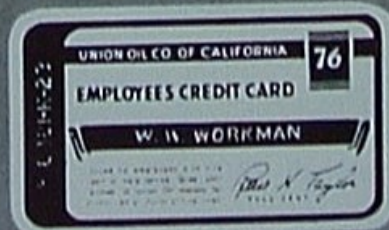
The trademark first appeared on the card in 1932.



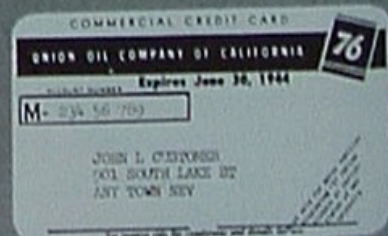
By 1938 you could charge merchandise on your credit card. Note coupons.



In our 50th anniversary year, there was a Union Oil of Canada.



First "permanent" card, made of metal, was issued to employees before World War II.



A war-time card was issued to trucks only. Public got no credit.



year we prettied the card with a drawing showing a Union Oil shield — then the trademark — with an arrow through it.

If you carried one of those early credit cards, you could charge only gasoline and lubricants. We didn't offer our customers the privilege of charging tires, batteries, and accessories until 1938. That same year, the Union Oil credit card went national, through exchanges with other companies.

We began issuing annual cards in 1947.

Now, of course, there will be no more annual cards. After those in circulation expire, we'll have only a tri-annual and the Gold Card.

Actually, the Gold Card isn't Union Oil's first permanent card. Before World War II, the Company issued metal "good until revoked" credit cards to employees with five years or more service. The war revoked the cards automatically: during the war there were no credit cards except for trucks with "T" ration stickers.

You seldom see the metal employee card any more. They were collected during a wartime metal scrap drive. The one we use in our illustration belongs to General Credit Manager W. W. Workman who kept it so his sequence of samples wouldn't be broken.

Issuing a new credit card sounds like a simple operation; but six departments were involved.

Art for the card and for the "In appreciation" folder that accompanies it came from Advertising and Sales Promotion. The new card, as you can see in the illustration,

is simpler than our present card. The raised letters, tipped in gold, give it its name.

We've had plastic cards since 1957. But, under our present system, the cards have to last only a year, then they are renewed. The Gold Card must have a life of three to five years.

So Research was called in to check our cards for longevity. They tested materials and recommended a different design.

The Gold Card is thicker than our present cards, by a few thousandths of an inch. It's made like plywood—five plies of plastic thick. The design, exclusive with Union Oil, gives the card its flexibility and long life.

The line Marketing organization became involved because, after all, the people who use the cards are its customers. Marketing agreed on the principle of a permanent card and on another change: addresses have been eliminated.

Dropping the address ends the need for sending out almost 17,000 cards a month. Add to that the permanent feature of the new card, and the Credit Card Center will be relieved of issuing millions of new cards over the next few years.

Purchasing got into the act not only from a buying standpoint, but also as the middleman between the manufacturer and all the departments involved during the development of the card.

Accounting procedures pulled in the Comptroller's Department. And, of course, overall supervision of the program belongs to Credit, a division of the Treasury Department.

When the Gold Card goes into circulation, it will reflect the change in size of Union Oil Company as well as a change in our approach to credit.

Only a few thousand of the first credit card were issued, back in 1925. And—as we said—it could be used to purchase only lubricants and gasoline.

The hundreds of thousands of people who carry today's Union Oil credit card . . .

. . . can buy products for their private boats, cars, and airplanes;

. . . can buy them almost any place in the country;

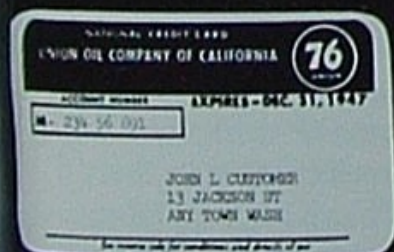
. . . can buy motor maintenance at new car dealers;

. . . can buy a long list of merchandise.

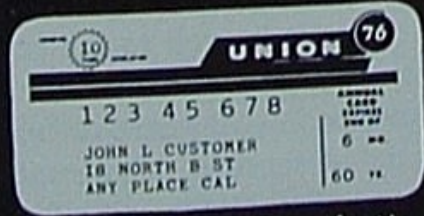
. . . and they can put their major purchases on Union Oil's Budget Plan and take up to 12 months to pay!

We've come a long way in 35 years!

/THE END



Union Oil's first "annual card" was issued in 1947.



We started issuing plastic cards for station imprinters in 1957.



53 employees, with their department chiefs, were guests of President Dudley Tower at our 70th birthday dinner in Beverly-Hilton Hotel.

## 70th Birthday Observance

On July 11, 1927, President William L. Stewart of Union Oil initiated the Service Pin plan as a means of honoring employees for long, continuous service. Appropriately, Mr. Stewart became the recipient of the first diamond-encrusted 35-year pin in June, 1929. At that time, according to Senior Vice President Arthur C. Stewart, his son, the president expressed a wish that all company employees could be specially recognized during their 35th year of service.

It remained for President Reese H. Taylor, now chairman of the Board, to invite 19 guests to Los Angeles in 1941 for our first official Birthday Observance. All the honored guests had 35 or more years of service. Each year since, with the exception of 1943 when war travel restrictions interfered, the gesture has been repeated.

Commenting on the tradition October 17, 1960, at the Beverly-Hilton Hotel birthday dinner, President Dudley Tower told 53 honored guests and their "freeloader" department chiefs:

"You are to be congratulated on the 35 years of work, thought and loyalty you have devoted to your jobs. You have taken part in a great era of growth.

"But it is well to remember and give credit to those who blazed the trail. When you came to work, the Company, today 70 years of age, was celebrating its first 35 years of service. A generation of hard-working oil men had pulled Union out of countless dry holes into profitable production and into a place of importance. They left the Company in a much stronger position.

"This too is the measure of your success. The Com-

pany, though 70 today than when sands of young future you are stake of oil well human examples

"This year's 598 the number 35 years of service job. There are received 40-year year mark or bet

"Milton L. V ment, is daily a years and eight r

Other events our 70th Birthda Oil Center and Outer Harbor, a



pany, though 70, is still growing. It is much stronger today than when you joined it 35 years ago. But to thousands of younger employees now looking toward the future you are entrusting more than a highly valuable stake of oil wells and other properties. You are 53 fine human examples of how the job ought to be done.

"This year's class of birthday celebrants brings to 598 the number of Union Oil people who have attained 35 years of service. Of these, 217 are still active on the job. There are 152 employees on record who have received 40-year emblems, 14 who have reached the 45-year mark or better.

"Milton L. Varner, still active in the Field Department, is daily adding to our longest service record—49 years and eight months."

Other events enjoyed by the honored guests during our 70th Birthday Observance included a tour of Union Oil Center and Los Angeles Refinery, luncheon at the Outer Harbor, and an hour of "whaling" at Marineland.

## Tower new president



In this election year, Union Oil stole a march on the Democrats and Republicans when on September 26, it elected 48-year-old Dudley Tower—ex-roustabout, ex-roughneck, ex-apprentice engineer—its new president.

Reese H. Taylor, who had held the position since the retirement of A. C. Rubel last April, continues as Chairman of the Board and Chief Executive Officer.

Tower had almost exhausted the Company's supply of executive titles before his appointment.

He started with Union Oil 25 years ago as a roustabout in the Gas Department at Dominguez Field, south of Los Angeles. Tower brought with him a degree in geology and mining engineering from the University of California—he attended both U.C.L.A. and Berkeley.

Tower's climb has been a step-by-step progression: roustabout, pumper, roughneck and derrickman, apprentice engineer. Then in 1939 he moved from California to the Gulf Division as District Engineer. He was, he says, "One of the original group who started from scratch to form the now prolific Gulf and West Texas Divisions." From District Engineer, his timetable reads like this:

- 1946: Manager of operations, Gulf Division.
- 1953: Vice President, Gulf Division.
- 1955: Vice President in charge of field operations. (drilling, production, engineering) Los Angeles.
- 1956: Elected member of Board of Directors.
- 1960: On April 27, elected Executive Vice President.
- 1960: On September 26, elected President of Union Oil.

/THE END

# Business Highlights of the Month

## INDUSTRIAL RELATIONS We're more steadfast!

As of July 1, 1960, Company employees totaled 7,570. Our average employee is 39.1 years of age and has 13.6 years of service. In 1959, by comparison, the average employee was 39.3 years of age and had 13.1 years of service. Average years of service has shown a continuing increase over the years, having risen from 11.3 in 1949 to the present average of 13.6.

*from N. T. Ugrin*

## PURCHASING

Recently a Corvair, a Falcon and a Valiant were purchased for the Union Oil Center car pool. Users of these *compacts* will be requested to complete a questionnaire to assist in evaluating the cars for use in metropolitan as well as certain outlying areas.

An extensive study of the Stationery Warehouse is being made to improve operations and reduce costs. New requisitioning procedures and a catalog of available office supplies are two of the changes being considered.

*from C. S. Perkins*

## MANUFACTURING \$10 million vs. smog!

Recent revisions to and expansion of the sulfur plant and hydrogen sulfide recovery system at Los Angeles Refinery have been completed at a cost of slightly less than \$2 million. The revisions were made in order to comply fully with a part of the Los Angeles County Air Pollution Control District Rule 62, limiting the sulfur content of gaseous fuels that may be burned between May 1 and October 31 of each year. The Company has spent more than \$10 million at Los Angeles Refinery during the past 12 years to minimize the emission of hydrocarbons and sulfur compounds to the atmosphere.

The new heavy catalytic gasoline Unifiner built at Los Angeles Refinery as part of the Product Quality Program is now on stream. This plant was built in order to reduce the sulfur and olefin content of heavy catalytic cracked gasoline. By Unifining this material, rather than acid-treating it, as was done previously, we are able to make available more high-quality gasoline stocks for our "Pure-Power" products.

The people at Los Angeles Refinery have again worked one million manhours without a disabling industrial injury — the seventh time they have achieved this record in the past 26 years — and the sixth time within the last eight years.

One of the essential time-consuming and expensive jobs at a refinery is that of determining when a pipeline or vessel has depreciated to the point of needing to be replaced. In the past, this determination has been made when the pipeline or vessel was out of service. Now, through use of a new instrument, it is possible to determine the thickness of metal in many pipelines and vessels while the equipment is in operation, thus saving time and money during maintenance shutdown periods.

*from J. W. Towler*

## EXPLORATION

One phase of activity in exploration that receives little mention is the methodical and early acquisition of lands in areas holding promise of new oil or gas reserves for the Company. Exploration personnel are guided, for the most part, by accumulating, examining, and evaluating geological and geophysical data pertaining to the prospective areas. Specific areas of interest are then designated as being favorably located and negotiations are initiated for the acquisition of leases.

This program serves the purpose of establishing prospects in the many oil and gas provinces of North America on which future exploratory operations can be planned. It has borne fruit many times in Union's exploratory efforts.

Oftentimes wildcat tests drilled by other operators two or three miles distant from Company leases have enhanced the value of our position by discovering commercial quantities of oil and gas. Some have led to the development of substantial production and reserves for Union's account. Drilling by other operators affords the



Company an opportunity of participating in the development of newly discovered oil or gas pools at a minimum investment of capital.

In the past few months, discovery wells drilled by others in California, Wyoming, West Texas, Oklahoma and offshore Louisiana have indicated the presence of oil and gas on our adjacent properties. The effectiveness of our early exploration and leasing has thereby again been demonstrated.

*from Basil Kantzer*

#### RESEARCH Viscous waterflooding!

As reported in Business Highlights, August 1960 issue, a substantial increase in oil production is resulting from waterflooding. Valuable as this method is for the recovery of oil not otherwise economically obtainable, it still falls far short of recovering all the oil from an oil field.

How effective water is in displacing oil depends largely upon how viscous the oil is. Some oils flow, like kerosene, very readily; other crudes flow less freely than molasses on a winter day. The heavy crudes may be hundreds of times more viscous than water.

Actually, the waterflood behavior is governed to a large extent by the ratio of the oil viscosity to the water viscosity. Therefore, we can expect improved recovery if we increase the viscosity of the flood water, and we have confirmed this expectation by laboratory tests. Chemical agents for increasing the viscosity of water recently have become available at reasonable cost.

In an experiment started in a small fault block in the Dominguez Field last spring, a *slug of viscous water* was injected into a water injection well. The normal decline in production appears to have been arrested in one of the two producing wells that were expected to be affected. For the past three months, production of oil from the other nearby producer has been 25-40 barrels per day above what reasonably could be expected if the viscous water had not been used. Although it is still too early to draw positive conclusions, we are encouraged sufficiently to start planning additional tests. We have many fields in which the oil is more viscous than at Dominguez, and our laboratory work shows that viscous water should be even more effective in these.

*from W. E. Bradley*

#### MARKETING

In our Hawaii Division, three new "76" service stations held their grand openings simultaneously on September 1. Excellent customer response promises to make this marketing expansion very successful. Also in the Hawaiian Division, Union was awarded the large gasoline and diesel requirements of the newly established Hawaiian Cement Company.

Our Northwest Division will supply the petroleum requirements of three prime contractors who were the successful bidders on 14 miles of Seattle-Tacoma freeway authorized by the Washington State Highway De-

partment.

California North Coastal Division, through our Fortuna Marketing Station, will supply the petroleum needs of Norman I. Fadel, Inc., and Granite Construction Company, joint-venture contractors on an earth-filled dam project near Ruth, California. The job, lasting two years, will involve moving 2,500,000 yards of earth and aggregate. In this division also, a shipment of our improved Unitec S-1 lubricating oil has been made to Pacific Intermountain Express; and the Northern California Plymouth Dealers Association have bought \$5,000 worth of 76 Auto Script for issuance as prizes. Complete modernization of the Napa Marketing Station, including a new plant and underground product storage, has attracted the highest commendation of that city's newspaper.

Southwest Mountain Division is supplying the large Guardol, Series 3, requirement of Kaiser Steel Corporation at Eagle Mountain, California, for the last six months of 1960.

*from C. H. Finnell*

Military Petroleum Supply Agency has awarded the Company contracts covering 80,094,000 gallons of JP-4 jet fuel and 7,983,000 gallons of JP-5 jet fuel for delivery from California refineries from October 1, 1960, to March 31, 1961.

John A. Scott has been appointed export sales representative at Los Angeles, effective August 22, 1960. George C. Alexander has been appointed refinery bulk sales representative at Los Angeles effective August 29, 1960.

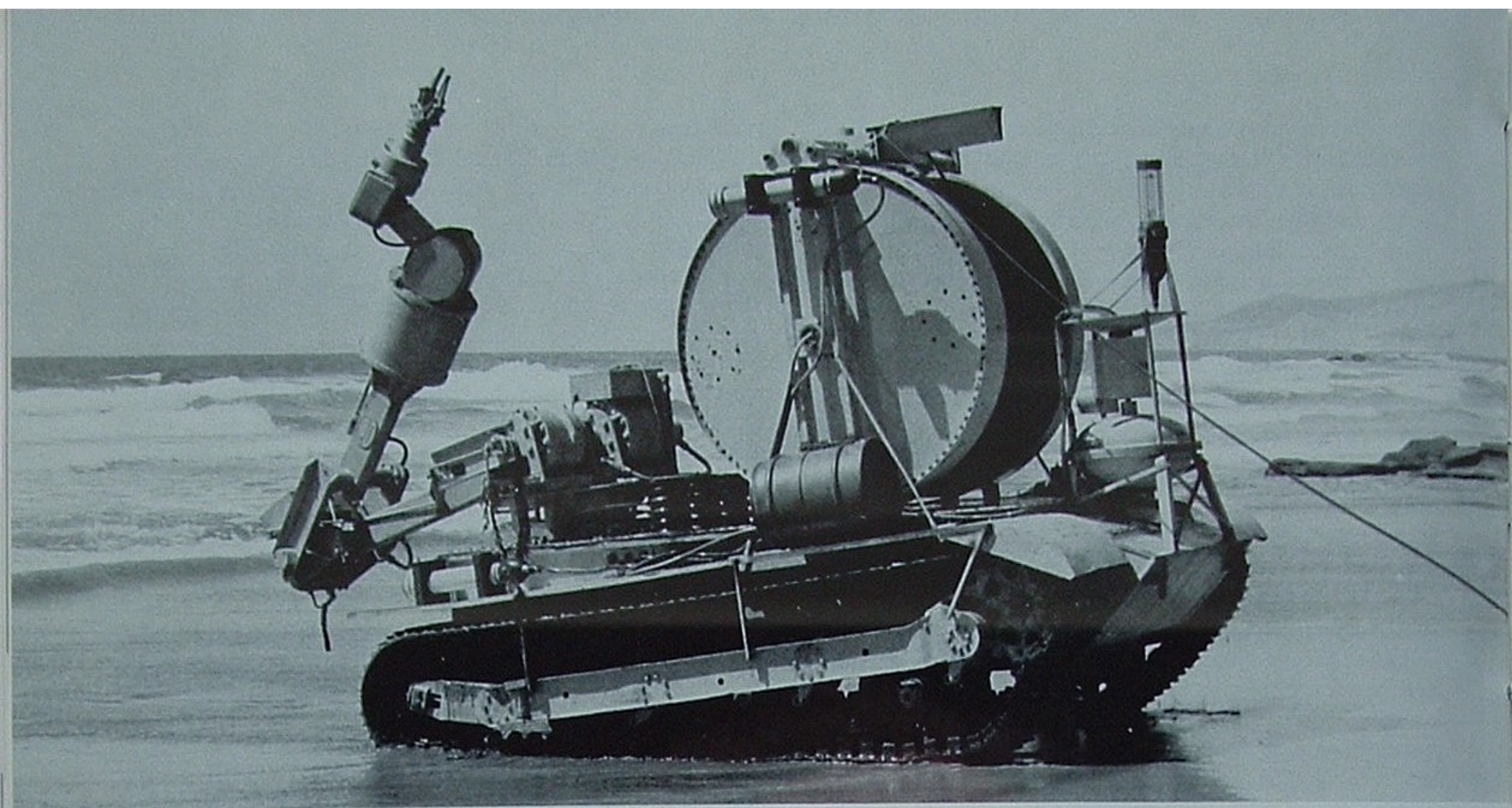
Distributor agreements covering the marketing of our branded lubricating oils and greases in Eastern Division have been concluded recently with Christianson Auto Parts, Kankakee, Illinois; O'Brien Oil Company, Duluth, Minnesota; Charles C. Morris, Inc., Pottsville, Pennsylvania; and Pelican Oil Company, Kenner, Louisiana.

*from F. K. Cadwell*

The Spokane Indians, 1960 champions of the Pacific Coast League, will be sponsored via radio and television in 1961 by Union Oil and Sicks' Rainier Brewing Company. At the contract signing were, from left, Robert E. Robbins of Union Oil, Manager Spencer Harris of the baseball club, and Ray J. Hennessy of Sicks' Rainier.

*from W. I. Martin*





*Yo-Ho-Ho and the Throttle of*

## “Rum”

The Navy calls this vehicle “RUM.” Which, to our way of thinking, is quite a heady abbreviation of Remote Underwater Manipulator.

At a *remote* first glance, RUM looks and behaves something like an amputee crab—one claw is missing. It crawls effortlessly, almost noiselessly, over the sands of a wave-washed beach. Or it's equally at home traveling half-submerged among the breakers. Or, if its manipulators so decree, it will put out to sea—and down to depths as great as 20,000 feet.

Aside from salad and cocktail disqualifications, RUM puts most other members of the crab family to shame. Its solitary claw, or electro-mechanical arm as the Navy calls it, has a hand that opens and closes, a wrist that rotates in either direction, an elbow that pivots, and a shoulder that both pivots and rotates. A boom that supports the mechanical arm gives RUM a reach of 15 feet—fore, aft, port or starboard. The fingers will pluck plant or marine life from the ocean floor. Or, if called upon, the boom will lift and carry any part of Davey Jones' locker weighing up to 5,000 pounds.

For eyes the big steel crustacean has four television cameras, each sealed in a cylinder three inches in diam-

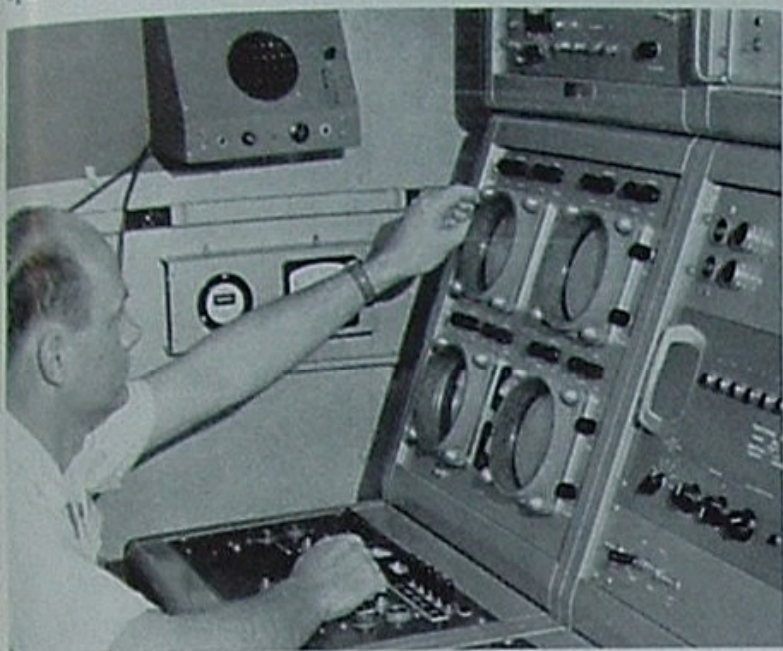
eter and 14 inches in length. These can be focused independently or in pairs to provide either two-dimensional or three-dimensional images of the deep. At depths where inky blackness prevails, illumination is provided for the cameras by mercury-vapor lights. Power for both lights and motivation is electrically transmitted from a shore-based control vehicle. Or a boat could serve as control center equally as well.

The brain of this strange new monitor of the underwater is generally found high-and-dry on the beach—seated comfortably inside an office on wheels—and facing a console of instruments. Though some five miles or more of coaxial cable may separate him from RUM, he gets the picture better than if he were riding a bathysphere lashed to the tractor. Pushbuttons at his fingertips control the vehicle. Four television viewing screens open his vision to one of the least known of mankind's frontiers, the subsurface world of our Seven Seas.

The demand for such a vehicle originated with the U. S. Navy. They were concerned primarily with oceanographic research—studies of deep-sea rocks, vegetation, organisms, caves and mountains. Undoubtedly they also wanted to test the feasibility of underwater sonar screens, missile-launching platforms, and other installations for the nation's defense.

One of the first to envision a tractor for such sea-going duty was Victor C. Anderson, a research physicist now with the Navy's Marine Physical Laboratory at University of California's Scripps Institute of Oceanography, San Diego. Anderson had cut his scientific teeth on *impossible* projects at Oak Ridge, Tennessee, and Los Alamos, New Mexico, and was confident of success.

Newest denizen of the deep is "RUM," the Remote Underwater Manipulator at left; it ventures unmanned to sea depths of 20,000 feet. Its operator, housed in a van or boat, sees the ocean bottom via television and governs the tractor's movements through five miles of coaxial cable.



RUM, however, like many another invention of our day, was the offspring of specialized skills and teamwork. Some of the best engineering talent in American industry was sought out. To each individual or group a challenge was issued. And when all of their ingenious ideas were added up, the sum was this remotely-controlled tractor which promises to explore or build on sea bottoms without regard for monsters or the *bends*.

Basically RUM is the hull and truck assembly of an Ontos tank, an operational self-propelled rifle used by the Marine Corps. To this was added the boom-mounted mechanical arm by the Mechanical Division of General Mills, Inc., Minneapolis, who had previously designed and built several underwater manipulators for use in the atomic energy program. The television observation system was fabricated by Orbitran Company, Inc., of Lakeside, California. The shore control van and the means through which it sends power and operating signals to RUM were developed by the Marine Physical Laboratory.

Union Oil's role in the underwater drama was a supporting one but highly important. Scripps Institution of Oceanography challenged us simply to lubricate RUM's final drive and track rollers in such a manner as to prevent friction and corrosion in sea water and at depths where pressures up to 10,000 pounds per square inch are encountered. Salesman H. D. Magnes conferred with his supervisors at San Diego and with our scientists at Union Oil Research Center. They recommended Red Line Worm Gear Lubricants 140 and 250, which are highest grade, solvent refined gear oils—highly resistant to oxidation—stable—and non-corrosive to brass, bronze

or any other metal found in power transmission assemblies. The products have performed to everyone's satisfaction during RUM's sea trials.

This first underwater manipulator of course will suggest many changes in design and materials before RUM becomes a factory item. Already proposed is a vehicle constructed largely of aluminum and equipped with the wide rubber-track used on Army M-76 amphibious craft.

By means of a lifting device designed by Hughes Aircraft Company, the tractor also will be able to swim. This mechanism, with rotor blades that function like an "underwater helicopter", will permit RUM to dive, ascend, move in any lateral direction, or "hover" at any depth down to 20,000 feet. Electricity transmitted at high voltage through the coaxial cable will power the rotor blades also.

The Navy's immediate objectives of exploring the sea floor and installing defense instruments may very probably expand into countless other uses for such a tractor. Scientists may find it the best answer yet for collecting deep-water specimens and sediments, or for unraveling the mysteries of our oceans. Industry may have an important new tool for bringing out valuable stores of minerals and chemicals. Or ship salvage crews may now find their labors no longer limited to shallow waters of the continental shelf.

Even the oil industry may broaden its geological and drilling prospects if we can teach the robot to gather rock samples, map, and help drill oil wells on the sea bottom.

/THE END



Mr. Reese H. Taylor, Chairman  
Union Oil Company  
Dear Mr. Taylor:

I am addressing this letter to you personally because I feel that due to your executive position you embody the stability and dynamic spirit of growth which characterize the Union Oil Company, and both of these factors have figured in my personal affairs in recent years.

I write merely to express my gratitude to the Company for the opportunities it has helped open to me during the past several years.

This is the fourth consecutive summer I have worked in the Company service stations. I began after my second year in college, and the financing of both my BA and MA have been aided in no small measure by summer earnings made possible by Union.

At the completion of my formal education I considered carefully before choosing my field of work. The opportunities offered by Union were appealing, but government service seemed to present challenges and opportunities which will expand in importance to our country in the next several decades.

I have accepted an appointment in the Foreign Service Officer Corps of the United States Information Agency. I am convinced that the virtues of freedom and the free enterprise system need a fuller, clearer and more eloquent exposition, and this is the work of USIA.

Again, may I express my sense of appreciation to Union and its officers and employees. I shall always retain a basic loyalty to and affection for the Company.

Sincerely,  
(Signed) Lawrence D. Estes  
Los Angeles, California

Chairman of the Board  
Union Oil Company  
Dear Sir:

I wish to comment on the ad you ran in the September 12th issue of Newsweek magazine. Your Louella Stickler story was excellent. I only hope it reaches the right people. We are going down the road of socialism and eventual communism and will have to do all we can to combat this. We are going faster than a lot of people are aware. Here in Southern California we are becoming so badly infiltrated with communists and "leaners" that we all have to work hard and fast at this.

Your Newsweek story is effective because it explains the economics of two systems in such simple language. There are many different approaches to the discussion of the evils of communism, but probably your simple economic approach is the best, at least for most people. I hope your ad and others like it will appear in other media.

We Americans need more people like you. I hope you keep up the good work.

Sincerely yours,  
(Signed) Mrs. Charles R. Downs  
Anaheim, California

Chairman of the Board  
Union Oil Company  
Dear Sir:

Re. Miss Stickler's article, it is true Americans, as citizens of a free and competitive country do enjoy more fruits of (less) labor than do those of socialistic states.

There should be a next step: Responsibility is the price of freedom. Do our citizens as a whole assume the responsibility of freedom — of their plenty — of their luxuries — of their great and glorious country? Freedom is a great horse to ride!

Do your children assume responsibility and feel gratitude?

Are we willing to defend our beliefs? Do we even formulate our beliefs, our standards, our faith?

Unless we know what we believe — what we want — how far we are along the road — we shall face bewilderment, lack of moral stamina, and lack of gratitude and faith.

More pay won't solve the educational problem either. Do I sound like a teacher? I am, and love teaching. The children's reflection of apathy, worldliness and irresponsibility are obvious to all.

Sincerely,  
(Signed) Lucile Wade Williams  
Fort Lauderdale, Florida

To All Union Oil Company Management  
and Contract Covered Employees:

Upon my retirement from active service on August the 31st, 1960, I would like to thank each of you for

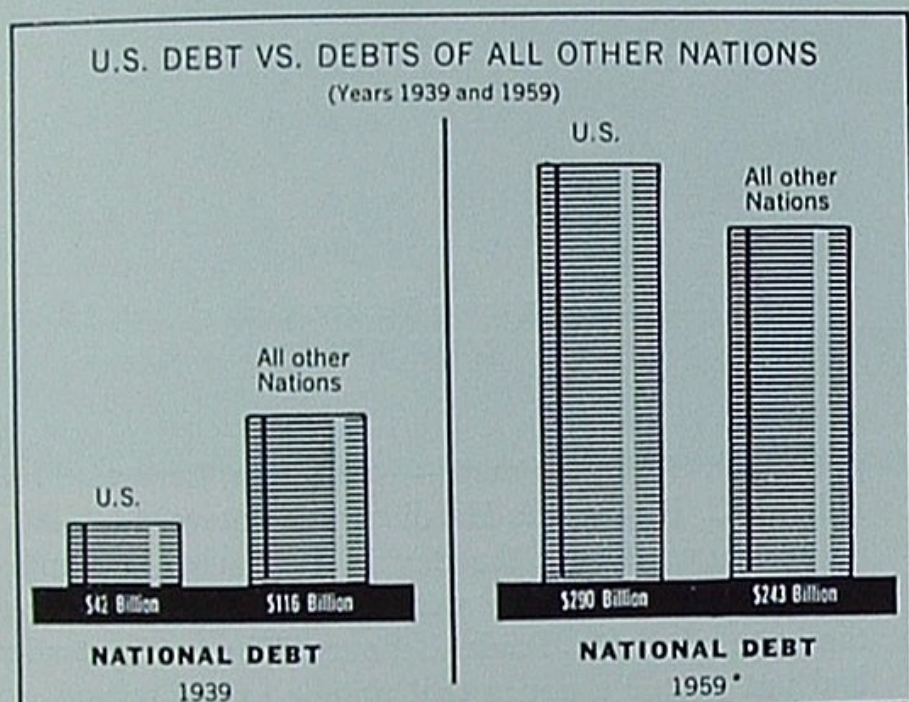
the courtesy and respect which was extended to me in dealing with our mutual problems.

As good citizens, with respect for the Commandments of our Creator and the laws of our great country, we found grounds where we could live as good neighbors and friends with dignity and respect for one another.

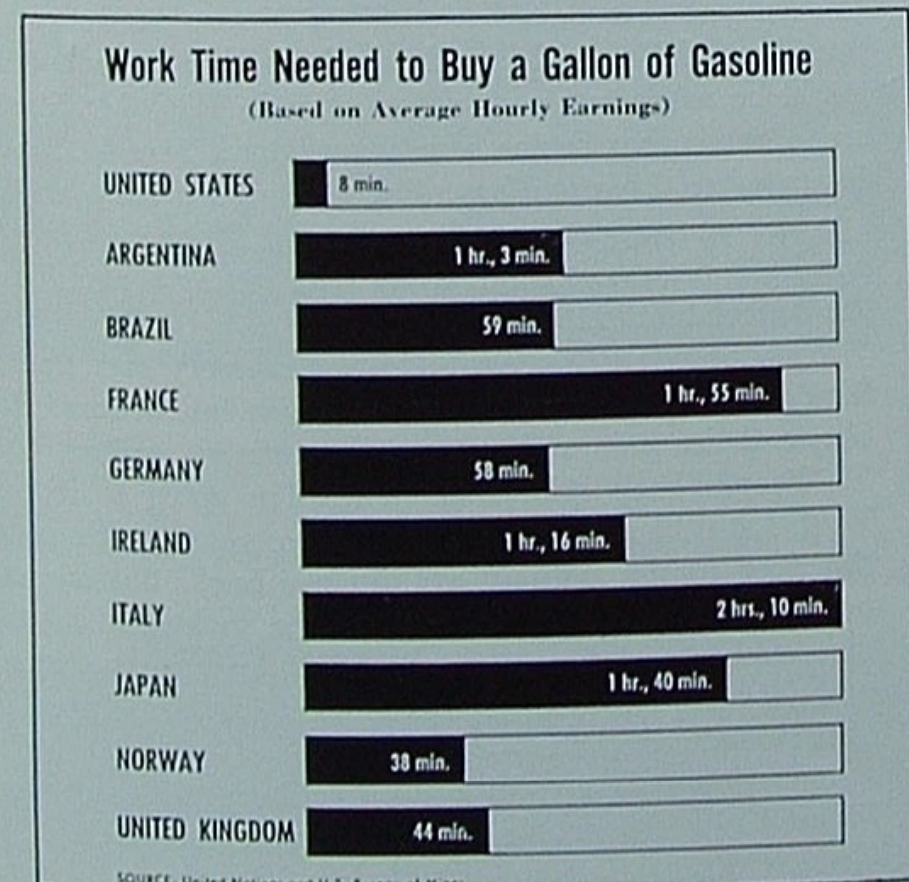
With the parting, I will take leave and wish for you and your families much good health and happiness. May God always be with you.

(Signed) "Cap" Malkos, President  
Rodeo Local 1-326  
Oil, Chemical and Atomic  
Workers International Union

### An Argument Against Inflationary Government Spending



### An Argument For Competitive U. S. Enterprise



# Tom Harrison is 70 too!

Inasmuch as Union Oil Company is five years older than its oldest employee, we had to look beyond the "payroll" to find our man. But we found him! He too was born in 1890 — on September 11, in fact, or about five weeks before Union was incorporated. Furthermore he was born in the same town, Santa Paula, and throughout most of his 70 years has worked exclusively for the outfit that gave him his first job.

No, we didn't find 70-year-old Consignee Tom Harrison sitting in an easy chair beside his Santa Paula office. He was out in the yard loading trucks, waiting on customers, and rolling oil barrels. Occasionally he paused to wipe sweat from his forehead and glasses. And not until the last customer was accommodated did he move into the shade of a small office to recall his first Union Oil marketing job of nearly 50 years ago:

"I never pictured myself as being a salesman," Tom began. "In fact my first job with Union Oil was helping to rebuild the old Santa Paula Refinery right here where we're standing. If you remember, our first Santa Paula Refinery was destroyed by fire. During reconstruction in 1912, I worked for six months as a pipefitter, but was laid off when the job was finished. Later I took a correspondence course in steam engineering, and was offered a job as fireman by the refinery superintendent. It was a good job while it lasted — 12 hours a day — seven days a week — \$90 a month. This was followed by several other jobs in the oil fields, including a few months in Union Oil's field and pipeline departments.

"Then on December 4, 1914, a Union Oil sales manager by the name of A. J. McVean

*continued*

## Tom Harrison – *continued*

came to Santa Paula from San Diego. He looked me up, at some Union Oiler's suggestion, and offered to buy me a tankwagon and team of horses if I'd take on the job of tankwagon salesman at Santa Paula. I told him I didn't know the first thing about selling, but I knew practically every rancher and oil man in the area, and I was very fond of horses. He gave me the job – at \$75 a month. My tankwagon, No. 144, an exact duplicate of the Company's No. 1 museum piece, was the first tankwagon to go in service in Ventura County.

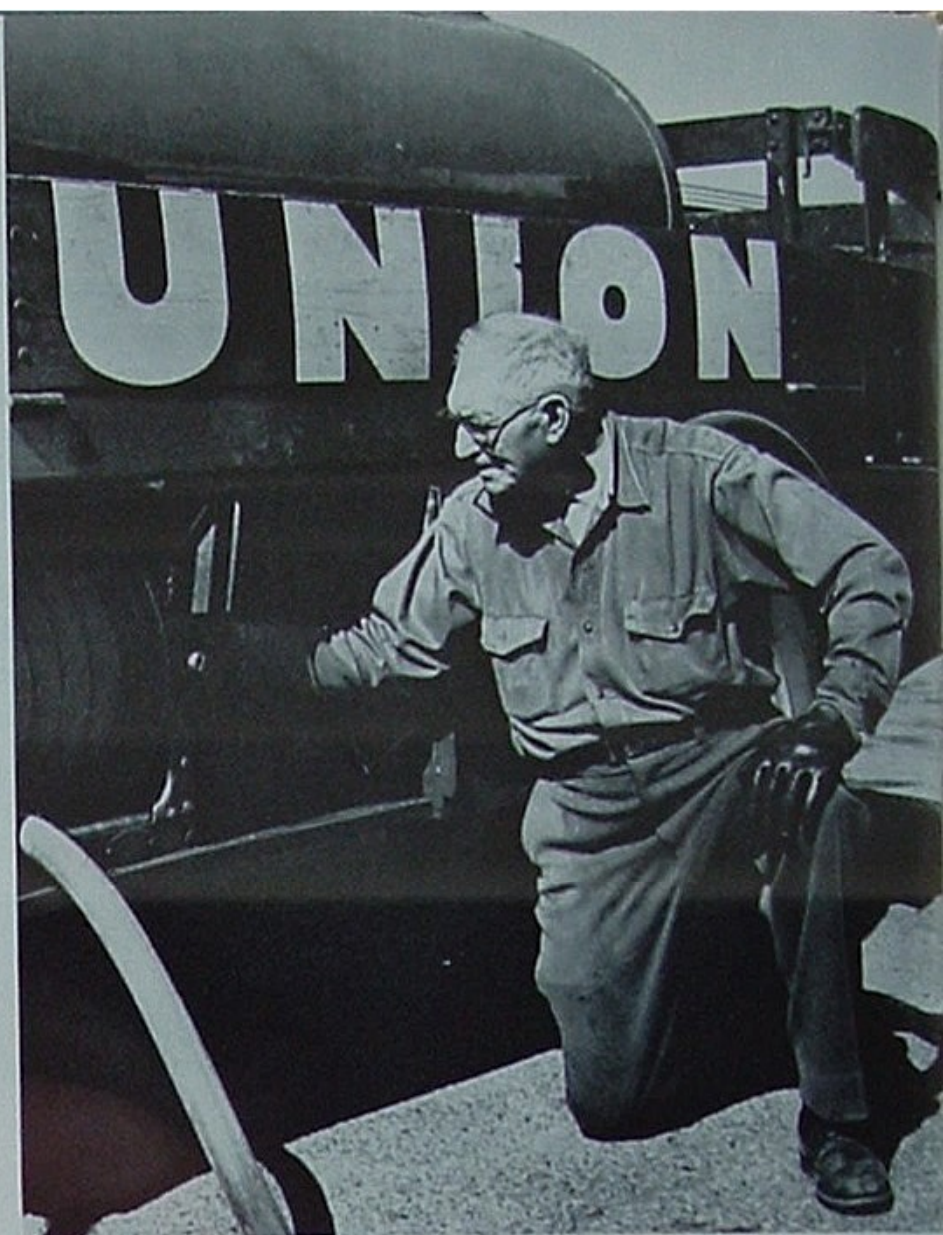
"Those were the days! I used to roll out of bed at four in the morning – water, feed and curry my horses – load the tankwagon with kerosene, distillate, cup grease and Union Auto Oil, also some nose-bags and a little hay for the horses. While I was eating breakfast I'd do my book work. Then at 7 a.m. I'd start the official day's business by driving down Santa Paula's main street, stopping just long enough at the district office to leave my sales and stock reports with Mr. McVean. If my oil deliveries were in or close to town, I'd sell from two to four tankwagon loads in a day, measuring out as much as 1,500 gallons in five-gallon buckets and oftentimes climbing a ladder to dump the buckets. When I drove to Fillmore, Saticoy, Piru or some of the distant ranches, however, one tankwagon load was about the limit. The official day usually ended after dark. Then I had to *roll* the horses, clean the stable, pitch fresh hay and straw, and get everything ready for an early start.

"Yes, back in 1914 autos were pretty few and far between. I bought my first one in 1915 – a Model T – for around \$500. The down-payment was \$200 and the monthly payments for one year were \$37.50 – just half of my salary.

"My reason for moving to Camarillo for a year or two was that Mr. McVean talked me into a promotion – as agent there with a new 560-gallon tankwagon and an extra span of mules to help the horses. He tried to get me a \$15 raise, but when it finally came through it had been watered down to \$7.50. However, there were other compensations. I met most of the interesting pioneers of this area, including Adolpho Camarillo and his family, and gained about 80 per cent of the oil business. My model T came in very handy for emergency deliveries. The Standard Oil Company, my only competitor, was at quite a disadvantage because their agents operated out of Oxnard and Moorpark – only with tankwagons.

"Finally Union Oil figured automobiles were here to stay and sent me a used Model T for emergencies and soliciting. This was followed in 1916 by my first tanktruck, a Moreland. I met the man who delivered this truck at a half-way point in Conejo Valley – took a five-minute driving lesson – and drove it home. The tankwagon days were over. With the new truck I ran rings around Standard's tankwagon.

"Yes, I knew many of the stalwart characters who



Consignee Tom Harrison drove Ventura County's first tankwagon in 1912; he'd still rather operate a tanktruck than retire.

put Union Oil on the map – John Irwin, Burrows, Frank Hill, O. C. Parker, the Hardisons, the Stewarts —

"I'll never forget the day in 1912 when a dignified well-dressed gentleman with a beard walked through the gate of Santa Paula Refinery. The superintendent had just posted a notice that no one except refinery employees would be admitted inside without a pass. So I stepped up to the visitor and advised him of the order. In reply he introduced himself as Lyman Stewart, the president of Union Oil, and asked whether an exception might be made in his case. I answered: 'Well, Mr. Stewart, I remember seeing you many times here in Santa Paula when I was a boy. But that was quite a while ago and your appearance has changed. I hope you won't mind stepping across the street and getting a pass from the superintendent.'

"His response has stayed in my memory ever since: 'You're all right, young man; you follow instructions.' He obtained the pass and entered the refinery smiling.

"People keep asking me when I'm going to retire. Well, I still like to go fishing and have yet to go through the deer season without getting my buck. But one of my greatest pleasures is to drive the tanktruck out to the ranches and homes of my oldest customers. Sometimes it's hard to believe that certain familiar faces are of the third generation – and I'm 70.

"My 70 years are filled with such memories of the *Finest* Union Oil people and our equally fine customers. Can't quite make up my mind when I'll retire."

/THE END



YOU HAVEN'T SEEN ANYTHING YET! Below are part of the 135-member cast signed up for the "76 Varieties of '60." Above are try-outs for the chorus line. The real show in costume takes place Wednesday, November 30, 1960, starting at 8 p.m., in Union Oil Center Auditorium, Los Angeles. Admission tickets will be given in advance to all donators of 50 cents or more to the Union Oil Girls' Club Welfare Fund. Employees, dealers, consignees and their friends and families are cordially invited. Join us in an evening of fun. 'See you November 30th!



## in focus

DEALER RON FITT celebrated his 25th year with Union Oil by staging a grand opening of his new unit in Granada Hills, California. Prizes won by his customers included the television set Ron is seen presenting to Mary Harriot. Steady streams of cars across the pump island resulted in the sale of 6900 gallons of gasoline during the opening.

from C. H. Duncan



TO HELP PROMOTE AID, eight of the prettiest figures at Union Oil Center donned some of Robinson's new fall dresses and treated us cafeteria patrons to a fashion show. The employee mannequins above who bravely paraded under "those hats" are, from left, Joanne Hovden, Liz Fisher, Barbara Rogers, Dorothy Fritz, Liz Lavers, Chris Smith, Marlene Myers and Pauline Schnittker. Incidentally, AID donations went over the top.

DEALER RICHARD MELENDY, left, of Pasadena picked a winner when he sponsored Miss Leslie Wellbaum in the quarter-midget racing field. As indicated by her many trophies, Leslie has given the boys plenty of competition in No. 76K.

from C. H. Duncan





PAUL K. DOYLE (in light suit), industrial relations supervisor at Union Oil Research Center, is seen "on loan" to the Community Chest during the recent fund-raising campaign. The Boys Club of Hollywood, a Community Chest agency, was one of the many groups visited by Mr. Doyle, Paul Wren, left, of California Hardware Company, and Edwin Morrison of Carnation Company in promoting the Go-AID method of providing funds for charity.

from the Community Chest



RUDOLPH F. PRINZ, second from left, of the Field Department, Los Angeles, is a member of California's championship lawn bowling team from Highland Park. He and team members, from left, R. W. Folkins, Harry B. Hippey and Joseph K. Korinek annexed the Brooks Memorial, Fox Triples and State Rinks trophies enroute to the top.

from "Hoody" Holst



FIRST HELIPORT in Livingston, California, turned out to be the Union Oil Marketing Station operated by Consignee Robin Corbett. Enroute to San Diego, after fighting forest fires in the Lake Tahoe area, the 'copter ran out of gas. Pilot Don Renck couldn't find a landing field near Livingston, so picked a vacant lot beside "76" tanks as the most desirable spot for an emergency. Within minutes, Consignee Corbett and his son Floyd and grandson Robbie, Jr. (all seen in photo) had the machine refueled — another satisfied customer for the famous "Minute-Man service."

from Livingston Chronicle

U. O. GOLF CHAMP OF 1960 is Norm Pedersen of Los Angeles Refinery, seen receiving the perpetual Championship Trophy from Senior Vice President A. C. Stewart, right. His gross score of 71, during play in the Employees' 34th Annual Golf Tournament held at Los Serranos Country Club, Chino, on September 17, was two strokes better than that of Basil Loftis, runner-up. Other winners were W. E. Clanton, Triton Trophy; H. K. Said, Century Handicap; and Captain D. L. Povey, Bull Thrower's Trophy.

from Homer Law (seated at left)



LAWRENCE W. CHASTEEN, valuation engineer in our Field Department, Los Angeles, has been cited by the Society of Petroleum Engineers of AIME for more than a decade of outstanding service as the Society's statistician. At an October 20th meeting in the Huntington-Sheraton Hotel, Pasadena, California members of the Society presented Larry with a Certificate of Service Award previously announced at a national meeting in Denver.

from the Journal of Petroleum Technology



# They saved the day

Unselfish service, presence of mind, swift action—these are among the praiseworthy traits of mankind. When exhibited by Union Oil people, they reflect most favorably upon the entire Company. SEVENTY-SIX is proud to publish the following reports:

## *From a Union Oil Customer:*

"Gentlemen:

"I have been a user of Union Oil products for many years and have enjoyed that extra special service that every service station attendant seems to dispense with a smile. It was during a recent tour of Alaska, however, that we experienced service 'beyond the call of duty' by two of your employees.

"Our car was left in Seattle and we were touring via train, boat and planes.

"The Glacier Queen docked at Ketchikan to permit us to visit. We were told by a member of the crew that we would have time to walk to the Totem Pole Park, 'about five minutes from town,' one of the tourist attractions.

"We started in the direction pointed out for us, altho the mist was dense nearly to the point of rain.

"After walking about 15 minutes (women with heels should stay on the boat), we saw a familiar "76" sign ahead of us and I started across the road to inquire how much further we would have to go to find the park. A chap who was just getting out of his car started toward me when he saw I was approaching him. He had the inevitable Union Service smile.

"I introduced myself and told him we were looking for Totem Pole Park. He was Don House, sales manager in Ketchikan. He told me the park was about five miles further on. I turned to tell the other three of my party and discovered that we had been followed by some 10 or 12 others from the boat. Don apologized for the misinformation we had received on the boat and asked if we would permit him to take us to the park in his car. Would we! He enlisted the help of Mr. G. D. Bergreen, terminal superintendent, and loaded the entire group into their two cars. We were driven back to town in time to continue our Inland Passage trip on the Glacier Queen.

"Congratulations, and thanks for the high calibre men you employ here or in Alaska."

(Signed) Ellen H. Jones  
Los Angeles, California

## *From an Oleum Refinery supervisor:*

"During the recent electrical power failure caused by forest fires in the Lake Tahoe area, which lasted for 28 hours, service stations were unable to operate their motor-driven pumps. While cars lined up for gas, many stations were unable to pump gas except by makeshift motive power.

"It was a Union Oil dealer who came up with the most ingenious method of improvising. Dealer Kenneth Nelson at Cal-Neva Drive and Stateline on the north shore of Lake Tahoe gathered a few odd parts, jacked up his old service car, and connected the right rear wheel through a flexible shaft to his Royal 76 pump. By running the car in reverse he obtained the proper pump direction and speed. Needless to say, Ken gained a lot of business and good will by supplying customers in this time of critical need.

"It happened that the writer packs a Polaroid camera in his car and, while his tank was being filled, persuaded Ken to pose for the attached picture.

(Signed) D. K. Armstrong  
Oleum Refinery



During forest fire and power failure, Dealer Kenneth Nelson at Lake Tahoe used his service car to keep gasoline pumps in operation.

## *Also from an Oleum Refinery supervisor:*

"Oleum Gauger Archie S. Thompson was nearing the end of his vacation on the Russian River near Guerneville. He had just completed loading his car and was preparing to leave when he noticed a commotion on the river bank. A number of people were aware that two girls had gotten into trouble in deep water, but no one was making a move to rescue them.

"Archie immediately plunged into the river and started swimming toward the girls. His prompt action spurred another swimmer into action. The two of them brought the girls safely ashore."

Reported by D. G. Probst  
Oleum Refinery

Gauger Archie S. Thompson of Oleum climaxed his vacation by saving a girl's life.



L-R, Union Oilers Don House and G. D. Bergreen raised Minute Man service to a new high in Ketchikan, Alaska.

## RETIREMENTS

### October 1960

	Service Date
CLARENCE M. BARND Southern Field	Aug. 21, 1919
RAY L. BLACK Northern Field	June 15, 1920
ROY A. CHRISTIANSEN Calif. No. Cstl. Div.	Sept. 1, 1933
RUSSELL B. COLE Oregon Division	Aug. 7, 1931
EDWARD G. HARDIN Los Angeles Refinery	Sept. 6, 1945
DICK H. HARTWELL Oleum Refinery	Mar. 19, 1945
ARTHUR HAYMAN Oregon Division	Jan. 19, 1931
WILFORD HOBBS Oleum Refinery	Nov. 17, 1925
HOMER H. HOSTETTER Southwest Mountain Div.	Sept. 18, 1925
WILLIAM H. JOHNSON Southern Field	Oct. 12, 1944
JESSE J. MIKESSELL Southern Field	Feb. 11, 1927
JOHN Y. F. MONTGOMERY Southern Field	April 3, 1929
GERALD A. WOODS H.O.—Manufacturing	Oct. 12, 1944

### November 1960

	Service Date
ALMA E. BENBURY Marine Division	Mar. 25, 1941
BERNARD F. COOPER Los Angeles Refinery	April 10, 1928
JOHN J. GLIMPSE Southern Field	Jan. 25, 1926
WYNOLA D. HALL Southern Field	June 21, 1943
ERNEST S. KIRBY Southern Pipeline	Aug. 28, 1924
VICTOR L. LAWRENCE Oleum Refinery	Sept. 20, 1943
RUBY C. LINDBERG Comptroller's—Seattle	Jan. 5, 1932
JAMES H. MILLER Los Angeles Refinery	April 17, 1929
MINNIE MITBO Comptroller's—H.O.	June 1, 1920
GEORGE F. PHILLIPS Northern Pipeline	April 21, 1926
DONALD E. SNELL Northern Field	April 6, 1937

## IN MEMORIAM

### Retirees:

RAY A. DE BUXTON Southern Production	Sept. 15, 1960
HENRY L. GARDNER Valley Field	Sept. 19, 1960
BURT R. GRIFFITH Executive Field	Sept. 10, 1960
BERTRAM M. MITCHESON Southern Div. Pipeline	Sept. 11, 1960
WALTER E. PAUL Home Office Distr.	Sept. 7, 1960
JERRY H. POWELL Legal—Home Office	Sept. 18, 1960
JOHN H. THOMPSON Marine Division	Sept. 14, 1960

### Employees:

HOWARD FRASER Northern Field	Sept. 15, 1960
CLIFFORD O. PERRY So. Div. Pipeline	Sept. 25, 1960

## SERVICE



## EMPLOYEES

### OCTOBER 1960

#### 40 YEARS

MARVIN L. FISKE	Marketing-H. O.
JACK C. IVY	Los Angeles Refinery
FRED PHILBRICK	Pipeline - No. Div.

#### 35 YEARS

JOSEPH S. FURTADO	Oleum Refinery
STANLEY E. HALLANDER	Oleum Refinery
BYRON B. NISSON	Oleum Refinery

#### 25 YEARS

DAVID J. EVANS	Mktg. - Southern Div.
CHARLES H. RENCK	Research - Brea
CLIFFORD C. SHAMBLIN	Comptroller's-H. O.

#### 20 YEARS

WALTER E. CLARK	Marketing - Seattle
CHARLES M. DOBSON	Field - Glacier Div.
GAIL W. FAIR	Los Angeles Refinery
GORDON J. FOLKS	Los Angeles Refinery
EDWIN A. GEACH	Los Angeles Refinery
VERNON M. LUMAN	Los Angeles Refinery
MELVIN H. MANGOLD	Los Angeles Refinery
JACK E. MILLSAP	Los Angeles Refinery
ANDREW D. PALA, JR.	Treas-Credit - H. O.
MANFORD M. RALSTON	Research - Brea

#### 15 YEARS

FRANCIS W. ALLEN	Comptroller's - H. O.
CLAYTON W. AYARS	Marketing - Spokane
MAURICE G. BARNETT	Field - Southern Div.
CARL E. BARTLETT	Oleum Refinery
MILTON W. BARRY	Field - Southern Div.
WILLIAM V. BENNETT	Field - Gulf Div.
JOHN R. BERNARD	Oleum Refinery
ALBERT A. BRISSON	Treas-Credit - Phoenix
WALTER L. BUGG	Mktg. - So. W. Min. Div.
CHARLES W. COOPER	Oleum Refinery
CLIFFORD C. CORNELIUS	Oleum Refinery
IVEN E. CRANMER	Auto. & Eng. - So. Div.
LESLIE R. DANA, JR.	Pipeline - So. Div.
THOMAS A. DEMBOWSKI, JR.	L. A. Refinery
HARRY L. DeVASHER	Purchasing - H. O.
GENE S. EYLAR	Los Angeles Refinery
PORTER E. FAST	Pipeline - No. Div.
EDWARD V. FRARY	Mktg. - Southern Div.
SHELTON J. FUGATE	Field - Southern Div.
ERNEST M. GRAY	Field - Southern Div.
EDWARD A. HALL	Exploration - Santa Paula
LARS J. HALVORSEN	Oleum Refinery

EARL R. HEATON	Field - Southern Div.
JOHN R. HOLLAND	Oleum Refinery
LEONARD M. JONES	Marketing - Colton
FLOYD E. LADWIG	Oleum Refinery
JEAN L. McFARLAND	Research - Brea
ALTON T. McNEIL	Auto. & Eng. - So. Div.
ARTHUR F. MAYS	Research - Brea
CHARLES R. MEEK	Field - Glacier Div.
JESSE C. MORGAN	Field - So. Div.
DONALD L. NIELSEN	Marketing - H. O.
WILLIAM H. NOTT	Field - No. Div.
WILLIAM PAPPAS	Marketing - San Jose
THEODORE A. PETERSON	Los Angeles Refinery
EUGENE L. PHILLIPS	Oleum Refinery
MABEL L. RANDALL	Research - Brea
CHARLES W. RHODES	Los Angeles Refinery
FRANK J. ROSE	Pipeline - No. Div.
MELNA E. ROST	Comptroller's - H. O.
EARL J. ROSS	Research - Brea
RAY F. ROTONDO	Mktg. - Richmond
CLAUDE RUSSELL	Oleum Refinery
LAWRENCE W. SARGENT	Oleum Refinery
JOE V. SIMAS	Pipeline - No. Div.
FRED C. SMITH	Auto. & Eng. - So. Div.
RITA I. SORK	Nat. Gas & Gaso. Dept. - H. O.
GERVAIS R. TERRELL	Oleum Refinery
CECIL E. TODD	Pipeline - No. Div.
WILLIAM D. WHIDDEN	Field - No. Div.
STANLEY E. WHITING	Oleum Refinery
FRED A. WIRTH	Oleum Refinery
EDLUND J. WUORIE	Marketing - H. O.
HENRY J. ABELS	Field - No. Div.
VERNON E. ANDERSON	Marketing - Seattle
CHARLES E. BLAIR	Pipeline - No. Div.
JAMES DELARM	Pipeline - No. Div.
CHARLES K. CRABB	Mktg. - Hawaii Div.
RICHARD T. CHADBAND	Santa Maria Refinery
ROBERT F. CLEVINGER	Field - No. Div.
CALEB D. ELLIOTT, JR.	Purchasing - H. O.
PAUL K. FEROE	Marketing - Seattle
LESLIE J. FORD	Purchasing - H. O.
ROBERT W. PLUMB	Field - So. Div.
DELBERT E. PYLE	Foreign Oper. - Australia
ROY M. ROBINSON	Mktg. - Southern Div.
THOMAS J. SPATES	Field - Northern Div.
CARL R. ZYLSTRA	Research - Brea

### NOVEMBER 1960

#### 45 YEARS

THOMAS F. G. BOYD	Field - Northern Div.
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#### 40 YEARS

LUTHER R. ELLIS	Field - Southern Div.
CHARLES R. HIATT	Pipeline - No. Div.
THOMAS G. MILLER	Auto. & Eng. - So. Div.

#### 35 YEARS

BURTON CHATHAM	Comptroller's - H. O.
WILFORD HOBBS	Oleum Refinery
JOHN F. STANCHFIELD	Mktg. - Seattle

#### 30 YEARS

MAXINE WILSON	Comptroller's - H. O.
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#### 25 YEARS

PAUL S. GRANDLE	Refining - H. O.
JACK L. STAIR	Field - Northern Div.

#### 20 YEARS

LOYD P. McDONALD, JR.	Comptroller's - H. O.
ZITA M. SEBEK	Comptroller's - H. O.
MARGARET U. SIMPSON	Treas-Credit - Seattle

**15 YEARS**

THEODORE T. AARUP.....Los Angeles Refinery  
 RUSSELL L. BAILEY.....Los Angeles Refinery  
 WALTON W. BASSETT.....Marketing - Colton  
 KING R. BEEBE.....Los Angeles Refinery  
 CHARLES B. BERDOW.....Mktg. - Southern Div.  
 ROSS W. BISHOP.....Los Angeles Refinery  
 COURSEY O. BOXWELL.....Mktg. - Southern Div.  
 JAY K. BRUNTON.....Pipeline - No. Div.  
 CHARLES C. BURGESS.....Field - Northern Div.  
 JAMES F. CAHILL.....Oleum Refinery  
 SYLVESTER R. CAUVEL.....Pipeline - No. Div.  
 PAT C. CLARK.....Mktg. - San Francisco  
 ANNA M. COOLEY.....Executive - H. O.  
 FRANCES E. COUCHMAN.....Comptroller's - S. F.  
 ARTHUR W. DEAN.....Pipeline - No. Div.  
 WALTER J. DUMONTIER.....Field - Glacier Div.  
 LYNN A. DUNBAR.....Auto. & Eng. - So. Div.  
 LEAH N. FLETCHER.....Comptroller's - H. O.  
 JIMMIE J. FRANKLIN.....Field - Southern Div.  
 DAVID E. GARBER.....Mktg. - Southern Div.  
 CARL M. GESCHIEDER.....Santa Maria Refinery  
 MARJORIE A. GLEASON.....Executive - H. O.  
 GEORGE T. GOLDEN.....Field - Northern Div.  
 WILLIAM GUTHRIE.....Los Angeles Refinery  
 EDWARD A. HARDIN.....Prop. Admin. - H. O.  
 HARRY J. HARDING.....Mktg. - Oregon Div.  
 DODSON B. HAYS.....Los Angeles Refinery  
 ALFRED J. LEWIS.....Oleum Refinery  
 CHARLES E. LISHMAN.....Pipeline - No. Div.  
 FRANK K. LORD.....Mktg. - Oregon Div.  
 JOHN J. McKEOWN.....Oleum Refinery  
 ERNEST C. McLAUGHLIN.....Field - Glacier Div.  
 RALPH W. MILLER.....Oleum Refinery  
 LAVONA F. MOREHOUSE.....Comptroller's - H. O.  
 FRED NANINI.....Field - Glacier Div.  
 HERBERT W. NELSON.....Field - Glacier Div.  
 ALBERT L. PAULSEN.....Marketing - Avila  
 FRANK L. PERKINS.....Los Angeles Refinery  
 EARL S. QUINN.....Oleum Refinery  
 RUBEN RAMOS.....Oleum Refinery  
 HERBERT G. RANDOLPH.....Field - Northern Div.  
 LEIGHTON E. SIGERSON.....Oleum Refinery  
 JOSEPH N. SINIBALDI.....Oleum Refinery  
 LEWIS M. SMITH.....Oleum Refinery  
 JOSEPH SOUZA.....Oleum Refinery  
 ELDEN L. SWEET.....Field - No. Div.  
 MORRIS C. TEITGEN.....Oleum Refinery  
 CHARLES L. THURMAN.....Pipeline - No. Div.  
 HARRY R. TRUAX.....Los Angeles Refinery  
 CLARENCE W. ULLMAN.....Mktg. - San Diego  
 GAIL G. UNDERWOOD.....Field - W. Texas Div.  
 J. W. WALLACE, JR.....Oleum Refinery

**10 YEARS**

WILLIAM G. ALLENBAUGH.....Los Angeles Refinery  
 WILLIAM L. BAKER.....Los Angeles Refinery  
 CARROLL T. BLACKMAN.....Mktg. - Richmond  
 ROYAL S. BROBERG.....Legal Tax - H. O.  
 DALTON D. BROUSSARD.....Field - Gulf Div.  
 JOHN D. CHRISTENOT.....Field - Glacier Div.  
 GILBERT J. CORTLAND.....Mktg. - So. Div.  
 WILLIAM E. DUTRO.....Los Angeles Refinery  
 LOUIS A. FALGOUT.....Field - Gulf Div.  
 ROBERT F. FOUSHEE, JR.....Mktg. - Southern Div.  
 EDGAR S. KEEFE.....Field - W. Texas Div.  
 JOE F. LIMA.....Field - Northern Div.  
 J. FRANK LUMMUS.....Field - Northern Div.  
 FRED A. MONTGOMERY.....Field - Southern Div.  
 FLORIN V. MORRIS.....Field - Northern Div.  
 KATRINA G. NIES.....Field - Southern Div.  
 JOSEPH A. PAGE.....Field - Northern Div.  
 LOUIS B. TRIMBLE.....Field - Gulf Div.  
 CLIFFORD VAUGHAN.....Field - Gulf Div.

EARL R. WARD.....Research - Brea  
 GENE S. WINCH.....Field - Gulf Div.  
 BILLY G. YOUNG.....Los Angeles Refinery  
 ERNEST R. ZOETER.....Field - Southern Div.

**DEALERS****AUGUST 1960****5 YEARS**

LEE'S MARKET #2.....Sacramento, California

**SEPTEMBER 1960****10 YEARS**

H. R. BAKKE.....Fairfield, California

**5 YEARS**

WM. McVICKER.....Fairfield, California

**OCTOBER 1960****25 YEARS**

RONALD M. FITT.....San Fernando, California  
 J. C. PELLASCIO.....Point Arena, California  
 LEO V. PENNEY.....Phoenix, Arizona

**15 YEARS**

E. H. BUNNELL.....San Diego, California  
 STANLEY B. MARTIN.....Danair, California  
 WM. J. MILLER.....No. Hollywood, California  
 MARION PAYNE.....Dinuba, California

**10 YEARS**

V. C. BROCK.....Redwood City, California  
 RICHARD DIXON.....Fresno, California  
 HOWARD MURRAH.....Denio, Nevada  
 GEO. A. FRENN.....Almira, Washington  
 ALBERT & NINA MYERS.....Wrightwood, California  
 STEWART L. SELMAN.....San Jose, California  
 ROBERT I. STEARNS.....Seattle, Washington  
 BOYD STOLBA.....Glendora, California

**5 YEARS**

APACHE TRADERS.....Cibicue, Arizona  
 AUSTIN M. CROZIER.....Northridge, California  
 ROBERT D. FEDER.....San Francisco, California  
 CURTIS W. GIPSON.....Berkeley, California  
 WM. G. IVEY.....Paisley, Oregon  
 C. H. LEWIS.....Elsinore, California  
 MARK MINER.....Berkeley, California  
 W. G. OTTO & A. H. HALL.....Longbranch, Washington  
 VINCENT REICHEUN.....Pasadena, California  
 AL ROHRIG.....Phoenix, Arizona  
 WM. E. SCHULZ.....Waldport, Oregon  
 D. F. SEIFERT.....Los Angeles, California  
 GEO. H. SMITH.....Santa Rosa, California  
 BERNARD WANTZ.....Woodburn, Oregon

**NOVEMBER 1960****30 YEARS**

AUTO SERVICE GARAGE, LTD.....Honolulu, Hawaii

**20 YEARS**

R. A. PARKER.....Anaheim, California

**15 YEARS**

C. P. BOWYER.....Santa Monica, California  
 EDWARD GOLDMAN.....Wauna, Washington  
 WALTER F. McKAY.....Newhall, California  
 WM. H. PALMER.....Los Angeles, California  
 WM. R. PALMER.....Los Angeles, California

**10 YEARS**

HENRY BRAUGHTON.....Bakersfield, California  
 ROY A. BROWN.....Peterson, Nevada  
 WM. D. FIX.....Santa Monica, California  
 FRISBEE MOTOR SALES, INC.....Winters, California  
 R. E. GRIFFITH.....Buena, Washington

**5 YEARS**

BABBITT BROS.....Indian Wells, Arizona  
 WM. K. BAKER.....Chico, California  
 PHILIP BERKOWITZ.....Beverly Hills, California  
 CHARLES V. BRATCHER.....Blythe, California  
 CHARLES L. BRYANT.....Tulare, California  
 CARL W. CHRISTOFFERSEN.....Seattle, Washington  
 DARCY E. COLLINGS.....Quilcene, Washington  
 EVERETT H. COYLE.....Marysville, California  
 MITCH EDWARDS.....Bisbee, Arizona  
 RALPH FIDDLER.....Los Angeles, California  
 O. D. GASTON.....Coalinga, California  
 M. E. GROSSBLATT.....Los Angeles, California  
 OTIS HUGHES.....Boulder City, Nevada  
 L. M. LUIS.....Garberville, California  
 M. D. McALLISTER.....Flagstaff, Arizona  
 PEARL McALLISTER.....Flagstaff, Arizona  
 HARRY B. McCAULEY.....Buckley, Washington  
 DIXIE MEGGLASSON.....Winston, Oregon  
 ALVIN A. PERRY.....Fresno, California  
 ERNEST PIZZIO.....Fresno, California  
 CLARENCE PROUT.....Riggings, Idaho  
 ROYAL 76 SERVICE.....Stockton, California  
 H. H. SEACATT.....Bell, California  
 J. SEFICK.....South Gate, California  
 GEORGE SPERNAK.....Anchorage, Alaska  
 DAVID J. WALLACE.....Modesto, California  
 JAMES WEBB.....Buckley, Washington  
 R. WICKEY.....South Gate, California

**CONSIGNEES - DISTRIBUTORS****OCTOBER 1960****35 YEARS**

A. R. RETTIG.....Livermore, California

**30 YEARS**

ALBERT GOBBY.....Riverdale, California

**25 YEARS**

B. M. MERTES.....Chewelah, Washington  
 MELFORD M. NELSON.....Independence, Oregon  
 J. C. PELLASCIO.....Point Arena, California

**15 YEARS**

CARL HOLFEL.....Ritzville, Washington

**10 YEARS**

TADASHI FUKUSHIMA.....Kaneohe, Hawaii  
 HAROLD S. HERMAN.....Colfax, Washington

**NOVEMBER 1960****30 YEARS**

A. O. HOEGH.....Tulare, California  
 H. WEBB.....Napa, California

**25 YEARS**

FRANK V. ADAMS.....Casa Grande, Arizona

**15 YEARS**

R. A. LAGERBERG.....Newhall, California

**5 YEARS**

J. G. COX.....Parker, Arizona  
 ROBERT L. PEART.....Kingman, Arizona

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

BULK RATE  
U. S. POSTAGE  
**PAID**  
Los Angeles, Calif.  
Permit No. 62

# C.C. Ireland

He has his reasons

"Seventy years ago, nine men pooled their savings and formed the Union Oil Company.

"First year's business amounted to \$175,000. Now we market more than 250 petroleum products, and our total revenue in 1959 was \$512,962,423.

"Through the years there were important milestones of benefit to you.

"We were first in the West to introduce a multi-grade motor oil for cars. Today, our amazing purple motor oil, Royal Triton 10-30, is known everywhere.

"We were first in the West to introduce an aviation-type gasoline for cars.

"We were first to inaugurate a complete service system at the pump island. This is the famous Minute Man Service for checking air, water and battery, washing the windshield and rear window.

"Another Union Oil innovation is the Sparkle Corps—men and women who check the 'housekeeping' at our service stations.

"Some of these things are routine throughout the industry now. No matter where you drive in for service, you benefit from Union's pioneering ideas.

"These are a few reasons I'm really proud of our company in its 70th year."

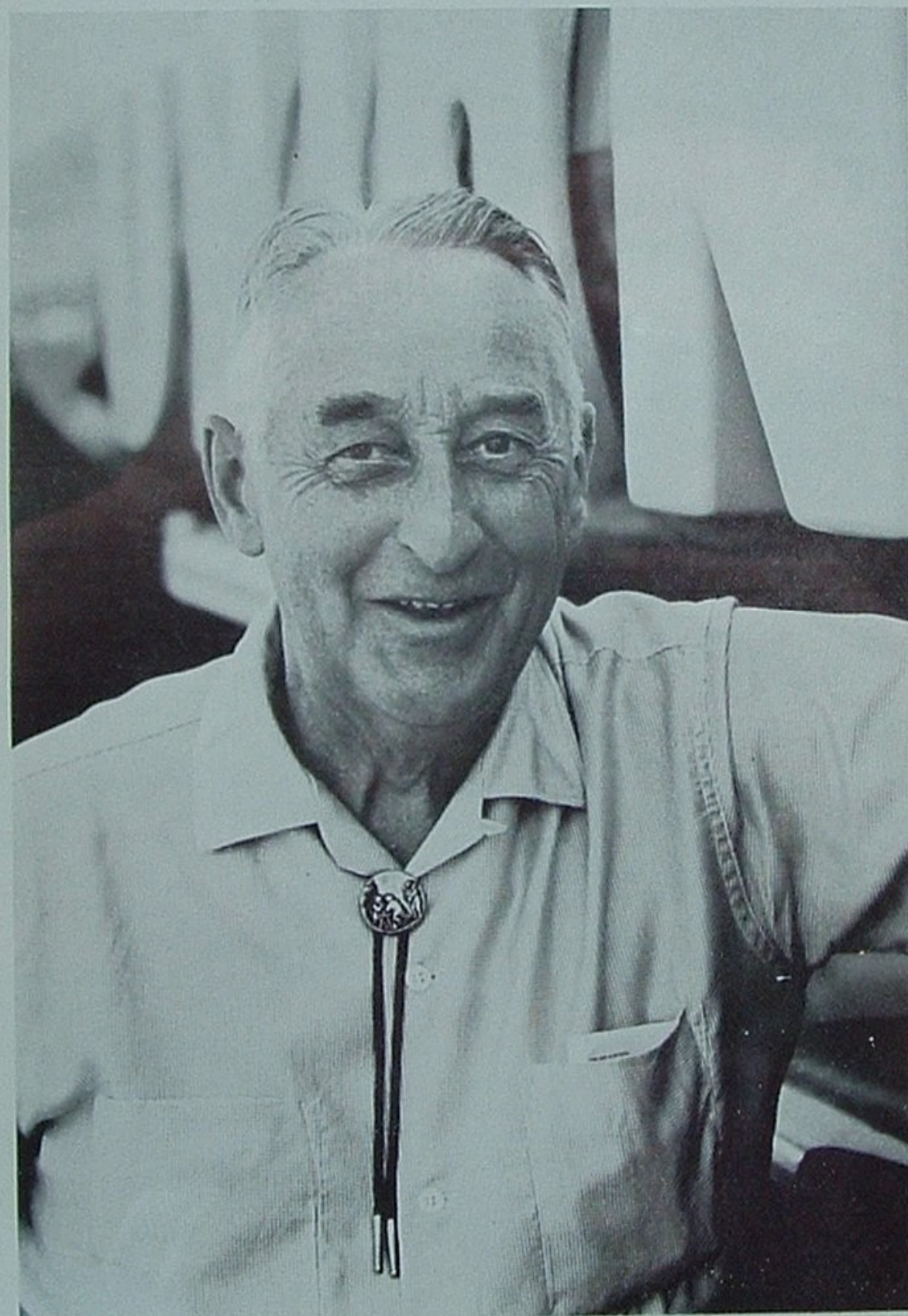
\* \* \* \* \*

Mr. Ireland is a distributor for our Marketing Department. Our 70th anniversary is also his 50th year with us.

Two factors foster the good things that come out of Union Oil Company. One is the kind of economy we have in this country—a free economy, encouraging progress. The other is our own awareness that to stay in business for ourselves, we have to stay in business for our customers.

Our 8,000 Union Oil people wish you many happy returns—to the sign of the 76.

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



Union Oil Company OF CALIFORNIA

76

1890-1960 THE WEST'S MOST EXPERIENCED GASOLINE REFINER