




SEVENTY <sup>76</sup> SIX

Union Oil Company of California

July 1961



## How to build a bigger and better future

*From Los Angeles  
Invest in America Committee*

A million new jobs a year call for at least \$17,000 new capital investment per job—seventeen billion dollars per year! And at least another twenty billion dollars a year will be needed to maintain the plants and machinery for the present jobs. Where is the money coming from?

From the same sources of capital that have provided it in the past . . . savings in the form of retained earnings of corporations and the savings of the American people . . . your savings, we hope. Freedom under the American way of life has given you the tools and the incentive to do your part by contributing your work, savings and investments.

**WORK**—where and how you choose

**SAVE**—as much as you can, and regularly

**INVEST**—your savings where and how you choose . . . in a savings account, in a home, in life insurance, in a local store, in stocks or bonds.

Only with the collective savings and investments of the American people, representing a product of their work, can America continue to build the bright future envisioned for tomorrow.

And tell the world about America's future! Why is it worth working for?

. . . because the past has shown that no other economic and political system produces the blessings we enjoy. Let every proud American become a missionary for the principle of free America.

Tell the world, "I am a capitalist! I invest in America!"

*The capital investment per Union Oil job far exceeds the national average; your kit of tools now costs over \$130,000.*

# SEVENTY<sup>76</sup> SIX

Union Oil Company of California

Volume 5, Number 6

July, 1961

**THE COVER:** Our July salute to the national emblem highlights the world's tallest flagpole at Calipatria, California, and the events that led to its erection. See Page 2.

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76

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

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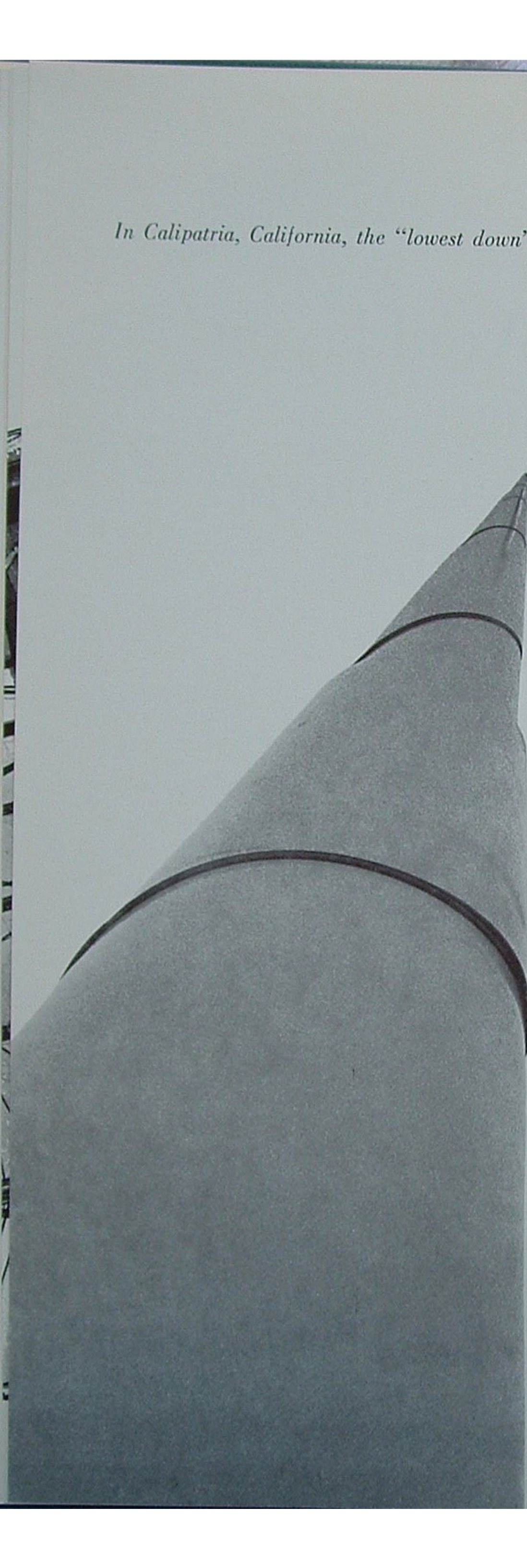
Would you  
sign  
your name  
to that  
last piece  
of  
work  
you  
did?

Where is the man who is proud of his work?  
Where is the man who would eagerly sign his name to the job he just completed?  
Where is the man who builds a product of "lasting solidity and exactness of beauty"?  
The careful man who loves his tools, who takes a walk before bedtime and thinks about his job . . .  
Is he being ploughed into history by featherbedding, planned obsolescence, indifference?  
Doesn't a man who unashamedly builds an inferior product tarnish himself and his industry?  
Will the people of the 21st century collect our handiwork as proudly as we collect that of the 19th century?

*Reprinted from Newsweek*

*In Calipatria, California, the "lowest down" city of the Western Hemisphere, rises*

# THE WORLD'S TALLEST FLAGPOLE



On this Fourth of July, 1961, the community of Calipatria will be baking at 100 degrees or more under the summer sun of California's Imperial Valley. Most of the 2500 citizens probably will elect to head for the mountains, the cool beach or the cool air conditioning. But wherever they celebrate the holiday, their view will rise 184 feet above the valley to the summit of the world's tallest flagpole. There at the masthead they will see the Star Spangled Banner proudly rippling in the breeze — and will recall the heart-stirring events that placed it there:

The idea of a flagpole for Calipatria originated more than a decade ago in the mind of Edward H. Rademacher, a merchant and now the city's mayor. Aware that his fellow citizens boasted of living in the "lowest down city in the Western Hemisphere," 184 feet below sea level, Ed thought it might be a good stunt to illustrate how low the "lowest" meant. Why not erect a 184-foot flagpole, which would raise Old Glory to the exact level of the Pacific Ocean?

No one except Ed had much enthusiasm for his idea. It would take a lot of flagpole to rise 184 feet. In fact, an engineering estimate revealed that the 16-story shaft would have to be made of special steel tubing — two feet in diameter at the base and tapering to 5 inches at the top — anchored 18 feet underground in a block of reinforced concrete weighing 82,000 pounds. "Too costly; the town can't afford it!" was the usual response.

Ed Rademacher hardly had enough enthusiasm to stand the \$10,000 or more of expense alone. So time marched on in Calipatria.

When World War II broke out, the Japanese residents of Imperial Valley were sent off for the "duration" to a relocation center near Parker. Among them were Harry Momita and his wife Helen. Harry had

lived in the United States since the age of 8 — worked on his father's asparagus farm on the Sacramento River — graduated from University of Southern California's College of Pharmacy — and operated a drug store at El Centro from 1934 to 1942. His wife was an American-born Japanese. Neither of them voiced serious complaint when the passions of war interrupted their freedom and cost them the loss of a prospering business.

At war's end in 1945, the couple returned to Imperial Valley despite "No Japs Wanted" appearing on a number of buildings and signs. They opened another store in El Centro, then, in 1952, moved to Calipatria.

The Momita drug store in Calipatria developed gradually into a center of good will. Helen Momita countered the first indications of bitterness with neighborly generosity. She opened the drug store every morning and invited everyone to come in for free coffee. Hostilities ceased. Soon there was no race problem whatever in the "lowest down city" and, if anyone had conducted a Mrs. Calipatria contest, Helen would have given the other nominees a run for their money.

Then tragedy struck. Enroute one evening to visit relatives in Long Beach, the Momitas were involved in a head-on auto collision. Helen was killed instantly. Harry, severely injured, was taken to a hospital.

As soon as word of the tragedy reached Calipatria, Ed Rademacher hurried to the hospital bedside of Harry Momita. After conveying his personal sympathy and that of the entire city, the mayor made an extraordinary suggestion. He knew that Helen's funeral ex-

penses and Harry's hospital stay would be costly. Therefore, would Harry consent to turning over his keys and letting neighboring merchants run the drug store during the long convalescence?

If Harry Momita carried any grudges in his heart, they were immediately erased. He handed over the keys to his drug store. A few days later, Ed Rademacher returned to the hospital room with heartening news. The drug store was open, running, and doing a good business. Scores of people had volunteered to help. Furthermore, everybody in town had donated to a floral fund in memory of Helen. Ed pulled from his pockets over \$500 sent by the "coffee club."

Though Harry Momita wept with gratitude at this report, he gestured negatively toward the funeral offering. No, he was positive, his wife, if living, would never consent to so much money being spent for her floral tribute. Wasn't there some way the money could be returned to Calipatria? "Say, why don't you use the \$500 to help erect that flagpole you've wanted?"

Thus began an unprecedented series of events. Ed relayed the suggestion and the money back to town. Newspapers picked up the story. National magazines eulogized the Japanese couple. Money rolled in not only from Imperial Valley but from distant American cities and even from "across the pond." And out of it in the "lowest down city" grew the world's tallest flagpole — dedicated to "Good Neighborliness."

That is what so proudly we hail on this month's cover of SEVENTY-SIX!

/THE END



From left, Mayor Edward H. Rademacher, Merchant Franklin Garrett and Union Oil Consignee Jack Flournoy are citizens of the "lowest down city" and sponsors of its flagpole.

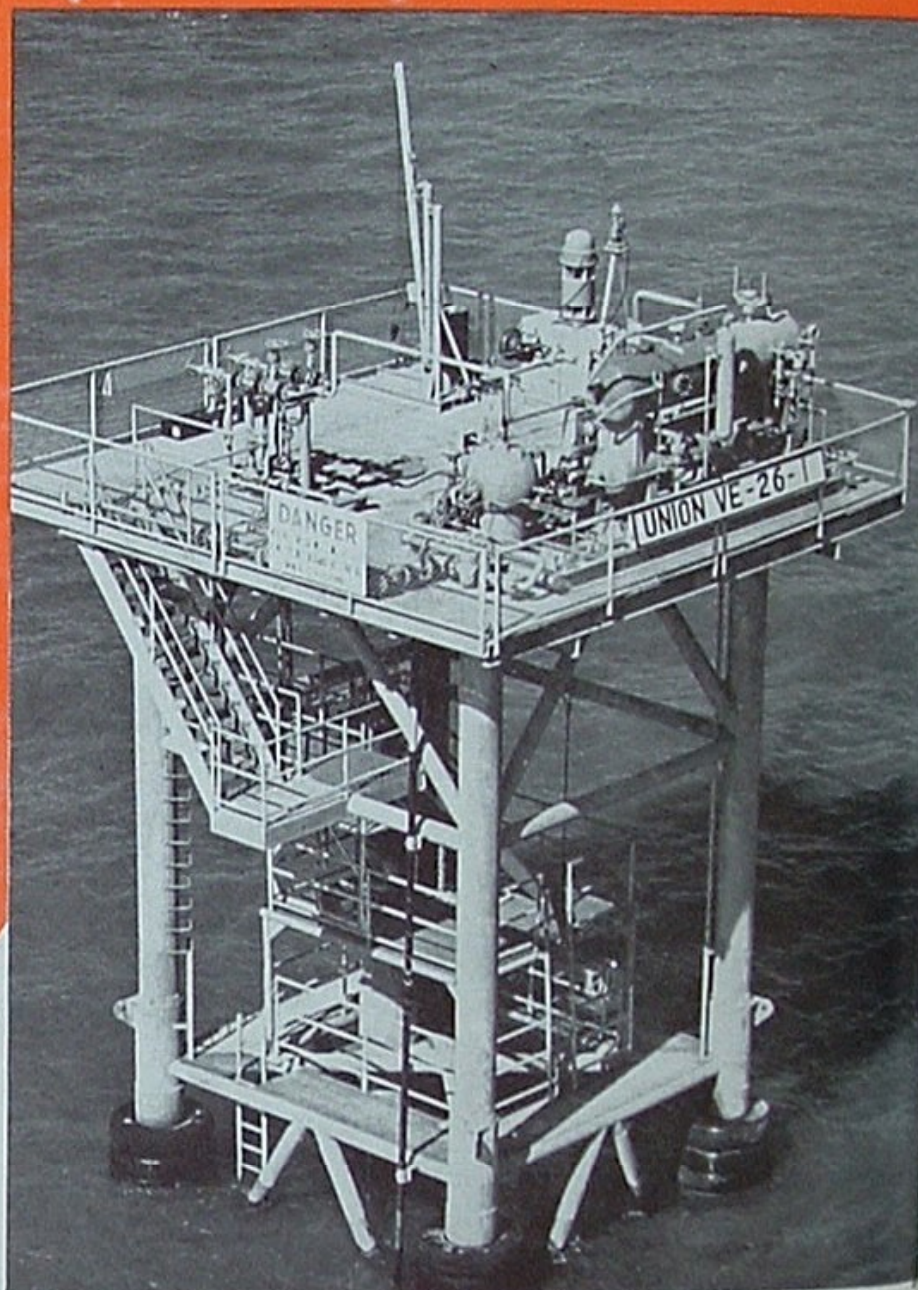
The "tiger killing" relief well is now a good domestic producer.

*Our Gulf personnel have transformed a wild well into the Division's most productive gas field:*

# they've domesticated the tiger

In the January 1957 issue of this magazine we described the blowout and eventual control of a Union Oil exploratory well offshore in the Gulf of Mexico. The title of the report, you may remember, was "Tiger by the Tail."

The battle to control that high-pressure gas eruption began June 7, 1956, and continued for 162 days. Both the offshore platform and rig were toppled by a gas-dug crater and buried deep in the mud. The escaping gas was ignited as a safety measure, creating a spectacular though silent fire on water.

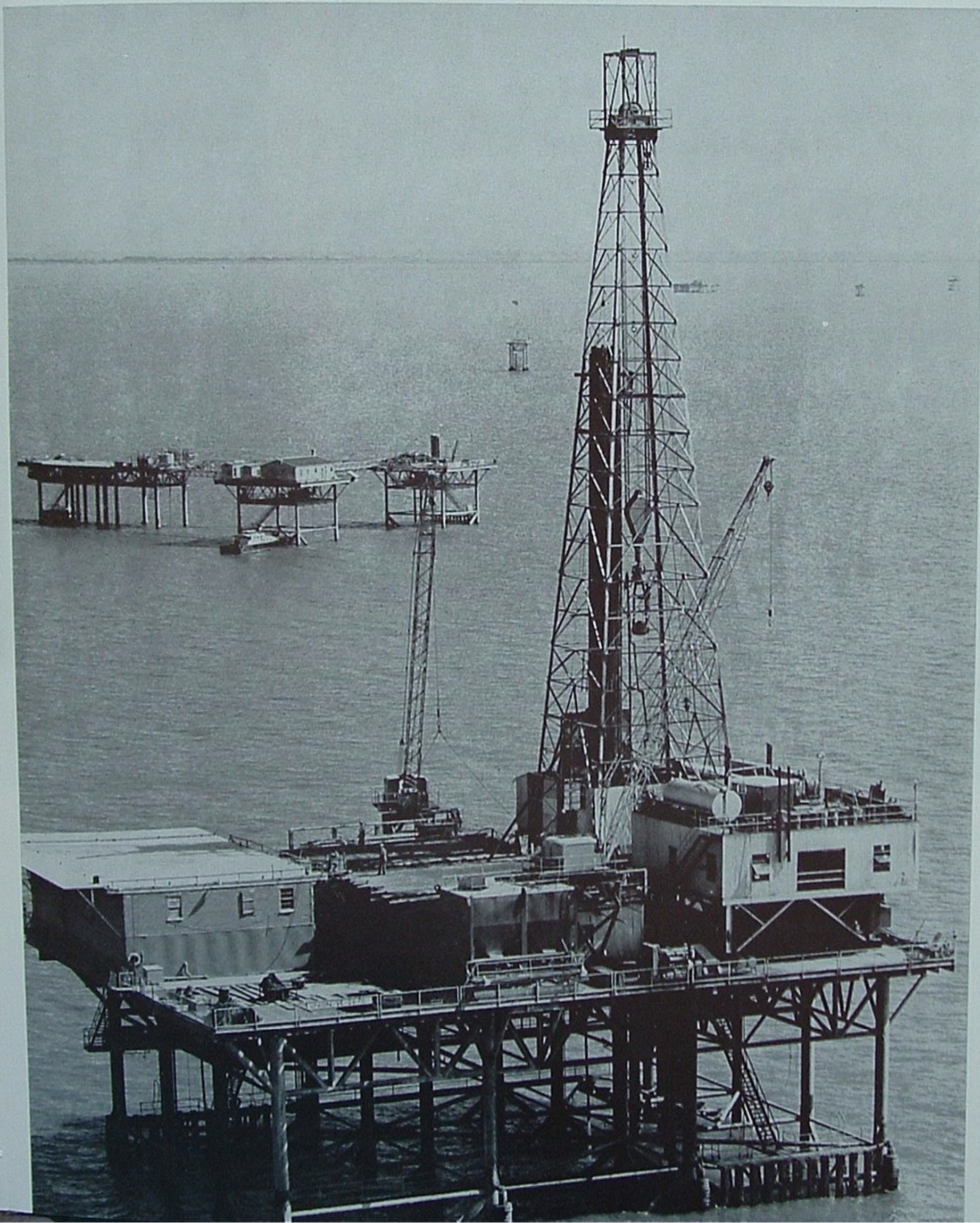


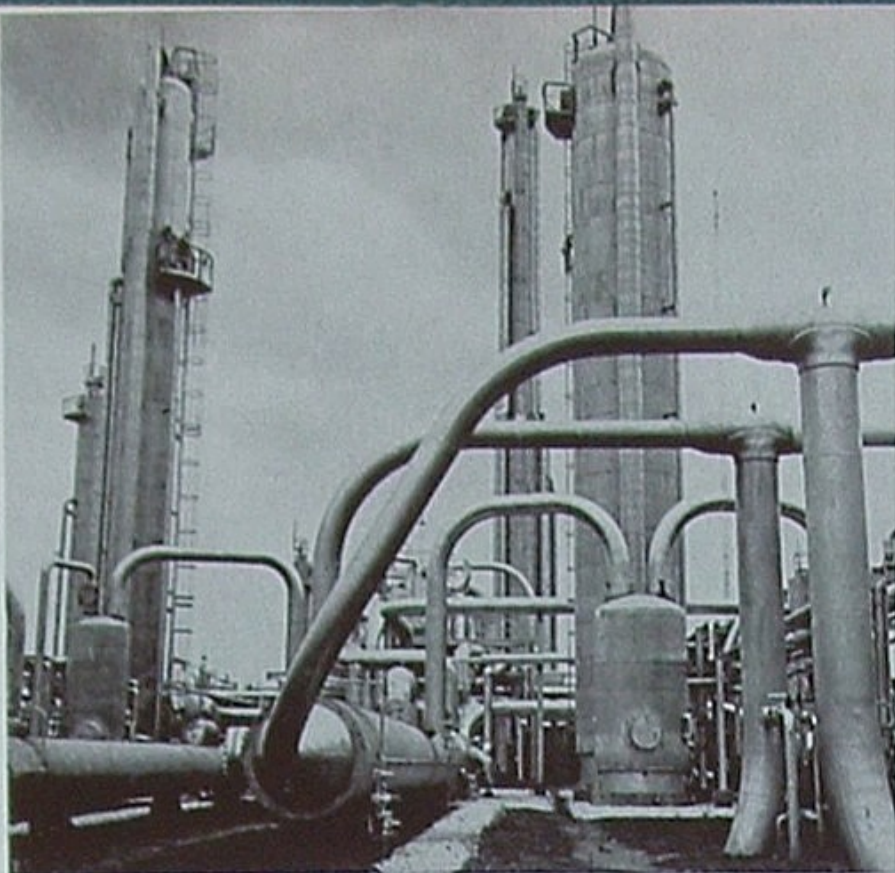
The "Tiger" was caged by drilling a relief well, which started at a safe distance of 1500 feet from the fire, then was directionally slanted to intercept the wild column of gas at a depth of 10,450 feet.

It was one of the most difficult drilling feats ever tackled. But despite the obstacles, odds and costs, the effort succeeded. After nearly six months of rigging and drilling, the relief well scored a bull's eye on the deeply buried target. Mud, salt water and cement were pumped down in great volume to choke off the wild well. Finally, after several days of assault, the fire-on-

*Continued*

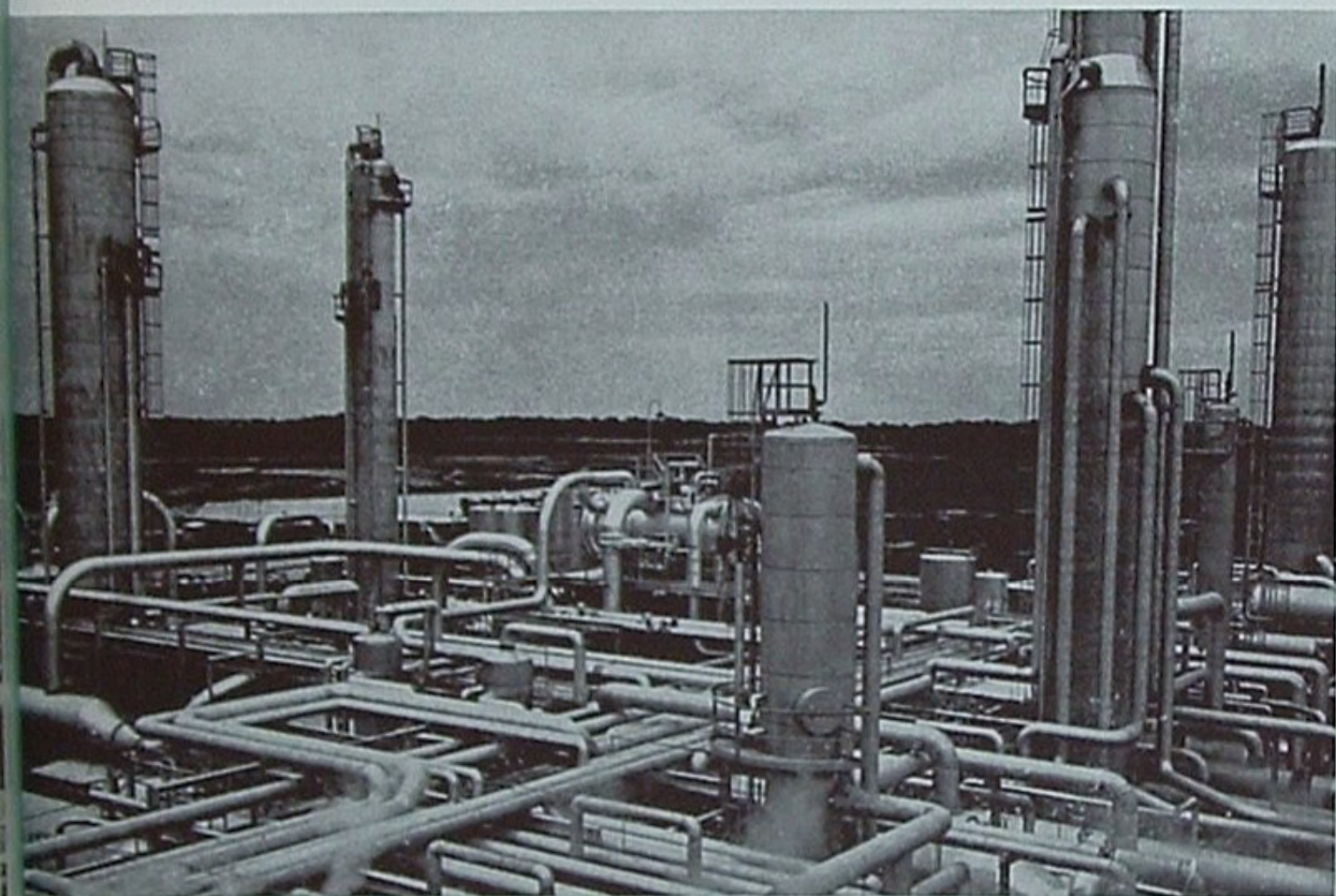
*The Gulf Division's development program has defined this offshore Block 26 Field as their leading gas producer to date.*





*Cow Island facilities near Abbeville, Louisiana, receive nearly 500 million cubic feet daily of gas, including Block 26 yield.*

*From the Cow Island plant dry gas is shipped to markets, while about 7,000 barrels daily of "raw make" proceeds via pipeline across the swamps and the Mississippi to Riverside Plant.*



### **They've domesticated the tiger—continued**

water was snuffed out and a costly victory was won.

No, our Gulf Division people didn't pick up their weapons and quit the field of battle. They began immediately to re-shape the relief well and bottom it in the high-pressure gas zone. This time casing and surface valves held. The well came in as a very good producer of natural gas and condensate.

During the past four years, Union Oil and Pan-American, joint partners in the venture, have conducted a highly gratifying development program in and around this extinct volcano of Block 26. Sixteen wells, some of them dual producers, have been completed. None re-

sulted in a dry hole. The "Tiger" has been domesticated.

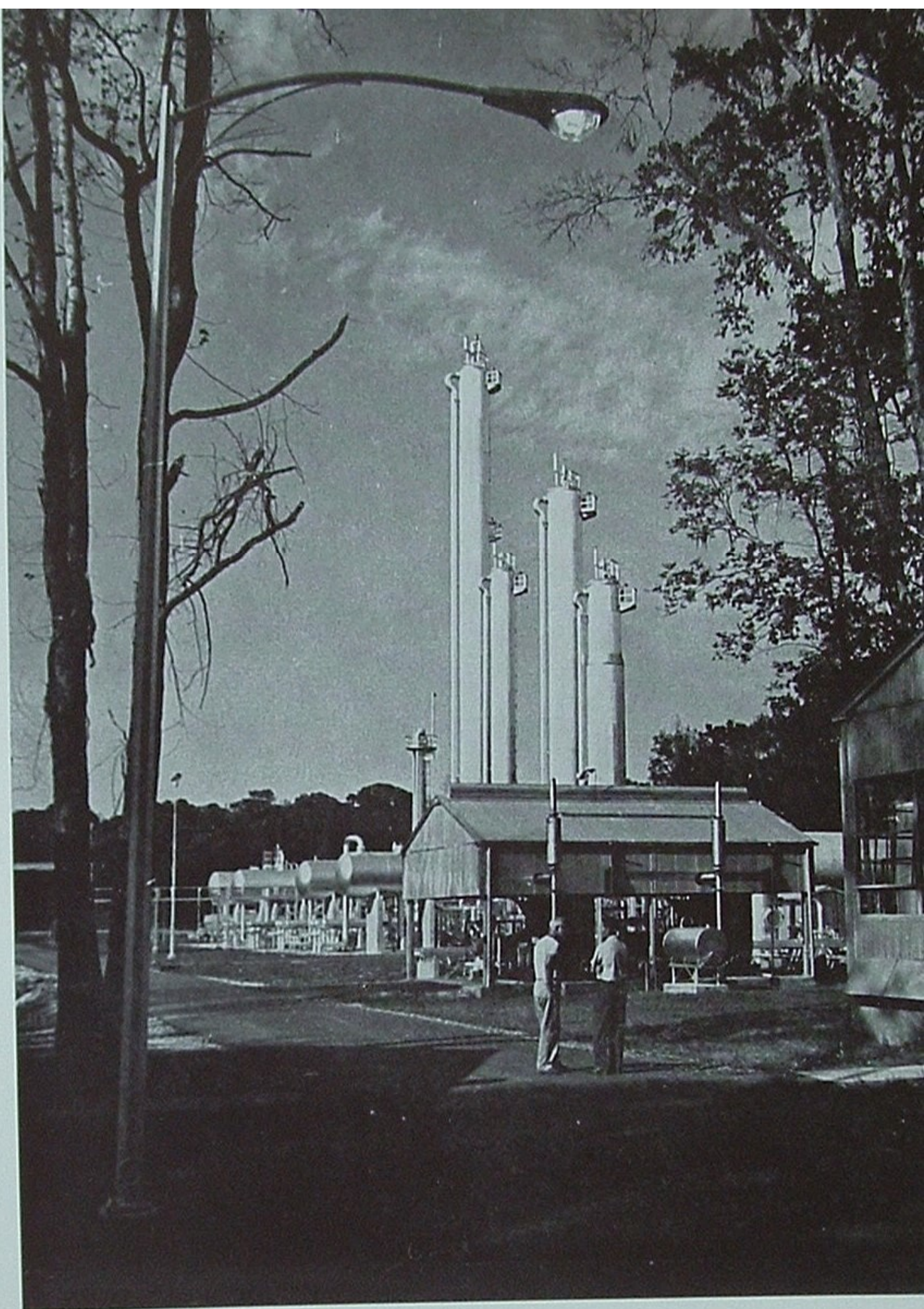
In fact, Block 26 has now become the Gulf Division's most prolific field. Daily it yields some 162 million cubic feet of natural gas containing valuable quantities of liquid condensate. Even this volume may be exceeded when the program is complete.

The stream of crude gas and condensate is stripped of troublesome water fractions on the offshore platforms of Block 26, then shipped via pipeline to onshore plants and markets.

Near Abbeville, Louisiana, at the new Cow Island Plant owned jointly by Goliad corporation and Union



*Riverside Plant, both photos, fractionates "raw make" into ethane, isobutane, normal butane, propane, natural gasoline.*



Oil, the Block 26 stream joins the production of a dozen other oil fields. Here from a total of nearly 500 million cubic feet of wet gas received daily, is extracted about 7,000 barrels of liquid hydrocarbons known in the field as "raw make." The dry gas proceeds directly from Cow Island into transmission company pipelines serving the East and South.

Eighty-four miles of pipeline moves the 7,000 barrels daily of "raw make" across the Atchafalaya Swamp, under the Mississippi River, and into the new Riverside Fractionation Plant owned jointly by Goliad Corporation and Union Oil. The plant is nearly automatic in

operation, requiring only one operator and one car loader per shift. It separates the "raw make" stream into approximately 1,000 barrels each of ethane, isobutane, normal butane and natural gasoline, and 3,000 barrels of propane. The ethane and propane are in demand by chemical plants, while the heavier hydrocarbons are sold to refiners for the manufacture of gasolines.

In retrospect, the history of Block 26 is that of a valuable asset built on the ruins of a staggering liability. Once the drillers nearly would have traded their "Tiger" for a dry hole. Now we're happy to know they harnessed it to a job rated in millions of horsepower.

/THE END



300



*The fun began at sunrise near the Pacific Ocean end of Sunset Boulevard; Dealer Lloyd Robinson was host to a hundred sports cars.*



*Though the small cars buy gasoline in small doses, they make up for it with many extra miles of enthusiastic driving.*

## customers at dawn

When sunrise peeked over the Pacific Palisades one recent Sunday morning at the Pacific Ocean terminus of Sunset Boulevard, it spotlighted quite an unusual scene. Dealer Lloyd Robinson's "76" service station seemed to have attracted every sports car on the road — at least a hundred of 'em. With two occupants per car and over 100 officials on hand to enforce the rules — that gave Lloyd about 300 customers at dawn.

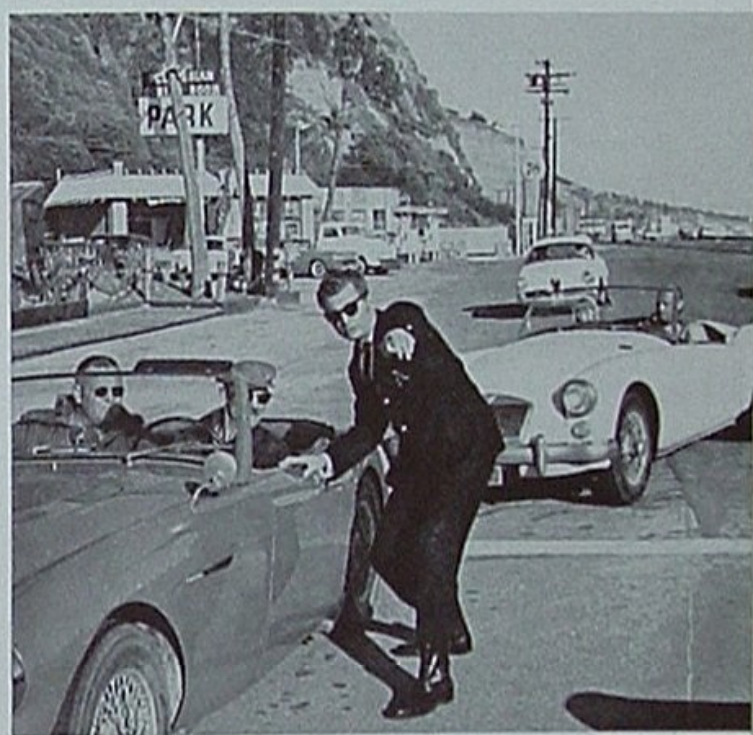
The occasion was a State Championship Rally conducted by the Santa Monica Chapter of the Four Cylinder Club of America. It was one of the major contests run to determine the best rally-type driver in California.

A rally, in case you are not familiar, is a contest of driving precision rather than speed. Drivers are obliged to follow a rather vaguely defined course and at various within-the-law speeds. At numerous "check points" manned by contest judges, their times and mileages are officially recorded. Teams with the least number of driving blunders are declared the winners.

Dealer Robinson is now a confirmed patron of the sports-car fraternity. Not only did the drivers favor him with a lot of early-morning business, but they came back at the end of their 200-mile test to fill up for the trip home. Lloyd thereupon donated \$75 toward trophies for the winners. And ever since that Sunday exchange of courtesies, many of the 300 have continued hanging on to the dealer's "apron" strings.

Just one more example of the *Finest Minute Man Service!*

/THE END



*Dealer Cliff Hicks, at another "76" station on the rally route, served free information to all contestants.*

*Treasurer Edna Meyer of Santa Monica Four Cylinder Club was elated with Robinson's \$75 check for purchase of trophies.*



*To a photographer from behind the Bamboo Curtain, there is no main street in the world more inspiring than*

## WILSHIRE BOULEVARD SYMBOL OF FREEDOM

Photographers certainly aren't a dime a dozen in Los Angeles. But sometimes, when you're trying to meet a deadline, it seems like there are dozens too many. To save their time and ours, we have developed a gentle technique of saying "No." We tell most of them, even the good ones, there are no photo assignments in store. "However, if you run into a good SEVENTY-SIX subject or story anywhere, let us know."

Photographer Doris Nieh didn't respond to our challenge like newcomers usually do.

She fired back, "Boulevard?"

"Why Wilshire?"

"Because it's the world," she answered, "and the rest of the world knows; I have seen it. Most of them have seen it in the past. Wilshire is a genetic — handsome — ever conceived business."

"But what about the Union Oil Company?"

"Why, you know, serving its 16 million stands right at the Union Oil Center. Certainly much asphalt. And all some of the corners."

"Yes," we added, "furthermore, it was one of Wilshire as a great"

*Beginning in downtown Los Angeles, Wilshire Boulevard curves gently toward the Pacific, 16 miles west. At right it steps across one of the world's busiest freeways and flanks two typical examples of private enterprise — the Beverly-Hilton Hotel, built by a country boy from New Mexico — and Robinson's Beverly department store, founded by a prominent family of American merchants. The potential of this street is limitless.*



Photographer Doris Nieh calls it the world's most beautiful avenue.

She fired back, "Why don't you do a story on Wilshire Boulevard?"

"Why Wilshire Boulevard?" we asked.

"Because it's the most beautiful main street in the world," she answered with authority. "Europe and Asia and the rest of the world have nothing to match it. I know; I have seen nearly all the famous boulevards. Most of them are drab thoroughfares, living in the past. Wilshire is in its youth — alive — wholesome, energetic — handsomer than any other street mankind has ever conceived — yet only at the beginning of its greatness."

"But what does Wilshire Boulevard have to do with Union Oil Company?" we protested.

"Why, you must have at least 20 service stations serving its 16 miles of length. Your former head office stands right at the boulevard's beginning. Your new Union Oil Center here is only a block or two away. Certainly much of the street must be paved with Union asphalt. And all those new buildings going up — aren't some of the contractors using your products?"

"Yes," we admitted and, not to be scooped entirely, added, "furthermore, a Company geologist, W. W. Orcutt was one of the first to recognize Brea Tar Pits on Wilshire as a great natural depository of animal skeletons

dating back to pre-historic times. The pits, now known as Hancock Park, are internationally famous."

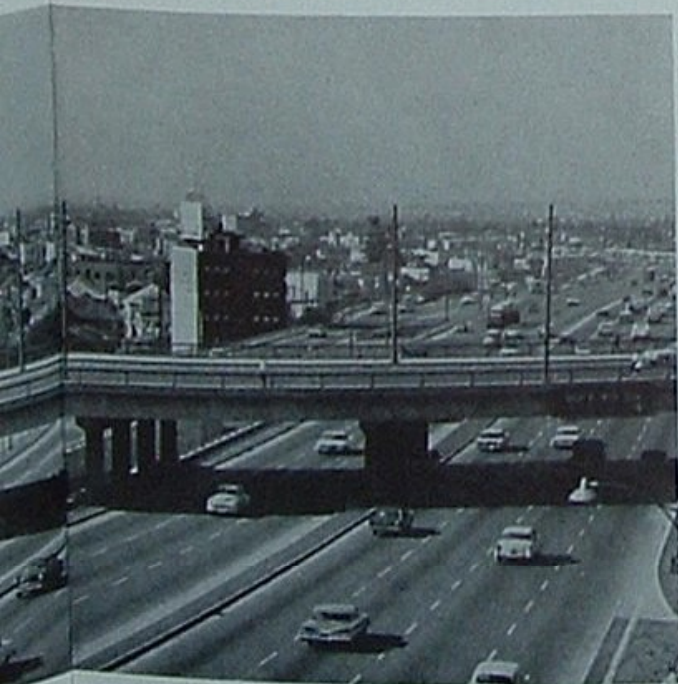
"There you are!" this well-informed Chinese girl smiled. "And there's one thing more. Your company stands for freedom and free enterprise. Your '76' is a symbol of freedom. Well, to me Wilshire is one of America's greatest monuments to freedom. Its buildings, no two alike, are the expressions of limitless individual creativeness and initiative. Somewhere on the boulevard you can see or buy the best merchandise and services available anywhere. Stores, offices, hotels, apartment buildings, banks, service stations, schools, private homes, parks and vacant lots alternate just as they darned please. All are magnificent. People come and go — walk or ride — talk and think — look or buy — with a delightful government-keep-your-place attitude. There's no fear of informers. That's what impresses me most about Wilshire. It's a wonderful symbol of freedom."

"Where do you come from?" we wondered aloud.

In reply came the story of a young woman who acquired her love of freedom the hard way — by living for several years under oppressive communism:

Doris Nieh was born in Shanghai, China, where her father was a successful merchant. She attended an

*Continued*



## Wilshire Boulevard—continued

Episcopalian school, acquiring, among other subjects, a command of the English language and literature. The Atlantic Monthly was her favorite American magazine.

When the Red army invaded Shanghai, Doris was attending an American movie in the city with one of her girl companions. An emergency announcement was flashed on the screen, advising her to call home. Over the telephone she learned that her home was surrounded by Red troops, that it would be safer for her to stay with friends rather than return to her parents.

The communist take-over eliminated all freedom of choice in China and substituted mass rule. Her father was stripped of his possessions and forced to find refuge in Hong Kong. Her mother was imprisoned on suspicion of concealing the whereabouts of family money and was not released to join her husband until the Reds were convinced that no family wealth remained. Doris, along with all the youth of China, was subjected to several hours daily of "confession" and indoctrination.

In communist terminology, every non-communist is a sinner, and "sin" consists of any thought or action that condones or supports capitalism. Miss Nieh, for example, was obliged to confess her "sin" of reading the Atlantic Monthly and was ordered to repent of the vice immediately and permanently. She was handed a daily diet of Red propaganda to memorize and parrot whenever the occasion arose.

Doris escaped this distasteful regime 10 years ago under the ruse of being engaged to a young man in Hong Kong. The young man had to prolong an engagement to his real fiancée in order to make the ruse effective. But the trick worked and the entire Nieh family came to America by way of Europe.

In the United States, Doris worked her way via part-time jobs through the University of Iowa. Since graduating, she has been aiding a younger brother and sister through similar college achievements. "They are just two of the reasons," she confided, "why I am determined to make a success of photography. When I get rich, I'm going to give the university \$20,000 for a scholarship fund in missile research."

We liked Doris Nieh — her intelligence — her honesty and frankness — her generosity — her independent spirit — her aggressive salesmanship. Especially were we interested to hear, from a person who has lived under both systems of government, that communism can never match the pace of our American democracy. "The Reds," she explained, "have erected the Bamboo and Iron Curtains because they don't want their masses to see the light — the truth. They steal, counterfeit and imitate the accomplishments of a free society but are

miserable failures in initiating real improvements for the people. Some day their trickery and deceit will be turned against them to their utter undoing."

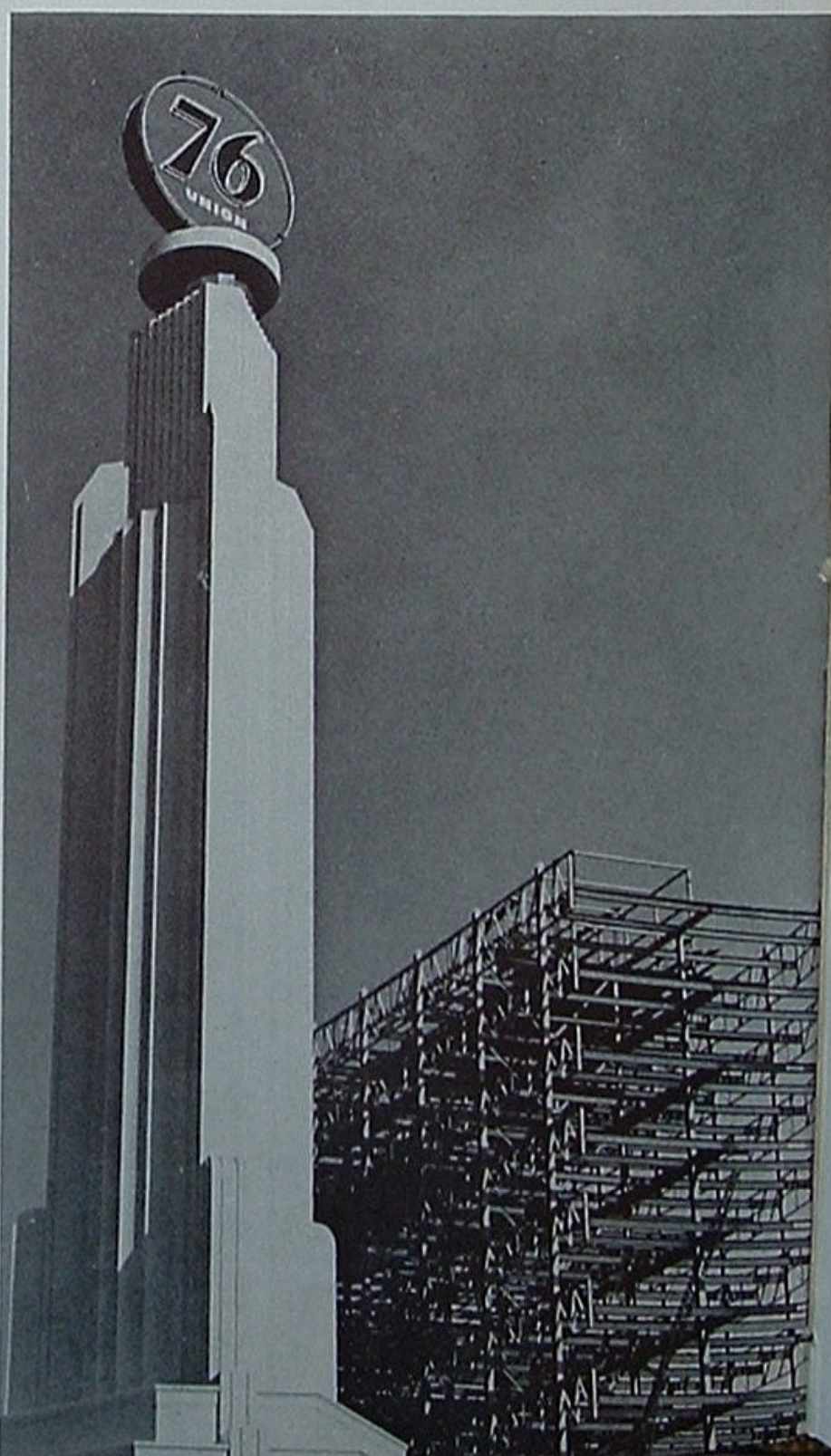
Needless to say, we contracted with Doris Nieh to photograph her impressions of Wilshire Boulevard. And we share with her the feeling that this great avenue of American life is indeed the world's leading main street.

But we believe fervently that every symbol, even Wilshire Boulevard, is of secondary importance. Far more important is the individual creative mind or energy that conceives or builds. Wilshire is but the lengthened shadow of free men striving to excel each other in a contest we call business competition.

Miss Doris Nieh, welcome to America, Wilshire Boulevard and SEVENTY-SIX!

/THE END

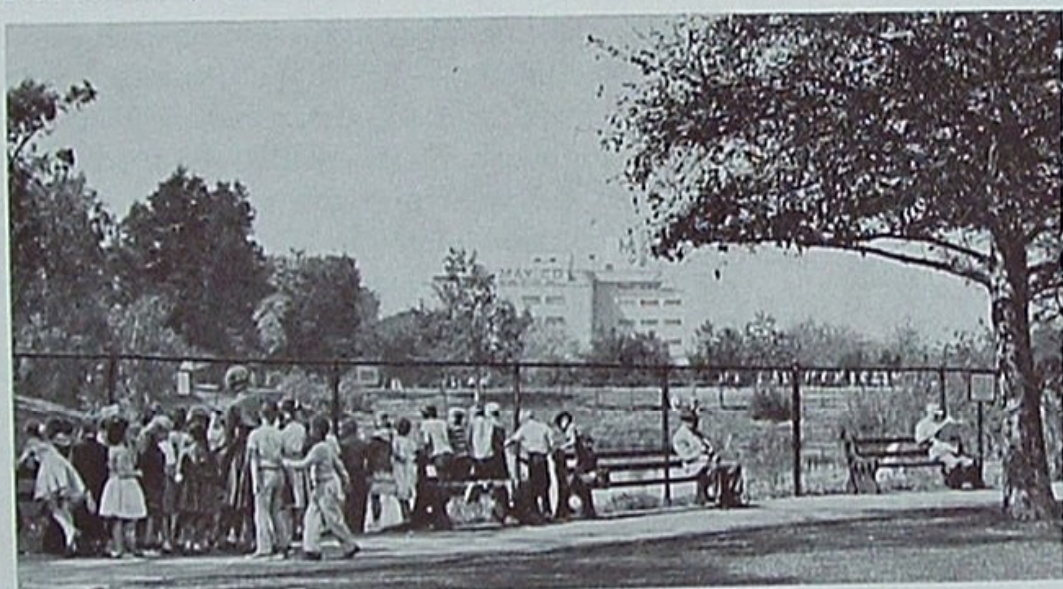
*The rise of new steel near one of our Westwood service stations exemplifies the vigor and growth of our competitive economy.*





*Here the world's greatest concentration of automobiles carries an entire population to market — the largest, finest and cleanest.*

*School children on a visit to Brea Tar Pits beside the boulevard impressed Miss Nieh because of their boundless enthusiasm and cheer.*



*She marveled at a store where goods are marked down daily until sold.*



*In conclusion she asked, "How can people who live in such luxury and freedom ever fall for the false promises of communism? Wilshire is beautiful proof that the American way of life is best."*



*Of the nation's 63,000 carlots of lettuce, over 61,000 are grown and shipped annually from sun-kissed fields of Arizona and California.*

*From the West . . .*

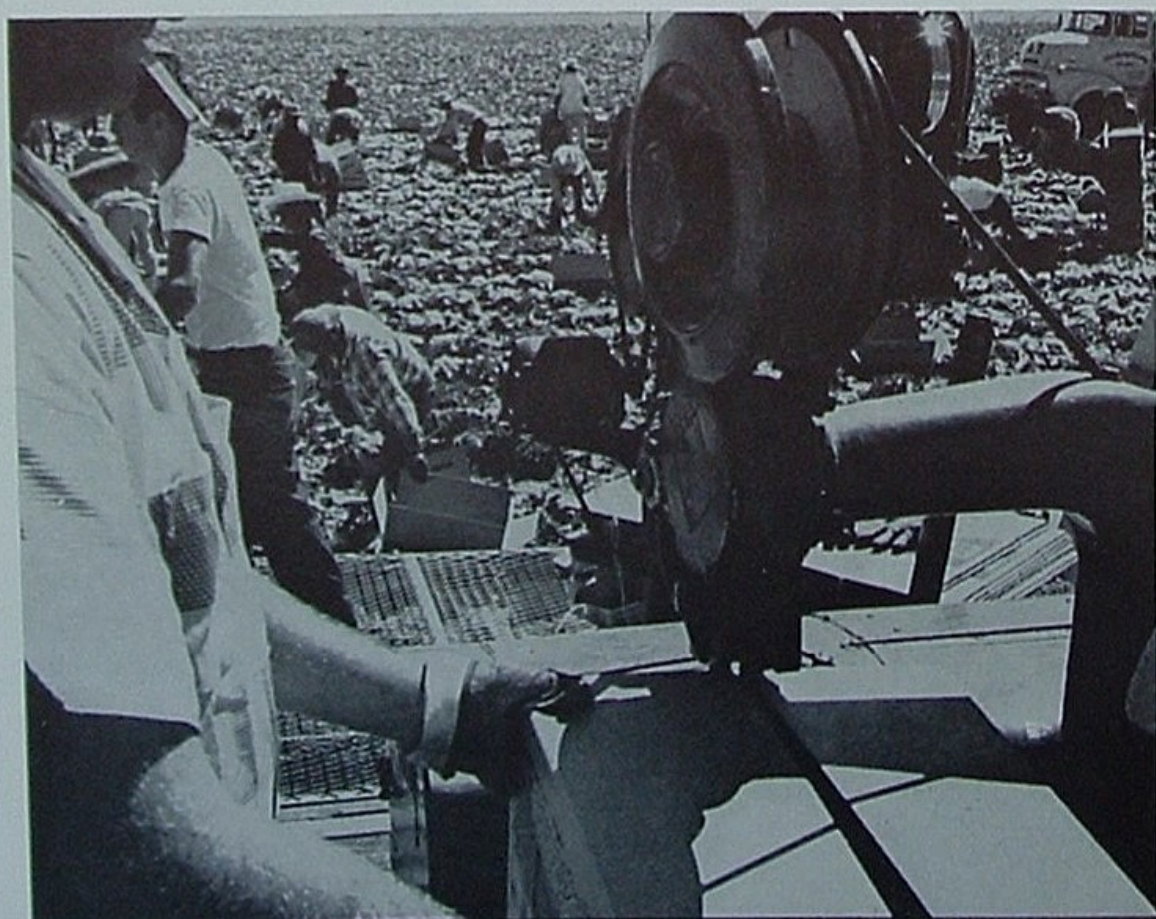
# Crisp vacuum-chilled lettuce

Lettuce, at the beginning of this century, was a highly perishable vegetable — served crisp only when the family garden was within walking distance of the dinner table.

Today, lettuce grown on huge acreages in Arizona, southern California and central California — the "salad bowls" of America — is shipped to every state in the union. Invariably it arrives and is served garden fresh.

The improvement is credited to modern refrigeration. Low temperatures with moisture control are the secrets of lettuce crispness. The product, if stored and shipped under proper control, can retain its freshness from coast to coast.

In April, while calling on Union Oil customers with some of our Phoenix, Arizona, marketing personnel, SEVENTY-SIX was introduced to a most interesting



*Shipping cartons for the produce are stitched in the field, filled immediately with freshly cut heads, and sped by truck to chilling plants.*

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It was new to

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dolly, at right,  
vacuum chillers, s



phase of this produce business. Vacuum lettuce chilling! It was new to us. It should be interesting to you:

The selection, grading and packing of this vegetable takes place in the field. Within an hour after harvesting, the labeled cartons of lettuce heads are sped by truck to chilling plants. Here fork lifts of the largest size unburden the truck with a single lift and deposit the packed cartons on a long dolly. Only a few minutes are lost before the loaded dolly is pushed into a rectangular steel cavern, which is then sealed air-tight at both ends.

Chilling of the lettuce is effected by creating a partial vacuum within the steel chamber. That is, air is sucked out of the box, causing the interior temperature to drop and chilling the contents to around 32 degrees F. within less than 30 minutes.

In brief, lettuce, only an hour or two from its growing stage, is chilled to a temperature that will hold garden freshness all the way to New York, Miami, Honolulu or Anchorage. The cross-country transportation chore is handled efficiently by refrigerated railway cars and highway transports.

Engineers borrowed an idea from the circus when they designed these high-speed chilling plants; they made the vacuum boxes and machinery portable. The equipment we saw near Phoenix, for example, probably would not be there if we were to look today. It would be enroute to or operating at Yuma, El Centro, Salinas Valley or one of the West's other big vegetable gardens. Somewhere in these areas lettuce-chilling is a popular act nearly the year around.

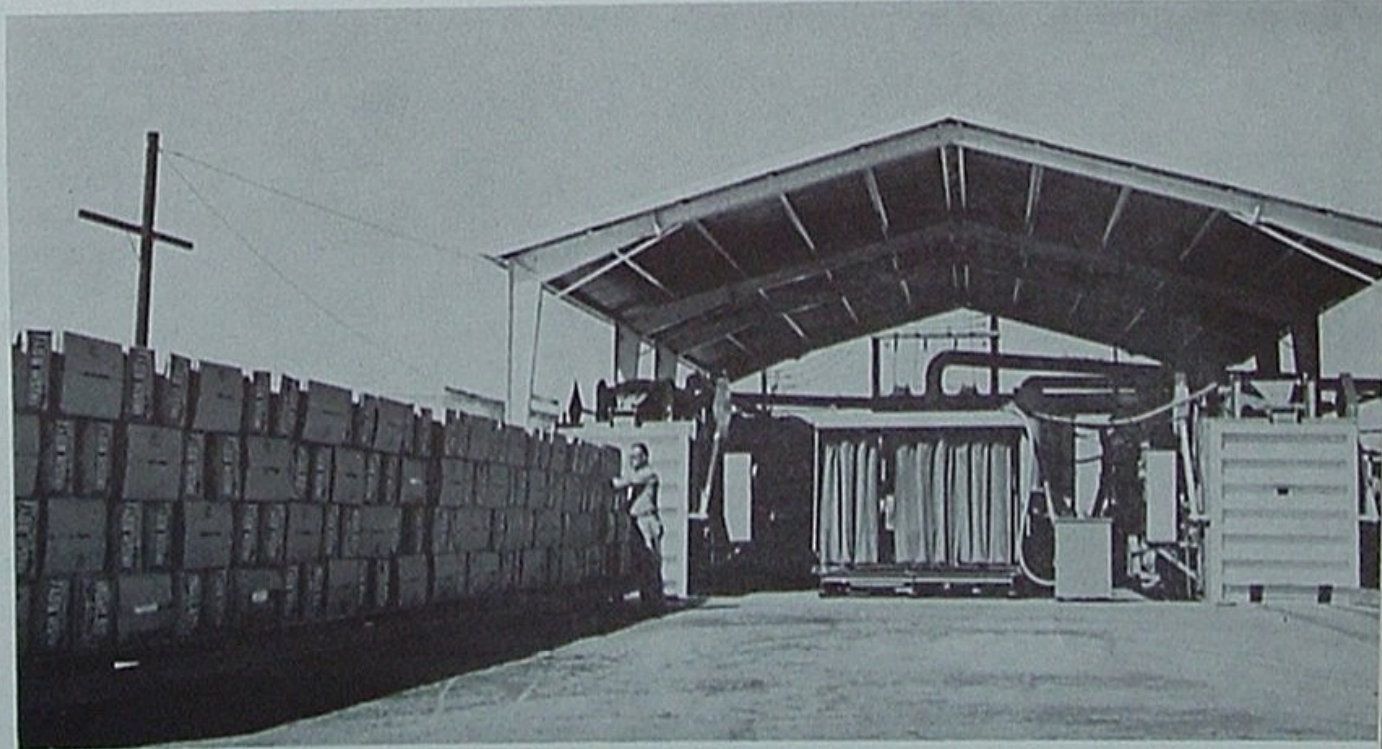
Obviously, large quantities of petroleum products are required in the fields, in the plants and over the roads. Through quality of products, as well as salesmanship, a lion's share of the oils used are the *Finest*.

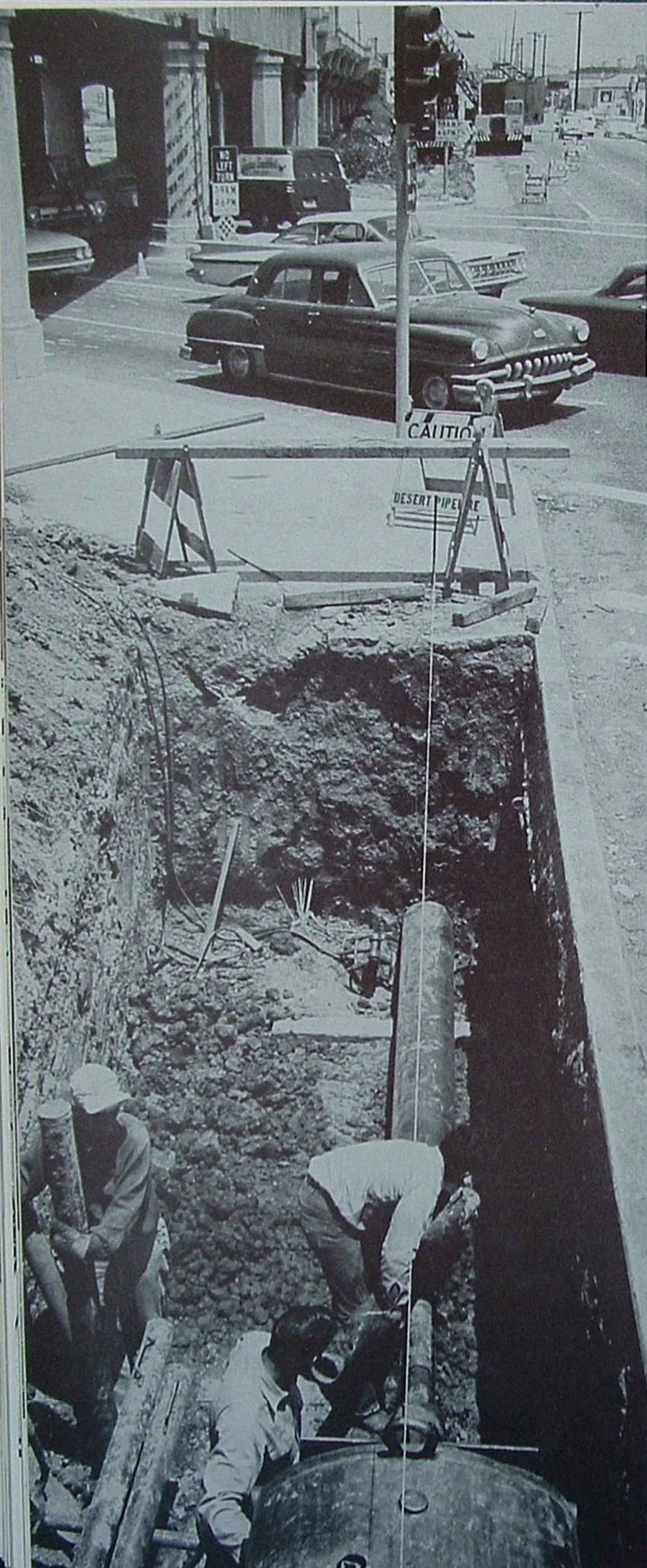


The chilled lettuce is held at about 32 degrees F. in refrigerator cars and trucks enroute to all 50 states and Canada.



Near Phoenix a truck is unloaded with one lift; then cartons are placed on dolly, at right, for quick entry into vacuum chillers, seen under roof.





## New oil goes to market

*Pipeliners burrow under streets  
while city traffic flows overhead*

A steady stream of crude oil will soon be flowing from wells in the heart of Los Angeles to refineries at the harbor — unseen and without inconvenience to the public.

The wells are in the new Las Cienegas field, discovered last year by Union Oil and a partner. (See Seventy-Six for August, 1960.) During the past few weeks, a pair of pipelines to carry gas and oil away from the drillsite have been under construction.

The photograph at left shows one of the reasons motorists who drive the heavily-traveled streets of southwest Los Angeles were able to go about their business with a minimum of interference while six miles of trench were being opened.

The two pipelines were laid simultaneously under an abandoned right-of-way formerly used by interurban cars. The right-of-way is a direct route down the center of a main boulevard to our Torrey crude oil pipeline and to a natural gas line.

When the line came to busy streets, the apparatus in the photograph went to work. It's a boring machine which drills an accurate hole under pavement, cars, trucks, and people, quickly and quietly. The hole is then lined with casing and the pipelines installed, all without bothering traffic.

In the interim between the discovery of the field and the granting of a pipeline franchise, nine producible wells were drilled from a single site. The drillsite is being landscaped and surrounded by a tinted concrete block wall, which will mask the production facilities from the street.

The drilling derrick will soon be moved to a new location, about three miles away. There, another wildcat will go down to explore more of the 7,000 residential acres in our lease block.

/THE END

# BUSINESS HIGHLIGHTS OF THE MONTH

## BACTERIAL PROBLEMS IN OIL PRODUCTION

We are all familiar with the control of bacteria in water used for household purposes. It is also necessary to control bacteria in oil field waste waters.

The technique of waterflooding, in which water is injected into oil bearing formations as an oil displacing or flushing agent, has been mentioned previously in this magazine. When waste water produced with the oil is available, it is desirable to use it for re-injection, not only to avoid the costs of acquiring additional water but to lessen the expense of waste disposal.

Research and Field Department personnel working together have found that bacteria, algae, and their by-products can make waterflooding operations inefficient by plugging formations in the injection wells. Means for controlling bacterial growth have been worked out and effectiveness is checked by periodic bacteria counts.

An increasing need for this service has made it practical for Research to tool up to do the bacteriological counting. The benefits derived as a result of better bacteria control amount to over-all savings measured in thousands of dollars.

*Research, from W. E. Bradley*

## BUNKER DELIVERY

A contract covering delivery from

Los Angeles Refinery of 300,000 barrels of Bunker Fuel Oil during the last half of 1961 has been awarded by Military Petroleum Supply Agency.

*Marketing, from F. K. Cadwell*

## CUSTOMERS PREFER NEW "BLOND" 76 UNIFUEL

The introduction of 76 Unifuel, a highly superior diesel fuel that is low in sulfur content and light in color, has amounted to one of the Company's most successful sales programs in recent years. The quality and color of the product have already earned it an appropriate nickname, "The Amazing Blond Diesel Fuel." Comprehensive sales training and promotional programs have been implemented to establish the fuel as a leader in its market.

Marina del Rey, a new 780-acre, 6,000-boat recreational anchorage near the ocean at Playa del Rey, California, will offer Union Oil fueling facilities. A bid to construct and operate the fueling equipment was awarded Union Oil by the County of Los Angeles. The marina will also include launching and dry storage accommodations, a boat repair yard and restaurant clubs.

Engineering work has begun on a program to increase tankage at our Coos Bay Terminal. Sizeable freight economies are among the advantages to be gained through this improvement.

*Marketing, from C. H. Finnell*

## 55 WILDCATS SCHEDULED FOR LAST HALF OF 1961

Exploratory drilling will be carried on at an accelerated pace during the last half of this year. The step-up is due partly to unavoidable delays in the first half. Altogether, 44 Company-operated wildcat wells have been budgeted for the coming period. Of these, 33½ will be net Company wells. In addition, 11 wells, equal to four net Company wells, will be drilled by others.

Geographically the exploratory effort will be distributed as follows: Four wildcat wells are budgeted for a new drill site in the Las Cienegas area of Los Angeles; three for our large offshore blocks in the Gulf of Mexico; nine for onshore blocks in southern Louisiana and along the Texas-Gulf coast; four for western Oklahoma and four in various areas of Wyoming; one deep test to be drilled jointly with our partner on the Knick Prospect located some 18 miles north of Anchorage, Alaska; two additional wells on our Australian block of leases; and a second test in the Spanish Sahara.

Additionally, we plan to continue exploratory efforts on our large mineral fee properties in Ventura County, California. And on several large land blocks in Alberta and British Columbia, Canada, further testing will be done as weather permits.

*Field, from Basil Kantzer*

## Business Highlights—continued

### SEEING IS BELIEVING!

Last year Los Angeles Refinery welcomed more than 2,000 visitors, mostly from schools, service clubs, business and engineering groups in America, but also from Italy, France, Germany, England, Switzerland, Nationalist China, Colombia, Israel and other foreign countries. A favorable reaction was received consistently from those making the plant tour. The public is impressed with our engineering, maintenance, painting and housekeeping standards; they leave fully convinced that a refinery so well equipped and maintained certainly must yield products of the highest quality.

Electronic computers and related devices are proving to be basically valuable in correlating refining operations with the Company system as a whole. Planning the operation of our refineries to make the best use of feed stocks and blending stocks in supplying the quality requirements of the Marketing Department is a complex procedure. Many possible alternatives must be investigated. The only practical way of accomplishing this job in a reasonable length of time is to use an electronic computer.

Instrumentation has been used for many years in the refineries to measure, record and control temperature, pressure and rate of flow. The addition of computers to the plant control system makes it possible to continuously monitor and compare instrument measurements with the conditions desired for optimum plant performance.

Such a computer also can be used directly to set the instrument controls and thus continuously adjust process conditions of temperature, pressure and rate of flow. The Refining Department started investigation of such a control system four years ago for a lube oil production plant at Oleum Refinery. More recently we looked at the feasibility of such a system for a catalytic cracking plant at Los Angeles Refinery. Both studies reveal that we need to do additional work before the new tool can be justified economically.

Another type of job accomplished faster and with less expense by using automated methods is the control of warehouse stock inventories, pricing and ordering procedures. Computers also significantly lessen the time and work formerly required for a warehouse audit.

*Refining, from J. W. Towler*

### THAR'S GOLD IN THEM THAR CREDIT CARDS!

The following statistics from our retail credit card center in San Francisco indicate a healthy acceptance by the public of our products and services:

	April 1961	April 1960	% Inc.
Accts. billed	540,946	485,105	11.5
Total accts.	859,622	763,097	12.7
Tickets proc'd	2,239,127	1,943,992	15.2

*Comptroller, from W. C. Nero*

### LETTER:

Mr. Reese H. Taylor  
Chairman of the Board

Dear Sir:

Since I couldn't attend the stockholders' meeting in person, I wish to thank the Board of Directors and your employees for the wonderful job they are doing. I'm happy to be a stockholder and one of your family of many friends.

Thank you sincerely,  
(Signed) Mrs. A. C. Frenkler  
Fleetwood, N. Y.

**MAUI AGGREGATES** one of the first commercial accounts acquired by our newest Hawaii marketing stations at Kahului on the Island of Maui, are giving our quality products the "volcanic" test. Volcanic boulders going through their rock crushers are the source of materials used on many local construction projects.



**VISITORS** from Japan at Union Oil Center during May included this colorful group of Maruzen Oil dealers and their wives or daughters. Their extensive tour of America was a reward for outstanding sales accomplishments, including brisk Royal Triton sales in Japan.



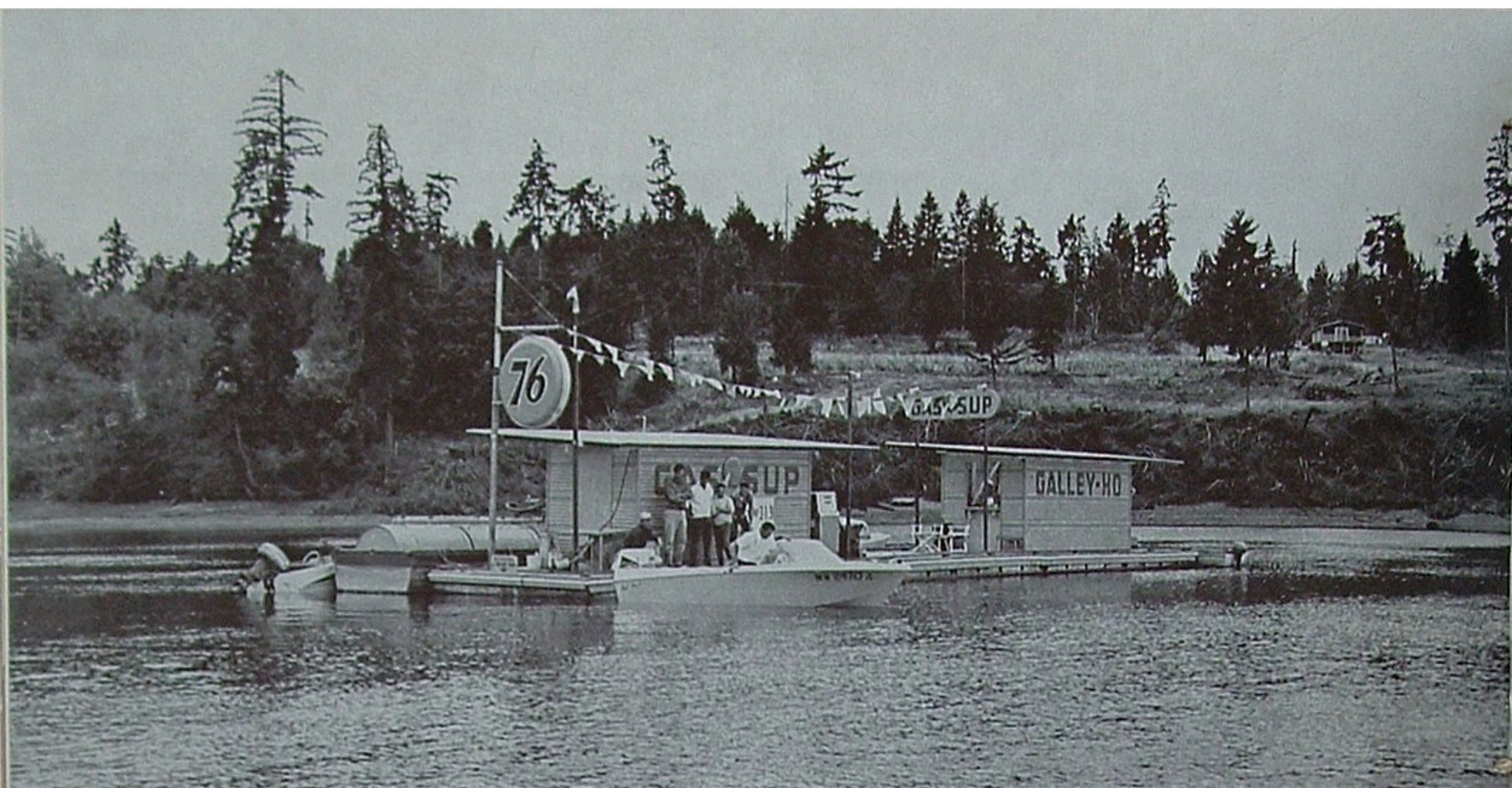
**LEON & LUCIAN BORACH**, below center, are believed to be the "deans" of Union Oil resellers. Their father began selling Company products at his Yolo, California, grocery store in 1892. The two sons became active (they rolled drums of kerosene from the Sacramento River levee to the store, a quarter-mile shove) in 1907 and have been

"pushing" Union Oil products ever since. At a recent testimonial in their behalf, Senior Vice President Fred L. Hartley, right, presented tokens of the Company's esteem. Seconding the motion were, from left, Division Sales Manager W. M. McClure of Sacramento and Director of Marketing C. H. Finnell of Home Office.



**THE CHERRY BLOSSOM FESTIVAL** in Washington, D. C. found Union Oil beautifully represented. We can't vouch for the flowers, but the girls and advertising were all from California. The float, slightly redecorated to give the Orioles an assist, also pleased a mighty throng of baseball fans in downtown Baltimore.





*Launched in the Finest style is this sea-going, portable marina built by the Fagergrens, parents with imagination and three boys.*

## “Gas-Sup” -- the portable



*The owners are Mrs. Fagergren, hostess, Commodore “Foggy” Fagergren, and sons Eric, Gary and Duane, all able seamen.*

On Puget Sound's Totton Inlet in the state of Washington, a new service idea has blossomed into an enterprise.

Mr. and Mrs. A. H. Fagergren, with three teen-age sons on their hands, began scouting for a family do-it-yourself project. They looked for something to occupy and sharpen constructive talents during the winter months and, more especially, keep the boys busy during summer vacation.

The upshot is “Gas-Sup” — a home-built floating marina that offers “76” products and services along with sandwiches, coffee and other “drive-in” refreshments right out of the ship's galley.

Bulk gasoline, supplied by our Union Oil distributor in Olympia, arrives via a 2,000-gallon tankboat and is dispensed through the marina's service-station-type pump. Our sea-going lubricants are supplied from a locker. While customers go aft for a delicious hamburger and coffee by Mrs. Fagergren, Dad and the three boys give each boat the marine equivalent of Minute Man service.

Though “Gas-Sup” began its operations close to the Fagergren doorstep in Washington, the marina need not stay put. It is portable as well as buoyant. In time some boat-racing event or fishing fiesta may witness a “76” target sign moving across the Sound to offer Minute Marine service.

/THE END



A beach sign tells where and how far.

Among the first to "Sup" with Mrs. Fagergren were, from left, Union Oilers Tom Argyle, Frank Matz, Ted McGilliard and John Frier, Northwest Division.



# Marina



The problem of petroleum supply is solved by a 2,000-gallon tankboat seen receiving at Olympia before being towed to the sales site.



"THE GLACIER ROUNDUP" recently brought over 200 Union Oilers into the "76" bar at Butte to hear one gun-slinger tell another gun-slinger how Montana was won by Union. A proper amount of sales planning and advertising was interspersed with shooting and dancing.  
from R. C. Hurlbert



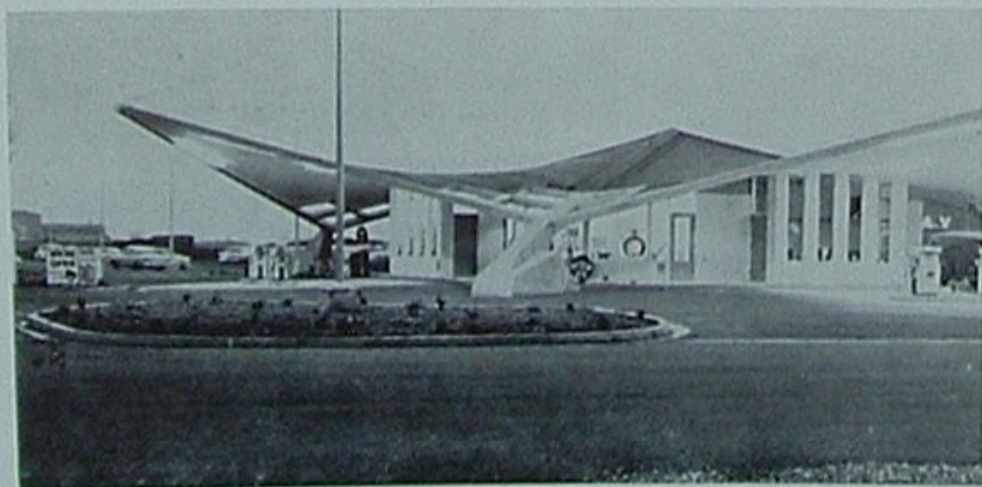
## in focus



MISS NOELLIE NAIR (at microphone), secretary for Unimar Limited, recently addressed 250 secretaries and other industry representatives in Hong Kong. To be chosen for the assignment was a high honor, and Miss Nair responded creditably in discussing her responsibilities as a petroleum industry employee. She speaks several languages in addition to English, including Cantonese and French.

from James H. McGee

DIRECTOR FRANCIS S. BAER, right, of the Union Oil Board is seen receiving a "grateful recognition" certificate from Regional Manager John L. Dismukes of the American National Red Cross. Mr. Baer was national fund vice chairman for the 1961 Red Cross campaign.



ULTRA-MODERN is the word for this "76" service station recently opened in Farndale Plaza Shopping Center, north of Eugene and Springfield, Oregon. Its roof, called a "hyperbolic paraboloid" by architects Balzhiser, Seder and Rhodes of Eugene, complements the shopping center's design. Dealer Gil LeRoux regards it as the showplace service station of Oregon and has some impressive sales figures to prove that everything is the *Finest*.

from M. C. Soules





**"76" BOWLING TEAMS** dominated league play in the Citrus Belt this past season. Consignee John A. Dickman of Coachella sponsored two teams and helped them finish in first and second position. The players included, l-r (standing) Tom Leonard, Al White, Bill Bartlett, Dick Durning; (kneeling) Howard Cox, Art Leffler, Consignee Dickman and Al Bittenbender.

from J. S. Foster



**FINER THAN THE UNSURPASSED**—Union Oil golfers in San Joaquin Valley have whipped Standard for the second consecutive year, thereby capturing the "perpetual" trophy. The victory margin was 9 to 3. The athletes are, from left, Jim Stanley, Ed Borglin, Don Olson, Chuck Cary, Bill Sax, Bob Hayes, Wayne Rodges, George Golden and Ralph Rampton (standing just behind the camera).

from Jack Stair

**ANYBODY FOR BRIDGE?** On the 2nd and 4th Tuesdays of each month, Union Oil bridge enthusiasts gather at 6:30 p.m. in Union Oil Center to sharpen up on the fine points. If you're interested, call Ralph Pagter, the social chairman. He'll seat you at a table with beginners, experts, or any grade of card shark inbetween. A great way to relax and avoid the freeway rush!



**IVAN K. MOORE**, senior analyst for our Oregon Division, was elected in May to a five-year term as director of the Milwaukie Elementary School District No. 1C in Portland. He joined Union Oil in 1935 and has spent many of his off-duty hours in civic and church activities that help to train children for constructive citizenship.

from J. W. White

**M. L. CROWE**, commercial sales supervisor for Oregon Division's northern area, was named the top Union Oil salesman in his division, then was honored May 10 as the recipient of the Distinguished Sales Award trophy presented by the Portland Sales Executives' Club.

from J. W. White





**UNION OIL CREDIT UNION LEADERS**, convening in San Francisco for their annual conference, announced that 14 Company credit unions now have assets exceeding \$7,000,000 and a membership of more than 9,000. Seven of the groups have received certificates of merit from the California Credit Union League acknowledging 25 years of service. At the San Francisco conference were, 1-r (standing) "Doc" Evans, Lloyd Michael, William Danier, Charles Jackson, Ellis Richard, Fred Mayer, Burt Engraham, James Warren; (seated) Jim Brady, Gertrude Lindsey, Vicky Speake, Virginia Davis, Bob Newell, Pat Clark, Elmer Cinnater, Laura Abbott and Bob Schultz.



**DEALER HENRY BERK** of Othello, Washington has been praised by his sales supervisors for stamina. He not only won a sales contest called the Budget Blitz, including a free trip to Las Vegas, but has maintained a greatly improved sales volume nearly every month since. His TBA business has moved along at contest pace and March lubrication service was about double that of one year ago.

from R. E. Cox



**T. F. FARRIS**, left, production foreman at Cut Bank, Montana, is the first Glacier Division employee to complete 30 years of Company service. Presentation of a gold watch was made to him May 7 by R. J. "Dick" Gertzen, production supt.

from D. Y. Wilson



**DEALER GEORGE FOSTER** of Cedar Hills, Oregon, had the unique distinction of being honored with a birthday luncheon and cake by the merchants and other businessmen of his town. The surprise salute to George was a spontaneous acknowledgment of his fine service and worth to the community. He is the first to be so honored in Cedar Hills.

from J. W. White

**HAL SCHAPER**, right, merchandiser in the Inland Empire of Washington, presents Radio Announcer Herb Hunter of the Spokane Indians baseball club a copy of "Black Bonanza" during get-together of about 20 team officials and Union Oil radio sponsors. In photo also are, from left, Spencer Harris, club president, and Bob Maker, promotion mgr.

from W. I. Martin



# SERVICE



## EMPLOYEES

### July 1961

#### 35 YEARS

WILLARD L. CLARK.....Pipeline—No. Div.  
LEONARD A. CRAIG.....Field—Pacific Coast  
JOHN M. DALESSI.....Oleum Refinery  
WILLIAM O. PERRY.....Pipeline—No. Div.  
LAWRENCE D. POWELL.....Field—Pacific Coast  
NATHANIEL RICHAUD.....Oleum Refinery

#### 30 YEARS

ELLSWORTH D. COLE.....Field—Pacific Coast  
ROY F. KREPS.....Communications—No. Div.  
JAMES H. McCOURT.....Glacier Division  
ROY M. TALBOT.....Marketing—H.O.

#### 25 YEARS

RUSSELL J. ARTHUR.....Research—Brea  
JAMES A. BRADY.....Mktg.—Cal. So. Cstl. Div.  
MABEL J. BROWN.....Industrial Relations  
ELWOOD DOWNS.....Field—Pacific Coast  
MARGARET FLANIGAN.....Industrial Relations  
MARTHA I. KNOETIG.....Comptrollers—H.O.  
MILTON L. MOORE.....Field—Pacific Coast  
HENRIETTA M. NEILL.....Comptrollers—H.O.  
WILLIAM H. REED.....L. A. Refinery  
JOHN E. SHERBORNE.....Research—Brea  
HARRY G. STAINBROOK.....Field—Pacific Coast

#### 20 YEARS

ERNEST W. ALBRIGHT.....Oleum Refinery  
JOSEPHINE B. BAKER.....Comptrollers—H.O.  
ELMER H. BEATTY.....Mktg.—Cal. So. Cstl. Div.  
PATRICK C. BROWN.....Pipeline—No. Div.  
COLIN H. CHADBAND.....Field—Pacific Coast  
ROLAND F. DEERING.....Research—Brea  
LARRY H. DENNEY.....Oleum Refinery  
WOODROW W. FLESHMAN.....Oleum Refinery  
VIRGINIA M. HUSE.....Mktg.—N. W. Div.  
TREVOR D. JONES.....Oleum Refinery  
LAURENCE N. MULCAHY.....L. A. Refinery  
HANS E. PASMA.....Mktg.—N. W. Div.  
RAYMOND SELVESTER.....Santa Maria Refinery  
NORRIS L. WAIT.....Comptrollers—H. O.  
JACK G. WARNECKE.....Oleum Refinery  
ELIZABETH A. WATSON.....Exploration—H.O.  
OTIS E. WATSON.....Mktg.—Hawaii Div.

#### 15 YEARS

FRANCIS L. BRUMANA.....Field—Pacific Coast  
MARY ANN DAVIS.....Comptrollers—H.O.  
NEIL R. FAGERBOURG.....Field—Pacific Coast  
GEORGE H. FEISTER.....Exploration—H.O.  
FRANCIS B. FISHER.....Mktg.—Oregon Div.  
H. L. FOTHERGILL.....Exploration—Cent. Div.  
EVA HARRIET HALL.....Purchasing—S. F.  
ALBERT T. HILL.....Field—Pacific Coast  
DONALD C. HOBERG.....L. A. Refinery  
DELBERT B. HOLM.....L. A. Refinery  
CLIFFORD E. HOWARD.....Orcutt Refinery  
GUS G. JACKSON.....Glacier Div.  
G. G. KALLENBERG.....Exploration—S.F.S.  
LOUIS S. KNUDSEN.....L. A. Refinery  
JOSEPH C. McKUSICK.....Pipeline—No. Div.  
RICHARD A. MEAD.....Field—Pacific Coast  
L. S. RICHARDS.....Field—Pacific Coast  
JOHN J. ROGERS.....Orcutt Refinery  
E. C. SCHLUTER, JR.....Research—Brea

ARTHUR W. SILVA.....Field—Pacific Coast  
JAMES F. SLATER, JR.....L. A. Refinery  
FLORENCE TANNY.....Marketing—H.O.  
MICHAEL VERBISCIO.....Oleum Refinery  
RUSSELL L. WITTE.....Mktg.—Cal. So. Cstl. Div.

#### 10 YEARS

ROBERT D. AASEN.....L. A. Refinery  
SIGNE E. A. ANDERSEN.....Oleum Refinery  
WILLIAM A. ARNOLD.....Oleum Refinery  
KENNETH R. BARTON.....Treas.—San Francisco  
LOUIS C. CHURCHILL.....L. A. Refinery  
WILLIAM J. CRAWFORD.....L. A. Refinery  
NORMAN L. DENTON.....Treas.—Seattle  
SALVATORE L. ELARDO.....L. A. Refinery  
ANN P. FOLLANSBEE.....Field—Pacific Coast  
ELSIE A. GARDNER.....Tax—H.O.  
VIRGINIA M. HARRIS.....Comptrollers—H.O.  
FRANK LUIS HOOPER.....Mktg.—N. W. Div.  
EDWARD JASINSKI.....Field—Gulf. Div.  
HAYDEN H. JONES, JR.....L. A. Refinery  
DONALD J. KRAUSE.....Comptrollers—H.O.  
ALBERT R. LANDERS.....L. A. Refinery  
ROMAINE L. MALLATT.....Oleum Refinery  
DONALD MARSHALL.....Refining—H.O.  
JAMES W. McCOY.....L. A. Refinery  
ALBERT MICHELICIC.....Oleum Refinery  
IBRA MILLER.....Field—Gulf. Div.  
JACK M. MILLER.....Research—Brea  
JOHN F. NICHLEY.....Oleum Refinery  
DOROTHEA M. NILSEN.....Research—Brea  
FRANK J. NOBLE.....Exploration—Pac. Coast  
M. O. NYSETER.....Marketing—H.O.  
THOMAS D. PEREIRA.....Oleum Refinery  
A. L. PLASKETT.....Field—Pacific Coast  
WELDIN R. READ, JR.....Compt.—Alaska Div.  
DEAN SANFORD.....Oleum Refinery  
E. EUGENE SCHULTZ.....Purchasing—S. F.  
CHARLES E. SMITH.....Comptrollers—H.O.  
L. G. WALKER.....Field—Central Div.  
CARLYLE G. WIGHT.....Research—Brea

## CONSIGNEES - DISTRIBUTORS

### July 1961

#### 35 YEARS

H. F. WEDEGAERTNER.....Kingsburg, California

#### 25 YEARS

R. R. BLAKESLEE.....Modesto, California  
ALBERT LASSART.....Los Banos, California

#### 20 YEARS

J. L. QUALLS.....El Centro, California

#### 15 YEARS

CLAUDE STILES.....Pomeroy, Washington  
EARL WARNIX.....Ludlow, California

#### 10 YEARS

ANGOON COMMUNITY.....Hood Bay, Alaska  
RICHARD J. BEVILAQUA.....Oakland, California  
R. H. RENNER.....Medford, Oregon

#### 5 YEARS

JOHN BLACKBURN.....San Jose, California  
GLENHAVEN BEACH RESORT.....Glenhaven, Calif.  
JAMES MURRILL.....Burlingame, California  
HARRY O. SMITH.....San Francisco, California  
LESTER WYATT.....Sebastopol, California

## DEALERS

### July 1961

#### 40 YEARS

ART RUSSELL.....Los Angeles, California

#### 25 YEARS

EARL WHITTAKER.....Mapleton, Oregon

#### 20 YEARS

LLOYD L. BARBER, SR.....Portland, Oregon  
J. L. CHALMERS.....Chewelah, Washington  
RALPH COLLINS.....Gig Harbor, Washington  
FIRESTONE SERVICE STORE.....Portland, Oregon  
CARL S. GRANT.....Los Angeles, California

#### 15 YEARS

J. ROGERS.....La Canada, California  
LESTER WESTENSKOW.....La Grande, Oregon

#### 10 YEARS

TOM R. BINGHAM.....Globe, Arizona  
WILLIAM J. BOSCH.....Monroe, Washington  
L. C. DINGELDINE.....Chandler, Arizona

CHARLES HEATLEY.....Aberdeen, Washington  
DAVID HUEY.....Sedro Woolley, Washington  
RALPH McWILLIAMS.....Woodland Hills, California  
F. L. REBMAN.....Beldon, California  
PETE RICE.....Yuba City, California  
WOOD'S SERVICE.....Burrel, California

#### 5 YEARS

A. J. BARRETT.....Solvang, California  
GLEN CASE.....Los Angeles, California  
A. F. ELIZALDE.....Santa Barbara, California  
ERNIE'S REPAIR SHOP.....Kerman, California  
C. A. HOWARD.....Pine, Arizona  
DOROTHY A. JENSEN.....Santa Maria, California  
W. R. JONES.....Huntington Park, California  
R. MARSHALL.....Santa Monica, California  
J. L. MATHENEY.....Los Angeles, California  
C. E. MATHEWS  
H. E. HALLSTROM  
L. C. HOEHN.....Motor Haven..Burlington, Wash.  
ODIE'S MARKET.....Los Angeles, California  
DONALD J. PETERSON.....Vade, California  
ERNIE SCHILTZ.....Los Angeles, California  
R. L. SCHOFIELD.....Glendale, California  
JAMES D. WATSON.....San Diego, California

## RETIREMENTS

### July 1961

	Service Date
RAY C. CLIFFORD Mktg.—N.W. Division	June 6, 1921
RAYMOND M. GREENSTONE Los Angeles Refinery	July 6, 1944
ELROY T. KERWOOD Northern Field	January 18, 1926
NOLAND F. MORROW Southern Field	February 27, 1923
MARTHA P. NASS Tax Division—H.O.	October 28, 1943
JOHN J. ROGERS Orcutt Refinery	July 16, 1946
BERT SWEARINGEN Los Angeles Refinery	December 17, 1923
STARR A. TITUS Industrial Relations—H.O.	May 29, 1929

## IN MEMORIAM

### Retirees:

OSCAR ANDERSEN Marine Department	May 4, 1961
JASPER FITZGERALD Oleum Refinery	May 27, 1961
ADRIAN K. KING Southern Production	May 22, 1961
CARL F. MADSEN Los Angeles Refinery	June 7, 1961
SIGURD O. NESS Field—Coast Division	June 1, 1961
DELBERT A. STULL Los Angeles Refinery	May 27, 1961
LOUIS R. STULL Production Department	May 28, 1961

### Employees:

CLARENCE E. HAMILTON	June 16, 1961
ELIJAH G. PETERSON Oleum Refinery	June 2, 1961

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

# Young Capitalist

Instead of a  
new bike,  
one share of stock



The work-stained young man is Raymond Richmond of Pittsburgh, Pennsylvania.

He's a 9th grader at Andrew Mellon Junior High, a member of the school's track team, Life scout—and one of Union Oil's over 65,000 share-holders.

He purchased a share of Union Oil stock out of money he earned from baby-sitting, washing cars, mowing lawns and clearing driveways of snow.

Ray's maturity in investing his money rather than spending it for a new bike, shows unusual good sense. He is learning early in life to put his savings to work. His parents can be proud of him.

We're proud that, of all the stocks he could have bought, he chose Union Oil. We are prouder still of the reason for his choice. He liked the fact, Ray's grandfather writes, "that Union Oil in its management, operations and outlook is American to the core."

So long as we are free to compete—while serving the best interest of our country and customers—Raymond Richmond's and Union Oil's futures are unlimited.

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