



“*On Tour*”

FEBRUARY, 1948

VOL. 10, NO. 2

IT'S A REMARKABLE THING

By Joe

Our new post office is operated by good solid Americans like you and me. The building is large, modern, impressive—perhaps the most expensive of its size in town. It'll probably last forever, BUT:

There's something about a post office I don't quite like. Seems as if, no matter where you are in town, the place is too far away and too hard to find. There's plenty of lawn around it, but never enough parking space. You have to walk upstairs, through a long corridor, and past dozens of signs to find the window you're looking for. Likely as not you're the fourth or, near Christmas, the twenty-fourth in line. If you've come to buy stamps, you'll get stamps—nothing else. To charge a purchase is unthinkable, and there's no hope of even getting a check cashed. Nobody's particularly glad to see you or enthusiastic about saying "Good morning," "Thank you," or "Goodbye". You turn away cheerlessly and, while walking out the door, aren't comforted much by the posters reading, "Wanted for murder—kidnaping—forgery". I've noticed only two fundamental changes in post offices in the last forty years. Each new one is bigger and costs more.

Down the street on almost any convenient corner is one Jack Doe, Union Oil dealer. Jack runs a nice new service station. You drive right in—right up to the pump—don't even get out of the car. Jack comes on the double or, if there's someone in line ahead of you, smiles "Hello, Joe, be with you in a minute!" Ask for "Five of 7600" and the gasoline is counted out in gallons and cents right before your eyes. Jack's more concerned about your car than he is his own; checks the crankcase oil, radiator and battery water; cleans the glass; puts air in the tires. If you're a stranger in town, he'll hand you a new road map and a nice picture postcard. More than once he's gone so far as to furnish a desk, pen and ink, a stamp, and messenger service to the distant post office. The service is all "on the house". The stamp you must pay for. The gasoline is yours for cash or a Union Credit Card. As you drive away, Jack's parting "Thank you, call again!" sort of makes you feel good all over. Doesn't it?

Ever stop to think what the difference is—the difference between the post office and Jack Doe's station?

Competition, neighbors and congressmen, nothing else but competition!

IMPORTANT!

The Annual Shareholders' Meeting is scheduled for April 13th. If you do not plan to attend this meeting personally, please sign and return the proxy that has been mailed to you. No employee should regard his or her holdings as being too small for representation at this meeting.

THE COVER

Neatly dressed, pleasant and confident in manner, Earl McCloud, resident manager at Pasadena, opens the door to this month's presentation of typical Union Oil salesmen.



SALES MEETING: Although individual initiative is an essence of good salesmanship, Company representatives assist each other and keep pace with Transportation, Manufacturing and other depart-

ments. Here at Seattle is a typical Monday morning conference, presided over by Con Deasy, resident manager. These men are acquainted with every important oil buyer in the Seattle area.

Mr. Union Oil

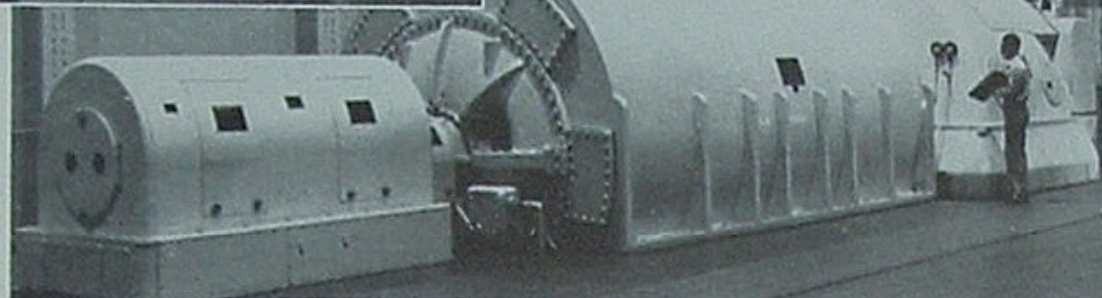
Most customers buy Union Oil products because they like Union Oil people. Certainly the product must be tops and the price must be right. But the competitive oil industry offers many fine products at fair prices. Therefore, customer decisions are often based on their reactions to Company people—the smiling dealer in clean uniform; the polite salesman who knows how to talk and when to listen; the hard-working tank truck salesman whose pride in the product he delivers is matched only by his sincere interest in the customer he serves.

That is why the Company takes care and pride in the selection of its sales representatives. These men who make thousands of sales contacts daily, are widely known and highly regarded throughout the Company's marketing areas. Customers always know and often address them as "Mr. Union Oil."

All Company employees are important sales people. The stillman's neighbor tries Triton because he likes the stillman. A stranger buys "76" Gasoline because some field employee driving a Company truck courteously offered highway directions. The bank teller requests a Union Credit Card because of the pleasant people who visit his window to cash Union Oil pay checks.



COMPETITION is the salesman's steady diet. At a San Francisco Plant victory luncheon, Jack Greeley, resident manager, acclaims Joe Young of Auto Row best producer in a successful Unoba drive.



San Diego is lighted by this San Diego Gas & Electric Co. 35,000-kw turbo-generator, which in turn is powered by Union fuel oil. Ted Chambers (inset) is the Company representative who serves this important account.



Hal Schuyler, left, marine representative, Seattle, is at home in any ship's engine room, having served as a chief engineer during World War II. Through such contacts, marine fuels and lubricants are sold in large quantities.



Wholesale Salesman

Al Holland, plant superintendent of Wailes-Bageman, Inc., challenged "Mac" Carter, right, to produce a Union product that would prevent the sticking of concrete roof slabs to metal forms. "Mac" located the right product and won a loyal customer.

C. C. Humphrey (inset, left), resident manager at Modesto, has evidently given officials of the Modesto Refrigeration Co. a satisfactory solution of the varied oil problems found in their huge modern food-freezing plant.

Having sold several carload orders of white oils to the Avon Products Co., Inc., Don L. Loughery, resident representative, Pasadena, encourages Avon's Betty Cishek to test the superiority of the finished hand-cream product.





A veteran Oakland salesman, Roy Christiansen, left, "meets the right people" in the persons of A. R. Popperwell, center, superintendent, and Henry W. Bigge, president, of Bigge Drayage Co. Oil is transportation's staff of life.

To George F. Williams (inset, left) is entrusted the Company's 30-year friendship with Nettleton Timber Co., Seattle. He watches with P. W. Hawes and Magnus Nelson, right, as giant log rafts cross Puget Sound.

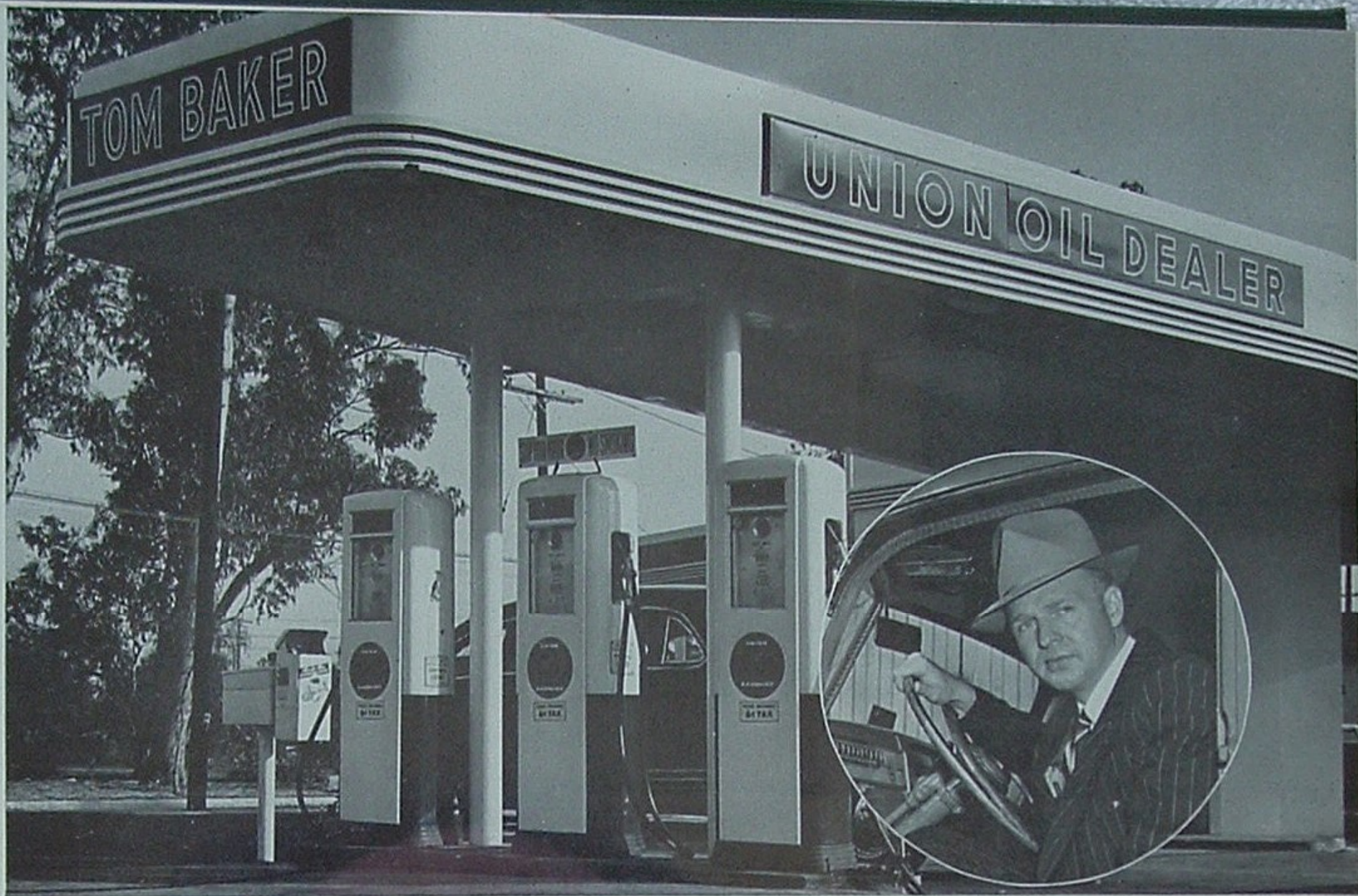
When salesman meets salesman, business prospects are often doubled. E. V. Frary, left, of Burbank received an order for Royal Triton all right; but John B. Rudy, direct factory dealer for the 1948 Ryan Navion, almost persuaded Ed to accept his payment in airplane.



Always welcome at the Bekins Van & Storage garage is U. R. Kendree, right, resident representative, San Francisco. To superintendent Fred Main's gentle ribbing, "Jack" responds by suggesting "two more barrels instead of one."

An important portion of San Diego's famous tuna fleet is powered and lubricated with Union products, thanks to the teamwork of (inset) Joe Miller, left, resident representative, and Sam Crivello, marine consignee.





Getting established in a fast-growing residential district is this fine new lessee-operated service station in Santa Anita. L. E. Peverill

(inset), Pasadena retail representative, has been charged with helping the station justify high construction costs.

Retail Representative

In an area extending from Alaska to Mexico, Montana to Hawaii, Union Oil products are being marketed through approximately 4,100 retail accounts. Of these, 54 are employee-operated stations and 1,700 are leased by the Company to private operators. The remainder are classified as equipment units, airport units, and independent garages and service stations that handle Com-

Jack Dawes, center, Berkeley, lends a hand to Harold Steinman, lessee, and Robert Crucey, left, to emphasize station cleanliness.

pany gasolines exclusively.

The Company, with many years of practical merchandising experience, has found that the interests of all concerned are best served when it offers the dealers assistance and guidance in the operation of their service stations.

It is to the retail representatives that these service and

The opening of No. 2796 in Sacramento found B. H. Gimblin, center, coaching H. Soderburg, left, and J. Betton on sales solicitation.





Ward Samuelson, left, compliments Al Hodder of Oakland for properly using a Stop-Wear guide card to assure faultless lubrication.



Employees Ira Boyd, left, and Gordon Rohr listen to sales counsel of Earl Engen, center, experienced San Francisco representative.

business-counseling responsibilities are delegated. They assist in promoting the sale of our products by encouraging station attractiveness and cleanliness; by seeing that advertising material is used to the best advantage; by teaching a routine of courtesy, efficiency and good-salesmanship known as "Minute Man Service"; and by constantly demonstrating their sincere interest in the dealers' success.

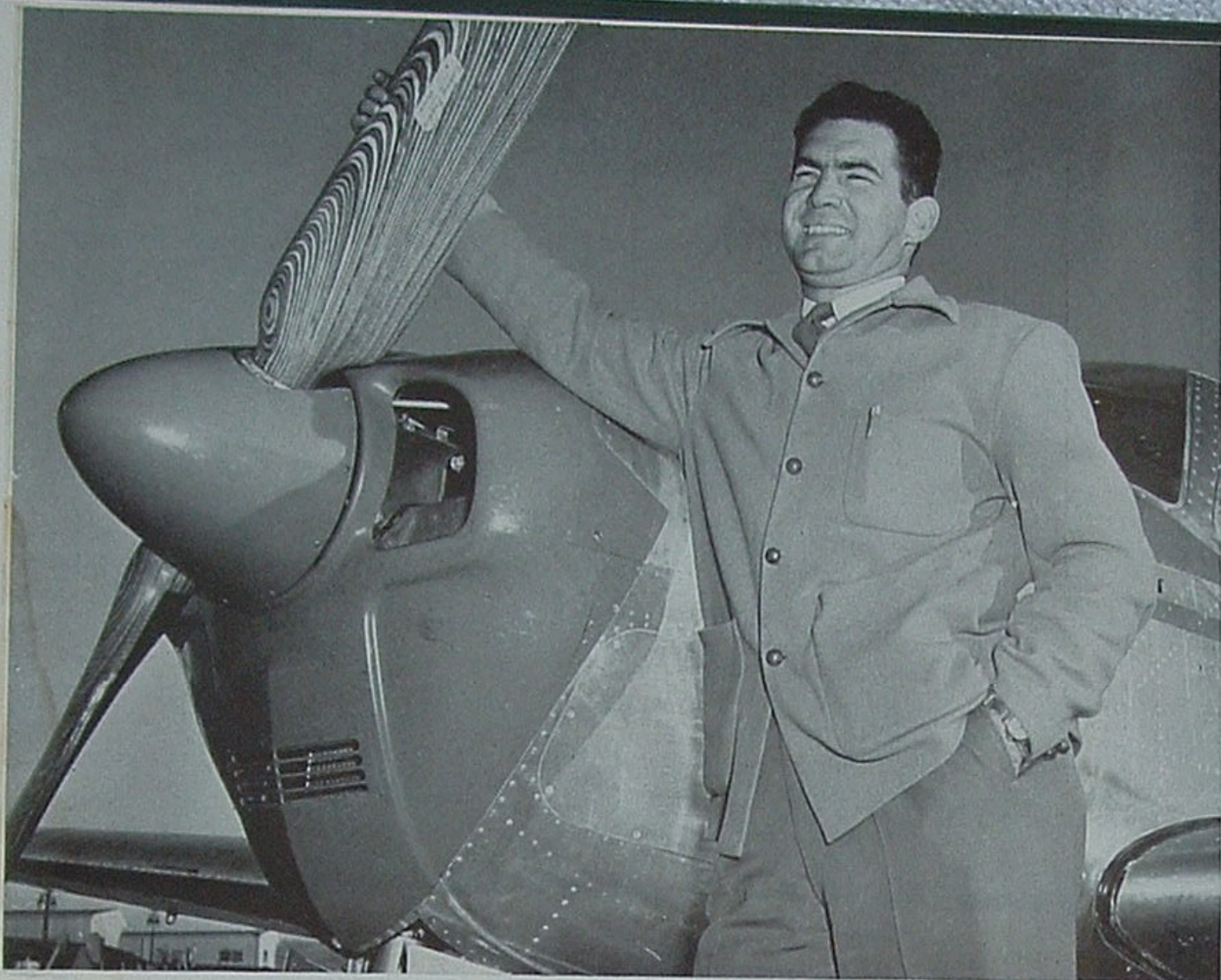
To do such a job well requires that the representative

Would you have noticed anything wrong with this night picture of a busy Union Oil station? An alert retail representative points out

be intimately familiar with every phase of the service station business. He plays an important part in recruiting, selecting and installing of new lessees. Often you'll find him in "whites", arranging attractive stock displays, waiting on customers during the rush of a station opening, or teaching a new employee how to lubricate a car. He knows how to attract retail business, how to hold the business, and how to teach other salesmen what he knows.

that there are too many vending machines obstructing the door and drive-ways. Soon a Union Oiler will advise moving them.





Nicholas M. Norton and his new plane are looking for oil business. Since 1940 he has come up from office boy to aviation representative via Union Oil, the Air Corps, and University of California.



An intricate new bottling machine, built in Sweden for Colgate-Palmolive-Peet Co., called

Industrial Service Representative

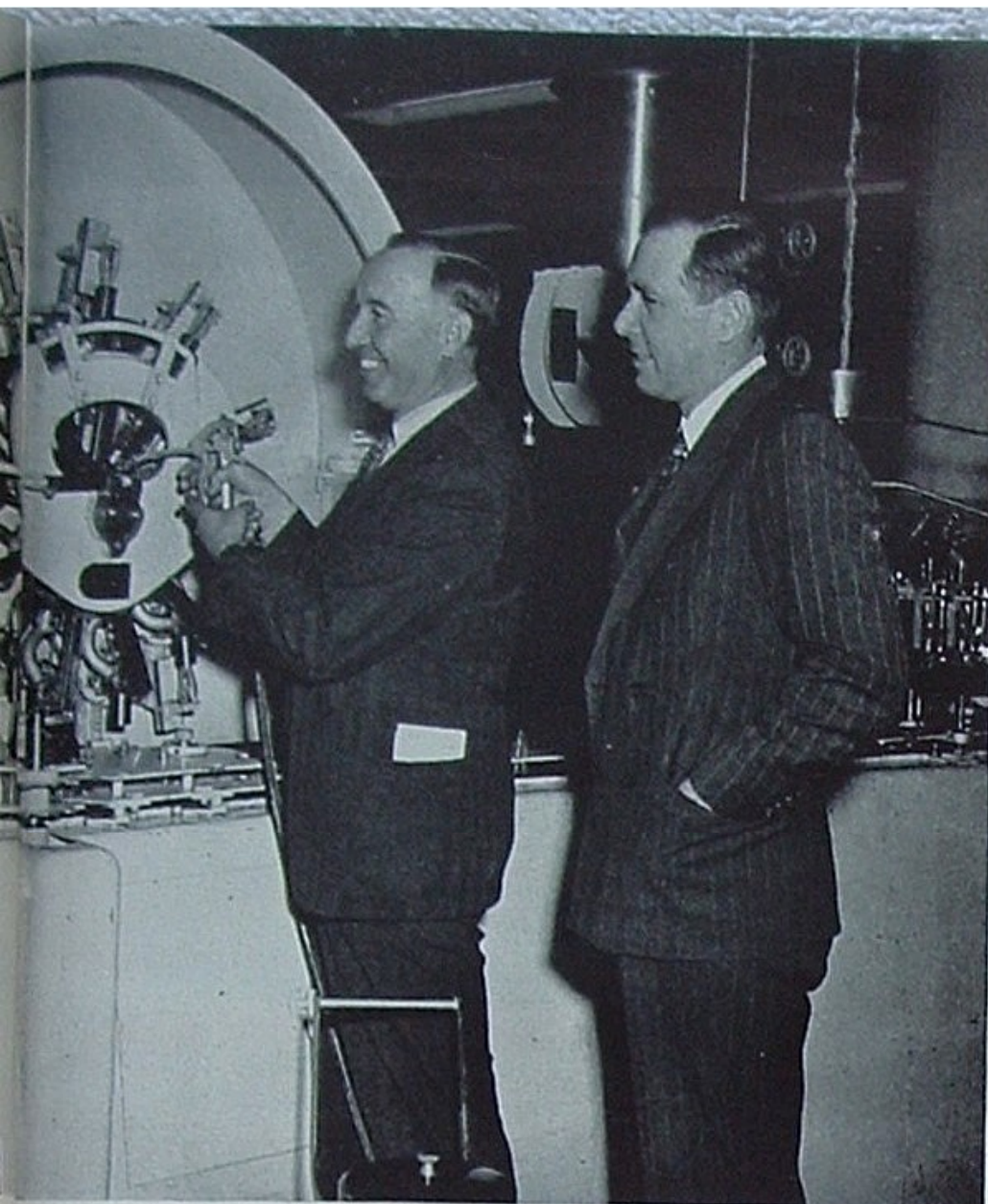
Unlike the store package of cake flour, few petroleum products can be sold under a satisfactory label of printed instructions. Most oils have from several to hundreds of uses and applications. Moreover, their effective use in many cases is influenced by such indefinite factors as climate, widely varying operating conditions, and the amounts of heat, moisture and contaminating substances present.

Because no one salesman could be expected to have the answer for every oil problem in his field, the Company has created a number of highly specialized sales assignments. In these jobs are men who have fitted themselves through study, specialization and long experience to handle some of the more technical phases of marketing. Among these assignments are those of the aviation representative, the marine representative, the asphalt representative, and, more especially, the industrial service representative.

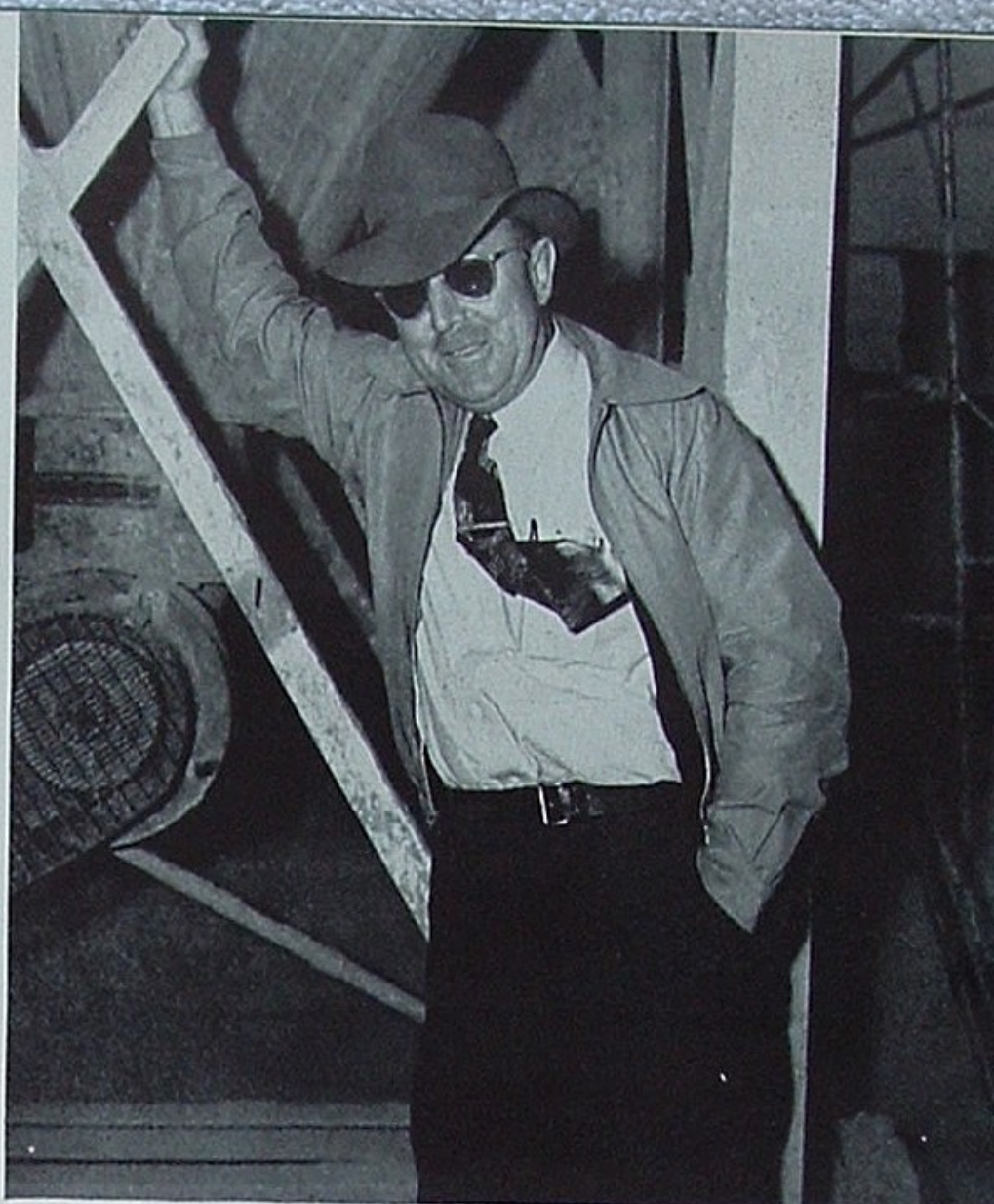
The latter are the engineers and trouble-shooters of the trade. Their aid is sought in the event of fuel or lubrication problems, or when Company products are to be recommended for use in new processes and machines.



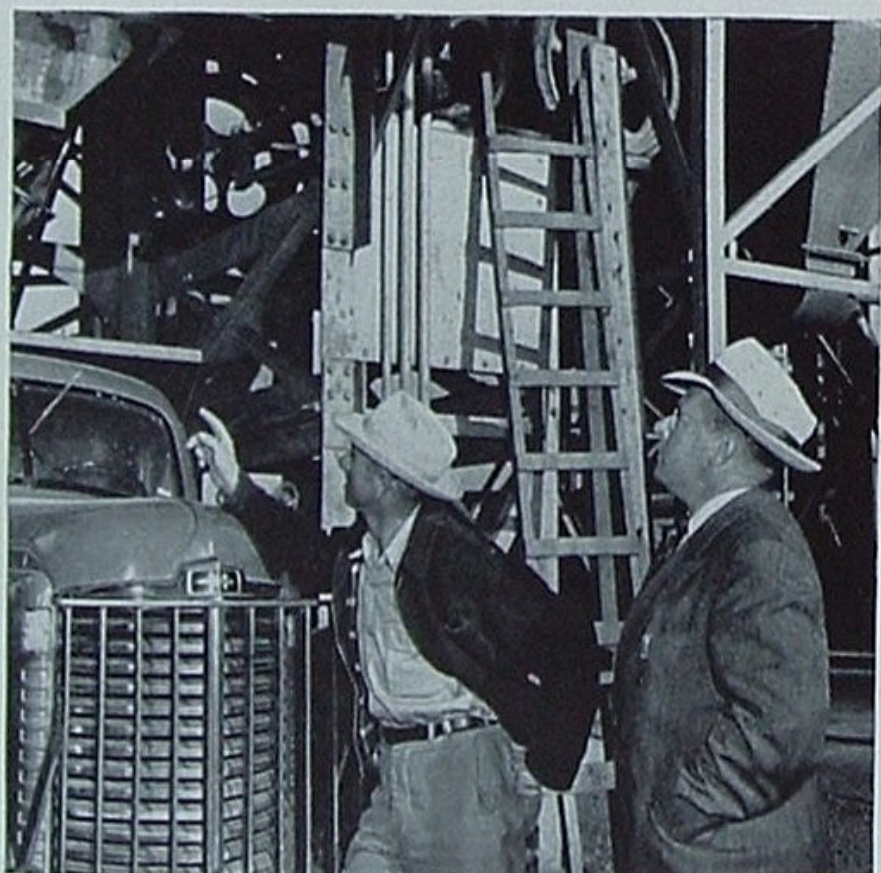
At Armco Drainage & Metal Products Co., Oakland, George F. Choate, Company asphalt specialist, discusses pipe coating with H. V. Dabadie, left, whose company has bought our products for many years.



for Union lubricants. Showing R. C. Pointer, engineer, how to obtain optimum protection with Unoba are R. V. Martin, center, industrial service representative, and H. B. Anderson, right, of Oakland.



In diagnosing the lubrication ills of the Riverside District, Francis Lanning encounters a wide variety of equipment and weather. Here in a Coachella dust storm he doctors a transit mix plant.



Interested in Superintendent Vince Memone's asphaltic concrete problem at the Charles L. Harney, Inc. plant, San Francisco, is G. K. Reid, right, who represents Company among road contractors.



Ralph W. Henderlong, center, with State of California purchasing men L. R. Smith, left, and H. M. Baker in Sacramento, is always among first to hear of low bidders on State roads and construction.



One of the largest of the 1948 Sales and Advertising meetings was this one at the Biltmore Hotel in Los Angeles. All of the 501

guests were employees. They enjoyed a delicious dinner, an entertaining program, and an impromptu welcome from Reese H. Taylor.

1948 Ad Preview

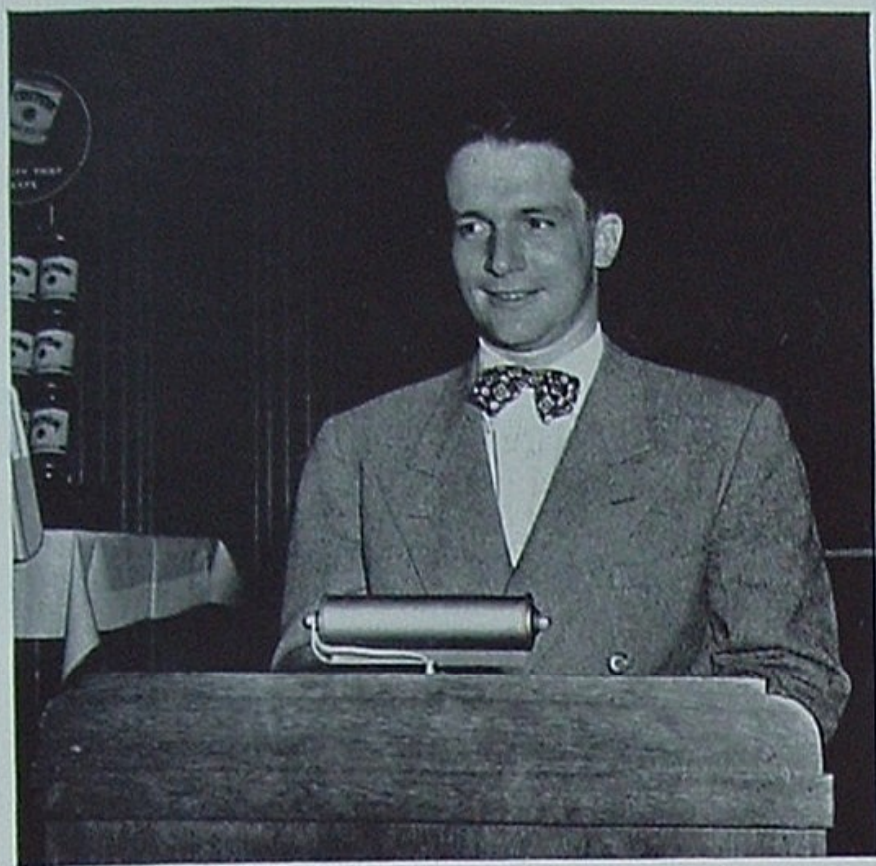


Al Grogan, popular and able exponent of retail sales promotion, handled his subject with skill and sincerity, won earned applause.

The Company has again demonstrated through a series of Pacific Coast dinner-meetings that it pays to advertise everything, including advertising and sales promotion plans.

This year's meetings, numbering 49, attracted a record attendance of 8,500. Of these guests it is estimated that 2,700 were employees and most of the remainder dealers, all of whom exhibited keen interest in our marketing future. Each left the meetings fortified with good food, a souvenir pen, and ample assurance that Union Oil products will not want for public attention in 1948.

The nationally popular and internationally noticed institutional ads will continue to tell the world how and why we click. Cleverly illustrated "Believe-it-or-not"-type ads will carry facts concerning our unexcelled gasolines and lubricants. Service stations will bid for the patronage of every motorist through an invigorated program of service, cleanliness, courtesy, and eye-appeal. And Union Oil will lead again by introducing the Master Tire-Gauge Tester, a device that will mean accurate tire pressures and longer tire mileages for Company customers.



Haines Finnell, public relations representative, was introduced at most of the meetings and, in turn, introduced his sales colleagues.

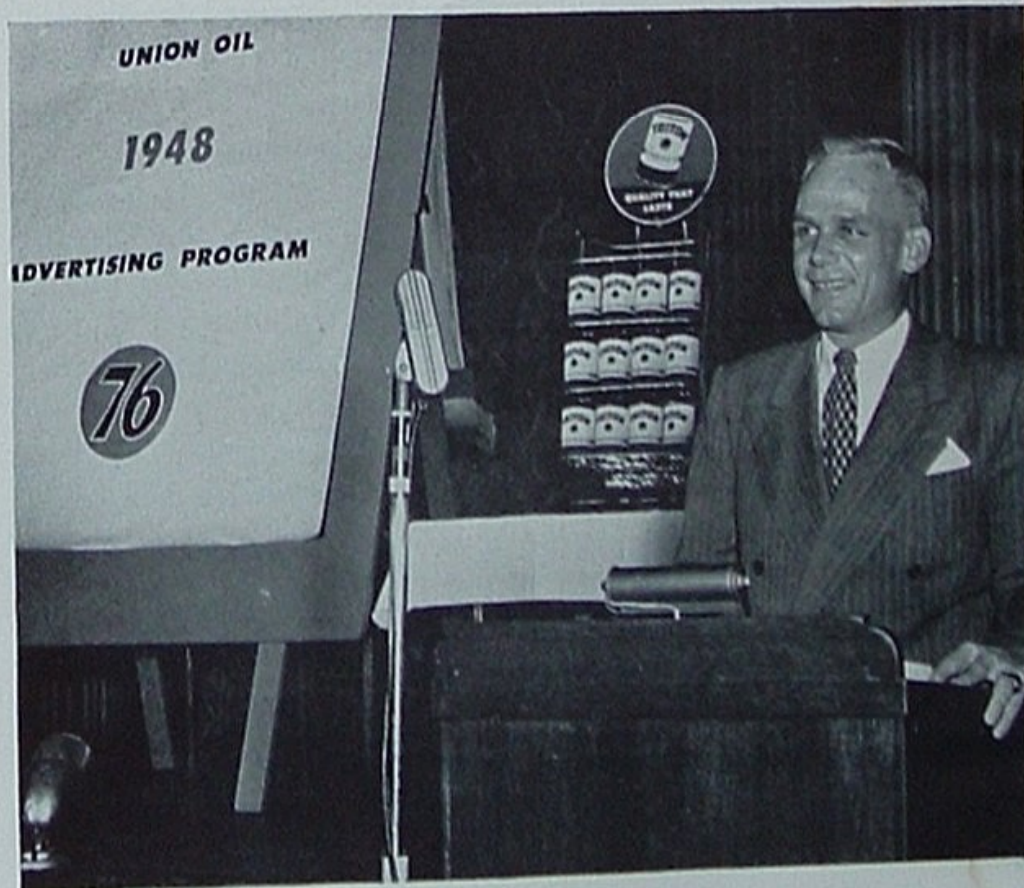
In addition to the speakers and entertainers shown on these pages, an equally talented group toured the Northwest. They were led by Ted Rathbone of Sales Services and Mike Corcoran, advertising man, and included entertainers Irvine Scharf, Linda Merrill, and Francine Fay (but no photographer, darn it!).



Without a voice Maxine Conrad would have been treated enough for the glamour admiring audiences; but she also is a talented singer.



Musical hits of the traveling show were Jack Aronson, pianist, and Ruth Denas, accordionist, both professionals of the highest order.



Jack Smock of Foote, Cone & Belding expounded the gospel of good advertising and left no doubt as to the punch in our '48 program.



RICHARD D. SMITH
Assistant to the President

The Glacier Division



E. P. TALLANT
Manager of
Production



MAX PARKIN
Superintendent
of Plants



S. J. CONNOLLY
Sales Manager

... Meet the Management

RICHARD D. SMITH

Assistant to President

... Born October 27, 1895, in Bloomington, Indiana ... Educated at Culbertson High School, Culbertson, Montana; University of Michigan ... Worked for the U.S. Geological Survey; later became an engineer for the State Highway Commission in Montana ... Joined Montana Power Company as electrical and construction engineer; later becoming superintendent of gas. In 1935 was made assistant general manager of Glacier Production Company and became a director of Glacier and Inland Empire Refining Company ... Joined Union Oil Company January 1, 1945, as assistant to the President when Montana properties were purchased by Union, and the Glacier Division was formed ... is also at present a director of the Great Falls Rotary Club and of the Rocky Mountain Oil and Gas Association.

MAX PARKIN

Superintendent of Plants

... Born December 14, 1909, in Bozeman, Montana ... Educated at Gallatin County High School, Bozeman, Montana State College, University of Michigan ... Worked for Glacier Production Company prior to the purchase of its properties by Union Oil Company in 1945. He helped design and operate the first calcium-chloride-brine dehydration plant; and was active in pioneering the use of liquid petroleum gases in Washington and Montana.

E. P. TALLANT

Manager of Production

... Born July 19, 1887, in Santa Barbara, California. ... Educated at Santa Barbara High School, Michigan State College, Stanford University ... Worked in Los Angeles for six years as an engineer in building construction ... Joined Union Oil Company March 12, 1917, to assist in Sales Department construction, and two years later was placed in charge of this work. Served as an engineer in various other construction assignments until 1930, when he became a drilling engineer in the Field Department at Santa Fe Springs. He later became drilling foreman in 1932; production engineer in 1935; manager of Wyoming operations in 1940; chief production engineer, Head Office, in 1943; and manager of production, Glacier Division, November 20, 1943.

S. J. CONNOLLY

Sales Manager

... Born March 30, 1905, in Menomonie, Wisconsin. ... Educated at Butte Public High School and Montana State School of Mines, Butte, Montana ... Worked for Continental Oil Company from 1926 to 1941 as a service station salesman, resident manager, and district manager. Served as sales manager for Glacier Production Company from 1941 until the purchase of Glacier properties by Union Oil Company in 1945 ... Joined Union Oil Company as sales manager January 1, 1945.

To bearers of the Red Cross

Guess we've heard most of the alibis already from the I-won't-give-'em-a-dime fraternity. At this time of year more reasons why not to give are in circulation than you'd care to hear recounted.

But let's take a quick glance at actual RED CROSS accomplishments during 1947 before deciding whether to donate "Bronx" cheers or silver dollars!

During 1947 your donation made it possible for the AMERICAN RED CROSS to:

. . . Give emergency relief to 95,600 persons left helpless by 312 tornadoes, floods, fires and other disasters in the United States and Alaska, at a total relief cost of \$9,124,800.

. . . Provide 105,600 wounded veterans with morale-building services. Give legal aid and service to 67,500 veterans. Provide claims service for 1,095,832 veterans. Extend temporary financial aid to 3,687,582 veterans, servicemen, and their families in the total amount of \$11,944,365. Provide 1,419 field directors to handle 1,657,800 distress cases among Armed Forces personnel serving away from their homes.

. . . Operate 227 Red Cross units on college campuses.

. . . Train and certify 346,871 persons in First Aid; 91,239 in Life Saving; 378,151 in Swimming; 31,723 in Accident Prevention; 118,340 in Home Nursing; and 37,754 in Home Nutrition.

. . . Organize a Junior Red Cross among school children, with a total membership of 19,270,811, which alone shipped 580,300 gift packages to less fortunate youngsters in 34 war-wrought countries.

. . . Organize Volunteer Services whose "Gray Ladies" donated 2,161,436 hours of regularly scheduled service; whose Motor Corps made 688,600 calls; whose Production Corps made 2,480,600 garments and 84,580 layettes; whose Canteen Workers served 3,145,000 persons; whose Home Service Corps conducted 328,210 interviews; and whose 12,900 Nurse's Aides gave service in hospitals and clinics.

This year, let's count our donations in gifts instead of dollars. Five dollars will buy enough yarn to provide four hospitalized war-wounded with sleeveless sweaters. Ten dollars will provide bathrobes for four men who can only wish they had use for suits or overcoats. Twenty-five dollars will about cover the financial cost of two shows in some hospital auditorium. Fifty dollars will equip and maintain an emergency highway first-aid station for one year.

ON TOUR



READY TO SERVE!
You!

During 1947 Union Oilers were generous with their RED CROSS donations of whole blood. These are L. A. Refinery employees.



PAGE 13

Sincerely yours...

Sterling qualities of Union Oilers are here recalled by George E. Farrand, friend, in his open letter to all employees and shareholders.

My Dear Friends:

Union Oil leads again! A Christmas gift of an excellent television set from a thoughtful son celebrated its appearance in our home by our all seeing your wonderful broadcast of the parade and the game. And as I looked at your magnificent float and at the spectacle presented, and at the game, my thoughts went back to my early days upon the streets of Santa Paula before Mission Transfer Company, Lion, and other companies combined to form UNION OF CALIFORNIA; then my thoughts turned to the wonders of modern science brought before my eyes by the enterprise of your great corporation as we beheld the actual reproduction of scenes occurring upon the streets of Pasadena. Memories of course of yesterday clustered about me and commingled with the amazing scenes which the television brought to our eyes.

In memory's lane I even saw Harvey Hardison and the Adams Canyon Tunnel, in which he and some co-workers lost their lives; and then the great array of young men who had gone from there to work in the new oil rush, men later to be recognized wherever oil is known. To mention only a few: S. C. ("Cam") Graham, William ("Billy") Loftus, L. W. Andrews, Pumper on Torrey Hill, later general counsel for Union, Billy Scott (Columbia Oil), Thomas O'Donnell and his brother Jim (whom later I was to meet with the great Polish pianist and statesman Ignace Paderewski), the McCray boys, Jim Davis (who drilled for water for the government of Australia), Elmer Chamberlain, Homer Hennage, "Tug" Wilson, Max Whittier (at first employed on the Limoneira Ranch and not in oil as I recall it), W. W. Orcutt, who in those days as he drove to and from town to Ventura or Santa Paula and gazed upon South Mountain, San Cayetano, and the Ventura oil field as he drove around the "triangle", never dreamed of the huge oil fields which were right under where his and his horses' feet trod, yet who found big oil fields elsewhere. Alec Waldie and "Cap" Taylor presided over the destinies of the Santa Paula Hardware Store, spic and span in its new two-story brick and stone building on Main Street, which housed the head offices of the new but even then forward-looking Union.

Then I saw the machine shop crowd, the elder and the younger Richardson; then the Sistersville, West Virginia boys, including short, stout Ed Double, with their dicers and double-breasted coats; (Double was later to build the great shops for the Union at Los Angeles, Manchester, England and elsewhere); Charlie Wacksmith (upon whom later came trouble and disaster). When these men came they brought to town some new problems.



"... the Santa Paula Hardware Store ... spic and span ... housed the head offices of the new but even then forward-looking Union."

In the Union offices was that truly great official, W. A. Carney, secretary of Union, skilled in corporate procedure and author of Carney's Manual, for years the best secretarial book on the subject. My bias in his favor did not all come from his great ability and his consideration of those about him, but from the fact that he owned, when I was a boy, a place in town which had early apricots, and he invited us boys to "enter and partake."

Later, in 1899 and 1900, when Robert Clarke and I had an office (one room at \$6.00 per month) in the Union Oil Building, I was called upon as a notary from time to time to go to meetings of the board and take the notarial acknowledgements of the directors and officers (Union always had lots of lengthy legal documents), and so I caught glimpses of the then mighty



"In 1899, when I had an office in the Union Oil Building, I caught glimpses of board meetings and of the then mighty Lyman Stewart." (This photo of Mr. Stewart was made July 22, 1923.)

Milton and Lyman Stewart, Thomas R. Bard, and as I recall it, a man named McFarland and one named Hughes.

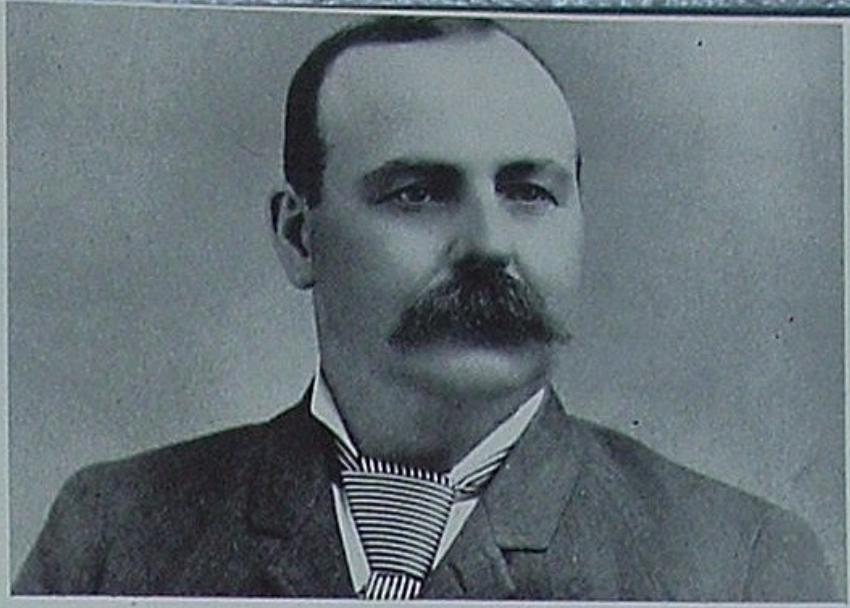
Then there was Dr. Salathe, in his long narrow laboratory with its rows of bottles, some long, some short, and his workshop where he labored. He worked on lubricating oils and other products. He was a great mystery to me, as he could also speak two foreign languages, not including Spanish. Then there was W. L. Hardison and his engine which went up and down the Santa Paula line trying to prove W. L.'s then "crazy" idea that it was possible to run a locomotive with an "oil burner"—certainly as wild a scheme as anybody in town ever heard of! I had great admiration for W. L., because the first night my mother and I spent in Santa Paula we were invited to and did spend it with him in his wonderful home in the Santa Paula Canyon; that was in August of 1886. And did he not always stop to say hello to everybody he met? His dream of the oil burner came true, and the ideas of the chemists in the old laboratory became realities. The machine shop prospered and grew, and the laboratory found the secrets which have kept Union in the front ever since. The oil refinery was a great institution. It was composed of a labyrinth of pipes, tanks and gadgets. I later saw its destruction by fire; and what a blaze it was, lighting up the country for miles around.

Then came another group to town—Will Stewart and his fine wife, and later their "youngsters". Mr. Stewart and his wife were also very thoughtful of us fellows about town. (Youth remembers the kindly in spirit and word.)

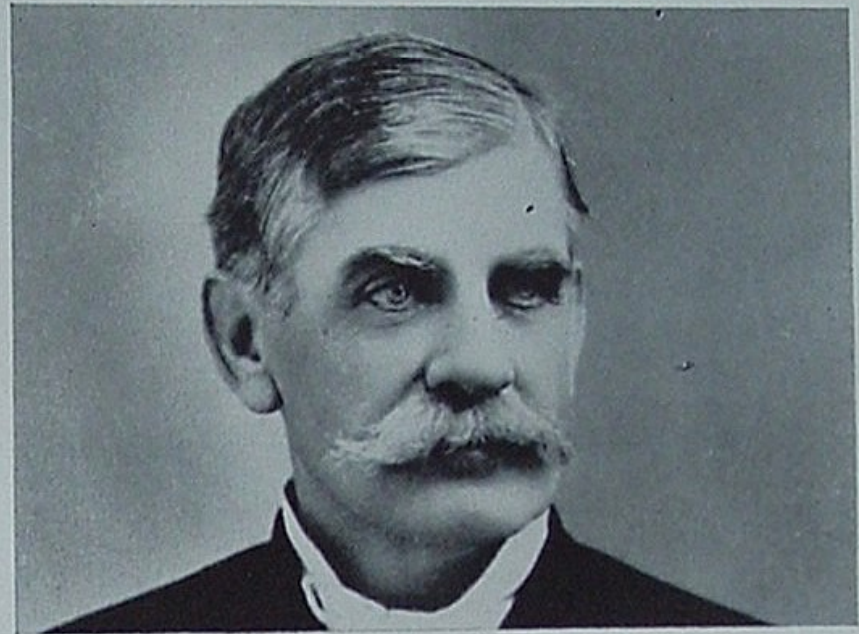
Most of the men are gone, the laboratory is idle, the refinery is destroyed; but new people, new plants, and new gadgets have taken their places. The oil burner and the Diesels propel our trains.

And it was of all of these I thought as the Pasadena pageant, with the compliments of the Union Oil Company of California, passed in review before my eyes on New Years Day, 1948.

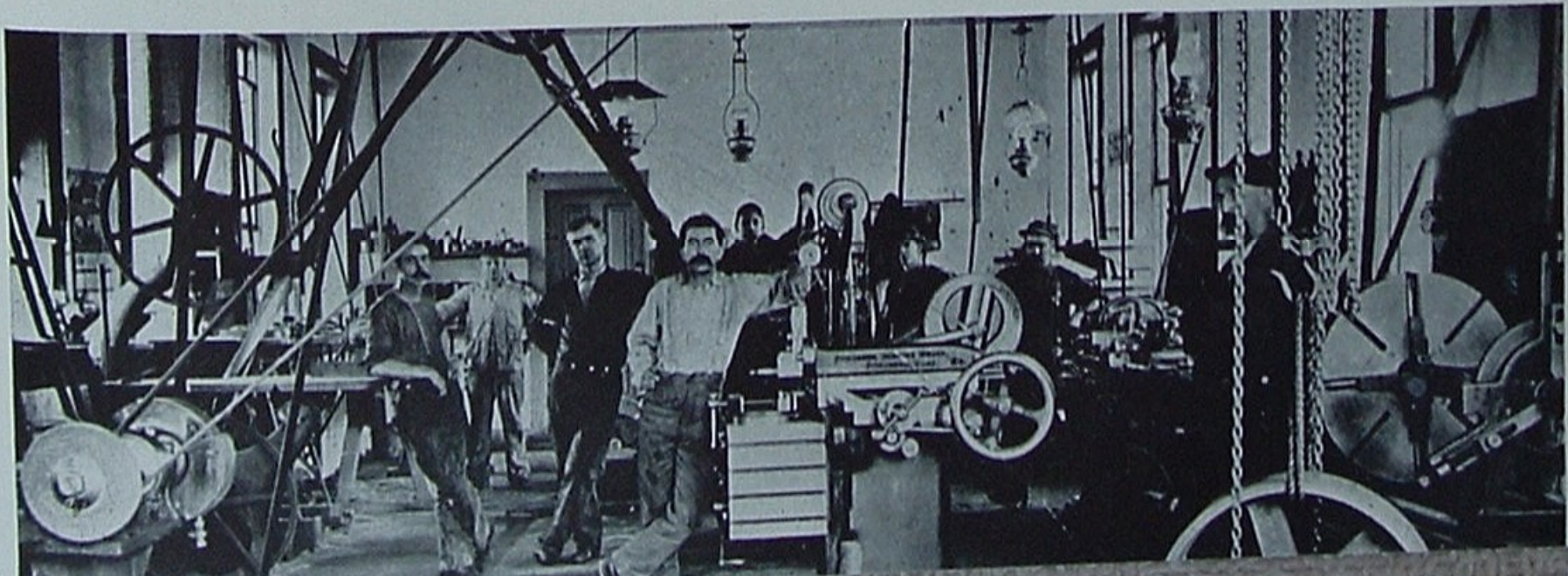
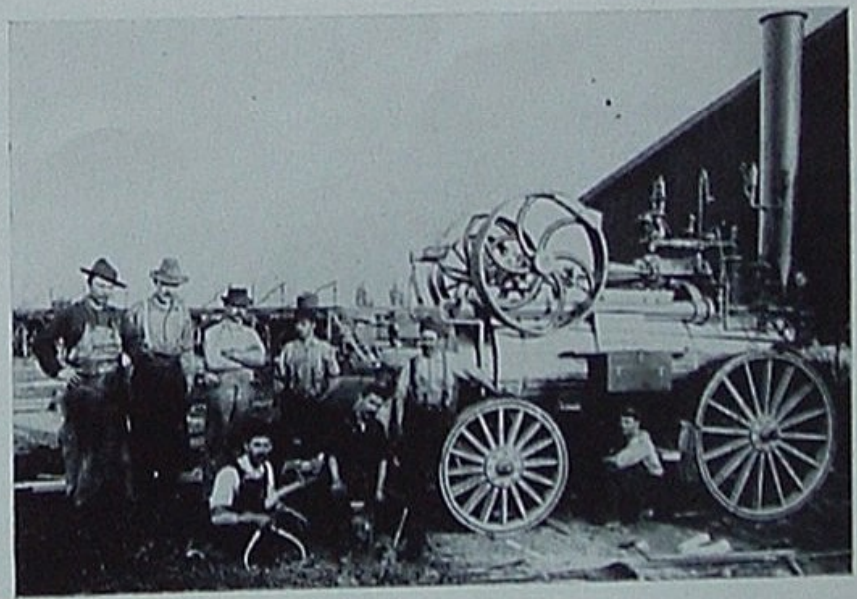
"Then I saw the machine shop crowd (at right and below) . . .
When these men came, they brought to town some new problems."

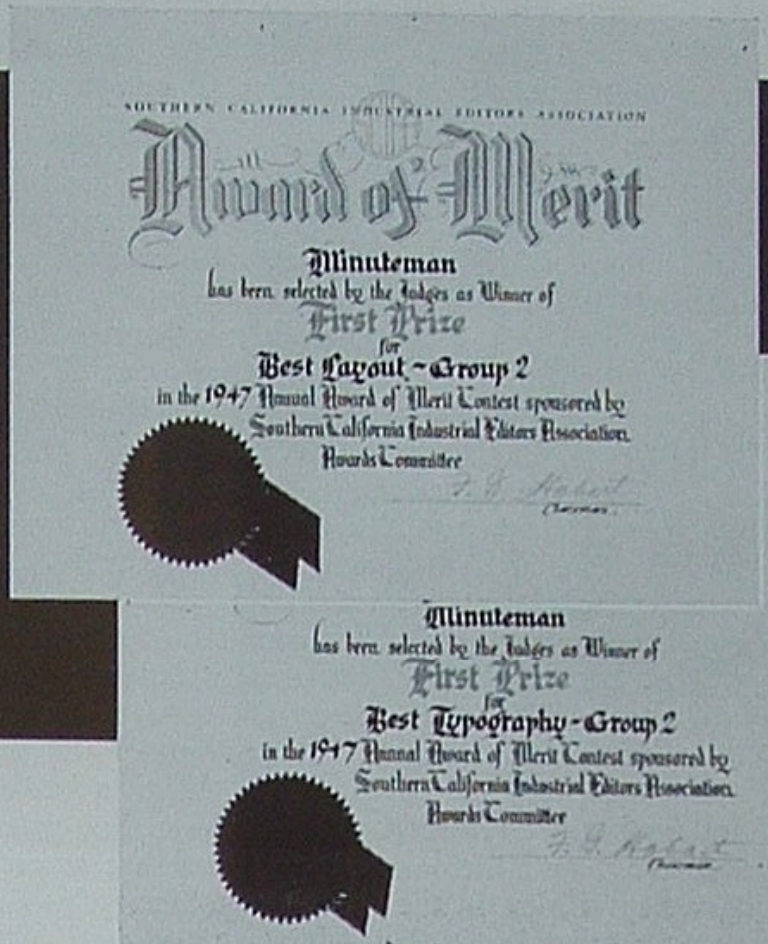
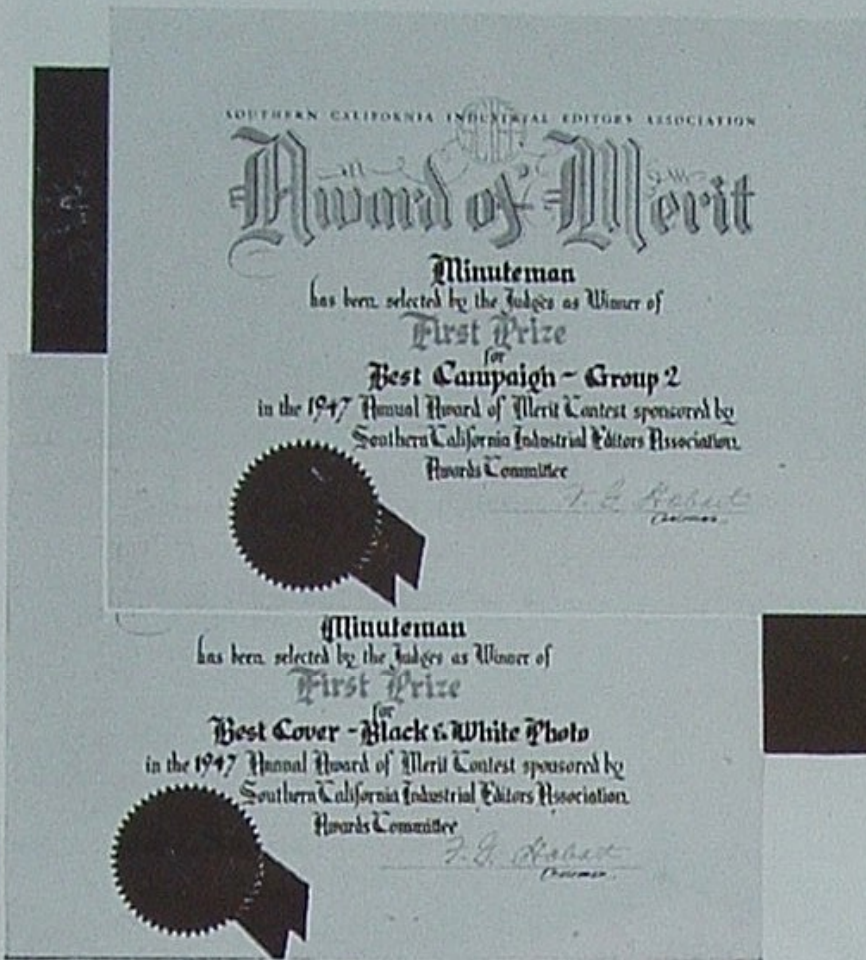


"There was W. L. Hardison and his engine. . . ."



". . . and Thomas R. Bard."



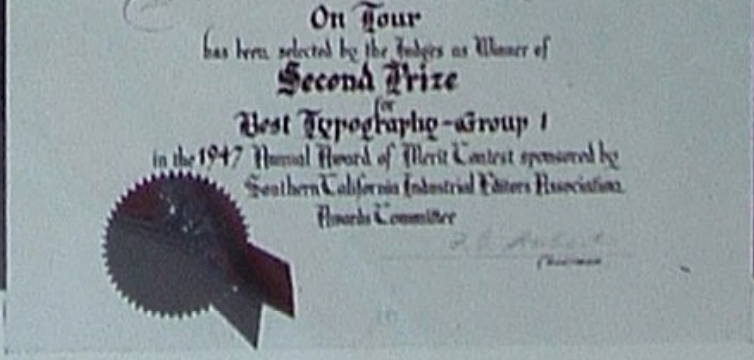
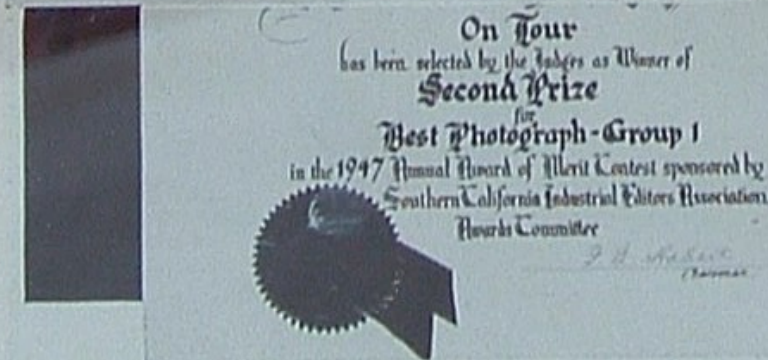
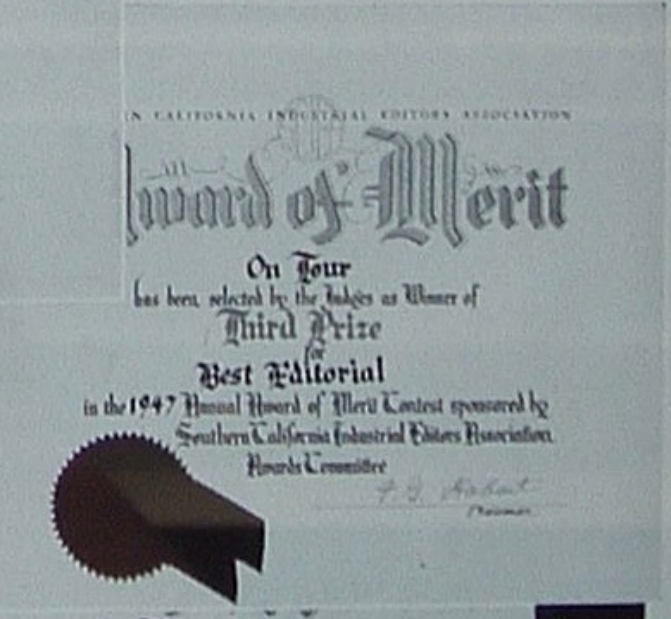
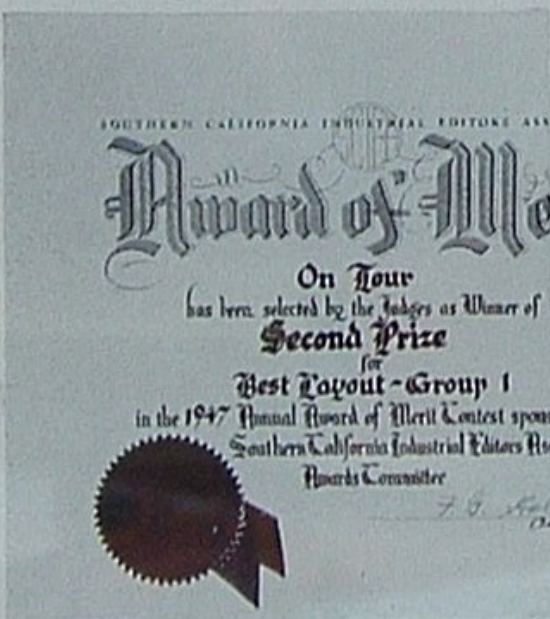


Employees who have contributed to the success of THE MINUTE MAN and ON TOUR during 1947 by submitting pictures, features, news reports, art, letters, suggestions, or merely reader enthusiasm, have been complimented by the Southern Cali-

Congratulations!

fornia Industrial Editors Association.

In the annual merit competition sponsored by this association, a panel of experts have rated Union Oil's house publications high among the leaders in their respective fields.



MANUFACTURING

L. A. Refinery

Gale Peterson, Editor

PRIZE WINNERS

Meet the Paul Nahin family, who can supply you with plenty of competition if you're one of those national contest fans. The Nahins are here seen guarding their deluxe phonograph-radio combination awarded them as fifth prize in the Kaiser-Frazer Newscope program heard over NBC. But listen again! Less than a month later Mrs. Nahin won an Elikri-broom vacuum cleaner for her seven-word slogan in a Sperry Flour Company contest.



Paul, a Company research chemist, has almost gotten into a prize-winning rut. During school days he won a year's supply of caramel candy, and later two round trips via airplane to the New York World's Fair.

Those three handsome tots are not bad prizes, either!

VISITORS IMPRESSED

The boys in the Instrument Shop deserve to feel a little puffed with pride these days. They learned through K. E. Kingman, Refinery manager, of a letter recently received from the chairman of a group of foreign visitors who toured our plant several months ago. This group had toured important refineries, chemical plants, and instrument factories throughout America.

Quoting a portion of the letter, "Toward the end of this extended trip the group met with members of the M. I. T. staff at Cambridge and discussed some of the high points of the trip. You might be interested to know that the group expressed their admiration and belief that your Instrument Department was by far the best organized and equipped of any they saw in the United States."

WANTED: CAMERA CRANKS

Are you interested in cameras and the products thereof? Well, here is your chance to learn all about photography. A group at the refinery has taken the initiative and started the film rolling. Now all that's needed is enough interested fans to get quantity and quality results. The club is open to all employees in the Manufacturing as well as all other departments. Officers elected at the first meeting were W. E. Bradley, president; Dick Carpenter, vice president; Ward Howland, secretary; Russ Erwin, treasurer. Bring your interest, ideas, camera, and self to the next meeting. Watch the bulletin boards.

VISITING FIREMEN

Los Angeles Refinery played host recently as the State Fireman's Association convened for their regular monthly meeting. Members attended from Los Angeles and surrounding communities, some coming from as far away as San Luis Obispo.

Following the business meeting the visitors were shown the displays in the personnel building basement. C. H. Van Marter of our Fire and Safety Division did an excellent job of explaining the oil industry, how it operates, and what its tools are. After seeing the training movie on distillation, the thoroughly pleased visitors brought their meeting to a conclusion over coffee and doughnuts.

BRINGS US BACK ALIVE

Cleo Goyette of the Fire & Safety Department and Russ Erwin, playing the role of patient, are demonstrating the use of Los Angeles Refinery's resuscitator.

Similar devices, usually referred to as pulmotors, are used by most municipal fire departments in reviving victims of drowning, electric shock, or other forms of asphyxiation.

This equipment has application in a refinery in cases of heart attack, fainting, shock or gas asphyxiation.



FATHER OF INVENTION

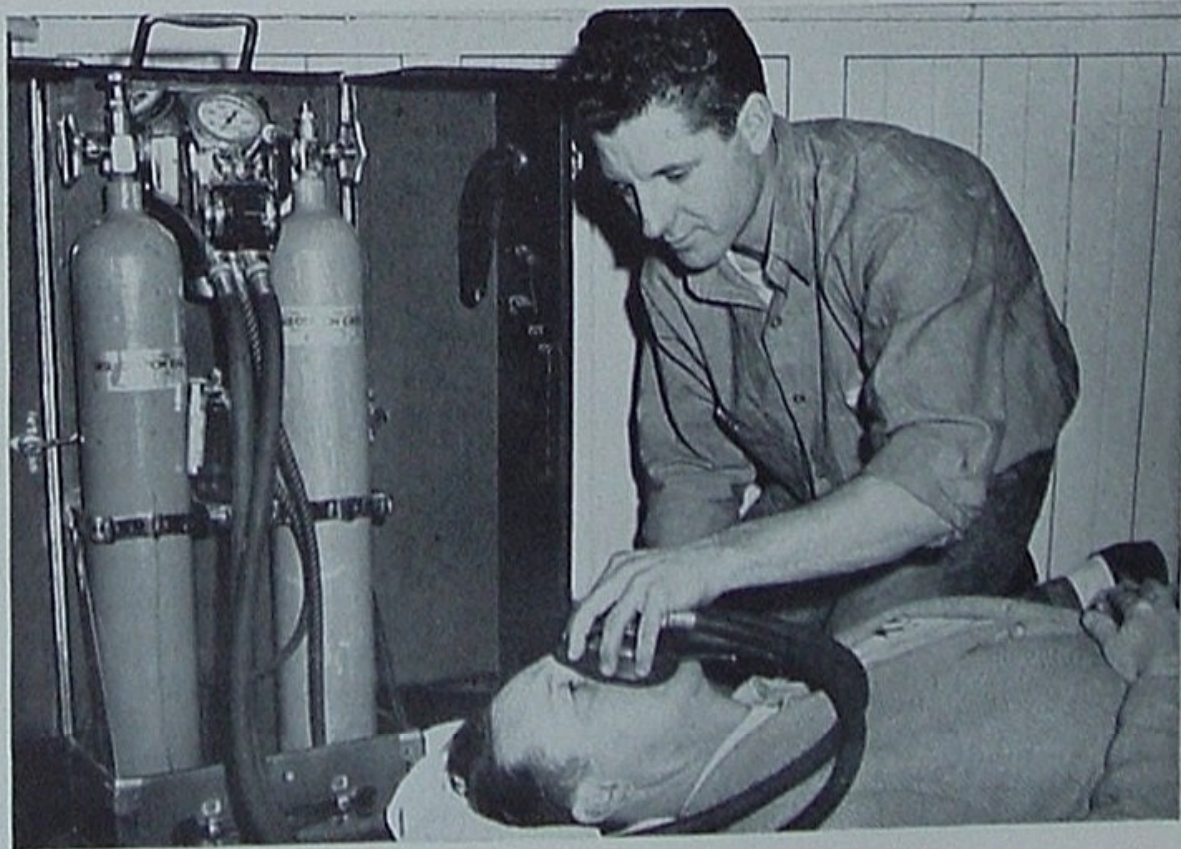
Lloyd H. Swanson of the Engineering Department at Los Angeles Refinery gets our vote as "Gadgeteer" of the month.

Here's the tale: Each refinery storage tank is filled or drained through a "swing-pipe," a long pipe with spout that projects out toward the center of the tank from the pipe line. The swing-pipe is hinged so as to permit raising or lowering the spout by means of an exterior pulley and cable. This makes it possible to withdraw oil from any desired level.

Because transparent tanks have not been available, it has been necessary to calculate the position of the spout by taking readings on a tank scale opposite cable markers and then performing a rather elaborate problem in trigonometry.

This calculating was a part of Lloyd's every-day work and he grew somewhat weary of the routine. Like Benjamin Franklin and his Yankee ilk, he eliminated the monotony by inventing the as yet unnamed gadget under his triumphant smile, above. It's as simple as stacking the baby's blocks, he insists, and does the trigonometry in a fraction of the former time.

If necessity is the mother of invention, monotony must be the old man.



Oleum Refinery

Bud Fitzgerald, Editor

HOOPSTERS COMPETE

Our basketball team, sponsored through the Oleum Employees' Recreational Association, is currently pitting its talents against stiff competition in the second half of the Vallejo City League. The boys started out a bit indecisively by winning one and losing one. As they develop teamwork, a sharp eye for the basket, and plenty of conditioning for this strenuous sport, we expect nothing else but championship performance.

Approximately 18 Oleumites comprise the squad. Their snappy orange and blue uniforms add plenty of high octane to the game. Sal Forcades of the Shipping Department is team manager.

SHARPENING UP

Eight foursomes of the Refinery Divot-Diggers got together on a bright sunny day, January 24, to hold their first golf tournament of 1948. Scenery, greens and sand traps were furnished by the Mar Vista Country Club of Richmond.

Scores turned in by some of the players indicated that practice driving ranges in the neighborhood have been doing a brisk business since the last tournament.

George Cole, Inseption Laboratory, was the winner of low gross honors, carding a sweet 75. Harry Downey of Treating finished second with a respectable 81. In the low net department, a 19 point handicap helped Henry Dubetz, corrosion depreciation inspector, to achieve a sparkling 68, while second and third place winners were C. R. Foss, Welding Shop, with a 70 and Angelo Banducci of the Machine Shop with a 71.

We were happy to have as guests during the day Mr. and Mrs. Phil Huemmer and Mrs. William Tolhurst; Bill Champlin and I. W. Golisch from Head Office; Jack Kent and Al Craddock from Central Territory Sales.



About two-thirds of the Oleum basketball team are reported "too fast to be photographed." By doing some amputating, however, we were able to catch (L-R) Hayden Sharp, James Schmelzer, Jack Nunes, Don Crow, Archie Linville, and Eldon Hendrickson.

SEEN AT DONNER SUMMIT

Oleum was well represented when the Crockett Ski Club journeyed to Donner Summit Lodge for a day of skiing. Marie Halterman, Betha Gebauer, Sadie Hillis, Frances Machado, Tom Hardesty and Don Green were among those who anxiously watched the blue skies and weather reports prior to the trip. Fortunately, it snowed at just the right time and everybody had a most enjoyable day. No broken bones have been reported.

JOE SHEPHERD

One of these days we may see Joe Shepherd, power house engineer, sauntering down to Rodeo Creek, pan in hand and fever in eye. Joe journeyed up to his home town of Placerville recently to

DOCTORS DIETDERICH AND O'DONNELL

Dr. Dietderich, plant physician for the past two years, has found that his private practice has grown to such proportions as to demand all of his professional time. He will continue as a member of the Employees' Benefit Plan panel, but has relinquished his responsibilities as plant physician.

We welcome Dr. B. V. O'Donnell of Vallejo to Dr. Dietderich's former post.

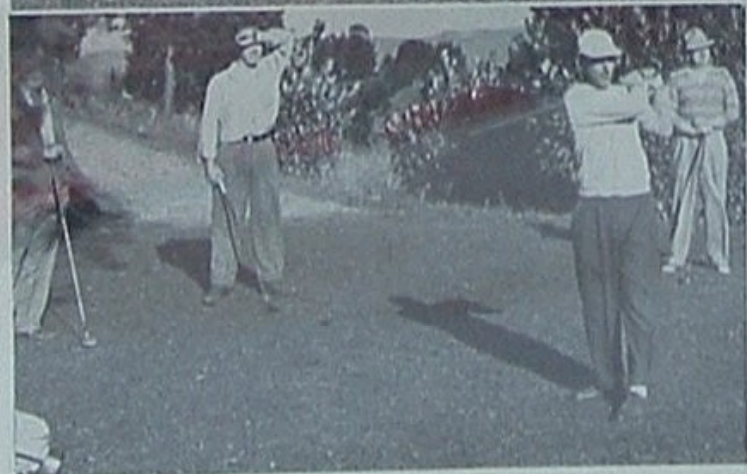
help celebrate the Centennial of California's gold discovery. There is something about the old diggings at Coloma, where James Marshall picked up the first nuggets in 1848, that makes a man cast a speculative eye at every stream of water.

OLEUM'S 1948 HOPEFULS

Left, Art Mattos had his eye on the ball and his hopes on a hole-in-one, while (L-R) H. Dubetz, John Pollen, Bud Bagley and spectator Carl Crisler viewed the performance less optimistically.

Lower left, Irv Golisch of Head Office surprised George Baumgartner (L) and Lee Carrol (R) by lifting one well toward Sacramento.

Below, left to right, Angelo Banducci, John Pollen, Bud Fitzgerald, Maynard Fay, Art Mattos, George Baumgartner, and Bud Bagley. All except Banducci went along for the ride!



ON TOUR

MARKETING

Central Territory

Evertt Smith, Editor

CHOICE ASSIGNMENTS

Practically every employee in Central Territory has day-dreamed of being called to the manager's office and invited on a business trip to Honolulu. And the dream sometimes comes true.



Sol Onorato

Sol Onorato, whom we nominate as one of the best automotive lubrication engineers on the Coast, embarked January 30 aboard the MATSONIA on just such a pleasant mission. At meetings held on the island of Oahu February 5 and 6, and in Hilo February 11, Sol brought to Hawaiian dealers and employees the whole pleasant truth about Royal Triton Motor Oil and "7600" Gasoline. He was also scheduled to address the Hawaiian Section of the Society of Automotive Engineers on the subject of recent engineering developments in passenger cars, tires, tubes, other automotive equipment and maintenance services.

A second Union Oil voyager to the enchanted isles from San Francisco was Earl Engen, retail representative, whose picture appears on Page 7 of this issue. Earl, one of our top-flight retail men, will work with individual dealers in the Islands. His objective will be to school dealers and their employees in the best of merchandising methods.

It is an interesting fact that two of our service stations located in Honolulu have consistently ranked first and second ahead of all other Union Oil service stations in volume of gasoline sold monthly. At present several other Pacific Coast stations are making a spirited bid for leadership. For that reason, Earl Engen and Sol Onorato are expected to rate a double-decker aloha for their services.

ON TOUR

CIVIC LEADER

Appearing with a group of distinguished speakers at a January meeting in San Mateo was a no less distinguished Union Oiler, Jack J. Greely, (seated at left below) resident manager at San Francisco. Representing the San Francisco Chamber of Commerce, of which he is a member, Jack told why San Francisco businessmen oppose the building of a bay bridge

parallel to the present San Francisco-Oakland span. He said that such a project would do little more than aggravate present traffic bottle-necks in both cities.

Delegates representing 67 civic and service organizations on the Peninsula concurred with the speakers by unanimously endorsing a crossing farther to the south between Alameda and Army Street.

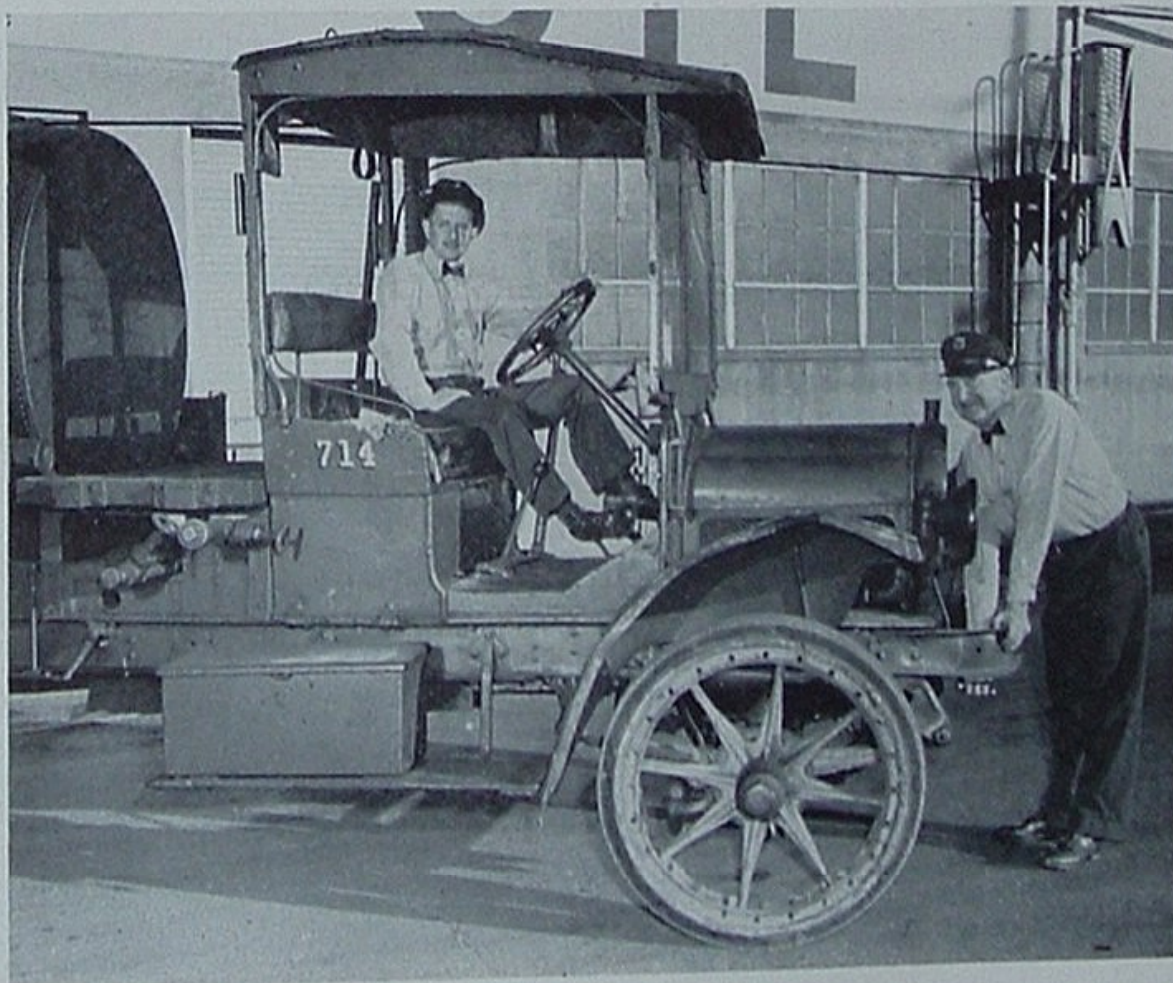


OLDEST TRUCK ENDS CAREER

Fate somehow always intervened at a crucial moment to delay the retirement of Truck 714. Outmoded many years ago for service on tank-truck delivery routes, this old 1917 Model TAD White was kept at the Potrero plant in San Francisco for several additional years as an emergency fuel oil transport. When its top speed of 15 miles per hour became too snail-like for San Francisco traffic, the truck was transferred to switch engine duty. It proved to be ideal for shuttling boxcars

to the proper warehouse doors. Then came World War II. The nation-wide shortage of trucks brought 714 out of semi-retirement. Day after day it plodded up to San Francisco's Embarcadero with 800-gallon burdens of marine lubricating oils for the freighters and troop transports.

No. 714 was sold the other day for a fraction of its original \$4,300 cost. Seen winding 'er up for the last mile is Potrero's Harry Campbell, while Eddie Young steadies the trembling clutch.



CREDIT UNION PAYS DIVIDENDS

The Unoco Federal Credit Union held their annual meeting in the Territory Office board room on January 20. The meeting was presided over by Earle Boehmer, vice president, in the absence of Lawrence Dailey, president, who was hospitalized with virus X. At the meeting a two per cent dividend was declared and the following officers were elected to operate the Credit Union in 1948: Lawrence Dailey, president; Don Walker, vice president; Janet Heise, treasurer; Ivy Mawhinney, secretary; Bill Josselyn, chairman, credit committee; and Talmadge Rice, chairman, supervisory committee.

All Credit Union business during 1948 will be conducted between the hours of 10 a.m. and 2:30 p.m., Monday through Friday.



CIRCLE ALL

THE SPIRIT OF '76"

Seldom does such loyalty come in pairs! Via the accompanying picture we are proud to present Michael Webb and his father, Herschel Webb, of Napa, California. Dad Webb, formerly an employee and now a Union consignee, has an established record of Company loyalty. We

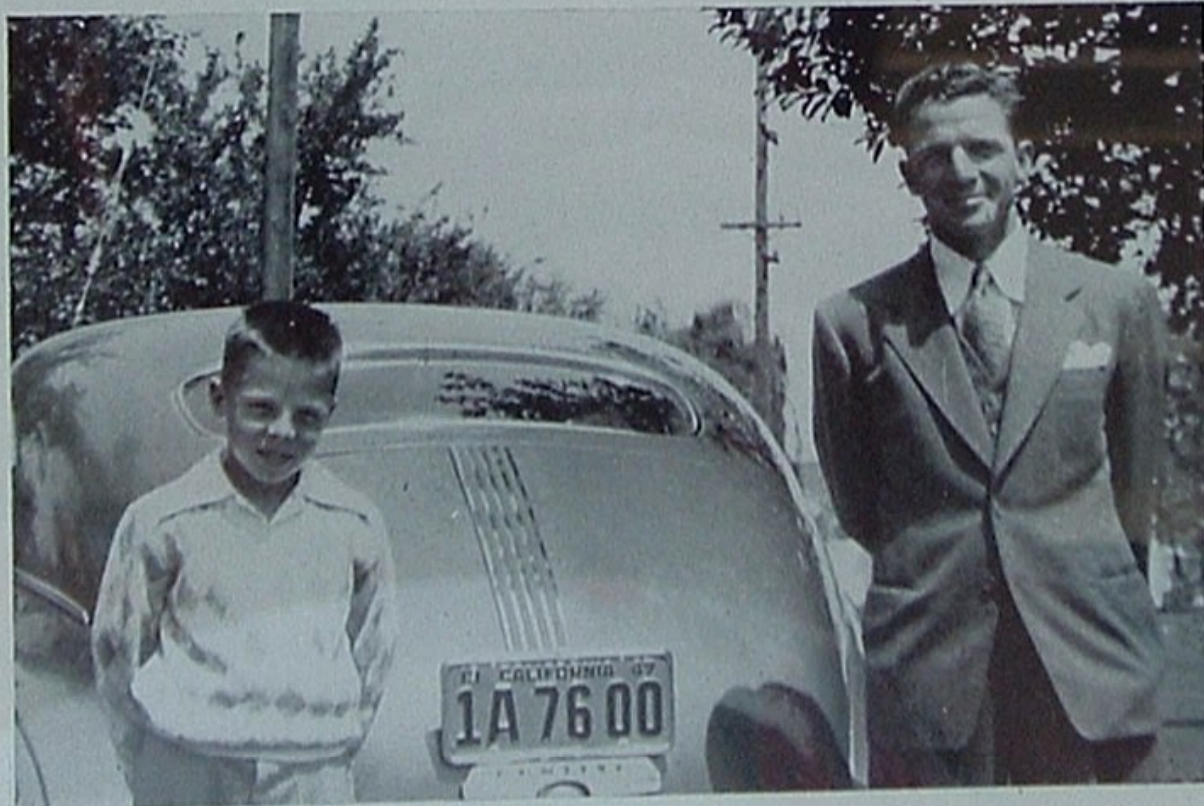
When Jerue's new service station opened in Sacramento, a troupe of talented square dancers, of which the Jerue family are fancy-stepping members, dropped in to polish the new drives. Seen taking a lesson in the swing step is Fred Holt (upper left), district sales manager at Sacramento. Taking it easy behind the fiddle is Clem Clemenson, resident man-

ager. The Jerues are combining a Union Oil service station with their new Kaiser-Frazer car agency.



almost expected Hersch to get the only California license plate bearing "7600" with an appropriate "1A" in front of it. But until Michael presented ON TOUR

with his own excellent drawing of a "semi" (above), we had no idea that two great minds were running along the same channel. Nice going!



PERFECT AUDIT

Upon introducing himself to the purchasing agent of Basic Vegetable Products, Inc., in Vacaville the other day, Herb Fallis, Sacramento district representative, was handed the following prized document by his new acquaintance, W. A. Ball.

It was dated June 5, 1930, Portland; was addressed to C. W. Endicott, F. W. Allen, A. Z. Dean, J. N. Bateman, D. H. Ritchey, F. C. Six, J. H. Gloor, and A. C. Vestal; carbon copies were sent to M. F. Kerr, H. L. Blevens, C. M. Payne, G. D. Lambert, and H. H. Fisher; the writer was C. L. Tostevin.

"Gentlemen:

"We have just received from the District Auditor a report of his visit to the Athena Sub-Station . . .

"The report reads as follows: 'The various forms at this station were examined, and appear to be thoroughly understood. Mr. Ball is an experienced officeman and all records were being prepared in accordance with District Office instructions.'

"The above, of course, means that this was a perfect audit, and it is the first in the experience of the writer. We wish to congratulate Mr. Ball for the very excellent work . . .

"We are drawing the attention to this audit of all concerned, as it is our desire to have every station in the Portland District as good as the Athena audit. There is no reason, if instructions contained in the Manual of Operations and Accounting for Sub-Stations are thoroughly read and understood by all, why our expectations cannot be realized.

"It is apparent to all how much letter writing and correspondence the agent is saved by handling the station in such an efficient manner.

Herb says, it all goes to prove that a pat on the employee back may produce unexpected and far-reaching benefits.

MARKETING

Southwest Territory

Betty Hart, Editor

BOOK LARN'IN'

The broad smile being exhibited by Manuel D. Mello, tank truck salesman at Norwalk, is credited partially to his recent graduation from Excelsior Union High School.



Normally, graduation from high school is nothing to get excited about. But in Manuel's case, the entire Long Beach district shared his happiness and enthusiasm. He started to work for the Company in 1944 as warehouseman in the Washington Marketing Station, after having spent 26 months with the U. S. Infantry in the southwest Pacific. Registering for four night school classes each week, he then completed a full high school course in two years, meanwhile performing commendably as a full-time tank truck salesman.

As if these accomplishments were not enough, Manuel has been taking flying instructions at the Bellflower Airport and intends to complete a college course through evening studies. His graduation from Excelsior—meaning "ever upward"—was a fitting coincidence.

Oren M. Totten, Reporter

LOS ANGELES TERMINAL-ITES

Orville Fisher, tank-truck driver, has convinced himself the hard way that those eight hours on the job are less hazardous than the sixteen hours off. While off duty, he suffered a fractured right foot and will be invalidated for about six weeks.

Of wee interest to everybody, of cigar importance to us, and of tax-reduction magnitude to the fathers is the announcement that "Granny" Granville's number four and "Ed" Erikson's number one were both seven-pounders.

W. H. Baldwin, Reporter

RIVERSIDE REVIEW

In our "Who's New Department" we are happy to introduce A. R. LeGaye, consignee at Elsinore, Major Gray, consignee at Kingman, Arizona, and Bill Burnett, tank truck salesman at Riverside. Employment application blanks have also been mailed to Dick Daniels of Corona and Charles Swan of Elsinore, both of whom report the arrival of future oil executive sons.

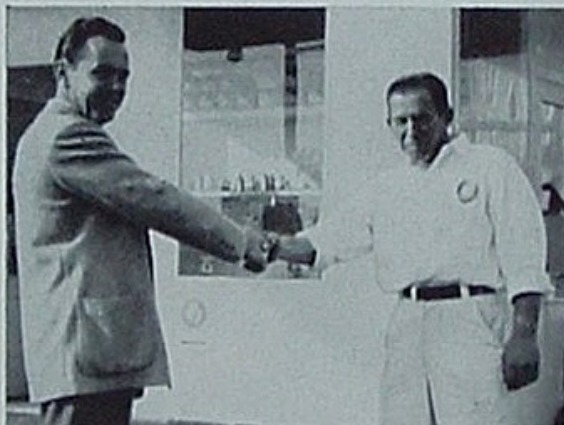
The annual Sales and Advertising Meeting played to an overflow audience on January 14 at the Mission Inn. The presence of A. C. Stewart, J. W. Miller, C. E. Denton, H. D. McCarthy, H. M. Schafer and J. S. Foster in their official capacities added to the success of one of the best meetings ever held here.

You may not believe it, but V. M. McClure, district representative for the Las Vegas area, awoke from a night's rest in Amboy recently to discover a horned toad in his pajama pocket. Honest!—so don't make any unkind remarks.

Lee Rice, Reporter

SO THIS IS PERRIS!

The way Bill Grant, retail representative at Riverside, welcomed the new dealer, Charlie Cleaver, to No. L-2945 in Perris, California, leads us to believe that a sparring match occurred shortly after the official click of a shutter. That handshake at arms' length is often seen in the roped arena.



MINUTE MEN WITH WINGS

The R. W. Ragland Service Station, L-2572, at Bagdad, California, offers Union Oil services and products with a minimum of legal red tape and customer restrictions. As a result, it is not an uncommon sight in Bagdad to see a cross-country plane



REUNION

The recent opening of a new service station in Ocean Beach served to reunite two Union Oilers who worked together in Company-operated stations way back in 1925. Harold Stomberg, the service station lessee, and Homer Hostetter, retail representative, looked at each other and exclaimed in unison, "Why, I'm still better looking than you were twenty years ago! Let's have our picture taken."

Walt Bugg, Reporter

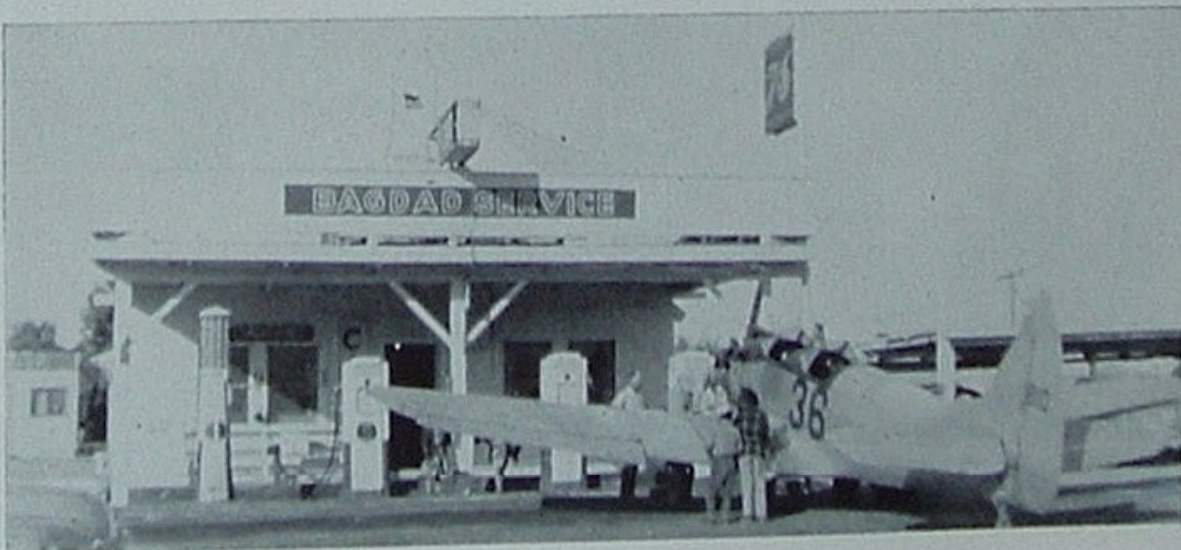
LIONIZED

The February 10 meeting of the Riverside Lions Club might appropriately have been given a Union Oil title.

William Sopher, Company industrial service representative, was the guest speaker. A second Union highlight of the meeting was the conferring on Michael Lanning of an Eagle Scout badge. Michael, 15, is the son of Francis S. Lanning, industrial service representative at Riverside.

drop out of the blue, taxi over from the landing strip, and line up with several autos under the "76" neon sign. Have you heard of another station like it—anywhere? We haven't.

Lee Rice, Reporter



FIELD DEPARTMENT

Lloyd Kinney, Editor

RETIRES AFTER 40 YEARS

The retirement of William P. Correll, Sr. on February 1, concluded one of the Company's 10 most enduring service records.

Ted, as he is generally called, started with the Company as a laborer on the Orcutt maintenance gang September 28, 1908. He soon became a teamster and served in that capacity until 1912, when he was transferred to Eefson Pump Station in the Lompoc area. Since that time he has worked as engineer in various Coast pump stations, serving at San Luis Obispo Tank Farm since 1933.

Until recently the Correll-Union Oil affiliation was nearly a family affair. Ted has two sons working for the Company, one as engineer at Bell Pump Station, the other as second mate on the S. S. SANTA PAULA. His daughter, a graduate nurse, worked until recently for one of our panel doctors at San Luis Obispo.



Ted Correll

ALL INSULTS AVENGED

Comments expanded into boasts. Boasts erupted into challenges. And finally during an otherwise peaceful evening at Brea one of the loudest rivalries of this sporting era burst into actual bowling warfare.

Facing a Shaffer Tools group of insurrectionists, led by the notorious Slim Counts, was none other than our Erwin Price and his patriots Cy Morris, Eunice Douglas, Trella Garman, Ray Judy, and Milt Varner. That practically everything was being wagered on the outcome of this bowling match is evidenced by the fact that the losers are said to have gone home minus even their bowling shirts.

Yes, our heroes and heroines from Brea polished off two out of three games; knocked over a total of 2544 pins; yielded no wells or drilling rights; and each brought home a Shaffer shirt to stuff and place on the mantel.

Seen below is Erwin Price receiving a shirt of armor from the well-undressed Slim Counts. Below: The victors, in black shirts, consented to pose with the vanquished, in white shirts, only because of the film shortage.



MARINE DEPARTMENT

Captain L. L. Lishman, Editor

GANGWAY!

Even the ancient and honorable gangway, seemingly one piece of marine equipment that is immune to change and modernization, is on the verge of being junked for something better.



In the accompanying picture Captain L. L. Lishman is seen trying out the first of five new gangways purchased for use at the ports of Wilmington, Oleum, Seattle, and Edmonds.

The new ship-to-shore convenience boasts many advantages over its predecessors. Being made of aluminum, it is stronger, lighter, handier, and more durable than wood construction. It is also fire-resistant to a much greater degree.

On Tour

Mike CollettEditor

Margaret ClarkAssistant Editor

Photo Credits:

Rod Daley

Lucky Allen

Charley Lippens

ON TOUR is published monthly in the interests of employees of Union Oil Company of California. Employee contributions of pictures, news reports and suggestions are invited. Address communications to the Editor, 617 West 7th Street, Los Angeles 14, California.



SERVICE BIRTHDAY AWARDS

FEBRUARY, 1948

Thirty Years

Bouslog, John G., So. Div. Field.
Cluster, Albert D., So. Div. Pipe Line.
Matheson, Alexander, L.A. Refy. Mfg.
Parry, Ernest B., Valley Div.-Purch.
Somerville, Chalford L., So. Div. Field.

Twenty-Five Years

Clayton, Leonard B., Coast Div. Field
Cox, John S., Southwest Terr.
Creedon, Hugh, Oleum Refy. Mfg.
Griffith, Warren E., So. Div. Pipe Line
Hall, Lee S., H. O. Purch.
Jones, Irving S., L.A. Refy. Mfg.
Lamplugh, Myra, H. O. Compt.
Morrow, Noland F., So. Div. Field.
Myers, Rubert G., L.A. Refy. Mfg.
Nehr, Marie R., H. O. Secretarial.

Powell, Jerry H., H. O. Legal.
Rubel, Albert C., H. O. Executive.
Sleeth, John A., No. Div. Pipe Line.
Strickland, Tom, So. Div. Pipe Line.
Sweet, Howard L., Oleum Refy. Mfg.

Twenty Years

Amerine, George C., Oleum Refy. Mfg.
Butchart, Frank M., H. O. Compt.
Farmer, Lester L., Jr., Northwest Terr.
King, Clarence A., L.A. Refy. Mfg.
Marston, Chas. J., Coast Div. Field.
Martin, Donald A., Central Terr.
Rahn, David O., L.A. Refy. Mfg.
Reark, Lewis E., Central Terr.
Vukajlovic, Tomo, Oleum Refy. Mfg.
Wierzbicky, John H., Oleum Refy. Mfg.

Fifteen Years

Bunkelman, F. Wm., No. Div. Pipe Line.
Gertzen, Richard J., Cut Bank Montana.
Henderson, Clifford A., H. O. Compt.
Hutchinson, Charlie L., L.A. Refy. Mfg.
Marshall, Orphis L., So. Div. Field.

Ten Years

Carpenter, Kenneth H., H. O. Field
Cleone, Ray R., Oleum Refy. Mfg.
Coats, James M., L.A. Refy-Research.
Delaney, Henry E., Southwest Terr.
Ellsworth, Floyd W., Oleum Refy. Mfg.
Hall, Orlin D., Oleum Refy. Mfg.
Henkel, Theodore, Northwest Terr.
Monroe, Irwin J., Southwest Terr.
Pfeiffer, Harold A., Central Terr.
Seiler, Vera C., H. O. Secretarial.

HEAD OFFICE

Ray Teal, Editor

GIRLS CLUB VALENTINE DANCE

Friday night, February 6, more than 500 Union Oil employees, their families and friends gathered at the Los Angeles Breakfast Club for the Head Office Girls Club Valentine Dance.

Tables lining the dance floor were bedecked with red and white flowers, emphasizing the Valentine's Day motif. As the festivities progressed there was a noticeable migration of red carnations from bouquets to buttonholes.

The floor was gay with colorful dresses in the "new look" as Union Oilers from Pasadena, Los Angeles Terminal, Head Office, and vicinities danced to the lilting rhythms of Jack Manson's Band.

Everyone was anxiously waiting when "Emcee" Gene Mahoney, assisted by Anne Steele, Rose Pelous, and Derek Povah (pictures below and at right), took his place at the microphone to announce winners of door prizes.

Lucky people were Harry Stewart and Don Dieudonne, now richer by one Firestone tire each, and Haines Finnell and Gerry Woods who walked off with two cases of Triton. Other prizes, a lovely Spanish tile plaque and an electric clock, went to Joyce Purcell and Bill Clark, respectively. Large baskets of flowers adorning the stage were also given away, one going to Norma Davis.

Everyone stayed till the last minute of this most successful party. Calls for an encore have been echoing ever since February 6.

RECOGNITION ABROAD

Creston M. Harnois, industrial relations representative, has been appointed to the Budget Committee of the Welfare Federation of Los Angeles Area, which operates the Community Chest and the Welfare Council.

Featured speaker at the February 5 meeting of the Purchasing Agents' Association of Northern California, held in San Francisco, was E. H. "Buck" Weaver, Union Oil's manager of purchases.



Oil production has increased



1. During the summer of 1944, Union Oil drilled 3 wells on a new site in Olivera Canyon near Santa Maria, California. Two of the wells came in. But since the type of crude they struck was worth only 60¢ a barrel at that time, it was impossible to operate them without losing money. So both were shut in. Today, crude oil of the Olivera Canyon type brings \$1.84 a barrel.



2. Consequently, both wells are in operation again, a third has been drilled and two more are under consideration. This isolated case is typical of a development that has been taking place throughout the California oil industry during the last two years. And it's one of the best examples we've found of the way our free economy reacts—automatically—to meet the *needs* of the people.



3. Back in January, 1940, the people of the Pacific Coast needed about 608 thousand barrels of crude per day to meet their daily requirements. At that demand, average California crude* brought \$1.10 per barrel. At \$1.10, 15,185 of the industry's most efficient wells could supply the need. When war broke out, average crude prices were frozen at \$1.15.

*Prices used throughout are for Signal Hill 27th crude at the well



4. But because of the emergency, every well that could break even or better at \$1.15 was put into production. And a lot of new ones were drilled. Consequently, by May, 1945—our peak wartime month—California was producing 880 thousand barrels of crude a day from 22,035 wells.* Came VJ Day and production started to drop back. The emergency was over and, since prices were still frozen, marginal wells were shut in.

*Exclusive of Elk Hills, Navy oil field which was operated during the war only.



5. Enter another element: the public. Between 1940 and 1946 our Pacific Coast population had increased 40%. More people meant we needed more oil—more oil than our fields could produce at pre-war crude prices. So as soon as a free market was re-established—and price controls removed—the *true* public demand began to exert its influence *to get that additional oil produced.*



6. First the price of crude began to go up. That meant more and more *marginal* wells became economic to operate. So production and drilling went up. With each increase in price came an increase in production until today we're producing *more* oil—929 thousand barrels per day—than we did *at our wartime peak.* This is 53% more than our 1940 production, which just about coincides with the increase in population and industry on the Coast.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.