

AUGUST-SEPTEMBER 1963

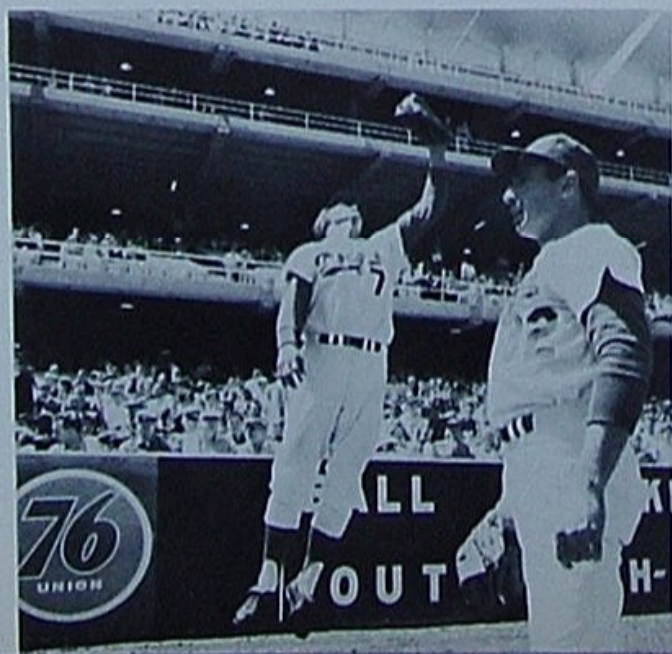
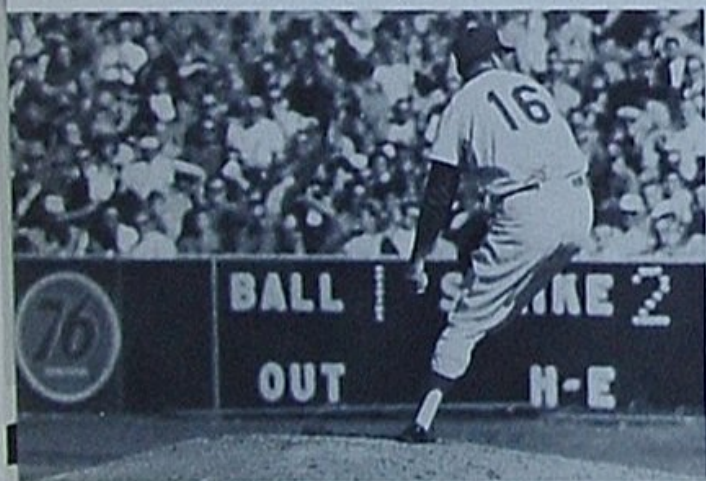


SEVENTY SIX 
UNION OIL COMPANY OF CALIFORNIA



MINUTE MEN WORK...

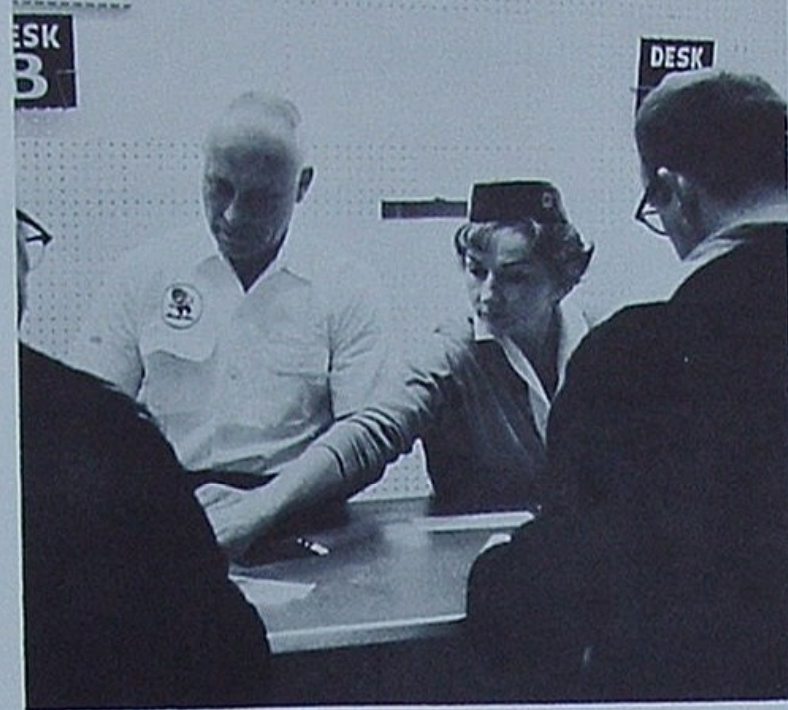
while the Dodgers play



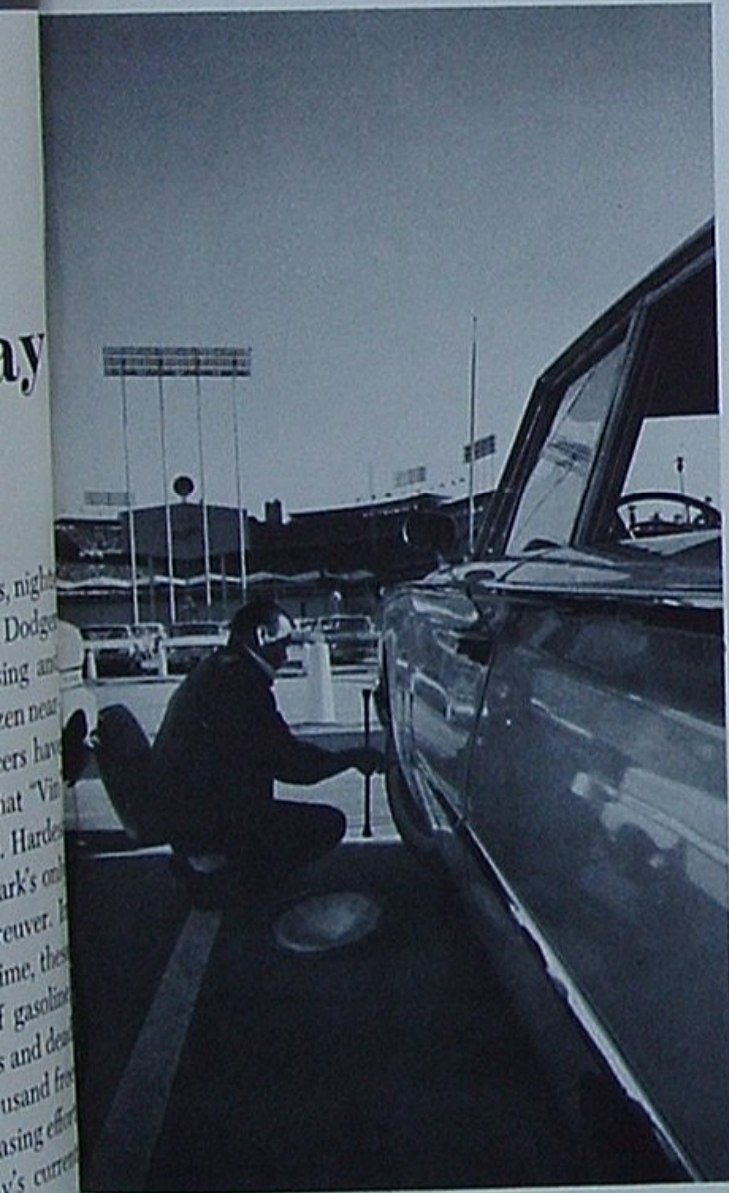
Probably the hardest working crew of Union Oilers, nights and weekend afternoons, are our lads and lassies at Dodger Stadium. "76" scoreboards, ablaze with advertising and statistics every night, have worked in front of a dozen near-capacity sellouts this season. Union Oil announcers have so pleased the radio and television audiences that "Vin" Scully was invited to announce the all-star game. Hardest working of all, in a physical sense, is the ball park's only service station, operated by Dealer George Streuver. In about four short hours of parking and playing time, these people pump two or three thousand gallons of gasoline,—park, wash and lubricate cars—handle flat tires and dead batteries anyplace in the park—and grant a thousand free services at the station's courtesy desk. Their pleasing effort is an important factor in Union Oil Company's current story of success.

**UNION SERVICE CENTER
COURTESY DESK** **76**

FOUND SERVICE MESSAGES
GUEST TICKETS HERE FOR DELIVERY TO YOUR FRIENDS
PLACE



At right, Dealer George Struever and his wife pitch in to man their popular "76" courtesy desk at Dodger Stadium. Other services they offer obligingly from their service station, while pitchers Sandy Koufax and Ron Perranoski strive for shutouts on the playing field, include mobile trouble-shooting anywhere in the park.



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

COVER—Engineers Jack Kennedy and William Budde are two of the Oleum Refinery men who have developed a more efficient method of de-coking. Story on Page 8.

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Standing in 184 feet of water off the California coast, mobile drilling platform the George F. Ferris begins an exploratory test for Union Oil. On opposite page it is seen under tow to drillsite.

Drilling



SEVENTY-SIX

World's largest mobile "jack-up" platform
makes drilling debut for Union on California's offshore

184 feet below sea level

NAPLES, CALIFORNIA

FIRST TIME WE SAW the *George F. Ferris* was on June 18th at Long Beach. A man whom we asked for directions pointed to four steel towers and a drilling mast dominating the entire harbor area. "That's it," he said. "Say, you're about the hundredth person to ask me that question today. What's going on over there anyway?" We showed him our invitation from Offshore Constructors Inc. and Sun Marine Drilling Corporation bidding us to "open house" aboard the big drilling barge.

Close at hand, the *Ferris* looked only slightly more like a boat than it did a mile away. Resembling a gigantic steel table floating upside down, it rested with legs towering 200 feet above the deck. One of the hosts who greeted us advised that the legs extended down through the hull and salt water to harbor bottom, a total length of 275 feet. By means of 16 hydraulic jacks, he explained, the towers could be raised to their extreme height above deck or lowered beneath it. The legs could stand on the ocean bottom in 200 feet of water and jack the 6,000-ton laden barge some 40 feet above sea level, forming a stationary drilling platform.



Our doubting conclusion, after sizing up all the drillpipe and heavy oilfield equipment waiting to come aboard, was that the *Ferris*, if it went *down to sea*, might go all the way down.

Next time we saw this astonishing drilling tool, the morning of June 24th, it was more than floating. The legs were jacked nearly to maximum height. The mast was folded down, its crown resting on the helicopter landing. Tons of pipe, supplies and machinery covered the deck. Three tugs were towing the strange craft through San Pedro shipping toward the open sea.

From the vantage point of a helicopter we thought: "If it doesn't capsize in rough water and reaches the drilling site near Santa Barbara, how will it ever lift all that weight above the sea?"

But the third time we saw the *Ferris*, June 28, 1963, our final doubt was dispelled. Over the Parcel 12 drillsite (see map, pages 16 and 17), acquired jointly by Union and Humble from the State of California, a miracle to our imagination became another great engineering fact.

AUGUST-SEPTEMBER 1963

continued

Drilling *continued*

The barge, assisted by surveyors ashore, found its exact drilling location over the 3,150-acre tract. Then its 275-foot legs dropped down through 184 feet of sea and took their footing on the ocean floor. Next, at about one foot a minute, the entire 6,000-ton hull was jacked high-and-dry above the waves.

Within a few hours, when the mast was raised to drilling position over the platform, there stood on California's offshore the world's largest mobile "jack-up" drilling platform. Fully extended it measures 406 feet from footing to derrick crown—roughly three-fourths the height of Washington Monument.

Offshore Constructors, Inc., operators of the well-designed unit, have named it the *George F. Ferris* in honor of their president. Ferris, a prominent structural engineer, gained fame during World War II for his technical services in the South Pacific and elsewhere.

The hull of this sea-going drilling complex has a floating displacement of 8,000 tons. It is partitioned with bulkheads to provide 26 water-tight compartments in addition to a large drilling slot toward the stern. The compartments are adaptable to a variety of uses including cargo and machinery holds, ballast spaces or tanks, fuel and water storage, machine shops, and flexible living quarters for the crews.

The drilling slot, 65 feet long by 20 feet in width, provides an opening for drilling tools directly into and under the sea. A conventional 140-foot mast is mounted on rails over the slot. It is skidable by means of hydraulic rams to any position over the slot area to permit the drilling of a series of wells without moving the platform itself. An underwater television camera gives its drillers submarine vision down to 200 feet. Short-wave radio keeps in steady contact with supply vessels and key locations ashore. Helicopters arrive and depart like taxicabs.

Aboard for the diesel engines and generators is an 80,000 gallon store of fuel. Other tanks hold 300,000 gallons of salt water, 100,000 gallons of fresh water, both hot and cold. Good meals and comfortable beds are available to those who live aboard. For others there are always cold drinks or hot coffee.

The main advantage of such a mobile platform is its ability to do offshore exploratory work without the aid of a fixed platform or island. If the exploratory effort is suc-

cessful, then a fixed platform can be erected or the field can be produced through submarine pipelines. If unsuccessful, the mobile unit simply pulls up stakes and moves to another prospect, leaving no fixed installations to dismantle.

DRILLERS WITH 45-FATHOM BOOTS

PRIME CONTRACTORS doing the actual drilling for Union (we are the operators) and Humble with this new offshore tool are Sun Marine Drilling Corporation, whose president is William Cline. Sun Marine's land experience in California drilling dates back to 20 years ago. At sea they received their baptism in offshore work by launching the Pacific Driller, a mobile platform, in 1956. This unit now functions as a permanent platform off the California coast.

Said Bill Cline when asked how ocean drilling compares with "making hole" on dry land:

"Well, I don't suppose we've turned any job applicants down because of webbed feet.

"Seriously, there's very little difference between drilling on land and over water. On a platform such as the *Ferris*, which experienced drillers helped to plan and equip in the first place, we have the best available rig, excellent tools, and equipment second to none.

"The spacious deck, the pipe racks, the crawler crane, the drawworks, the mud tanks, even the 'dog house'—everything is exactly the way you'd like to have it ashore.

"It's quite a change for our drilling crews to go 'on tour' in a helicopter, but they seem to enjoy the great ocean view.

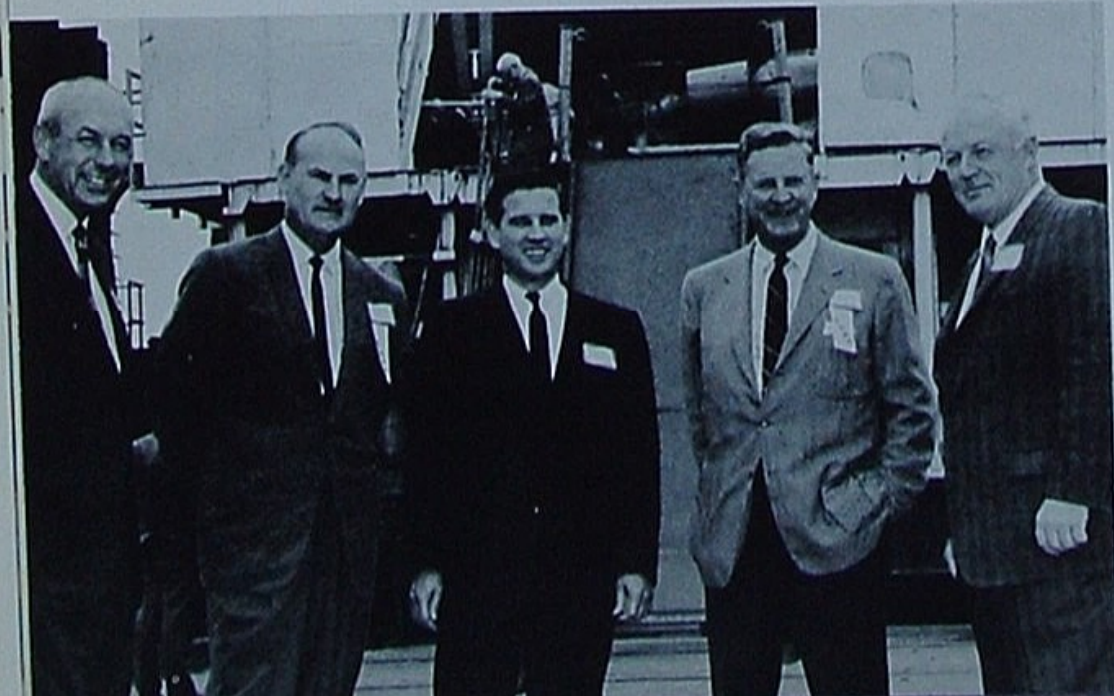
"Our main concern about offshore drilling is its tremendous cost. Oil companies, such as Union, bid competitively and oftentimes pay millions of dollars to the state or federal governments just for the opportunity of exploring a small sea-bottom tract.

"Then comes the costly problem of renting 45-fathom boots, such as the *Ferris*. These platforms cost millions of dollars to build, and the rent is high.

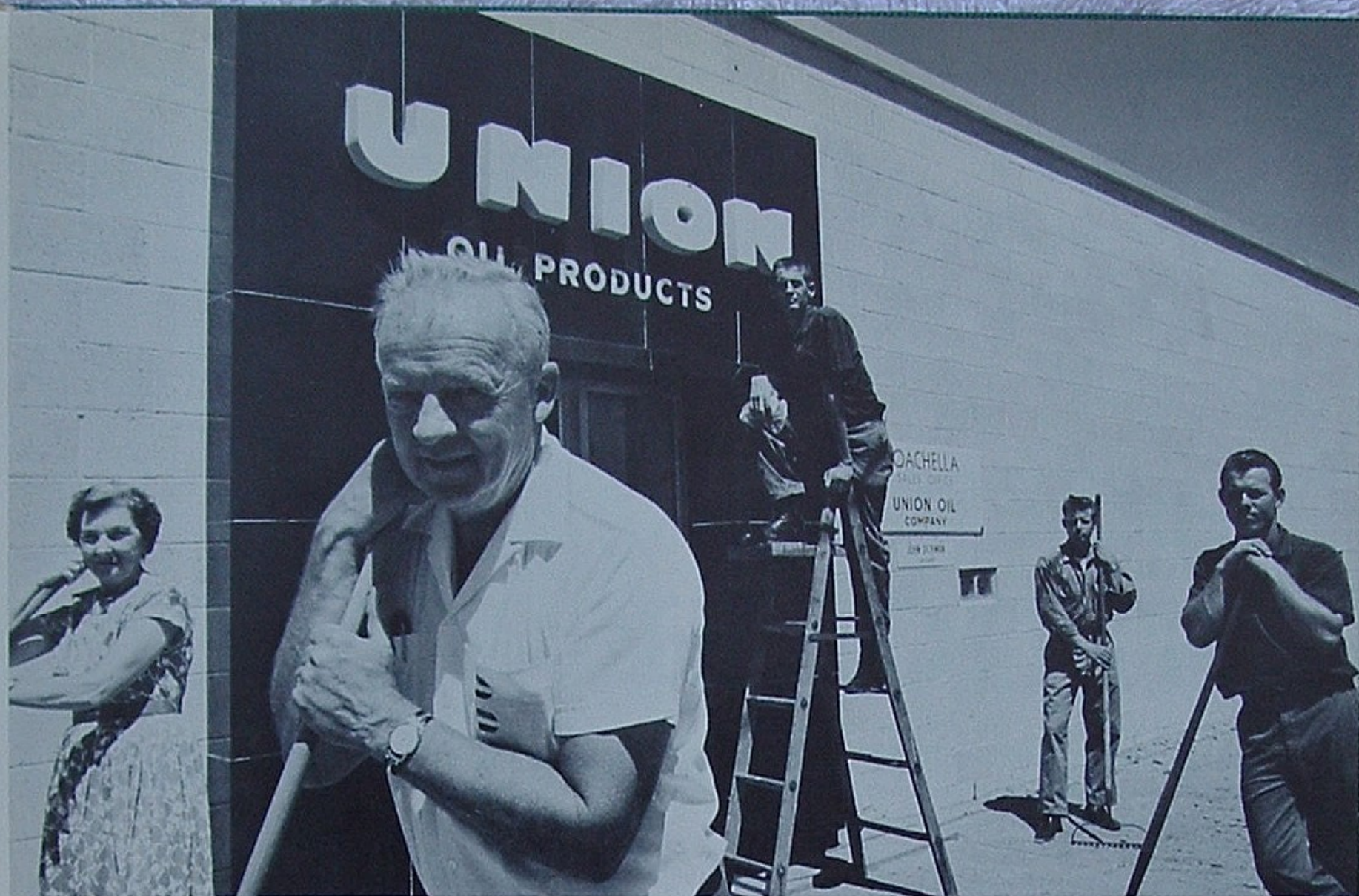
"Under such circumstances, the offshore drilling contractor feels the pressure. Not a minute of the high-rent time can be wasted. He assigns the highest skilled and most experienced crews and supervisors. He assembles the best tools. He operates on the conviction that most breakdowns or delays can be prevented before they happen.

"As Union Oil would say, offshore drilling has to be the *Finest*."

THE END



Aboard the platform during open house at Long Beach were (from left) John R. Fraser, Union's Pacific Coast manager of operations; Vice President Vincent C. Johnson of Offshore Constructors; Vice President Ray A. Burke of Union; President George F. Ferris for whom the unit was named; and Senior Vice President Dudley Tower, Union's chief driller.



Finest brooms are, from left, Mrs. Dickman, Consignee John Dickman, Ron Jones, Art Manley and Gary Crane of Coachella.

Consignee John A. Dickman and crew are

'Finest brooms in Coachella valley'

OUR CONSIGNEE at Coachella, California, knew he had competition all right. But little did he realize that his Union Oil marketing station was in the "Desert Beautiful" contest to determine the best maintained civic and business properties in Coachella Valley's 10 communities.

With Consignee John A. Dickman and his crew, good housekeeping is simply a good habit. Each Saturday morning the entire plant crew and Mrs. Dickman gather at the marketing station to do their weekly cleaning. Everything is washed, scrubbed, dusted, weeded, arranged or otherwise tidied to put the station in its *Finest* order. Attention to cleanliness at all times during the week makes the Saturday chore that much easier and shorter.

So when a lady official of "Desert Beautiful" asked Mr. Dickman to be in Palm Springs on April 17th to receive his award, the consignee had to ask, "What award?" She answered, "Your award from your fellow citizens in this valley for having one of the best looking and best maintained business properties it has been our pleasure to see."

Presentation ceremonies were attended by some 200 Valley residents and business executives at the Ocotillo Lodge in Palm Springs. Presiding was Mrs. Cliff Henderson of Palm Desert, the organization's founder. The awards

chairman Mrs. Irene Fenton of Palm Desert, after stating the organization's slogan—"Pick up, paint up and plant"—turned to the winners and said, "You have made our slogan a reality."

Every Saturday morning now, Dickman and crew pause appreciatively as they dust the frame of their "Desert Beautiful" scroll hanging on the office wall. Inscribed to "76 Union Oil Company," it reads:

"Desert Beautiful presents this certificate to honor those who by their example of design and landscaping have contributed to the beautification of the Coachella Valley."

Then Dickman and crew resume their Saturday cleaning.

THE END

Even the marketing station's back yard is kept spotless through such daily exercises as vacuum-cleaning barrels to remove dust.



HERE'S WHAT UNION OIL'S STOCKHOLDERS THINK OF THEIR INVESTMENT

ON AN ELM-SHADED lane in Boston one sunny day, a prim widow was kneeling on the lawn tending her flowers. Inside, the telephone rang. She got up to answer it.

"As a stockholder in Union Oil Company," the caller said, "what do you think of the company?"

"I have no room for criticism," she said, "as long as the dividends are forthcoming."

The man who made the telephone call was Paul B. Elliott, Boston regional manager for Georgeson & Co., a New York firm specializing in proxy solicitation.

Why the intimate question about our company?

In any alert publicly owned business today the attitude of stockholders is important. And this importance involves more than just the dividend paid out. The prudent shareholder is pointedly concerned with the future of his investment, because it is on this future that he will depend most for the rewards of his savings.

Finding out what the shareowners think and feel about a company is an important task of management today. It was with this in mind that Union Oil engaged the Georgeson firm to survey attitudes and reactions of the company's shareowners at the same time it was helping in the solicitation of proxies.

In thousands of homes across the nation, telephone bells jingled and questions were asked about Union Oil Co. Some replies were sharply critical; others praised the company. On the whole, favorable attitudes outnumbered critical replies by a gratifying ratio of fifty-to-one.

Typical was a guarded statement by a hard-bitten executive of a midwest lumber firm that holds 425 shares. "We have confidence in the company," he said, "otherwise we wouldn't hold the stock."

Dividends are important to stockholders. In Alhambra, California, a doctor said, "I would like to see the dividend increased."

"I am interested only in the dividend checks," said a lady with 144 shares.

In a small city on the Atlantic seaboard, an interviewer called one lady with 102 shares. "Why you must be rolling in money," she said, "to telephone me." When assured the call was local and not from Los Angeles, she was happy.

Field interviewers had just two questions to ask. "What do you think of the company?" and "What suggestions do you have to pass on to management?" Many stockholders expressed surprise that a large corporation would be interested in their views.

"I'm certainly glad to know they are receptive to suggestions from stockholders," said one woman with 146 shares.

Although she had no suggestions, others did. "... The annual report is too elaborate," said the executor of an estate that controls 142 shares. "I think this is ... wasted. Pass this thought on to management."

In Los Angeles, a lady with 1,957 shares gave evidence of her proprietary interest in the company. "We found dirty restrooms," she said, "in Northern California, Oregon and parts of Washington."

A Denver stockholder saw it the other way. "I just returned from a trip to California and Arizona," he said, "and I want to compliment the company on its good service and clean stations everywhere."

Other indications of proprietary interest came from a San Francisco woman with 417 shares. "I think," she said, "your 76 Certified Car Condition Service is a good move ... But watch out for Standard Oil's restaurant-service station-parking space combinations ..."

In the East, interviewers encountered less personal knowledge of Minute Man stations, but no less interest in the company itself. Said a Milwaukee woman with 120 shares, "It seems such a stable, going concern." A Miami Beach woman who owns 340 shares added, "Being recently



widowed, it seems to me that Union is the kind of stock I should hold on to." In New York City, a woman with 477 shares said, "I theenk eet ees varry good."

A man from Winston-Salem, North Carolina said he was giving his 306 shares to his grandchildren. Like the southern grandfather, many stockholders were past middle age. One owner of 340 shares told the interviewer, "I'm getting old and too busy enjoying life to be worried about things like this." In Los Angeles a woman with 1,434 shares was confined to her bed. Her secretary reported, "She is too ill for comment."

Not everyone, of course, was in his twilight years. The telephone rang a dozen times at the office of one businessman who owns 711 shares. Finally his secretary answered. "He's out of town," she reported, "on his honeymoon. He left instructions not to send him any of this kind of mail."

More often than not, stockholders were happy to talk on a personal note. "My husband," said a woman with 769 shares, "was a friend of Bill Stewart's." In Cleveland, a man with 350 shares, declared ". . . I know Mr. Rubel personally."

In many cases, stockholders were proud to point out that their shares had been in the family for years. "I bought my stock when I was seventeen," said one New Yorker with 142 shares. "That was twenty-four years ago."

"I have owned the stock and my father before me since 1909," said one woman with 2,123 shares. "I am devoted to the company and fond of the management."

That fondness wasn't unanimous; witness these replies. "It is my policy not to send proxies," said a man with 212 shares. "It encourages management to pay themselves high salaries, bonuses, pensions and such. It sets a bad example for labor, causing labor unions to ask for similar treatment." In Providence, R.I., an insurance executive whose company has 12,173 shares said, "We are quite happy with

Union as an investment. We think, however, that too many companies, including this one, are overemphasizing executive stock option plans, as well as executive and employee compensation plans." Another owner of 1,566 shares flatly declared, "I don't like stock options, fringe benefits and such."

Other stockholders had criticism for the board of directors. "I deplore the fact that some of the directors own so few shares of the company's stock," said one man. Another added, "Many directors own so few shares they cannot be sufficiently concerned with the company's advancement."

A Miami Beach woman with 850 shares had her say too. "It is an outrage and insult to the stockholders' intelligence," she said, "the way so many managements, including Union Oil, seem to pretend that managements are poorly paid. Union Oil's practices have reached the point where my shares are about to be offered to someone more gullible than I."

If she was serious, there were takers. Among the hundreds of telephone calls that went out across the nation, the vast majority of replies were favorable.

"Fine company," and "Wonderful investment" were more typical. In North Carolina, a woman with 119 shares said, "I wish I had more Union Oil stocks. In fact, I'll buy more when it's convenient."

"I wish all our investments had done as well," said a woman in a midwestern city. A Texan added, "I have held these shares many years, and consider them to be a superior investment to other oils that I hold."

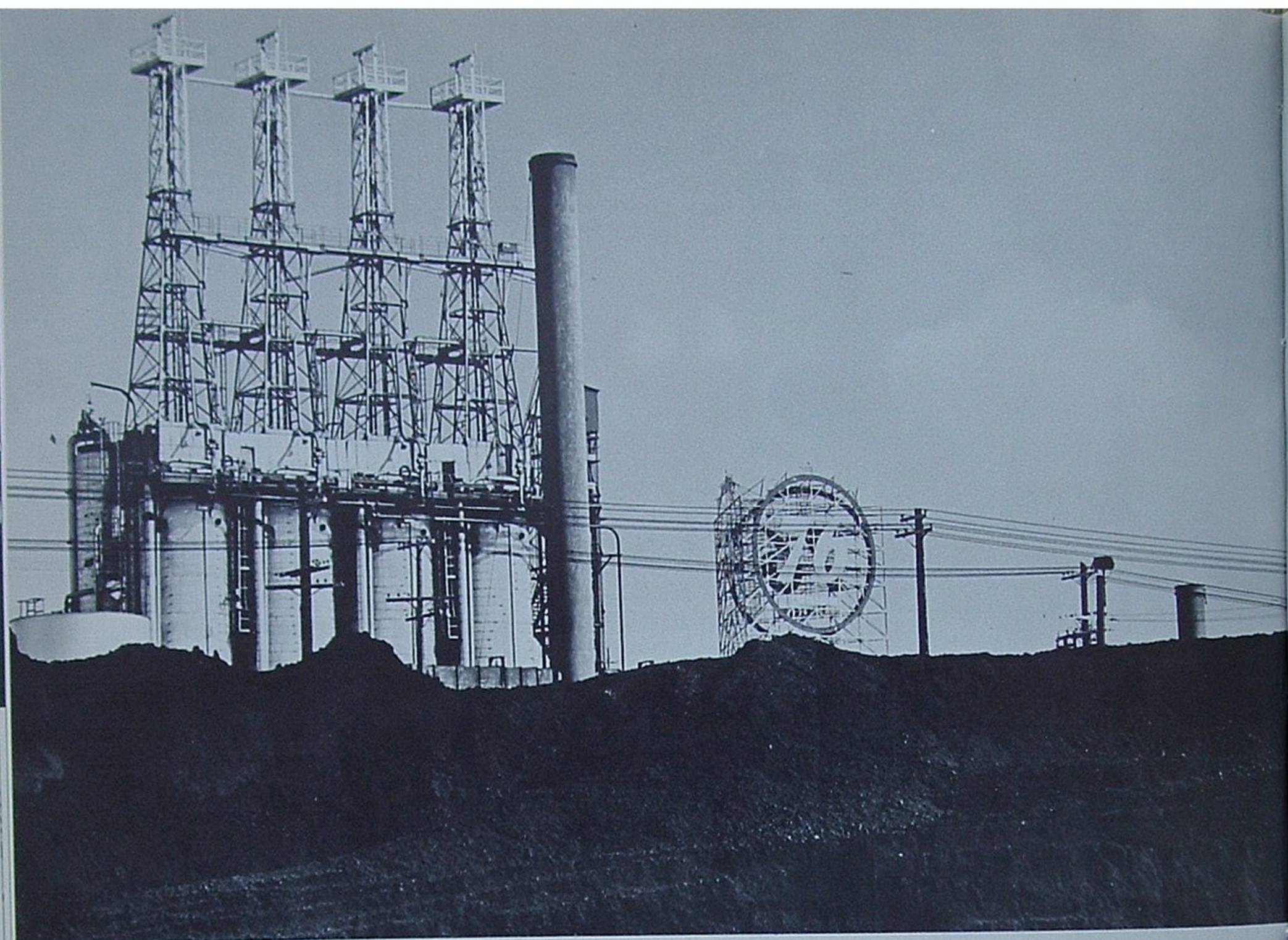
Perhaps one of the nicest replies came from a little lady on the East Coast. "I own Gulf and Superior too," she said, "but I really love Union best of all."

In tallying up results of the survey, the person who seemed most impressed of all was Paul Elliott, who had spoken with scores of Union Oil shareholders in the Boston area, including the prim widow on the elm-shaded lane. In a letter to his boss, John Von Der-Heide, partner in Georgeson & Co.'s New York office, Elliott wrote:

"Never in my twenty-four years experience in this work have I talked with a happier or more contented body of stockholders. Almost without exception, they were enthusiastic about Union Oil, and exceedingly pleased with their investment. Many stated they could not be pried loose from the stock, and if they had to liquidate any of their holdings, this stock would be one of the last they would part with."

Blue chip people like these are the last we'd want to part with too.

THE END



Four derricks above the coker drums at Oleum Refinery were recently nearly doubled in height to increase their efficiency in the decoking operation. The unit produces 650 tons of coke daily.

AT OLEUM



***tall derricks
raise coker efficiency
ten per cent***

SEVENTY-SIX

RODEO, CALIFORNIA

THE FOUR RIGS towering above engineers Jack Kennedy and William Budde (see cover) look something like oil field drilling derricks, eh?

Well, they *are* drilling derricks and they *do* drill through thick beds of petroleum solids. But the formations they penetrate are coke beds deposited during a refining process at Oleum Refinery.

Until recently the derricks were only about half this tall. And therein is evidence that no process is ever so tried-and-true that it can't be improved:

The coker is the final port of call at Oleum for heavy crude, residual fuels from other units, and a variety of odds-and-ends stocks known in the refinery jargon as *slops*.

Some 30,000 barrels per day of such feed stocks enter the unit. After removal of gasoline and gas oil by distillation, the remainder—approximately 14,000 barrels of heavy resid—is furnace-heated to more than 900 degrees F. and then released into the Coker drums. Here *cracking* takes place; that is, an additional 11,000 barrels per day of light petroleum fractions are formed. These flow to a *bubble tower* for separation into gasoline and oil.

But remaining as *bottoms* in the drums are deposits of solid petroleum coke, which accumulate at the rate of 650 tons a day. Periodically—usually every 14 hours—each coke drum has to be cooled down and decoked. To bore through and remove a 40-foot-deep deposit of coke for-

merly required about four-and-a-half hours.

The older method of de-coking a drum was to first drill a 24-inch diameter *pilot* hole from top to bottom of the coke bed, then follow with a powerful water-jet cutting tool known as a "pretzel." The latter, with its 1,800 pounds of hydraulic pressure, broke the coke loose and washed it downward through the *pilot* hole to a hydraulic disposal outlet. Both drilling procedures required a halt midway down the coke bed to add another length of drillpipe. As in oil field drilling, this addition of pipe was time consuming.

As so often happens in competitive industry, Oleum turned a problem into an improvement:

Several engineers, operators and supervisors reasoned that by doubling the height of drilling derricks above the coking drums, the *pilot* hole drilling and de-coking could each be done in a single run, without stopping to add drillpipe.


Raising of the structures has verified their estimates. Now the four-and-one-half hour de-coking job has been cut to three hours per drum, resulting in a ten per cent increase in overall unit efficiency. An additional gain for all employees involved is that the new method is considerably less hazardous than the old.

Despite machine computers, there's still plenty of room in this world for old-fashioned common sense.

THE END



Operators atop one of the coker drums are guiding a "pretzel" down toward a pilot hole previously cut through the coke bed. This cutting tool dislodges the coke with jets of water released under 1,800 pounds of pressure.



*A customer writes: The roadside courtesy
of two Union Oil people stole the show*

‘the night
we saw
Lawrence of
Arabia’

Union Oil Company
Gentlemen:

It is with considerable pleasure that I write this letter commending two of your employees for service far above and beyond the normal call of duty. It's quite a story and I'd like to take it from the top:

The date: April 23rd. The time: 6:15 p.m. The place: Cold Water Canyon. The people: three of us—myself, my wife, and my collaborator, Norman A. Hall.

We left our Studio City, California, address, enroute to Beverly Hills. We had a dinner reservation at Paul's at 6:40 p.m. The time was important as we were going to see *Lawrence of Arabia*, which began at 8 p.m.

Since it is important to what follows, I might further add that my wife was wearing a white suit, fresh from the cleaners. My suit—so help me!—had been delivered two hours before; it was brand new; I was wearing it for the first time. Mr. Hall's suit was not new, nor was it very old.

SEVENTY-SIX



Wes Parlee



John Myer



Lee Moore

Mr. Hall also has a heart condition; any lifting or great exertion has long been forbidden.

This, then, was the beginning of a pleasant evening. We started up Cold Water—that crooked, narrow, steep, heavily traveled stretch of road. We were in no hurry, but neither did we have much time to spare.

Well up the north slope of the canyon, I got a rumble from the car's rear end. Shortly thereafter the handling of the car changed markedly. A flat tire and no place to park! By the time I found a parking spot on the inside of a sharp curve the tire was totally flat, and almost off the rim.

I got out of the car, as did the others. The question now: What to do? Change the tire myself and never mind what happens to the new suit? That was possible but the road was steep and it looked as if the bumper jack would have to be extended to the last notch—a tricky operation for a man who spends his days sitting at a desk—possibly even dangerous. Mr. Hall could not help, nor could my wife. The traffic poured by without pause or slackening of pace. We belong to the Automobile Club, but we had no handy radio telephone with which to call them. There were no houses close by. The nearest telephone was about a mile back down the canyon. Our pleasant evening was fast going down the drain.

But the tire had to be changed, no matter what, and I decided to try it.

I took the keys out of my pocket—and a car pulled up behind mine. Out of it stepped a big man, a very big man wearing a very big smile. He didn't ask what was wrong; he knew. He said, and I quote him exactly, "A Union Oil man to the rescue." I had not seen his car coming. I later learned from Mr. Hall that it had passed, going down the hill, turned in a drive, and came back to park close to mine. The Union Oil man took the keys from my hand, opened the luggage compartment, and began to take out the jack and the spare. Surprise is a mild word; we were all stunned.

Then another surprise. Down the hill, astride a motorcycle, came another man wearing a crash helmet and a zippered jacket. I saw the motorcycle turn in the driveway

and come back to stop close against the bank. The rider came forward, taking off his helmet and opening his jacket. He, too, was smiling. He said, and again I quote exactly, "And another Union Oil man to the rescue."

The two men changed the tire. They did it quickly, but it was not an easy task even for the two experts. The jack did have to be extended to the last notch; both rear wheels were off the ground before the spare could be fitted into place. If I had tried to do it alone I'd have been in trouble.

The spare had barely enough air to get us over the hill. The man who serviced our two cars had twice been asked to check the spare. He said he had. He lost two customers when we learned, the hard way, that he had not.

The job was finished and the two Union Oil men would accept no payment. They did suggest I try Union Oil service and products, and they told me I would have more trouble with tires. No high pressure, just a piece of information I should have. Their names? The first Union Oil man to the rescue was John Myer. The second was Lee Moore. They work at the Crescent and Santa Monica station in Beverly Hills.

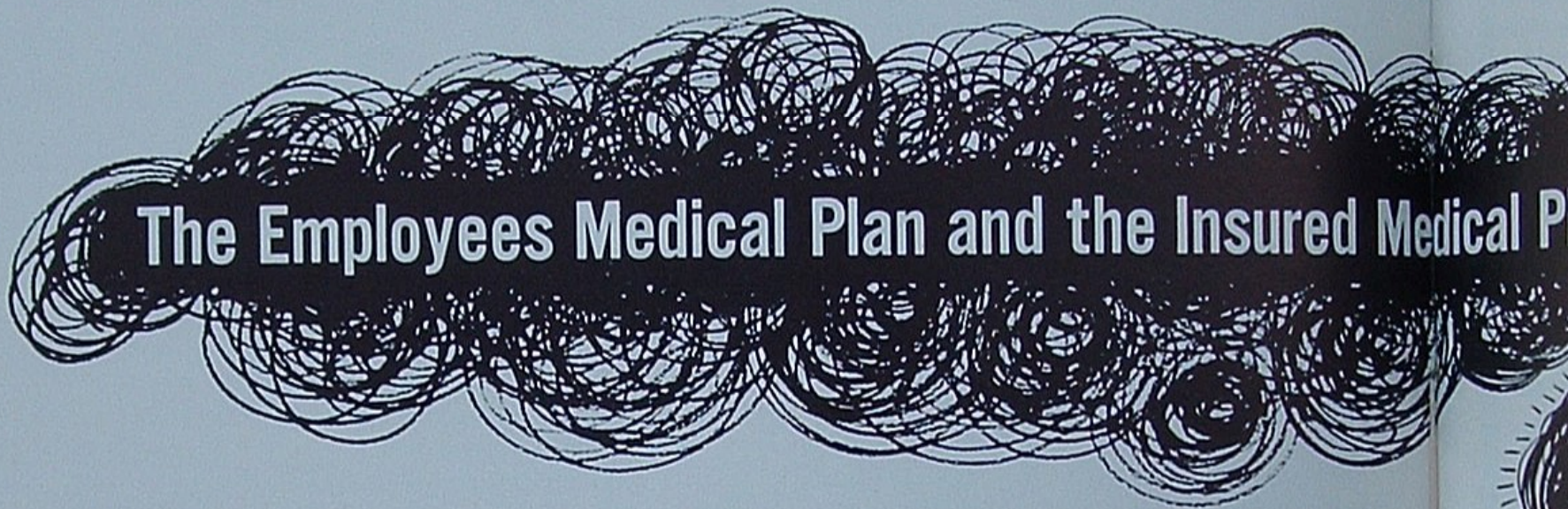
What else? The next day I called Mr. Myer. I bought two sets of tires from him—the top grade of safety tire for my wife's car so that this kind of unhappy flat could not happen again. For my own car I got your Minute Man Grade III—I believe that's what they're called.

That's the whole story. I might add that it excited far more comment than did *Lawrence of Arabia*. We've talked about it far more for it was much the nicest thing that ever happened to any of us in all our years of driving.

Your John Myer is quite a man; that smile of his is warm and wonderful. Your Mr. Moore is as pleasant a chap as I've met in some time. I'm very sure they would have done exactly what they did if there had been no possibility of a tire sale. They happen to be very nice people and they certainly know how to make friends for Union Oil.

Sincerely,
John Hawkins
Studio City, California

YOUR MISSING MONEY: N



The Employees Medical Plan and the Insured Medical P

IN THE FIRST TWO ARTICLES of this series explaining payroll deductions, we've covered federal withholding tax and the umbrella of protection Union Oil benefit plans provide for you and your family.

This third article falls in the "every cloud has a silver lining" category. The cloud is sickness or injury. The silver lining comes from two voluntary plans: the Employees Medical Plan and the Insured Medical Plan for Employees and Dependents.

These plans help ease the pain of illness by easing the pain of paying for it.

There's a close relationship between the two plans. For employees, the Employees Medical Plan takes care of most doctor and hospital bills. Then, if you are seriously injured or have an expensive illness, your Insured Medical Plan picks up where E.M.P. leaves off. The Insured Medical Plan also takes care of most medical expenses for your dependents.

In the questions and answers below, we can give only a general outline of what your E.M.P. and I.M.P. deductions buy you. For precise information about your coverage for each aspect of medical, surgical, and hospital care, we recommend you read the booklets about the plans or talk to your personnel representative.

EMPLOYEES MEDICAL PLAN

What is the Plan?

The Employees Medical Plan provides medical, surgical, and hospital care for illness and *off-the-job injuries*. It

covers your expenses from the first dollar to a maximum of \$1,000 for each condition.

Owing to the cost, such "first dollar" plans are rare. Usually, they are limited to a portion of hospital benefits only.

When may I join?

You're eligible for the E.M.P. on the first day of the month following completion of three months accumulated service. No physical examination is required.

If you don't join the plan within 30 days after you first become eligible, you must wait a year before you again become eligible. After that year's wait, you may apply at any time but you'll have to take a physical examination at your own expense. *And* your enrollment is subject to approval by the board of administrators.

How much does it cost me?

The premium may vary each quarter based on the costs experienced by the plan. If you're a California employee, the deduction is a little over \$5 per month. If you work outside California, the deduction is 50 cents more. Why? Because California employees pay a separate premium for California Disability Insurance, which shares E.M.P. costs by paying \$12 a day toward hospital room and board.

What does Union Oil Company pay?

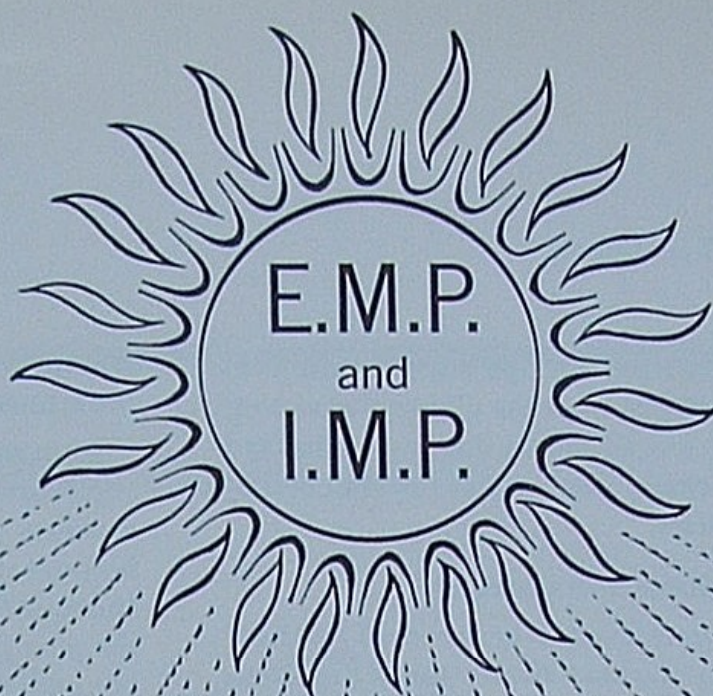
Union Oil Company contributes \$2 a member per month. In addition, the company pays all the administrative costs of the plan plus the cost of operating company dispensaries. The dispensaries provide care during working hours on a

SEVENTY-SIX

AUGUST-

red Medical Plan:

the silver lining to those dark clouds of illness



non-continuing basis. If the need for care continues, you will be referred to a plan physician.

As a result, every dollar you pay into the plan goes for medical expenses. Nothing is subtracted for administrative costs, taxes, or profit. No other group medical plan gives you greater protection for each dollar of premium than does the Employees Medical Plan.

May I choose my own doctor?

No and yes.

The plan has a list of carefully selected physicians who (1) are familiar with the plan and (2) have agreed to abide by its basic fee schedule. You may select any physician

from this list.

In case of emergency when a listed doctor isn't available, you may use any competent physician. However, a listed doctor must replace him as soon as possible, provided the change is ethical and medically sound.

Who pays my bills? Do I?

No. The E.M.P. makes payment in full directly to the doctor or hospital. You have no medical bills to pay and no claims for reimbursement to worry about.

Is there any medical care the plan doesn't pay for?

Yes... for specific details read your booklet. But, in

continued

YOUR MISSING MONEY *continued*

general, the plan doesn't pay for eye examinations connected with the fitting of glasses or the glasses themselves; for most dental work; special nurses; military-connected disabilities; routine periodic check-ups or physical examinations; or for pregnancies.

Why are pregnancies excluded from coverage?

Bearing children is considered to be a normal function, not an illness. Members who have already raised their families should not be required to share expenses that can be budgeted.

What if I have a recurrence of an illness?

There is no limit to the length of time that may elapse while the \$1,000 is being spent by the plan for a particular condition. However, if \$1,000 has been spent for a condition and it recurs two years later, the plan will again provide maximum benefits. During the two-year gap, the Insured Medical Plan picks up 80 per cent of the tab, as explained below.

What if I have more than one condition costing \$1,000 each?

The plan covers up to \$1,000 for each and every separate condition, no matter how many you might have.

How is the plan administered?

By a board of six administrators, elected by their fellow members of the E.M.P. The six are charged with the responsibility of conducting the plan in the best interests of its members. They are assisted by advisors from the Medical, Legal, and Industrial Relations departments.

THE INSURED MEDICAL PLAN

As an employee what kind of coverage do I get under the Insured Medical Plan?

The Insured Medical Plan covers *off-the-job* injuries and illness. For each condition, the Insured Medical Plan pays 80 per cent of your covered expenses over \$1,000. That first \$1,000 is called a "deductible amount" and is usually taken care of by the Employees Medical Plan.

The maximum reimbursement is \$5,000 for: (1) any single injury or sickness during a two-year period or (2) for *all* injuries and sickness in any one "insurance year". (An insurance year is the 12 months after you file your first claim.) If you do a little arithmetic, you'll find \$5,000 is 80 per cent of \$6,250, the upper limit of reimbursable expenses.

Another feature of the I.M.P.: You can get an additional 24 months coverage to take care of a continuing disability by paying the deductible amount again. However, the overall maximum, \$5,000 still applies.

What part of my dependents' expenses does the Insured Medical Plan pay?

Insurance benefits for dependents come in two parts:

(1) Basic benefits: The basic benefits usually cover the expenses of an ordinary illness or injury. They provide hospital room, board and services; surgical costs, medical treatment in hospital; and an accident benefit. In addition, the plan pays up to \$5,000 for the treatment of poliomyelitis on a 100 per cent basis.

(2) Supplemental "catastrophic" benefits: The supplemental benefits repay 80 per cent of the medical expenses above a deductible amount not covered by the basic benefits. If you make less than \$10,000 a year, your deductible amount is \$100. If you make more, your deductible amount is \$150.

As an employee, when do I become eligible to join the plan?

You become eligible the first day of the month following three months accumulated service.

If you wait more than 31 days after you become eligible before you apply, your insurance will become effective six months *after* you make application.

Which of my dependents are eligible for the plan?

(1) Your wife or husband.

(2) Your unmarried child or children under 23 years of age. Those who are over 18 must depend on you for at least half of their support.

Must I insure my dependents?

No. You can carry the insurance for yourself alone. *However*, you must be insured before your dependents are eligible.

When do my dependents become eligible?

If you're a new employee, they become eligible the same day you do. If you wait more than 31 days to insure your dependents, they, too, must wait six months after you make application before their insurance is effective.

Is a physical examination required?

No.

May I choose my own doctor or hospital?

Yes.

How much does the Insured Medical Plan cost me?

The monthly deduction is 91 cents for you alone; \$9.16 for you and one dependent; and \$15.32 for you and two or more dependents.

THE END

Next month: the Employees Incentive Plan.

SEVENTY-SIX

HERE'S HOW THE MEDICAL PLANS WORK



...FOR YOU

Here's an example of what you as an employee might have to pay if you had a serious illness and an operation. Note that the Employees Medical Plan pays \$1,000 of the cost.

EXPENSES IN THE HOSPITAL

Hospital room and board (66 days @ \$30)	\$1,980
Hospital services	\$ 709
Surgeon's fee	\$ 535
Registered nurses	\$1,434

EXPENSES AT HOME

Physician's office and home calls	\$ 103
Registered nurses	\$ 108

TOTAL EXPENSES

Total expenses	\$4,869
Employees Medical Plan pays	\$1,000
Additional expense total	\$3,869
80% paid by the Insured Medical Plan	\$3,094
20% paid by employee	\$ 775

SUMMARIZING THOSE TOTALS:

The total expenses were	\$4,869
The employee paid	\$ 775
The E.M.P. and I.M.P. paid	\$4,094

Figure it out: The two plans paid 84% of the total expenses; the employee paid 16%.

...FOR YOUR DEPENDENTS

Here's an example of what I.M.P. pays, what it does not, and how you come out financially. In this example, the dependent needed both hospitalization and home care.

TYPE OF EXPENSE	TOTAL EXPENSE	I.M.P. BASIC BENEFITS PAY	ADDITIONAL EXPENSE
EXPENSES IN HOSPITAL			
47 days @ \$30 a day	\$1,410	\$1,128	\$ 282
Services	711	240	471
Physician's calls			
47 days @ \$5 a day	235	235	—
EXPENSES AT HOME			
Physician's home calls	254	—	254
Registered nurses	454	—	454
TOTAL EXPENSES	\$3,064	\$1,603	\$1,461
DEDUCTIBLE AMOUNT			\$ 100
BALANCE TO BE PAID			\$1,361
80% of balance is paid by I.M.P. supplemental benefits			\$1,089
20% is paid by employee			\$ 272
SUMMARIZING THE TOTALS			
The total expenses were			\$3,064
The employee paid (including the \$100 deductible)			\$ 372
The Insured Medical Plan paid			\$2,692

From a percentage standpoint: the Insured Medical Plan paid 88% of the total expenses; the employee paid 12%.

Business



Highlights



OUR DRILLING PROGRAM WILL INCREASE IN MONTHS AHEAD

An expanded drilling schedule—both exploratory and development—for the second half of 1963 is the result of a mid-year budget review in the Exploration and Production Division. Here are highlights of the 253 gross well program:

DEVELOPMENT: We have budgeted participation in 162 development wells in the second half of the year. (Because some wells are a joint venture where costs and rewards are shared, this is equal to a net company ownership in 101 wells.) Thirty-seven wells will be drilled in

secondary recovery programs in the Pacific Coast, Central and Glacier Divisions. Ten wells are scheduled in offshore fields in the Gulf of Mexico and in the Point Conception area off the California coast.

EXPLORATORY: We expect to participate in drilling 64 exploratory or wildcat wells during the last half of the year, equal to 48 net company wells. They will be spread over all our operating divisions, with 14 offshore wildcats in the Gulf and Pacific Coast Divisions.

FOREIGN: The foreign program has been budgeted at 27 gross wells—10 development and 17 wildcats—for a

company net of 15 wells. In the foreign development program, eight wells are scheduled on a 50 per cent basis in Argentina. Two development wells are planned for the Moonie Field in Australia. In the exploration program, 14 wildcats will be drilled in Australia. The other three are 100 per cent Union wildcats slated for the Central Luzon Valley in the Philippines.

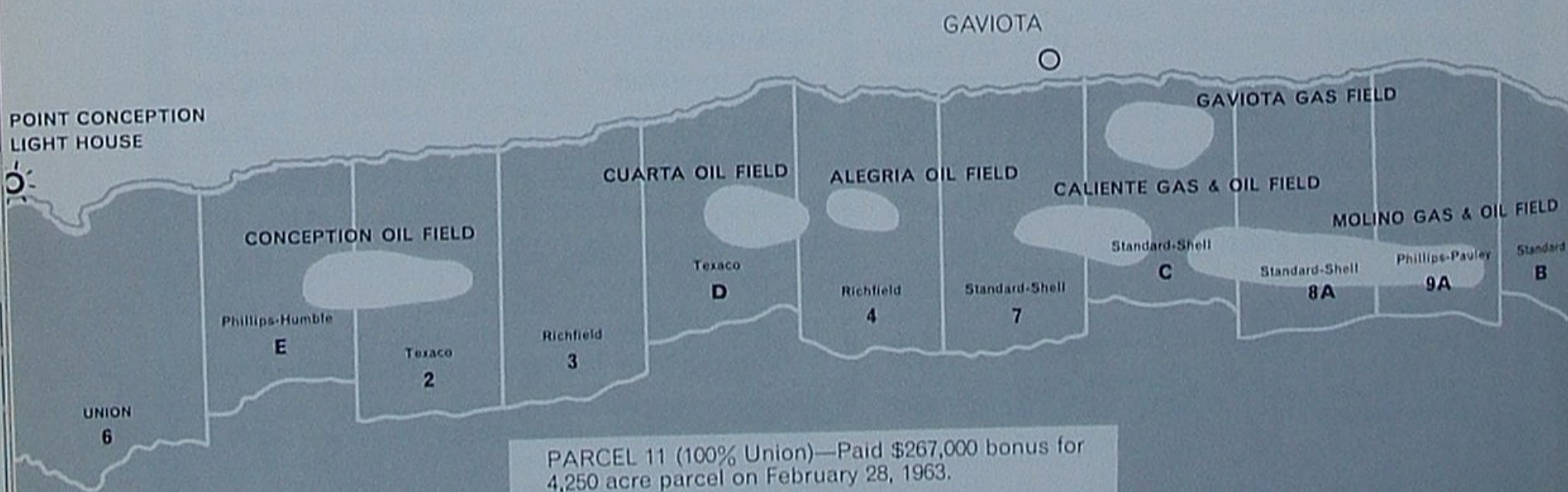
PROBING THE STATUS QUO IS KEY TO OUR FUTURE SUCCESS

There are plenty of people around who say that dissatisfaction is the key to success. Some of these people even put their belief into motto form: "Blessed are they who are not satisfied to let well enough alone."

Let's see:

No one remembers how long we have been paying an armored car service to pick up receipts at one of our terminals for delivery to a nearby bank. This might have continued forever except the armored car service increased its rates. Marketing cast a jaundiced eye at this. Marketing asked Purchasing to "see what you can do about it." Purchasing knew, of course, that some banks provide large accounts with free armored car service, so Purchasing asked Treasury if it could locate a

Here is a reference map showing the California coastline from Santa Barbara to Point Conception. Union Oil has interests in three parcels in this area. This map is a handy guide for the article on the drilling barge George F. Ferris starting on page 2.



PARCEL 6 (100% Union)—Paid \$3,047,740 bonus for 5,653 acre parcel on April 26, 1962.

PARCEL 11 (100% Union)—Paid \$267,000 bonus for 4,250 acre parcel on February 28, 1963.

PARCEL 12 (50% Union—50% Humble)—Jointly paid \$612,840 bonus for 3,150 acre parcel on April 25, 1963.

bank extending this service. You'd never believe it, but Treasury came up with the same bank the terminal was using. And who did the bank come up with to transport our funds? You guessed it: the same armored car service we had been using.

Another case in point was a problem in finding a place to install a compressor unit in our new Type 300 service stations. It seemed as if the only place was overhead in the lube room. But a forty per cent cost premium for installing it there made this arrangement something less than popular with the folks in Purchasing and Marketing Engineering. On a visit to a new station, a buyer spotted a small area behind the sliding doors. Was it large enough to house the compressor? An engineer said it was. Result: a saving to the Company.

The combined savings in these two examples meant profits for Union Oil Company of \$14,802 in 1962. What really triggered this thinking was the use of techniques associated with the term *value analysis*.

Value analysis is currently one of industry's favorite cost cutting tools. Stated simply, its basic objective is *equal or better performance at lower cost*. Its origin is usually in the inquisitive mind that refuses to accept the status quo.

The heart of value analysis is found in this concept: Value is often confused with price or cost. It is neither. Another common erroneous belief is that lowering the cost of an item lowers its quality. This is not true. Value is determined by the *lowest cost at which an essential function can be reliably provided*.

ALGAS PLANT TO FEATURE "TOTAL ENERGY CONCEPT"

The West's first "total energy concept" manufacturing plant is being constructed near Los Angeles by Algas Industries. Algas, a Union Oil subsidiary, specializes in the design and manufacture of liquefied petroleum gas equipment.

The plant, when completed next winter, will become Algas Industries' new manufacturing plant for construction of LPG carburetors, gas plants and auxiliary equipment.

Under the total energy idea conceived by Algas, gas—both natural and liquefied petroleum gas—is the only source of power and fuel for the 40,000 square-foot building. Waste heat produced from generating electricity with gas-powered engines will be used to heat and air condition the new plant.

Algas predicts a 75 per cent overall fuel efficiency with its system, and

a savings of 55 to 60 per cent a year on electrical and gas fuel costs over conventional fuel and power.

OUR SPARKLE GIRLS ARE BACK FOR THE FIFTH TIME

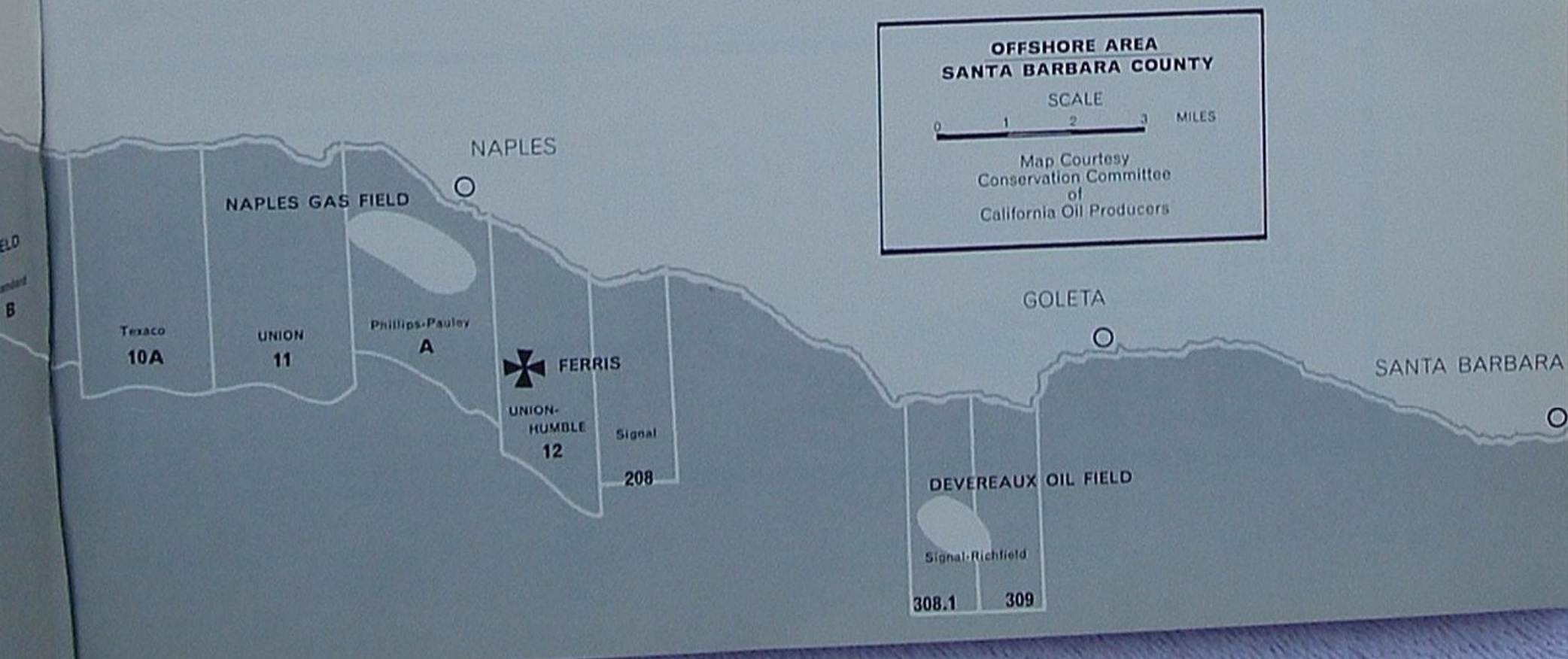
Five summers ago, we announced a unique program: we were going to send out a group of young women—our "Sparkle Corps"—to look at Union Oil service stations as a customer would, and to grade them for safety and cleanliness. Dealers with high scores would receive prizes.

The Sparkle Corps turned out to be a most unusual program. It gets a difficult job done in a pleasant way: Union Oil dealers not only welcome the Sparkle Girls, they have fun in this competition for prizes—and customers. The customers themselves, have let us know they think the Sparkle Corps is a good idea, too.

MINUTE MAN TIRES WIN FRIENDS AT HAWAII PX'S

Army and Air Force Exchanges in Hawaii have joined hands with Union Oil Company in the sales of Minute Man Tires and Batteries. These exchanges recently began handling our tires and batteries exclusively. Since then tire sales have gone up 15 per cent.

continued



Business Highlights *continued*

BEGIN INSTALLING PIPELINE FROM MOONIE TO BRISBANE

In Australia, 200 pipeline workers began work June 19 on a ten inch pipeline from the Moonie oil field in Queensland to the seacoast near Brisbane.

During the first few weeks of operations, Bechtel Corporation crews were averaging two miles a day on the 190-mile long pipeline. Completion date is set for about New Year's.

When completed, the \$9 million pipeline will be capable of delivering from 7,000 to 10,000 barrels a day of crude from Moonie to Lytton, near Brisbane (see map). Should future oil strikes require more capacity, the addition of three more pumping stations would increase capacity to 57,000 barrels a day.

Other workers, meanwhile, were installing a gathering system and storage facilities at Moonie. Once completed, this will permit a study of the production history of the 15 successful Moonie wells.

On March 6, Queen Elizabeth of England unveiled a plaque commemorating the discovery of oil in commercial quantities in Australia. The discovery was made by Union Oil Development Co., as operator for Union Oil of California, Kern County Land Co., and Australian Oil and Gas Co.

LONG-TERM SAFETY RECORD DOESN'T HAPPEN; IT'S MADE

Contributing to improved safety records at our refineries are long-term safety records by individual groups within each refinery. At LAR the bulk transfer group has worked since 1954 and the catalytic cracking and laboratory groups have each worked since 1956 without a disabling injury. At Oleum the accounting department has worked without a disabling injury since 1945 and the laboratory since 1955. All of these groups have over one million man hours in these periods. In the case of the accounting department at Oleum the record is more than 1.6 million man hours. It takes the concentrated efforts of every person in these groups to establish such long accident-free records. They don't just happen; records are *made*.

PROMOTING WESTERN ART TO WESTERN MOTORISTS

By popular demand, Glacier Division is repeating its promotion of issuing prints of famous paintings by Charles Russell to customers in Montana. As you know, Charles Russell was the foremost portrayer of western life and scenery in his canvases painted in a studio only five blocks from our Glacier Division office. These include paintings that have

been reproduced for the first time in our series. This program has proven so successful that it is also being tried in Eastern Oregon, Idaho, and Arizona.

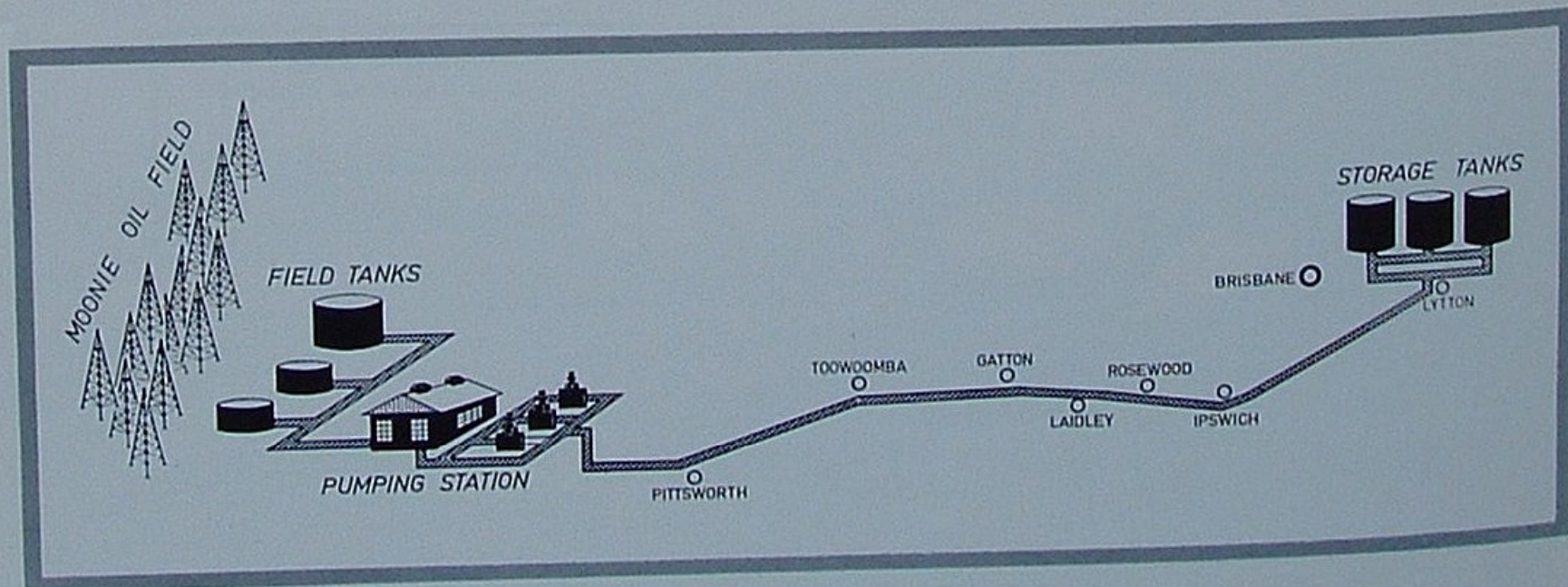
OUR REFINERY SPECIALISTS 'HIT THE BOOKS' AGAIN

The rapidly changing technology under which the Refining Department operates requires programs of continued education if employees are to avoid 'technical obsolescence.'

To keep employees abreast of the newest developments in refining technology, the company has over the years sponsored training courses for employees at all levels. Craftsmen, process unit operators, foremen, engineers, and managers are periodically brought up to date on the newest techniques in their fields.

In some cases specialists from outside the company are brought in to pass along their knowledge to the employees. Often people from within our own ranks have developed specialized knowledge in the forefront of the industry. These individuals can then instruct other employees in special classes.

Classes in linear programming recently were completed by engineers at both Oleum Refinery and home office. Management development meetings are currently in pro-



SEVENTY-SIX

gress at both Oleum and Los Angeles Refinery. Many individuals at both refineries have completed seminars in computer programming, process control, instrumentation, corrosion inspection and prevention, and soon to start will be the operator training for the new Unicracking facilities at Los Angeles Refinery.

ANOTHER UNION OIL FIRST AT GLACIER NATIONAL PARK

Two new service stations have opened in Glacier National Park at Rising Sun and Lake McDonald which are being operated by Glacier Park, Inc. These are the first service stations constructed in the park. We have been selected as the exclusive supplier of petroleum products to the more than one million tourists who visit the park annually.

NEW SERVICE FOR PEOPLE WHO TRAVEL WITH TRAILERS

Union Oil Company has come up with a unique idea that will make life easier this summer for the 160,000 travel-trailerites who cruise the western highways.

To the usual gasoline, oil, water, and air that all stations offer, Union has added a disposal unit where people who pull trailers or travel in campers can empty and flush their "holding tanks"—free.

The holding tank is a trailer's one built-in inconvenience. It collects water and waste from toilets and sooner or later it must be emptied. Proper disposal facilities are few and far between. Highway, health, and recreation area authorities take a stern attitude toward people who empty their tanks on public grounds.

Union Oil—the first major oil company in the United States to come up with a full-scale waste collection program—has installed disposal units at 50 stations. The stations form a pattern through California, Oregon, and Washington and are placed at strategic



GENE STANSBURY

points in Arizona, Nevada, and Idaho.

The original idea for the unit came from Gene Stansbury (see cut) of Los Angeles Refinery, himself a trailer buff.

HERITAGE CONSTRUCTION BUYS 1,100 ACRES OF UNION LANDS

Orange County, California, sometimes called an incorporated population explosion, or the bedroom of Los Angeles, is the fastest growing county in California. Among counties in excess of 300,000 persons, it is the fastest growing in the nation. Respected estimates say that by 1980

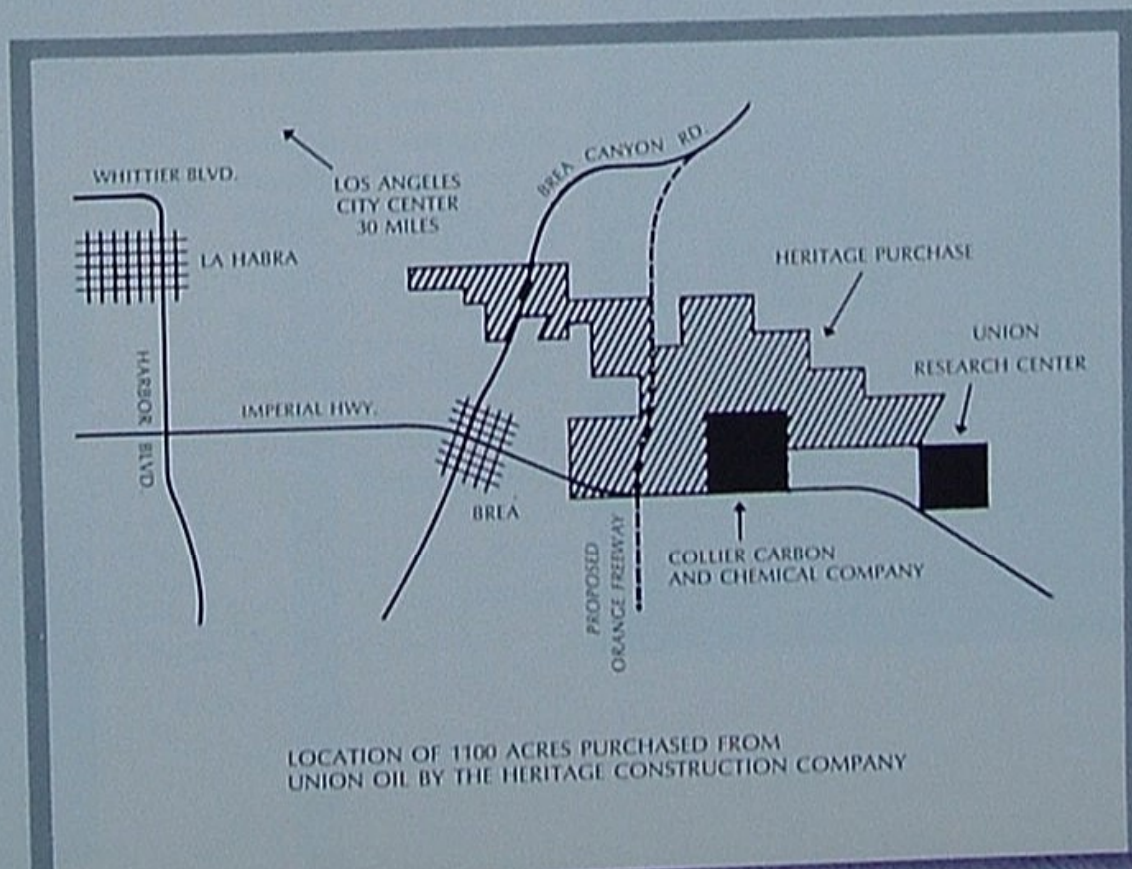
Orange County's population of 700,000 will have exploded into two million persons.

In Northern Orange County, Union Oil's nearly 4,000 acres of lands, acquired between 1896 and 1944 for its oil potential, represent about 15 per cent of the total land available for much-needed expansion. It is expected that nearly 40,000 persons will live on this land twenty years from now.

By then Brea, in the center of northern Orange County, will be transformed into an urban center with ten million persons living within a 25 mile radius of city center. This is the considered opinion of Los Angeles architect and city planner William Pereira.

Brea is also the site of Union Research Center and the Brea plant of Collier Carbon and Chemical Co., a Union subsidiary. Both are situated on otherwise undeveloped company lands east of Brea.

Early in June Union announced the sale of 1,100 acres of this undeveloped land north and east of Brea for about \$15 million. Purchaser was Heritage Construction Co., which indicated it plans to sub-divide. Escrow is expected to close in December, with payment spread over four years from 1963 to 1966. Union Oil retains mineral rights. THE END





**IN
FOCUS**



Sports car enthusiasts are finding it more and more difficult to find a place to hold a sports car slalom. The rules are rigid. When scouts from the Northrop Corporation Sports Car Club spotted the huge parking lot at Union's Los Angeles Refinery, they asked about using it. Union officials agreed not only to let the sports car buffs use the parking lot on June 30, they also agreed to co-sponsor the tenth running of the Slalom del Camino. A total of 206 sports cars from more than 50 Western sports car clubs entered the contest. Winners received cases of Union Sports Car Motor Oil.

When the Elks Club in Los Angeles wanted to choose a queen to preside over their summer picnic, they decided to hold a beauty contest. Three Union Oil secretaries agreed to enter. All walked off with titles. Posing majestically before the camera are Queen Elaine Lewis (right), Miss Elks Club; and Princess Lee Naftel (left). Princess Darlene Quintana is not shown. All three work in the home office.



Our 1963 corps of Sparkle Girls has attracted attention both on and off the pump islands of Union Oil service stations. In San Francisco, for example, Moulin Studios featured pictures of two of the seventeen, San Franciscans of course, in their main window display. The girls, "Holly" Rempel and "Binkie" Pino, are seen in our photograph exactly as they appeared to thousands of Bay Area residents. Aren't they beautiful?





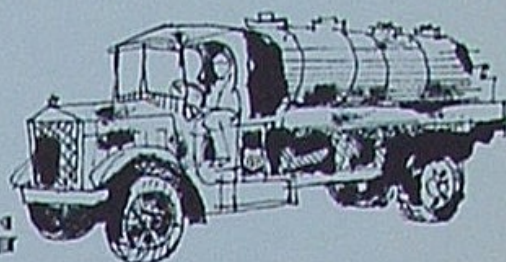
When the Industrial Relations Department asked Union Oilers to send in ideas for safety posters, it occurred to two men at the Del Valle Absorption Plant that new employees frequently were involved in accidents. So plant operator Norman Arnold (left) and compressor operator Robert Wilson put their heads together. Result: a poster showing a hand that was painted green. The caption reads: "Let's all take care of our GREEN HANDS until they can take care of themselves."
—from Scott E. Temple

June first was a special day in the Pacific Coast Division of Exploration and Production. It was on that date when Union Oilers young and old got together for a summer picnic. Among those present was 90-year old Ben F. Blanchard Sr. (below left) who was there not only to meet other retirees but to keep on eye on "Junior." Ben Sr. worked most of the time in Brea as a machinist and foreman. Son, Ben, is production supervisor in the Santa Paula District.



Another father-and-son team at the E&P picnic on June 1 was W. E. Brown (right), and son, K. W. "Brownie" Brown, pictured after polishing off a steak dinner. The senior Brown, who celebrated his 96th birthday anniversary this year, started work July 1, 1910, and served most of his time as superintendent in the Kern River and Coalinga fields until his retirement on July 1, 1930. Son Brownie is production foreman in the Richfield Field.
—from Scott E. Temple

AUGUST-SEPTEMBER 1963



TURNING BACK THE PAGES

(40 YEARS AGO THIS MONTH)

Highlights from the UNION OIL BULLETIN, granddaddy of SEVENTY-SIX magazine, for the month of August, 1923.

• • •

THE ONCE FAMILIAR stake and horse-drawn tank wagon are now relics of a bygone day. There is not a single horse remaining in the sales branch of Union Oil Company. Even in the field department, high powered motor equipment is fast displacing the horse in the hilly districts which, because of inaccessibility, had come to be regarded as the last stronghold of Dobbin."

• • •

"A record for service station completions was made in July when nineteen new stations were opened for business. And the end is not in sight."

• • •

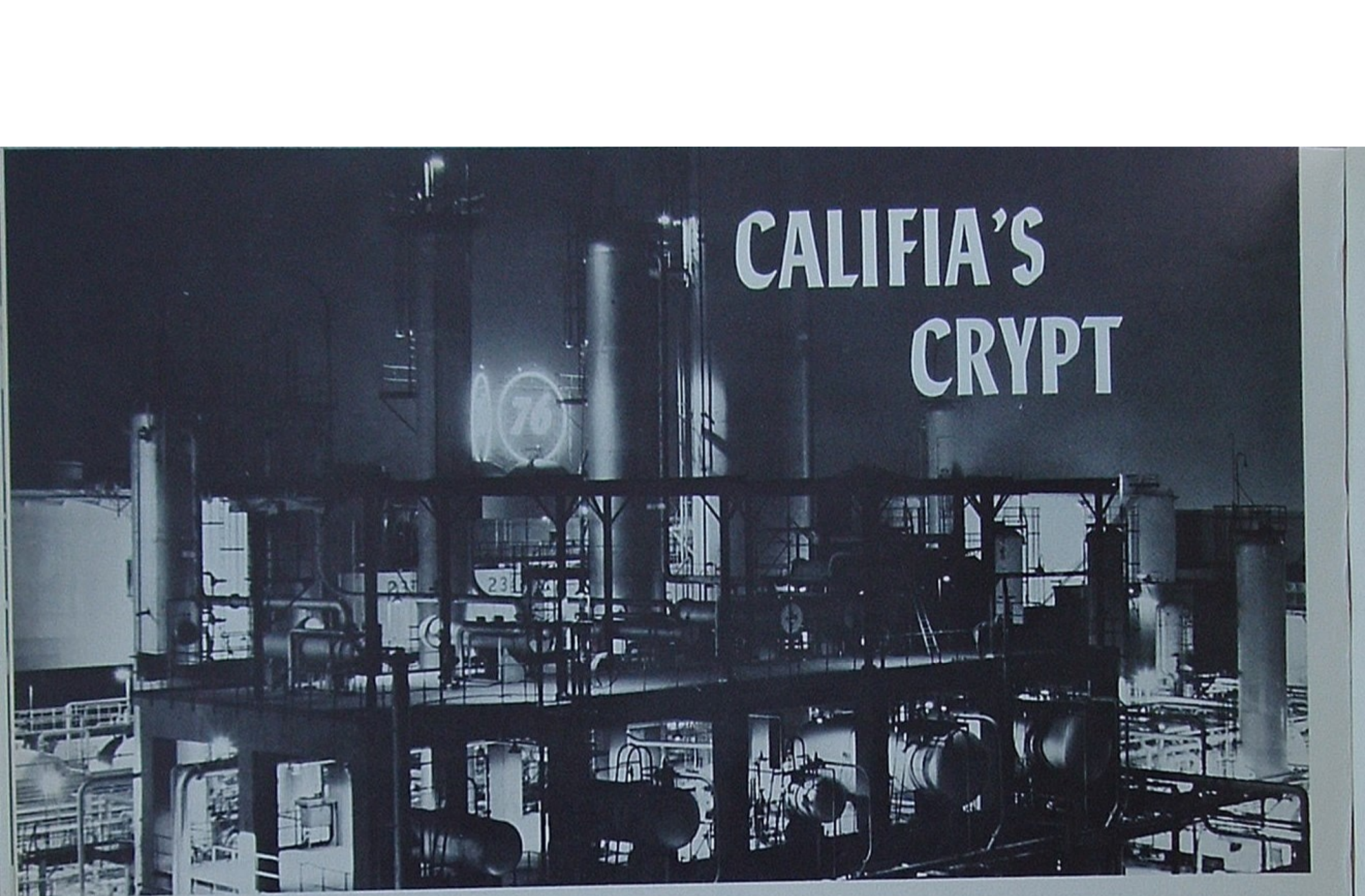
"The Union Oil tanker *Lyman Stewart*, which was wrecked in a collision with the Luckenbach freighter *Robert Luckenbach* in the Golden Gate about a year ago, and which has been on the rocks off Land's End since, is breaking up. The back of the tanker is broken, and the vessel is opening up on the starboard side."

• • •

"Alphonzo E. Bell, on whose property at Santa Fe Springs the Union Oil Company of California has producing wells, is the largest single beneficiary from oil production in this field, and is perhaps receiving more money in royalties from oil (today) than any other American. When the present program is completed, there will have been drilled on the Bell property of 170 acres a total of 24 (Union) wells. Mr. Bell's oil income commenced less than two years ago, when the company put on production its Bell No. 1, after 12 years of pioneering work in the Santa Fe Springs Field."

AUGUST, 1963: Forty years later, the Bell Petroleum Co. is operating its own wells in Santa Fe Springs, one of the great oil strikes in California. Before Alphonzo E. Bell Sr. died in 1947, he founded Bel Air and the city of Bell. His son, Alphonzo E. Bell Jr., is a congressman from the 28th District in California.

THE END



CALIFIA'S CRYPT

What follows is a column that appeared recently in the *Los Angeles Herald-Examiner*. It was written by Mike Jackson, novelist, former editor (*Laguna Beach Post*) and press agent (*Shirley Temple*, *Sally Rand*), and now six-day-a-week columnist. Jackson who modestly says his chief claim to fame is being brother-in-law to Gail Patrick Jackson, executive producer of the *Perry Mason* series, lives at Cabrillo Beach, less than three miles from the Los Angeles Refinery that he writes about. We thought you'd enjoy reading what he has to say. —Ed.

CALIFIA'S CRYPT. Other night, I was overwhelmed by a scene of unsurpassed splendor. Saw it just off the Harbor Freeway as you approach San Pedro. Wanted to park and enjoy the eerie eyeful. But if you give "art appreciation" as an alibi, the highway patrol will send you swiftly to the psycho ward.

The beautiful thing I glimpsed was a lacy web of girders and towers, outlined by the lambent glow of a thousand light bulbs. In the mellow moonlight, it was a visual fantasy.

Tourists snub the spectacle.

Trouble is, this is an oil refinery. To be considered worth your time, any edifice must pass two tests: It should be impractical and have a "story" behind it.

Who would go all the way to India to see the Taj Mahal if they made noodle soup inside? It's the story that attracts you. Mumtaz Mahal died in 1631, after bearing 14 children within 18 years. Her husband hired 20,000 workers to build the memorial.

Any bunch of old stones becomes an inspiring sight soon

as the guide tells you that King Canute was crowned there or Hannibal used the cellar to store elephant fodder.

A guy wouldn't drive his '63 Corvette two miles to see my favorite structure. But he will get on a beat up '48 Camel, and poke along at three miles an hour to see a bunch of bricks called a pyramid because King Zoser, the guide says, is buried there.

Americans are spending millions abroad. I'd like to see us get a little of that back. To draw more European tourists, we just need the right attraction.

The Union Oil Refinery is it. All it needs is a story. That's easy. Call the refinery "Califia's Crypt." It's a natural. Califia was a fabled queen in a 15th century romance. She ruled a land run by women, and it is from Califia that California gets its name.

There will always be some wise-guy to ask, "How do we know Califia is buried here?" Just ask him how he knows old King Zoser is under the pyramid. That'll stop him.

The Union Oil Company should charge \$5 a moonlight visit. The "76" sign can stay. That's an ancient symbol to denote the number of handmaidens, all top trombonists, who carried Califia to her crypt.

There's a million to be made out of it. I am willing to cut the Union Oil in for a fair share of the profits. I get the oil money. Union can have the postal card concession.

The board of directors can consult with me anytime. I'll be at Barney's Beanery.

THE END

Reprinted from the Los Angeles Herald-Examiner, Mike Jackson's column, July 2, 1963. Used with permission.

SEVENTY-SIX



AWARDS

William A. Sellers had just turned fifteen years old when he reported for work at Union Oil Company on September 4, 1913. Lyman Stewart was president, Union's main product was kerosene, delivered by horse-drawn tank wagon. The first La Habra well was brought in that year, and annual crude oil production was only slightly higher than one month's output today. In the five decades since then, William Sellers has seen the company expand and prosper despite two world wars and a major depression, and its products change from the horse age to the air age. Today Sellers is associated with the acquisition program for Minute Man service stations. Next month, he will retire after fifty years' service—the second Union Oiler to achieve this distinction. He looks forward to traveling, fishing and "getting my golf game back into the low 80's."



EXPLORATION & PRODUCTION

August 1963

40 YEARS

WILLIAM F. GERINI (May) Union Oil Center

35 YEARS

FRANK D. CRAWFORD Union Oil Center
ROLLAND R. WEIDE Santa Maria, California
PAUL A. WILSON Santa Paula, California

30 YEARS

PAUL R. BOROFF Guadalupe, California

25 YEARS

BERNARD B. BRISSON (May) Union Oil Center

20 YEARS

HOWARD L. CLARK Rosecrans, California
WALTER H. ELLIS Rosecrans, California
WOODSON W. HARDIN Vinton, Louisiana
JOE J. McCULLOUGH Santa Fe Springs, Calif.
JAMES S. McNULTY Bakersfield, California
ELEANOR L. MURPHY (May) Union Oil Center
ANNE PELLANT (June) Union Oil Center
JAMES H. PEEK Brea, California
JAMES L. SAMPLES Santa Paula, California
NEWTON I. TABER Del Valle, California

15 YEARS

EDGAR K. BORGLIN Bakersfield, California
BERNARD G. CURTIS Coalinga, California

DARNELL FALTERMAN Houma, Louisiana
WM. L. GEISSERT Union Oil Center
RICHARD A. GODDARD (June) Union Oil Center
JOE A. HOUSER Santa Maria, California
LORENE S. PETERSON (June) Union Oil Center

10 YEARS

ARTHUR H. BULS (June) Union Oil Center
J. W. DELOZIER, JR. Bakersfield, California
LEO M. MELTON Brea, California
WILLIAM T. PEREGRIN Union Oil Center

September 1963

40 YEARS

FRANK M. ADAMS Orcutt, California

35 YEARS

JOHN H. EUSTON Midland, Texas

30 YEARS

EDGAR W. BILLINGTON Orcutt, California
JAMES M. BLOOM Richfield, California
WILLARD S. FORBES Orcutt, California
LESTER LaGRAFFE Orcutt, California
WILLIAM MASSA Santa Maria, California
OLIVER D. MILLER Kern, California
CARL L. MORGAN Santa Maria, California
LEWIS G. SNYDER Santa Maria, California
EDWIN A. TOMASINI Guadalupe, California

20 YEARS

JOHN ADAMS Orcutt, California

PAUL E. BLAKE Santa Maria, California
EUGENE E. CARLSON Union Oil Center
WILLIAM A. GREENWALT, JR. Manila, Philippines
MITCHELL PARISH Vinton, Louisiana
DONALD F. WELTY Richfield, California

15 YEARS

EDMUND C. BABSON Union Oil Center
ELDEN C. BASSI Santa Maria, California
LYLE A. BEDFORD Cut Bank, Montana
C. J. BERGERON Houma, Louisiana
ROLAND E. DUROCHER Cut Bank, Montana
DUANE A. FOSTER Santa Maria, California
HARRY E. KEEGAN Midland, Texas
GRAHAM W. LESTER Santa Fe Springs, California
NORA L. SIEMON Union Oil Center

10 YEARS

EDMUND J. BAILEY Orcutt, California
LILLIAN CRUTTENDEN Union Oil Center
MARION M. HOOKS Houston, Texas
MARVIN F. LeBLANC Abbeville, Louisiana
ERNEST MILLER, JR. Brea, California
JOSEPH L. TERRELL Brea, California

REFINING & MARKETING

August 1963

40 YEARS

RICHARD J. CHOWEN Los Angeles Refinery
EDWARD G. HENDERSON Petaluma, California

continued

SERVICE EMBLEM AWARDS

continued

35 YEARS

OREN G. GILBERT Salt Lake City
 HOLLIS E. MEREDITH Union Oil Center
 ARTHUR F. PINK Oleum Refinery
 HUBERT T. ROGERS Los Angeles Refinery
 GERALD L. TATHAM Los Angeles Refinery
 CARL O. WHITSON Los Angeles Refinery

30 YEARS

HENRY C. ANDERSON Los Angeles Refinery
 CLYDE G. BALDOSSER Colton, California
 JAMES S. COOPER Oleum Refinery
 JOHN L. DAILEY Oleum Refinery
 CHARLES H. DUNCAN Union Oil Center
 AUBREY E. FRASER Union Oil Center
 DOUGLAS C. HARVEY Oleum Refinery
 MALCOLM KENT San Fernando, California
 THOMAS E. KILLELEA Oleum Refinery
 DARRELL L. POVEY Union Oil Center
 CHARLES E. POWELL Seattle
 DANIEL RATKOVICH Oleum Refinery
 GEORGE E. ROWE Los Angeles Refinery

25 YEARS

SAMUEL D. TABER Union Oil Center

20 YEARS

JOSEPH M. BILLECCI Oleum Refinery
 FRANCIS A. BRADSHAW Oleum Refinery
 DOYLE E. CARTER Los Angeles Refinery
 JOHN J. CHILDS San Luis Obispo, California
 CHARLINE J. DURANT Union Oil Center
 GRACE M. EAVES Los Angeles Refinery
 DAVID FERRANTE Los Angeles Refinery
 BILL P. FERRARO Los Angeles Refinery
 HARRY F. KIMMICK Los Angeles Refinery
 GEORGE L. LUNDE Los Angeles Refinery

15 YEARS

ROY M. BARNES Union Oil Center
 R. D. CHRONINGER San Francisco
 JERRY CLINE Union Oil Center
 RICHARD A. HALL Oleum Refinery
 JAMES JACKSON Oleum Refinery
 MORENO E. WALLACE Los Angeles

10 YEARS

ROBERT ARMSTRONG Los Angeles Refinery
 JOHN W. BARRETT Portland
 ANITA W. EMERY Union Oil Center
 FAYE LeROY LEHMAN Santa Maria Refinery
 JEROME LUBOVISKI Union Oil Center
 G. P. MacQUARRIE San Francisco
 ESTHER C. PEREZ San Francisco
 RUTH M. RILEY San Francisco
 JOHN L. SMITH Los Angeles Refinery
 FRANK A. SMREKAR Union Oil Center
 DAVID G. ZENK Sacramento

September 1963

50 YEARS

WILLIAM D. SELLERS Union Oil Center

40 YEARS

HAROLD G. COOPER Union Oil Center
 EDWIN G. DELEREE Los Angeles Refinery
 MERLE R. RUEDY Los Angeles
 ALBERT H. P. WONG Hawaii

35 YEARS

THEODORE L. BARBER Kern, California
 JAMES C. CARGILE Oleum Refinery
 ROBERT C. DIEHL Union Oil Center
 BENJAMIN C. EMERTON Oleum Refinery
 C. A. GOUGHNOUR Sacramento
 E. MORLEY JOYCE Union Oil Center
 EVERTT M. C. SMITH San Francisco

30 YEARS

LOUIS D. ACCOMAZZO Oleum Refinery
 ANGELO G. BANDUCCI Oleum Refinery
 RUSSELL E. COOK Santa Maria, California
 LAWRENCE T. GRISHAM Los Angeles Refinery
 HERBERT H. HAGAN Oleum Refinery
 URIAH V. McMAHON Oleum Refinery
 CHARLES L. NARRY Oleum Refinery

25 YEARS

PETER S. ZNAMENS San Francisco

20 YEARS

EUGENE W. COMMANDER Los Angeles Refinery
 DOROTHY M. DAVIS Los Angeles Refinery
 C. J. KOLDOFF Phoenix
 ELAINE M. LAWSON Union Oil Center
 ROBERT A. McKEAN Union Oil Center
 W. C. SCHWEICKHARDT Los Angeles Refinery
 LEE ROY WOODRUFF Los Angeles Refinery

15 YEARS

S. A. BROWNE Union Oil Center
 DELLA D. HOEMANN Hawaii
 ARTHUR KACSMAREK Los Angeles Refinery
 KENICHI KUWADA Hawaii
 MIKE G. MATANIC Oleum Refinery
 HAROLD W. STEWART Cut Bank Refinery
 C. W. THOMSON Richmond, California
 BURTON D. THORPE Great Falls, Montana
 CHARLES W. WILLIAMS San Luis Obispo, California

10 YEARS

EDWARD C. ASHBURN Santa Maria Refinery
 GRANT D. BELCHER, JR. Santa Fe Springs, California
 JOSEPH BYRNE Union Oil Center
 CHARLES C. CURTIS San Francisco
 W. R. ECHENBERGER San Francisco
 AMELIA E. FERNANDEZ San Francisco
 LEO S. FREDETTE Los Angeles Refinery
 DONALD W. JOHNSTON Santa Maria Refinery
 WILLIAM P. LEAMY Los Angeles Refinery
 JAMES E. PARKER Los Angeles Refinery
 ALBERT L. PHILLIPS Oleum Refinery
 W. L. STEWART, III San Francisco
 GEORGE E. TAPLEY Cut Bank Refinery
 ESTHER J. VAZQUEZ San Francisco
 WILLIAM B. WHITE Los Angeles

CORPORATE STAFF

August 1963

40 YEARS

WM. M. KETTERINGHAM Research Center

30 YEARS

C. L. SKILLMAN Union Oil Center
 H. E. FLEETWOOD Seattle

20 YEARS

RAYMOND MURPHY Research Center

15 YEARS

MARGARET G. DODGE Union Oil Center
 F. H. FORESTER Seattle

10 YEARS

D. C. GULLICKSON San Luis Obispo, California
 FRANCIS G. HAWKINS Union Oil Center
 THOMAS F. THEOBALD Union Oil Center

September 1963

40 YEARS

W. L. STEWART, JR. Union Oil Center

35 YEARS

MARK P. HARRINGTON Research Center

30 YEARS

WILLIAM A. BLEY Union Oil Center
 KENNETH A. WOODS Research Center

20 YEARS

JOSEPH A. LYSLE Union Oil Center
 HOWARD C. YOUNGMAN Research Center

15 YEARS

J. G. CLAYPOOL Research Center
 ROBERT T. JESSON Union Oil Center
 GEORGE W. ROBERTSON Santa Fe Springs, California
 ROGER M. STRENCH Union Oil Center

10 YEARS

BYRON E. ESTES Union Oil Center

DEALERS

August 1963

35 YEARS

ERIC JEFFERY Fullerton, California

30 YEARS

BRAND & SULLI Pasadena, California

25 YEARSEDWARD ENGEL West Covina, California
ROBERT HALL Glendale, California**15 YEARS**CHET CARPENTER Alhambra, California
W. H. CLINGSMITH Ventura, California
J. H. EMBRY Vista, California
ALBERT C. HOLT Hilo, Hawaii
JACK McEVERS Los Angeles
ERNEST WILSON (March)
West Yellowstone, Montana
R. C. WINSOR San Diego**10 YEARS**DOROTHY ALVERSON Olympia, Washington
BISHOP CREEK LODGE Bishop, California
HARRY EIGSTI Vancouver, Washington
JOE MAGEE Long Beach, California
E. R. NANCE Portland**5 YEARS**BUD BROTT Oroville, Washington
FRANK CARPENTER Lookout, California
(dba Frank's Lookout Motors)
CLARK AVENUE AUTO REPAIR
La Puente, California
WILLIAM CRICHTON, Jr. Millbrae, California
ERNEST B. ELLSWORTH San Diego
NELSON FRY San Diego
(dba Nelson Fry Motors)
LONZO GUILLIAMS Sacramento
R. W. HAMILTON Fairbanks, Alaska
VINCE LA BARBERA Pomona, California
W. S. LARSON Eugene, Oregon
JACK LINDSEY Republic, Washington
SEICHI MATSUMOTO Kukuiahaele, Hawaii
K. POWELL & J. LACEY Whittier, California
RAYMOND PUHUYESVA Hotevilla, Arizona
V. M. ROMBERGER San Francisco
DAVID SILVERSPARRE La Canada, California
EUGENE STOVER Springfield, Oregon
JULIUS WETSCH Renton, Washington**September 1963****25 YEARS**L. A. STORY Upper Lake, California
J. F. WALKER Pomona, California**15 YEARS**FRANK CHIN Salinas, California
LINWOOD CROMWELL Donald, Oregon
RAY MYERS Silverton, Oregon
LOUIS W. POULOS Portland**10 YEARS**JOHN C. APPLGATE Flagstaff, Arizona
PERCY ARNOLD Helena, Montana
JIM BUSH FORD MOTORS Ashland, Oregon
FIRESTONE STORE Walnut Creek, California
FRANK OTT Monterey, California
GORDON SINGER, dba HELM STORE
Helm, CaliforniaJACK TSUDAMA, dba I & T SERVICE
Fresno, California
WILLIAM D. WASCHER Portland**5 YEARS**HARRY ALEXANDER Winlock, Washington
JACOB BELZ Seattle
HARRY BRILL Edmonds, Washington
ANDY CALLERO Black Diamond, Washington
R. H. HULTMAN Seeley Lake, Montana
JIFFY CAR WASH OF SAN JOSE
San Jose, California
LYLE KENDALL (July) Pomona, California
JACK G. MATTLE San Francisco
L. E. OLMSTEAD Glendale, California
S. E. ONORATO GARAGES Los Angeles
PEPPER TREE INN San Jose, California
H. P. PRISCHMANN San Rafael, California
JAMES PRUSS Bellevue, Washington
BERNARD A. SHARK Mesa, Arizona
M. G. TAKEUCHI Santa Barbara, California
RUSSELL K. THRASH La Porte, California**CONSIGNEES—DISTRIBUTORS****August 1963****40 YEARS**

E. W. RUNKLE Moorpark, California

35 YEARSE. T. LYON Walnut Grove, California
FLOYD TUCKER Pt. Townsend, Washington**30 YEARS**T. J. KILLEEN Paso Robles, California
M. A. MALMOE Cheney, Washington
H. L. OBERSON Albany, Oregon
J. B. THOMAS Gilroy, California**15 YEARS**CALIFORNIA YACHT ANCHORAGES, INC.
San Pedro, California
CLAIR HUGHES Mesquite, Nevada**10 YEARS**L. E. STEELMAN John Day, Oregon
TIDE PRODUCTS, INC. Edinburg, Texas**5 YEARS**

ALLIED OIL & SUPPLY Omaha, Nebraska

September 1963**35 YEARS**ROBIN M. CORBETT Livingston, California
G. W. HARKENRIDER Hermiston, Oregon**15 YEARS**WAYNE JACKSON Seaside, Oregon
CIRIACO HERRERA Eureka, Nevada
BENT T. SMITH Petersburg, Alaska**5 YEARS**

HOWARD SIBLEY Othello, Washington

RETIREMENTS**July 1963**CLEO BEAN
Whittier, California January 2, 1947
JOSEPH M. BERNARDIN
Oleum Refinery June 16, 1942
CECIL V. BOYCE
Seattle February 18, 1943
MELVIN DOLLE
Los Angeles Refinery June 29, 1934
FRANK L. HENNESSEY
Los Angeles Refinery August 18, 1945
RAY D. LUNDBERG
South Gate, California December 1, 1928
SOLOMON A. MCLUCAS
Taft, California June 28, 1922
CLARENCE L. PETERSEN
Oleum Refinery September 2, 1931
JOHN TAYLOR
Los Angeles Refinery October 1, 1927**August 1963**ALBERT G. BATEMAN
Oleum Refinery March 24, 1943
PHILIP M. BISHOP
Portland August 13, 1925
FORREST W. HERPST
Los Angeles Refinery August 2, 1945
CHARLES ROY LEAVENWORTH
Los Angeles Refinery April 25, 1927
GREGG B. McBRIDE
Los Angeles Refinery June 5, 1922
RAYMOND C. NICODEMUS
Los Angeles Refinery November 28, 1952
FLOYD SHARP
Oleum Refinery April 26, 1942**IN MEMORIAM****Retirees:**FRANK A. FARIA
Oleum Refinery May 28, 1963
HENRY CARDOZA
Oleum Refinery June 26, 1963
OLE O. IRWIN
Pacific Coast Division June 19, 1963
LOYAL R. MILLER
California South Coastal Div. June 21, 1963**Employees:**WALTER J. MCADAM
Cut Bank, Montana June 9, 1963

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



EMPLOYEES



STOCKHOLDERS



TAX COLLECTOR

Who profits most from Union Oil?

Our employees do the work; our stockholders put up the money; but the tax collectors get more than either.

In 1932, Union Oil Company's taxes (City, County, State and Federal) added up to \$1.6 million. By contrast, our employees that year received a total of \$13 million in wages and salaries. And our stockholders got \$5.2 million in dividends.

In 1962—30 years later—our employees received \$57 million in salaries and wages; our stockholders got \$20 million in dividends; but our taxes amounted to \$34.5 million.

Payroll and dividends have increased approximately four-fold over the last 30 years, but taxes are over 21 times higher.

Still, this only tells part of the story. The company was also required to withhold \$9.6 million from our employees' paychecks, and pay another \$1.9 million in company payroll taxes.

If we add to all this the amount of income taxes our stockholders paid on their dividends—even at the minimum tax rate of 20%—we find that the tax collectors got approximately \$50 million from Union Oil's 1962 operations. The stockholders got \$16 million. And the employees, who work full time at the job of running the company, got \$47.4 million—\$2.6 million less than the tax collectors.

Who profits most from Union Oil? GOVERNMENT.

YOUR COMMENTS INVITED. Write: The President, Union Oil Company, Union Oil Center, Los Angeles 17, Calif.

Union Oil Company of California

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Business Week
Cosmopolitan

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U.S. News & World Report
Time

plus selected financial magazines and 15 major metropolitan newspapers on the west coast