

# SEVENTY <sup>76</sup> SIX

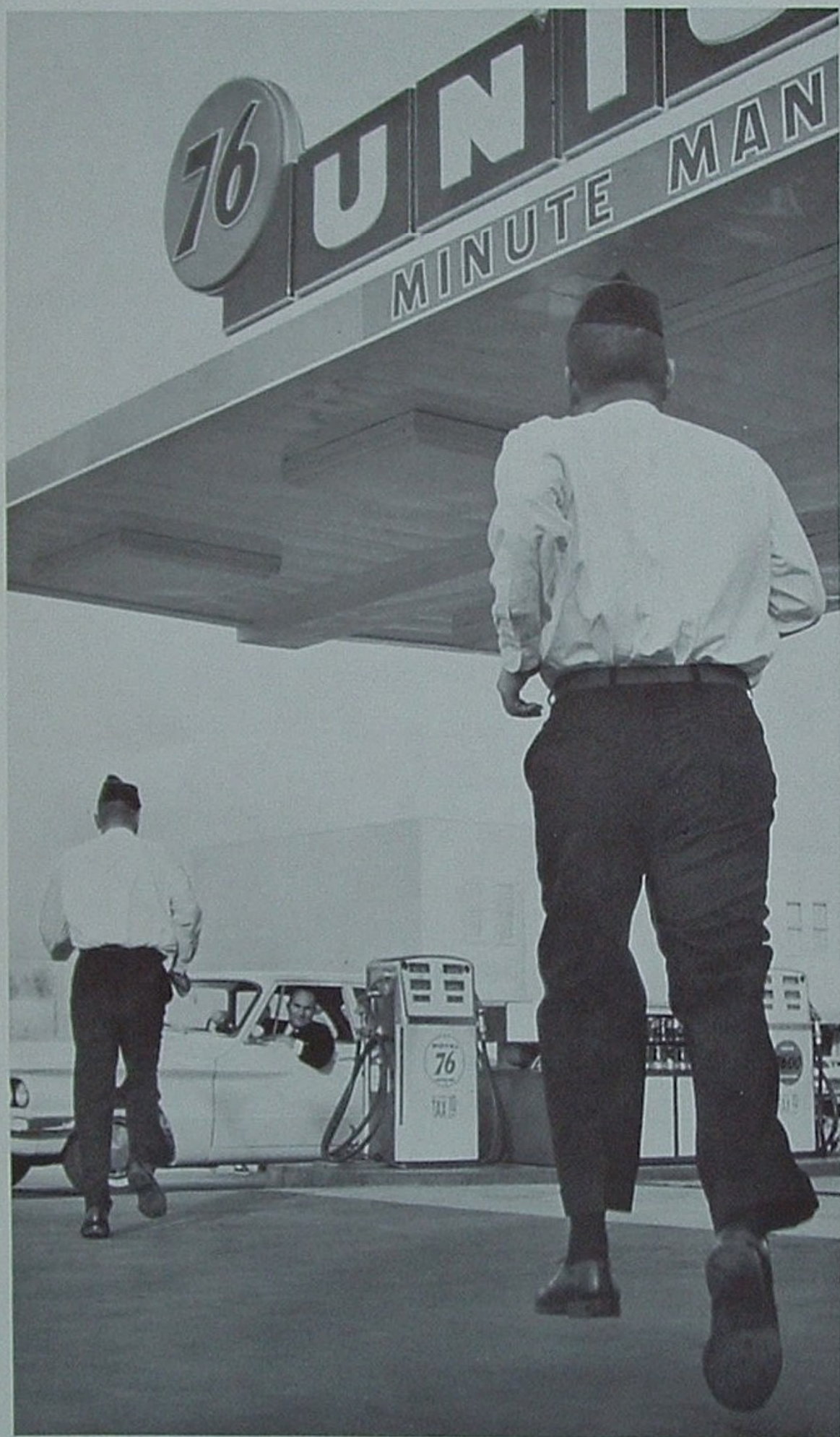
Union Oil Company of California

March 1962



# The Minute Man

... he helped put the service in Service Station



If you ever drove into a gas station of the 1920's and said, "Fill her up!" you'll remember that you got the gasoline. But that's all you got.

What put the service in Service Station? The Union Oil Minute Man had a lot to do with it.

He was first to serve your car gasoline, water and air all in one place. (We'd put the water and air hoses on the pump island to make this possible.)

He was first to wash both your car's windshield and rear window thoroughly. (We'd supplied him with a liquid soap and a specially treated paper towel.)

He was first to make change or complete your credit card transaction so fast. (We'd moved the cash box to the pump island to speed things up.)

He was first with rest rooms that are as neat and clean as you want them to be. (We'd introduced the Sparkle Corps. These girls check and rate the Minute Man's housekeeping.)

He was proudest, perhaps, of his glistening white, blue and orange station at the Sign of the 76. (We'd inaugurated full-time cleaning and painting crews to keep the stations bright and inviting.)

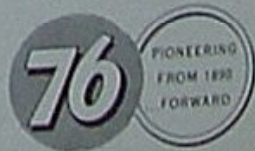
He had a "patent," of course, on his speed and thoroughness. (If you have time he'll even check your battery and tires when you stop for gasoline.)

When we introduced them, these were bonus services—extras you didn't expect. Today, Union Oil customers take them for granted.

That's how competition works: You have to make things constantly better for your customers to make any progress for yourself.

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

Union Oil Company OF CALIFORNIA





# SEVENTY<sup>76</sup> SIX

Union Oil Company of California

Volume 6, Number 3

March, 1962

**THE COVER:** Barging is an essential transportation service in the oil industry. As intimated on Page 6 of this issue, any interruption of barging in certain oil fields can effect human comfort and economy over a vast area. Our cover photo, however, shows a cargo of 76 Gasoline moving up river toward customers of the Sacramento area—in the custody of an experienced bargeman. He and his decisions are also extremely vital to the oil industry, his country, and himself. How vital is weighed by Chairman of the Board Reese H. Taylor in an editorial on this page.

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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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Ask More Pay, Less Work

## Labor Demands Imperil U. S. Trade Position

*Taylor Asks Restraint*

By Reese H. Taylor, Chairman, Union Oil Company of California

A shocking and callous disregard for the future well-being of our country is indicated by AFL-CIO leadership's decision to push for substantial wage boosts and shorter working hours in 1962.

It is time to slow down, if not halt, the momentum of these economically dangerous demands. The nation can no longer accept or afford the constant pressures for "more and more" pay and fringe benefits for "less and less" hours of productivity.

It is past the time for labor's leadership to face realities and accept its national responsibilities.

Today, over 6% of the labor force is unemployed, the deficit in our balance of payments is widening, and American goods are continuing to lose out in world markets. This is no time for labor to demand wage increases and other benefits that our nation can ill afford to pay. Yet it is evident from recent actions that they plan to do just this.

America's greatness was not achieved by paying more dollars for less work. It resulted from hard work by labor and management, coupled with the productive use of capital generated from savings and profits. Labor's continued disregard of this basic fact has cost the country dearly in the past decade, and threatens to cost a great deal more in the years ahead. Excessive labor costs can mean that men are unemployed and plants are working at less than capacity. The wages and production lost

*continued on page 24*



## In Hawai'i, ka'i means sea



One of the world's foremost housing developments is taking place near Honolulu in sheltered valleys reaching to the sea. Heading the \$350 million development, designed as a residential paradise for 50,000 people, is Henry J. Kaiser (in photo at top of page). The job is Union oiled.





sea

## and Kaiser means business

*From Bob Rath*

Seven years ago when Henry J. Kaiser, then 72, became a resident of Hawaii, most people supposed the great industrialist must be starting his retirement.

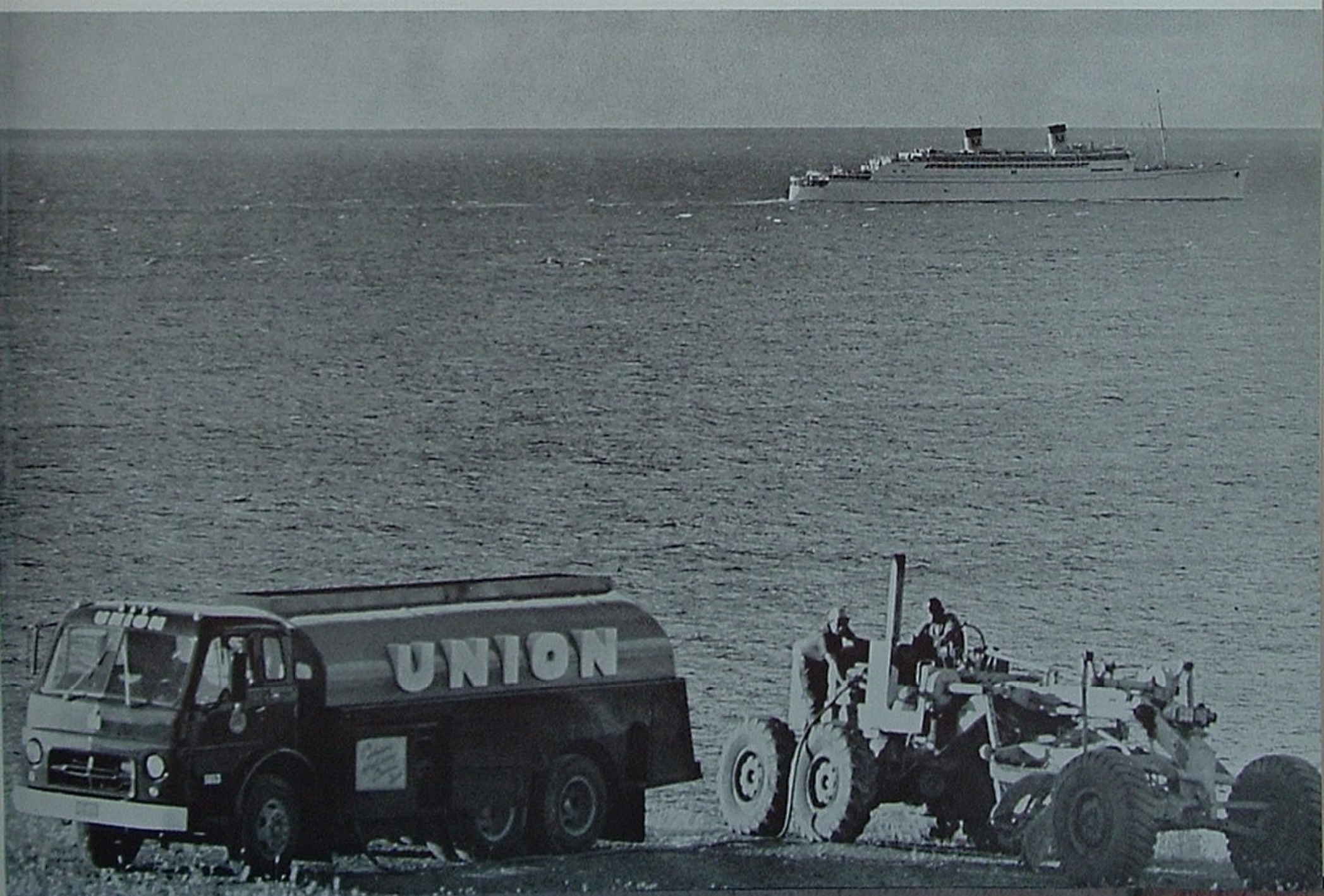
He had earned a rest. Shipbuilder, auto maker, head of an industrial complex measured in 21 states, 27 foreign countries, \$5½ billion, 83,000 shareholders, 50,000 employees and an annual payroll of \$333 million, he could certainly afford to take it easy and let younger men bear the burden.

But this is how the man has relaxed:

While still maintaining executive contact with his hundred major plants throughout the world, he has created more than \$50 million worth of new construction in his neighborhood alone. Included are the Hawaiian Village Hotels, the Kaiser Foundation Medical Center, the Permanente Cement Plant, and a radio and television station serving the islands.

Now, at 79 years of age, he is personally embarking on the greatest "retirement" project of all—Hawaii-Kai—a \$350 million model city that is expected to have a population of 50,000 by 1970. Teaming with the Kaiser organization on

*Continued*





### **Kaiser means business—continued**

this project is the Bishop Estate, Hawaii's largest landowner. Through their joint efforts is arising a dream city, as practical as modern engineering can devise, yet so novel in design as to surpass average imagination.

Imagine having a private boatport in your front yard and a carport toward the rear, one connecting with a yachtway to the sea, the other within short driving distances of beautiful shopping centers, golf courses, beaches, scenic drives and Honolulu.

Imagine a home partitioned with translucent panels, ferns and orchids instead of traditional walls. Imagine large living rooms, dining patios, bedrooms, entry gardens, libraries and family areas alternating in a paradise of indoor-outdoor living.

Imagine the view from your room-wide front window—not only of a city built in tasteful harmony with your own home, but of the magnificent seascape beyond.

Imagine a community so well planned that streets, curbs, sidewalks, underground utilities and waterways are preceding homes and business buildings. Not a pole or TV antennae will obstruct the view anywhere; electric power, the telephone and even television will connect by underground cable.

The location of this fascinating development is at the eastern end of Oahu Island, about 10 miles from Honolulu's Waikiki Beach. Originally it was an old Hawaiian fishing village, a meeting grounds for the chiefs, a place of worship. Today it is familiar to tourists because of such scenic attractions as Koko Head and Koko Crater Parks, gem-like Hanauma Bay, Blowhole and Sandy Beach Parks, Queen's Beach. From surrounding hillsides and mountains can be seen a half-dozen neighboring islands.

All of these natural attractions will now be enhanced

Big earth movers are carving a community site that will offer many residents a transportation choice—car by land or boat if by sea.





by beautiful homes, gardens, golf courses, swimming pools, yacht harbors, clubs, shopping and amusement centers, polo fields, stables, riding trails, scenic drives, rifle and pistol ranges. It will thrill visitors and local residents alike.

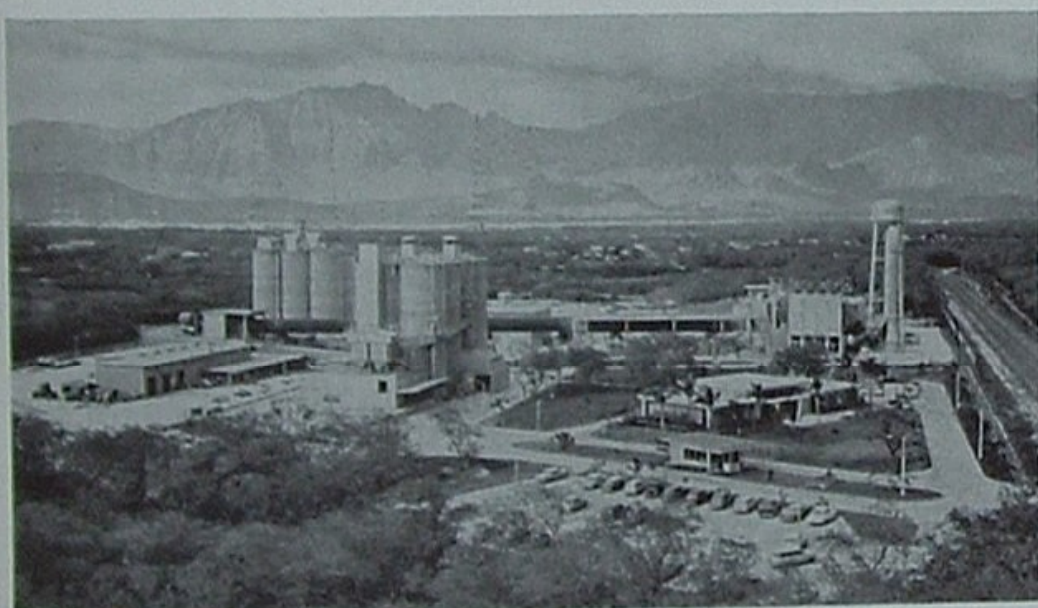
However, Hawaii-Kai is not entirely a pleasure metropolis—not with Henry J. Kaiser at the planning helm. This restless man, to whom worthwhile achievement is the only genuine pastime, has included Hawaii-Kai Scientific Industrial Park in his plans. Here the most modern electronic equipment will be available for use in the fields of electronics, nuclear physics, supersonic aviation, the Space Age, cybernetics, and so on. It is expected that some of the world's most highly trained specialists will visit the city to see—and stay to think. The atmosphere here will be unparalleled for the vital "think" industries of tomorrow.

As for the equally vital construction industries of today, the Kaiser dream is creating thousands of jobs and business opportunities. Native crafts and materials are being supplemented by shiploads of imports. And among those most favorably involved is Union Oil Company, whose products from California refineries are powering the dredgers, tractors, trucks and cement plants needed to sculpture such a city.

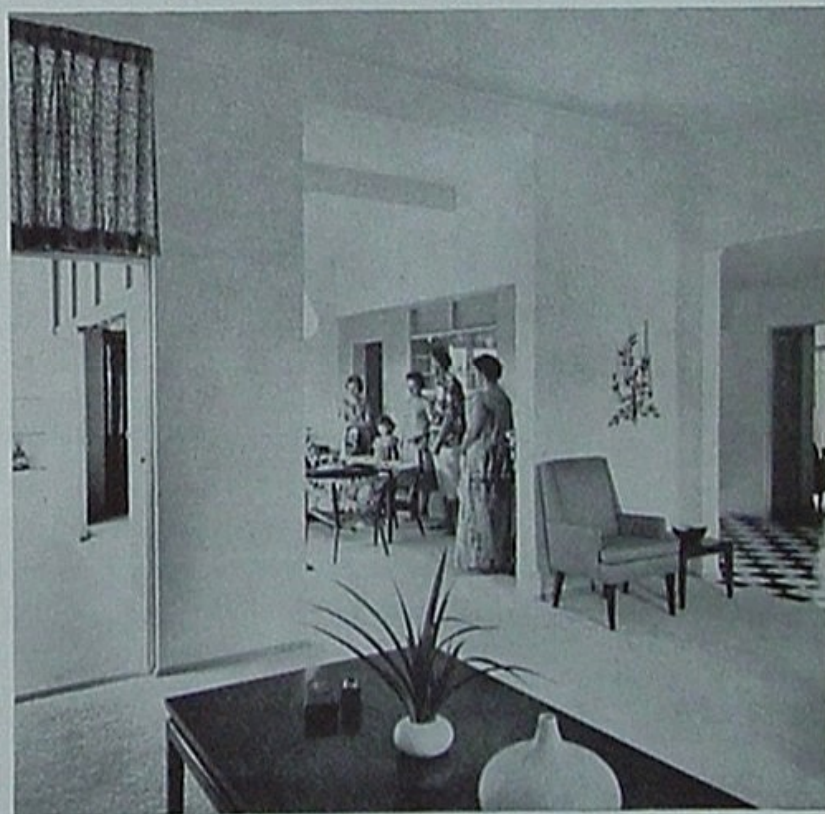
"All things are possible to him who has faith," Henry Kaiser says in explaining the secret of achievement. "Faith sees. Faith recognizes the power that means accomplishment. Faith looks beyond all boundaries. It transcends all limitations. Faith penetrates all obstacles, and then sees the goal. Faith never fails. Faith is a miracle worker."

We might add that Faith, the miracle worker, has found a capable partner in Henry J. Kaiser.

/THE END



Permanente Cement Plant, another Kaiser development in Hawaii, is one of the sources of native materials being used in walls, grills and flooring.



A delightful alternation of indoor-outdoor living is part of the plan to make this Paradise of the Pacific a beautiful reality.





*Gulf Division report reads like voyage to the North Pole*

# Breath of the arctic strikes sunny Louisiana



*By G. M. Harper, District Production Engineer, Abbeville*

"INTENSE COLD MOVING SSE OVER THE GREAT PLAINS . . . STRONG NORTHER EXPECTED TO REACH LOUISIANA COAST THIS AFTERNOON . . . WAVES, WIND AND WEATHER EXPECTED AT DEEP WATER LOCATIONS OFF COAST . . . FREEZING TEMPERATURES INLAND AND ALONG THE COAST."

These were some of the foreboding terms contained in a January 9, 1962, weather bulletin relayed via radio to all Union Oil fields, inshore and offshore, in the Gulf Division. As a result, the usual cold-weather precautions were taken. Wells known to falter during freezing weather were checked. Mindful that small craft warnings were raised, the offshore group braced for wind and waves. The predicted low temperature was 24 degrees F. But no one suspected that the worst weather events since 1899 were in the offing.

The following morning it dawned on everyone that

the weatherman had missed his prediction by 10 degrees. It wasn't 24 degrees F. but 14 degrees F. Besides, there were north northwest winds up to 60 knots and 25-foot seas offshore.

A consequence of the strong north wind was that tides in canals and bays not protected by a lock system had dropped three feet below normal and were still falling. District field supervisors waited anxiously for the morning weather bulletin to learn what was in sight.

Needless to say, all fields were competing for F/M radio time to dispatch crews and material to meet the emergency. As other oil companies had the same problems we did, it became a chore to locate emergency tools, methanol injection pumps and steamers to send to the fields.

From past experience, field operators knew the cold weather limitations of wells that produce large percent-



ages of water. These wells are not equipped with gas processing equipment designed to remove water at such low ambient temperatures. They were therefore shut-in to avoid contaminating the *dry* yield from our better wells during storage or transit.

One Company field, Fresh Water Bayou, which produces 30 MMCF daily of gas from six completely unattended wells, shut itself in during the night when the instrument gas line to a critical relief valve froze. Before personnel were able to reach the field and place it back on stream, all production equipment containing water had frozen solid. Our other fields were maintaining expected rates at this time.

Meanwhile, other people were having their troubles. An 85-foot rigtender boat, the "William Hollis," had a porthole cave in while battling the heavy seas, and was forced to head for our base at Intracoastal City. While trying to enter Southwest Pass, it ran aground. Another boat, the 35-footer "Rapides," was grounded in Vermilion Bay while trying to reach the Gulf.

Throughout Wednesday, gas company representatives of Transco, Trunkline, Tennessee Gas, and Texas Gas were requesting maximum gas rates, at the same time wondering what the predictions were for future production losses. Although a number of their customers were off the line, their line pressure was beginning to decrease below normal.

Wednesday night, January 10, was a nightmare, with temperatures dropping as low as 8 degrees F. Crews were doubled in an all-out effort to prevent wells from freezing. Tides continued to fall and ice began to form over open waters. Transportation to the wells in shallow-draft switch boats was becoming a problem, as was the barging of produced distillate to terminals.

Vermilion Block 76 Field, Union's 50 MMCF-daily gas field offshore, ceased to produce when water dump valves on the processing equipment froze, subsequently freezing all related equipment.

Thursday morning dawned bright and clear with temperatures of 10 degrees F. and decreased winds. This change might have alleviated the low water situation. However, as soon as the winds died, all the canals, bays and lakes began to freeze over solid. West White Lake, 75 square miles in area, was frozen from shore to shore with ice one to two inches thick.

A steel switchboat making its way through icy canals to a frozen well at South Tigre Lagoon experienced an ice cut and had to be beached. Even though the boat was radio equipped, the operator was stranded some four hours before help and repairs could reach the scene.

Vermilion Bay had receded to a point where offshore boats were unable to navigate. Another company's boat ran aground in the bay; its crew walked a mile and a half across the frozen bottom of the bay to obtain help from a trapper. Drilling operations slowed to a

snail's pace; production groups were obtaining supplies and manpower via helicopter.

Our largest gas field, Vermilion Block 14, producing some 200 MMCF daily, was threatened with shut-in by the inability to barge distillate from North Fresh Water Bayou scrubber station to our terminal. Water down to three or four feet in depth greatly limited the amount that could be loaded in oil barges. In addition, the shipping route involved navigation through salt water control locks where the difference in tide on opposite sides was about four feet. Three tugs were required to pull one barge through. Fortunately an extra oil barge was available to help fill the gap.

By noon on Thursday, heavy ice hampered navigation in all fields, resulting in the loss of more gas production from unattended troubled wells. The oil barge at West White Lake was frozen to the dock while being loaded and could not be moved for fear of sinking.

A steel tug boat was immediately dispatched to break ice and move the tow since an extreme need for storage was developing at other batteries. Desperate measures were required. Hence, an ice breaker was fabricated on the front of a cargo barge and pushed with a tug to West White Lake. This ice breaker then was available as transportation for personnel servicing our gas wells.

Orders were sent to all fields to shut-in all oil wells in order to conserve distillate storage at the terminals.

Meanwhile, telephone lines were jammed by gas transmission company representatives informing that an emergency was imminent due to low line pressure. They requested everything possible be done to maintain full production, volunteering men and materials necessary.

The Houma area, located in the lower part of the Louisiana boot, reported drawbridges over canals were frozen and could not be opened, thus preventing oil barges from navigating. This forced the shutting in of some 5,000 barrels of oil and 20 MMCF of gas per day due to lack of storage in Union's Caillou Island Field.

Friday's weather report was more encouraging, as the maximum temperature during the day was above freezing. However, ice on lakes and bays did not thaw, nor did tides increase. Although most of the fields were maintaining production, terminal storage had become a critical problem.

The large oil tows, which haul oil and distillate from Union Oil Company terminals to the refineries, were unable to navigate for three days due to low water in Intracoastal Canal. However, with all oil wells shut-in and every storage facility in use, it was calculated that gas production could be continued until late Sunday.

Saturday morning dawned clear, sunny, above freezing. Winds veered south and tides began to rise. Tired crews returned all gas wells shut-in during the freeze back to production. Tension began to ease.

No longer can the old timers say, "You should have been here in the winter of '40 and '50!" Now we'll remember only the "pack ice" of 1962.

/THE END





*You can hear the inspiring words of the Constitution come to life in an unusual album being distributed this month at "76" stations.*

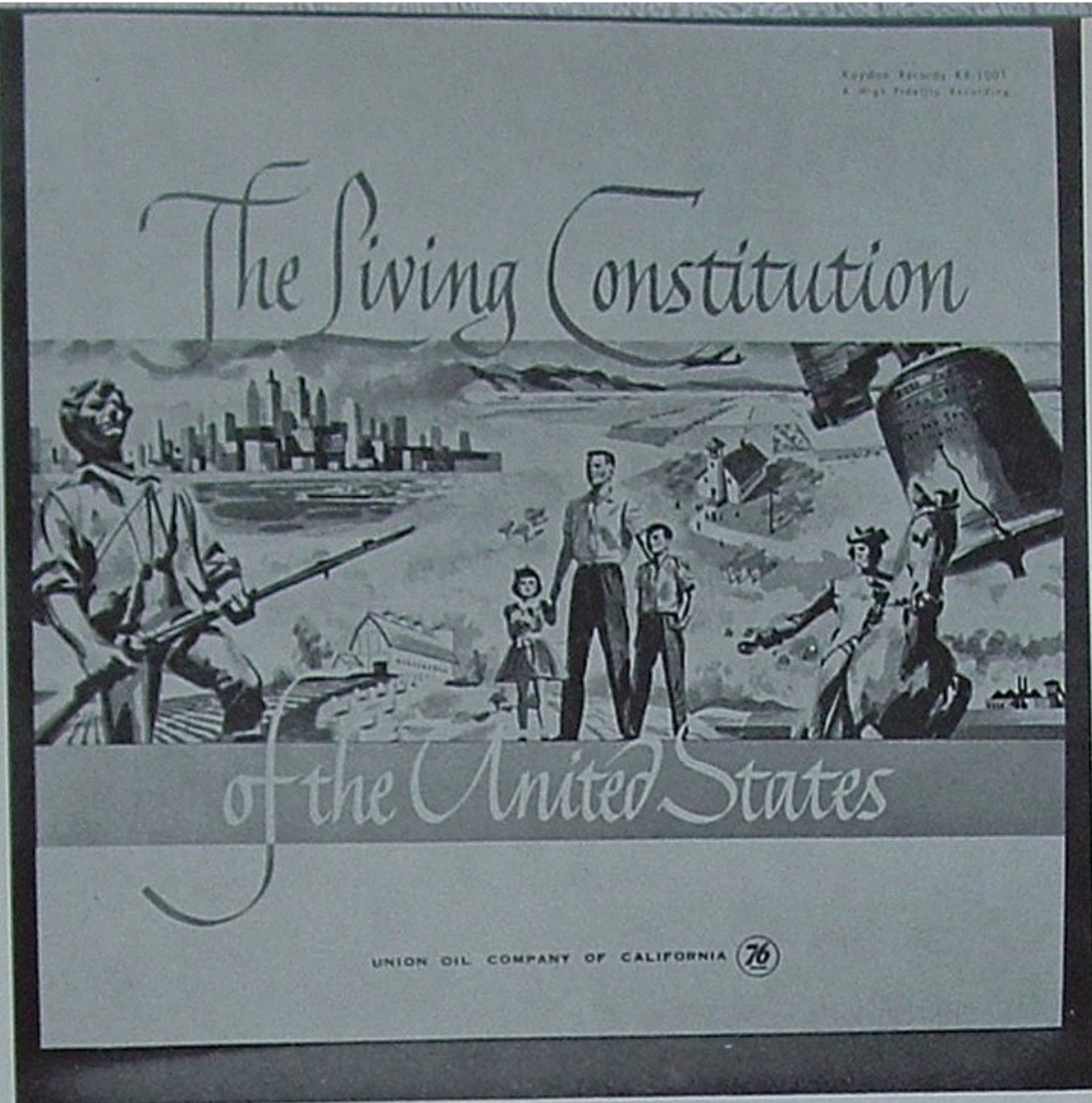
## The Living



The meaning and spirit of American Freedom have been preserved through art, sculpture and such relics of the struggle as "Old Ironsides." Now comes the voice of that great revolutionary document whose provisions placed the "will of the People" above that of a king or potentate. Hear these vital words as recorded in "The Living Constitution."







## Constitution . . .

*"The Constitution of the United States is not just a yellowing parchment, preserved for posterity in the nation's capital. It is a living, vital document that is constantly referred to in the daily press. Yet, few of us know it as well as we should."*

That quotation is from the description on the jacket of a most unusual record album.

The record itself is merely the simple, straightforward words of the Constitution, as they were written 175 years ago. There are a few remarks by a commentator and a musical background. Yet, to quote the jacket again, "you cannot help but be moved by it . . ."

The album is called "The Living Constitution of the United States." We are making it available to the public this month at a minimum cost through Minute Man stations. The album has an interesting background.

Stacy Keach (who has directed the annual Union Oil dealer shows for the past few years) at one time produced a radio show called "Tales of the Texas Rangers." While gathering material for his scripts, he worked closely with law enforcement agencies. He learned first hand that most people have little knowledge of the personal rights the Constitution guarantees.

Keach became intrigued with the possibility of bringing the Constitution to life, of dramatizing the eloquent words that "ordain and establish" the American concept of freedom.

Keach interested a former TIME editor, Dana Tasker, in the project. They called in an expert on Constitutional law, Professor Arvo Van Alstyne of U.C.L.A. Law School. Robert Armbruster composed an original score that became the background music for the album.

A cast was selected — most of them are now stars in major television shows. Their voices are divided among the sections of the country: a northerner, a southerner, an easterner, and a westerner. A tradition of Greek drama was revived: a chorus of voices to read the parts of the Constitution that apply to Congress as a body.

A narrator, "the voice of the Constitution," bridges the sections and emphasizes their meaning.

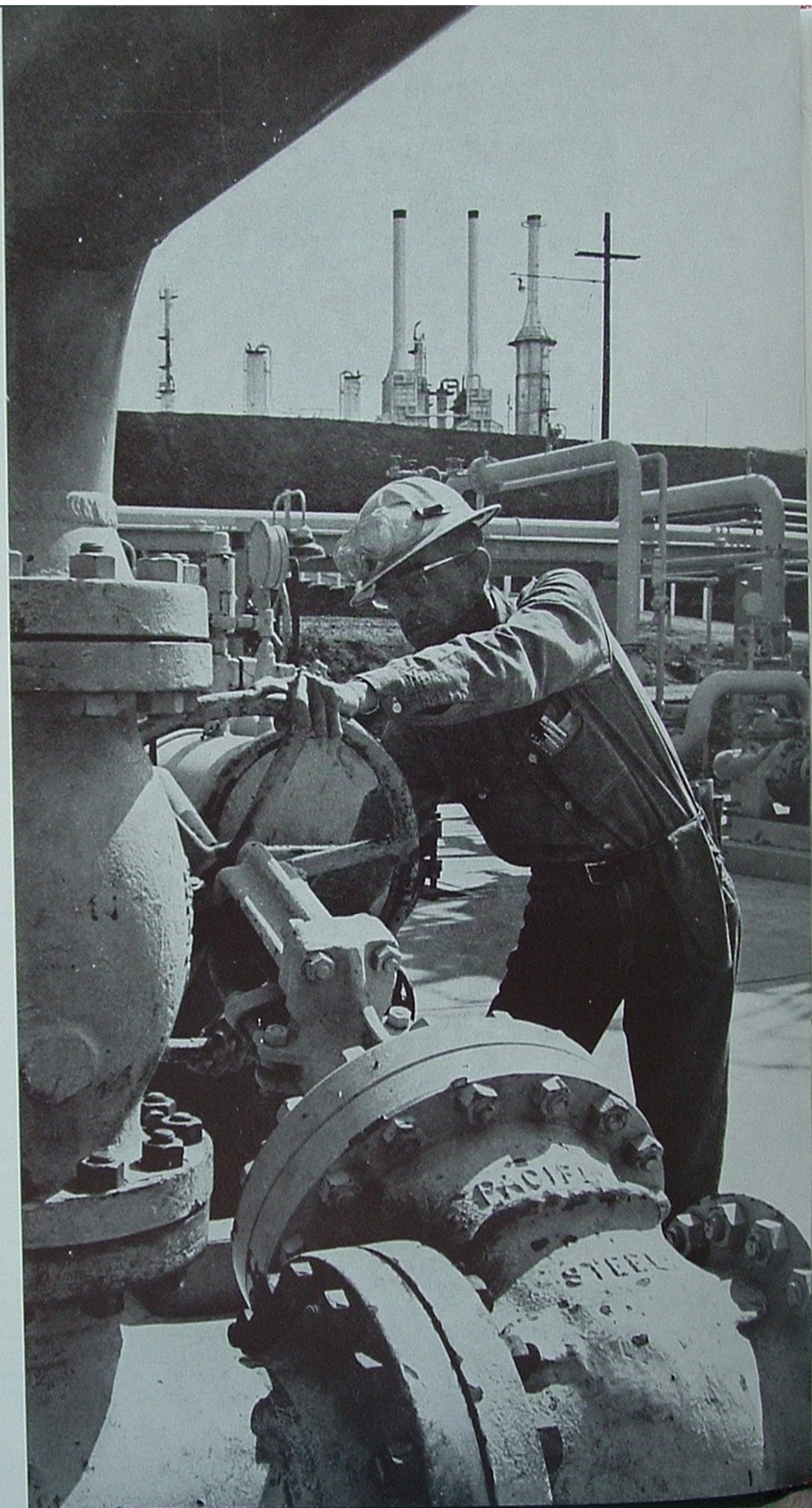
The result is, again, an unusual album. There is no other like it. "The Living Constitution" has received the George Washington Honor Medal from the Freedoms Foundation. The Armed Forces Radio Service has played it to an audience of 40 million people — plays it every Constitution Day. It is sold at Independence Hall.

Above all, it is an inspiring record. Yet, it is so entertaining and "listenable" that it is played for six and seven-year-olds in schools, and holds their attention.

You can get your copy of the album through your Minute Man station during March. Listen to the record and you'll understand why the Constitution is called a "living, vital document," mankind's most inspired design for the government of a free people.

/THE END







# REFINERS

*They take crude oil—useless of itself—and change it into hundreds of useful products*

Oleum Refinery starts at the edge of San Pablo Bay, just around the corner from San Francisco. (Actually, it starts well out in the bay, if you include its 1800-foot marine terminal wharf.)

It climbs the hill past the Southern Pacific tracks jumps the old highway, goes up across Route 40—more than 600 people, 18 great manufacturing plants, hundreds of tanks, miles of fantastic plumbing, more than a thousand acres of land.

Oleum draws its life from a hollow steel umbilical cord linking it to oil sands hundreds of miles away and thousands of feet deep in the earth: The Oleum Pipeline. Virtually all the 2,625,000 gallons—62,500 barrels—of raw material Oleum refines every day comes to it through that tube.

It brings crude oil from fields along the central California coast for roofing and paving asphalts . . . light waxy crude from the San Joaquin Valley, the starting

point for all our quality lubricants . . . heavy crudes that will yield asphalt and coke . . . partially refined streams from the Santa Maria Refinery. Each crude oil and partially refined stream is different; but all of them contain gasoline and other fuels.

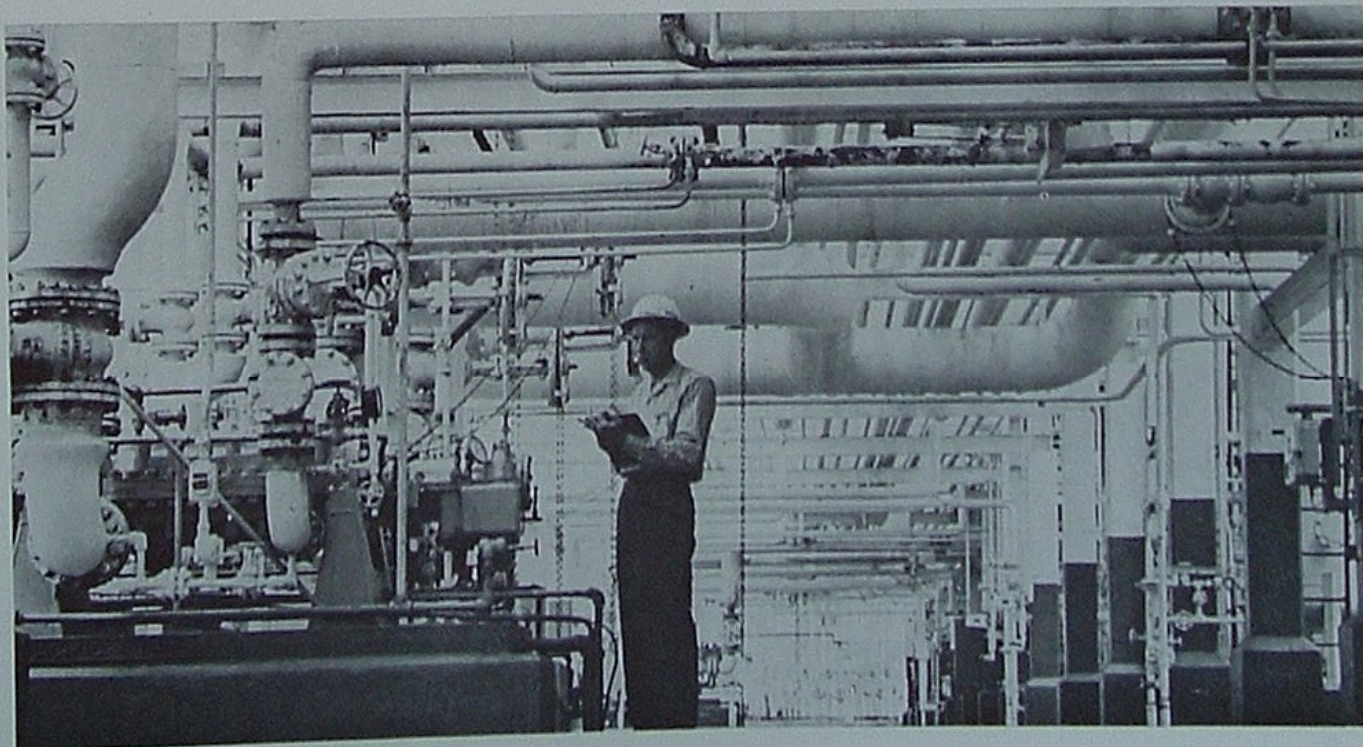
Joe Streeper is one of the men who handle the valves joining pipeline to refinery. Martin Shuttlesworth spins another set that sends finished products on their way out. In between the two, that stream of crude oil—practically useless of itself—meets heat and cold, pressure and vacuum, and those miracle workers, catalysts. Its molecules are separated and joined, formed and reformed. Because of what happens to crude oil here, airplanes fly, cars crowd the highways, and farmers in the rich Sacramento Valley grow more crops.

While Oleum isn't the largest of Union Oil's six refineries—Los Angeles turns out more than twice the volume of finished products—its output is the most varied.

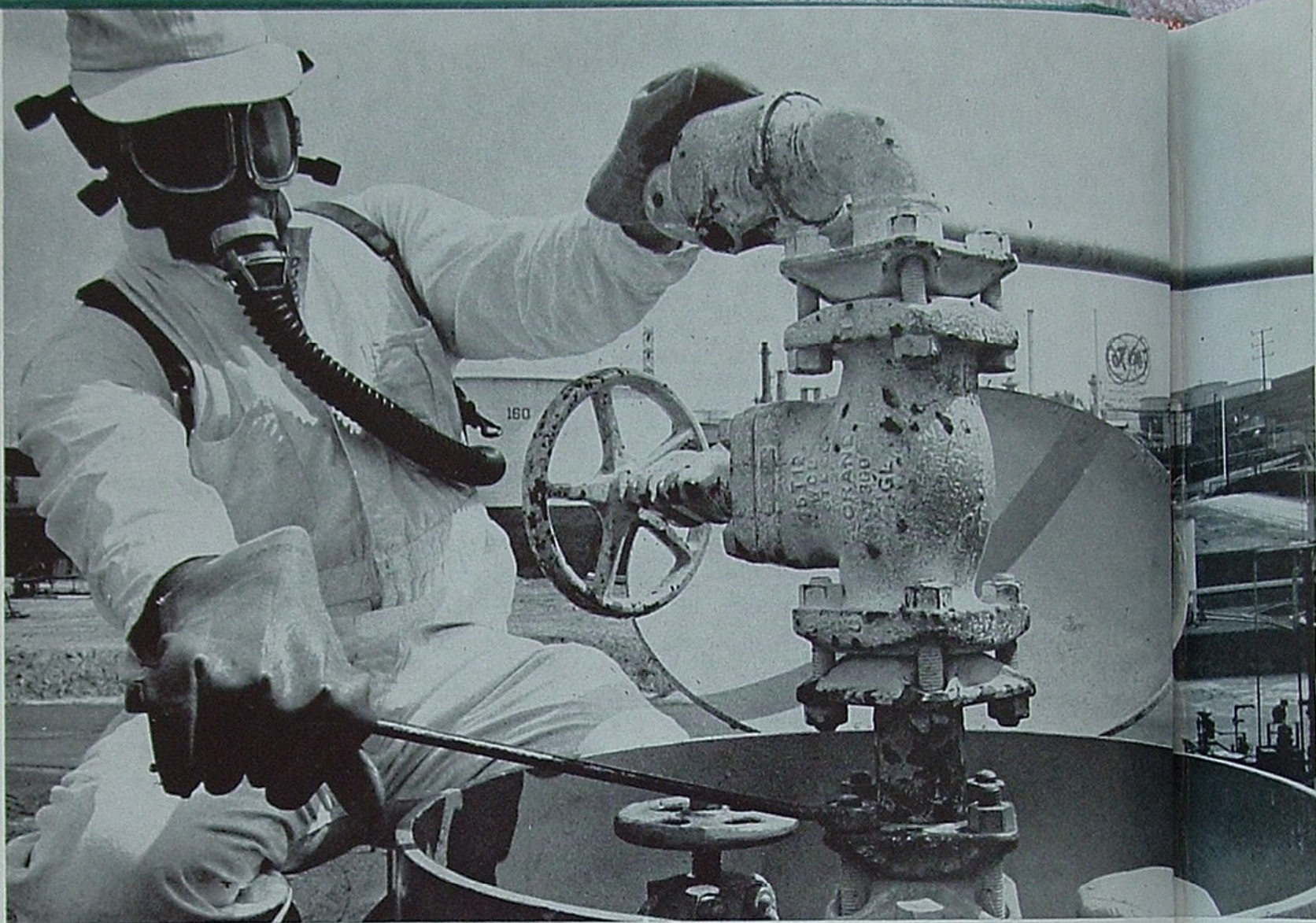
*Continued*

Joe Streeper (at left) opens main valve controlling flow of raw materials into Oleum Refinery from 330-mile-long pipeline leading to California's San Joaquin Valley, coastal fields, and to Santa Maria Refinery. Five different crude oils and semi-refined products can flow through line at once.

Operator Joe North is reading a gauge in Oleum's Unifiner. Neat? Union refineries have reputation for being as clean as the gasoline they make.







Masked, gloved, covered, Ernest Albright bolts a heavy valve to the dome of an anti-knock fluid truck. Out from behind the mask, he's the operator who runs Unit 76, where gasolines and jet fuels are blended automatically. (Protective clothing he wears is one reason Oleum has a record of more than 2,000,000 man hours without a lost-time accident—a new Refining mark.)

*Men in the laboratories concentrate on their instruments because at Oleum, quality control guides every operation*



M. T. St. Onge makes a delicate adjustment as he tests our lube oil's viscosity—rate of flow.



Joe Murphy is completely absorbed as he reads meter showing result of penetration test on Unoba Grease.



Gasoline undergoes many tests, including this precision check for sulfur content. W. W. Rash is the man with the slide rule.

*Refiners—continued*

Los Angeles Refin... diesel oils, fuel o... too, but it also pr... oil stocks.

(These lube o... Richmond, and L... finished lubricatin...

Oleum is a u... the two highway... the refinery groun... bow-colored tanks... built 66 years ago,

The men and... fitters and boiler... engineers and ma... the men who op... work at more th... the average, these... Company almost... by any other single...

The refiners—w... Maria, or Orcutt;... Washington—are



nd the mask,  
he wears is  
ining mark.)

### Refiners—continued

Los Angeles Refinery makes jet fuels, gasolines, kerosene, diesel oils, fuel oils, and asphalts. Oleum makes these, too, but it also produces greases, waxes, coke, and lube oil stocks.

(These lube oil stocks go to terminals at Portland, Richmond, and Los Angeles where they're blended into finished lubricating oils.)

Oleum is a unique refinery. To people who travel the two highways and the rail line that cut through the refinery grounds, it's a landmark because of its rainbow-colored tanks. It's Union Oil's oldest active refinery, built 66 years ago, in 1896.

The men and women who work at Oleum are pipe-fitters and boilermakers, stenographers and electricians, engineers and machinists, riggers, welders, carpenters, the men who operate the manufacturing plants—they work at more than a hundred different jobs. And, on the average, these men and women have been with the Company almost 19 years, a service record unequalled by any other single group of employees.

The refiners—whether at Oleum, Los Angeles, Santa Maria, or Orcutt; in Cutbank, Montana, or Edmonds, Washington—are the last Union Oil employees who

ests, including  
sulfur content.  
the slide rule.

Through this hose flows the most powerful gasoline in the West: J. C. (Jim) Sweet uses a "cherry picker" to lift an immense tanker loading hose on Oleum's long wharf.



work *inside* the company. From the time Exploration started its search for raw materials until the finished products were ready to leave the refineries, nearly 5,000 of us have been involved.

Now comes the 2,000-man-and-woman sales force and the 18,000 independent dealers, consignees, and distributors. For once the refiners have finished, comes the outside job: getting our fuels, oils and greases to the hundreds of thousands of customers who have learned that in our refineries, they make the *Finest*.

/THE END



*In Portland, Grade "A" Milk is enriched with Grade "A" Fun*

## Adventures in Alpenrose Dairy

Ask any grammar school child in Portland, Oregon, where he'd like to spend a happy afternoon. Toss in the suggestion of a picnic, or even a trip to the zoo. Likely he'll reply, as youngsters do, "Alpenrose Dairyland!"

That's because Alpenrose is far more to the city than a source of Grade "A" dairy products:

Number one, it's a popular educational experience; some 25,000 children are conducted through the Dairy on school field trips annually.

Two, it's a popular sports center where little Leaguers keep three regulation diamonds busy day and night.

Three, it's the location of two racing circuits: One for the ancient spectacle of chariot racing; the other for modern pint-sized quarter-midget speedsters.

Four, it's a junior fair grounds, a park, a "Storybook Lane," a "Western Village," a duck pond, a baby animal zoo.

And . . . it's all FREE!

Small wonder Portland has reserved a special place in her metropolitan heart for Alpenrose!

The company dates back to 1922 when Henry

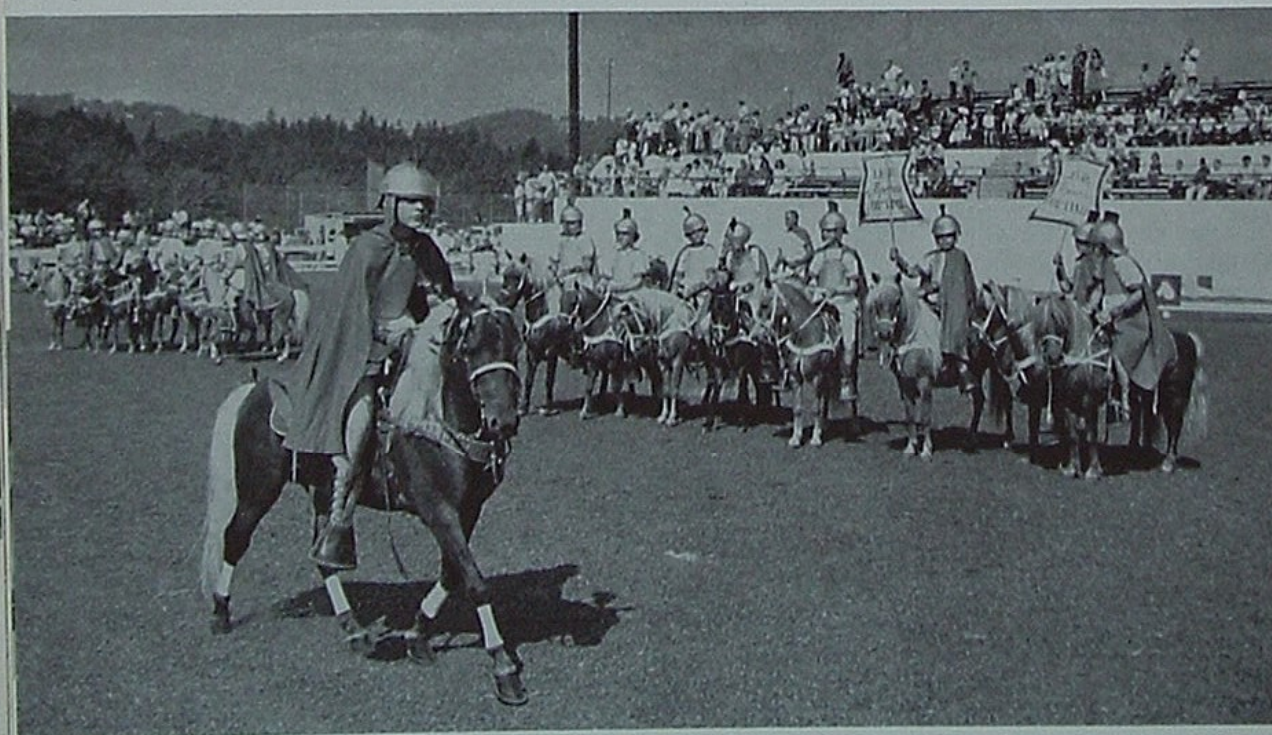
Cadonau and his bride, Rosina, started a modest dairy operation. Henry was no novice; he had grown up on a dairy owned by his father, a Swiss immigrant—it boasted one horse-drawn milk wagon. Among the events that encouraged the young couple to enlarge their enterprise were the births of a son, Carl, and a daughter, Anita. In fact, Portland, the Cadonau's, and Alpenrose all grew up together.

But the extensive recreational facilities now composing Alpenrose Dairyland were not the result of long-range planning. Topsy-like, they "just grewed."

Nearly 20 years ago (the actual date is lost), a group of Blue Birds wanted to visit the dairy farm. Daughter Anita received the visitors in the Cadonau's old-fashioned parlor. Afterward, her mother fed them

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And, because the  
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The dream of  
years, the Dairy  
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From a modern dairy to Roman Cavalry is not a step backward; it's adventure to youngsters.



# se Dairyland

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heaping bowls of ice cream and homemade cookies.

As more groups followed, Anita thought the city youngsters might find it fun to learn to milk a cow. And, because the Dairy's stock was limited to cows and calves, she added a variety of baby farm animals.

The dream of every youngster is a pony, so, in recent years, the Dairy bolstered its menagerie with a corral of 14 Shetland ponies. Today there are 68 Shetlands in the Dairyland stables.

*Continued*



Alpenrose and Union Oil drivers have mutual-admiration society in Portland—toast the "Finest" and "Very Best" with milk.

The farm made room for nearly 20,000 visitors and their cars during a recent three-day Shetland Show featuring 300 ponies.





## Alpenrose Dairyland—continued

At present, a typical school day will produce three busloads of young guests. Although the 25,000 booked for Alpenrose field trips this season seems like quite a multitude, the children still are received in "Grandma" Cadonau's antique-appointed parlor. In her mid-sixties, she insists, with the aid of an ultra-modern kitchen, on personally baking cookies for the kids.

In 1956 the Cadonau's leveled one end of a cow pasture for a ball diamond. Soon neighborhood youngsters were using the field. When the Little League in Portland grew in popularity beyond the availability of parks, league officials wondered about the "cow pasture." The makeshift field was improved and granted. Today, crowds estimated at greater than 75,000 seasonally see Little League action on the Dairy's landscaped regulation diamonds—including nightlit "Alpenrose Stadium."

Other admission-free attractions include a summer season of quarter-midget racing on one of the country's finest parabolic asphalt ovals. The bowl, starting as a dirt track protected by hay bales, was completed in 1959; it seats 4,000.

A combined audience of 19,500 last season attended the third annual three-day Shetland Show featuring 300 ponies from seven states and Canada. Cows were moved out of their pastures to provide parking space for these special weekend audiences.

The program has outgrown the 58-acre boundaries of the farm: Fourteen gaily painted miniature circus wagons, built last year in the Dairy carpenter shops, make up the Alpenrose Combined Circus. Last season's Rose Festival celebration included a week of rollicking free entertainment by this circus . . . which also staged the grand march for Ringling Brothers Barnum & Bailey Circus in Portland's new Memorial Coliseum.

A 17-boy Alpenrose Cavalry and Roman Legion, mounted on Shetlands, have performed their precision drills at the world-famous Pendleton Roundup.

Far from regretting their open invitation of 20 years ago, the Cadonau family is delighted. They have reaped not only a business but a happy way of life.

Mrs. Cadonau, matron of a hundred cookie recipes, now has her granddaughters to help out in the kitchen. "Grandpa" stands at the hay scales weighing out smiles for everyone. Son Carl is general manager.

Milk? Oh yes, we almost forgot. Alpenrose has built a reputation for "The Very Best" in dairy products. It serves thousands of Portland homes.

Petroleum products? Sure, the *Finest!* For two decades now, Alpenrose and Union Oil drivers tip their caps to each other as they pass.

"More ice cream?"

"Just another small dish, Mrs. Cadonau . . . and two more of those cookies. They're delicious!"

/THE END



"Papa" Henry Cadonau, founder of Alpenrose Dairy, stands at flower-decked hay scales weighing out a welcome to visitors.

Mrs. Cadonau now has the help of a granddaughter in baking cookies for the 25,000 school children who visit her parlor.





# Organization Changes:

At the January 29, 1962, meeting of Union Oil's Board of Directors, two new vice presidents were elected. They are Ray A. Burke, who on January 8 of this year was appointed manager of Exploration and Production, and K. C. Vaughan, who in 1959 became manager of operations in charge of the Gulf Division.

Ray Burke graduated from University of Texas in 1947 with a degree in geology. Following four years of oil field experience, he joined Union Oil in February, 1951, as a geologist at Corpus Christi, Texas. He became district geologist there in January, 1952; area geologist at New Orleans in October of the same year; chief geologist at Houston in 1955; manager of operations, West Texas Division, in 1959; and director of exploration at Union Oil Center, Los Angeles, in January, 1961.

Kenneth Vaughan, a petroleum engineering graduate of University of Southern California in 1932, joined Union Oil in 1933 as a wellpuller and pumper in the Field Department's Southern Division. He was promoted to assistant production foreman in 1936, production foreman in 1941. Appointed production superintendent in 1944, he held this assignment for six years in both the Valley and Southern Divisions. He was made manager of field operations, Pacific Coast, in 1950; manager of Natural Gas & Gasoline, Los Angeles, in 1954; manager of operations, Gulf Division in 1959.



Ray A. Burke, Vice President

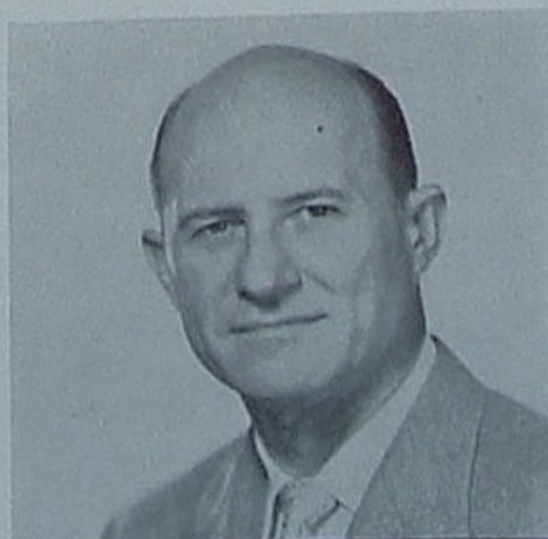


K. C. Vaughan, Vice President

Effective January 1, 1962, C. E. "Ted" Rathbone was appointed Director of Marketing, an assignment making him responsible for both Commercial and Retail sales in the Western Region. He replaces C. Haines Finnell, who on the same date became President of American Liquid Gas Corporation, a Union Oil subsidiary.

Starting as a drum and barrel clerk at Los Angeles in April, 1929, Rathbone gained experience in practically every phase and branch of the marketing organization he now heads. At least 26 job titles are noted in his 33 years of Company service. They include supervisory assignments at Seattle, Eugene, Portland, San Francisco, Sacramento, Oakland, Honolulu and Pasadena. Prior to

his most recent appointment, he was manager of Retail Planning during 1960 and manager of Marketing Development in 1961 at Union Oil Center, Los Angeles.



C. E. Rathbone,  
Director of Mktg.



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# BUSINESS HIGHLIGHTS OF THE MONTH

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## OIL IS ALSO HOW YOU PRODUCE IT

A common impression is that, once an oil field has been discovered, it is only necessary to turn a few valves and the crude is on its way to the refinery. Fields could be produced in this way, and were in the early days of the oil industry. However, this usually results in a much lower ultimate recovery of oil than might be obtained by carefully planned and controlled production.

Research contributes to conservation of natural resources by developing models of oil reservoirs and "producing" them in many different ways. This permits selection of a procedure best qualified to produce the maximum amount of oil from the actual reservoir. In some cases Research models are pieces of laboratory equipment; in others they are equations and computers.

We have used mathematical model studies to aid in understanding how effectively gravity causes oil and gas to separate in oil reservoirs and how this process of settling can be used to increase recovery. Similarly, we have used the mathematical technique to aid in predicting how efficiently oil can be pushed out of a reservoir by water that flows or is pumped in. We have used physical models to study ways to increase oil recovery from a number of fields. Unique physical characteristics made it necessary to develop small models of these reservoirs in order to study them effectively.

*Research, from W. E. Bradley*

## AUTOMATION FOR DAVY JONES

One of the primary heat transfer agents used in cooling hydrocarbon streams at Los Angeles and Oleum Refineries is sea water. This water is screened to remove trash (including an occasional fish) and pumped through heat exchangers and cooling boxes used in refining processes.

At both refineries, automatic equipment has been installed to provide continuous supplies of sea water. Without human assistance, this equipment will close the discharge valves of electric motor-driven pumps in case of power failure and, at the same time, start up standby steam-turbine-driven pumps. Electrical switches, sensitive to unusual vibration, are used to detect serious mechanical problems and shut down the affected pump. A monitoring and alarm system is used to spot changes in pump operation and overall plant conditions. This information is relayed to a manned control room and to the truck of the operating engineer by means of a refinery radio system, so that prompt investigation of trouble can be started.

## OPERATION FUEL SWITCH

Los Angeles County Air Pollution Control District Rule 62 prohibits the burning of fuel oil with a sulfur content in excess of 0.5% except during the five winter months from November 16 through April 14. During this period, in conjunction with other fuel oil users, Los Angeles Refinery participates in a voluntary program termed "Operation Fuel

Switch." If meteorological conditions are such that the Air Pollution Control District forecasts "moderate to heavy eye irritation," a radio message is broadcast by APCD requesting "Operation Fuel Switch."

On receipt of this message, participating industrial users of fuel oil switch to burning natural gas.

Even though no relationship has been proved to exist between fuel oil burning and eye irritation, we cooperate with the APCD in this program as part of the job of being a good neighbor in the community.

*Refining, from J. W. Towler*

## DEEP FREEZE IN THE DEEP SOUTH

One of the acknowledged virtues of a good oil man is his ability to cope with the unexpected.

The recent record freeze along the Gulf Coast—worst since 1899—produced a most unexpected complication of difficulties. In an area that rarely sees frost, lakes and rivers froze from shore to shore. The resulting ice and low tides nearly brought all oil barging to a halt. Water produced from most oil and gas wells froze in the lines, creating widespread stoppages of fuel when it was in greatest demand. High seas hampered production efforts offshore while in such fresh-water areas as Union's White Lake fields ice severely damaged a number of production facilities.

In the face of such difficulties, Union Oilers extended themselves far beyond the normal call of duty. They fought their way through





#### LETTER TO TREASURER L. B. HOUGHTON

"Recently I went through some of my old pictures and found one I had taken about 40 years ago when I was in the maritime service during the first World War. . . . It shows the Union Oil Tanker "Lyman Stewart" aground near the Golden Gate, San Francisco. . . . I thought you might like to print something about it in your Seventy-Six magazine, which I pick up from some of my stockholder friends or at Union Oil dealers."

*Yours respectfully,  
Joseph B. Sloate  
Costa Mesa, California*

#### LETTER TO THE EDITOR

"Attached is a picture I received from James J. DuGay, an elderly former employee who now is employed at the famous Bohemian Club in San Francisco. The photo shows the last mule-drawn tank wagon operating from our Calexico marketing station. Each of the mules weighed over 1700 pounds. Please return the original prints as I am sure they have considerable sentimental value to Mr. DuGay."

*W. L. Stewart III  
Manager Commercial Sales  
San Francisco*



heavy seas and northern invasions of ice to meet winter's demands for natural gas. Except for the first few hours of the freeze, when wholesale shutdowns of automated equipment caught the entire industry by surprise, they managed to keep a large volume of fuel on the move.

For interesting details of the problems involved, we refer you to G. M. Harper's report told elsewhere in this issue (Page 6).

*Field, from Ray A. Burke*

#### PURCHASING PURCHASES NEW PURCHASING FORMS

Union Oil Company's purchase orders will have a new look in 1962. Both Form 6, Purchase Order, and Form 76, Requisition, have been redesigned with uniform formats. This will enable Purchasing to give operating departments improved service, both as to speed and cost, when securing materials and services.

The new Form 76 will be a multi-part requisition-purchase order to provide buyers with a verbal order-system. It amounts to a reduction in paper handling as well as paper.

A two-digit commodity classification code and a standard "tear-off" accounting distribution stub have been incorporated into both forms. These permit the accumulation of statistical data by Machine Accounting and enable Accounts Payable to process most invoices without transcribing account information to a separate form.

*Purchasing, from C. S. Perkins*

#### TIRE AND BATTERY INTRODUCTIONS WELL RECEIVED

Introduction of the Union Minute Man IV tire has met with very gratifying customer acceptance. This premium quality tire promises a great deal of trouble-free road mile-

age as well as sales mileage in our merchandising program. Installation of merchandising cabinets and related displays in our service stations has added to the momentum of both Union Minute Man Tire and 76 Battery sales.

Southwest Mountain Division has opened its new combination unit at Wilcox, Arizona, on Highway US 666. Excellent retail facilities will serve motorists entering Arizona from eastern points, and the marketing station will serve farm and commercial accounts in the surrounding agricultural area.

*Marketing, from C. E. Rathbone*

Military Petroleum Supply Agency has awarded the Company contracts covering delivery of 200,000 barrels of fuel oil and 475,000 barrels of diesel oil from California refineries during the first six months of 1962.

*Marketing, from E. L. Hiatt*

#### DISQUIETING ASSURANCE . . .

*When asked if the Oleum Employees' Federal Credit Union had safeguards to prevent any such loss as the \$2 million embezzlement that had been reported elsewhere, the credit union spokesman replied: "It couldn't possibly happen here, as our credit union has only \$1,375,792."*

*from Oleum Refinery's "On Stream"*

#### WHO'S NUTS? . . .

*Whenever you look at a piece of work and you think the fellow was crazy, then you want to pay some attention to that. One of you is likely to be, and you better find out which one it is. It makes an awful lot of difference.*

*-Charles F. Kettering*





*To the end, she remained*

## Otter Woman Morning Gun

Born when buffalo were disappearing from the plains and the Blackfeet Indian Nation of Montana was reduced to poverty, Otter Woman Morning Gun lived through 90 years of the greatest changes in human history. But she herself remained unchanged.

There were those who wanted her to take a Christian name. She replied that if ever the day came when she must sign important business papers with her thumbprint, it would hardly be proper to impress such a signature opposite, say, Mary Jane. She always remained Otter Woman Morning Gun — always signed with her thumb.

There came a day when, much to everyone's surprise, this little Indian woman did have important business papers to sign. The Commissioner of Indian Affairs himself brought them — told her where to sign — and said, "Now you have \$53,000."

Then came the chief of a major oil company (Mr. Reese H. Taylor of Union Oil), who thanked Otter Woman for the right to drill a wildcat well on her land and expressed the hope there would be oil royalties to add to the big bonus she had already received.

Whether or not the shawl and elkskin clad woman understood these oil treaties and the wealth they meant for her no one could state with certainty. But when

the well was spudded on a cold January day in 1955, she was on hand with three sons and a large crowd of neighbors and visitors to anoint the drilling bit with *good medicine*. The test well was named Morning Gun No. 1. Cameras clicked every time she turned around. And presently her picture was appearing in newspapers and magazines everywhere.

Like so many exploratory oil wells, this one, sad to say, was a *duster*. It heaved only a sigh of gas, so was abandoned.

Otter Woman had not seemed too enthused about her bonus money nor with the prospects of even greater royalties. Likewise, she seemed little displeased with the well's failure. After all, the Commissioner was holding most of her \$53,000 in trust, and her thumbprint was good for a few dollars whenever needed.

Of much greater importance was the ceremonial Sun Dance of the Blackfeet. Recognized for her fine character, she was one of the few chosen to make the long, religious fast demanded in the Blackfeet Medicine Lodge ritual. To discipline the body and feed the spirit — to dress in soft elkskin and moccasins — to dance — to have a steaming cup of berry soup with one's friends — such occupations were the riches of her life.

They say, though, that Otter Woman once was tempt-





At the spudding of an exploratory oil well on her land, Otter Woman and her three sons reacted stoically to prospects of wealth.

ed. At the store in town there was a duplicate of a model kitchen she had admired in a magazine. She bought it, and the kitchen was installed next to a wood-burning range in her old house. That's as far as modernity was allowed to encroach. She continued to cook over the old wood burner.

Even her vigil with death was maintained in the old tradition. As the time neared, attendants at the government hospital heard the tapping of her cane. Calmly entering the doorway was the shawl-draped figure of Otter Woman. Only four quiet days of sleep remained in her 90-year life span.

On a cold January day of 1962, with a Montana blizzard blowing, a small party of relatives and friends carried her frail bones to the burial place.

Next day, Tribal Secretary Iliff McKay, who of all the writers knew her best, wrote in the *Glacier Reporter*: "Otter Woman Morning Gun is dead . . . and no News-week photographers."

We'll bet that's how she preferred it.

*For intimate details of this story, Seventy-Six is indebted to the Great Falls Tribune and Union Oiler Bill Barber.*

/THE END

Not so the small fry of the Blackfeet nation; they enlivened things for the Chief Driller, Mr. Taylor, with an Indian dance.







JAYCEE WEEK during January in Phoenix got off to a good start with Mayor Sam Mardian, Jr. issuing the official proclamation. Union Oiler Hugh Schmieder, left, was chairman of the event. First Vice President of the Phoenix Jaycees is Julian Blum, right.

from D. R. Jessup



A. C. RUBEL, retired president of Union Oil, was presented the Silver Beaver Award by Justice W. Turney Fox, left, at the Los Angeles Area Council meeting of Boy Scouts on January 30. His service to Scouting includes 24 years on the Executive Board and chairmanships of major council events, such as Scout-O-Ramas and Council Annual Meetings. "A fine citizen, and a grand Scouter!" the citation concludes.

from Boy Scouts of America



DEALER DAN LEITHOFF of Oswego, Oregon, seen here with his son Greg, has volunteered his "Ham" radio equipment and services to the community for Civil Defense use during emergencies. Though highly skilled in his hobby, Dan prefers to remain an amateur operator. He and other "Ham" radio operators have been of invaluable help throughout the world in cases of disaster.

from Lake Oswego Review

DEALER AL SCHLEPP, right, of Coeur d'Alene, Idaho, was hailed by the Chamber of Commerce on January 9th for operating the "Friendliest Business" in town. Al was nominated by Mrs. Barry Winzeler, left, a very appreciative customer. Presenting the award was Manager Thomas O. Emerson of First Federal Savings & Loan. Objective of such presentations is to make Coeur d'Alene one of the friendliest business communities on earth. Over 250 business leaders applauded the selection.

from R. F. Ryan







DEALER LARRY WILLARD, center, of Seattle attracted a 35% increase in gasoline sales by hanging a sack of straw from the canopy and challenging all customers to guess its weight. Three, including Paul Thompson, left, and Al Barlow, correctly guessed 100 pounds and won the \$25,

from R. F. Ryan



THE 76 SPORTS AWARD has recently been presented via special TV program to three of the outstanding performers during 1961. In the photo, Union Oil Announcer Gil Stratton, right, honors Jon Douglas, 1961 winner of the Pacific Southwest Tennis championship. During two other TV programs, award winners were baseball's Wally Moon and horse racing's Willie Shoemaker.

in focus



YES, WE ARE COLLEGIATE! A successful sales promotion recently concluded in the Northwest stimulated both "76" and the "pigskin" business. Following our sponsorship of University of Washington Huskies football games on the radio, Union Oil gave away 200 autographed footballs at the rate of 50 a week by means of drawings. Winners lists were posted in Company stations and the 4,000 people per week who signed up for the drawing called regularly to check on their luck. Seen autographing the footballs for Union Oil Merchandiser Tom Argyle is Washington Coach Jim Owens.



## Labor Demands Imperil U. S. Trade Positions—continued

because of a day or a week or a month of idleness are lost forever. A major question today is whether or not we will, in time, develop the wisdom to understand this and to act accordingly.

Labor's power since the end of World War II — a power often strengthened by a zealously friendly federal government — has enabled the unions to achieve gains far beyond the nation's long-term capabilities to pay the higher wages and benefits and still be competitive. The inevitable result has been an eroding rise in consumer prices, a stagnation of profits and new investments, and a deterioration of our competitive position in world markets.

In 1950, as an example, corporate profits after taxes totaled \$23 billion. For 1961, generally regarded as a good year for American business, after-tax corporate profits totaled an estimated \$22 billion, some 5% *below* the level of 11 years ago. Corporate payroll costs, by contrast, have risen from \$97 billion in 1950 to approximately \$184 billion in 1961 — an *increase* of almost 90%. Little wonder that investment is lagging, that jobs are short, that American products are finding it rough going in world markets!

Steel industry negotiations will provide the major test of labor's intentions in 1962. After a 116 day strike in 1959, a strike that cost steel workers millions of dollars in lost wages and the nation billions of dollars in lost production, it is discouraging to again face the prospect of a mid-summer steel strike. I should add that we also again face the prospect of further government interference in labor-industry negotiations.

President Kennedy has asked the unions — particularly the steel workers — to limit wage demands to amounts which have been earned by increases in productivity. Although "productivity" is difficult to define and even harder to measure, it is generally agreed that as a practical matter it refers to increases in output per manhour worked. Thus, a rise in output per manhour of 3%, which is roughly equal to the long-term average of most American industries, could be matched by a similar increase in per hour labor costs without increasing the over-all cost of the product — this, of course, after rewarding any capital invested to effect the increase in hourly productivity.

The President argues that wage increases limited to productivity gains are noninflationary — that is, provide no basis for price increases. Although it does not always follow that prices would be steady under such conditions, it is true that wage and benefit increases limited to 2-3% per year would reduce inflationary pressures and strengthen our international trade position. Apparently labor unions have decided to ignore the President's request.

During the past decade steel workers' wages have risen by an extraordinary 7 to 8% per year. Exclusive of fringe benefits, steel workers' wages now average \$3.27 an hour. And the steel workers have indicated that they expect further sizable increases in 1962.

The rapid rise in wages has reduced the employment of steel workers, pushed up prices, squeezed profits, and weakened steel's position in world markets as well as encouraged substitution of less costly materials for steel.

As an example, in 1955 exports of semi-finished steel accounted for 15% of total steel production, while imports were 4% of total supply. By 1960 the percentages of imports were reversed. Another example: barbed wire imports were about one-third of our supply in 1955; today they exceed one-half. Taking steel as a whole, in 1961 exports totaled about two million tons; imports about three million tons.

One could cite example after example, not only from steel but from other industries. The lesson is clear. To advance in today's highly competitive markets means that we must be competitive. High labor costs threaten our competitiveness throughout the world. Automation, cost accounting, personnel relations — all are important, but all are of secondary importance compared to the need to control labor costs in terms of productivity.

The economy faces another problem in 1962 as a result of President Kennedy's intentions to seek broad across-the-board tariff cutting power. Such power, he argues, would strengthen his bargaining position with foreign countries, especially with members of the Common Market, and would improve our balance of trade. To offset the injury to American workers resulting from lower tariffs, the President promises "adjustment" aid in the form of subsidies, public works, and the like. We must always remember that government produces nothing but expense. Subsidies or government expenditures of any kind can only come from the pockets of the people.

Certainly we would all welcome improvement in our trade position. However, it should be evident that tariff cuts and increased government spending are no way to go about it.

Hourly wages for American workers currently average four times hourly wages of European workers, and many more times wages in booming countries such as Japan. Lower tariffs, coming on top of higher wages for American workers, would mean a sharp rise in imports but little or no gain in exports. Metal, chemical, textile, and in time virtually all basic industries — and their workers — would feel the adverse effects of stepped-up imports of foreign produced products.

If we continue to weaken our economy and our worldwide competitiveness, America cannot be counted on to remain as the leader of the Free World.

/THE EN



## EMPLOYEES

### March, 1962

#### 40 YEARS

LEE M. DAVIS.....Field—Pac. Coast, So.  
WILLIAM E. STURDIVANT.....Pipeline—So. Division

#### 35 YEARS

WILLIAM J. CALVERT.....Compt., Mktg. Acctg. Office  
LEE OLIVER DAMPIER.....Mktg., Calif. No. Cstal.  
ETHEL P. FARNSWORTH.....Industrial Relations  
ARTHUR A. McDOUGAL.....Mktg., Calif. So. Cstal.  
ROBERT L. THOMPSON.....Compt., P. & T. Pac. Coast

#### 30 YEARS

W. S. CHRISTOPHER.....Mktg., Calif. No. Cstal.  
CARL DUSS.....Mktg., Calif. So. Cstal.  
OLIVER M. FRINIER.....Compt., Corp. Accts.  
CLARK C. FRY.....Mktg., Calif. So. Cstal.  
THOMAS H. GAINES, JR.....L. A. Refinery  
DARYL F. JEFFERY.....L. A. Refinery  
JOSEPH L. MILLER.....Mktg., S. W. Mtn. Div.  
E. FOSS TACKABERRY.....Industrial Relations  
WILLIAM J. WALKER.....Mktg., Calif. So. Cstal.  
HOWARD R. WEBB.....Mktg., N. W. Div.

#### 25 YEARS

G. S. BAUMGARTNER.....L. A. Refinery  
DYER A. BENNETT.....Field—Pac. Coast, So.  
HERALD CAMPBELL.....Mktg., Calif. So. Cstal.  
GAROLD T. CLARK.....Mktg., N. W. Div.  
ARTHUR W. CONKEY, JR.....Field—Pac. Coast, So.  
MALCOLM H. GARRETT.....Mktg., Retail Planning  
VELMA JONES.....Legal—Tax Division  
EARL G. SCHUPPERT.....Field—Pac. Coast, So.  
ODELL L. WHITFIELD.....Research

#### 20 YEARS

CLYDE H. AYCOCK.....Field—Gulf Division  
CHARLES W. COX.....Oleum Refinery  
FRANK MATHOS.....Oleum Refinery  
DOZETA MILLER.....Field—Gulf Division  
MARSHALL L. MOSHER.....Oleum Refinery  
MARCUS D. ROE.....Oleum Refinery  
JOSEPH E. ROSE.....Oleum Refinery  
FRANK T. RUSSO.....Oleum Refinery  
BERNARD M. SCHWALM.....Mktg., Calif. No. Cstal.  
MARY REES SHERIDAN.....Compt., Mktg. Acctg. Op.  
RICHARD T. SOFIA.....Mktg., Calif. So. Cstal.  
EUGENE C. VAUGHAN.....L. A. Refinery

#### 15 YEARS

IRENE R. ABBOTT.....Compt., Mktg. Accts. Oper.  
SIMEONE D. ADDIEGO.....Compt., Mktg. Accts. Oper.  
SHIRLEY C. BELL.....Pipeline—No. Division  
ROBERT W. CHESTNUTT.....Mktg., Calif. So. Cstal.  
DOROTHY E. ENNES.....Mktg., Calif. No. Cstal.  
KENNETH L. FALCONER.....L. A. Refinery  
JOHN W. GORMAN.....Pipeline—No. Division  
DOYLE T. GRAVES.....Foreign—Exploration  
LOURAE E. GORICH.....Oleum Refinery  
W. L. HILDENBRAND.....Pipeline—No. Division  
FRED L. HIXON.....Field—Pac. Coast, So.  
ALSTON R. KING.....L. A. Refinery  
CLAUDE O. PIEPKORN.....Field—Pac. Coast, No.  
JAMES B. PLUNKETT.....Mktg., Calif. No. Cstal.  
LAWRENCE L. RINGEY.....Field—Pac. Coast, So.  
RICHARD H. THOMAS.....Mktg., Calif. So. Cstal.  
AARON J. WILLIAMS.....Field—Central Division  
ALVIN EDWARD WOLFF.....L. A. Refinery

#### 10 YEARS

JOY C. BAUER.....Executive—Beverly Hills  
ROBERT E. BEAL.....Field—Pac. Coast, No.  
FLOYD A. BECKNER.....Mktg., Calif. So. Cstal.  
LYNN C. BROWN.....Field—Pac. Coast, No.  
GABRIEL DENGGO.....Foreign—Exploration  
DAVID A. DUNN.....Field—Central Division  
JAMES K. FOGO.....Research  
VANCE E. GERKE.....L. A. Refinery  
ROSIE LEE HART.....Field—Central Division  
JOHN J. HELLER.....L. A. Refinery  
ROBERT S. HERDMAN.....Mktg., Calif. So. Cstal.  
SYDNEY KAHANOFF.....Foreign—Exploration  
J. S. KENNEDY, JR.....Mktg., Export & Ref. Blk. Sls.  
LEWIS D. LAWRENCE.....Legal—Tax Division  
JAMES E. LINEBARGER.....L. A. Refinery  
HILLIARD J. MOORE.....L. A. Refinery

## SERVICE



MARY P. NEVIS.....Industrial Relations  
AARON M. PALMER.....L. A. Refinery  
RALPH T. PLEDGER.....Mktg., Oregon Division  
WILLIAM T. ROESLER.....Foreign—Exploration  
HUBERT S. ROGERS.....L. A. Refinery  
WILLIAM E. RYAN.....Exploration—Land  
JOHN A. SASS.....L. A. Refinery  
IVONA F. TROFKA.....Mktg., Admin. Services  
WILLIAM P. VAUGHN.....L. A. Refinery  
WILLIAM H. WELCH.....L. A. Refinery  
CLARENCE L. WHITE.....L. A. Refinery  
DONALD F. WILSON.....Pipeline—No. Division  
FAY E. SINCLAIR.....Compt., P.&T. Pac. Coast

## DEALERS

### March, 1962

#### 30 YEARS

FRED DICKMAN.....Glendale, California  
FRANK P. GASIMIRO, JR.....Hanford, California  
K. T. McBRIDE.....National City, California

#### 15 YEARS

GRACIAN ANSOLABEHERE.....Bakersfield, California  
K. V. CALHOUN.....Gresham, Oregon  
MARKS & CROXON.....Azusa, California  
FOREST G. LUCAS.....Lakeside, California  
RAY OETGEN.....La Puente, California  
ROBERT H. SMITH.....Hollister, California  
THELMA WRIGHTMAN.....Desert Center, California  
JOHN B. ZANARDI.....Hollister, California

#### 10 YEARS

DAVIS AUTO COMPANY.....Redwood City, California  
GEORGE LUCAS.....Los Angeles, California  
SANSOME STREET

GARAGE.....San Francisco, California  
A. R. WASSERMAN.....Clear Lake Park, California  
JAMES L. WOODARD.....Hayward, California  
G. A. YOUNG.....Boulevard, California

#### 5 YEARS

STEPHEN COWEN.....Placerville, California  
DANIELS AUTOMOTIVE SERVICE  
Fairbanks, Alaska

MARION R. ELLS dba  
DANVILLE STORE.....Republic, Washington  
PAUL ENTERLINE.....Sierra Madre, California  
PAT GALATI.....North Hollywood, California  
R. L. GERVAIS.....Coos Bay, Oregon  
LEO HARKER.....Shelby, Montana  
HENRY HICKS.....Stockton, California  
WILLIAM A. KANGAS.....Seattle, Washington  
MEL KNAGGS.....Newhall, California  
ROBERT E. MAY.....Placerville, California  
MAX O'CONNOR dba  
FRIENDLY MARKET.....Chinook, Washington  
J. SEFCIK.....South Gate, California  
HAROLD D. SHAW.....Oroville, California  
R. H. STEARNS dba  
STEARNS MARKET.....Milton, Washington  
W. H. TABLER.....Foster, Oregon  
WILLIAM TURLEY.....Pico Rivera, California  
DAVID H. WIRTZ.....Chemult, Oregon

## CONSIGNEES - DISTRIBUTORS

### January, 1962

10 YEARS  
CORD EQUIPMENT CO.....Baltimore, Maryland

### February, 1962

5 YEARS  
CARLTON RUSSELL TIRE CO.....E. Peoria, Illinois

#### 10 YEARS

J. EDWARD HILL.....Dayton, Washington

### March, 1962

#### 35 YEARS

BERT F. JOHNSON.....Winlock, Washington  
C. B. NORTHRUP.....Cashmere, Washington  
GEORGE D. PEACOCK.....Fortuna, California

#### 20 YEARS

C. J. DALZELL.....Yakima, Washington

#### 10 YEARS

W. VAN CASTER, JR.....Sanger, California  
FARMERS MERCANTILE.....Dutton, Montana

#### 5 YEARS

W. R. HALL DIST.....Grand Junction, Colorado  
C. F. MASON OIL CO.....Pittsburgh, Pennsylvania  
ALBERT H. SEIFERT.....Polson, Montana

## RETIREMENTS

### February 1, 1962

MICHELE BARONE  
Marketing, N. W. June 21, 1944

JOHN FINNEGAN  
Los Angeles Refinery January 3, 1927

JESS A. GLENN  
Southern Field April 16, 1942

CARL A. HAASE  
Los Angeles Refinery July 11, 1928

CHLOE A. KIES  
Northern Field (Orcutt) December 11, 1949

ANDREW KUTAS  
Northern Pipeline May 26, 1934

HUGH O. PARR  
Los Angeles Refinery November 17, 1926

LOWELL C. PLANALP  
Marketing, So. Coastal January 19, 1931

OSCAR RAY  
Oleum Refinery September 22, 1944

ALLEN R. RICHARDSON  
Marketing, So. Coastal February 2, 1920

## IN MEMORIAM

#### Employees:

WINIFRED S. BLAIR  
Comptroller's - H.O. December 27, 1961

CLIFFORD CORNELIUS  
Oleum Refinery December 23, 1961

ARTHUR C. McKINNIS  
Research Department December 21, 1961

IVAN W. TAYLOR  
Oleum Refinery January 29, 1962

THEODORA M. WOODWORTH  
Comptroller's January 4, 1962

#### Retirees:

HAROLD E. BRANT  
Exploration & Production January 31, 1961

JOHN S. COX  
Marketing - S. W. December 27, 1961

WALLACE H. DARROW  
Oleum Refinery December 27, 1961

HENRY P. HOLBROOK  
Los Angeles Refinery January 15, 1962

GEORGE E. HOWE  
Los Angeles Refinery January 4, 1962

RAY MOOTHART  
No. Division Pipeline December 23, 1961

HARRY A. TRIMBLEE  
Northern Division December 21, 1961



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



## Where We Worked in 1901...

On moving Company headquarters from Santa Paula to Los Angeles in 1901, Union Oil people occupied the five-story Tajo Building, left, at corner of First and Broadway. Photo taken in 1905 reveals no parking problems.