


SEVENTY SIX 
UNION OIL COMPANY OF CALIFORNIA



MAN SERVICE

UNION  TIRES

WE'RE
OPEN

MARCH 1963



'gone with the window'

This pathetic scene of Civil War days is from a Miracle Pictures Production "Gone with the Window." The southern belle bids farewell to the boys in gray while the old plantation burns . . . here comes a foraging Union soldier . . . our belle wrings his nose . . . he trundles off the window . . . leaving her in tears. The southern belle is Doreen Tracy; the steely-eyed soldier is Manager of Public Services W. H. (Bill) Thompson, Jr. And the whole thing was put together as an introduction to Union Oil's 1963 Advertising and Merchandising show which is touring the West right now. (We'll give you a resume of this year's advertising in the April issue.) For obvious reasons, the motto of Miracle Pictures is "If it's a good movie, it's a Miracle!"



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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.

COVER: We have a new service station sign, the internally illuminated "76" ball shown on the cover. See page 18 for details. The picture was taken at Dealer Herb Becker's station in Redondo Beach, California.

Published by
PUBLIC RELATIONS DEPARTMENT
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 F. L. Springmann, Assistant Director
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ROYAL

RECOGNITION

A radiant, smiling Queen Elizabeth II, who looked an enchanting symphony in blue, lent Royal recognition on March 6 to the achievement of Union Oil Company, Kern County Land Company, and Australian Oil and Gas. The three partners jointly are credited with making the first commercial oil discovery in Australia at Moonie.

Obviously enjoying herself and manifesting great interest in the Royal Occasion, Her Majesty unveiled a memorial on Bulwer Island at the mouth of the Brisbane River commemorating this oil discovery.

This was the moment, the culmination of an arduous and costly 75-year search for oil in Australia.

Union-Kern-A.O.G. had brought the know-how, tools and techniques of oil search to Australia and ended the long succession of *dry holes*.

Her Majesty overstayed her scheduled time at the unveiling by more than 20 minutes.

Her Majesty viewed an exhibition of an oil rig model, samples of Moonie oil, core sands, and the historic bit which made the discovery strike in Moonie No. 1. She questioned Union's resident manager in Australia, Doyle Graves, in an amazingly expert and scientific fashion about oil search operations.

Her Majesty and the Duke of Edinburgh then met the chief executives of Union-Kern-A.O.G. and their wives, and spent a good quarter-hour chatting amiably with them.

The Duke laughed and joked with the Americans.

Her Majesty informed Queensland Government officials that she had spent the most interesting and exciting day of the Royal Tour at the Bulwer Ceremony and that she would make an engraved Citation to the partners for their excellent exhibition.

Britain's Queen Elizabeth II personally unveiled a stone plaque commemorating the first commercial discovery of oil in Australia.



Her Majesty was studiously impressed with the oil exhibit arranged for her near Brisbane. The hosts included, identifiable from left, President A. C. Rubel, Minister for Mines Mr. Evans, Union Oil's Resident Manager Doyle T. Graves, and Deputy Premier Mr. Munro.

Already Her Majesty and the Duke have sent a signed photograph to Mr. and Mrs. Graves.

To Union's Chairman, William Lyman Stewart, Jr., who is a well known ocean racing skipper, the Duke said:

"You are a long way off course, sailor. I see we are members of the same club."

Mr. Stewart was wearing the tie of the Royal Ocean Racing Club. He and the Duke had met previously in England where Mr. Stewart raced in the Fastnet Cup.

The manner of Her Majesty and the Duke during their meeting with the top executives was easy and informal.

The Queen chatted amiably with all the executives and their wives.

To Bill Dee, Managing Director of AOG, the Duke smiled and said:

"And what do you do, Mr. Dee, apart from making shekels out of this good oil?"

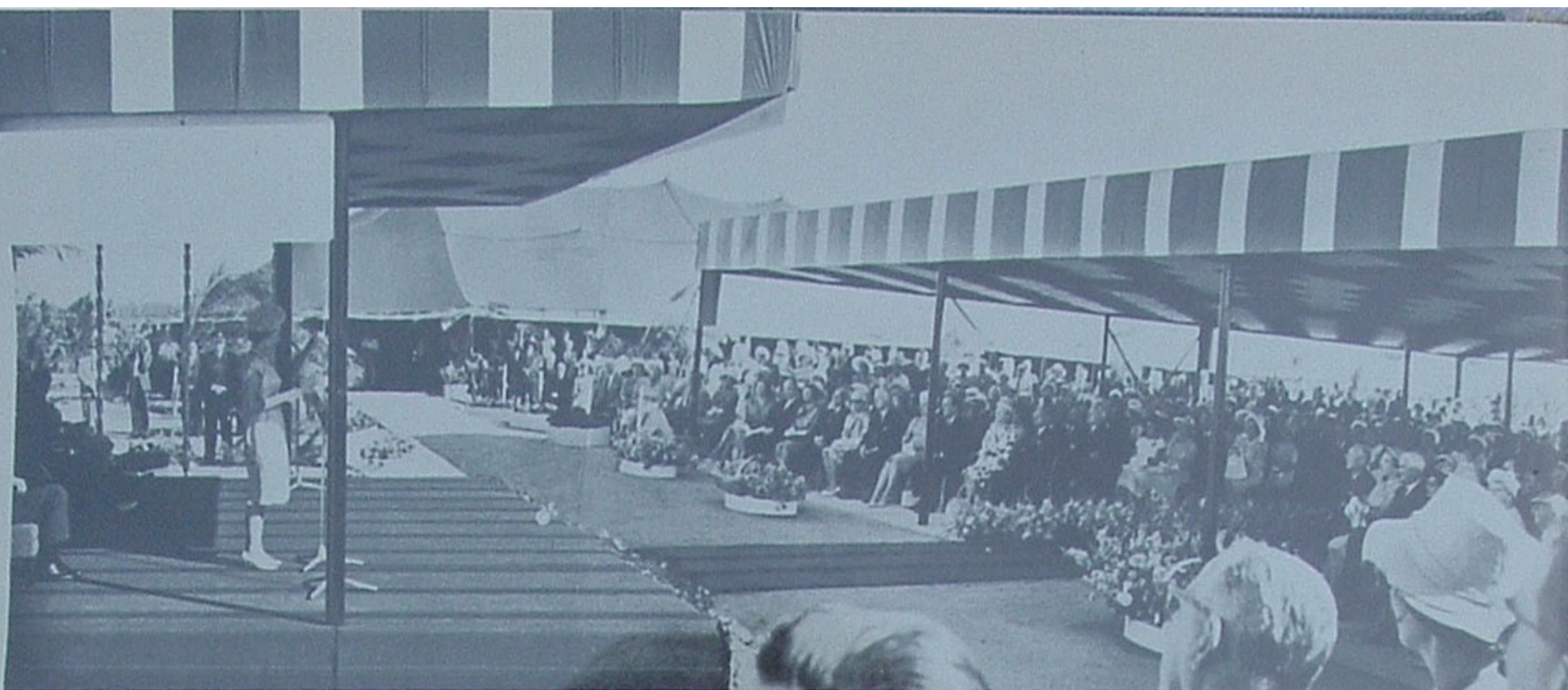
Her Majesty and the Duke arrived at the Ceremony almost 20 minutes late because of the huge crowds along the route to Bulwer.

The Deputy Premier of Queensland, Mr. Munro and Mrs. Munro, together with Mr. and Mrs. Rubel and the Premier of Queensland, Mr. Nicklin and his sister, Mrs. Lind, received the Royal Party.

After the Royal entrance, Mr. Nicklin gave an address on the importance of the Moonie discovery to Australia, both economically and strategically. He said: "May it please Your Most Gracious Majesty."

"It is with considerable pride and pleasure that, on behalf of the Government and the people of Queensland, I ask Your Majesty to perform this historic ceremony of unveiling the stone to commemorate the discovery of oil in commercial quantities in Australia and to indicate the area where the oil pipe line will terminate.

continued



A large crowd of Queensland's leading citizens joined petroleum executives on Bulwer Island to hear Her Majesty's statement.

ROYAL RECOGNITION CONTINUED

"The finding of oil in this State, after a search which has been long, arduous, expensive and, until now, disappointing, was a momentous event of the greatest economic significance. It will accelerate the State's industrial development, and apart from the establishment of an oil refinery, it opens up the stimulating prospect of the foundation of a thriving petro-chemical industry, and other industries allied with oil and chemicals.

"It is most appropriate that Your Majesty's visit should coincide with the decision of the oil prospecting companies concerned to construct a pipeline from the Moonie oil field to Brisbane, a distance of nearly 200 miles at a cost of upwards of £8 million. There are now twelve producing wells on the Moonie field and the quality of oil in these wells is high by world standard.

"Construction of this pipeline, which should be completed before the end of the year, marks the real beginning of the oil producing industry in Australia, and for that reason the ceremony Your Majesty has graciously consented to perform today is a memorable milestone in Queensland's and Australia's expanding development.

"The fact that the pipeline will be a common carrier for oil found on any other field in South-West Queensland ensures that the maximum benefit will be achieved by all concerned in the production of the State's oil wealth.

"Today, there is scarcely a square foot of the State that is not covered by an oil prospecting title. The area being prospected includes the offshore region of the Gulf of Carpentaria, and as far east as the Barrier Reef.

"The discovery of oil in substantial commercial quantities will be followed by incalculable economic benefits, as hitherto every drop used in Australia has had to be imported. Australia ranks fourteenth in the list of the world's oil consumers and our expenditure on oil is about one-tenth of the country's total import expenditure.

"Needless to say, if Australia became completely self-sufficient in oil the nation could afford to import more manufactured goods and raw materials for which there is

an almost insatiable demand in its expanding economy.

"An oil industry in Australia will also create new employment and demand for equipment which would promote great expansion of manufacturing industries.

"Strategically the establishment of an Australian oil industry would eliminate, or at least reduce, the nation's dependence on other countries as Australia is now dependent on the importation of crude oil over long sea routes which are vulnerable to enemy attack.

"The establishment of a great refining industry has made Australia self-sufficient in refining capacity, but has done nothing to ensure supplies of crude oil in an emergency.

"Consequently, the advantages which will accrue from our being able to produce our own oil requirements will be manifest.

"In this ceremony, we are joined by Mr. Rubel, who is President of the Union Oil Company of California. With his other Director colleagues, Mr. Rubel has come specially from California for this ceremony. I now ask Mr. Rubel to speak."

Mr. Rubel spoke of the pride that Union-Kern-AOG took in making their historic oil discovery in Australia and the strong ties of friendship and kinship between the United States and the people of Australia.

He said: "The partnership of Australia and United States interests which I represent here today is proud to have the distinction of discovering and developing the first commercial oil field in Australia. We feel that we are honored by having a part in an event of such great economic importance to the future of Queensland and to the Commonwealth of Australia at large.

"Through the joint efforts of the partners—Australian Oil and Gas Corporation, Union Oil Company of California, and the Kern County Land Company—we feel that we symbolize in a significant measure the spirit of cooperation between our two great nations.

"Although we are pleased with the development of the Moonie oil field, we are vigorously pursuing further ex-

ploration in the Surat Basin of Queensland and New South Wales, with the optimistic hope that additional productive areas will be discovered.

"Moonie has proved beyond doubt that the required geological conditions for oil accumulation are present in Queensland, and we believe signifies the beginning of an era of oil production in Australia which may eventually become a factor in the Australian economy as the Commonwealth takes its place among the oil-producing countries of the world.

"The bonds of friendship between the kindred peoples of the United States and Australia have existed for many years. They were forged anew during the critical days of the second World War and are now further strengthened by the active cooperation of our two countries in the many tasks of development that confront this great Commonwealth on the high road to its national destiny.

"The part that we from the United States and our associates in Australia are playing in this successful search for oil in Queensland is definite and substantial evidence of the faith we have in the future of this great state.

"It gives me great pleasure to support the Honorable the Premier, and to express on behalf of the associated companies our gratification that Your Majesty has so graciously consented to perform this historic ceremony today."

Her Majesty then spoke and unveiled the Memorial, which delighted a thousand invited guests and the huge public crowd outside the official enclosure. She said:
"Mr. Premier,

"You have asked me to unveil a stone commemorating the discovery of oil in Queensland. It is with great pleasure that I do so, because I can readily understand and appreciate the dominant part petroleum can play in the widening horizon of your State's development.

"It is most fitting that we should commemorate here today the entry into the Queensland scene of a great new element of natural wealth which will immensely increase your prestige as a progressive State, with opportunities for all in a rapidly developing economy.

"Oil will open up for industrial initiative and capital enterprise vastly expanded frontiers of achievement in many fields of human endeavor.

"In this wide land, which is now yielding the secrets of its great and varied mineral wealth to scientific survey and investigation, the future is rich with the promise of fulfillment.

"I trust that the unveiling of this stone will mark the unfolding of a new and inspiring chapter in Queensland's history."

The Memorial bears a bas relief in bronze, showing workmen at the table of a drilling rig handling a drill bit, with a background of United States and Australian flags depicting the cooperation between the two nations in oil search.

The bas relief bears the inscription:

"HER MAJESTY QUEEN ELIZABETH II UNVEILED THIS STONE TO COMMEMORATE THE DISCOVERY OF OIL IN COMMERCIAL QUANTI-

continued



At an earlier press conference, President Dwight M. Cochran of Kern County Land Co., President A. C. Rubel of Union Oil, and Queensland Minister for Mines Mr. Evans were interviewed.

ROYAL RECOGNITION CONTINUED

TIES IN AUSTRALIA AND THE CONSTRUCTION OF A PIPELINE FROM THE MOONIE FIELD TO THE PORT OF BRISBANE 6TH MARCH 1963."

The Moonie story began back in 1956 when Australian Oil and Gas Corporation took a look at its 59,000 square-mile oil concession in southern Queensland and northern New South Wales, an area about the size of Georgia. It

looked good, but AOG needed money and technical assistance. The company looked to America. Agreeing that it looked good, Union and Kern joined forces to put up the capital for exploration and drilling. Union and Kern each hold a 40 per cent interest and AOG has a 20 per cent share in any profits from the venture. Union Oil Development Company was named its operator.

Presidents Rubel and Cochran and their wives were pleased with the memorial—confident about the big job yet to be done.



First site Union Oilers chose was Cabawin No. 1. Drilling began on October 6, 1960. Six months and a lot of trouble later, Cabawin produced oil. A second well, Cabawin-East No. 1, proved dry. But Union crews moved 20 miles south and spudded Moonie No. 1.

On Dec. 17, 1961, Moonie No. 1 produced oil at 5,800 feet. Moonie No. 2 followed and again there was oil. Next came Moonie No. 3 and a third strike. In succession followed Nos. 4, 5, 6, 7 and on through 13—all producers except for No. 12, which was dry.

The Union-Kern-AOG group has three objectives in Australia:

First, they want as rapid and complete a reconnaissance picture of the concession as possible.

Second, they want to develop and test the large Permian geological structures which have been indicated by seismic work.

Their third objective is to develop the Moonie Field and any additional discoveries in order to make oil available for pipeline delivery to Brisbane.

To accomplish these tasks, Union Oil and Kern County Land are spending \$500,000 a month on exploration. In addition to six development wells scheduled for drilling in the Moonie Field, Union and its partners this year plan at least 12 wildcats in other areas of the Surat concession. Two strings of tools will be wildcatting; a third is assigned to the Moonie development project.



Union's Board Chairman W. L. Stewart, Jr. and Mrs. Stewart were among those honored with a personal introduction to Britain's Queen Elizabeth II.

Resident Manager Doyle T. Graves and Senior Vice President Dudley Tower at least smiled when asked about Moonie Field's future.



Company's new Credit Card

MORE THAN MEETS THE EYE

It's attractive! Convenient! Efficient! Distinctive! It's a credit asset to its holder!

That about sums up the Company's new credit cards, now being sent to about 900,000 Union Oil customers.

But there's more to it than meets John L. Customer's eye:

Before the new credit cards were mailed, 6,000 new "76" imprinter machines were spread across the western map. They were shipped as far as Fairbanks in the north, Calexico in the south, Cheyenne in the east, and Honolulu in the west.

It took plenty of planning, not only to deliver the credit cards, imprinters and accounting forms on time, but to advise every service station operator when, where, and how the installation should be made. Timing for the change-over everywhere was synchronized for early March.

To make the system effective, all of our 17,000 Minute Men had to be schooled in properly operating the imprinter. This, fortunately, was not complicated; the invoice form and printing technique have undergone little



change. However, the imprinter works with an easy twist of the wrist in contrast to the "strong-arm" method formerly needed.

And something new has been added. The salesman will set the amount of each sale in the imprinter by the use of "money levers." This total will appear, boldly and legibly printed, in the upper right-hand corner of the customer's invoice and accounting card copy.

A credit card innovation not too apparent to the eye are small embossed rectangles, called "bar-codes," which appear between the account number and the customer's name. These, as well as the sale total, are printed on each invoice by the imprinter.

To complete the system, Optical Code Scanners are being installed in Union's big credit card accounting office in San Francisco. These are machines that photo-electrically read the bar-coded data and translate it into "hole" language—the perforations punched in invoice cards, which are the essence of machine accounting. The Scanners go a

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A road test of the new Gold Card was run by Sharon McKinney and Al Grogan, Jr., both of Union Oil Center. The imprinting machine Al demonstrated, below, prints bar-code data on customer's invoice and accounting card copy, permitting rapid accounting.



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The Scanner (San Francisco will have two of them) is an unbelievably fast reader. It can process 10,000 invoices per hour. By comparison, this is approximately 13 times the speed of one manually operated key-punch machine. The speed of two machines will eliminate problems and billing delays created in the past by the great surge of tickets reaching our accounting office after weekends and holidays.

The new system—another *first* for Union Oil Company in our marketing area—offers benefits to everyone involved:

Customers will appreciate the more legible invoices, faster billing of purchases, and added security against ticket errors or alterations.

Dealers will find the "76" imprinter not only the newest and most convenient machine of its kind but a valuable tool in preventing errors and chargebacks. They will be doing themselves, their customers and the Company a gen-

uine service by using the new credit card and imprinter whenever a credit sale is made.

The new system will reduce by about one-half million dollars the Company's money formerly tied up in tickets awaiting the slower billing process. Also, savings in operating costs will be substantial.

Finally, Union Oil employees, now engaged in the 1963 credit card solicitation contest, will of course recognize the new credit card as a hot sales item, worth thousands of dollars in Autoscrip.

Five-day hitch in the Navy

In the accompanying photo, we introduce Union Oil Consignee John Hansmann, left, and Walter Blade of Blade Chevrolet Company, one of the Company's most loyal customers in Mt. Vernon, Washington. Both were "VIP" guests of the Secretary of the Navy recently during a shake-down cruise of the modernized attack carrier TICONDEROGA. Some of the interesting aspects of their five-day "hitch" were told in a letter from Mr. Hansmann to Sales Manager M. E. Nichols in Seattle, from which we quote the following:

"The TICONDEROGA is an attack carrier, designed to attack and destroy enemy planes, ships and installations. She had a proud record in World War II, winning five battle stars to wear with her service stripes. Many changes

John Hansmann and Walter Blade were Navy guests.



USS TICONDEROGA—U.S. Navy Photo

have been made since the war. Coming out of drydock in 1962, the big "T" sported an angled deck, enclosed hurricane bow, an escalator, and new 'Fresnel' landing lights, which replace the 'meat ball' and, before that, the War's familiar landing officer with the colored paddles.

"Longer than three football fields, the "T" is 164 feet wide and more than 90 feet high. She displaces 42,000 tons and can do more than 35 land miles per hour (30 knots). She is a self-sufficient city, containing practically everything a community of 3,000 persons would include . . . except women!

"Far from earning the title of 'Sea Dogs' during the five days aboard, we barely learned the lingo. On the "T" for example, you never sleep in a bedroom that has walls, a floor and bunk beds; instead it's a *space* with *bulkheads*, a *deck* and a *rack*. Ropes are *lines*. Front is *forward*, rear is *aft*, left is *port*, right is *starboard*. Stairs are *ladders*, kitchens are *galleys*, halls are *passages*; and if you mention bathrooms the sailors point to their *heads*. The food is invariably fine, but a meal is a *mess*.

"It was a grand vacation—excellent *mess*, fine *rack*, movies each night, and guided tours to all 18 *decks*. Enroute to inspect such equipment as air-to-air missiles (Sparrows and Sidewinders) and evaporators that manufacture 60,000 gallons of fresh water daily, we found a floating city: post office, churches, tailor shop, cobbler shop, library, bar-

ber shops, dental office, hospital, print shop, four variety stores, even a weather bureau and police department. Cigarettes dropped to \$1.10 a carton just outside the 12-mile limit.

"We put into San Francisco Bay for five hours to deliver our deck cargo, consigned from Bremerton to Mare Island Navy Yard. The items consisted of a prefabricated submarine bow section weighing 74 tons and a stern section weighing 30 tons. As replacements, we took on nine mothballed airplanes, one helicopter, and an admiral's barge, all San Diego bound.

"Conspicuous on the San Francisco skyline was the towering Union Oil Building. How much I regretted not having shore leave to prowl its *passages* (corridors) searching for oil *mates* (friends).

"Back at sea, we made contact during the early morning with a fleet tanker. Lines, shot across with shotguns, were used to pull increasingly larger lines until the winches took over and secured cables. Soon we were being refueled with diesel, jet fuel and high-octane gasoline simultaneously. Approaching San Diego, we saw flying fish, sharks and whales.

"Back home, on our job of selling more Union Oil products, we can't help day-dreaming now and then. Climbing the 30-foot ladders to gauge our storage tanks, we squint our eyes and gaze across the sea of memory. The motionless catwalk seems to roll a bit. Once more we're on the Admiral's bridge, of the big "T", witnessing a General Quarters drill—the most thrilling exercises we'll ever see in guarding Freedom!"

Santa Maria salutes the Savannah

Some days, it seems, all great minds run in the same channel:

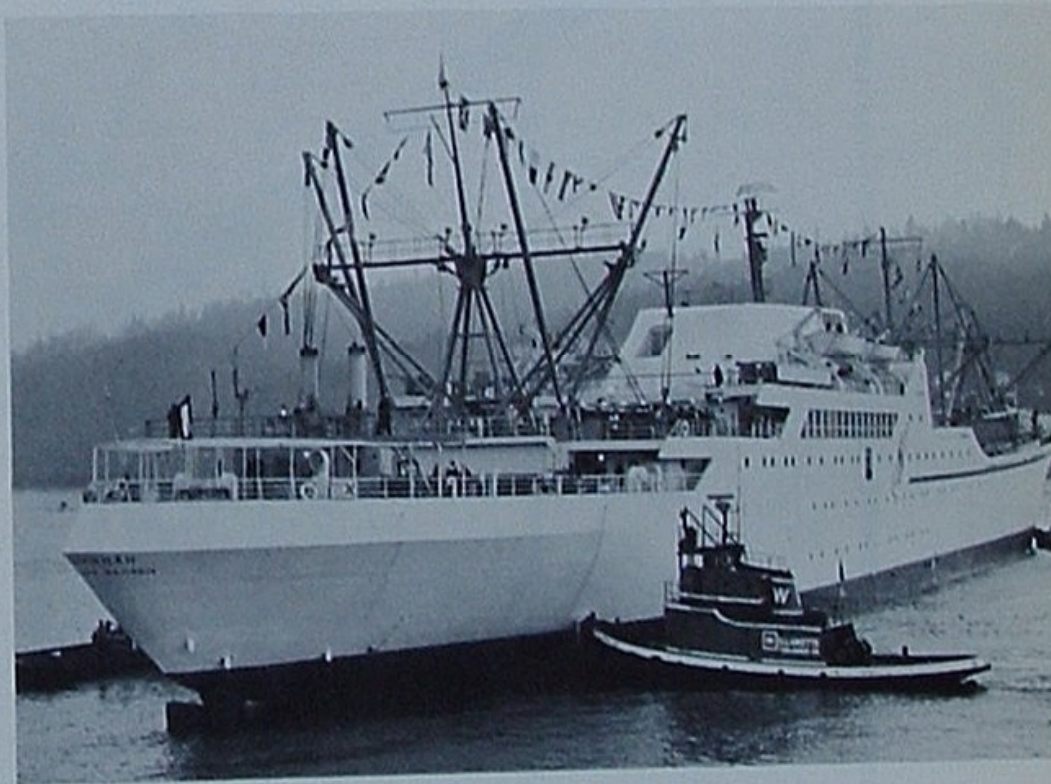
In the same mail with John Hansmann's letter regarding the TICONDEROGA came two photographs taken during January near Portland:

One, showing the laden Union Oil tankship SANTA MARIA moving up the Columbia River toward Portland, was taken by an admiring passenger aboard the new nuclear powered vessel NS SAVANNAH.

The other, showing the SAVANNAH, was taken by an



SANTA MARIA and SAVANNAH meet on Columbia River.



equally impressed Union Oil photographer from the vantage point of a tankship bridge.

The mutual-admiration incident suggests the fact that nuclear energy is posing no foreseeable threat to the demand for petroleum fuels. Oil and other fossil fuels are plentiful, readily available everywhere, and more economical than any substitute yet devised.

Friendly meeting of these two ships more accurately signified there'll be a growing need for both types of energy in the exciting years ahead.



from the story

by H. H. "Bob"

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From the story of **Harold W. Sanders**

by H. H. "Bob" Hansen

Years ago, a prominent businessman, while walking through downtown Los Angeles, lost his directions. For help he appealed to a boy just starting homeward from classes at Los Angeles Normal High School. The lad's instructions were so clear and courteous that the businessman prolonged their meeting by asking what was happening at school.

"Well, I've learned to write shorthand and operate a typewriter," the boy replied.

Thus, almost by accident, young Harold W. Sanders—recently retired as a Senior Vice President of the Company—was started on a remarkable career:

The man, L. L. Nunn, president and general manager of a utility chain in the Rocky Mountain area, needed some stenographic work done. Moreover, one of his dominating interests in life was to find gifted young men and help them obtain both an education and practical experience. The Telluride Association he founded at Telluride, Colorado, and Deep Springs Foundation in California have given hundreds of boys part-time work while attending private classes at the utility chain's hydroelectric plants or at the Deep Springs ranch. Most of the young men are sent on to complete their schooling at Cornell University.

Nunn, after a few hours of testing the 15-year-old high school boy's ability with business letters, hired Sanders on the spot. Shortly thereafter, both employer and secretary were making a study of electric power conditions throughout the United States and as far distant as the Philippine Islands. With them in the government sponsored survey were senators and utility experts. Later, Nunn arranged for Sanders to continue his education at Cornell.

The remarkable aspect of this chance meeting on a city street was Sanders' readiness rather than his luck. Without the stenographic skill, he'd have been just one of a thousand other school boys. With such training at 15, he was a good bet to tackle every job in life studiously as well as a jump or two ahead of his contemporaries.

Although Mr. Nunn died while his protege was serving out an enlistment in Europe during World War I, his faith in the boy was justified. Sanders came out of the war a captain. Completing his studies at Cornell, he entered the banking, grain and cattle business in Minco, Oklahoma. There he eventually became sheriff, mayor, leading citizen, and a friend of several hundred Indians of the fine civilized tribes who lived in the area.

When Government support of wheat prices was lifted in 1921, Oklahoma farmers and many others were hit hard. The whole roof fell in on Harold Sanders. His new born son died. His daughter contracted infantile paralysis and doctors advised that the family move to a warmer climate. His banking and grain enterprises were ruined. But the "mayor" saw to it that only one person in Minco would lose money when the bank closed its doors. That investor was Harold Sanders.

Coming West with all their worldly goods packed in a touring car, this dauntless "Okie" family started again from the bottom. Mrs. Sanders found work at an orthopedic hospital in the dual role of helping the family coffers while obtaining the best therapy for her daughter. Harold asked Union Oil if we could place an ex-Army captain, ex-sheriff, ex-mayor, ex-banker who could still take shorthand and use a typewriter.

At that time, 1926, Union happened to have an opening for a male stenographer in the Treasurer's Department. Tackling the job as if it were a step to the Board of Directors, Sanders practiced finances as he once had shorthand. He reached his goal.

Sit today with Harold Sanders at any of the numerous board meetings he attends and you'll find him taking notes in shorthand. Question him about his favorite hobby and he'll tell you about Telluride and Deep Springs, both now being supported by scores of successful graduates.

Speak to him of his retirement, and he'll say, "How can a guy retire when his phone rings constantly?"

business highlights

FROM MASSACHUSETTS COMES A TRIBUTE TO UNION OIL SERVICE IN HONOLULU

Weston, Massachusetts
January 10, 1963

Union Oil Company
San Francisco, California

Gentlemen:

During the two-year period we were residents of the state of Hawaii, 1960 to 1962, we had Union credit cards. This was the first time. . . .

We are now in Massachusetts . . . doing business with another company, since Union is not here . . . However, in thinking back over the years and the kind of service we have received in many service stations, I feel compelled to write this letter of commendation to you for one of your stations. I have never written this kind of letter before.

The Waialae-Kahala Union station in Honolulu was, and I'm sure it still is, the finest service station we have ever used! When looking for a

station to use on a regular basis, we tried out various ones in town and in our neighborhood area. . . . When I once used that particular station, no other would do.

The men, and there were always plenty of them, were without exception courteous and kindly—and much more! They went out of their way, no matter how rushed, to be sure windshields were thoroughly clean, to check oil, and to ask if tires should be checked or if there was anything else. It was their quick happy running to serve each car and their cheerfulness at all times which made them outstanding. . . . I don't know any of their names, but just wanted to report this to you.

There is nothing, absolutely nothing, like a happy smile and good service, is there? It was a real pleasure to stop there.

Sincerely,

(Signed) Barbara S. McCauley

Editor's postscript:— Our Marketing

Dealer Barry Hudson



people in Honolulu identify the operator of this service station as Dealer Barry Hudson. He formerly operated two Company stations in Los Angeles.

PROCESS PERFECTION IS A WILL-O'-THE-WISP; IT'S ALWAYS PURSUED, NEVER QUITE GRASPED

Progress in petroleum refining depends to a large extent on the amount and quality of process work or study devoted to it. People assigned to such jobs habitually wonder: Can the existing result be obtained in a more efficient manner? At lower cost? Can a potential new product be refined from raw materials available to us? Or even, can we obtain a clearer understanding of the sometimes mysterious behavior of petroleum compounds and the chemicals used in processing them?

Questions directly related to oil refining processes give rise to the need for other studies: Are we getting the most valuable and highest product recovery from our raw materials? Are we using utilities—fuel, water, electricity, steam—most efficiently? In summary, are we getting the most for our money?

To answer these questions, test runs on refinery operating processes are made. Such studies have to be designed to yield all usable data at the least cost, and without seriously interrupting regular plant production schedules. Literally hundreds of pieces of data are obtained by operating people involved in the test runs.

Finally, the data so obtained must be analyzed. Heat and material balances on the process are calculated. Individual pieces of equipment, such as heaters, are subjected to efficiency measurements. Materials produced

are carefully analyzed in the laboratory. Separate conclusions thus reached are then reviewed, sometimes with the help of high-speed computers, to provide us with workable money-making or money-saving answers.

Adoption of an improvement by no means completes the process work. It begins all over again—with the same original questions.

from J. W. Towler

NOTICE TO EMPLOYEE CONTESTANTS:

The 1963 Employee Credit Card Contest is off to a fine start. At first count, 478 employees had participated in the contest and brought in 1,650 new credit card accounts. However, many applications are being received without the employee name or number in evidence. Special 76 Autoscrip Awards cannot be made without proper and complete contestant identification. Please fill in this data in order to receive the awards due you.

MARCH, 1923

40 YEARS AGO THIS MONTH

from the Union Oil Bulletin

George S. Patton, director of the Union Oil Company of California and of the Los Angeles Railway, trustee of the Huntington Library and Art Gallery and the California Institute of Technology, is a Virginian by birth, of old Colonial stock.

Born in Charleston, Virginia, in 1856, he resided there for 10 years until on the death of his father, a brigadier-general in the Confederate Army, who fell in action, Mr. Patton with his mother moved to Los Angeles.

With the exception of a few years when he was attending the Virginia

Military Institute at Lexington, from which institution he graduated in 1877, Mr. Patton has made Southern California his home.

Mr. Patton was elected a director of Union Oil February 27, 1923.

• • •

An order for 165 tank cars to take care of increased business was recently placed by the Union Oil Company of California with delivery scheduled for July 1st. The new equipment would make a solid train of cars a mile and a half long.

• • •

Two more tankers have been purchased from the United States Shipping Board by Union Oil Company of California. They are the Deroche with a carrying capacity of 75,000 barrels and the Warwick with 46,000 barrels. They will be attached to the

Notice to Employee Shareholders

It is hoped that all employees will want their Union Oil stock represented at the April 29th Annual Shareholders' Meeting. One way to accomplish this is to sign promptly and mail the proxy card recently sent to you. This will help assure maximum representation at the meeting.

R. F. Niven, Secretary

fleet in carrying fuel oil and refining crude to San Francisco Bay points and the Northwest from Los Angeles Harbor.

• • •

March, 1963: The Deroche was sold and scrapped in 1945. The Warwick was sold to a Brazilian company in 1940, renamed the Santa Maria. We now operate three 120,000-barrel tankers on the coast, plus an extensive long-haul pipeline system.

THE 50 PER CENT 'SALES TAX'

On a nation-wide average, taxes add 50 per cent to the retail price of a gallon of regular grade gasoline. The federal government levies a four cent tax. State gasoline taxes vary but average more than six cents a gallon. The following table shows the combined federal-state tax burden in each state and expresses it as a per cent of price.*

State	State and Federal Tax	Tax As A Per Cent of Price*	State	State and Federal Tax	Tax As A Per Cent of Price*
Alabama	11 cents	52%	Montana	10 cents	36%
Alaska	12	31	Nebraska	11	50
Arizona	9	35	Nevada	10	44
Arkansas	10½	54	New Hampshire	11	55
California	10	47	New Jersey	10	50
Colorado	10	44	New Mexico	10	44
Connecticut	10	53	New York	10	50
Delaware	10	48	North Carolina	11	53
Dist. of Col.	10	48	North Dakota	10	44
Florida	11	50	Ohio	11	54
Georgia	10½	50	Oklahoma	10½	47
Hawaii	9	33	Oregon	10	46
Idaho	10	38	Pennsylvania	11	58
Illinois	9	38	Rhode Island	11	61
Indiana	10	44	South Carolina	11	53
Iowa	10	46	South Dakota	10	43
Kansas	9	43	Tennessee	11	55
Kentucky	11	52	Texas	9	42
Louisiana	11	58	Utah	10	44
Maine	11	58	Vermont	10½	47
Maryland	10	48	Virginia	11	55
Massachusetts	9½	52	Washington	11½	53
Michigan	10	44	West Virginia	11	53
Minnesota	9	40	Wisconsin	10	44
Mississippi	11	46	Wyoming	9	35
Missouri	9	41	U. S. Average	10½	50

*Based on representative price of regular grade gasoline as indicated by monthly reports of Platt's Oilgram Price Service.

business highlights *continued*

AN OIL FIELD GROWS 45 MILES OFF THE COAST OF LOUISIANA

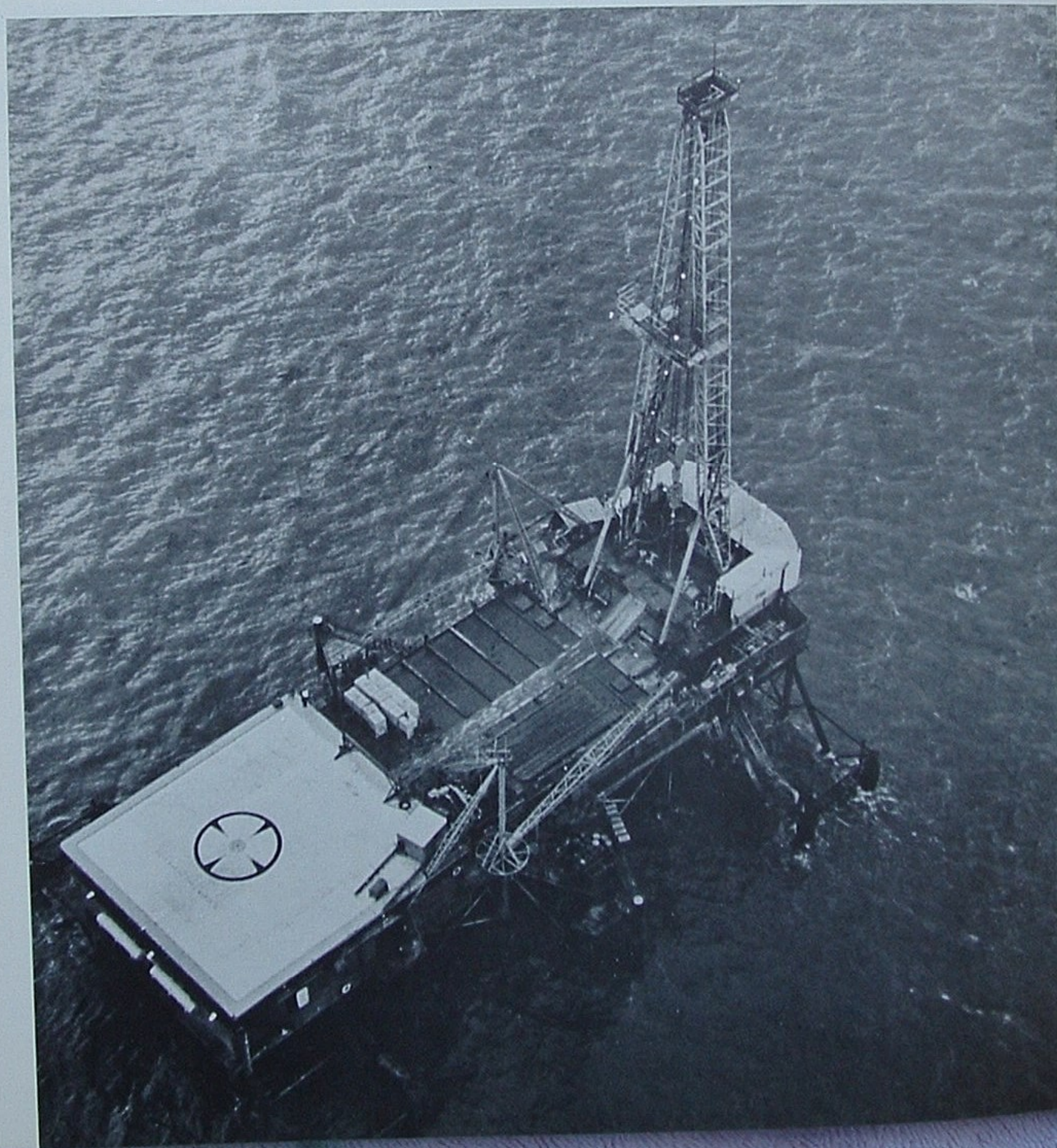
Block 208 Field is the name of an important new oil field being developed by Union Oil 45 miles off the

coast of Louisiana. Included in the field are Blocks 209 and 215, which increase our leases in the area to a total of 15,000 acres. The Company has a 51% interest in these holdings.

Block 209, acquired in February,

1960, was the location of this field's discovery well completed in January, 1961, on the east flank of a salt dome. Blocks 208 and 215 on the western part of the prospect were acquired in March, 1962.

Far off coastal Louisiana, Union Oil people are making a multi-million-dollar gamble pay oil dividends.



Three permanent platforms, labeled A, B and C, have been erected. From "A" platform on the northeast flank of the dome in Block 209, four wells capable of production have been drilled. Two wells were also drilled in Block 209 using mobile drilling equipment. On the northwest flank in Block 208, four wells have been completed as productive oil wells from the "B" platform. The "C" platform, located on the dome's west flank on Block 215, is the site from which three productive wells have been drilled.

Five areas of significant oil and gas accumulations have been established around the northern half of the dome. Several of our wells penetrated over 400 feet of oil or gas sands at depths ranging from 2,700 to 14,000 feet.

Oil production from the field is scheduled to commence at a rate of approximately 3,000 barrels per day in mid-1963, when installation of production facilities will be completed. Exploratory and development drilling to further evaluate the prospect will be continued.

from Ray A. Burke

THE COSTLY SEARCH FOR OIL

An average oil or gas well reaches about 4,000 feet into the earth and costs more than \$62,000 to drill. In less accessible areas, costs go higher. A typical offshore well, for instance, costs nearly \$400,000.

Yet regardless of the cost, regardless of the depth (wells of 15,000 feet are not uncommon), there's no guarantee of finding oil or gas. In fact, the deepest well ever drilled in the United States cost an estimated \$3 million. It exceeded 25,000 feet—nearly five miles. And it was a "dry hole!"

Despite such risks, the search for oil and gas must go on to meet America's growing thirst for low-cost energy.

from Oil Facts, 1963

MARKETING PEOPLE AIM TO MAKE \$'s AND SAVE 'EM TOO IN 1963

"AIM FOR FAME" is the title of a challenging competition Union Oil's commercial sales personnel are conducting among themselves throughout 1963 to boost the sales volume of lubricating oils. Monthly cash awards, plus king-size mid-year and year-end prizes, await those salesmen who produce the greatest percentage gain over pre-established quotas. The "FAME" mentioned in the contest title indicates that departmental recognition will also be showered upon the victors.

A CAR DEALER PROGRAM, featuring Royal Triton Motor Oils and Minute Man IV Tires, is offering automobile dealers the most complete, profit-packed service plan available anywhere. Following an intensive indoctrination session for Car Dealer Supervisors at Home Office, a number of highly successful sales contacts were made.

\$300 REWARD FOR A DEALER, alive, is what the Company is offering Union Oil dealers and commercial consignees who introduce qualified applicants for service station dealerships. "Qualified applicant" means one with previous experience, credit responsibility, adequate references, and the ability to pass an aptitude test. Just to qualify his applicant for a Union dealership gives the sponsor \$100. If the candidate is still a Union dealer 18 months after leasing the station, the sponsor receives an additional \$200. Everybody wins!

CONTRACTOR ACTIVITY in California Central Division has been a boon to Union Oil also. Our products will serve the petroleum needs of Shea-Kaiser-Morrison-Macco on a \$20 million, 2½-year project involving 10 miles of tunnels northeast of Redding, California. Union Oil is also serving the Ray Kizer Construction Company on a \$1,400,000, 2-mile, Highway 299W project 15 miles east of Weaverville.

COMPANY FREIGHT COSTS WENT DOWN, despite a rise in freight rates during 1962, due to a careful study and revision of our transportation practices. Illustrative of savings recently made are leased tankcars: In the early 1950's, Union Oil leased about 600 tankcars at a net cost of nearly \$250,000 a year. In 1962, with our tankcar fleet reduced to 338 cars, the net cost was only \$6,000. Considering that the fleet decreased less than one-half in number of cars, this is a remarkable saving. Most of the cost reduction is credited to more efficient use of the cars by our own people.

A BENEFIT PROGRAM FOR DEALERS, including our commercial consignees, distributors, and heating oil resellers, is being explained and offered through a current series of meetings. The plans, all voluntary, provide at nominal expense group medical-hospital insurance and group retirement plans.

from C. E. Rathbone

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OOPS!

On Page 11 of the January issue of "76" we stated that Union Oil's generous Budget Plan offers payment terms of up to 18 months. We were too generous. General Credit Manager W. W. Workman advises, "Our maximum terms are 15 months."



NEW...



*There's a new Union 76 trademark, a new Royal 76,
a new 76 Regular, a new sign in this month of March*

In this month of March, things are happening at the sign of the 76—happening *to* the sign, for that matter.

Elsewhere in this issue, you'll find the story behind a new Union Oil credit card we began mailing to our customers on March third.

When they come into Minute Man stations to use those cards after March 25, they'll find our regular gasoline has a new name: 76 Regular has replaced our old brand, 7600.

They'll also find a new premium gasoline. It's still called Royal 76 and it's still the West's most powerful premium;

but now Royal 76 is blended to give your engine a continuous chemical tune-up.

They'll also see a new sign (it's on this month's cover) and a change in our Union 76 trademark.

Taking first things first: the trademark. Our trademark has always emphasized the numerals "76"—emphasized them to the extent Union Oil is pretty generally known as "the 76 company."

There's nothing wrong with people identifying a company and its trademark so closely; but it's also desirable to

Manager Doug Campbell holds a new pump sign for our new 76 Regular gasoline. The new gasoline replaces the 7600 brand.

have them know the company that owns this particular trademark is *Union Oil Company*.

The new trademark is aimed at improving our overall identification. The "76" has been made shorter and broader and the word "Union" has been doubled in size. Now, people can see we're not only the "76 company," but also that the 76 company is Union Oil.

Similar thinking brought about the change from 7600 to 76 Regular: the need for better identification.

The 7600 brand was introduced in 1945. It was the first of the post-war high octane gasolines. At that time, 100-octane aviation gasoline was the glamour fuel. So "hundred" was added to the 76 to point up the relationship: 7600 was the closest to 100-octane gasoline anyone could buy. And the gasoline was a phenomenal success.

Today, because of the value of the "76" identification, the old brand name has outlived its usefulness. Except for our lubricating oils such as Triton and Royal Triton and our Unoba grease, all our products carry the 76 name. We sell 76 tires, batteries and accessories, 76 Turbine Fuel for jets, 76 Unifuel for trucks, and now 76 Regular gasoline for people and their cars.

You'll hear and read a great deal more than we print here about new Royal 76 and its continuous chemical tune-up. Starting March 25, the new gasoline will be advertised throughout the West in newspapers, on radio, on television, to our credit card customers, and with signs and banners on the station.

When a gasoline reaches the level of performance of Royal 76, all you can do is improve qualities it already has. And that's what we've done.

However: Royal 76 is truly a new gasoline. The improvements are so substantial the Research Department said "Yes" when the Advertising Department asked, "Can we call this gasoline *new*?"

The gasoline is blended in such a way that a car using it will deliver maximum power with a minimum of maintenance because Royal 76 gives it a continuous "chemical tune-up."

According to the advertisement running in West Coast newspapers, "The West's most powerful premium now

continuously tunes your engine three different ways."

First: it keeps the carburetor and the car's entire "breathing system" clean.

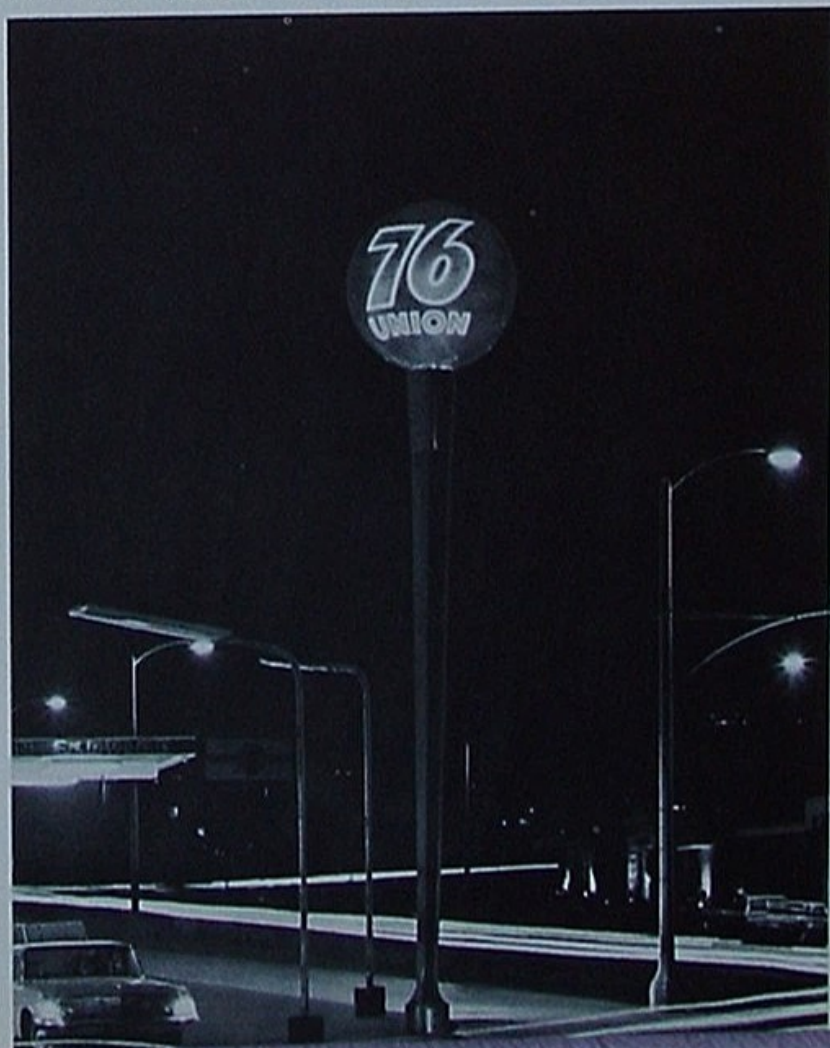
Second: it prevents pre-ignition knock, so your engine can be timed *right* for greater power and smoother performance.

Third: it reaches deep down into the engine itself to minimize the formation of varnish and sludge deposits on pistons and valves.

The new Royal 76 gasoline, the new name—76 Regular, the new trademark, the new sign, and the new credit card: changes *are* taking place at Union Oil in this month of March.

And they're all changes that will further improve our position of leadership in this country's most competitive gasoline market.

The ball sign (below) will be installed on new stations. It is made of plastic, internally illuminated, and revolves.





"Profit? Who needs it!"

TO MANY AMERICANS these days, "Profit" has become an almost evil word. Yet everyone in the country favors a fast rate of growth for the U.S. economy. This is like being for transportation but against the wheel. Under our system, you simply can't have economic growth or material progress without profits.

TAKE UNION OIL'S CASE. During the last 10 years, the public demand for petroleum products in our marketing territory has grown from 885,000 barrels per day to 1,215,000. To keep pace with these growing needs, Union Oil has had to invest some \$280,000,000 in refining, marketing and distribution facilities alone. To say nothing of the even larger amounts we have invested in the search for more oil and gas reserves.

WHERE DID WE GET THE MONEY to do this? Part of it came from funds set aside to replace worn out facilities. Part of it came from net profits—slightly more than half of which we customarily plow back into the business each year. And part of it we borrowed. But, in any case, these necessary facilities would have been impossible without profits.

SO WOULD A LOT OF OTHER THINGS. Taxes on profits of U.S. corporations provide our Federal Government enough revenue each year to pay the entire costs of operating the Departments of Agriculture, Commerce, Health Education and Welfare, Labor and State; plus the Atomic Energy Commission, C.A.B., F.H.A., Veterans Administration and the National Aeronautics and Space Administration.

WITHOUT PROFITS, all our nation's research and development on new and improved products would falter. In fact, practically every product your family uses owes its existence to profits. And every one of the 68½ million jobs in the country—public or private—is dependent on profits.

SO WHEN YOU'RE TALKING about our nation's economic growth and welfare, profit is not just a part of the system, it is the very foundation of the entire American economy. You simply can't have one without the other.

☆☆☆☆☆☆
YOUR COMMENTS INVITED. Write: President, Union Oil Company of California, Union Oil Center, Los Angeles 17, California.

Union Oil Company of California **76**

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

*Union's President
asks for comment on
its institutional ads*

What Americans think of PROFITS

Twenty years ago, Union Oil began a series of advertisements explaining in everyday terms the American way of life—the free enterprise system.

Like most other advertisements, Union's series has produced its share of comment. Unlike most other ads, Union has invited this comment. (See cut) And comment it gets. Hundreds of letters are addressed to the president—some on crisp, business letterheads, some on pink, scented stationery, others scrawled on postcards or the ad itself. Many folks express favorable reactions. Some sharply disagree. Others set forth their views. Still others ask for jobs or try to engage in extended debate.

A recent ad on profits resulted in more than the usual number of replies. Letters poured in from businessmen, housewives and worried mothers. They came from students, soldiers, customers, stockholders, from liberals and conservatives and from the usual smattering of lonesome souls seeking companionship via the mail.

For an inside look at this little known activity, come along on a survey of the latest batch of mail.

First to arrive were the shorties—the one line notes penned or scrawled across the ad or a postal card. "Excellent," said some. "Amen," others echoed. "We need a lot more," said a Butte, Mont., man. "Your ad will hang on my wall," said a Warsaw, Ind., salesman. "Bless you," said a lady in Detroit.

Said a Texaco vice president in a longer letter, "... A great public service." A La Grange Park, Ill., man wrote,

"Your ad may not sell much gas or oil, but it just might help sell the American people on the idea that profits aren't so nasty after all." Another man wrote, "... Your company has created an image in my mind far greater than if your ad had been devoted to oil products."

Not everyone agreed, however. "Your ad," said a San Francisco man, "is as tiresome as it is banal. Let's have a discussion on 'The Depletion Allowance—Who Needs It?'" A certified public accountant in Concord, Calif., took the opposite view. "... Entirely too much apologizing by businessmen and not enough knowledge and understanding by the general public and government..." A Van Nuys, Calif., woman underscored this, writing, "... When I read... that 95% of all our production... is contributed by the energy of tools, whereas only 5% is contributed by human labor, I wonder why corporations do not scream... this from the housetops."

Working through the mailsack, you always find the profound thinkers. The profits ad produced a sackful. A San Luis Obispo businessman had this to say: "The opening sentence of your ad... was not only arresting but also... frightening... What you say is true: Profit has become an almost evil word... and I don't know why."

A University of Toronto graduate student tried to answer the question. "Your ad," he wrote, "to me, is one of many signals we see all around us that speak of the looming cultural bankruptcy of our age. Today government appears to the public as their protector from evil exploita-

tion by big business and as the source of their security. And yet capitalism produces for them unprecedented well-being. How sad it is that business itself acts as the sacrificial lamb, nourishing via an ever-increasing tax... its own executioner."

Some writers took exception to the basic premise of the ad: That profits has become an almost evil word. These writers are, of course, entitled to their opinions, but a Charlotte, N. C., man pointed up this fact: "Recently the local chamber of commerce made a survey of high school children," he said, "and found the attitudes of some 60% was that... it was not necessary that a company make a profit."

Quite a few mothers and fathers across the nation agreed. Said one East Lansing, Mich., father, "We read and discussed (your ad) with our four children at supper last night. The schools aren't pushing economics very hard these days." Said another, "As the mother of 14, 13 and 8-year old boys attending the San Diego public schools, I find it difficult but necessary to spend a great deal of time conducting basic (economics) classes for my boys. Your (ad) couldn't have come at a better time."

One Chicago writer, writing on university stationery, suggested Union Oil might "be wasting an excessive amount of (the) company's profits by taking out a full page ad in Time (magazine)." Few others supported this thesis. From a Detroit lady, owner of a custom handbag shop: "On behalf of all the very small companies like myself, a million thanks for your advertising...."

In general, Union's customers supported the message. "As holders of a Union Oil credit card," said an Orange, Calif., couple, "we are very proud that you are... helping educate the public...."

A couple of people enclosed credit cards for cancellation, but a great many more read like this, from a Torrance, Calif., couple: "Please send an application for a credit card. We will be happy to do business with (your) company." Another, from a Reseda, Calif., man, "... To demonstrate the effectiveness of this advertisement and register approval of its message, I would sincerely appreciate an application for a Union credit card."

A hardware dealer in Ft. Payne, Ala., laid claim to a special brand of humor when he wrote, "Without profits, all the cars in America would stop. Fifty million autos, all the trucks, the airlines... would stop. The White House airplane would stop, and Mr. Kennedy could not go down to Florida and spend his vacations. The Merchandise Mart would have to close down in Chicago... What a mess!"

There was less humor and more business in this letter from Hackensack, N. J.: "I am in complete accord with

your views. Of course, the fact that I am a stockholder might just make me feel strongly about this."

From the military came two opposing views. Wrote a retired Air Force colonel from Davis, Calif.: "I believe your message is an effort to head off any tampering with the fantastic oil depletion allowance." Just to show that who you are doesn't label your beliefs, an Air Force captain from Atwater, Calif., said, "Ads such as yours are necessary now that we have so (many)... laws and regulations from the government that discourage business. I appreciate your spending your advertising money (for this)."

Requests for permission to reprint the ad were numerous. Typical was a New York corporation vice president who said, "We... would be grateful if we might have 200 copies to distribute to... our key personnel." A San Diego businessman said, "... I wish to reprint your ad in quantity. I will not omit anything. You deserve all the credit."

Some writers asked for jobs; others wanted Union to publish their views. Said a New York city writer, "... Read the enclosed leaflet (you may publish part or all free)."

On any day, dozens of readers find fault with ad placement. The ad appeared in Time, Harper's, The Atlantic, U.S. News & World Report, Sports Illustrated, the Saturday Evening Post and Cosmopolitan.

"Putting this ad in Time magazine," said a Dover, Ohio, man, "is a waste of time." From Glen Head, New York, came this: "Probably a relatively large portion of (The Atlantic) readers are already in agreement...." Others felt U.S. News & World Report, Sports Illustrated and others were the wrong media.

In at least one case, Union President A. C. Rubel had to pen a hasty reply to save a man's job. An Arlington Heights, Ill., woman wrote to ask, "Who is the gentleman in the... ad? He is an exact duplicate of my husband. Since Warren has been selling lubricating equipment for 25 years, it is rather late for a change. His boss... (has) demanded an explanation in writing." (The model lives in Los Angeles.)

A reply to a postcard from San Francisco took a little more thought. "Why don't you develop a smokeless engine and smokeless fuels? Also you might think up trackless (and) even wheel-less public transportation."

Of all the letters, here's one to warm your heart. It came from a Napa, Calif., businessman. "Just plain terrific. Frankly, I have followed your refreshing type of advertising message for years. It is too bad that more leaders in business don't have the courage to drive home to the general public the fundamental concepts of our economy. Incidentally, we are Standard Oil dealers."



AT LEAST THE MAD, MAD SETTING WAS REAL

You'll be seeing, come next September, a United Artists Cinerama release entitled, "It's a Mad, Mad, Mad, Mad World." Despite the title, it's described by previewers as "one of the funniest motion pictures ever made—filling 3½ hours with \$6 million worth of laughs, thrills, drama."

The *Finest, Finest, Finest* thing about the movie is that one of its key street scenes was filmed in Yucca Valley, with a small Union Oil service station providing the background. Prominent in the plot are two service station attendants (Jackie Mason and Arnold Stang) who learned to pump gas in an acting school. But the station is authentic—by

now settling down to normal business again in the not-so-mad Yucca Valley.

Just to give you some idea:

The action begins when Jimmy Durante barrels his car off the side of a mountain and utters some very contagious last words. Caught up in the vacuum of curiosity are a crowd of American motorists, ably portrayed by such stars as Milton Berle, Sid Caesar, Buddy Hackett, Ethel Merman, Mickey Rooney, Dick Shawn, Phil Silvers, Eddie "Rochester" Anderson, and a dozen more. Spencer Tracy plays Captain C. G. Culpeper of the City of Santa Rosita police. He is harrassed by a swivel-jawed wife, a six-foot-three-inch daughter and no prospect of a decent pension. We'll tell you no more.

BOB SCHROEDL'S 'ASK 476'

It took some imagination and quite a lot of doing for Training Supervisor Bob Schroedl and his wife, Union Oilers, to obtain the *Finest* license number in Washington.

Having decided that "ASK 476" was the number they wanted, their next step was to call the Washington State License Department to determine if such a license plate existed and where it might be issued. The department cooperated and Mrs. Schroedl arranged to be at the right place at the right time to obtain the coveted number.

Bob was all smiles when he drove into a newly remodeled Union Oil station at 46th and Fremont, Seattle, to convince our photographer, Roger Dudley.

from W. I. Martin



Union Oil Consignee W. B. Barkley, right, of Glendale is the newly elected Speaker of Arizona's House of Representatives. He was welcomed to the high office by 85-year-old Dr. Nelson D. Brayton.

BARCKLEY'S HOUSE

editorial from The Glendale (Arizona) News

Glendale legislator Bill Barkley, with only a few days under his belt as speaker of the Arizona House of Representatives, already has set some precedents which—if followed by future Arizona legislative bodies—will make the democratic processes more fully operative in our state.

First, his very election to the speakership was tradition shattering in that, for the first time, Republicans are the overwhelmingly dominant force in the majority coalition formed by Democrat Barkley. The two-party system, as it affects the Arizona legislature, therefore is newly operative.

Secondly, Barkley made definite commitments as to the distribution of committee memberships and, once elected speaker, scrupulously followed the percentages as pledged.

Third, Barkley has opened all committee meetings to the press, thereby acknowledging the people's right to know and giving forthrightness in government the proper recognition of its rightful status. This may prove his most important and lasting accomplishment as speaker.

Fourth, he has led in the introduction of a bill to eliminate committee chairmen's pocket veto powers. The bill provides that a petition by two-thirds of a committee will require the committee chairman to allow discussion of proposed legislation.

Barkley also is encouraging legislators to vote individually upon bills rather than in blocs.

Barkley is a simple, rough-hewn man, not a silken-tongued, silver-tongued statesman. Our state needs more of such simplicity and less duplicity.

EMPLOYEES

March, 1963

35 YEARS

WILLIAM G. ARNOLD.....Pipeline—No. Div.
HOLLIS V. BLAKESLEY.....L. A. Refinery
JOHN P. COLLEY.....P/C Div.—North
EARL W. EVERLEY.....L. A. Refinery
WALTER G. FULLER.....L. A. Refinery
ERNEST R. SILVA.....Oleum Refinery

30 YEARS

HARRY D. McMAHAN.....P/C Div.—South
CHAS. S. MARTIN.....Foreign Opr.

25 YEARS

HARRY M. BRANDT.....L. A. Refinery
WILLIAM I. HAVLAND.....Mktg., S. W. Mtn. Div.
ALBERT H. LANGE.....Research
HARRY WHITAKER.....Hawaii Div.

20 YEARS

FRED E. ANDERSON.....Mktg., Calif. No. Cstal.
ALFRED G. BATEMAN.....Oleum Refinery
UBEL W. CLARK.....Oleum Refinery
LORRAINE COSNER.....P/C Div.—North
DAN DICKESON.....Mktg., N. W. Div.
VERN E. DILLON.....L. A. Refinery
RAYBURN M. FORD.....Oleum Refinery
E. A. HOLLINGSHEAD.....P/C Div.—South
JUSTIN E. LACOSTE.....P/C Div.—South
JOHN M. LEONARD.....Gulf Division
CHARLES F. MEYER.....Mktg., Calif. So. Cstal.
ERLAND W. NYBERG.....Mktg., Northwest Div.
MARGARET OSTERAAS.....Exp. & Prod.—Ind. Rel.
JOHN G. PETERSON.....Glacier Div.
MANUEL G. RELVA.....Oleum Refinery
SYLVIA SIKES.....Ref. & Mktg.—Acctg.
EDWARD E. SILVERIA.....Oleum Refinery
DAVID A. SMITH.....P/C Div.—North
STANLEY P. SMITHEM.....Mktg., Calif. Central Div.

15 YEARS

ELLIOTT B. BARTLETT.....Pipeline—No. Div.
DOROTHY BERTOTTI.....Exp. & Prod.
JORDON R. BLEDSOE.....L. A. Refinery
REUBEN G. DANIELSON.....Mktg., Calif. No. Cstal.
ROY L. ERICKSON, JR.....Ref. & Mktg.—Acctg.
SYLVIO P. GOYETTE.....L. A. Refinery
EVA A. GREENEY.....Credit Card Acctg.—S. F.
BERTRAM H. INGRAM.....Oleum Refinery
STANLEY J. PINTA.....Mktg., Calif. So. Cstal.
JACK W. POWELL.....Mktg., Oregon Div.
MARY A. THOMAS.....Ref. & Mktg.
RAYMOND W. TIMM.....Mktg., Oregon Div.
RICHARD MASON WILD.....L. A. Refinery
WALLACE H. WILCOX.....L. A. Refinery
DEAN A. YOUNG.....Research

10 YEARS

LLOYD M. ABBOTT.....Pipeline—No. Div.
BERT ADAMS.....Communications
OTIS B. ALLRED.....Central Division
GERALD L. BALDWIN.....Credit—San Francisco
DONALD C. BATES.....P/C Div.—North
THOMAS A. BUCKLE.....L. A. Refinery
ROBERT D. BURNHAM.....Mktg., Calif. So. Cstal.
DELBERT H. CARLISLE.....Oleum Refinery
R. E. CHANSLOR.....Central Division
JOHN R. COLEMAN.....Mktg., Calif. So. Cstal.
ALICE E. DYKHUIZEN.....Credit Card Acctg.—S. F.
ANNA FAUE.....Credit Card Acctg.—S. F.
EUGENE M. FINK.....Oleum Refinery
FRED H. GRIFFIN, JR.....L. A. Refinery
MALCOLM HARDESTY.....P/C Div.—North
LEWIS E. HOWARD.....Ref. & Mktg.—Acctg.
JUNE H. MALNICK.....Credit—San Francisco
CLAYO M. MARTIN.....Mktg., S. W. Mtn. Div.
VERLE D. MASON.....Pipeline—So. Div.
V. B. McCUTCHEON.....P/C Div.—South
VERNON A. MILLER.....Oleum Refinery
DONALD N. PARKER.....Oleum Refinery
JOHN M. PITRE, JR.....Mktg., Calif. So. Cstal.
FRANK J. RICKMAN.....Property Administration
RUTH M. SCHULTZ.....L. A. Refinery
ROBERT A. SPRADLING.....Mktg., S. W. Mtn. Div.
WILLIAM J. TOMSIC.....Ref. & Mktg.—Eng. & Const.
YVONNE J. TURNER.....Credit Card Acctg.—S. F.
CLARENCE B. WHITE.....Oleum Refinery
JOHN F. WOLLASTON.....P/C Div.—North

SERVICE



DEALERS

35 YEARS

JAMES DELANEY.....Wishram, Washington

30 YEARS

A. G. KLINGER.....Boulder City, Nevada
H. W. PATEE MOTOR CO.....Ridgefield, Washington

25 YEARS

JOHN BROCCOLI
dba TRAVELERS GARAGE.....Stockton, California
OSCAR DE FEYER.....Fillmore, California
RALPH LEHMAN.....Deer Harbor, Washington

15 YEARS

C. C. BACON.....Sumpter, Oregon
RAE KAWAMOTO.....Los Angeles, California
B. KRONMAL.....Los Angeles, California
JOHN LIMOGES.....Mt. Vernon, Washington
RAY W. MARTIN.....Redondo Beach, California
OTSUKA SALES & SERVICE.....Kapaa, Kauai
SAN QUENTIN EMPLOYEES
MUTUAL BENEFIT ASSN.....San Rafael, California

10 YEARS

ALLAN P. BELLINGER.....Salem, Oregon
CLARENCE BROWN.....Spokane, Washington
PAUL BURKE.....Long Beach, California
EMPIRE D. LEEDOM.....Crawfordsville, Oregon
LAWRENCE REED.....Lynden, Washington

5 YEARS

EDWIN BERGQUIST.....Clinton, Washington
JIM BOWERS.....Clinton, Washington
JACOB CLARK.....Twisp, Washington
V. L. CORCE.....Hayward, California
W. D'ETTORRE, JR.....San Mateo, California
ED DORSCH.....Burbank, California
KIKUO FUJITA.....Honolulu, Hawaii
L. E. GOONE
dba FARMER'S MARKET.....Fallon, Nevada
HARLEY A. GRAYSON.....San Bernardino, California
H. N. IKEDA.....Oakland, California
ARTHUR JUNKER.....Riverside, California
EDWIN K. NAKASHIMA.....Honolulu, Hawaii
MRS. SILMA PARK
dba WOODSIDE STORE.....Victor, Montana
ROY ROBINSON.....Freeland, Washington
C. SINGER.....Tarzana, California
WHIDO-ISLE BEACH RESORT.....Coupeville, Wash.
THOMAS YARBOROUGH.....Long Beach, California

CONSIGNEES

40 YEARS

JOHN W. KIRBY.....McMinnville, Oregon

25 YEARS

J. P. McBRIDE.....Madras, Oregon

20 YEARS

W. A. KARCHER.....Reedsport, Oregon

15 YEARS

JAMES F. HIGGINS, JR.....Helena, Montana

DISTRIBUTORS

5 YEARS

ALICE C. KNAGGE.....Sasabe, Arizona
AMERICAN DISTRIBUTING CO., INC.
.....South Bend, Indiana
OILFIELD LUBRICANT SERVICE, INC.....Hauma, La.
HAPCO.....Sterling, Illinois
HUMPHREYS AUTO SUPPLY.....Ogallala, Nebraska
SUTTON PETROLEUM COMPANY.....Buffalo, New York
NOARK OIL & SUPPLY CO.....Springdale, Arkansas

RETIREMENTS

February 1, 1963

SAMUEL BARRACLOUGH
Los Angeles Refinery August 19, 1946

COY C. HAVELY
Oleum Refinery August 3, 1920

BENJAMIN C. LEDBETTER
Southern Div. Pipeline February 1, 1934

CARL F. LEITHOFF
Westway December 21, 1931

WILLIAM MERCER
Northern Div. Pipeline August 1, 1917

HARRY V. MONTGOMERY
Glacier Div.—Cut Bank March 31, 1943

P. C. PERRY
Marketing—Head Office July 1, 1930

HAROLD W. SANDERS
Executive April 6, 1926

DEWEY L. SHEPHERD
Executive—Tax January 1, 1937

ARTHUR STUCKMAN
Los Angeles Refinery August 2, 1944

THEODORE R. WILSON
Los Angeles Refinery July 28, 1923

IN MEMORIAM

Retirees:

FRED S. ARCHIBALD
California No. Cstal. Div. January 10, 1963

MAURICE HARNETT
Oleum Refinery January 20, 1963

WILLIAM H. JAMIESON
Mktg.—Calif. No. Cstal. Div. February 5, 1963

VANCE N. JENKINS
Research January 5, 1963

JOHN L. JONES
Oleum Refinery January 1, 1963

FRED J. LAVERNE
Exploration and Production January 7, 1963

JEFFERSON MONROE PUMPHREY
Exploration and Production December 29, 1962

A. E. RIORDAN
Northern Division Pipeline December 24, 1962

JOSEPH W. ROJAS
Northern Field February 4, 1963

LAWRENCE V. SHEPHERD
Head Office Marketing January 8, 1963

SALVATORE STEA
Exploration and Production January 18, 1963

ANDRIJA J. VUJACICH
Oleum Refinery November 27, 1962

Employees:

ANTON J. MIKLICH
Refining & Mktg.—Cut Bank February 6, 1963

ROBERT JAY PULLEY
Southwest Mountain January 19, 1963

GOGI GRANT



*An ear
for music, an eye
for figures*

The good looking young lady, as anybody knows who has a radio or a record player, is one of America's more popular vocalists.

She is also a Union Oil shareowner. This entitles her, along with 62,000 other shareowners, to a report on our 72nd year. It was a good one.

Our customers paid us \$569,377,000.

We spent 58% of this amount—or \$328,469,000—with over 18,000 other companies and individuals with whom we do business.

More than 1,500 local, State and Federal tax collecting agencies took \$34,459,000. And, we also handed over to governmental agencies \$94,749,000 in fuel taxes we collected from our customers.

Wages and other benefits for our employees and their families amounted to \$65,779,000 of our income.

This left \$45,921,000 as net profit.

Slightly less than half of these earnings—or \$20,144,000—was payable in cash dividends* to our shareowners, including Gogi Grant, for the use of their money.

The balance of our net earnings we reinvested in the business to expand and modernize facilities.

Such profits are not only important to our shareowners, they are important to the country as a whole.

For under our American free enterprise system, the rate of growth of our entire U.S. economy is directly dependent on the profits that Union Oil Company and the rest of the U.S. industry are able to plow back into productive facilities.

This opportunity for growth will continue to exist for all of us as long as our economy remains free and competitive.

**In addition, they received a 2% share dividend.*

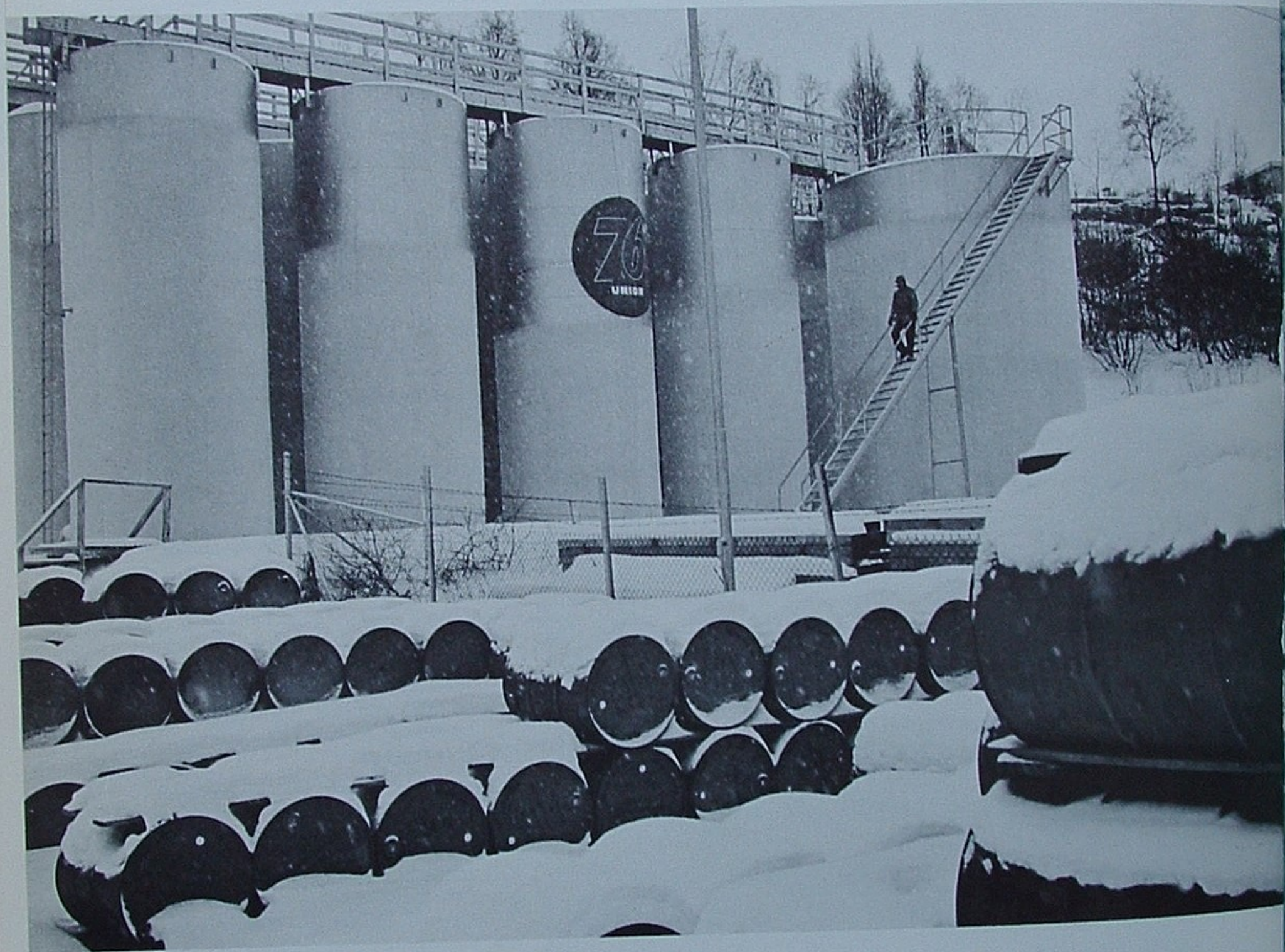
YOUR COMMENTS INVITED. Write: President, Union Oil Company of California, Union Oil Center, Los Angeles 17, California.

Union Oil Company of California



MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

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



Where We Work...

California is the birthplace or starting point of Union Oil enterprises. But our activities now are worldwide, as indicated by several reports in this issue. Nor do we avoid rugged climates. The marketing station storage, above, serves Anchorage, Alaska. Frost lines on the tanks are reliable evidence of oil levels inside and cold weather outside. Bob Anderson ignores both signs when gauging.