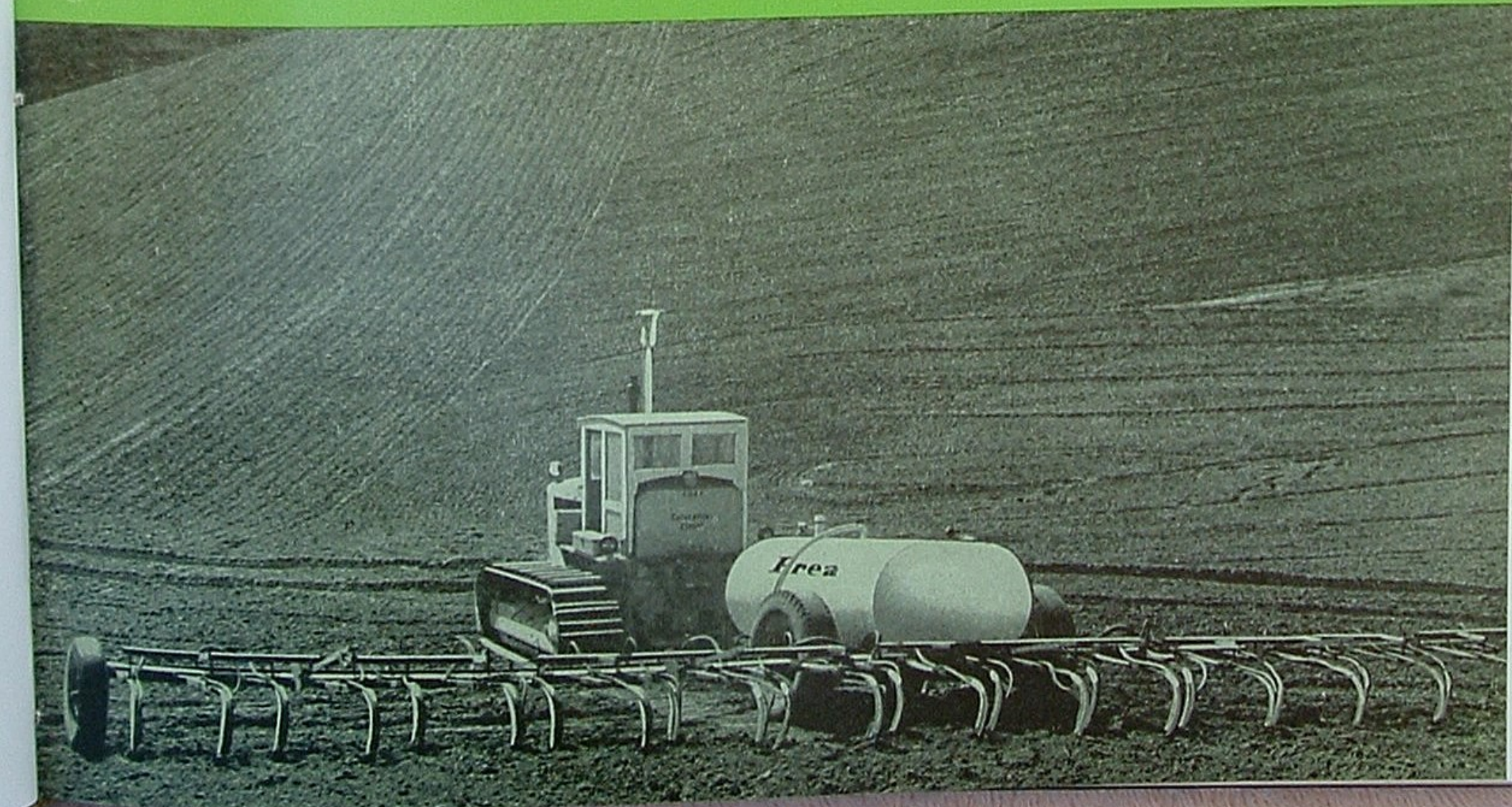




# SEVENTY <sup>76</sup> SIX

Union Oil Company of California

April 1961



THE COVER:

## MEN WITH A GREEN THUMB

A "green" thumb, as you know, is the peculiar faculty some men have for being successful farmers or gardeners on ground where other men usually fail.

Well, the faculty isn't entirely mysterious or imaginary. On the front cover of this magazine, for example, is the photo of a field apparently planted in strips. Actually, the entire field received the same cultivation, seed, water and attention.

Then why is one strip rich in growth while its neighbor is nearly barren?

Because the soil magician applied his green thumb only to every other section. Where the thumb touched, the seed yielded abundantly.

The magic of course was neither a thumb nor green. It was one of the excellent chemical fertilizers being manufactured by Collier Carbon and Chemical Corporation, Union Oil's "growing" subsidiary. And the fertilizer was precisely applied by tractor-drawn injection equipment such as that shown in the lower photo.

Collier Carbon and Chemical Corporation manufactures and markets a wide range of chemical fertilizers, industrial chemicals and carbons. Annual sales have increased during the past 10 years to a 1960 volume of \$24.3 million.

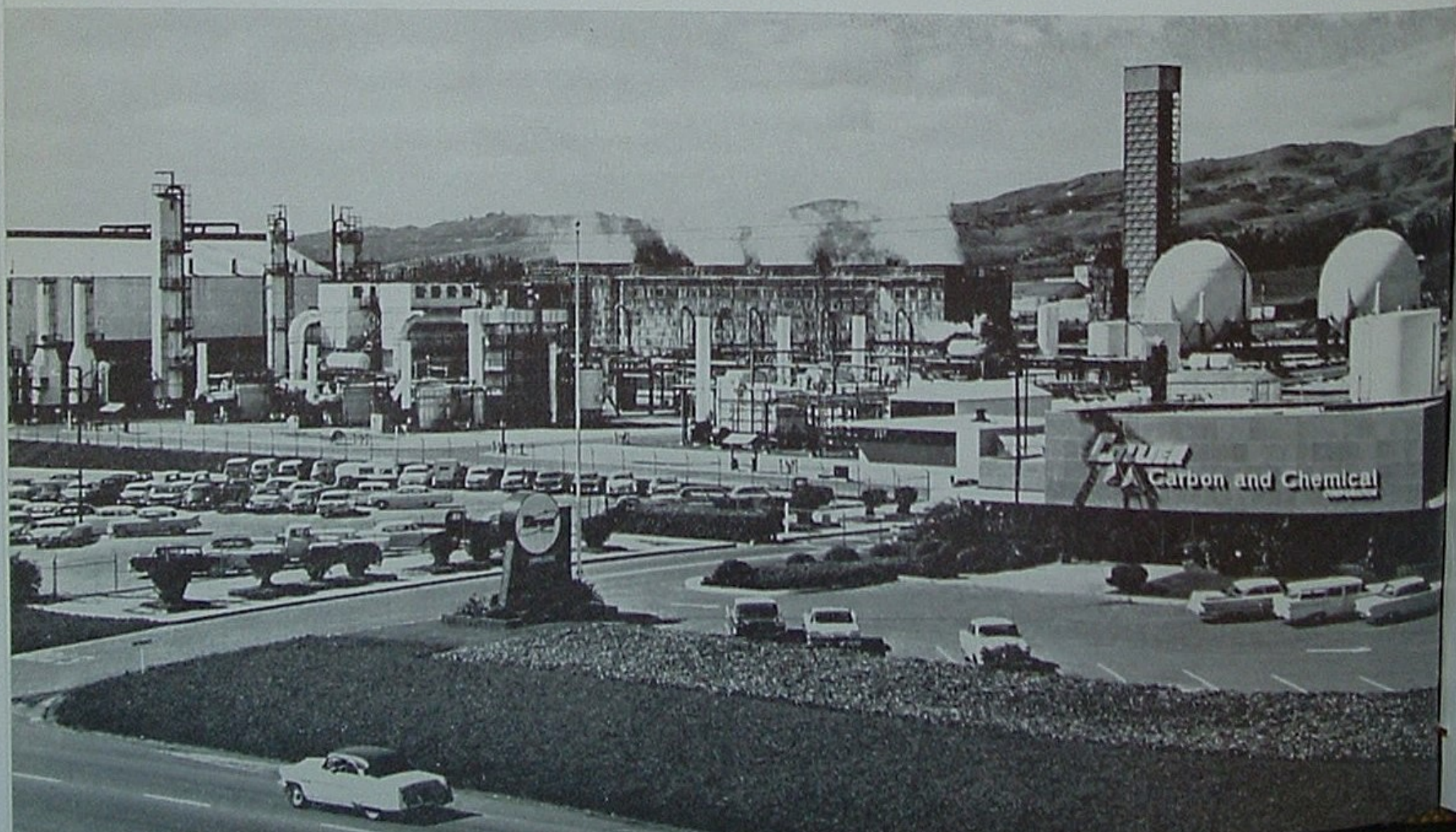
The original manufacturing plant (seen in photo be-

low) at Brea, California, has been supplemented by six additional plants in the western United States, by a new facility under construction in Delaware, and by 16 point-of-use bulk storage terminals in Washington, Oregon, California and Hawaii. Beyond the Pacific Coast region, Collier markets include Canada, Mexico, Central and South America, Japan and the Philippines. Recently, the purchase by Union Oil of certain assets of the Pacific Chemical and Fertilizer Company, a Hawaiian corporation in the process of liquidation, brought Collier additional marketing outlets for fertilizers, insecticides and herbicides.

Basic raw materials for petrochemicals and petroleum carbon are supplied to Collier plants from the gas fields and refineries of Union Oil.

About 58% of the Collier product and effort is being directed toward agriculture. Assisting in scientific aspects of the work are the people and resources of Union Research Center. Through our Marketing organization, Collier people gain many an introduction to buyers or potential buyers of agricultural chemicals.

Every Union Oiler, in fact, should sense the importance of helping to develop this worthwhile chemical enterprise. The hand we lend may have the honor of including a *green thumb!*

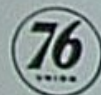


APRIL, 1961

Volume 5, Number 4

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

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Earl M. Welty, Director  
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# "There's Nothing Finer..."

*That's how the star  
of the "Magic Touch" describes  
the new Minute  
Man tires and batteries,  
first to bear the  
Union 76 brand name.*



*SEYMOUR (pointing at Minute Man tire) — I learned something tonight I hope I never forget! Believe in yourself . . . believe in your product . . . and believe, when you see a 76 sign on it, there's nothing finer!*

During the past few weeks, nearly 8,000 dealers, their employees, and Union Oil people heard Seymour Byers, star of "The Magic Touch," deliver those lines.

He was talking about the new Minute Man tires and batteries, the first to bear the Union 76 brand name.

With their introduction, a long-planned concept of service to Union Oil customers becomes reality.

Until this month, tires and batteries were the two major service station items which did not carry Company brand names. Hence, they

*Continued*

## There's Nothing Finer—continued

were also the only ones which could not carry its personal guarantee.

Royal 76 and 7600, Triton and Royal Triton, even the dealer's own Stop-Wear Lubrication are backed by the company itself.

But — until this month — not tires and batteries. This lack left a gap in the service a dealer could offer. People who buy from Union Oil Dealers are basically Union Oil customers — not tied by the same loyalty to any tire or battery supplier. So they expect Union Oil to stand behind not only its products but also the other major items sold by Union Oil dealers.

Now, as our advertising says, we have "the only tires and batteries built fine enough to bear the Union Oil

name." And because they do bear that name, they also bear Union Oil's own guarantee.

Each tire and battery really has two guarantees. The first is a lifetime guarantee against defects in materials and workmanship. The second guarantees the tire against failures from "road hazards" — blowouts, cuts, bruises, and the like.

It is in this second guarantee we differ from others.

Most road hazard guarantees are adjusted on the basis of the amount of tread left on the tire. If your tread is 50 per cent worn, you get a 50 per cent adjustment if a tire fails because of a road hazard — even though the tire may be only three months old. Union Oil's guarantee, on the other hand, is based on *time*.



Bob Kaye proves there's magic in the 76 brand as he fills a "3-quart" measure from a can of Royal Triton. The assistant is Emmaline Henry.



Seymour Byers (Ernie Newton) thinks his magic wand is responsible for the way his tire and battery sales light up, but finds it's his own ability plus the 76 brand.

As a reminder of the 1961 Sparkle Program, the chorus comes on in gleaming white costumes.



Say you buy a \$30 Minute Man tire with a 27 months guarantee. You wear down the tread half-way in three months, then have a blowout. Instead of the normal \$15 adjustment, you'd receive more than \$26 from Union Oil!

Such a guarantee is the buyer's assurance of quality. Minute Man tires, for example, are manufactured to exacting specifications. Their quality already has been proved through hundreds of thousands of miles of tests.

(For those of you who missed the meetings: Union 76 tires are, at present, available in three grades: Minute Man I, II, and III. All are of nylon construction, all are exceptional values in their price ranges. Minute Man III, the top level tire, gives up to 22 per cent more mileage than tires that come on new cars.)

Another quote from the busy Seymour Byers describes Minute Man batteries:

SEYMOUR (offstage): *I know you'll be happy with your 76 battery, sir. There's none better, and the guarantee is out of this world!*

From a sales standpoint, having our own brand of tires and batteries offers many advantages. The most obvious is the change in the approach we can take to advertising.

Ordinarily tire advertising relies heavily on price. In fact price is often the only inducement for a customer to buy one brand in preference to another.

We can offer the buyer price, too — but we can also offer him inducements exclusive to Union Oil:

... a stronger guarantee, backed by a company he

knows through frequent contact with his neighborhood dealer;

... the convenience of being able to get guarantee adjustments at ANY Union Oil station, day or night;

... regular tire and battery maintenance from a dealer who has a personal interest in his entire car;

... merchandise that shares the reputation for quality Union Oil has established during nearly three-quarters of a century of serving the West;

... a NEW no-down-payment Budget Plan with provisions for *15 months* credit, the most liberal time allowance offered by any tire retailer;

... and, of course, all the usual advantages of buying at the sign of the 76: Minute Man Service, the finest petroleum products, a national credit card.

Another new look will be apparent in our ads:

Heretofore, Union Oil tire and battery advertisements, because they named brands which are also sold through stations of competitive companies, not only helped the Union Oil Dealer, they actually helped his competitor.

Now, we no longer need dilute the impact of our advertising with alien brand names. Whatever we advertise — service, gasoline, oil, budget plan, the tires and batteries — we'll be selling a package, a single idea:

That the customer gets the same value, the same high quality in everything he buys that bears the Union 76 name.

That, as Seymour said, "... when you see a 76 sign on it, there's nothing finer!"

/THE END

And here's the whole cast in the finale, singing about the real magic touch: the 76 Minute Man brand on those tires and batteries. Left to right, they're Emmaline Henry, Wanda Shannon, Boy Kaye, Ernie Newton, Gina Genardi, and Yvonne Adrian.





# OF THIS ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

I told my good friend "Hub" Russell of your purchase. He was delighted. He has long owned Union Oil shares.

Tell me how it feels to be a part owner in a successful big American enterprise!

Love,  
(Signed) Grandad

\*\*\*\*\*

## VOICE OF THE SHAREHOLDER

By Bob Considine

IT'S TRUE. Many men lead lives of quiet desperation. But don't class Benjamin A. Javits among them. The New York attorney-author, who organized and is president of a group named the United Shareholders of America, is a rarity in today's world; he's completely confident about the road we should travel.

"I'm an amalgam of all the great teachers of the past," the 67-year-old brother of New York's Senator Jack Javits told us. He stated it as a fact, not a boast. His complaint is that not enough persons listen to what he teaches. This, in brief, is the unheralded crusade of the once-poor East Side boy who put himself through Fordham Law School and made millions.

He wants to organize the 13,000,000 American shareholders into a group as tightly knit and influential as are the nation's private organizations of veterans, trade unionists, manufacturers, lawyers, doctors, farmers, and so forth. As things now stand, Javits says, shareholders supinely let political and other factions regulate and dominate the companies in which they have invested. They don't have the unity that would enable them to fight restrictive legislation, excessive demands by labor and incompetence on the part of company executives.

"There must be an economic electorate in this country as well as a political electorate," he told us. "We've got to cure our industrial leaders of the guilt complex they seem to possess because of the fact that they make money. We've got to teach the people, too, to bring about a standard of living in which they, too, share to

the hilt. We've got to stop parroting the Russian propaganda that there is something evil about making a profit.

"The rate of a country's growth is regulated by the size of the profit of its industry. Our profits have dropped from about eight per cent to two per cent in recent years. Look at the progress West Germany and Italy have made since the end of World War II. In each case, industrial leaders took the workers aside and said, in effect, 'Suffer with us for a bit until we make a lot of money. The more money we make, the bigger we'll get. There will be more jobs, then more money for everybody.' The government and unions played ball, and you see the result. Russia achieved the same goals with the help of a gun at each worker's head."

Javits sees the stockholders' group as an equal to any other organization in the country. Its spokesmen, he feels, should be present at all labor-management discussions and be heard by Congress before the passage of any bill affecting production, profits, tariffs and trade. They should hover over management, too, he believes, instead of being bullied or scorned. Or submissive. He points out that A. T. & T., for example, has nearly four times as many stockholders as employees.

"If the stockholders ever worked as a cohesive force they could change the course of our history," Javits asserts with confidence. "They could, for example, say through the presidents they employ to run the great companies, General Motors, General Electric, U. S. Steel, and so forth, 'We declare a 10-year plan which, if free of government meddling, false notions about monopolies, relief from confiscatory taxes, fear of bigness, and full cooperation with labor, will bring about a golden era in which there will not only be no unemployment but a need for 10,000,000 more workers.'

"We need a rebirth of fervor for capitalism.

"The Communists have a fervor for communism. If they didn't, they would not have made their industrial gains. Our industry on the other hand is so strapped by rule, bad conscience and the indifference of the people who own it — the stockholders — that we're listlessly losing ground. We're moving toward socialism by default. What's gone wrong with us?"

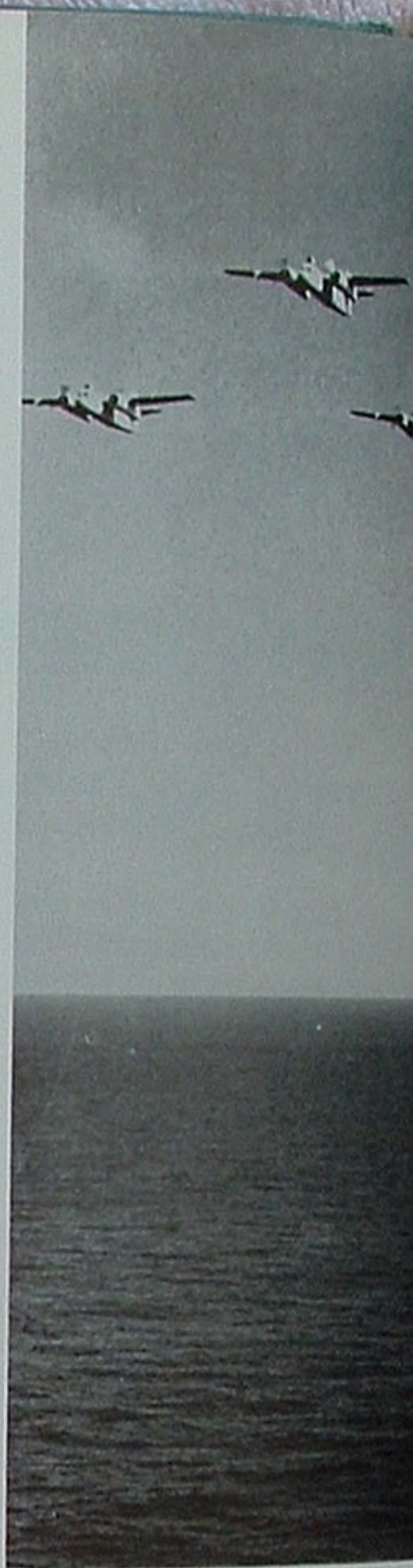
*Reprinted from New York Journal-American*

/THE END

# Our Biggest Customer



This Navy "oiler" is a pint-sized tankship for transporting petroleum from Naval Fuel Annex to fighting ships in Bay.

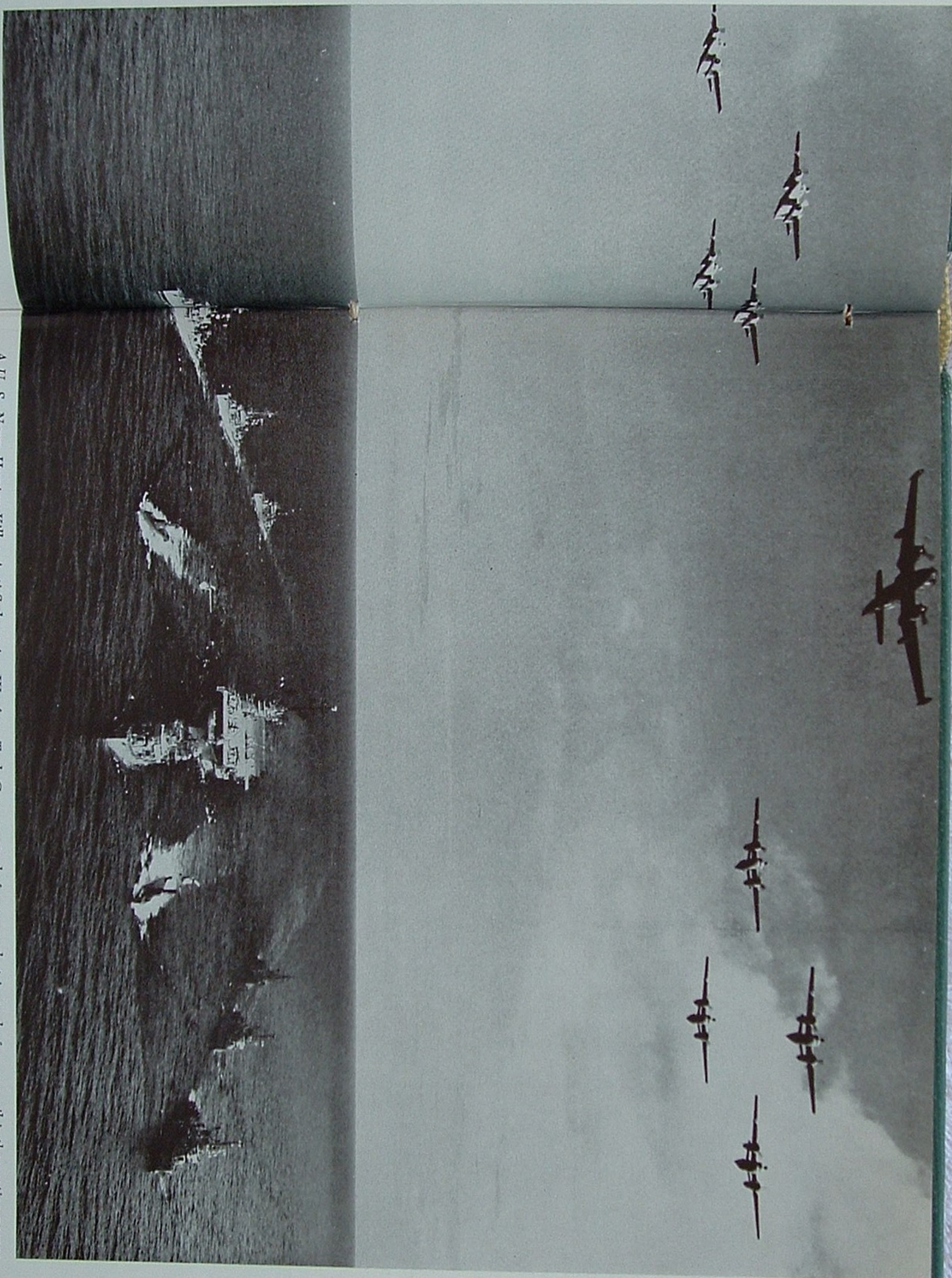


It was no small order when the RANGER, one of the world's largest aircraft carriers, pulled up to the dock of Alameda Naval Air Station and said "Fill 'er up!" It took 55 of Uncle Sam's "Minute Men" aboard five Navy *oilers* or barges to handle the assignment. In 13 barge trips from the Navy Fuel Annex at Pt. Molate, they delivered Navy Special fuel oil, diesel fuel, jet fuel and AvGas in the total amount of nearly three million gallons—all to this one carrier.

Add the additional fuel requirements of seven destroyers, two submarines, a flight of nine Grumman S2F Trackers, two flying helicopters, and quite a few other planes below the carrier's deck—and you have an idea what it takes to fuel just the one U. S. Navy Task Group portrayed on these pages.

Since Alameda is also the home port of the aircraft carriers BON HOMME RICHARD, HANCOCK and MIDWAY, and must be prepared to serve any segment of the fleet, it is apparent why San Francisco Bay looms





*A U. S. Navy Hunter Killer Anti-Submarine Warfare Task Group patrols for peace but is ready for war; oil is the motive power.*



*A U. S. Navy Hunter Killer Anti-Submarine Warfare Task Group patrols for peace but is ready for war; oil is the motive power.*

so large in this nation's security and defense. Not so apparent, perhaps, is the fueling obligation this imposes on both Uncle Sam and the petroleum industry. But working together, the Navy and our industry have evolved a very economical and efficient plan of fuel supply. It all centers around the Naval Fuel Annex at Pt. Molate, in the shadow of the Richmond-San Rafael Bridge.

During World War II it was recognized that the fueling of any large unit of the U. S. fleet would empty practically every refinery storage tank in the Bay area. Then the tanks might stand full for weeks awaiting their next big sale of special government fuels.

To avoid such extremes, yet assure that the Navy would never lack for fuel and lubricants, it was decided by the government to build a fueling center. The Bay site chosen was an old winery built in 1907 by the California Wine Association, which, before closing its doors, had been the world's largest establishment of its kind. The winery's old brick buildings, deep cellars and

39-room resort hotel were readily transformed into offices and storerooms. The Pt. Molate location was ideal for construction of a thousand-foot hammerhead pier. There was ample room for storage-tank construction, barreling plants and barracks. And there was even a legend of buried wine to intrigue the service men.

When commissioned in 1943, the Pt. Molate Navy Fuel Annex still looked very much like an old winery. But tremendous changes had taken place. Today its brush-covered hills protect and conceal underground storage for well over a million barrels of Navy fuel. Row upon row of barreled lubricants stand at attention awaiting Navy orders. Yet a surprisingly small complement of people is needed to handle the big fueling job.

This is why:

Pt. Molate was conceived as a liaison with the petroleum industry. It would be controlled by Navy uniformed personnel but staffed to the largest possible degree by Navy civilian personnel, preferably with

*Continued*

## Our Biggest Customer—continued

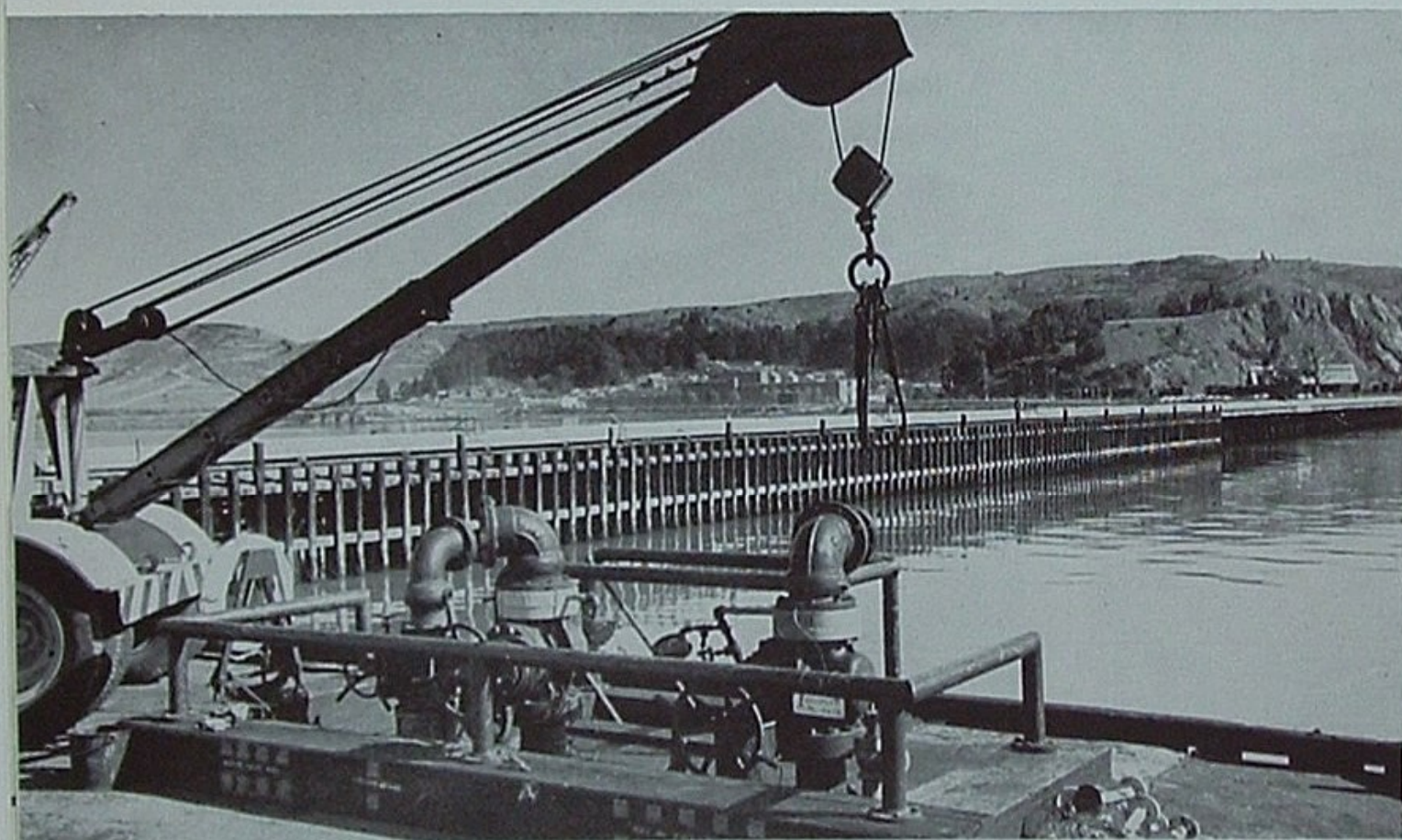
petroleum experience. Through coordinated planning the two groups could arrange for servicing most Navy ships and airfields directly from refineries, leaving Pt. Molate storage as a reserve supply point in the event of heavy demand, surprise hostilities, strikes, catastrophe or national emergency.

A canny buyer of petroleum products, Uncle Sam always initiates every purchase by inviting all interested oil companies to submit bids. Product specifications and delivery data are carefully defined. Then when the sealed bids are opened and compared, one or more of the lower bidders usually find themselves with a strapping big order on their hands. There isn't a very wide margin of profit in this highly contested type of business. But it keeps the refineries humming at full tilt. And the fleet keeps America's enemies hesitant about muscling in.

The functions of bidding for Navy business and serving this biggest of customers are among the responsibilities of Gerry Gibbons of Marketing's Export & Refinery Bulk Sales Department, directed by F. K. Cadwell. In the San Francisco Bay area, Frank M. Jacobs is the department's sales representative. These men are regular and welcome visitors at Pt. Molate. Though they go there principally to further the interests of their respective companies, they nevertheless — through competition — are contributing a valuable service to this country. It is doubtful that a defense installation anywhere operates more efficiently and economically than Pt. Molate.

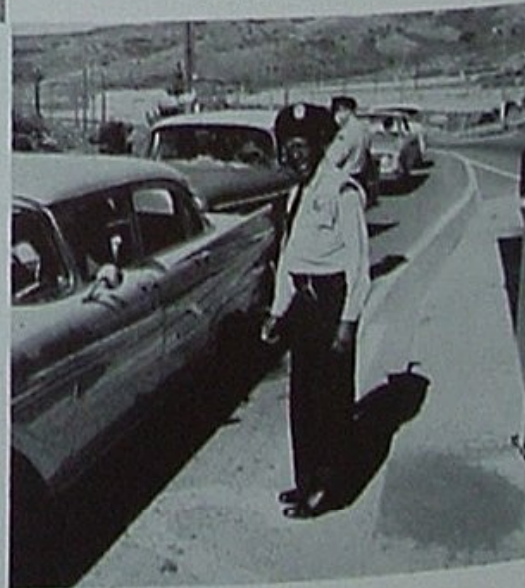
Incidentally, it is frequently a fill of "76" products on which the Pacific task groups operate. The Department of Defense, of which the U. S. Navy is a part, is our biggest customer.

/THE EN



*Pt. Molate's hammerhead pier appears to serve an old winery. Actually the buildings and hills guard emergency supplies of fuels and lubricants for air and naval bases.*

*Petroleum industry cooperation is vital to Navy. From left, A. C. Thomas is the depot's commodity-industry analyst; Frank Jacobs represents Union Oil; and Commander G. M. Clifford is in charge.*



# BUSINESS HIGHLIGHTS OF THE MONTH

## **TAILOR-MADE FUEL IS AVAILABLE AT UNION OIL REFINERIES**

Continuous blending of gasoline and jet fuels at Oleum Refinery has become a routine operation during the six years Unit 76 has been in operation. Heart of the system is proportioning and metering equipment that accurately measures each component of the blend. The resulting uniformity of product brings greater economic and quality advantages to the Company and our customers.

The number of tanks required to do the blending job and the complexity of operations are reduced when automatic proportioning of stocks into a *header*, pipeline, replaces batch blending in tanks. One other job the automatic equipment makes possible is the blending of gasoline directly into a barge, tankship or pipeline. Many of these blends are small in quantity and may be tailor-made to a customer's special requirements.

An electronically controlled system for the continuous blending of mid-barrel products, as well as gasolines and jet fuels, has now been placed in operation at Los Angeles Refinery. The system is described elsewhere in this issue.

Facilities have been installed at Oleum Refinery for loading propane into tank trucks. This light fuel, formerly burned in the refinery as fuel gas, is now for sale as commercial LPG — an added source of income to the Company.

*Refining, from J. W. Towler*

## **NOTHING SUCCEEDS LIKE SUCCESS!**

The degree of success that has attended our operations in the Gulf Division during the past five years is best explained by a comparison of statistics:

During the five years, 21 new fields have been discovered, including the important Caillou Island, Block 14, Block 76 and Big Bayou Pigeon fields. Altogether 268 wells, both exploratory and development, have been drilled, of which 239 were drilled on onshore leases and 29 on offshore leases.

At the end of 1960, 443 wells, including multiple completions, were on production, 60% more than our 277 wells of five years ago. Net production of crude oil and condensate increased 46% to 6,790,000 barrels in 1960, and net sales of gas increased 144% to approximately 100 billion cubic feet. Over the same period, the Company's net reserves of crude oil and condensate in this division increased 20% to 97 million barrels; reserves of gas liquids went from practically nothing to 16 million barrels; and our net reserves of gas rose 61% to a little over 2½ trillion cubic feet.

*Field, from Basil Kantzer*

## **FROM HERB CAEN'S COLUMN IN THE LOS ANGELES TIMES:**

"Union Oil's pastel storage tanks dotting the otherwise drab countryside on Highway 40 near Richmond — the kind of public relations you'd like to be related to."

## **BIGGER SIGNS, BETTER BATTERIES**

A three-month comprehensive survey of sign trends and construction was completed recently to provide Marketing with higher, larger, brighter service station identification targets. The results are a new 30-foot highway sign and a new 20-foot canopy sign, both totally illuminated, with modular construction for ease of transportation, installation and maintenance. The new identifications, while retaining our fin and

target design, are one-half again as large as our old signs, but cost less per square foot.

• • •

Several manufacturers were invited to submit proposals for our Company-brand automotive batteries now going on sale. Specifications and testing procedures were studied thoroughly to determine the most advanced manufacturing methods, best type of battery construction, and the finest grade of battery merchandise to offer our customers. Our final choice of product was not based on price.

*Purchasing, from C. S. Perkins*

## **NEXT, A MOTORBOAT FOR EVERY AMERICAN FAMILY — MAYBE?**

Due to the steadily increasing demand for 7600 Outboard Motor Fuel, we are going to construct blending and storage equipment for the product at our Richmond, California, Terminal. This will permit distribution throughout the San Francisco Bay, Sacramento River and San Joaquin River recreational areas.

• • •

During the 1961 baseball season, Union Oil will sponsor baseball broadcasts of games played by the Los Angeles Dodgers, Spokane Indians, Seattle Rainiers, Tacoma Giants, Portland Beavers, Hawaiian Islanders and San Diego Padres. Besides these radio broadcasts, the Company will sponsor telecasts of selected games played by the Los Angeles Dodgers and Spokane Indians.

• • •

In anticipation of great growth as well as changes in the construction industry, 13 Union Oil asphalt and contractor representatives, representing all seven sales divisions, participated recently in a three-day training

*Continued*

## Business Highlights—continued

conference. The meetings included studies at Research Center, Los Angeles Refinery, and at several commercial accounts in the Los Angeles area.

*Marketing, from C. H. Finnell*

### MINUTE MADAM OF NORTHWEST

A credit card solicitation contest among the wives of Union Oil dealers in our Northwest and Oregon Divisions netted 943 new credit card customers. Winner of a \$100 check for first prize was Mrs. Emily Laisure, wife of Dealer Roy Laisure, Olympia, Washington, who hit the jackpot with 176 approved credit applications. Sales Manager Retail T. R. McGilliard extended the Company's award and congratulations at a February luncheon.

*from R. F. Ryan*

*Mrs. Emily Laisure and T. R. McGilliard.*



*Brickwood of ancient Babylon, preserved with asphalt mortar even to this day.*

**THANK YOU,  
MR. SHERIFF!**



Wish we could reveal this 1941 Packard in the Kodacolor exactness that its owner, Mr. John Sheriff of Los Angeles, sent to us unsolicited. Its coppertone finish shines like new.

And it runs like new too! Writes Mr. Sheriff: "People stop me on the street and ask me how I keep up such an old antique. I am proud to tell them that Union oil and gas did it . . . I am very proud of your Gold Card and your gold products. I will always be. I expect to send you another photo of my car in 1980."

*from C. S. Eklund*

### ASPHALT WAS THE BRICK MORTAR OF BABYLON; RESEARCH GOES ON

History reports that Nabopolassar, King of Babylon, was the first to use asphalt as a mortar for brick pavements. His son, King Nebuchadnezzar, built a bridge, large sewers, drain pipes, and water reservoirs joined and lined with asphalt. It is said that Moses as a baby floated in waters of the Nile in a cradle waterproofed with asphalt. Today asphalt is used in many other ways, due mainly to advanced methods of processing that make it suitable for various types of service.

For example, Research, with Los Angeles Refinery's cooperation, has developed a special asphalt for use as a sprayed-on or pipe-dipped protective coating on culvert and other water-carrying pipe. Material for this type of coating must remain elastic and not crack at low temperatures, yet it must adhere to the pipe and not flow at high temperatures. Nor-



mal California asphalt crudes do not yield a product meeting these requirements. However, after treating and testing many stocks, our people developed a refining scheme that yields an asphaltic rubber-like product suitable for culverts and similar applications.

This product is known as "Armco Special Pipe Dip" and meets the specifications of the Armco Drainage and Metal Products Company, a subsidiary of Armco Steel Corporation. Most states and the U. S. Government have also adopted this strict specification. Applied to corrugated metal pipe, sheet and fittings, the product is widely used for drains, culverts, sewers and highway arches.

Union Oil Company has supplied several hundred tons of the product. Sales are expected to increase, particularly because of the national highway program.

*Research, from W. E. Bradley*



## GASOLINE BUCKS THE TREND

In a year that saw living costs reach an all-time high, American oil companies during 1960 held the line on product prices generally and motorists received an extra bonus through a further drop in the average service station price of gasoline, excluding taxes.

This was revealed by Frank M. Porter, president of the American Petroleum Institute in his year-end review of oil industry operations. In noting this drop in gasoline prices — which has brought about the lowest nation-wide average price for regular grade gasoline since 1952 — Mr. Porter said that the full benefits of the decrease are denied the consumer because of excessive motor fuel taxes. On a national basis, combined federal and state gasoline taxes now average nearly 50 per cent of the average price of the fuel.

Demand for petroleum products averaged 9.6 million barrels a day, during 1960, a 2.1 per cent increase, Mr. Porter said, but the rate of gain was less than the 4 per cent increase in 1959 from the recession year of 1958. In fact, it was smaller than had been anticipated generally at the start of 1960, he stated. Domestic demand for the year totaled about 3.5 billion barrels.

Mr. Porter said the biggest rate of gain was in kerosene, which rose 19 per cent, due mainly to the ever greater use of this product as a component of jet fuel. Natural gas sales, too, expanded sharply, rising 8 per cent over 1959.

However, the demand of gasoline, the oil industry's major product, climbed only 2 per cent during 1960. Mr. Porter attributed much of the blame for this disappointing increase to burdensome motor fuel taxes, which have done much to stimulate sales of economy-type cars.

On the supply side of the picture, crude oil production declined 6 million barrels during 1960, to about 2.6 billion barrels. But production of natural gas liquids rose, bringing total domestic production of liquid hydrocarbons to more than 2.9 billion barrels, an increase of 17 million barrels from 1959.

There were increases, too, in gasoline and kerosene inventories, in U.S. refinery capacity and in the amount of crude oil put through the refineries.



*Company products meet every climatic  
need of the world's largest "reefer" fleet.*

## **IT'S T5X FOR PFE!**

Pacific Fruit Express is the world's largest operator of railway refrigerator cars, a company built on people's appetite for crisp Washington apples, California vegetables, Florida tangerines, and Arizona grapefruit.

Where the rails go, there go the big yellow PFE "reefers," moving their high priority freight, the produce of America. Most other trains, except passenger, stand aside when the fruit express comes through!

And wherever the reefers go, most of them eventually pass through PFE shops at Roseville, California.

Roseville is a community of about 10,000 people — 18 miles northeast of Sacramento. The PFE shops there are the largest of the five located along the lines of the Southern Pacific and Union Pacific railroads, co-owners of Pacific Fruit Express.

In this 130-acre yard striped with tracks, as many as 100,000 cars annually from all over the country are cleaned, repaired, and serviced. To give you an idea of the efficiency of the operation: "Last June, during the peak season," Superintendent R. F. "Rube" Nelson says, "We okeh'd a car out of here every 47 seconds, eight hours a day, seven days a week."

Two types of refrigerator cars come into Roseville: the traditional reefers, cooled with ice; and the "mechanical cars," with diesel-driven refrigeration units.

The ice car has been standard equipment ever since the Company was formed in 1907. Actually, this type of car — in very primitive form — dates back at least a century. In Pacific Fruit Express' records is information about an iced car that moved butter from upper New York to Boston, Massachusetts in July, 1851! Today, the

nearly 28,000 modern PFE cars constitute the largest fleet in the country, handling about 300,000 perishable carloads a year.

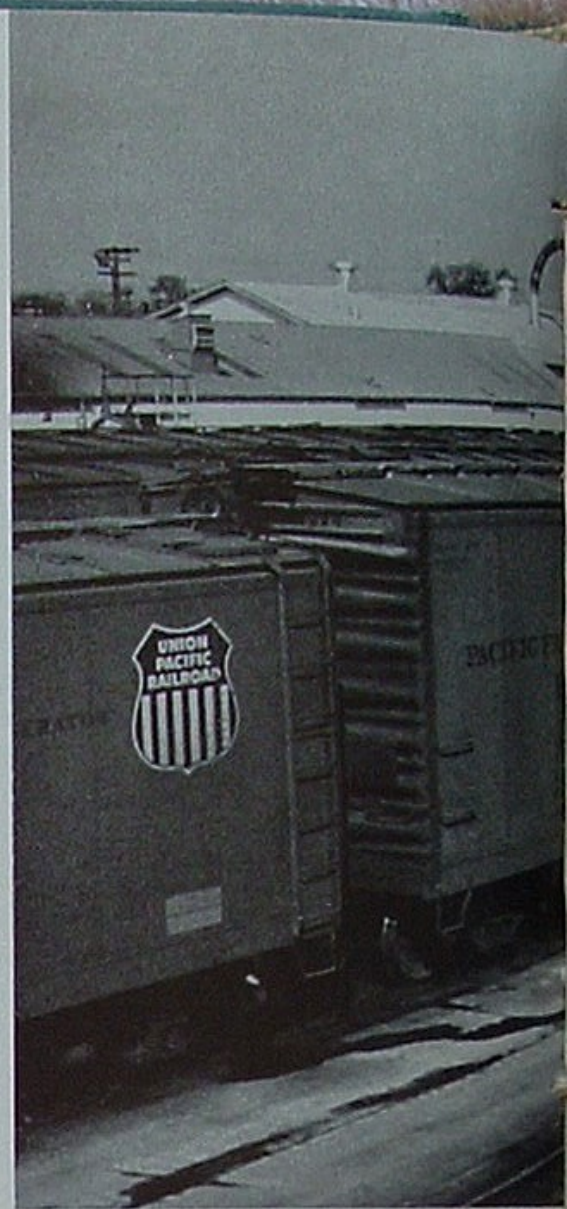
Spaced along the S. P. and U. P. lines, PFE has 13 ice manufacturing plants, including one at Roseville. Among them, the plants yearly pour 1,500,000 tons of chunk and crushed ice into the reefers. Ice alone can cool the cars to about 40 degrees; but with a mixture of salt and ice, the temperature can be brought down to 10 degrees.

This low temperature is needed when the cars carry frozen foods. However, with the increase in frozen food transport came a demand for zero temperatures. And it is in the newer, bigger mechanical cars that can shove the thermometers down to zero that Union Oil has a special interest.

The newest of these king-size refrigerators is 50-feet long, carries up to 60 tons of freight, and costs about \$26,000. The mechanical cars travel all over the country unattended, while automatic controls regulate the diesel engines that either cool the cars or heat them. The possible temperatures range from zero to a warm 70 degrees. The lowest temperatures are, of course, for the frozen food. But sometimes cars must actually be warmed to keep fruits and vegetables from damage while they're passing through colder sections.

Diesel fuel and lubricating oil in the diesel refrigeration units have a tough job. They must allow easy, automatic starting of icy engines exposed to freezing cold, yet stand up under continuous high-temperature operation as trains cross the deserts.

After a thorough evaluation of ours and competitors'





At 7:30 a.m., Ernie Mangiaracina is busy "icing" Pacific Fruit Express refrigerator cars at Roseville, California, with Union Diesol.

oils in test engines identical to those in the mechanical cars, Pacific Fruit Express chose T5X 10-30 to lubricate refrigeration diesels throughout its nationwide system.

Resident Sales Manager Hans Menter, of Union's Roseville Plant, has geared his operation to PFE's fast pace; for at Roseville, the mechanical cars not only take on T5X 10-30, they're also fueled with Union Diesol. And lubricated with Unoba Grease.

Serving Pacific Fruit Express on a nationwide basis involves three sections of the Marketing Department.

W. E. Thompson, Railroad Representative, R. G. Danielson, Coordinator of Railroad and Fleet Accounts, and J. S. Kent, Commercial Sales Manager of the northern sales area of the California Central Division, are Union Oil Company's principal contact men for PFE.

Mr. Danielson represents National and Special Accounts, which handles the Company's railroad program. In addition to PFE, the Department is responsible for serving other major railroads including Southern Pacific, Union Pacific, the Great Northern, Western Pacific, Atchison, Topeka & Santa Fe, and the Chicago, Milwaukee, and St. Paul.

East of the Rockies — at Council Bluffs, Iowa; New Orleans, Louisiana; and other points — distributors in the Eastern Continental Division deliver our products. In the western states, the Commercial Sales force, with men such as Hans Menter, take over.

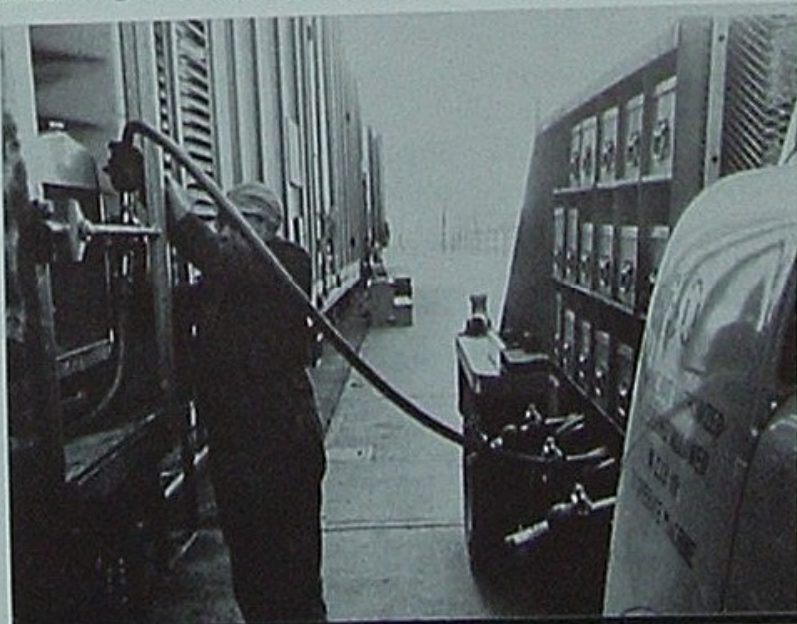
The result of this cooperative effort is dependable service with dependable products for Pacific Fruit Express and dependable delivery of those crisp vegetables and fresh fruit to satisfy the appetite of America.

/THE END

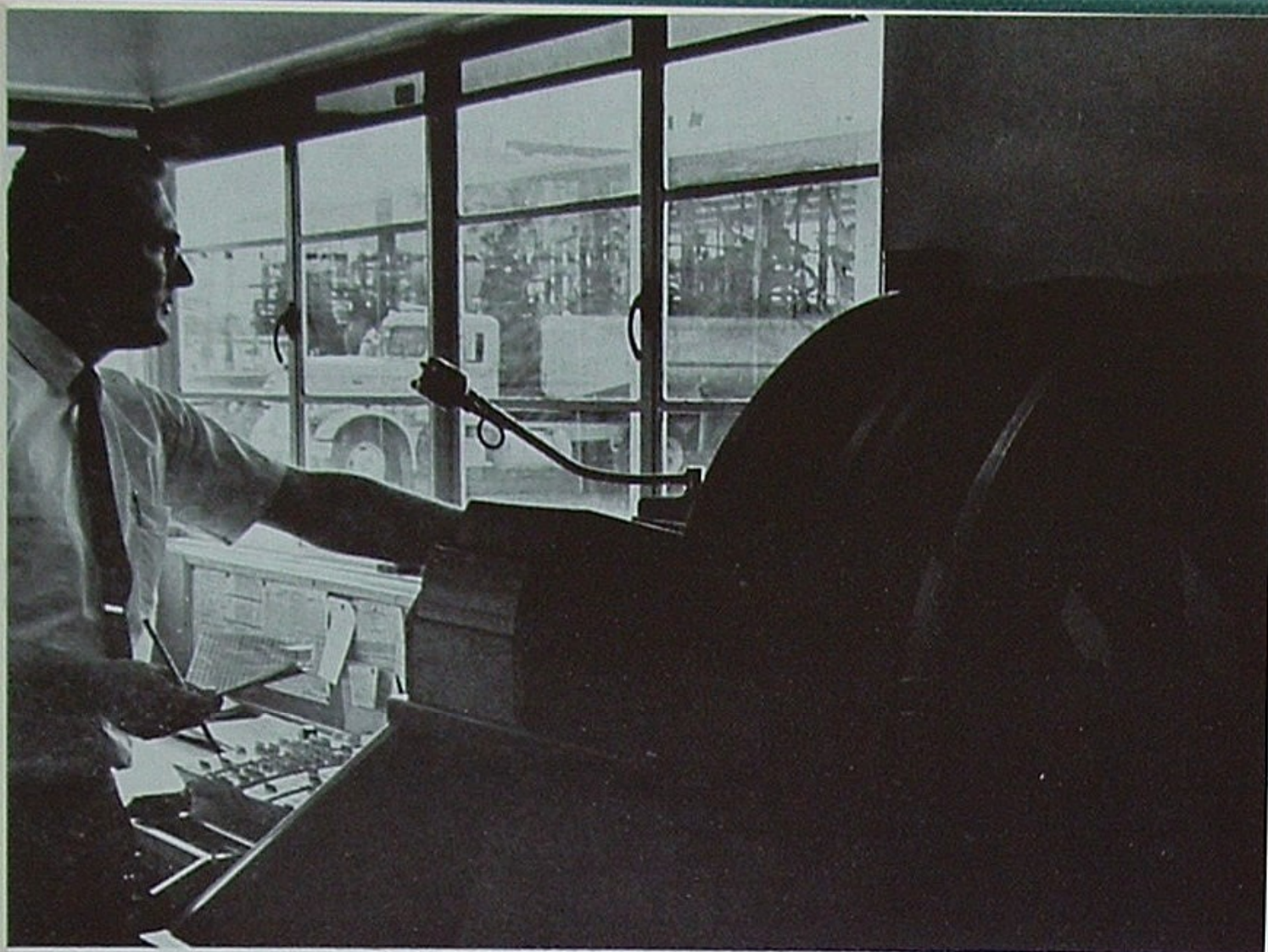


District Storekeeper R. G. Nichols, left, and Superintendent R. F. Nelson use motor scooters to traverse huge PFE yards.

Unusual truck is equipped with hoses that vacuum oil from diesel engine crankcases and refill them with fresh oil.







*Dispatcher Mervin Hostetler has a steady job at Los Angeles Terminal—scheduling gasoline deliveries of a million gallons a day to metropolitan Los Angeles areas.*

### *At Los Angeles Terminal*

Suppose it was *your* responsibility to keep 800 Union Oil service stations and 200 large commercial accounts supplied continuously with our gasolines and Diesel. Suppose your area of responsibility included the metropolitan heart of Southern California from Goleta on the north to San Clemente on the south, and eastward from the Pacific to Ontario and Lancaster. Suppose it was stipulated that you deliver a full transport load to each account — never let a single storage tank run dry — stay off the freeways and main highways during peak traffic hours — yet keep all of your 26 Company transports busy 24 hours of the day, 365 days per year. How would you go about it?

At our Los Angeles Terminal, this is no mere supposition. It's all part of the job — night and day. And they handle it with calmness and dispatch. Here's how:

Stacy Paris, though labeled as a clerk, is our idea of an IBM (Infinitely Better than Man) computer. She sits amid rows of well-disciplined records and punches a calculator faster than the eye can follow. But out of her data processing come some very accurate conclusions. Based on recent service station performance, Stacy always knows, for example, who's nearly out of gas, how much of each commodity the underground tanks will hold, and how soon the driver will have to make a delivery. She starts the preparation of a delivery invoice to head off any and all phone calls from potentially out-of-gas dealers or customers.

Of course there are irregularities like, say, a shipwreck at Palos Verdes that can double Dealer Doug, Caprine's weekend business and prove the Stacy Paris

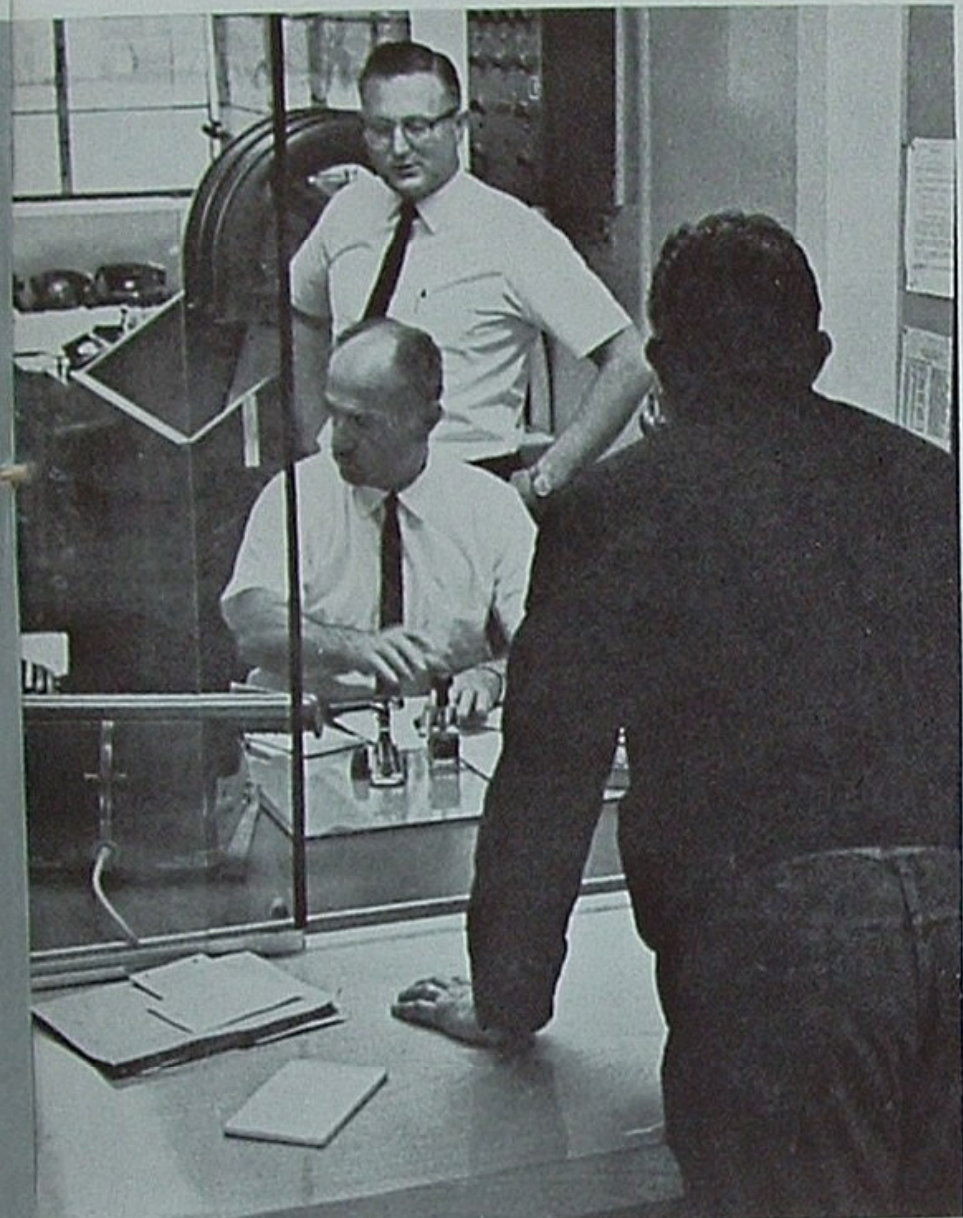
calculations wrong. But generally Miss "IBM" is right on the button. She even *guesstimates* with great accuracy how rain will cut the gasoline consumption in Pasadena and how weekend sunshine will send it soaring at Long Beach. But she does appreciate it when a dealer phones in to say that he's had an anniversary sale, trebled his volume, and might need a special delivery.

Dispatcher Mervin Hostetler takes up the order where Stacy leaves off. With a million gallons of fuel per day to deliver, 26 transports and 72 men to keep busy, his job is about as steady as they come.

Hostetler's vision has to extend far beyond the loading rack just outside his office window. It surveys every street and freeway between terminal and customer. He has to know what time of day or night those routes will

They  
do it  
with  
dispatch

*On extra-busy days, Hostetler and Wally Blaylock, seated, call on "common carrier" driver to assist delivering a few loads.*



*Stacy Paris is our idea of an IBM (Infinitely Better than Man) computer; she keeps a thousand customers supplied with gasoline.*



be the least congested. He has to know within minutes as to how long it will take the transport to get there with its cargo, unload, and get back. Then through a battery of pneumatic tubes at his command, he relays his orders to the loading rack. Within a few minutes one of the 26 transports is taking the shortest and fastest truck route to one of a thousand "76" locations.

Do Company transport drivers ever catch up with their orders, take a breathing spell? Except for their regular days off each week and their holidays and vacations, the answer is "Nopel!" Scheduling is so well arranged at the terminal that every Company vehicle is kept rolling night and day. It stops only for routine washing and maintenance, on rare occasions for mechanical repair.

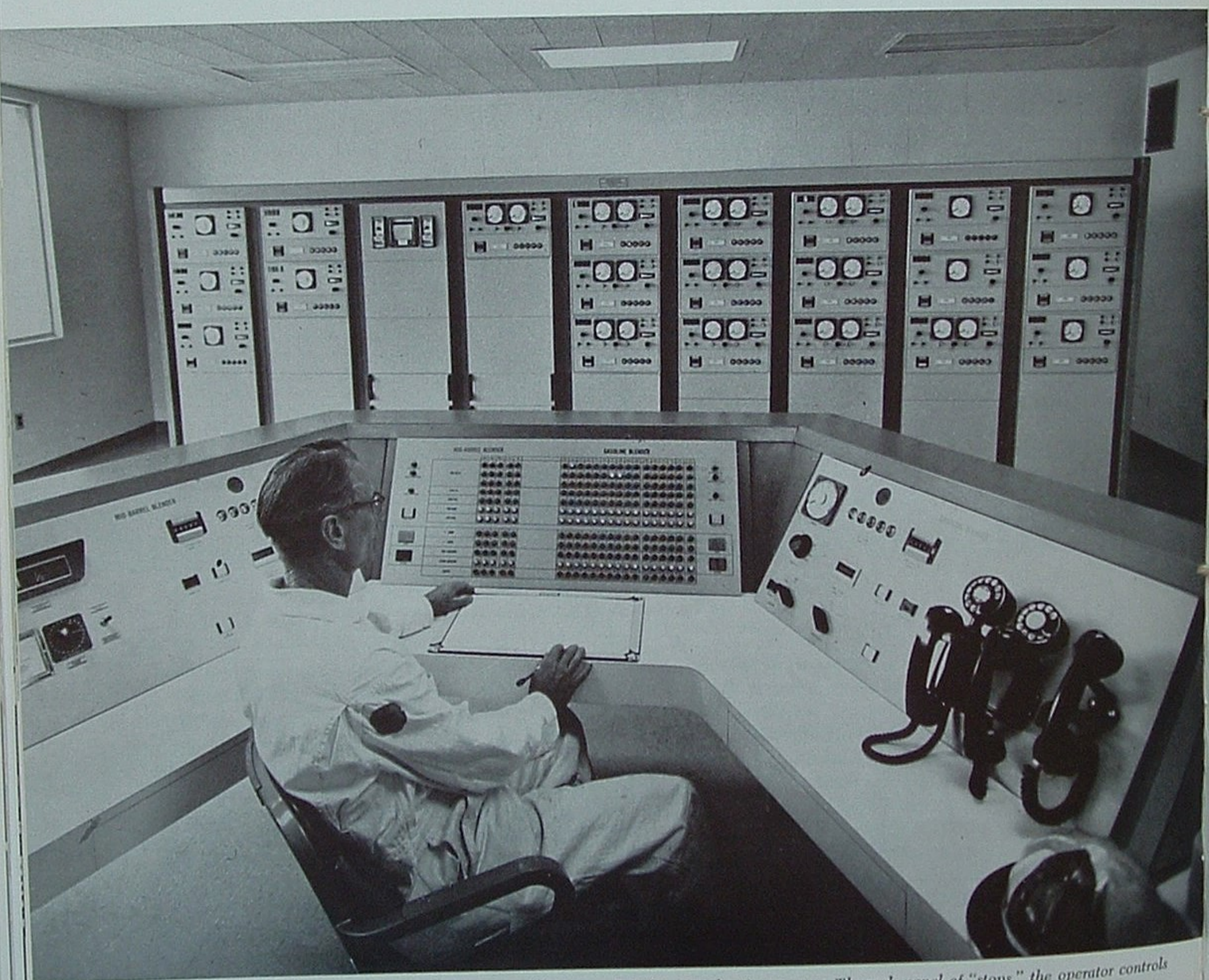
Then how do they handle periodic upsurges in business? Well that is the job of Dispatcher Wally Blaylock. Wally keeps a platoon of "common carriers" at his command. These are outfits who own their own trucks, hire their own drivers, and contract to haul for anybody, anywhere, at a moment's notice. They handle the extra burden at contract rates and spend their "breathing spells" working for others. It is quite a flexible and satisfactory arrangement.

Despite all the smoothness and planning, however, the terminal's present delivery volume of 30 million gallons a month is taxing our products pipeline and loading rack nearly to capacity. Continuing growth in the demand for "76" products may necessitate enlarging all facilities. We'd love such additional expense.

/THE END

*Los Angeles Refinery has perfected  
a unique fuel mixing installation-*

## **THE ELECTRONIC**



*The control panel of the Electronic Blender resembles somewhat the console of an organ. Through panel of "stops," the operator controls motor valves a mile away and sets a pattern for the automatic blending of fuel stocks into exactly specified products.*

# BLENDER

The *Finest* gasoline, as you probably know, is not a single *cut* of petroleum issuing from one of our distillation columns. Instead, one brand of gasoline may contain nearly a dozen stock ingredients, among them, *Platformate*, *Reformate*, light *thermally cracked* gasoline, light *catalytically cracked* gasoline, *alkylate*, a *pentane-hexane* mix, *isopentane*, and *butane*. Each stock has performance characteristics that contribute to a well-balanced blend of gasoline. In addition, our refinery cooks add a pinch of liquid tetra-ethyl lead, inhibitors, dye and other additives to give the finishing touches of excellence.

One of the secrets of this bewitching Pure-Power brew is the mixing of these ingredients. They must be not only exactly manufactured but exactly measured and blended. Thousands of tests and millions of road-miles of experience have gone into our *Finest* fuel recipes.

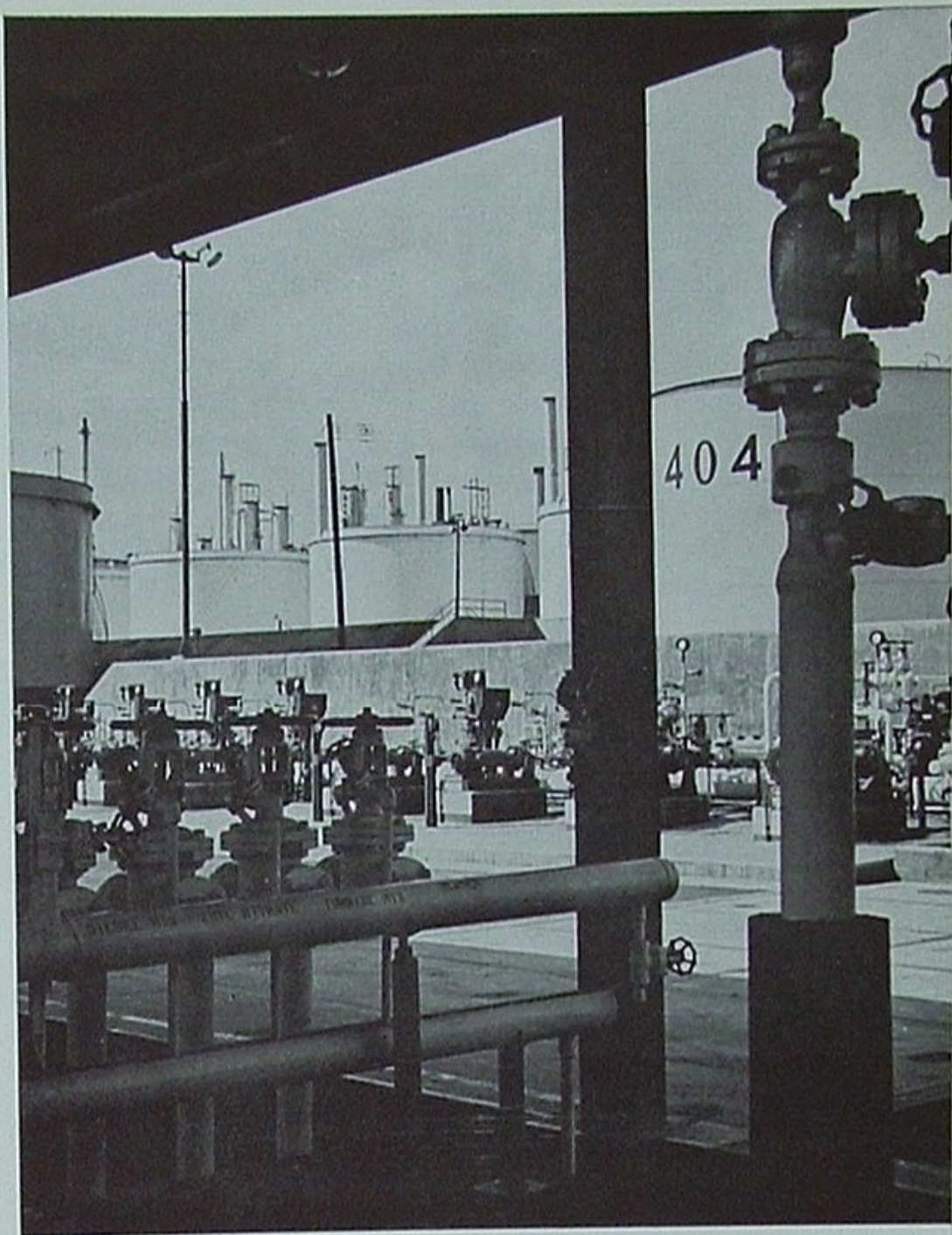
In olden times — say, five years ago, or even today in many refineries — the blending of gasoline ingredients was done in large tanks equipped with electrically operated mixers to serve as stirring ladles. This batch method of mixing is reasonably efficient but it entails too many vessels on the refinery sink. You not only have to have large, costly, space-consuming tanks for each of the ingredients, but others to serve as mixing vessels and a third set to accommodate the blended gasolines. Furthermore, batch blending is slow, hazardous to a degree, and not always conducive to product uniformity.

So, our refinery people put on their thinking caps:

Union's Oleum Refinery near San Francisco responded in 1956 with Unit 76 — a new, 5,000-barrel-per-hour facility that substitutes pipeline blending for tank mixing and is nearly automatic in operation. This unit has continued to operate efficiently at Oleum and is expected to remain in service many years.

But the recent need at Los Angeles Refinery for similar blending equipment, plus additional storage requirements of our Product Quality Program, suggested even further advances in fuel blending equipment.

The outcome is Los Angeles Refinery's impressive



*Complex of "headers," valves and pumps of blender greatly reduces need for costly, space-consuming tanks in background.*

new Electronic Blender the first of its kind ever built. Here, as at Oleum, the blending is done in pipelines, called *headers*, and is continuous at rates up to 5,000 barrels an hour. But the electronic concept has additional features of Union Oil origin.

First off at LAR, a problem arose as to the right location for a blending unit. Storage tanks for gasoline stocks here are located on a northwest portion of refinery property, whereas the tetra-ethyl lead storage, rail connections and refinery shipping center are located nearly a mile distant on the southeast side. To connect each stock tank with a blending unit across this mile of refining units entailed a prohibitive outlay for pipelines and construction. So an entirely new approach was decided upon — blending equipment located in the storage area but operated electronically from the shipping site.

Actually the Electronic Blender is a dual installation, one *header* of which blends motor gasolines, aviation gasolines and jet fuels at rates up to 5,000 barrels an hour, while another section blends diesel fuels and turbine fuel at rates as high as 3,500 barrels an hour.

The lone operator who controls both of the blenders

*Continued*

## The Electronic Blender—continued

simultaneously reminds us somewhat of an organist sitting at the console of a fine cathedral instrument. Before him is an elaborate key-board flanked by panels of meters, recorders, warning lights and other instruments. Had the designers provided a music rack on which to stand the specifications score for, say, "Royal 76," the organ resemblance would be complete.

However, the operator serves more as a critic than a virtuoso at the keyboard. Once the keys and instruments are set to produce the desired blend of fuel, his role is to watch for any indication of *discord* and keep

the system in perfect harmony. Rarely do the electronic controls hit a *sour* note or give him serious trouble.

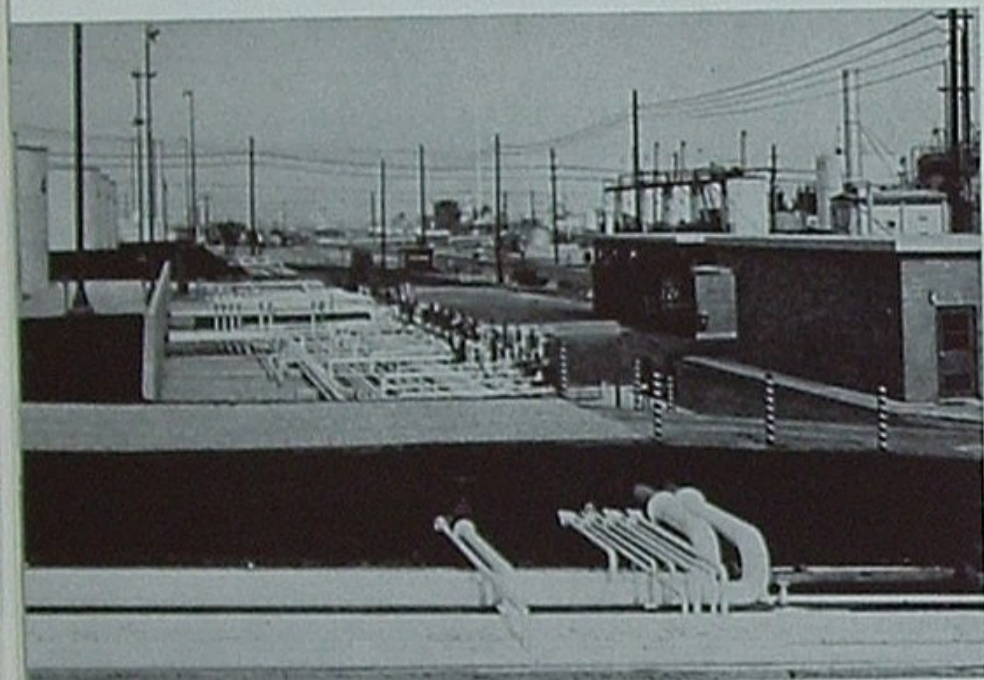
Electric impulses are the nerve signals of this unique system. They flash from the control center through mile-long circuits to the storage area. Here, without human assistance, they open motor valves, measure exact quantities of fuel stocks into the blending *headers*, and pump the mixture toward the control and shipping center. Other impulses contribute small quantities of tetra-ethyl lead, dye and additive solutions. Electrical monitors also keep count of the quantities of each ingredient blended, compare their totals with the amount of finished product being metered out, and put up a fuss if there are any discrepancies.

Still Union Oil takes no chances with its reputation for the *Finest*. At regular intervals, samples of blended fuels are withdrawn from the lines and sent to the Control Laboratory for scientific analysis. If a fuel is ever found to be off-grade, it will be sent back to the bottom of the class and re-processed.

To date, several million barrels of various gasolines, jet fuels and mid-barrel products have been produced through the Electronic Blender. In all cases they have been on-grade. In fact, Los Angeles Refinery is achieving a uniformity of product that surpasses all past records and borders on perfection.

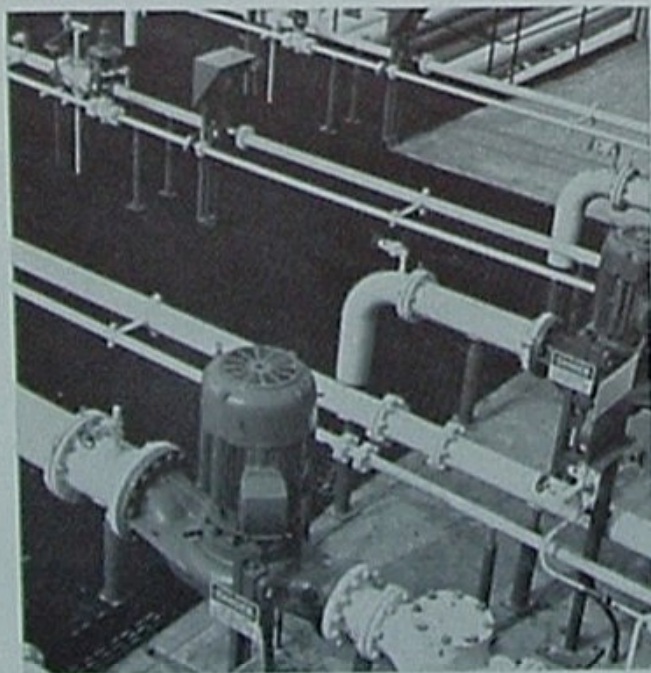
Cost of the blender — \$1,500,000 — is part of the \$17,000,000 Product Quality Program now nearing completion at LAR. It helps to assure the Company continuing leadership in the great quality marathon we entered just 71 years ago.

/THE END



Nerve-center of the unit includes sheltered control room, at right, and pipe manifolds of shipping area.

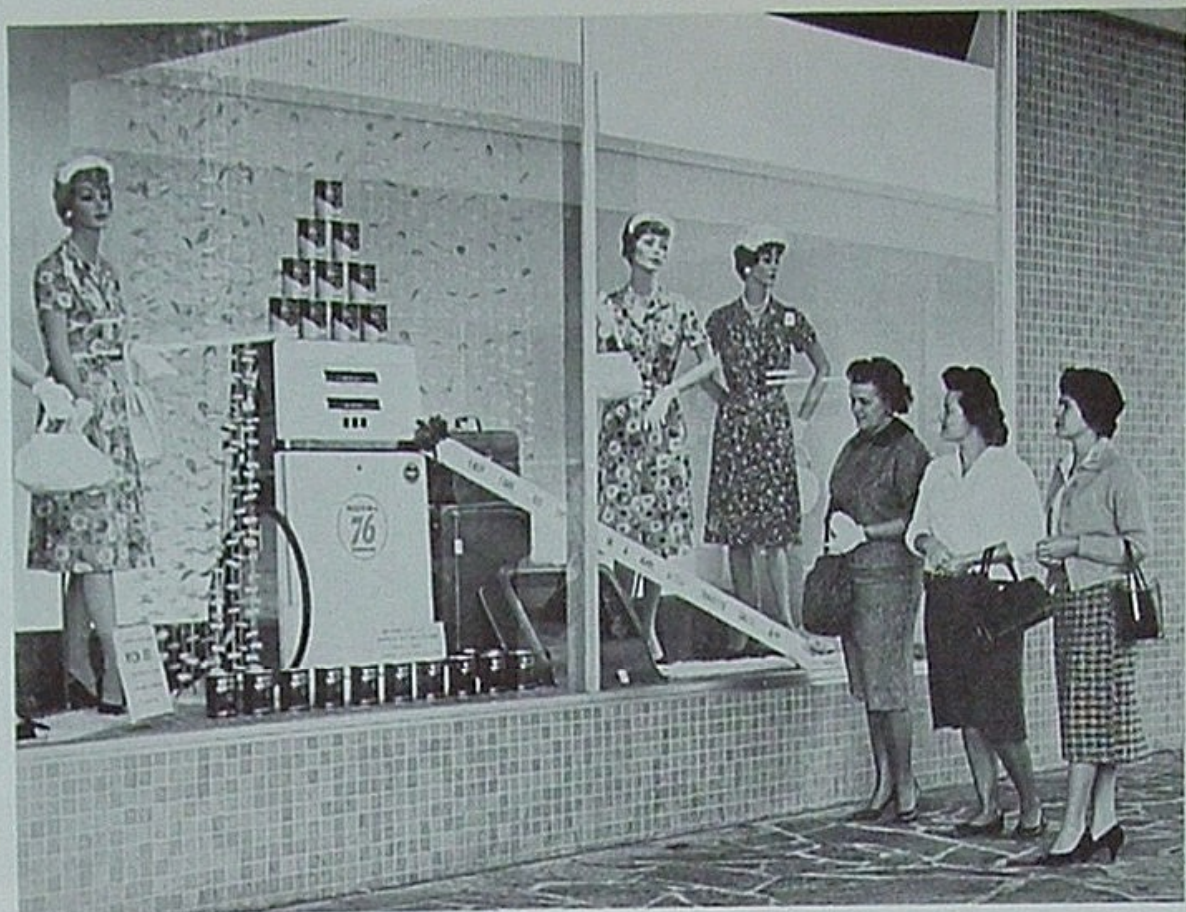
Motor valves installed in pipelines are highly accurate in proportioning various components.



From left are Art Stribley, "Red" Adcock and Jack Hannaman, three Union Oilers whose inventive and engineering talents helped build the blender.



# The Latest and The Finest



This J. C. Penny Company window display at College Grove Shopping Center in San Diego attracted thousands of shoppers during January and February. They saw what the well-dressed woman motorist is wearing this spring, some luggage suggestions on how to carry the beautiful frocks, and Union Oil hints on how to go places with the *Finest*. The "76" pump and oil display were provided through courtesy of Union Oil Dealer Robert R. Morris, whose station flanks an entrance to the shopping center.

Of course, Bob didn't get off scot-free. In a friendly gesture toward the Studebaker Corporation, he filled the gasoline tank of a new 1961 Lark VI with Royal 76

gratis. In turn, the Lark toured San Diego, inviting everyone to come to College Grove and guess how many hours the car would run on this one tankful of the *Finest*. The idea did more to stimulate business than did all the senators in Washington.

Few of us can remember when there wasn't a J. C. Penny Company. Or a Studebaker Corporation. Or a Union Oil Company. All three were born near the turn of this century under rather humble circumstances. They have survived many years of stiff competition through sound and widely-imitated business policies. So it is quite a pleasing coincidence to find them working together for better business in San Diego in 1961.

/THE END



When, from left, John Reed King of Studebaker, Dealer Bob Morris of Union, and Lark Dealer O. B. Davey got together, business picked up in San Diego's College Grove Shopping Center.



**RALPH C. POLLOCK, SR., AT 19 AND 80!** You may recall that several years ago we published a picture of this remarkable Union Oiler doing a handstand on a West Indies beach at the age of 75. Well, he's 80 now — still adding to his nearly 50,000 miles of beach travel — still able to walk on his hands and do 35 or more consecutive pushups. His life-long athletic career included football in the Colorado-Wyoming conference of 60 years ago, when players let their hair grow long in lieu of wearing headgear. Ralph attended Stanford, obtaining his AB degree in 1906 and AM degree in 1912. He worked for 20 years as a chemist in our Research Department before retiring to his up-side-down quest of perpetual youth. Though his home address is Long Beach, you're more apt to find him at Waikiki, Jamaica, Acapulco, or at any swimming hole in between.



**UNION OILERS IN JAPAN** are generous in their praises of these two extraordinary secretaries. Miss T. Sakamoto, above, has served the Company loyally for 10 years and was accorded a luncheon in her honor at the American Club in Tokyo to receive the commemorative service plaque she is holding. Miss Nellie Buckley, below, secretary to Union Oil's Japan sales manager, is also a star performer of classical Japanese dances and on February 5, 1961 gave an outstanding performance at a Shrine of the Universe program sponsored by Maruzen Oil.

from Frank A. Culling



**JACO COMPANY**, a Junior Achievement enterprise sponsored by Union Oil in Seattle, reported a first profit of \$84 and over three months remaining in which to register their biggest sales. Their business project is the manufacture and marketing of 10-foot electrical extension cords. All are Seattle high school students. Their Union Oil advisors standing at right are, from left, L. W. Logan, Darryl Newsham, B. D. Feldkamp and Frank L. Hooper.

from W. I. Martin





**OFF-THE-JOB SAFETY PAYS** at Los Angeles Refinery. These employees, who preferred to be identified only as representatives of the winning team, are shown with the loot they collected for doing their homework in the safest and sanest manner. Refinery employees were divided into five teams. The result: 40% fewer disabling injuries and a 50% reduction in the number of days lost, as compared with the three years preceding 1960.

from Jim Hawthorne



**COMPANY EMPLOYEES OF MIDLAND, TEXAS,** received the United Fund Award for Outstanding Citizenship by reason of their generous contributions to charity. Louis Beville, seen holding the plaque, was chairman of the office fund-raising effort and received an individual certificate of merit for his work.

from Marguerite Pine



## in focus

**LLOYD COLEMAN,** left, consignee at Wellton, Arizona, has been installed as the new president of Wellton Kiwanis Club. First to congratulate the Union Oiler was Al King, right, a district governor of Kiwanis.

from D. R. Jessup



**DAVE FRELIGH,** center, son of Foreman Everett Freligh at Los Angeles Refinery, received a grand prize of \$25 and a case of Royal Triton motor oil for suggesting "Facts & Figures" as the title of a quarterly newsletter being published by the refinery credit union. Presentation was made by Harley Wagle, left, and Bob Schultz.

from Jim Hawthorne







MRS. S. D. REINER, left, whose husband has contributed many Los Angeles Refinery story items to SEVENTY-SIX, is seen receiving the Luther Halsey Gulick Award, highest national symbol of recognition by the Camp Fire Girls Council. Meanwhile, husband Stan Reiner, right, was recipient of the National Golden Jubilee "Ernest Thompson Seton" Award for his outstanding service with the Compton Council, on which he has served as committee chairman, director and president.

from Jim Hawthorne



RETAIL CONSIGNEE GORDON CHRISTOFF, driving, appears to be permanent chairman of the March of Dimes at Downey. His technique is to call out a "Bucket Brigade" of Marines, who "land" on everybody with a dime between San Diego and Los Angeles. They've averaged \$23,000 a year during the past eight years, so nobody suggests letting "Chris" off the hook.

from J. L. Board



"I'M DOGGONED SORRY about this but my master, Mr. Seymour Malmuth, took so much pride in his new Union Oil Gold Card that I figured one of us would have to go — the Gold Card or me. I tried chewing it to pieces but that plastic is tougher than the thigh bone of Paul Bunyan's ox. I chewed it less than it chewed me. So you might as well send him another one. He says please."



LESLEY GARRIS, daughter of Dispatcher Russell G. Garris at San Diego Terminal, won a Gold Achievement Key in the Southern California regional Scholastic Art Awards contest. Being also a Blue Ribbon Award winner, she has qualified her art entry for a national contest at New York on May 1 to 12. Regardless of her artistic skill, Lesley insists that her foremost ambition is a nursing career.

from W. I. Havland



# Studying for their Master's Degree

Ten men currently attending a series of training meetings at Union Oil Research Center hardly appear to fit the role of under or upper classmen. Some of them seem a little too mature to learn new tricks. In fact the 10 students average 25 years each of Company service — an experience total of 250 years. Why would an oil company pick such veterans for special training?

Therein lies an interesting development:

Sensing the need in each of our Marketing divisions for a master-mind to whom both customers and employees might go for the right petroleum answers, the Company asked for nominations from sales fields. These 10 were the men nominated by some of their fellow employees as being the most eligible.

Next it was decided to test the nominees. The help of qualified people inside and outside the Company was sought to prepare a rigid examination. It was important to measure the nominees regarding their knowledge of chemical and mechanical engineering, petroleum products, and product application. Somebody recommended making the exams tough enough that every student would fall considerably short of perfection and thus realize the need for further education.

Among easier questions asked on the 20-page examination were the following:

What class of material is removed by each solvent used to treat Triton oils?

The Edeleanu Process accomplishes what purpose?

What is the primary goal of cracking processes?

No. 90 Neutral Oil has an acid solubility of 15%. Would this limit its sale directly to an apple grower as

a spray? Why?

Define "octane number" in terms of the chemical composition of the primary reference fuel.

What performance requirements would determine the selection of an air-blown asphalt; a steam-blown asphalt? And why?

Then the quizz really got nasty!

But these 10 veterans surprised everybody, especially themselves. A few may have learned that an imperfect grade can get you into school as well as out of it. They proved to their examiners that 250 years of oil experience is a great personal and Company asset.

Following six training sessions of about 10 days each at Research Center, the graduates will report to their respective divisions as commercial sales engineers. An important part of their work, in addition to serving as technical consultants in sales fields, will be the training of other marketing personnel regarding petroleum products and their proper application. Every man of them is also a master salesman.

The Class of 1961 are, from left, C. A. Goughnour of California Central Division, H. W. Widener of Hawaii Division, S. L. Jackson of Oregon Division, George F. Williams of Northwest Division, E. B. Lien of California North Coastal Division, J. S. Bassett of Glacier Division, M. K. Carter of California South Coastal Division, J. G. Myer of California South Coastal Division, B. M. Schwalm of California North Coastal Division, and R. M. Piatt of Southwest Mountain Division. W. P. Lakin, holding a petroleum molecule model at right, is the Research Center's choice of professors.

/THE END



# New E. M. P. Administrators

## Abbott and Huffman win in election

Laura N. (Babe) Abbott and Dr. Hal C. Huffman have been elected to the Board of Administrators of the Employees Medical Plan as a result of the recent balloting. The two successful candidates won in a close election over F. Marion Knight, Home Office, and Paul K. Noland, Gulf Division.

"Babe" becomes the first woman member of the Board.

Mrs. Abbott and Dr. Huffman replace J. H. White and Dr. W. E. Bradley, and will serve for three years.

The Employees Medical Plan had its beginning in 1915, when the Company became one of the pioneers in the field of group plans designed to provide employees with medical care at a reasonable cost.

During the first 15 years of its existence, the Plan was administered by the Company. However, since 1930 its affairs have been conducted by employees elected by fellow-members of the Plan.

The Board of Administrators of this 46-year-old plan is composed of six members. In addition to Mrs. Abbott and Dr. Huffman, the present board members are: T. W. Proudfoot, chairman; J. L. Stair, J. G. Baird, and Frank Heckel. Advisors to the Board are: Dr. Richard Call, medical; Sheldon C. Houts, legal; H. J. Law, Industrial Relations. D. S. Povah is the secretary.

Over the years, successful employee administration has brought continued success and improvement to the E.M.P. — a plan generally considered second to none.

/THE END

Laura N. Abbott



Dr. Hal C. Huffman



## RETIREMENTS

April 1961	Service Date
RAYMOND V. BLANCHARD <i>Production-Automotive</i>	Sept. 28, 1942
RALEIGH S. CHAMBERS <i>Northwest Division</i>	Aug. 28, 1931
JAMES R. ELLIS <i>Field-Cut Bank</i>	March 30, 1938
EVERETT L. GRAY <i>Los Angeles Refinery</i>	Dec. 20, 1944
GLENN A. LUNDEEN <i>Los Angeles Refinery</i>	October 10, 1944
CHARLES E. MARKEY <i>Marine Department</i>	Sept. 9, 1933
HAROLD L. McCARTY <i>Field-Bakersfield</i>	April 4, 1921
JOHN L. NICELY <i>Comptroller's - H.O.</i>	July 29, 1929
FRED PHILBRICK <i>Northern Pipeline</i>	Oct. 22, 1920
JOHN S. SWANSON <i>Comptroller's - H.O.</i>	June 30, 1922
RAYMOND M. TEAL <i>Comptroller's - H.O.</i>	Nov. 3, 1919
THOMAS WICKHAM <i>Northern Pipeline</i>	March 5, 1923

## IN MEMORIAM

### Retirees:

FRANK F. HILL <i>Production Department and Special Representative</i>	March 15, 1961
JAMES H. LAWRENCE <i>Production Department</i>	March 4, 1961
NELS N. NELSON <i>Oleum Refinery</i>	February 18, 1961
GRACE OXBY <i>Disbursements Div. - H.O.</i>	March 30, 1961
LLOYD J. ROGERS <i>Central Wholesale Mktg.</i>	March 26, 1961
FRANK SULLIVAN <i>Northern Div.</i>	February 22, 1961
DONALD B. WELLS <i>Klamath Falls, Oregon</i>	March 3, 1961
BENJAMIN R. WILLIAMS <i>Central Div. Garage</i>	March 1, 1961

### Employees:

ARTHUR P. LEMPP <i>Dist. - Calif. No. Cst. Div.</i>	March 18, 1961
MARLON T. MOORE <i>Los Angeles Refinery</i>	March 20, 1961

## EMPLOYEES

April 1961

### 40 YEARS

HAROLD L. McCARTY .....Field—Northern Div.  
THOMAS J. PAGE .....Field—Southern Div.  
CAMERON C. STEWART .....Field—Southern Div.

### 35 YEARS

CLARENCE H. ABERNATHY .....L.A. Refinery  
FRANK T. CARPENTER .....L.A. Refinery  
CHARLES W. CRAWFORD .....Field—Northern Div.  
VERNON B. FOSTER .....L.A. Refinery  
ANTONIO A. FRANCIS .....Oleum Refinery  
VIVIAN D. HULBERT .....Mktg.—N.W. Div.  
EVERT T. INGRAM .....Field—Southern Div.  
HUGH KEEGAN .....Field—Southern Div.  
SVERRE KROGSRUD .....Field—Southern Div.  
JOSEPH M. KUNKEL .....Treasury—H.O.  
ROBERT L. LAUENSTEIN .....Field—Northern Div.  
HOWARD K. MITTS .....L.A. Refinery  
HAROLD W. SANDERS .....Executive—H.O.  
CHARLES J. SHEPARD .....Field—Southern Div.  
WILLIAM TOMASINI .....Pipeline—Northern Div.  
RALPH M. WESCOTT .....Pipeline—Southern Div.

### 30 YEARS

STANLEY R. AUSTIN .....Oleum Refinery  
WILLIAM E. BRADLEY .....Research—Brea  
ROBERT E. DALBECK .....Econ. & Plan.—H.O.  
RICHARD D. O'CONNELL .....Research—Brea  
HAROLD H. PENHALE .....L.A. Refinery  
JOHN D. ROSENGA .....Mktg.—Calif. So. Cst. Div.  
JONATHAN V. WEBSTER .....Field—Northern Div.

### 25 YEARS

FRANK E. DREYER .....Expl.—Dominguez  
ERVIN H. GOLISCH .....Comptrollers—H.O.  
CHARLES D. HOLEMAN—Mktg.—Cal. So. Cst. Div.  
FRED S. READER .....Mktg.—N.W. Div.  
IVAN L. ROBERTSON .....Oleum Refinery  
HORACE A. SKINNER .....Comptrollers—H.O.  
MERVYN L. THOMAS .....Field—Glacier Div.

### 20 YEARS

MATTHEW B. BARULICH .....Oleum Refinery  
SAM BODZIN .....Mktg.—Cal. So. Cst. Div.  
CLAWSON C. BOWMAN .....Purchasing—H.O.  
DAVID C. BRADSHAW .....Oleum Refinery  
DAVID A. BRYSON .....Purchasing—H.O.  
BERKELEY K. BUTT .....Oleum Refinery  
RAY A. HENDREN .....Mktg.—Cal. So. Cst. Div.  
HAROLD A. JOHANSON .....Oleum Refinery  
JOHN H. POLLEN .....Oleum Refinery  
WM. A. VON DER HEIDE .....Oleum Refinery  
DAVID C. WRIGHT .....L.A. Refinery  
JOSEPH A. MORENO .....Field—Southern Div.

### 15 YEARS

FRANK P. AIELLO .....Oleum Refinery  
CLIFFORD F. ALLEE .....Orcutt Refinery  
HERMAN W. ASHER .....L.A. Refinery  
ALLEN C. BARNES .....Oleum Refinery  
ALBERT M. BENDITO .....Oleum Refinery  
THOMAS E. BLACKMAN .....L.A. Refinery  
ROBERT H. BUNGAY .....Eng. & Const.—H.O.  
CHESTER A. BUSTER .....Oleum Refinery  
ERIN P. CARTER .....Oleum Refinery  
JOHN CEBALLOS .....Oleum Refinery  
MANUEL J. COSTA .....Orcutt Refinery  
CARL E. CRAFTON .....Oleum Refinery  
WILFORD J. CRAIG .....Pipeline—Southern Div.  
RICHARD W. DUDLEY .....L.A. Refinery  
GEORGE A. FARNUM .....Orcutt Refinery  
JAMES M. GARRETT .....L.A. Refinery  
RUSSELL H. GARRETT .....Field—Northern Div.  
GUY M. GEARING .....Orcutt Refinery  
EDWIN GILBERTSON .....Orcutt Refinery  
JACK M. GOLOVICH .....Oleum Refinery  
GEORGE A. GORANSON .....Pipeline—So. Div.  
VALERIA GRIFFEL .....Comptrollers—H.O.  
DONALD L. GUSTIN .....Mktg.—Calif. Cent. Div.  
WILLIAM E. HAM, JR. .....Research—Brea  
COHEN C. HAMILTON .....Oleum Refinery  
HAROLD L. HAMILTON .....Orcutt Refinery

## SERVICE

BIRTHDAY



AWARDS



ROBERT L. HARSIN .....Orcutt Refinery  
WILLIAM L. HOBBS .....Field—Northern Div.  
JESSIE C. HOFFMAN .....Oleum Refinery  
JAMES L. HOLT .....L.A. Refinery  
CLYDE HOON .....Orcutt Refinery  
GORDON E. JACKSON .....Oleum Refinery  
PAUL KLEE .....L.A. Refinery  
F. MARION KNIGHT .....Purchasing—H.O.  
WILLIAM L. LEVY .....Orcutt Refinery  
LEON B. LEWIS .....Pipeline—Southern Div.  
E/ANGELINE P. LIPPY .....L.A. Refinery  
JAMES M. LOUGHRIDGE .....Oleum Refinery  
FRED G. MANDES .....Pipeline Southern Div.  
CARL T. MARSHALL .....Oleum Refinery  
STELLA M. MEZZANATTO .....Comptrollers—H.O.  
MILDRED B. MILLER .....Comptrollers—H.O.  
JAMES L. MURPHY .....Orcutt Refinery  
JOSEPH M. MURPHY .....Oleum Refinery  
VERNON H. NUSS .....Oleum Refinery  
ARCHIE B. PATTERSON .....Oleum Refinery  
RUTH K. PENHALE .....L.A. Refinery  
ROY B. RABY .....Oleum Refinery  
ATILANO M. RAZO .....Orcutt Refinery  
ENOCH ROGERS .....L.A. Refinery  
AMADOR P. RUBIO .....Orcutt Refinery  
OTTO A. SALO .....Santa Maria Refinery  
EDWARD G. SOUZA .....Oleum Refinery  
JAMES C. SWEET .....Oleum Refinery  
STANLEY W. WEINRICH .....Mktg.—Cal. So. Cst. Div.

### 10 YEARS

LEONARD L. BARDIN .....Pipeline—Northern Div.  
ROBERT E. BERBERET .....Research—Brea  
VERA L. BERNTH .....Research—Brea  
ELIZABETH M. BLUM .....Prop. Admin.—H.O.  
JOHN T. BOBP .....Field—Southern Div.  
ROBERT H. BRAUN .....L.A. Refinery  
RICHARD E. CALDWELL .....Mktg.—N.W. Div.  
WILLIAM J. FLYNN .....Mktg.—Cal. Cent. Div.  
RUSSELL L. FOWLER .....L.A. Refinery  
LEE W. GADBERRY .....Mktg.—Cal. Cent. Div.  
WILLIAM H. GALENTINE .....Field—Northern Div.  
JOSEPH C. GARVEY .....Mktg.—Cal. Cent. Div.  
ALLYN B. HENDERSON .....Exploration—Land  
DONALD C. HOLLOWELL .....Research—Brea  
ROY A. HOOPER .....L.A. Refinery  
GEORGE R. JOHNSTON .....L.A. Refinery  
LAWRENCE R. LEEK, JR. .....Field—Northern Div.  
CLAYTON A. LONG .....Mktg.—S.W. Mtn. Div.  
JOHN R. LORGE .....L.A. Refinery  
IRENE A. LUND .....Research—Brea  
HARRIET S. MORRIS .....Field—Southern Div.  
HELEN C. MYER .....Eng. & Const.—H.O.  
HANK G. NICHOLS .....Field—Northern Div.  
JOHN C. PEARSON .....Field—W. Texas Div.  
HARRIET J. ROBERTSON .....Compt.—Canadian Div.  
VERNON E. RUTHERFORD .....Expl.—Orcutt  
EDISON L. SUTTON .....Pipeline—Southern Div.  
STEPHEN P. TWOHY .....Treas.—Seattle  
BESS E. WARNER .....Expl.—Foreign Oper.  
CHARLES N. WHITESIDE .....Oleum Refinery  
CHARLES J. WILLISON .....Econ. & Plan.—H.O.  
HENK WORIES .....Expl.—Foreign Oper.

## DEALERS

April 1961

### 40 YEARS

JOHN GRIGG .....Hackberry, Arizona

### 30 YEARS

MC KALES, INC. ....San Francisco, California  
RUSSELL BROS. ....Covina, California

### 25 YEARS

SAM MALKOVICH .....Claypool, Arizona  
E. R. NEIL .....Pope Valley, California  
JAMES VAUGHN .....Springville, California  
C. A. WHEELER .....Indian Wells, Arizona  
GILBERT YORBA .....Santa Ana, California

### 20 YEARS

G. R. BOHANNAN .....Downey, California  
FIRESTONE SERVICE STATION .....Lewiston, Idaho  
FIRESTONE SERVICE STORE .....Chico, California  
FIRESTONE STORE .....San Jose, California  
GERALD HICKMAN .....Las Vegas, Nevada  
LOUIS MALKIN .....Los Angeles, California  
A. F. NELLESEN .....Anaheim, California

### 15 YEARS

CONWAY MOTOR &  
MACHINE CO. ....Conway, Washington  
PADRE SUPER SERVICE .....Bakersfield, California  
RAYMOND SCHMUTZLER .....Jackson, California  
JOHN W. SCHOEDEL .....Spokane, Washington  
WM. A. SCHOEDEL, JR. ....Spokane, Washington  
J. SZILAGYI .....Los Angeles, California  
WARBY SERVICE .....Beaver, Utah  
B. J. WAREHAM .....Beverly Hills, California

### 10 YEARS

BERCUT-RICHARDS SUPER  
SERVICE .....Sacramento, California  
E. S. CHANDLER .....Lewiston, Idaho  
GEORGE GARDNER .....Costa Mesa, California  
ADA M. HANNIGAN .....Maupin, Oregon  
FRED KLOHS .....Springbrook, Oregon  
M. E. SANDERS .....La Habra, California  
HAROLD W. SHERMAN .....Marysville, Washington  
GUSSIE G. SPEARS .....Mettler, California

### 5 YEARS

DONALD C. BUNYARD .....Empire, Oregon  
HARVEY CONOUR .....Bellingham, Washington  
ERLE COOK .....San Francisco, California  
PHILIP W. CRAMPTON .....Kailua, Hawaii  
J. D. DICKINSON .....Sacramento, California  
E. J. DICKSON .....Bremerton, Washington  
HOWARD F. EMMICK .....Olympia, Washington  
THOMAS FILLPETTI .....San Jose, California  
D. L. GREEN .....Lost Hills, California  
HERMAN J. HELLMAN .....San Mateo, California  
CLINTON HODGES .....Sun Valley, California  
GILBERT A. NICHOLS .....Santa Cruz, California  
R. A. PETERSON .....N. Sacramento, California  
CHESTER E. RILEY .....Carnation, Washington  
SPENGLER'S GARAGE .....Live Oak, California  
SUNSET GROCERY .....West Linn, Oregon  
A. P. TOMASINI .....Los Angeles, California  
JAMES A. VILLATA .....Seattle, Washington  
F. R. WILLIAMSON .....San Bruno, California  
Service Birthday Awards—Consignees-Distributors

## CONSIGNEES - DISTRIBUTORS

April 1961

### 35 YEARS

GEORGE A. COLLINS .....Salinas, California  
W. D. LAMAR .....Silverton, Oregon  
G. C. SCOLES .....Fillmore, California

### 30 YEARS

ADAIR WILSON .....Yreka, California

### 25 YEARS

C. R. MACKENZIE .....Hemet, California  
CARLTON N. MELL .....The Dalles, Oregon

### 10 YEARS

BOICE & BARBEE .....Nogales, Arizona  
C. H. LYON .....El Centro, California

UNION OIL COMPANY OF CALIFORNIA

P. O. Box 7600

Los Angeles 54, California

# Louise & Martha

For two coeds, our 70<sup>th</sup> report card



Louise and Martha Cummings are sisters, Californians and college students.

They are also two of the over 65,000 people who own shares in Union Oil. This is our report to them on our 70th year of business.

Our customers paid us the record amount of \$535,631,000.

We spent 60% of our customers' dollars—or \$318,498,000—with some 18,000 other companies and individuals with whom we do business.

Taxes took 22%—or \$117,232,000. Of this amount, \$91,954,000 were the fuel taxes. The rest—\$25,278,000—was paid to over 1,000 local, State and Federal tax collectors.

Wages and other benefits for our employees and their families amounted to 12%, or \$65,423,000 of our income.

This left us 6%—or \$34,478,000 as net profit. Over 43% of these earnings—\$14,942,000—was payable in cash dividends\* to these girls and our more than 65,000 other shareholders as a return on their investment.

The balance of our net earnings—4% or \$19,536,000 of our customers' dollars—we reinvested in the business to expand and modernize facilities.

Since the Cummings sisters were born some 20 years ago, Union Oil has gone from 91 million dollars in annual sales to over half a billion.

Today, behind each of the 8.7 million shares of Union Oil stock, there are more than 61 barrels of liquid petroleum reserves... more than 463,000 cubic feet of natural gas reserves... large investments in refinery, transportation and market facilities... large investments, too, in research laboratories.

*\*(In addition, a 4% share dividend was paid during 1960.)*

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

Union Oil Company OF CALIFORNIA



THE WEST'S MOST EXPERIENCED GASOLINE REFINER