

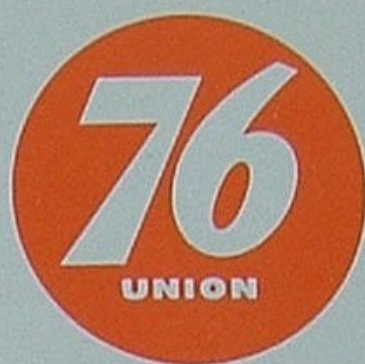
# SEVENTY <sup>76</sup> SIX

Union Oil Company of California



November - December 1961

## NIGHT-TIME SERVICE IS ALL IN A DAY'S WORK FOR UNION OIL



MR. ROBERT HENSLER, R. R. HENSLER, INC., LOS ANGELES, CALIFORNIA

"When we close down at night, the Union Oil service truck goes to work. Next morning, all our equipment is fueled and ready to roll. *Union's service is most dependable.*

"This kind of service is essential because of the close coordination among the different types of equipment on this project. Our equipment includes a dredge, dozers, scrapers, end dumps, draglines, a belt loader, and other units. One idle machine can close down the entire job.

"Adverse conditions here complicate the service problem. There are tides to consider, wet sand that

can bog down trucks, and water-borne equipment that must be fueled by hose or barge.

"But service is always good and so are the products. We've never had a minute's downtime caused by lubricant failure in any of our equipment. It's been the same story since we started with Union Oil some 17 years ago."

It will continue to be the same story—as it has for over 70 years: Union Oil backs The Finest products with The Finest service. Why not put this combination to work for you? Just call our nearby representative. You'll be glad you did.

Union Oil service truck refueling some equipment at site of Redondo Beach King Harbor Development.



**UNION OIL COMPANY OF CALIFORNIA**

UNION OIL CENTER, LOS ANGELES 17, CALIFORNIA

# SEVENTY<sup>76</sup> SIX

Union Oil Company of California

Volume 5, Number 10

November-December, 1961

THE COVER: Our photo of catalytic cracking units at Los Angeles Refinery was taken from atop a hortonsphere by Russ Halford. For other night views of the Company, turn to Pages 2 to 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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## SEASON'S GREETINGS!

It seems that  
the oftener we say it,  
the more meaningful it becomes.  
And the longer we observe it,  
the deeper its impact on  
the happiness of people everywhere.

So once again  
on behalf of Union Oil Company  
I am pleased to extend to  
employees, dealers and associates  
our wishes for  
A VERY MERRY CHRISTMAS  
and rewarding achievement  
in the New Year to come.

*Russ H. Taylor*

## Company at night

Quitting time for the great majority of people in industry is starting time for a large number of Union Oil people. And when the afternoon *tour* goes off duty around midnight, there's another to take its place — the *graveyard* shift.

That's because the oil industry never shuts down to rest. It has to keep plugging 'round the clock, 24 hours a day, every day in the year.

Just how much midnight oil is burned by our scouts, geologists and landmen in their quest for prospects is anyone's guess. But once they have "inked" a drill-site, everything begins to turn as if geared to the rotating earth. There is no let-up from the moment a drilling bit scratches the ground until a fill of refined gasoline is pumped into some customer's fuel tank.

Economy and necessity dictate this whirl of activity:

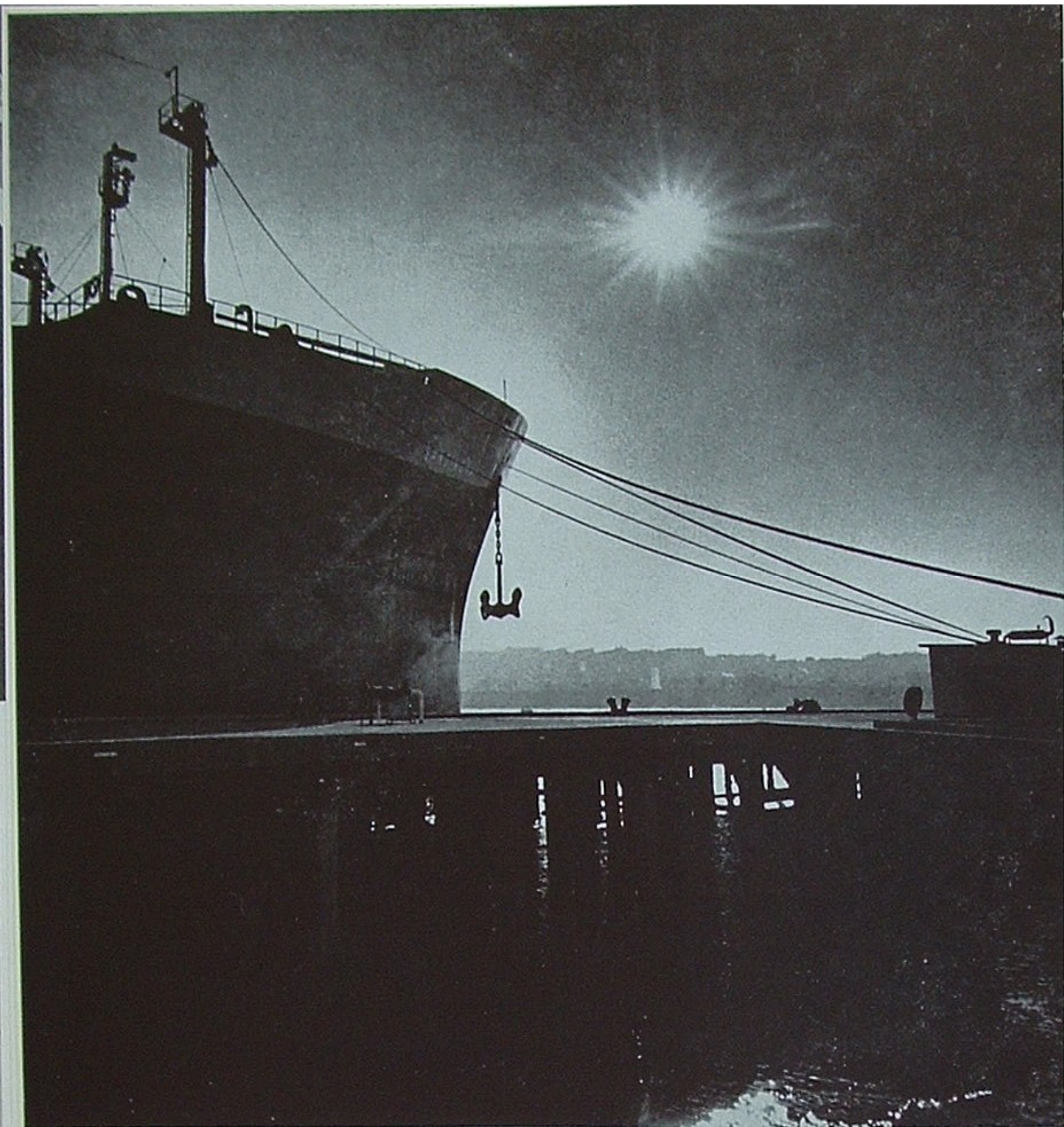
To contract the services of a modern drilling rig and its crew of men, for example, costs a fortune for a single drilling job. The going price for a big rig on land runs as much as \$4,500 a day. At sea, where an immense steel island, or platform, is needed to support the venture, the contract price may zoom to as high as \$16,000 a day. With tools of that price on hand, nobody wants to see the job stand idle. Three *tours* and 24 hours a day are none too many.

Likewise, producing oil fields and pipelines are blind to the rising and setting of the sun. They do their best work and repay their multi-million-dollar construction costs only by keeping a tide of petroleum flowing unceasingly. And to see that not a single pumping unit stops or loafes on the job, it takes men — short on day-dreams and strong on night vision.

Ships of course have long been nocturnal to a degree, governed more by tides and weather than by light of day. But modern tankships with their power plants and radar devices, and with all kinds of carrier competition urging them on, are nearly masters of both time and the elements. They load, unload and put to sea on schedule, with rarely a thought for rough weather or bankers' hours.

*Continued*





### Company at Night—continued

It seems never to have occurred to refinery designers to build an eight-hour or part-time unit. They seem dedicated to the proposition that all things are created perpetual. Accordingly, and for sound economic reasons, a refining unit worth its keep is designed to stop only for maintenance. Some of these immense distillation and cracking units, moreover, are so intricate and sensitive that it takes a week after startup to get them efficiently on stream. So our refiners are happy to let good enough alone by never stopping.

Getting refined oils, particularly automotive fuels, to market is another day-and-night job, with emphasis gradually swinging to night deliveries. Traffic being what it is these days in cities and on main highways, our transports are realizing their highest efficiency when most of the town is sound asleep. In the wee hours there are fewer delays enroute, less jockeying for space on service station pump islands.

At the "sign of the 76," service stations generally are geared with the transportation pace of their imme-

diately neighborhoods. Very few close down with the setting sun. Most light up to accommodate evening trade until as late as midnight, opening again between dawn and seven for the early birds. A number of key locations throughout the West remain open 24 hours.

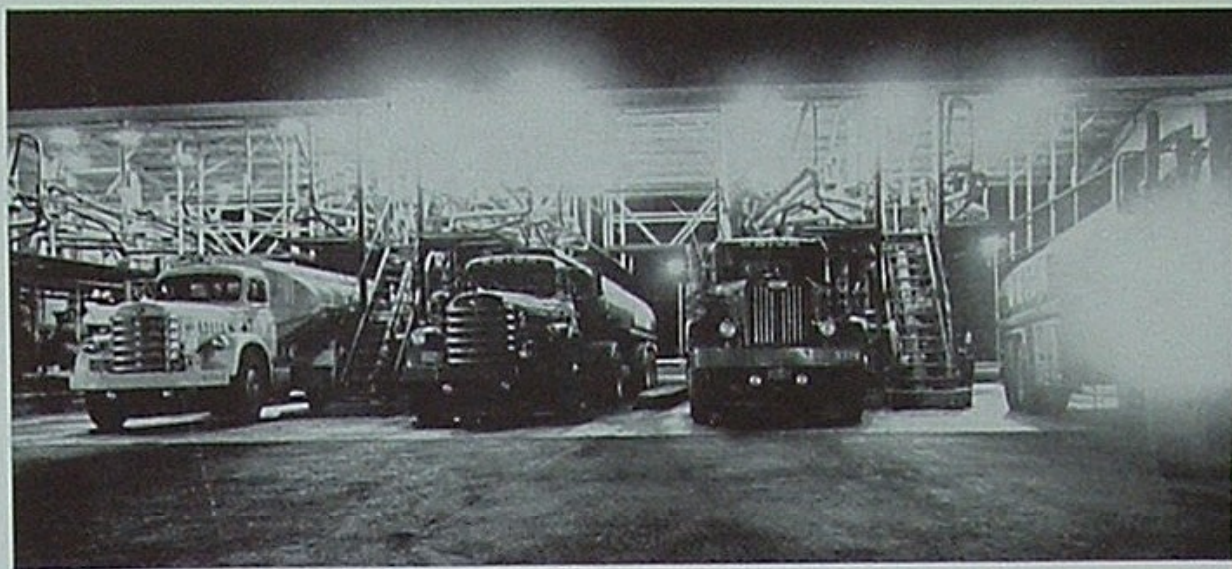
What does this perpetual motion mean in terms of Union Oil jobs and people? Here are the facts:

It is estimated by our Field Department that a typical drilling night will find up to 400 people, contracted help and employees, working the night shifts. Then to keep this wide-spread complex of fields producing requires an additional 200 employees, nearly two-thirds of them on night shifts.

Tankships contracted to Union Oil service require a total complement of about 280 men, most of whom alternate four hours on and eight hours off.

Our six refineries, with approximately 2,000 employees, have nearly 400 men assigned to the two night shifts.

At our distribution terminals, some 700 employees rotate through such assignments as loaders, transport



Photographic impressions in this issue of the Company at Night include: On the front cover, Catalytic Cracking Units at Los Angeles Refinery; on Page 3, a drilling test on the Newlove Lease near Santa Maria, California; on Page 4, the supertanker SANSINENA discharging crude at Los Angeles Outer Harbor Wharf; on this page, the Unifiner-Reformer at Oleum Refinery; night loading of transports at Los Angeles Terminal; the Company-operated service station near Tacoma-Seattle Airport; and Union Oil Center glowing with activity at midnight.

drivers and dispatchers. In addition a highly flexible contingent of drivers working for common carriers fills in at all hours to meet the market's fluctuating demand.

In retail units, practically all of the Company's 4300 dealers have from one to several Minute Men on duty long after the chickens have gone to roost.

Even Union Oil Center and other office locations glow with activity every working night of the week. Besides the maintenance people and guards on duty, there are pipeline dispatchers, communications personnel, IBM operators, and oftentimes quite a sprinkling of day workers clearing their desks for tomorrow.

Characteristically, few oil workers complain about shift work, many prefer it. The change to different *tours*, they point out, defeats monotony. The working environment is more quiet and orderly at night. And the night owl has all day to relax, fish or play golf.

Moreover, a night man sees the Company from quite a different perspective — a vital, tireless industry etched out of darkness largely by the energy of its own creation.

/THE END



# THE NEW WINNING OF THE WEST

*Union Oil products  
are providing the power  
for a massive face-lifting job*

When nature designed the West, she covered it with beautiful scenery. She neglected, however, to arrange her mountains, deserts, and rivers for the convenience of the hordes of people who are pouring into this fastest-growing section of the country.

Now, man has taken over. He's building dams and canals to bring the people water. He's smoothing the mountains and deserts for their homes. He's building freeways for their automobiles — California alone has 7,800,000 automobiles, more than 43 of the states have people. He's shaping out ballparks and marinas where they can relax.

This massive face-lifting is the work of the heavy construction industry. And wherever the construction



crews go, there go Union Oil products to power the job. Nearly one out of every 10 of our commercial sales dollars comes from the oils, greases, and fuels sold to operators who move the earth.

Contracting for these tremendous jobs — new cities in the desert, water reclamation projects, broad highways — is rough business, anyway you look at it. It's

rough on equipment, rough from a competitive bid basis, jobs are let on a bid basis with a sharp pencil. And him is "down-time" — the against equipment idle That's where our peo







High above downtown Los Angeles, a mighty earthmover powered with 76 Unifuel sweeps around a curve during the construction of the Dodgers' ballpark in Chavez Ravine. Contractor: Vinnell Constructors.

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projects, broad high-  
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rough on equipment, rough on lubricants and fuels, and rough from a competitive standpoint. Since most large jobs are let on a bid basis, the contractor does his figuring with a sharp pencil. And among the costs that irritate him is "down-time" - the time and expense charged against equipment idle for repairs and service.

That's where our people and products come in.

*Continued*



The day never ends for the Union Oil tank trucks, here servicing a crane at the Redondo Beach (California) King Harbor Marina Development. Contractor: R. R. Hensler, Inc.



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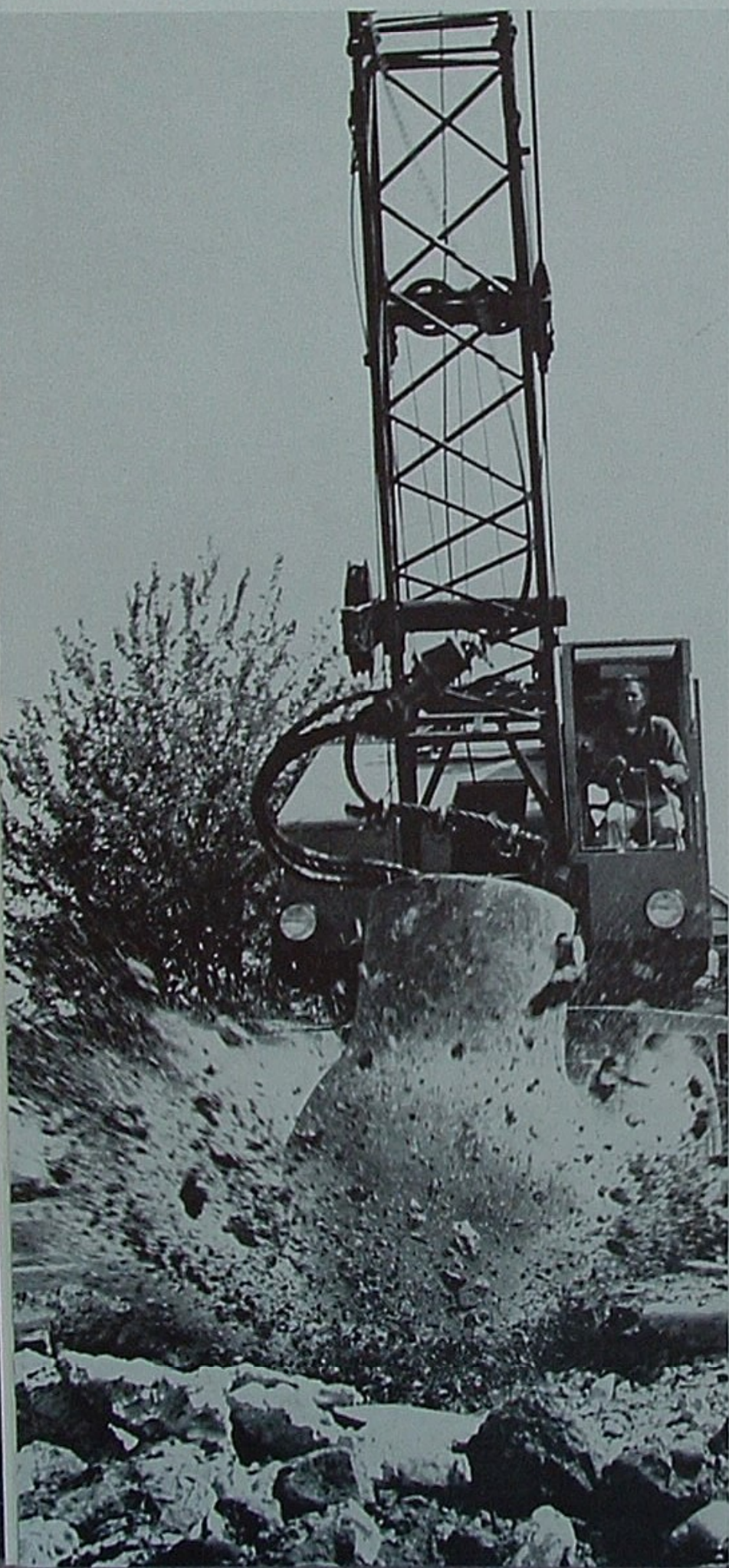
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High above downtown Los Angeles, a mighty earthmover powered with 76 Unifuel sweeps around a curve during the construction of the Dodgers' ballpark in Chavez Ravine. Contractor: Vinnell Constructors.

## Winning of the West—continued

The pictures on these pages are among those shot for our trade advertising series. All are "testimonial ads," one man telling another why he buys Union Oil products. And the key quote in every advertisement carries the same story: money saved because of the quality and reliability of Union Oil products and services.

Union 7600 gasoline is the lift behind this headache ball breaking pavement in Marysville, California. Contractor: Baldwin Contracting Company, Inc.



Time is an element of every contract; and the dusty, hot, hard-running schedules set for the equipment is a brutal test of fuels and lubricants.

Yet, many of the products used in this exacting work are the same as you buy in service stations: Unoba, 7600 Gasoline, and Red Line A. P. Gear Lubricants, for example. Our purple Royal Triton oils were originally developed to give the big tractors the ultimate in protection. The largest volume of sales, naturally, is in our industrial lines: rugged Guardol and T5X motor oils and 76 Unifuel.

Next to dependability of the product itself comes service. And the tank trucks with the white UNION on the side follow the equipment wherever it goes. To save contractors precious hours, our men usually fuel his machinery right on the job — day or night.

The Company is supplying contractors from the Canadian border to Mexico. So the next time you see men moving mountains or making a deep cut with their big earthmovers half-buried in dust, you can feel a little pride. There's a good chance you and 7,000 other people in Union Oil have a hand in that job — in this new winning of the West.

/THE END



Union Oil and the contractor won a race against the threatening floods from the Yakima and Naches rivers in the construction of the Yakima Freeway. Contractor: Fiorito Brothers.

# Pound-wise

from D. G. Probst



Experience has taught our pipeline operators a trick or two in minimizing the mixture of two oil shipments being pumped end-to-end through a line.

Near Oleum Refinery, where our Northern Division Pipeline terminates, the oil column climbs Mount Diablo, then moves downhill toward refinery storage. If allowed to descend with the full drag of gravity, gas pockets would form and the connecting shipments would move at cataract speed, resulting in a costly mixture.

Engineers have solved this problem for many years through the use of back-pressure. At Oleum, for example, 300 pounds of back-pressure is maintained in the line to equalize the pull of gravity. The oil arrives at controlled speed, checked by a force of 300 pounds.

Formerly the incoming oil was released into storage across a throttling valve, all of its energy being wasted. Then someone at the refinery asked, "Why can't this pressure, energy, be harnessed?"

Several Company engineers have put their heads together and come out of the huddle with quite a power play. Taking a conventional pump that was designed

to be turned by motor and shaft, they modified the pump and installed it backward in the pipeline. Then, instead of the pump moving the oil, the oil moved the pump.

The engineers next connected the backward rotating pump shaft to a second pump, which keeps a steady stream of crude flowing to Distillation Unit 67 across the refinery. The device works perfectly — salvaging about 200 pounds of back-pressure and leaving 100 pounds to convey the oil to storage. Value of electrical energy replaced is estimated at \$5,000 a year.

But there is an even greater saving: Formerly it was necessary to use an extra storage tank to provide gravity feed for Unit 67 in the event of a power failure. Now a refinery power failure would have no effect on the back-pressure pump, and the 50,000-barrel tank is available for other uses.

To construct a tank of this size today costs around \$3.50 per barrel of capacity, or a total of \$175,000. That plus \$5,000 a year would set a man up in business!

At Oleum they call it "the pump that built a tank by running backwards."

/THE END

Union Oilers who put the power of "the old mill stream" to work at Oleum Refinery include, from left, L. M. Kelleher, Paul Swanson, R. C. Huggins, G. S. Hoyt and Clyde L. Caldwell.



# BUSINESS HIGHLIGHTS OF THE MONTH

## OUR RESEARCH PEOPLE CONTRIBUTE TO SCIENCE

Everyone likes to receive recognition for a job well done. In this respect scientists and engineers are no different from anyone else. To them it is a particularly rewarding experience to present a paper before professional society meetings where members have a real appreciation for contributions made to the advancement of science and technology. It is Union Oil Company's policy to encourage Research Department personnel in this direction. Illustrative of the wide diversity of studies being pursued at Union Research Center is the following list of subjects on which papers recently have been presented:

Drs. H. D. Outmans and C. R. McEwen gave papers on the displacement of fluids in oil reservoirs before the Society of Petroleum Engineers in Dallas, Texas.

E. R. Atkins, Jr., published two papers on improved electric logging techniques in the *Journal of Petroleum Technology*.

Drs. L. M. Dvoracek and L. L. Neff presented a paper before the National Association of Corrosion Engineers on a new technique for preventing corrosion in tanks holding aqueous ammonia.

Dr. P. G. Nahin spoke before the Tenth Annual Clay Minerals Conference on the subject of organo-clay chemistry.

W. I. Barnet, J. H. Duir, R. C. Hansford and A. J. Tulleners presented a paper before the 44th Na-

tional Meeting of the American Institute of Chemical Engineers discussing various ways in which our new Unicracking process could be applied to refinery problems.

Dr. Lloyd R. Snyder has published a series of papers on a new analytical technique for determining the amounts and types of hydrocarbons present in heavy petroleum fractions.

H. E. Howard, W. C. Ferguson, E. C. Copelin and B. E. Buell have published papers on new analytical techniques.

Drs. E. P. Parry and T. L. Marple presented a paper before the national American Chemical Society meeting on studies they have been making of the adsorption of hydrocarbon molecules on the surface of solids.

*Research, from W. E. Bradley*

## COMPANY PRODUCTS WILL BUILD A HIGHWAY, CONSTRUCT A DAM

Union Oil has been awarded a contract to supply the petroleum requirements of R. R. Hensler Company, contractors on a highway job near Bakersfield, California. The \$4,800,000 project on Route 466 will straighten out dangerous curves near Keene, California. We have established an auxiliary marketing station near the site and will dispense our products from bulk storage.

Another large construction job, to be powered and lubricated by *The Finest*, is the raising of Debris Dam on the Trinity River near Redding, California. This project, awarded to Gibbons and Reed Company, will

require hauling over 3,600,000 cubic yards of earth to the dam site. Our 76 Unifuel will do the heavy work.

*Marketing, from C. H. Finnell*

Military Petroleum Supply Agency has awarded the Company a contract covering 3,115,000 gallons of 115/145 Aviation Gasoline for delivery from Los Angeles Refinery in the period from October 1 through December 31.

*Marketing, from F. K. Cadwell*

## ARCTIC DIESEL VIA UNIFINING

A new reactor has been put in service on gasoline Unifining Unit 230 at Oleum Refinery. The purpose of this reactor is to enable us to process additional quantities of cutter stock through the Unifining process, thereby reducing the undesirable sulfur content. The Unifining material is then salable as Arctic Diesel or Stove Oil.

## WALNUT BLASTING

An example of an unusual use of a common material was found at Santa Maria Refinery recently. It was necessary to remove the old paint from coke drums without damaging the galvanized metal covering insulation on the drums. Rather than using sand for sandblasting, the workmen tried using ground walnut shells. The shells successfully did the job and, it was found, the walnut "sand" could be recovered and re-used.

*Refining, from J. W. Towler*

## OIL IS ALSO THE RESULT OF IMAGINATIVE THINKING

The Field Department is always on the lookout for new production ideas and techniques. Some of these are borrowed from the petroleum industry in general. Others are contributed by Union's production research. A third important source of "better mousetraps" is the imaginative thinking of our own production people. As examples of the latter:

Many oil fields produce substantial quantities of water with the oil, and high-volume pumping of fluids from wells is rapidly becoming more important. Our production people have developed several ways of increasing production by utilizing high-volume pumping.

Recently in the Central Division oil production was decreasing in a well despite the fact that pumping equipment was producing more than 2,300 barrels of fluid per day. To increase the oil realization meant the installation of a larger pump and a higher yield per day of fluid. This was seemingly impossible because the existing pump was literally *stuffed* into the production casing, with only a fraction of an inch to spare.

The problem was solved by cutting the production casing 3,453 feet below the surface and removing it.

Then the outside *protection* casing was converted to use as a production casing. Being of greater diameter, the latter permitted installation of a larger pump. Fluid production was doubled and the well is producing its top calendar daily allowable of 40-gravity crude.

Another innovation is the "scab" cementing for production control in the Coalinga Nose Field, California. Our engineers have perfected this method of separating a long productive interval of oil sand into short intervals by establishing cement bonds between the perforated liner and the oil sand. Packers and control equipment installed opposite these cement bonds allow selective production of oil and gas. This has permitted the control of gas and the improvement of oil production efficiency.

Both techniques eventually will be reflected in increased Company revenues.

*Field, from Basil Kantzer*

## A WORD OF ADVICE ABOUT DRUGS AND DRIVING

*By Richard Call, M.D.*

Add to your safe driving rules: Beware of driving while under the influence of any medication. Many serious accidents have been traced to this cause — several of them among Union Oil people.

When a physician prescribes medication, he takes into consideration each patient's realm of activity and prescribes a dosage that will produce no harmful side-effects. He also makes certain the patient understands clearly the results of taking the medicine.

However, people are exposed to a constant stream of advertising about "home remedies." Most of us resort to them sooner or later.

Herein lies the real danger. Although these advertised remedies are approved for self medication, *they are safe only when used within the limitations of and according to the warnings and directions on the label. Often, both go unread.*

The results can be unfortunate. For example: the man who takes two or three antihistamine tablets for a cold should know they affect his driving ability.

Antihistamines taken orally may cause drowsiness. Do not drive or operate machinery while taking this medication, warns the Food and Drug Administration.

Also, the use of "pep pills" and "bennies" containing benzedrine by drivers trying to stay awake is an unfortunate practice of national proportions. These stimulants cause such side effects as mental confusion, hallucinations, disturbance of perception, exaggerated fatigue, collapse and addiction.

## OAKLAND HONORS UNION OIL FOR WEEKEND ADVENTURE PROGRAM

WHEREAS: the Union Oil Company has, during the summer produced a series of brochures entitled "a weekend adventure drive" and whereas, those brochures have been very well conceived.

WHEREAS: they have frequently called attention to features in the Oakland Park System; now, therefore, be it RESOLVED: That the Park Commission does hereby commend and congratulate the Union Oil Company

not only for its originality but also for the usefulness of its publications; and be it

FURTHER RESOLVED: That this resolution be spread on the minutes of the Park Commission and that a certified copy of this resolution be sent to the Union Oil Company. ADOPTED BY THE PARK COMMISSION OF OAKLAND, CALIFORNIA ON August 15, 1961.

(Signed) Sharon M. Richter, Secretary

*Record 103 thirty-five year employees*

# Honored at 71<sup>st</sup> Birthday Observance

Speaking to 103 Union Oil employees, whom he had invited to Los Angeles to celebrate the Company's 71st birthday, President Dudley Tower, the host, said:

"In behalf of 7200 Union Oil employees and our 65,000 shareholders, it is my sincere honor and privilege to welcome our honored guests to this birthday dinner.

"As shown by the 35 years of continuous service each of you has devoted to your job, you especially are to be complimented for our corporate success and growth. It is only through such quantity and quality of human effort that a corporation can prosper for so many years.

"Our company is now the 13th largest oil company



The largest group of 35-year employees in Union Oil history met in Los Angeles on October 17th to celebrate the Company's 71st birthday.

in the United States and has risen to 50th among the largest corporations. Our capital assets of over \$700,000,000 are substantial evidence of your productive efforts. Many happy returns of the day!"

Among this record number of 35-year employees so honored were two women — Marjorie Hauswirth and Marjorie Rutledge, both of Union Oil Center. Traveling the longest distance to attend the observance was William A. Apaka of our Marketing Department in Hawaii.

The entire group of "steady" employees, representing a working total of 3,675 years, whetted their appetites for the delicious Beverly-Hilton Hotel dinner with a

day-long sightseeing tour. Points of interest and entertainment included Los Angeles Refinery, lunch ala the South Seas at Long Beach, and an hour or two of whaling at Marineland.

During the Company's 71 years, 701 men and women have attained the 35-year mark. Of these, 174 have received 40-year emblems and 16 have passed the 45-year figure. The longest service record, 50 years and two months, is held by Milton L. Varner of the Production Department, who retired May 1, 1961. The dean of active employees is William D. Sellers of Marketing, who has now exceeded 48 years.

/THE END





*The Company's Kenai Gas Discovery  
Begins Tour of Service in Alaska*

## They're cooking with

# gas in Anchorage

On August 14th of this year, a gas jet was lighted in Anchorage, initiating the sale of fuel from Alaska's first field of commercial stature. The gas was delivered by pipeline from the Kenai Peninsula field discovered jointly by Union Oil and Ohio Oil in 1959.

The cost of finding and transporting that first BTU of heat energy could be measured in millions of dollars—and in one of the toughest pipeline jobs ever tackled by the petroleum industry:

About one year ago, a very tired and muddy pipeline crew were tempted to wash their hands of Turnagain Arm, a shallow bay separating the Kenai Peninsula from Anchorage. They had blazed most of an 82-mile pipeline route from field to market. But between them and

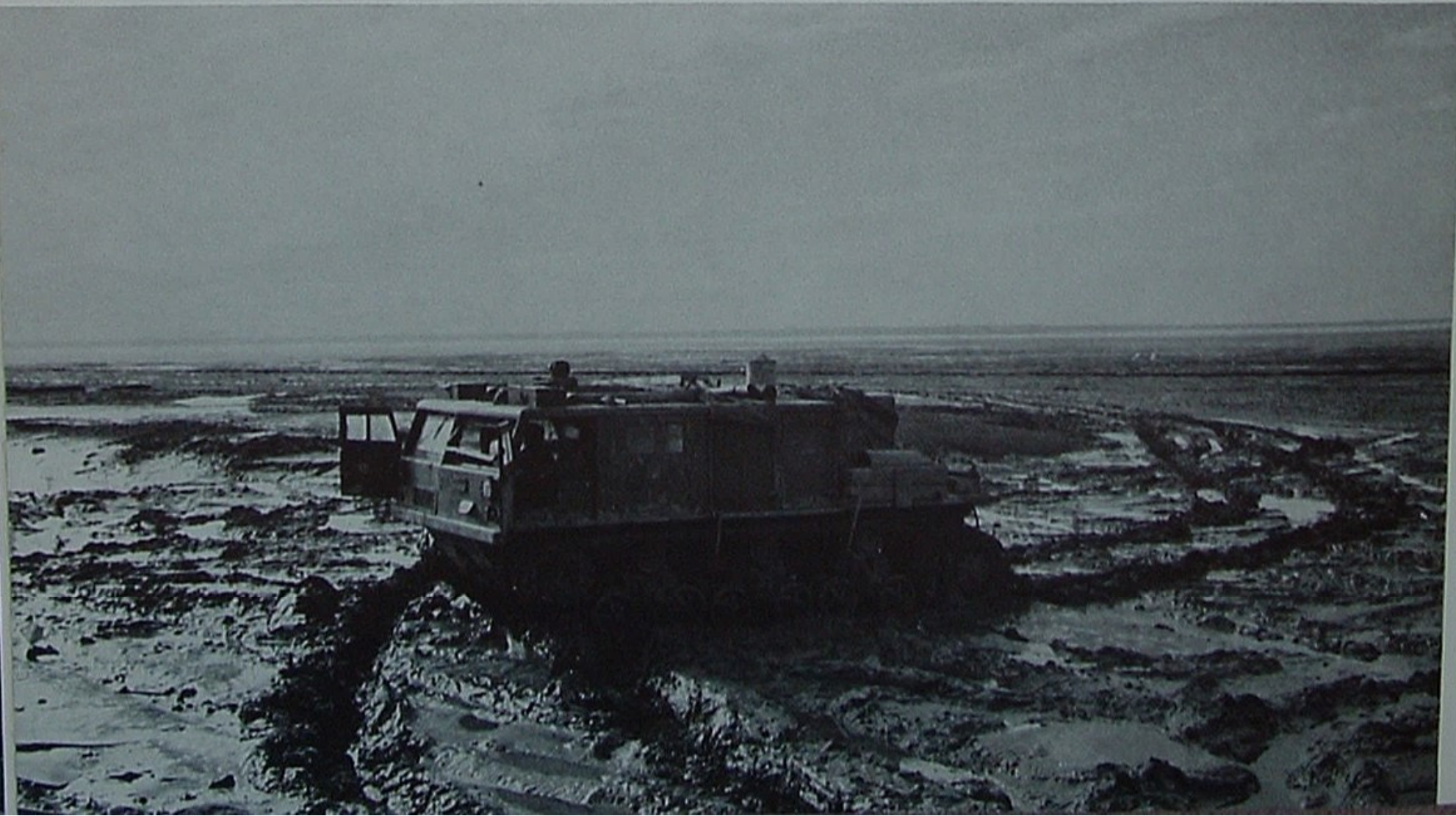


Anchorage women will most enjoy new fuel service.

success lay 8½ miles of sea bottom and frustration.

After an entire summer of struggle, Turnagain Arm remained primitive and uncooperative. Its mud flats at low tide showed evidence of a battle but not a victory. Every pipe-laying effort had been harrassed by a vicious 35-foot tide, strong water currents, 40-knot winds, or a sea of mud. Winter was at hand, barring all further attempts during the long season of ice and cold. Thousands of potential customers in Anchorage were waiting, impatiently, natural-gas appliances. The resistance of Turnagain Arm was maddening and embarrassing.

The sea-bottom mud of Turnagain Arm, with its abrasive silt from glaciers, defeated first efforts of crew to put pipeline in trenches.





This pipe-laying barge was towed all the way from the Gulf of Mexico to get the job done. Among its built-in advantages is a helicopter deck for landing men, emergency tool orders.

Their first trouble with the tidal basin was that these pipeline contractors, most of them transfers from the slippery delta muds of the Mississippi River area, had never before encountered the glacial silt peculiar to sea bottoms near Anchorage. The northern muds contain abrasive materials that seize pipe and resist its movement. They found to their surprise that long sections of welded line could not be pulled by tractor or winch into the mud trenches at low tide.

As an alternative, the contractors tried dropping the welded line at high tide from the deck of a barge. The barge proved too small to maintain satisfactory anchorage. Besides, Turnagain countered with its mischievous tides and currents by carrying the pipe downstream from the trench or filling the excavation as fast as a machine could dig it. The costly efforts were written off to experience and the contractors headed south to do some winter thinking.

The spring of 1961 marked the beginning of a different story. This time the Mississippi pipeliners returned with heavy artillery — an immense pipeline barge that had to be towed across the Gulf, through Panama Canal, and up the entire coast to Anchorage.

After briefly sizing up Turnagain Arm and its battlements, the *Louisiana cruiser* went into action on high tide. Its deck crane lifted factory lengths of pipe onto a floating assembly line where the sections were welded, X-rayed, wrapped, coated, inspected and fed from a stern boom called the "stinger." A helicopter deck on the barge enabled crews to shuttle back and forth without getting mud on their boots.

Meanwhile, air and water jets at the sea-bottom end of the "stinger" dug a trench hydraulically, and the pipe was *put to bed* as the trench was dug. Even Turnagain's currents and tides were used to advantage; they were employed to back-fill the trench — gratis!

Twenty-six days after the big barge went to work, the first 12-inch gas line was completed across this difficult 8½ miles of tidal flats and its two navigable channels. Then to assure Anchorage an uninterrupted supply of fuel — in the event of extraordinary demand or line breaks or repairs — the triumphant crew crossed Turnagain with a duplicate line in the short space of 11 days. Shortly after they were cooking with gas in Anchorage.

*Continued*



The pipe-laying "stinger" at stern of barge is seen above awaiting the return of high tide to Turnagain Arm. With the tide in, below, pipe is "put to bed" in a trench freshly dug by air and water jets, whose force boils to surface.

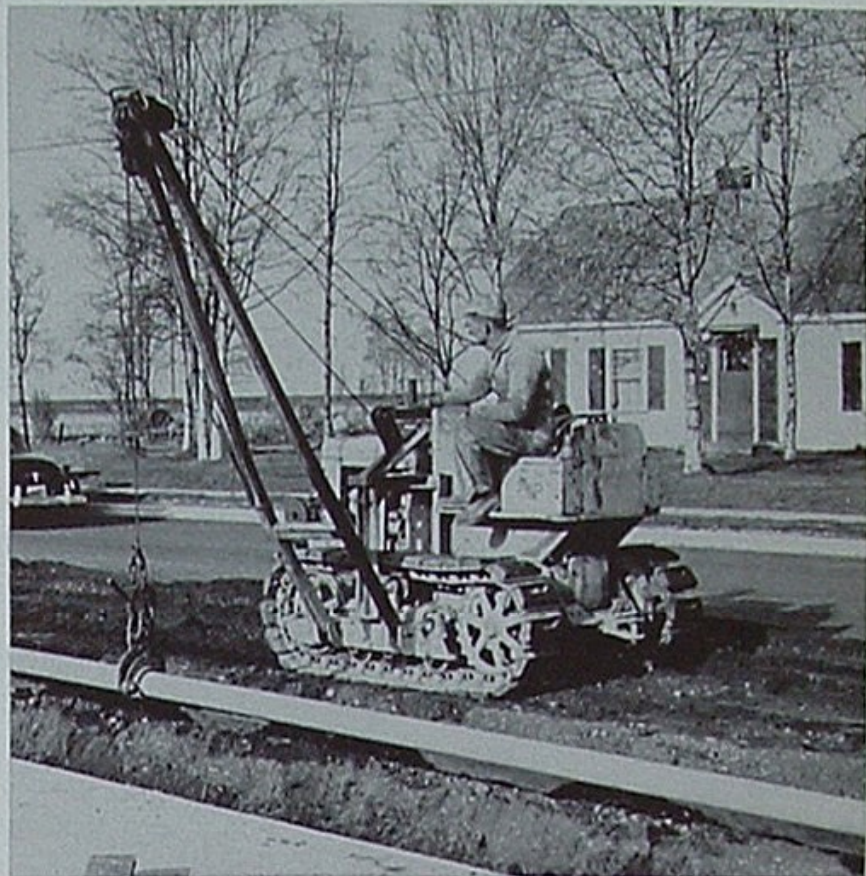


### Cooking With Gas—continued

Our Kenai Field has now been developed to five producing wells. Three of these are more than ample to supply the fuel needs of all buyers served by the pipeline. Two wells are shut in pending a market for the huge reserves known to exist in this gas reservoir.

A Union Oil project now in its formative stages may make it possible for Alaska to export shipments of surplus natural gas to waiting markets abroad. To do so via tankship will require liquefying the methane at around minus-300-degrees F. — a temperature more than three times colder than the North Pole or South Pole have ever experienced. That's another report SEVENTY-SIX hopes to bring to you soon.

/THE END



Anchorage Natural Gas Corporation are completing a \$4 million distribution system to make gas available throughout city.



During official dedication of service in September, Mayor George Byer, left, of Anchorage and President Robert B. Baldwin of the gas company read a proclamation honoring those who developed Alaska's newest resource.

Special guests of the day were Vice President Basil P. Kantzer, left, and President Dudley Tower. They stand beside a permanent gas light designed to commemorate the event for future citizens.



# Frank Adams sold like 70!

from T. E. Luke

A recent year-long sales competition conducted among commercial Marketing personnel bore the invigorating title of "Sell like 70." A grand-prize total of 75,000 points awaited the sales representative who, in the opinion of management, turned in the best Company-wide performance.

At year's end, the judges sent their award and congratulations into the cotton fields of Casa Grande, Arizona. There Consignee Frank Adams was asked to describe the winning sales formula followed by himself and his three employees. His answer: "We know our products. We took a sincere and helpful interest in the needs of our customers. And we sold like 70!"

Arizona's Casa Grande country is a unique cotton belt. With an average rainfall of only eight inches annually, it raises some of the world's finest cotton.

As there is also a lack here of water from river and canal sources, farmers literally have had to dig to make up for the moisture deficiency. Drilling wells to as deep as 550 feet, they install engines and pumps each capable of pumping water at a rate of 3,000 gallons per minute. These wells and pumps, like the Arizona sun, are the daily necessities of a successful crop. Hence, engine failure and prolonged *downtime* can be disastrous to the cotton growers.

During 25 years as a Union Oil employee and consignee, Frank Adams learned all that he needed to know

about Company lubricants — their composition, their uses, their qualities, their applications — the policies of warranty and constant improvement that stand behind them. He had confidence in what he had to sell.

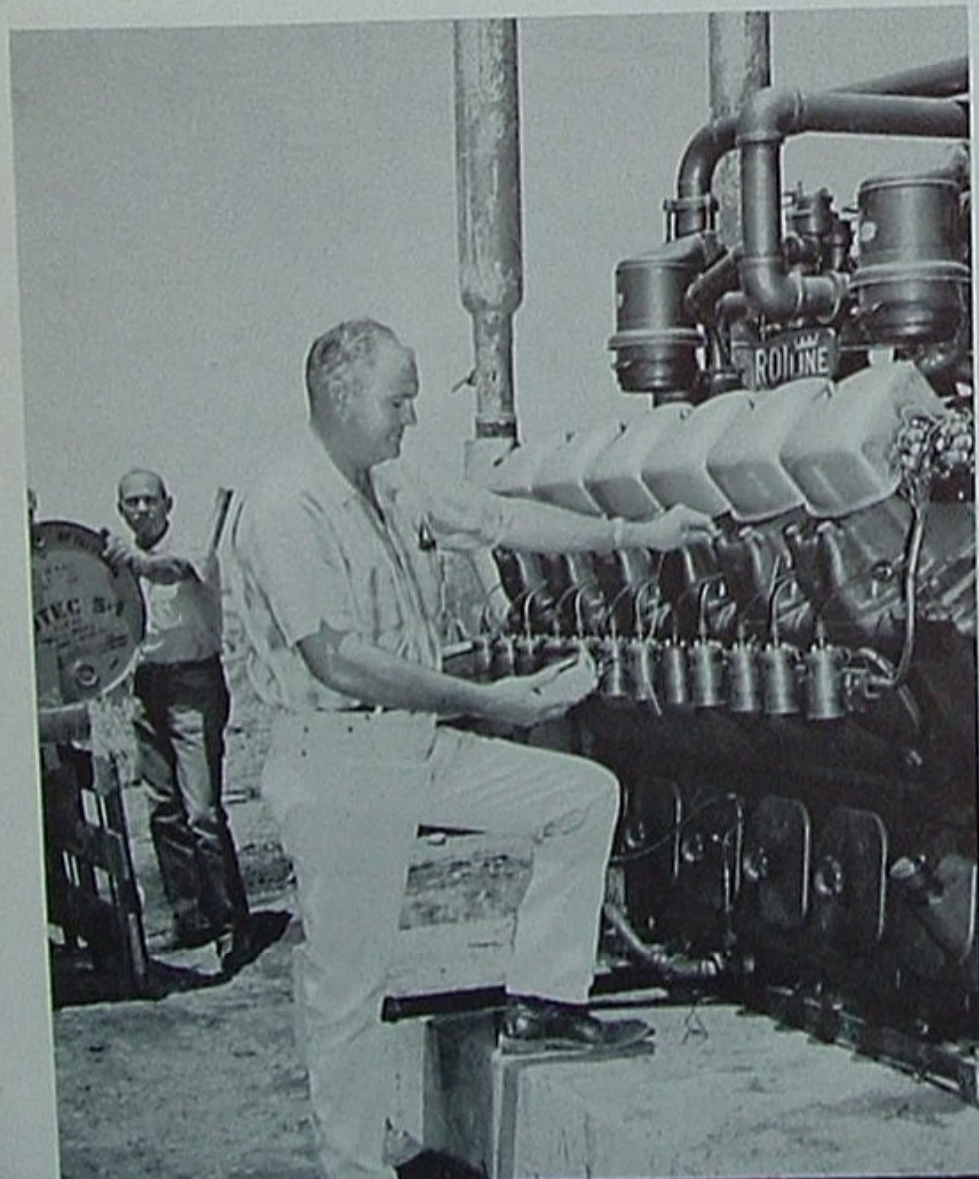
Upon meeting the Casa Grande farmers, therefore, and learning of their water problems, he immediately sensed the importance of keeping every pump at optimum efficiency. It is in fact a slogan of the Salt River Valley Water Users' Association there that "Arizona grows where water flows."

So, after a very careful study of the huge natural-gas engines and their operating conditions, Frank had some helpful suggestions to offer. A change to such heavy-duty Union Oil lubricants as T5X, Unitec and Guardol, he assured the farmers, would prevent engine troubles and prolong engine life. To clinch each sale he guaranteed the finest and most reliable delivery service, in one instance offering a customer the biggest steak dinner in town if the oil containers ever ran dry.

It so happens that just one of the big cottonfield gas engines will require from 400 to 950 gallons of oil per year. Furthermore, there are about 240 of these rain-makers in the Casa Grande area alone.

But it didn't just happen that Frank Adams and his crew got a lion's share of this business. He knew his oil, he gained the confidence of his customers, and he sold quite a few more than 70!

/THE END



Consignee Frank Adams, center, receives the Company's top trophy for salesmanship from Sales Manager T. E. Luke of Phoenix. Supervisor Jim Luzadder smiles at left.

At left, Frank runs a test on one of the big engines used for irrigating Arizona's cotton. He knew the right oil to run 'em!

# WALTER REUTHER RIDING HIGH on the new FRONTIER

By Henry J. Taylor  
From Los Angeles Times  
September 19, 1961

Walter Reuther has arrived where he is today absolutely on his own. This was hard to do. With many handicaps and against all opposition, he did it by an extraordinary combination of talents, not the least of which is courage.

But here is a man of enormous power whose Fabian Socialist thinking is famous and who has spent his entire life working, fighting and propagandizing for it within the free enterprise system which, by common consent, must be preserved if our country is to remain a free nation. For when economic liberty is lost the other freedoms are not long to follow.

Reuther's own reference to himself in "Who's Who" touches much in few words: "Led 113-day strike of General Motors workers . . . focused national attention on union demand of wage increases without price increases." The far-reaching economic implications in this wages-prices relationship are immediately evident to anyone with the slightest economic background, and to readers of President Kennedy's recent steel industry letter it must have a familiar ring.

So it should, because Reuther's thinking inter-twines with President Kennedy's own thinking, as the record shows, once you penetrate down to the performance. It is vital for the public to be fully aware of this, for here is the philosophical and political core of the New Frontier.

Reuther is a controversial figure in labor-manage-



ment circles, sometimes unfairly, but controversy about his union affairs misses the boat. He has a mandate from the union, and he serves the union.

The important issue, and growing more so, is Reuther's lack of any mandate whatever for the total effect of his combined economic and political activities on the American people. In essence, such power thus applied becomes invisible government and is wrong per se in the United States, no matter what its source.

Unions are essential in industrialized America. They perform many indispensable functions and, in truth, countless workers in some categories and places could be in a very sorry state without them.

Moreover, good unions far outnumber the bad, just as good companies far outnumber the bad. But the basic place of unions in our nation's productivity seems badly confused.

The companies could get along without the unions, but the unions could not get along without the companies—and neither could Reuther. It is Reuther's business, however, to bury this basic fact, and that is why you seldom hear it mentioned.

Neither Reuther nor the union enriches our economy by so much as a single workman, provides any enterprises, gives one ounce of inventiveness, risk and competence required for competitive survival and growth, or contributes as much as a matchstick to their sales success, which is what supplies the workmen with work and every penny of the pay. All is at hand without them and the achievements are independent of them.

Yet Reuther and similarly situated union leaders have the power to vitally disrupt our nation's entire economy, and in fact, to influence (and often originate and dominate) Washington legislation, tax measures, federal spending of the taxpayers' money and powerful executive decrees of greatest consequence to every American and the entire free world.

Thus, when Reuther's economic power over our population as a whole is teamed with such decisive political power through his union and the interlocking union network, the whole principle of representative government, both in Congress and the White House, is given a severe test.

The program sponsored, of course, is welfare-state socialism. Yet the New Frontier did not seek office as anything like a Labor-Socialist government and obviously could not have come to power had it declared this objective.

In short, we are witnessing a distortion of the mandate, a very serious blow in representative government from whichever party it arises. And that which is morally wrong can never be politically right.

In "Mein Kampf" Hitler called America "the great, throbbing industrial colossus of the West." Our world power depends on our home power. If we lose our home power we lose our world power.

Khrushchev wants us to do so many costly things that we could commit economic suicide. He expects America to lick itself; to knock itself out in its own gymnasium. And if we blow up through welfare-state socialism, who is there to pick up the pieces?

It would be small compensation then if our government would tell us it did not know the gun was loaded.

/THE END

## Before you quit... read this

The first strategy of many who are faced with a problem is to quit.

But a man who suffered such severe burns on his legs that he faced amputation — — *he* didn't quit.

He became the most successful distance runner of his time.

And a man with less than one year of formal education didn't quit.

He became the most revered president we ever had.

And a fragile boy in Scotland, bedridden most of his childhood, didn't quit.

He became such a masterful storyteller your great-grandchildren will cherish his books as you did. Now if you had *all three* of those strikes against you, nobody would blame you for quitting.

But unless your legs are severely burned, and you're so fragile you have to stay in bed, and you never graduated from second grade, why don't you turn around and get back to work. Maybe we'll be writing about *you* someday!

Reprinted through courtesy of Newsweek

# Highway



by Don Nielsen

Nearly all of the products we manufacture at Union Oil are designed to be destroyed or consumed in one way or another. Gasolines, diesel fuel, kerosene, jet fuels, stove oil and fuel oils are burned to release their energy. Lubricants are used, replaced, then discarded. Many of our thinners and solvents are valuable because they evaporate. Natural gas burns to produce heat. Aristowax burns to give candlelight.

# extols its builders

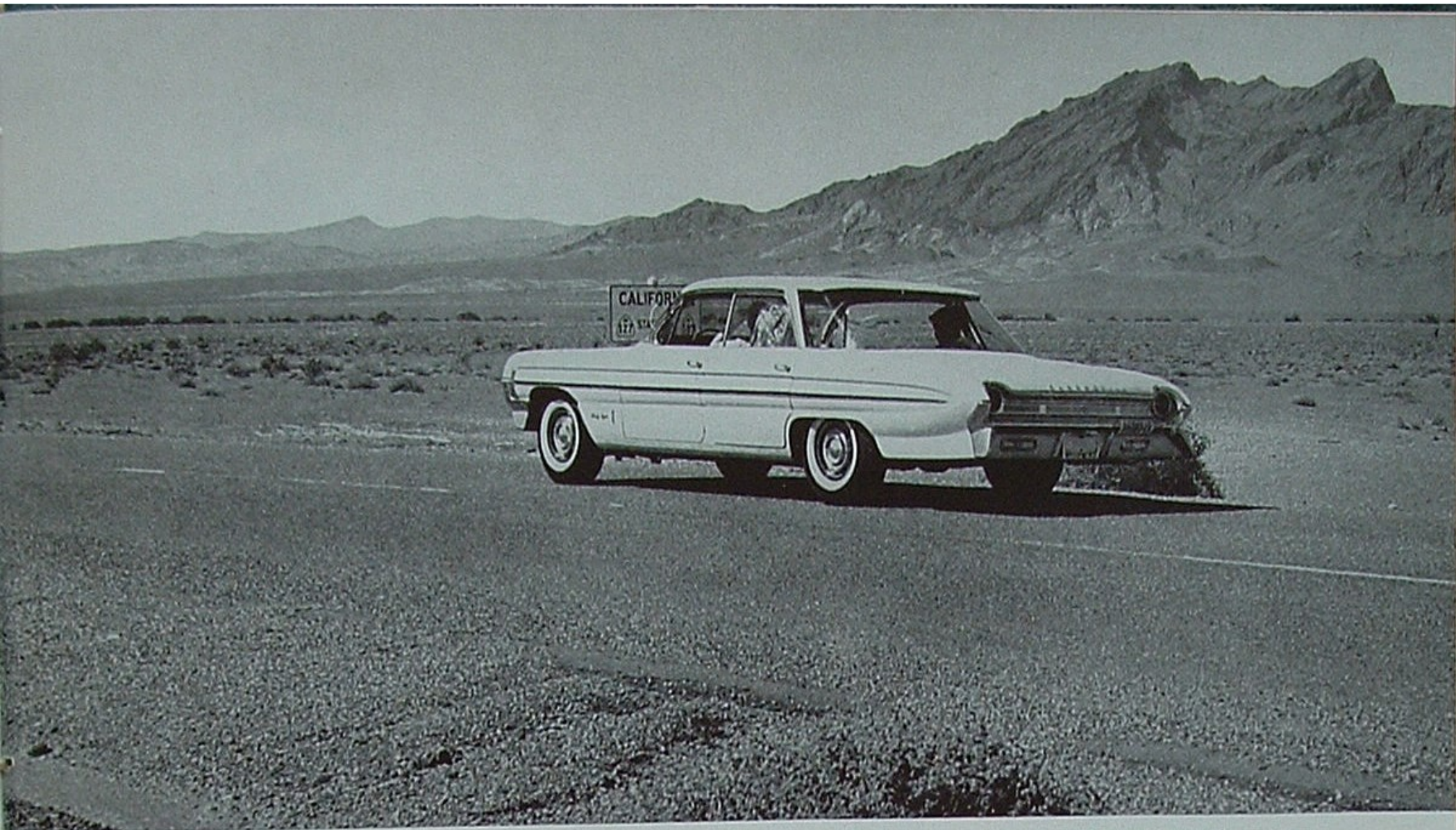
One of our petroleum products, however, is built to last. That is asphalt — the mortar of the Tower of Babel, the *mum* of Egyptian mummies, the water-proofing agent of the ancients, the binding and paving material of modern highways. It is one of the world's most enduring commodities. And the longer it lasts the better we like it.

So it should be gratifying, particularly to some of the *senior* employees and associates of the Company, to hear the following report:

In 1935 the State of Nevada's Department of Highways let their contract to pave a stretch of Highway 29, near Death Valley, from Lathrop Wells to the California state line. The contractor was U. B. Lee, who still carries on a rock business at San Leandro.

The asphaltic product chosen for this project was Union SC-2 Road Oil, a liquid with the thick consistency of a bunker fuel oil. It was shipped from Los Angeles Refinery in tankcars, road-mixed with gravel at the job site, and rolled into a smooth, graded, two-lane desert highway. The hot Nevada sun carried on the refining process where we left off, and Highway 29 was hardened to the consistency of a brick.

Traffic flow and load weights increased far beyond anyone's expectations. But year after year, as Nevada's maintenance engineers inspected the system of roads, they found Highway 29 as good as new. It was not until 1958, 23 years after Contractor Lee had finished the job, that the first major maintenance was called for. This consisted of applying a thin overlay of asphalt to compensate for increased loads. Today Highway 29



Highway 29 is a favorite route to Death Valley. Though 26 years old and resurfaced only once, it's solid and smooth as new.

remains in excellent condition. Costs of maintaining it are among the lowest on record. There is no apparent reason why it should not last another 100 years.

The year 1935, when this road was built, may seem like ancient history or only yesterday, depending on how long you've been around. L. P. St. Clair was Company president. Triton Motor Oil had been on the market just a few months. Lee Dampier, now at Oakland, helped a San Jose bowling team win the Major Burnham Trophy. Stella Hulihan of Purchasing was tennis champion among the ladies. The Credit Union, known and loved by all, was first organized in Home Office. We were serving petroleum products to contractors on such projects as Boulder, Grand Coulee and Bonneville Dams and the Golden Gate and Bay Bridges in San Francisco. Twenty-eight gravity Signal Hill crude oil was listed at 92 cents a barrel. Quite a year, 1935!

And almost as durable as the road itself are some of the Union Oilers who had a hand in the original contract. Bill Lester, now at Research, was then relief asphalt foreman at Los Angeles Refinery. Pete Aguirre, also at Research, did some laboratory testing of the SC-2 Road Oil.

To these and all others who helped in Highway 29's construction, the road stands as a fine tribute to work well done. To the rest of us it should be a testimonial and an inspiration. Pavements being laid today will last as long or longer if properly designed and constructed—with asphalt.



U. B. Lee



Bill Lester

Pete Aguirre



/THE END

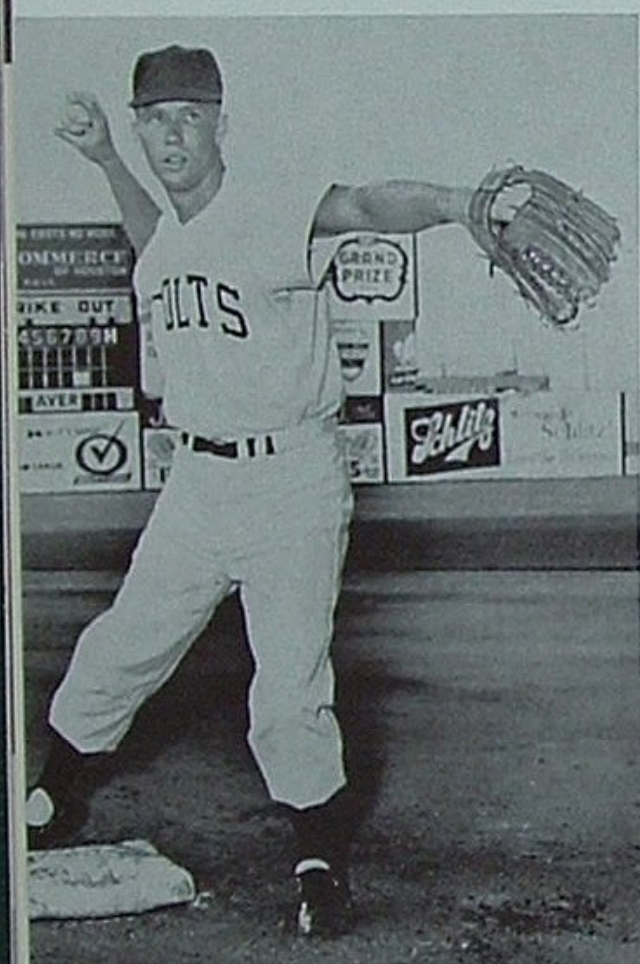




EARL I. LASH, left, of Union Oil Center gave 300 employee competitors a lesson during the 35th Annual Golf Tournament held on September 16th at Chino, California. His score of 71 was two strokes better than the gross figures carded by Eldon Turner of Refining and Joe Halter of Field. The latter two decided the runner-up position in a one-hole playoff, with Halter winning. Seen in the new champion's foursome are, continuing from left, Eldon Turner, Basil C. Loftus of Coalinga who shot a powerful 76, and Donald E. Craggs.



in focus



GLENN VAUGHAN, son of our Gulf Manager K. C. Vaughan and nephew of the famous Pittsburgh baseballer "Arky" Vaughan, has signed a big bonus contract to play *pro* ball for the Houston Colts. Seventeen-year-old Glenn has been burning up the minor leagues with his switch-hitting batting average of .428, exceptional speed in base running, and sensational play at short-stop. He was sought by at least 20 major league clubs, but chose Houston partly to be near home and his best educational opportunities.

from Paul Noland



AT THE ANNUAL PICNIC held by California Central Division in Lodi, these six were singled out as having attended more Union Oil picnics than anybody. From left they are C. K. Layton, W. M. McClure, R. D. Larimer, H. J. Wise, M. E. Lamborn and Fred Croce. The six sales representatives total at least 206 picnics, that is, years of Company service.

from Jim Boland

OPEN HOUSE AT LOS ANGELES REFINERY on August 19th proved once again to be, if not the biggest, at least the *finest* show on earth. For Dad it was a day to let the family see where he works. For Mom, a fascinating day out. For the kids, a real circus. Over 3,400 attended.





AMONG EMPLOYEE MODELS who regaled a cafeteria audience one noon in September were, from left, Barbara Rogers, Dorothy Fritz, Natalie Philipps and Chris Smith. They modeled I. Magnin gowns, etc. ostensibly as an aid to the annual AID drive. It was a left-handed way of saying "Either ante for charity, brother, or expect some pretty fancy clothing bills in next month's deluge."

KATHARINE WATANABE, daughter of Oleum Chemist David J. Watanabe, attained the highest scholastic rating in a class of 222 students graduating from Amijo High School at Fairfield. She was awarded the University of California Alumni Scholarship and is enrolled at U. C. in Berkeley.

from D. G. Probst



TOUCHDOWNS VIA RADIO were promised to thousands of Pacific Coast fans when Division Sales Manager W. I. Martin, center, signed a contract for Union Oil sponsorship of 10 University of Washington football games. At the signing were Manager Earl Reilly, left, of Station KING, Seattle, and Athletic Director Jim Owens of the University of Washington.

from Carole Judkins



RESEARCH CENTER celebrated its 10th anniversary of residence at Brea, California, by holding open house for all employees and their families. Approximately 2,000 guests responded to the invitation. Demonstrations conducted among the handsome lab buildings suggested to many a young mind that the world of tomorrow may be the world of chemistry.



JOHN JOYCE of Oleum Refinery was watching television with his two children, Mary Lou and Johnny, when they noticed a familiar face on the screen. The telecast was coming from Germany, where John's brother, Sgt. 1/C Martin Joyce, is serving in the armed forces. A telephone call to Station KPIX in San Francisco brought a confirming photograph to the Joyce home next day. Sure enough, one of the principals in the overseas report was "Uncle Joe," John's brother.

from Vallejo Times-Herald



# Checking on the Sun

By Russ Halford

Arizona, once noted principally for its Indians and saguaro cactus, is today a land of surprises. Someone marks off a golf course just anywhere in the desert and almost overnight the place becomes a new city. With the spunk of creators, Arizona people are converting the wilderness into a fascinating land of plenty. They're so confident that one of them—well, let me begin at the beginning:

My wife and I were driving through a seemingly hostile area of rock and cactus 20 miles north of Scottsdale when we suddenly spotted a city square without a city. Yessir, right here in the middle of nowhere was a monumental sun dial—its base handsomely paved and landscaped—colorfully named streets radiating out in every direction—a combination art shop, buffet and real estate office open nearby for business—but no evidence of what Carefree, Arizona will look like a few years hence.

The real estate men were relaxed and assured. Half of the missing town's residential lots were sold already. Out in the cactus somewhere were a good airstrip, the layout of an 18-hole golf course, the site of an International Restaurant, and foundation work for a score of fine homes. And the 62-foot sun dial out in front, they explained, wasn't entirely ornamental; it contained tubes to heat water by solar energy, and the heat was sufficient to keep the real estate office warm on a cool winter day.

Just then our attention was attracted to a man studiously examining his watch beside the sun dial. We introduced ourselves and learned that the man was Elmer G. McLaughlin, an industrial sales engineer for Union Oil Company. His wrist watch was a new one that he had just received from his

company in recognition of more than 30 years of service.

"You're setting your watch by the dial?" we ventured.

"Oh, no," he answered quite seriously, "the watch keeps perfect time. I was just checking on the sun."

See what I mean?

/THE END

"The sun is right on time," said Union Oiler McLaughlin, consulting his new 30-year service watch.



## CONSIGNEES-DISTRIBUTORS

### NOVEMBER

#### 35 YEARS

C. T. BASCOM.....Biola, California

#### 30 YEARS

VERNON J. WILLARD.....Manteca, California

#### 5 YEARS

KONA PETROLEUM CO.....Kailua-Kona, Hawaii

OWENSBORO TIRE SERVICE, INC.

Owensboro, Kentucky

LEROY POLLARD.....Brookings, Oregon

UNIVERSAL MOTOR OILS, INC.....Wichita, Kansas

### DECEMBER

#### 35 YEARS

R. W. HOFFMAN.....Santa Cruz, California

#### 30 YEARS

EDWARD DITTRICH.....Klamath Falls, Oregon

HOWARD H. FERGUSON.....Morton, Washington

#### 25 YEARS

ROBERT A. PARSLEY.....Delano, California

#### 15 YEARS

ROBERT T. MORRASY.....McKittrick, California

HERMAN C. SATER.....Edmonds, Washington

#### 10 YEARS

FILMITE OIL CORP.....Milwaukee, Wisconsin

#### 5 YEARS

JAMES E. BAKER.....Trona, California

O'DELL BAKER.....Trona, California

GWYN A. BROWN.....Dillon, Montana

## RETIREMENTS

### November 1961

IVENSON E. CORNER Service Date

Automotive - Southern Feb. 11, 1943

ASHLEY V. DOSS Sept. 10, 1917

Pipeline - Southern

WILLIAM P. DUFFIELD Sept. 6, 1933

Southern Field

HAROLD W. LOWREY Sept. 14, 1925

Santa Maria Refinery

### December 1961

HARRY E. BUTLER Service Date

Marine Department April 3, 1920

MARY ANN DAVIS July 15, 1946

Comptroller's

WAYNE G. HARDING June 24, 1930

Los Angeles Refinery

JAMES E. HILL Jan. 12, 1921

Industrial Relations

FRANK H. HOWELL Nov. 1, 1932

Los Angeles Refinery

WILLIAM A. WATSON Dec. 6, 1928

Land Department

HENRY G. WIEMERS April 11, 1935

Field - Orcutt

## IN MEMORIAM

### Employees:

JAMES A. BRADY August 31, 1961

L. A. Marketing Terminal

DANNY J. BRAGG Sept. 19, 1961

Maint. Repairman—Del Valle

IDA LEE ELLISON Sept. 20, 1961

Field Department

SARAH T. WILSON Sept. 20, 1961

Central Division Field

### Former Employees:

OLE BERG, JR. Sept. 3, 1961

Vice President - Gen. Sales

### Retirees:

CARL G. TORNQUIST October 2, 1961

Southern Production

JOSEPH E. WALTON October 3, 1961

Marketing-Distribution

HAROLD W. WASLEY August 31, 1961

So. Division Production

## EMPLOYEES

### NOVEMBER

#### 45 YEARS

ARTHUR MACKENZIE.....Legal-Tax Division

#### 35 YEARS

CLYDE BRUST.....Los Angeles Refinery  
 BYRON A. LOTT.....Los Angeles Refinery  
 WILLIAM McGOOKIN.....Corporate Accounts  
 HUGH O. PARR.....Los Angeles Refinery  
 HARRY G. SCRIVNER.....Los Angeles Refinery  
 ELLIOTT F. WINDSOR.....Mktg.-Calif. No. Cstal.

#### 30 YEARS

JOHN J. GALLIE.....Mktg.-Calif. So. Cstal.  
 McKINLEY OMOHUNDRO.....Field-Pacific Coast  
 LORIN F. POTTER.....Mktg.-Calif. So. Cstal.  
 L. L. RICHARDSON.....Field-Pacific Coast  
 HARRY J. ROBINSON.....Field-Pacific Coast  
 MARTIN H. WACHTEL.....Mktg.-Calif. So. Cstal.

#### 25 YEARS

ALEXANDER P. PARKER.....Purchasing-Orcutt  
 HAROLD A. PIERCE.....Mktg.-Calif. So. Cstal.  
 DONALD O. WALKER.....Compt.-Mktg. Acct.

#### 20 YEARS

HUBERT B. BOYCE.....Oleum Refinery  
 W. F. BRAUGHTON.....Los Angeles Refinery  
 MARY K. PRENEVOST.....Compt.-Mktg. Acct.  
 L. F. WHITMORE.....Los Angeles Refinery

#### 15 YEARS

KEITH J. BOHN.....Field-Pacific Coast  
 NELSON C. BREAUX.....Field-Gulf Division  
 ROY L. EAVES.....Field-Pacific Coast  
 C. HAINES FINNELL.....Marketing-H.O.  
 DONALD R. GREESON.....Field-Pacific Coast  
 RICHARD V. McMAHON.....Field-Gulf Division  
 SHIRLEY A. MONROE.....Glacier Division  
 JOHN T. NEWTON.....Mktg.-Calif. So. Cstal.  
 ELLIS E. RICHARD.....Mktg.-Calif. No. Cstal.  
 VERNON C. SWENSON.....Glacier Division  
 H. H. THOMASSON.....Field-Pacific Coast

#### 10 YEARS

BLANSHE L. ACQUISTO.....Treasury Credit-H.O.  
 VESPER B. BAILEY.....Field-Pacific Coast  
 JAMES H. BURCHETT.....Los Angeles Refinery  
 RICHARD C. COLVIN.....Field-Rocky Mtn. Div.  
 ROBERT M. CONDON.....Field-Gulf Division  
 TOBIAS B. COOPER.....Mktg.-Northwest Div.  
 DONNY S. DICK.....Mktg.-Northwest Div.  
 W. E. GEARHART, JR.....Purch.-San Francisco  
 F. M. GILLETTE.....Compt.-Office Services  
 ROBERT E. HAMMOND.....Expl.-Pacific Coast  
 A. ANDREW HAUKE.....Legal-H.O.  
 BETTE R. JENSEN.....Compt.-Data Processing  
 DOROTHY J. LEIGHTON.....Oleum Refinery  
 IRENE E. MALCOR.....Compt.-Mktg. Acct.  
 NORINNE M. McINNIS.....Compt.-Corporate Accts.  
 JOHN H. MOFFITT.....Field-Rocky Mtn. Div.  
 ROBERT J. PEVERLEY.....Field-Pacific Coast  
 MARY H. PICKARD.....Field-Pacific Coast  
 ROBERT J. PULLEY.....Mktg.-Calif. So. Cstal.  
 PHILIP A. RICH.....Purchasing-H.O.  
 J. C. ROBERTSON.....Mktg.-Calif. No. Cstal.  
 WM. D. SCHAEFFER.....Research-Brea  
 MERL T. SHORES.....Research-Brea  
 W. A. SINKLIER.....Field-Pacific Coast  
 HENRY T. SNOW.....Field-Gulf Division  
 BILLY G. SPRADLIN.....Field-Pacific Coast  
 RALPH W. STEELE.....Oleum Refinery  
 R. J. STEGEMEIER.....Research-Brea  
 WARD E. STENNETT, JR.....Los Angeles Refinery  
 JAMES E. TIERHEIMER.....Field-Pacific Coast  
 KEITH D. WALL.....Field-Pacific Coast  
 ERIC K. YORK.....Oleum Refinery

### DECEMBER

#### 40 YEARS

THOMAS J. FAHAY.....Treasury-San Francisco  
 WILLIAM H. LESTER.....Research-Brea  
 MAYNARD S. REYNOLD.....Research-Brea

## SERVICE

# BIRTHDAY



#### 35 YEARS

JERRY DUNKELBERGER.....Oleum Refinery  
 THEODORE R. FREE.....Mktg.-Oregon Div.  
 EDWARD L. HASLETT.....Pipeline-Southern Div.  
 JEAN F. HYMER.....Compt.-Corporate-Accts.  
 EARL R. McCLOUD.....Mktg.-Calif. So. Cstal.  
 E. G. McLAUGHLIN.....Mktg.-S. W. Min. Div.

#### 30 YEARS

HERMAN H. ISHEIM.....Mktg.-Calif. Central Div.  
 PAUL R. SCHOEPE.....Compt.-Office Services  
 DALE E. WELLS.....Mktg.-Calif. So. Cstal.  
 JAMES R. YOUNG.....Mktg.-Distribution

#### 25 YEARS

WILLIAM G. BLAIKIE.....Field-Pacific Coast  
 FRANK A. NICHOLSON.....Field-Pacific Coast  
 T. M. RAGLAND.....Compt.-Systems

#### 20 YEARS

S. B. CLEVINGER.....Field-Pacific Coast  
 LAURETT V. LUCE.....Compt.-Mktg. Acct.  
 WALTER G. PERRY.....Mktg.-Hawaii Division  
 MASATOKI TANOUYE.....Mktg.-Hawaii Division

#### 15 YEARS

HEDLEY R. EACOCK.....Glacier Division  
 AUDELL L. EAVES.....Field-Pacific Coast  
 HERBERT W. MEYER.....Mktg.-Hawaii Division  
 ROBERT L. PETERSEN.....Mktg.-Calif. So. Cstal.  
 ROBERT J. ROST.....Mktg.-Calif. So. Cstal.  
 CHAS. W. STUCKEY, JR.....Field-Gulf Division  
 NEWELL F. WILLIAMS.....Foreign Operations

#### 10 YEARS

MANUEL F. ARRUDA.....Oleum Refinery  
 MARJORIE J. BAKER.....Compt.-Credit Card Accts.  
 GROSVENOR C. BROWN.....Field-Rocky Mtn. Div.  
 NANCY L. COMPTON.....Compt.-Credit Card Accts.  
 WILLIAM J. EKLUND.....Field-Pacific Coast  
 FLOYD L. ENTERLINE.....Pipeline-Northern Div.  
 RICHARD C. HARRIS.....Exploration  
 OMER D. JOHNSON.....Research-Brea  
 WILLIAM LAW.....Oleum Refinery  
 ALICE LOSKUTOFF.....Compt.-Credit Card Accts.  
 ROLF G. LUDWIG.....Research-Brea  
 JAMES G. MACLEAN.....Pipeline-Southern Div.  
 WAYLAND R. MINKS.....Research-Brea  
 WILFORD R. MORRIS.....Oleum Refinery  
 FRANCIS L. PETTY.....Field-Rocky Mtn. Div.  
 DONALD L. PIERCE.....Los Angeles Refinery  
 ALFRED D. SMITH.....Field-Pacific Coast  
 LEO H. SPARKS.....Field-Pacific Coast  
 ROLLAND J. WERNER.....Mktg.-Northwest Div.  
 CHARLES C. WHEELER.....Aviation-Exec. Misc.

## DEALERS

### NOVEMBER

#### 25 Years

HOWARD D. DAVIES.....Las Vegas, Nevada  
 SCOTTY'S CASTLE.....Death Valley, California

#### 20 Years

WILLIAM KUECHLIN.....Wilmington, California  
 B. T. THOMPSON.....Long Beach, California  
 JOHN L. YORK.....Baker, Oregon

#### 15 Years

ASKLUND & WOODRUFF.....Lakeside, Washington  
 RALPH GUSTAFSON.....North Hollywood, California  
 EARL HARVEY.....Needles, California  
 R. W. HOPKINS.....Lowell, Washington  
 CLARENCE T. KNUDSEN.....Portland, Oregon  
 ALVIN E. MUIR.....San Mateo, California  
 C. C. PARKER.....Redlands, California  
 CHARLES TUCKER.....San Fernando, California  
 NEIL WINCHELL  
 dba Neil's Mercantile.....Standish, California

#### 10 Years

CLYDE C. HOLLEMAN.....Creswell, Oregon  
 INLAND PETROLEUM CO.....Pasadena, California  
 CLAUDE SPENCE.....Los Angeles, California

#### 5 Years

ALBERT'S FOOD MARKET.....Fresno, California  
 ANTHONY BREVERLY.....Sacramento, California  
 CARREIRO BROTHERS.....Riverdale, California  
 A. F. DOWNING.....Sunnymead, California  
 PAUL A. FERRARI.....Greenfield, California  
 C. E. GRIFFIN.....Knights Landing, California  
 DARRELL E. HALL.....Concord, California  
 JERRY JONES.....Montebello, California  
 J. T. LUCAS.....Walnut Creek, California  
 L. G. PEART.....Valentine, Arizona  
 HARRISON PERSONS.....Pomona, California  
 LEROY POLLARD.....Brookings, Oregon  
 LLOYD N. ROBINSON.....Pacific Palisades, California  
 MYLES STANDISH.....Seattle, Washington  
 FRANK TRUPPELLI.....Rosemead, California  
 HELMIE WEDIGE.....Eureka, California

### DECEMBER

#### 30 YEARS

REVERT BROS. SERVICE STATION.....Beatty, Nevada  
 W. C. WILLS.....Monterey, California

#### 25 YEARS

NELSON MURRAY.....Roy, Washington

#### 20 YEARS

W. R. HANSON.....Woodland, Oregon

#### 15 YEARS

JOE CAVISH.....Los Angeles, California  
 SAUVAIN MOTOR CO.....Woodburn, Oregon

#### 10 YEARS

C. & G. SPORTING GOODS.....Armstead, Montana  
 J. S. MATHENY.....Portland, Oregon  
 A. A. PRICE.....Aurora, Oregon  
 SAWTELLE SERVICE.....Los Angeles, California

#### 5 YEARS

MICHAEL BALINT.....Ridgefield, Washington  
 JAMES I. BAIRY.....Ashland, Oregon  
 GEORGE BENSON.....South Gate, California  
 HENRY CARAMELLA.....San Jose, California  
 A. L. DARBY, JR.....Glendale, Arizona  
 THOMAS C. DOLL.....Portland, Oregon  
 JAMES P. FRAZER.....El Sobrante, California  
 HENRY JOHN & HAROLD JOHN HEMLY  
 Lewiston, Idaho

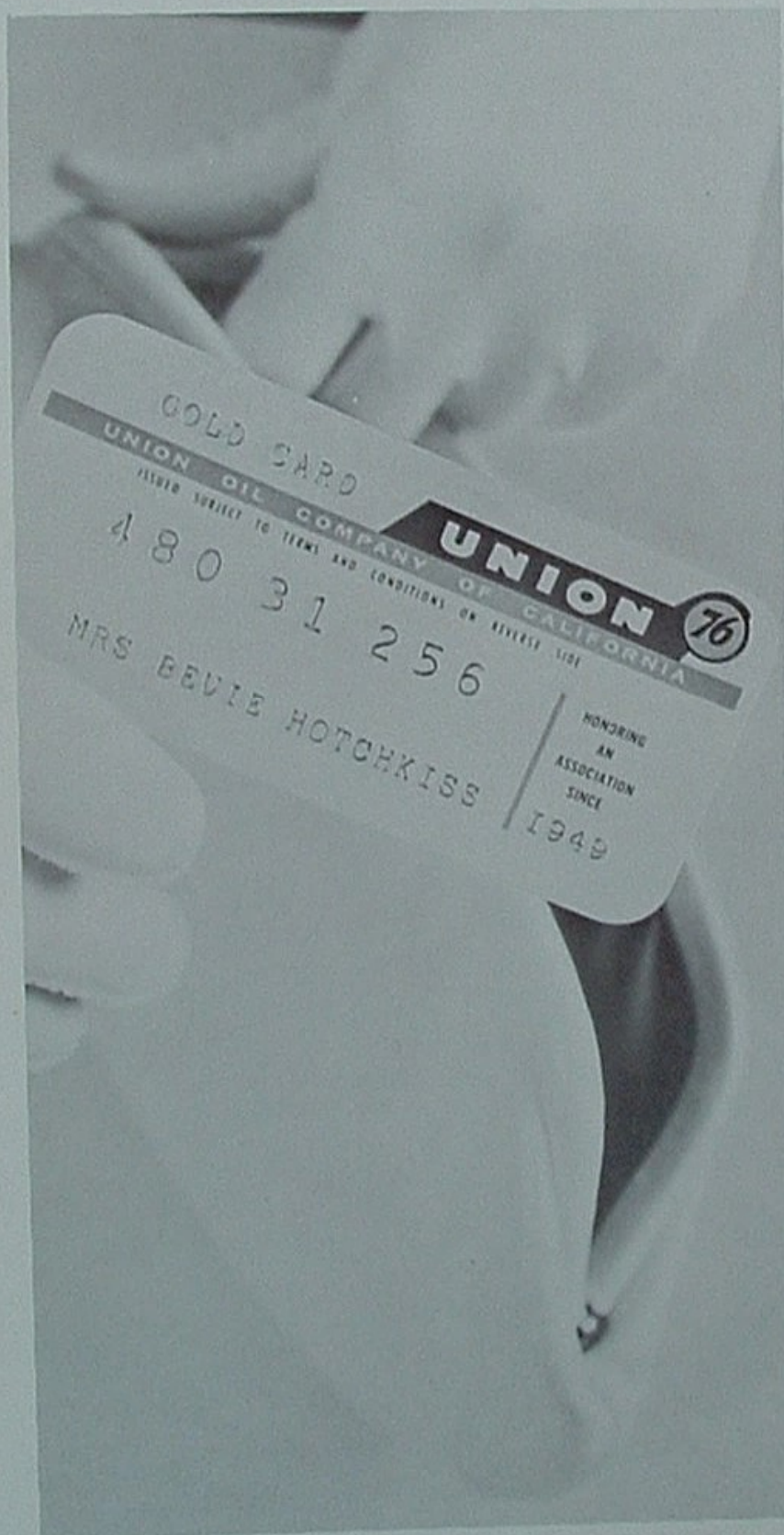
MAYNARD C. HOMES.....Cloverdale, California  
 LYMON D. HOLYOAK.....Ft. Thomas, Arizona  
 ROBERT MUNNEY.....Lakeside, California  
 MAX F. NORTON.....Oakland, California

C. H. PEARSON  
 dba WOOD'S INN.....South Bend, Washington  
 H. J. PETERS.....So. Pasadena, California  
 MYRON QUACKENBUSH.....Burbank, California  
 SHIGEAKI SHINODA.....San Mateo, California  
 MAX SHULER.....Anaheim, California  
 R. W. STORKEL.....Goldendale, Oregon  
 SWEETWATER GROCERY.....National City, California  
 J. WASHINGTON.....Los Angeles, California

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

# the "Gold" credit card

...almost as good as a character reference



Dear Union Oil:

Recently I wrote a check for a store purchase and was asked to show my driver's license. Before I could locate it in my card case, the package was being wrapped. I said, "Don't you want to see my license?" The clerk said, "No, I saw your Union Oil Gold Credit Card."

Mrs. Bevie Hotchkiss  
San Diego, Calif.

Dear Mrs. Hotchkiss:

Thousands of our customers have written to thank us for their "Gold" Credit Card.

They like the fact that it doesn't have to be renewed. It speaks favorably of the people who have one—and their credit. Some say it's almost as good as a character reference.

The "Gold" Credit Card is one of the little extras we try to keep bringing our customers.

This is another Union Oil service that goes along with the West's most powerful gasolines and famous Minute Man service.

That's the way a competitive economy works. We have to keep constantly on our toes to think of new ways to please you.

So long as we are free to compete, you will continue to get The Finest products and services at the Sign of the 76.

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

Union Oil Company OF CALIFORNIA

