

<sup>33</sup> *One Tower* <sup>39</sup>  
NOVEMBER 1951

# On Tour



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Evidence that the grandfather of Pacific Coast oil companies has no thought of retiring—and in fact is aiming at greater accomplishments than ever before—can be observed near Brea, California, where Union Oil's new five-million-dollar Research Center is opening its doors.

Strikingly handsome buildings, located on a 22-acre fenced tract and with wide expanses of unoccupied land on four sides, appear rather isolated from the typical industrial scene. However, the location indicates keen foresight when viewed in the light of present industrial trends. Situated near the heart of our Southern California field operations, the laboratories are not too remote from refineries and other petroleum units they serve. Nearby are pleasant, uncrowded towns where Research employees have opportunity to make their homes. And the move is a pace-setting step in industrial decentralization.

Faced with the need of more space and satisfactory working conditions in 1947, our Research group explored the possibilities of expanding old facilities at Wilmington. Lack of room to meet building and safety requirements, plus the high cost of remodeling, were factors that prompted consideration of an entirely new center instead.

So Austin, Field & Fry, architects, together with Union Oil representatives, started from scratch in 1948 to design the finest possible plant. They visited many of the biggest and best laboratories in America, sought expert advice from both research and construction sources, and then began putting together what the best minds agreed a research laboratory ought to be. Besides proven features gleaned from this nation-wide search, a number of new ideas were inspired and drawn into the finished plans.

All buildings have reinforced concrete walls, floors and ceiling beams. Fire-resistant acoustic tile is attached

*Entering the building's foyer through glass doors, our attention is divided between ornate furnishings and two comely receptionists, Florence Baker and Betty Redman.*





*Pending your opportunity personally to visit Union Oil's new Research Center near Brea, California, ON TOUR is happy to serve as escort on a picture inspection. Here we are at the administration building's entrance, reflecting pool at right.*

## Research Challenges Tomorrow

*Down a long corridor to the right we find Forrest Wood, Don Anderson, Ray Fleck, Margaret Smith and Milton Lee initiating the Patent Department's new filing alcove.*

*In a conference room, supervisors (l-r) Huffman, Bradley, Lake, Rogers, Crog, Allison, Anderson, Sherborne and McLennan take a coats-off view of Research problems.*





*The Research chief, Vice President C. E. Swift, and Irene Lund bid us welcome to an office rich in color and with Yosemite vacation hints in background.*



*A peek into the office of R. J. Garofalo, patent counsel, reveals Jo Cook taking dictation. They invite us to try the built-in lounges for size and comfort.*



*Dr. W. E. Bradley, Manager of Research, and Gennie Holmes, secretary, also enjoy the beauties of a Yosemite background without losing the comforts of home.*



*J. E. Sherborne, assistant Manager of Research, and Vera Davis, secretary, call our attention to the latest in office windows, drapes, carpeting and wall patterns.*

beneath the beams to provide smooth, unobstructed ceilings. Doors of tempered glass with chrome fittings admit light as well as people through handsome marble tile entrances. Buildings are connected by wide concrete

*Leaving a rear entrance of the administration building, we follow one of the steel-deck covered walkways that connect most of the Center's buildings with each other.*

*A stop at the nearby cafeteria is productive of either light refreshments or a hearty meal. Rooms for employee recreation are also a part of the cafeteria building.*





walks with a steel decking overhead as shelter. The fenced area is being completely paved, graveled or landscaped. Lawns and shrubs in front of the administration building extend out to a reflecting pond flanked by two flagpole pylons. Beyond are eight acres of delight to anyone who has once enjoyed the aroma of green alfalfa.

Basically, a research laboratory is simply an enclosure into which utilities employed by the chemist—fuels, water, air, electricity, vacuum, heat, steam, etc.—are supplied and distributed to lab equipment by pipe lines. Seeing to these basic needs first, the designers at Brea then went ahead with excellent innovations to make the center flexible, attractive and easily maintained.

No longer are costly excavations and work stoppages necessary every time a pipe line is repaired or installed. Under corridors and walkways throughout are concrete utility tunnels large enough to accommodate a maintenance truck. Exposed pipe lines, carried on the ceilings of these tunnels, can be inspected and repaired without disturbing laboratory personnel.

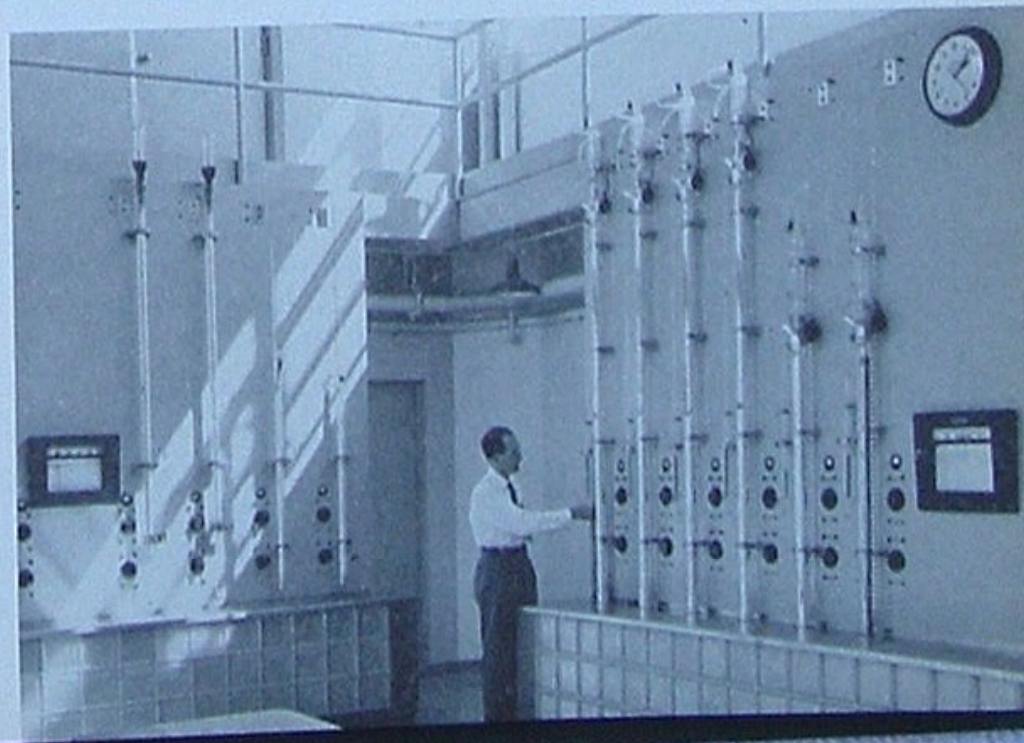
Largely solved are the old problems of too little or too much sunlight. Oriented to the north, huge laboratory windows admit ample light even on cloudy days to

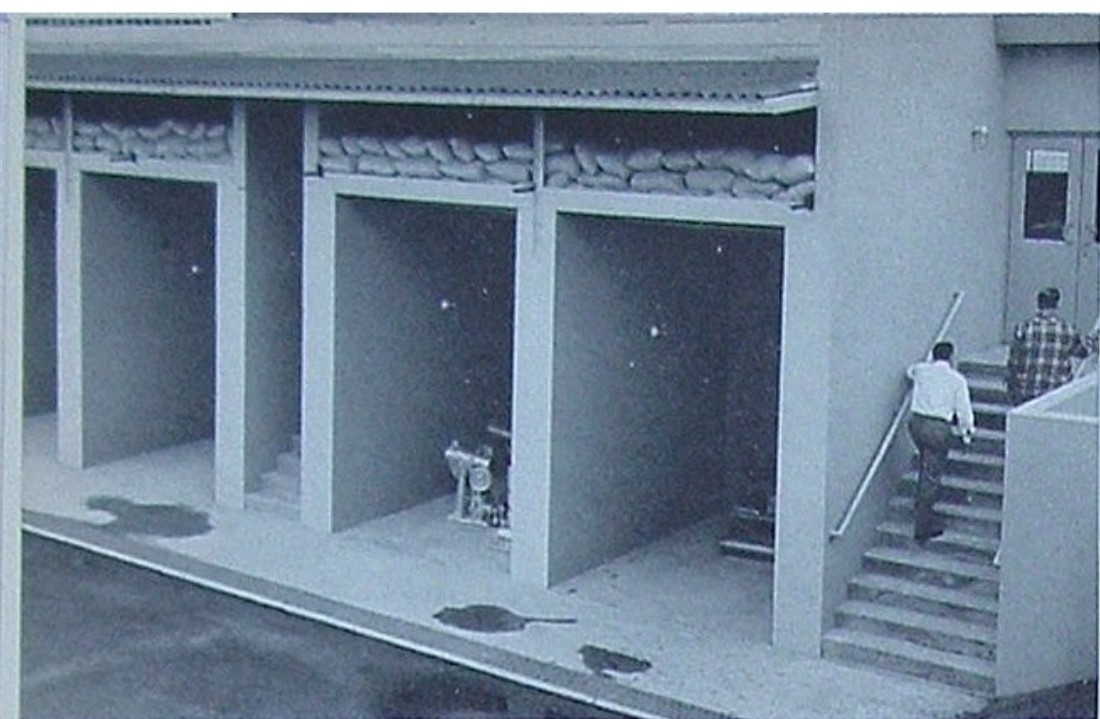
*Or, food for the mind is available just opposite the cafeteria entrance. This spacious library offers thousands of reference volumes, comfort, good lighting.*

*Decorative louvers, above, on the north side of each laboratory building serve the practical purpose of eliminating glare from well lighted interiors, below.*



*Research distillation equipment, always intriguing to the eye, is being installed by Wm. Ketteringham as we move along through corridors of the distillation lab.*





*Cells of high-pressure lab have thick concrete walls, sandbags overhead, and an outside earthen embankment to protect personnel and property during dangerous tests.*



*The motor lab contains new engines and control panels along with a house that is easy to keep spic and span.*

*Two tank units, such as the one below, are used for fuel storage. There is also a covered barrel storage area.*



brighten every corner. Attractive louvers rise vertically beside the windows to modify the light and prevent glare.

Gone are most of the old *chem lab's* offensive or hazardous fumes. Chemical fume hoods are available to each laboratory at Brea which confine the gases and permit their removal through an air supply and exhaust system separate from the plant's air-conditioning system. Special lighting under the hoods gives the chemist exceptional visibility.

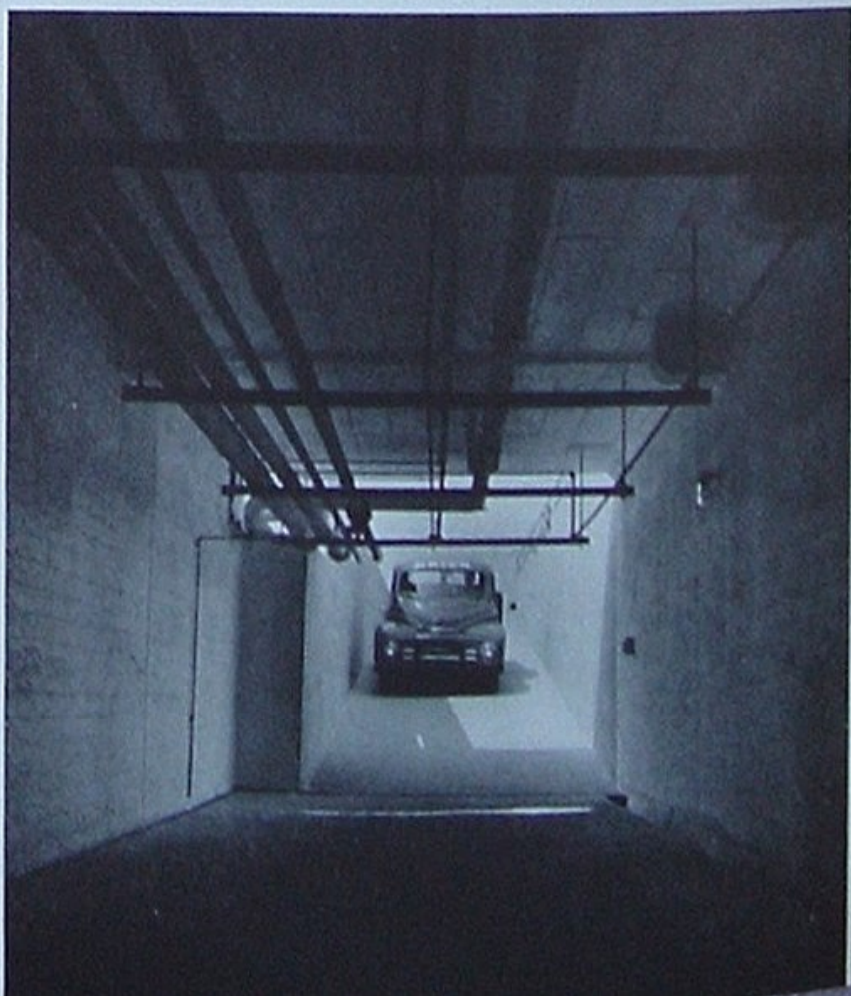
No need here to undertake an expensive remodeling job every time a lab needs to be modified or enlarged. Such adjustments can be made overnight by changing the position of removable steel partitions separating the laboratories. Unitized steel benches, with tops made of Alberene stone or stainless steel, are designed for quick reinstallation anywhere in the laboratory areas.

The Center's present 135,000 square feet of floor space is surfaced principally with asphalt tile in the offices and corridors and Koroseal plastic tile in labs where chemical damage has to be considered. These floorings, besides being colorful and attractive, offer low maintenance and replacement costs.

Research men estimate that a chemist needs some 150 square feet of laboratory floor space. Union Oil chemists have 260 square feet per person.

These are some of the reasons why the Research Center at Brea is being described as America's finest. It is a place of which all Union Oilers can be proud—particularly the nearly 300 Research employees who are already at work there on a greater tomorrow.

*Modern version of a pipe trench is this utility tunnel. Large enough to admit a maintenance truck, the tunnel carries pipe lines to all buildings. Repairs can be made without disturbing lab employees or making excavations.*



*Mission San Buenaventura, founded by Padre Serra in 1782, has witnessed a century of feverish search for oil.*

**N**EARLY 100 years ago—in 1864 to be exact—Professor Benjamin Silliman, Jr., of Yale University was attracted to Ventura, California, by reports of large oil seeps in the vicinity of Sulphur Mountain. After spending several days in the area, Silliman wrote to Thomas R. Scott of Philadelphia:

“The property covers an area of 18,000 acres of land in one body, on which there are 20 natural oil wells, some of them of very large size. Oil is struggling to the surface at every available point and is running away down the rivers for miles.” He further described the potential oil wealth as fabulous and estimated that 10 wells would bring a net profit of \$1,365,000.

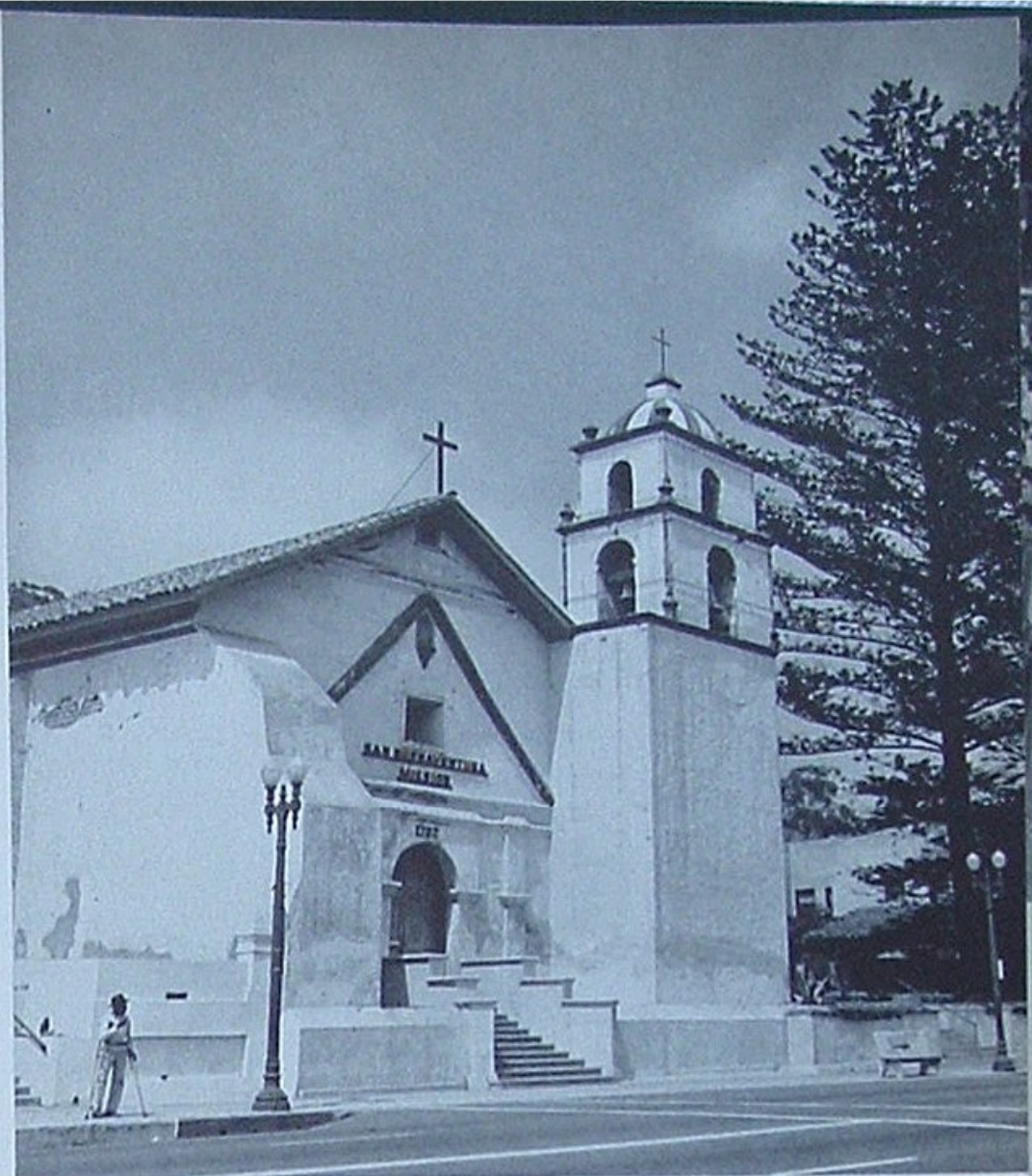
The professor was not the first to marvel at Sulphur Mountain's mineral wealth. Uncounted generations of Chumash Indians had used tar from the seeps to waterproof their baskets and boats, or as cement in fabricating weapons and tools. Probably Cabrillo paid no attention to the seeps when he came ashore near Ventura in 1542 and claimed as much of California as he could imagine for Spain. But his mission-founding and presidio-building countrymen who followed 227 years later certainly paused beside the oil springs and wondered why the Creator had made such an offensive substance.

Also before Silliman appraised the scene, General Andreas Pico and his nephew are said to have gathered some of the Sulphur Mountain seepage and sold it in San Fernando for such purposes as lubricating wagon wheels and as a rain-proofing compound for pioneer roofs.

And as early as 1857, George Shoobridge Gilbert brought his whale-oil refining experience down from San Francisco to try his hand at petroleum refining near Ventura. He might have preceded Colonel Drake as founder of America's petroleum industry had not his first shipment of barreled oil to a client in Brooklyn been abandoned by muleteers while enroute across the Isthmus of Panama.

As might be expected, however, Silliman's report touched off a sort of Black Gold Rush among the prominent oil figures of Pennsylvania. Among them were Thomas R. Bard, first president of Union Oil, Lyman Stewart, the Hardisons and many others who had drilled successfully in and around Titusville. They migrated by land and sea to Southern California; brought along fortunes in both money and tools; and began with high hopes to unlock the treasure chest of Sulphur Mountain.

*Seeps on Sulphur Mountain have attracted oil men since 1849. How to get paying quantities remains unsolved.*



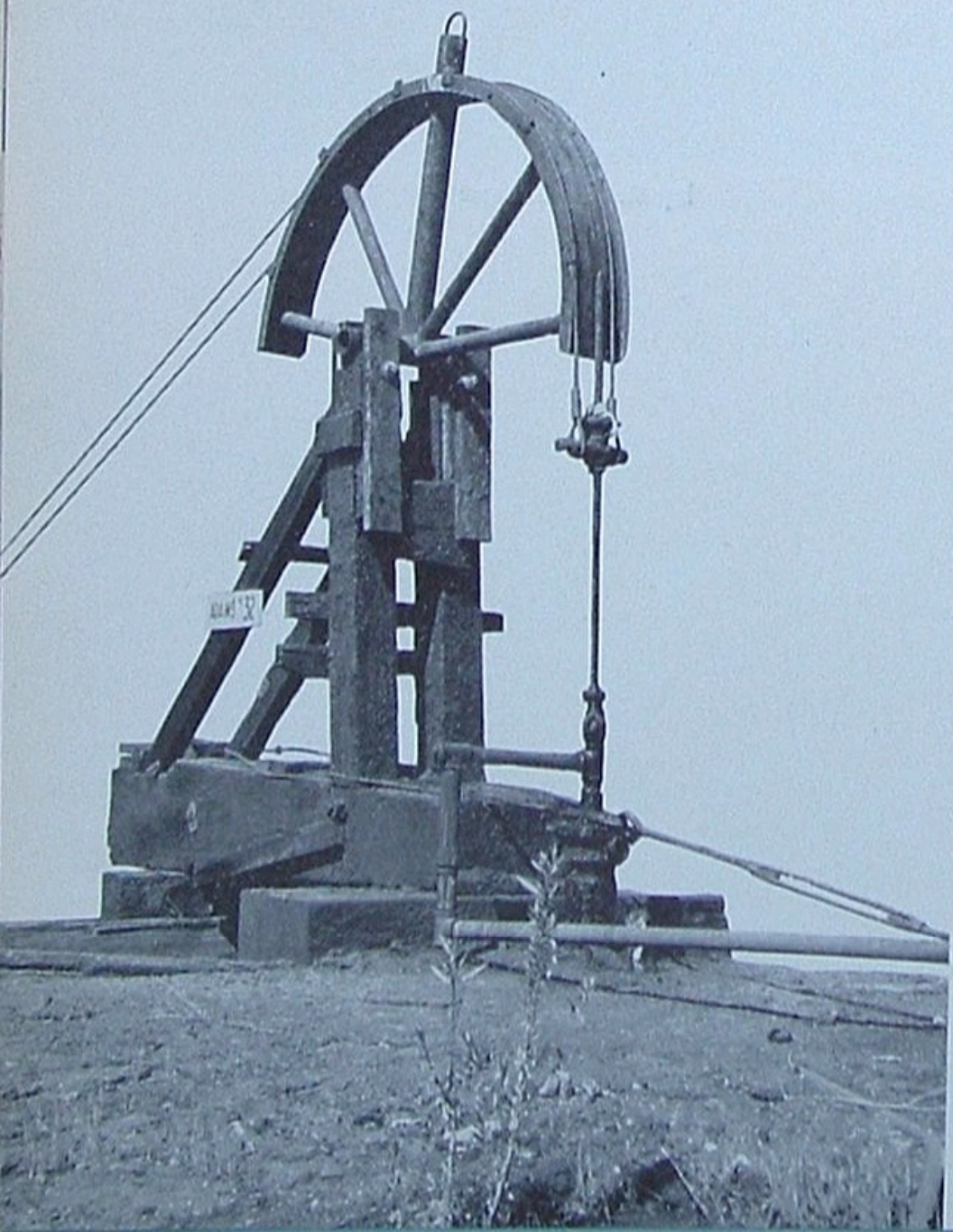
## **Oil Saga of Rancho Ex-Mission**

by R. G. Greene





*Tunnels dug in the face of Sulphur Mountain to expose larger areas of producing sands are still yielding small quantities of crude annually for Union Oil, but hardly have they returned the wealth that was spent in digging them.*



But the mountain that dripped oil from every pore proved obstinate. They drilled the oil seeps and got nothing better than unproductive holes. They made deeper tests between the seeps and rarely brought out enough crude to pay off the drilling crews. Scores of tunnels had been dug into the face of Sulphur Mountain with the intention of exposing great vertical layers of producing sand and creating streams of oil instead of trickles. These ventures were so unsuccessful that the tunnels changed ownership repeatedly.

Eventually oil in commercial quantities was found—miles away in several directions and particularly in the great Ventura Avenue Field, but not on the Mountain where oil experts had sworn they could get rich with a shovel.

This area of great hope and miserly realization is today known as Rancho Ex-Mission, a 44,000-acre tract that once was part of well over 100,000 acres belonging to the original Mission San Buenaventura. In order to strip the Franciscan missions of their powerful political influence, the Mexican government in 1836 resorted to secularization and awarded most land holdings to favored Spanish *dons*. Through that action the Rancho received its Ex-Mission title.

The large land parcel, of which Sulphur Mountain is a part, went through several changes of ownership during the feverish prospecting days. Then in 1885 Mission Transfer Company, controlled by Stewart & Hardison, obtained title to the Rancho. Mineral rights in it have been held by Union Oil since 1890, when our Company was formed through the amalgamation of Mission Transfer with other Santa Paula interests.

From 1884 to 1944, the Rancho produced 1,784,000

*Adams Canyon wells, No. 32 at left, are older than Union Oil Company. Their continued operation is worthwhile only because ancient jack lines, below, endure year after year and permit pumping several wells with one engine.*





barrels of oil, according to available records. This is small in view of Silliman's original estimate. But Company management from Hardison and Stewart onward have doggedly clung to the belief that someday Ex-Mission will pay off. Exploration has lagged here since 1907 principally because several prolific fields elsewhere in the state have invited less complicated hunting at lower costs.

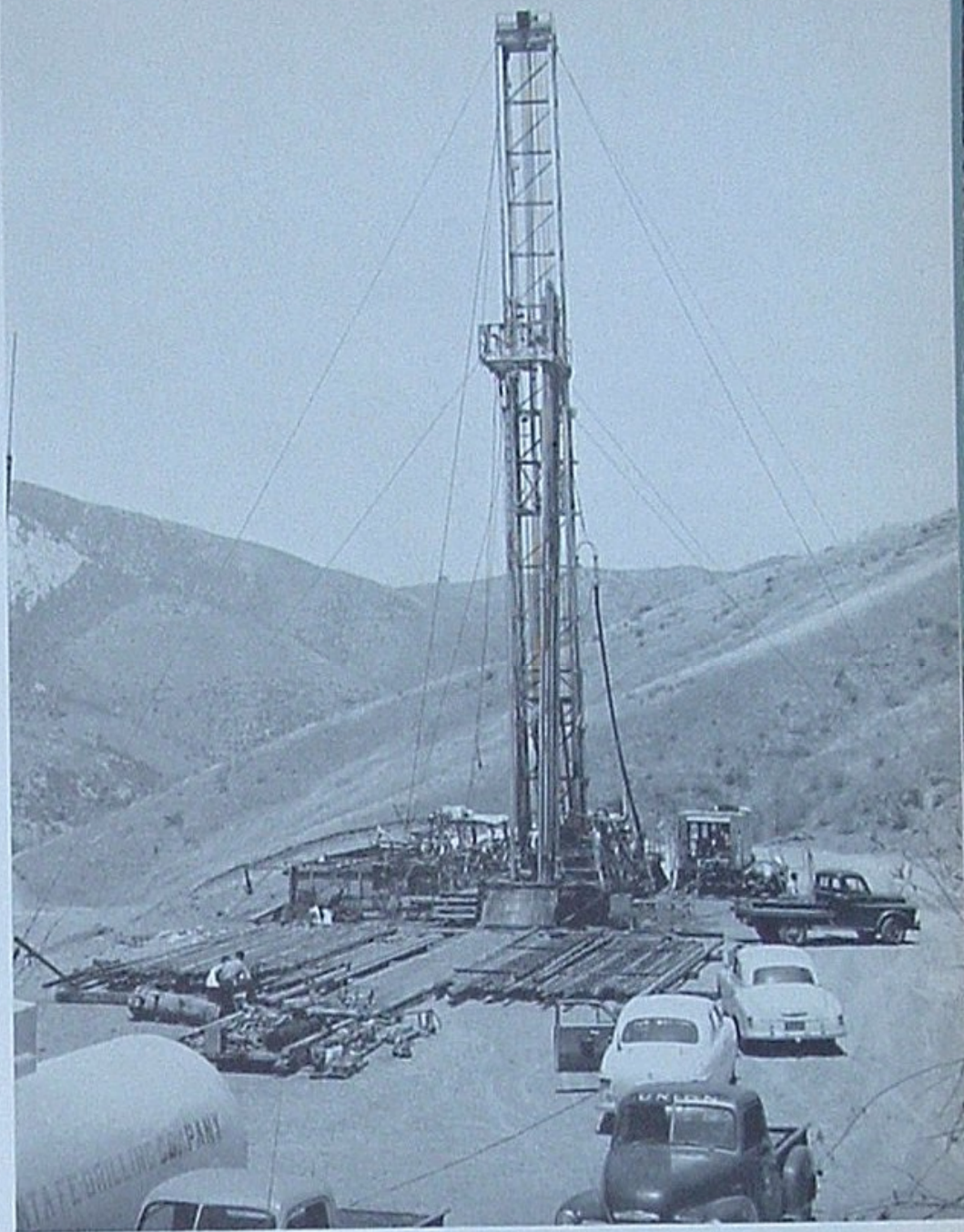
In 1948 it was decided that we should develop the area around Santa Paula aggressively. One well was drilled to the then record Company depth of 14,596 feet. Another deep core test was made to a depth of 7,000 feet. At present a series of shallow tests are being made north of the great Ventura Avenue Field.

The result to date has been the discovery of a new field and considerable revival of Company enthusiasm in that area. Although production from one producing well is only 135 barrels per day, the oil is 29-gravity and is found at a depth not greater than 3,200 feet. Another deep test, possibly down to 15,000 feet, will be started here soon to explore known productive horizons. Full worth of the new field is yet to be determined.

Meanwhile, oil still drips from the pores of Sulphur Mountain just as it has done for centuries. We trap some of it in earthen catch-basins, pipe it drop by drop into small field tanks, and count the mountain's annual yield in very modest figures. Nearly a full century of prospecting hasn't unlocked the source of those old oil springs.

Nor has failure turned us away in disgust. Every new generation of oil men since Professor Silliman's time marvels as he did at the possibilities of Rancho-Ex-Mission.

*Today, enthusiasm in Ex-Mission is being aroused again because of this new discovery well north of Ventura Avenue Field. Louis Wagner, field operator, reports a steady 135 barrels per day of 29-gravity crude oil.*



*The search continues with modern blitz-rig equipment, above, and with a new generation of oil men. Below, K. W. Brown, drilling foreman, sizes up a test hole.*





## ENDORSEMENT OF PEACE

**H**ARDLY had signatures dried on the United Nations' treaty of peace with Japan before Union Oilers and the San Francisco Press Club were busy performing an unusual gesture of international good will.

At the suggestion of Vice President Alan J. Lowrey, who also presides over the San Francisco Chamber of Commerce, we joined Bay area newsmen in inviting press, newsreel and radio representatives gathered from all corners of the globe on a Sunday cruise of San Francisco Bay.

With the U. S. Army cooperating by making their chartered ferryboat YERBA BUENA available, a thousand passengers were welcomed aboard shortly before noon on September 9. For the next five hours of a journey that included Bay points of interest between San Francisco and Oleum it is a certainty that at least the world's press became better acquainted and more inclined to get along peaceably together.

Union Oilers from Central Territory offices and Oleum Refinery, aided by a number of friends who claim close customer relationship to us, served as hosts. The quality of their attentiveness is evidenced by accompanying photos.

To describe the passenger list as cosmopolitan is putting it mildly. Every continent on earth and every United Nation we can think of—excepting three perhaps—were represented.

*It so happens the San Francisco Press Club can sing and, with top critics aboard, they gave an outstanding recital.*



*Starting at Pier 7 in San Francisco, the Peace Cruiser Yerba Buena carried Japan Treaty news representatives of all nations on a five-hour cruise of the Bay.*

*Hors' d'oeuvres ala Union Oil were relished by 1,000 guests.*



*Right, Mrs. James R. Young, publisher from South Carolina and formerly of Tokyo, expressed her enjoyment of trip to chief host Alan J. Lowrey.*





Left, Larry Thompson, Mrs. Cadicell, F. K. Cadicell, Emma Svirebely, Mrs. Thompson, and Lucille DeLury represented Central Territory and Poultry Producers of Central California, a foremost customer of Union Oil Company.



Right, envy of every male aboard was Herb Hemmen of Oleum, who posed with Miss Kitty Ishi, talented and beautiful singer from Japan.



Japan's newspaper delegation included Miss Ishi, singer (center), and her U. S. teacher, Bill Hayes, second from right.

Group below, hosted by Union Oilers John Fisher and the Wm. H. Jameisons, included the Joseph Lerner, Rea Shaw, Mrs. Barney Gould, and the Ernie Smiths.



The pick of Japanese newsreel cameramen brought along their cameras and recorded the cruise for audiences at home.



Left, Isa K. Sabbagh, representing Arabic Palestine, and Irene Goldberg of Portland seemed well pleased with the international situation.

Journalist S. Natarassan and his wife of Bombay preferred the warm afterdeck with Mrs. B. L. Corley and her son Victor, of San Francisco.



Above, Fred Kislingbury, Mrs. and Mr. W. D. Groves, Mrs. Edward Montgomery and Mrs. and Mr. Geo. F. Herrman represented McKales, Inc., aboard.



Duong Van Si dit Hien Si is the name of this famous journalist from Saigon, French Indo-China, seen renewing friendship with Union Oiler Earl Welty.





# INDUSTRIAL SUMMARY

## ● MARKETING

Concluded during September was the Minute Man Sweepstakes program, participated in by all Union Oil service station employees and dealers. Its objective was to make Company stations the "Neatest, cleanest service stations on the West Coast" because "Clean stations attract the stranger and hold the regular customer." Prizes to the winning employees and dealers were awarded September 21 at meetings held throughout our marketing area. District sales managers presided. Short, to-the-point talks by President Reese H. Taylor and Vice President A. C. Stewart reached the meetings via radio broadcast.

Triton is now being produced entirely as a Heavy Duty motor oil. The change to Heavy Duty specifications from Premium was made to hold our position of leadership in the motor oil field and increase this product's general acceptability.

Over the past few years cotton has become a major crop in California and Arizona. Hand-picking has largely been displaced by mechanical cotton pickers, intricate machines costing \$10,000 to \$15,000 each. Keeping pace with the development of these machines, Union Oil has introduced a new product, Red Line C. P. Oil (cotton picker spindle oil). Initial reports indicate

*The nationally publicized Oregon Cavemen of Grants Pass added merriment to one of the Minute Man Sweepstakes meetings in Oregon. Stan Biehn is the captive accountant.*



that the lubricant, which offers marked advantages over competitive products, is gaining in favor daily.

Calor Gas Company has been appointed our exclusive propane distributor in Montana and will take the entire output at Cut Bank.

Progress is being made by our distributors in the Alberta and British Columbia areas of Canada. Royal Triton is being resold by numerous retail and car dealer outlets in both areas. Other Union Oil lubricants are being introduced to industrial and agricultural users at a rapid pace.

A sales office with jurisdiction over 10 Southwest and Southern states was established in New Orleans September 15 with L. B. Trelue in charge.

In our Eastern marketing operations, the intensive solicitation of new car dealers in 22 large cities has developed many outstanding accounts. Among these is Lindberg Cadillac in St. Louis, which owns all four Cadillac agencies in that city and is now handling Royal Triton exclusively, purchasing in full carload lots. Of 2,300 Cadillac owners in St. Louis area, 75 per cent secure their lubrication service at Lindberg Cadillac agencies. The number of retail outlets handling Royal Triton through the East have now increased to 7,000. Educational meetings were conducted during September in New York, Chicago and New Orleans to acquaint Company personnel and various distributors with our other lubricants as well.

Firestone Stores are conducting an aggressive merchandising campaign—window displays, pump island solicitation, etc.—designed to increase Royal Triton sales through their 39 stores which retail Union Oil products. Preliminary indications point to exceptional success.

*from Roy Linden*

## ● RESEARCH

Assistance was provided by our Research Department to the Coordinating Research Council in its study of the vapor-

locking and octane-requirement characteristics of new military equipment.

A sample of a newly developed grease was submitted to the Military's Rock Island Arsenal for qualification under the new MIL-G-10924 (Ord) specification. Greases meeting this specification are designed for general use under all weather conditions in all grease lubricated fittings of Ordnance Department ground equipment.

A final report covering the 12-month Southern Pacific Railroad Company switcher test of Triton RR Diesel Engine oil was issued. On the basis of the excellent performance of the product in this test, authorization for its unrestricted use in Electromotive Division (EMD) and American Locomotive Company (ALCO-G.E.) switching locomotives has been obtained.

*from C. E. Swift*

## ● INDUSTRIAL RELATIONS

Wage and salary stabilization regulations since January 25, 1951, have been marked by rapid developments and frequent changes in policies and procedures. The most recent of these changes involves modification of rules governing adjustment of wages and salaries of individuals. As an employer with a previously established formalized wage and salary administration plan, we will be permitted to continue making most of the individual wage and salary adjustments classified as merit, time progression (length of service) or promotional increases as in the past. However, modification of handling of length of service increases for salaried personnel exempt from the Fair Labor Standards Act may be required.

*from W. C. Stevenson*

## ● TRANSPORTATION & DISTRIBUTION

Continuing with our program to dispose of old idle facilities, six 37,000-barrel steel tanks at Orcutt No. 2 Station have been removed and the site leveled.

Radio facilities have been placed in operation serving the Production Department in Orcutt, Cat Canyon and Lompoc areas and the Pipe Line Department between Santa Maria and the Cat Canyon and Gato Ridge fields. These facilities replace telephone lines that were installed in 1909.

The M/V UNOBA arrived at Los Angeles Harbor on September 22, 1951, for annual blowdown and voyage repairs. This work was commenced following discharge of her cargo of molasses from Panama, which was consigned to the Pacific Molasses Company. The vessel was scheduled to start her return voyage to the Canal Zone on October 11.

First shipment of crude oil from the new Ventura submarine pipe line terminal was received by the SS

SANTA PAULA on August 13. A cargo of approximately 114,000 barrels of crude oil was loaded in 10¾ hours.

*from R. D. Gibbs*

## ● PURCHASES

Acquisition of materials for new marketing facilities in the Northwest, for the replacement of facilities damaged during the Los Angeles Refinery fire, and Government permission to increase our quota of quebracho for drilling muds are preceeding smoothly. However, much needed facilities for Maltha and Oleum are being held up temporarily by P. A. D.

*from C. S. Perkins*

## ● FIELD

The ever increasing difficulty of finding new oil fields through use of the normal tools of exploration—surface and subsurface geology, core drilling, and geophysical techniques—is a problem that confronts management and is thoroughly apparent to those in the petroleum industry who are searching for oil. This is in part due to the fact that structures that comprised the large domestic fields in the past are not available in the same number today. In the main, large fields being found today are from complicated faulted structures, reefs or pinchouts. Development in oil finding tools has not kept pace with requirements for the detection of reservoirs which produce most of the bit fields today.

Union Oil Company recognizes this and more than usual emphasis is being placed on the drill as an oil finding tool. Our Field Department is engaged in one of the most active drilling programs ever undertaken by the Company. Forty-two wells are being drilled at present and we have an interest in five wells being drilled by others. Of the 42 wells, 20 are wildcat wells, of which five are in California, seven in the Gulf Division, five in West Texas, two in the Rocky Mountains, and one in Canada.

*from Sam Grinsfelder*

## ● MANUFACTURING

Construction of new asphalt facilities at an estimated cost of \$1,650,000 is scheduled for Oleum Refinery. Included in the estimate are heaters, tankage and air-blowing asphalt stills to replace present obsolete equipment.

A cargo of East Venezuela crude oil has been processed through Los Angeles Refinery. This oil is comparable to Los Angeles Basin crude.

Construction of nearly a half-mile of 54-inch diameter waste water pipe line is being made at Los Angeles Refinery. The line will handle more than a million barrels of salt water used daily at this refinery in addition to storm run-off waters.

*from K. E. Kingman*

MORE GOV'T WASTE  
MORE BUREAUCRACIES  
WORLD WAR III  
MORE GOV'T SUBSIDIES



# The Straws Before The Last Straw

By C. HAINES FINNELL

WHEN you start overloading any being, beast or building, the time is bound to come when the one additional milligram is added that "breaks the camel's back." This idea is so well accepted that very few of us ever give it much thought.

But let us consider for a minute how the camel might feel during the build-up to the "final straw." How did he feel five straws before the final one, or ten or fifteen. When did the burden become so heavy that it really began to hurt? And we might also ask why didn't the camel do something about it before it was too late.

It is easy to say that camels are not very smart but, for one brief instant let us pretend that we are camels and our taxes are straws. Further, let us assume that we are camels of a \$5,000-dollar-a-year size. (Different sized camels can carry different sized loads of straws.)

Let us, for example, take a married man with two children in 1939. Out of a net income of \$5,000 per year he would have paid \$48 in Federal Income Taxes. Of course, the income tax is just a starter on the taxes a man pays but it is a yardstick. In 1951, however, a man with the same deductible family and the same number of dollars in income, would pay an income tax of \$520 . . . or an increase of 893%. At the same time the purchasing power of this amount, which stood at nearly \$5,000 in 1939 after taxes, has shrunk to \$2,422 after taxes in 1951. On the same basis, a man who made \$3,000 in 1939 would be down to \$1,555 and the \$10,000 a year man would be down to \$4,545. (\*)

There is no doubt about the fact that the current dose of inflation has a great deal to do with the individual's decrease in purchasing power. But there is also no doubt about the fact that out of every dollar earned in this country 27 cents must go to some form of government—federal, state and local. Each person working on non-essential government operations, each dollar spent, means that much less production for use. Each item of material used in non-essential government work means that much less supply to meet consumer demand. These non-essential government activities are in a large measure responsible for this inflation.

Does the camel have an aching back yet?

Well, let's take a peek down the road and see if the last straw is yet in sight. Senator Paul H. Douglas of Illinois estimates that the Federal Government's budget alone in 1953 will add up to 90-BILLION dollars and that on the basis of present taxes the Government's tax income in that year will amount to 59-BILLION dollars. An additional 31-BILLION has yet to be piled on our backs.

\*According to Consumer Price Index 1935-39=100



# Editorials



Well, the so-called rich can't pay it. If all the income of those earning \$8,000 a year or more were expropriated, an additional 6-BILLION would still have to be found.

We camels might well get together and guess where this money is going to come from.

And while we are at it, we might also try to guess how much additional inflation these government expenditures will mean—how much less the dollars we do have left will buy.

We might also wonder if camels are the only ones who are not very smart because "they didn't do something about it before it was too late."

## FEDERAL AID FARCE EXPOSED

Indiana's 85th General Assembly recently sent a remarkable message to the Congress of the United States. It said in part:

"We have decided that there is no such thing as 'Federal aid'. We know there is no wealth to tax that is not already within the boundaries of the 48 states. So we propose henceforth to tax ourselves and take care of ourselves.

"The people of Indiana resent the encroachment of the Federal government into the fields of education, highways, employment, agriculture, medicine, banking, welfare and civic projects. They hold that these activities are the responsibilities of the state, the local communities, or private individuals, and that Federal participation in these fields, both financial and managerial, should be abandoned throughout this nation of ours."

That message comes like a breath of fresh mountain air in an era when most of the chambers of commerce and other such civic organizations seem to be primarily involved in trying to get more and more money out of the Federal treasury, or more appropriately, the taxpayer's pocket. Moreover, it is a message which is based squarely on what we used to consider fundamental American ideals and principles. Yet a whole generation has grown up which never lived under anything except the system of Federal grants and doles, which began with the depression and has continued at an ever accelerating pitch ever since.

This is the system which has destroyed states' rights and undermined the independence of the people. It is the system which has taxed us to the point of confiscation, and has made the tax bill one of the largest items in every family budget. It is the system which has created huge government deficits, even in times when business was booming and tax revenues were at record peaks. It is the system which will ruin us if continued.

(From *Industrial News Review*, Portland)

## A LESSON IN SOCIALISM

As a teacher in the public schools I find that the socialist-communist idea of taking "from each according to his ability" and giving "to each according to his need" is now generally accepted without question by most of our pupils. In an effort to explain the fallacy in this theory, I sometimes try this approach with my pupils:

When one of the brighter or harder-working pupils makes a grade of 95 on a test, I suggest that I take away 20 points and give them to a student who has made only 55 points on his test. Thus each would contribute according to his ability and—since both would have a passing mark—each would receive according to his need. After I have juggled the grades of all the other pupils in this fashion, the result is usually a "common ownership" grade of between 75 and 80—the minimum needed for passing, or for survival. Then I speculate with the pupils as to the probable results if I actually used the socialistic theory for grading papers.

First, the highly productive pupils—and they are always in minority in school as well as life—would soon lose all incentive for producing. Why strive to make a high grade if part of it is taken from you by "authority" and given to someone else?

Second, the less productive pupils—a majority in school as elsewhere—would, for a time, be relieved of the necessity to study or to produce. This socialist-communist system would continue until the high producers had sunk—or had been driven down—to the level of the low producers. At that point, in order for anyone to survive, the "authority" would have no alternative but to begin a system of compulsory labor and punishments against even the low producers. They, of course, would then complain bitterly, but without understanding.

Finally I return the discussion to the ideas of freedom and enterprise—the market economy—where each person has freedom of choice, and is responsible for his own decisions and welfare.

Gratifyingly enough, most of my pupils then understand what I mean when I explain that socialism—even in a democracy—will eventually result in a living-death for all except the "authorities" and a few of their favorite lackeys.

A letter from Thomas J. Shelly, teacher of Economics and History, Yonkers High School, Linden and Poplar Sts., Yonkers, New York.

(Reprinted through courtesy of The Foundation for Economic Education.)



Above, Mrs. Jerry Prifogle and Tom Blackman presented their original oil paintings and showed how it's done.

Upper left, the Sherborne family were among many to admire high-fidelity radio set built by Ray Stratton.



L-R above, Ray Greenstone and Vernon Stiles get the pitch on recording from Gordon Brown and Fred Burkstaller.

## HOBBY SHOW

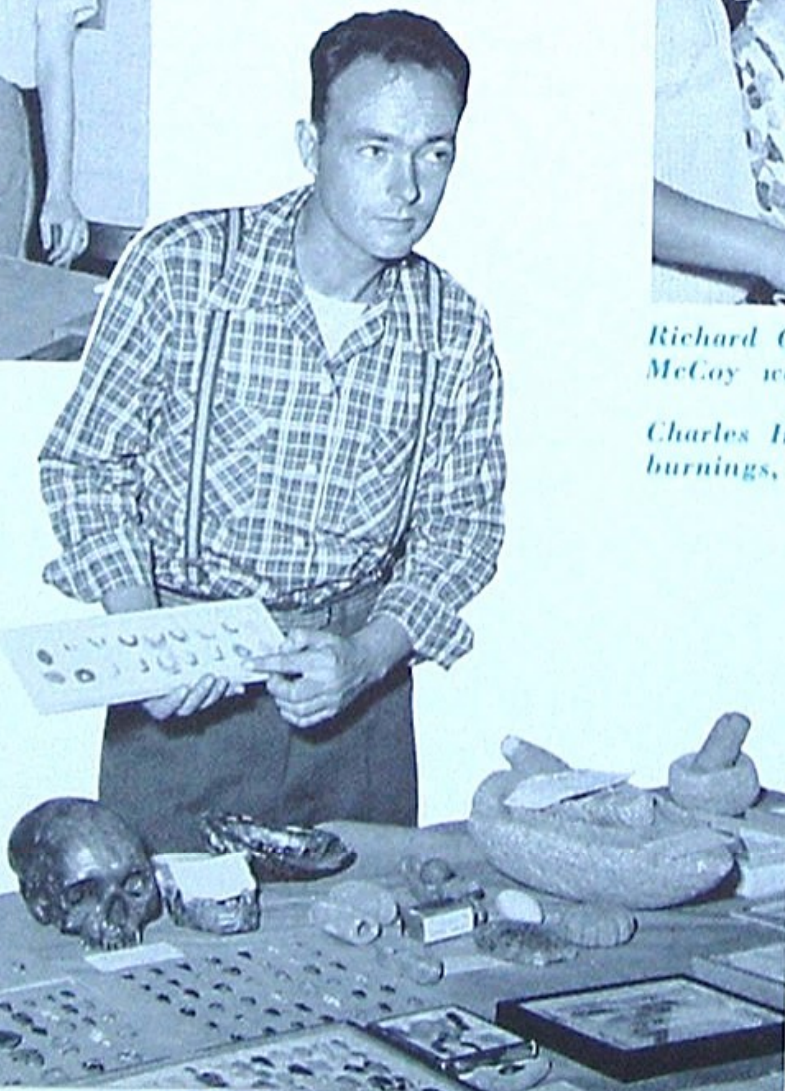
Highly interesting and surprising to nearly a thousand observers were the hobbies exhibited at Los Angeles Refinery on August 18 by 62 Union Oil people. Workmanship of the finest quality, artistic skill that fellow workers never knew existed, and off-job interests of an unusual nature came to light in this the first of Union Oiler hobby shows.

The successful event, held on a Saturday afternoon in the cafeteria, was sponsored by the Los Angeles Refinery Social Club, of which Ray Greenstone is president and Vernon Stiles was Hobby Show chairman.



"Look at the birdie and smile," quipped Sharon Aviani, whose hobbies are parakeets and a motorcycle she drives.

William Deane brought out his exceptionally fine collection of California Indian relics gathered on vacations.



Richard O'Connell, high ranking marksman, and George McCoy were the admiration of aspiring Lone Rangers.

Charles Hulbert displayed an impressive panel of wood burnings, which art is properly known as pyrography.

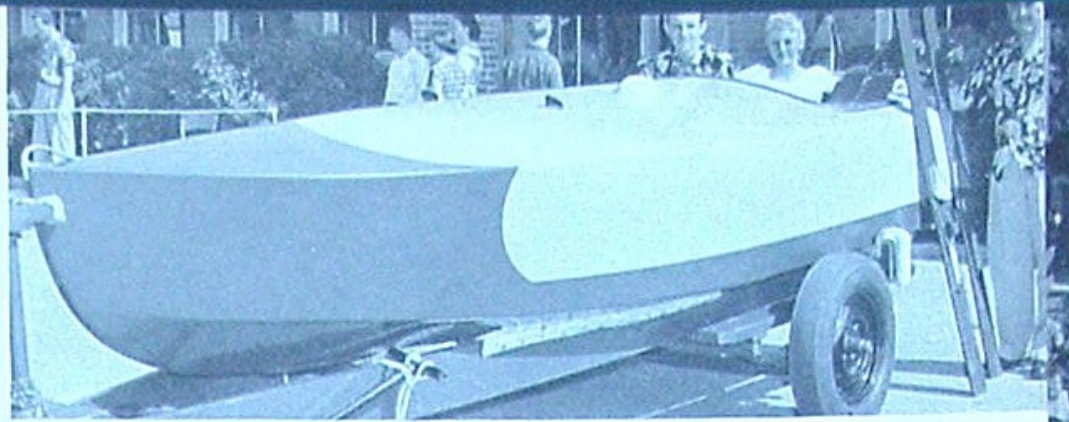






Both Otto Whitson and his wife enjoy finery of their own creation, he a stone cutter and she a rug expert.

Below, Mrs. Esther Morlock stopped the show with some of the gorgeous porcelains and ceramics she produces.



"If you can't afford a boat, build one," suggests Less Nelson, who with his son and daughter built this craft.

Lillian DeWeese is ever casting an appraising eye on unusual salt and pepper shakers, with this result.



Jim Perry is an ocean-going "skin diver" and, below, explains harpooning to Edith Bishop.



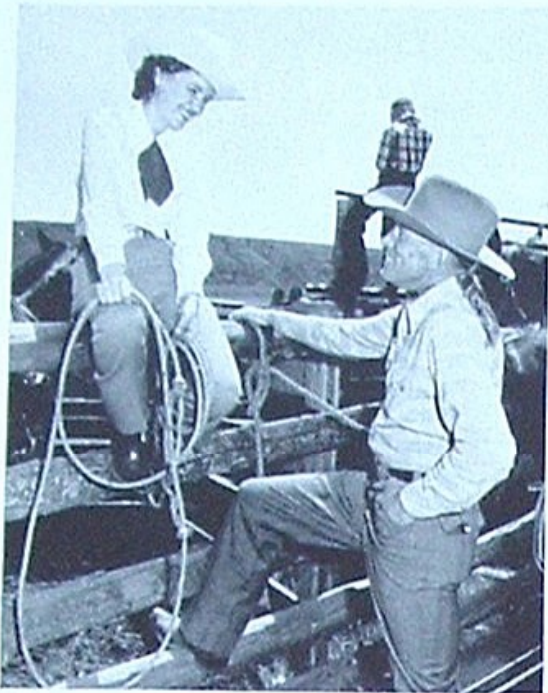
Rex Luard and his family prove that getting one's goat is a splendid hobby idea in these days of high prices.

Entirely for the fun of it, Bruce Buell spends many an evening perfecting his skill as a spare time glassblower.

Clark Meade and Sam Heintzolman sped to the show aboard a 1913 Cadillac and 1914 Buick.



## Union Oilers



**Mary Dougherty**, Seattle office, was chosen as a princess to rule throughout the recent three-day Ellensburg rodeo. Besides beauty, the royal miss had to have equestrian skill. She is shown above with Elmer Moen, rodeo arena director.



**Mrs. George Elderkin**, wife of our Union Oiler accountant at Great Falls, Montana, drew the applause of her community this summer by sponsoring an art class for most of the children in her neighborhood.

Like many worthwhile projects, this one sort of expanded from small beginnings. Soon after school ended in June, Mrs. Elderkin started her daughters out on a constructive vacation with a few basic art exercises. As the classes were often

held out-of-doors, neighboring children were attracted. Knowing that small hands are best kept out of mischief by being kept busy, the teacher solved her problem by staking each newcomer to a few instructions. Thus the group expanded to 10, met regularly twice each week at the Elderkin home, and even went on some wonderful field trips.

Mrs. Elderkin studied art at the Montana State College and at the Los Angeles Chouinard School.



**Donors** of the Company-sponsored Sweepstakes Trophy for the best float in this year's Berkeley Football Festival Parade were, from left, Union Oilers J. H. Fisher and wife, Mrs. F. K. Cadwell, Mr. Cadwell. Receiving the trophy for the winning Oakland Naval Supply Center was Capt. James Bierer. Larry Haines, J. J. Grunewald and Mrs. Grunewald also participated in the award ceremony of this great annual football kickoff for which the Berkeley Junior Chamber of Commerce has twice taken top honors nationally.



**Testing** enlarged and remodeled serving facilities in the penthouse coffee shop of our San Francisco office building are, from left, Marjorie Hopkins, Alice Carr and Kay Hitchcock.

This popular retreat has undergone several alterations since its original designation as a "deck" for women only in 1940. When the coffee urn moved in, so did the men. Then bit by bit came the ingredients of light lunches. Now available are hot foods, crisp refrigerated salads and beverages galore.

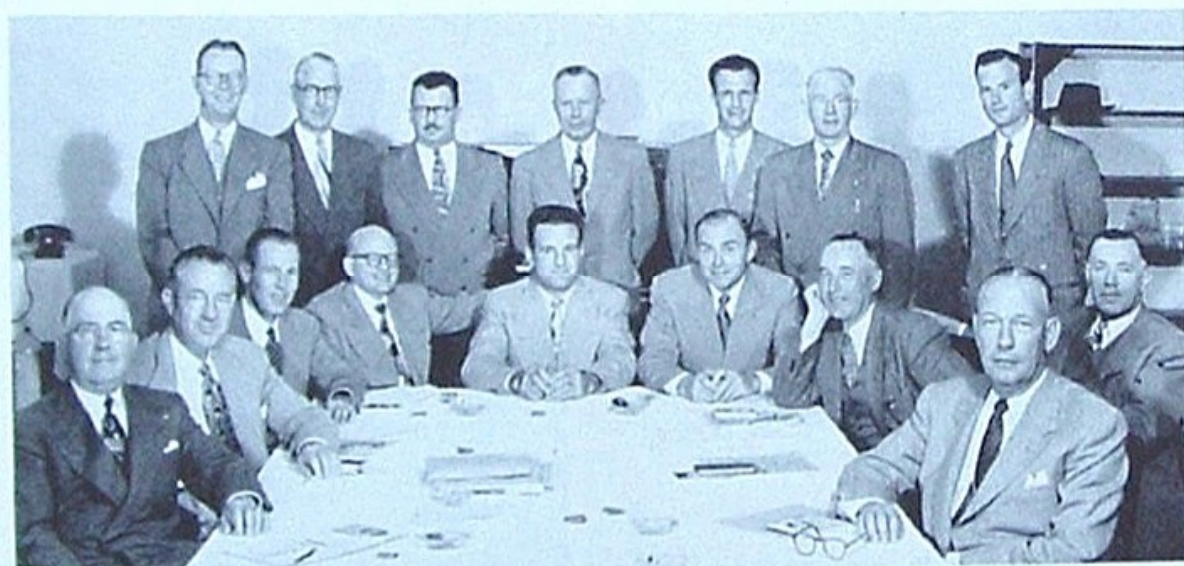


↑  
**Mr. and Mrs. John W. Alling**, who were married at Great Falls during August, appear radiant on the climactic day of their office romance. Mrs. Alling, formerly Miss Florence Ann Moore, is a teletype operator and receptionist in our Great Falls office. John, an accountant at the same location, was lucky man in a double-ring church ceremony, followed by a Glacier Park honeymoon. This all-Union Oiler romance should result in happiness of the finest specifications.



↑  
**Cleo Goyette**, shown sliding home with another run, is one of several Union Oilers at Los Angeles Refinery who figured prominently in softball during the 1951

season. Leading the Star Kist nine of San Pedro, Goyette helped win district and regional championships, then moved on to the softball World Series in Detroit, where his team reached the quarter-finals.



↓  
**Industrial Sales Engineers** who attended Central Territory's September conference in the Bellevue Hotel, San Francisco, were (standing) C. N. Combs, J. M. Fain, L. D. Lavinger, Ward Jamison, R. R. Blakeslee, F. A. Reynolds, Tom Tully; (seated) J. R. Young, E. M. McLachlan, B. M. Schwalm, E. B. Lien, R. L. Linder, J. J. Grunewald, R. V. Martin, G. F. Choate, R. W. Henderlong.



↓  
**Retail Representatives** predominated at another sales conference, same location, in which those at left participated: (standing) E. C. Smith, C. H. Ayers, H. M. Davis, W. J. Crowley, J. S. Kent, E. W. Bollinger, J. I. Robinson, D. C. Logan, J. C. Hillenbrand, A. E. Mealiffe, C. E. Keeler, C. C. Corsiglia, J. B. Kaye, N. M. Norton, E. P. Hoisington, J. H. Kockos, J. K. Fischer, M. J. Brennan; (seated) L. J. Dawes, G. F. Herrman, Jr., G. F. Ottewell, C. R. Noland, M. Small, H. J. Acquistapace, M. E. Lamborn, T. L. Franklin, Homer Law, F. K. Cadwell, J. J. Grunewald, O. D. Dorsett, K. A. Vine, W. A. Samuelson.



The cooking of Les Smith and family, Ruth Penhale and husband, and Mrs. Rowan Cline contributed bounteously to the delights of a Los Angeles Refinery picnic, attended by 1,650 people, at Stearns Park on Sept. 9.



Oleum's bowling champs of the Burnham Playoff are aiming to repeat. Captains of this season's 16-team refinery league are (standing) M. Nursement, A. Erickson, B. Butt, J. Yost, D. Lorden, J. Coughlan, D. Davidson, J. Betts, V. Oylar; (kneeling) G. Creed, C. Jensen, E. MacCormick, N. Bottrell, F. Longfellow, P. Hackney and E. Eckler.

Union Oiler H. H. Hansen, left, on lend-lease to the Los Angeles Community Chest, is shown with Daniel Harrington of Title Insurance, Paul Schwab of J. W. Robinson Co., and two young ladies whose loveliness has been preserved through your Red Feather contributions. Lets dig again this year.



**HONORED** Four Union Oilers were scheduled to present technical papers before the October 25-26 meeting of the American Institute of Mining and Metallurgical Engineers, Los Angeles, namely, *J. E. Sherborne*, *V. A. Josendal*, *B. B. Sandiford* and *Dr. J. W. Wilson*. Chairman of the Pacific Petroleum Chapter is our *Basil Kantzer* . . . *Emma Svrbely*, secretary to the manager of Central Territory, is president this year of the San Francisco Chapter of Executives' Secretaries. On "Bosses' Night," September 13, she had two executives in tow, Messrs. Alan J. Lowrey and F. K. Cadwell. The pictures of all three appear elsewhere in this issue . . . The Desk and Derrick Club of Great Falls, Montana, has elected *Helen Chamberlain* its first president and *June Surmi* its first publicity chairman . . . The National Association of Purchasing Agents has appointed *C. S. Perkins* vice chairman of their Oil Company Buyers' Group. *H. R. Morrison* is currently president of the Northern California Purchasing Agents Association. And *Arthur Erickson* is first vice president of the Washington Purchasing Agents' Association . . . *Oliver P. Premo*, now on military leave, has been promoted to captain on Heidelberg Military Post in Germany . . . *Robert L. Cain* of Comptroller's presented a review and critique at a regional conference of the Institute of Internal Auditors, held at the Town House in Los Angeles September 14-15 . . . At Marine Corps Headquarters in San Francisco on September 21, Cpl. Gary Jerome Lyon was awarded the Purple Heart by Col. James H. Clark. Shrapnel wounds received at Hagaru in 1950 had enforced five months of recuperation in Oak Knoll Hospital, Oakland. To make the presentation doubly official, his wife, *Louise Lyon* of our Sales Services staff in Central Territory, is shown in the accompanying picture repeating the ceremony.



**TEXANS** The greatest state's population shrunk by at least two important head when *Frank C. Ball, Jr.*, general field superintendent of West Texas Division, was transferred to similar responsibili-

ON TOUR

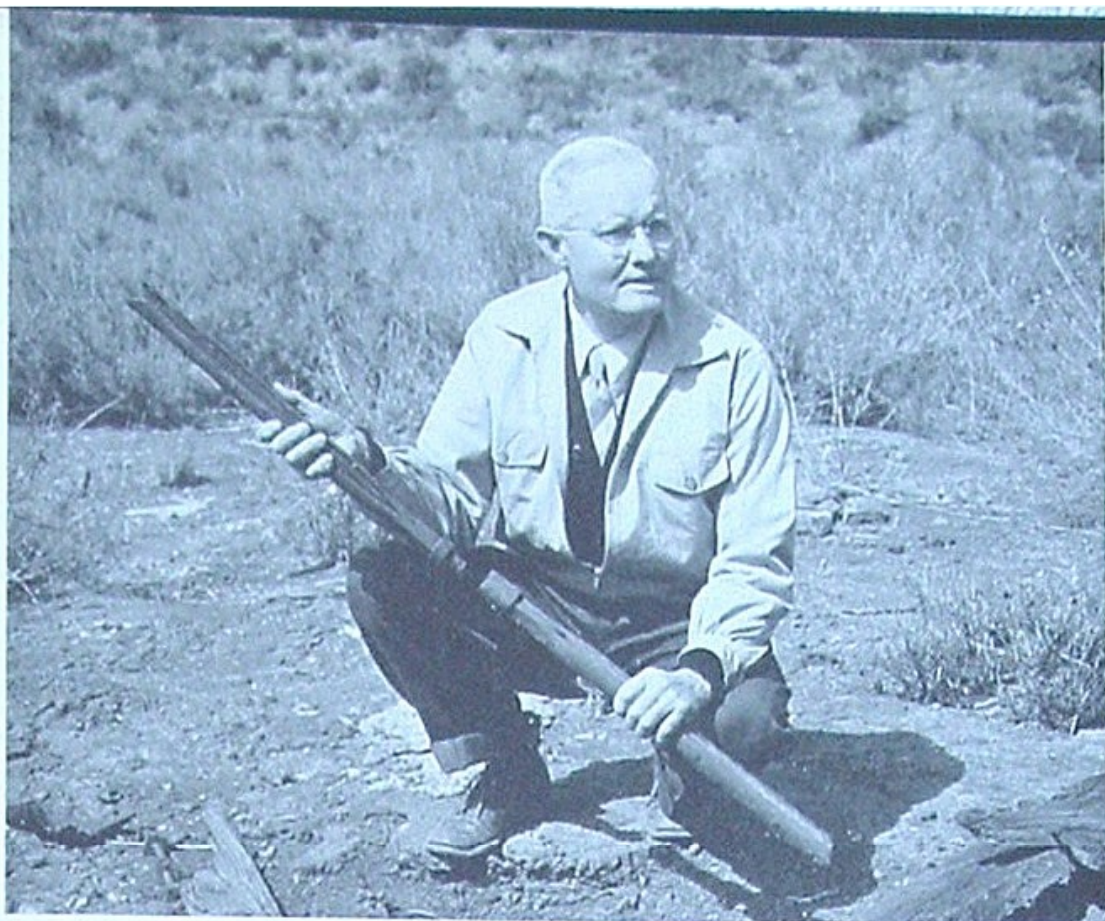
ties in the Rocky Mountain Division, and **Ashton T. Perry, Jr.**, geologist, transferred from Midland to our New Mexico District Office. . . . Newcomers to the West Texas Division have quite a way to go to achieve the local lingo. **Dr. John Joseph** of our geological staff at Roswell is a native of Argentina, where he headed the Mineralogy and Geology Department of the Universidad Nacional de Tucuman. **Dr. Felix Paul Bentz**, geologist at Midland, was born in Switzerland and educated at the University of Basel, Switzerland, and the University of Caen, France. Our **Miss Irene Craig** of Midland is a naturalized U. S. citizen, having been born in Canada.

**STRANGER THAN FICTION** On a recent fishing trip, **Art Weld** of Home Office slipped from a rocky ledge near a waterfall and broke both of his heels. Aided by a companion who came to his rescue, he was obliged to crawl two miles on his hands and knees back to camp. But, believe it or not, while cooling his broken heels in the stream and awaiting help, Art calmly cast his line out and caught a trout, bringing his day's catch up to the legal limit. Then, two weeks in the hospital . . . It took **Bobbie Magner** of Comptroller's just 30 minutes to land a 25-pound albacore, her first, and a \$20 jackpot contributed by 24 less fortunate Union Oilers on a recent Catalina Channel fishing trip . . . Stick around a minute. It says here that **Phil McCutchan** of Research left home 30 minutes before the season opened—drove 10 miles—got a rancher's permission to hunt—stepped out of car—shot a buck standing only 50 feet away—returned 10 miles home with deer—woke dear up to get his breakfast—time consumed, one hour . . . This one we doubt, despite the picture:—Gentleman in the boat is **William T. Lee**, Plant Superintendent of Phoenix. "Lake Unoba" under boat was formed August 29,



after three days of rain in Phoenix, of all places. Besides the fish being hoisted as evidence, a cropped portion of the picture showed several suspicious looking ducks

(Continued on Page 22)



Escorting us to Adams Canyon where Union Oil history began, Fern Pressey dug out two wood-shafted sucker rods, forerunners even of his 1906 employment date.

## "174 Miles Upstairs"

(*Fern O. Pressy has attained 45 years of continuous Company service. By his normal retirement date, December 1, 1951, he will have completed 45 years and 5 months, second only to Jack Reed's record total of 45 years and 6 months. Read Fern's own account of an interesting Union Oil career.*)

When I was first employed by Union Oil in 1906, little did I realize that someday I would become the senior Company employee and actually outlast my job. My father came to Santa Paula in 1884, married a Santa Paula girl, and built the house in which I was born. This house occupied two lots adjoining Mission Transfer Company ground and was just across the street from Stewart & Hardison's famous old machine shop, both of which properties later became part of Union Oil Company.

As a lad of 10 coming home from school, I would always stop and watch the men working in the shop. The Company had two steam hammers, the larger of which I well remember from the time it was first installed. A fellow by the name of Waxsmith operated it and I believe he had such perfect control that he could touch an egg laid on the anvil and not crack the shell. Many a time I have watched Frank Dinger make a set of jars or a drilling bit. Ben Youkin and Fred Jones used to perform the required lathe work.

When the first oil burner was installed in Santa Fe locomotive No. 10 by O. C. Parker, I was one of the most enthused observers. Once even had a ride on the engine for a distance of 1½ miles. However, I remember one occasion when all avail-

able manpower and manpower were summoned to help turn the locomotive around on a turntable, then located near Peoples Lumber Company. I helped push it around, but had to walk back.

In the course of my employment I have met every president of Union Oil except the first, Thomas A. Bard, who served for only a few months. When Lyman Stewart shook my hand for the first time, he said to me, "I know your mother; she was a very Christian woman." The oil boys in speaking of Lyman Stewart always called him Uncle Lyman. When my mother passed away in 1899, it was he who ordered the shop closed during the afternoon of her funeral.

Lyman Stewart's youngest son, Fred, was quite an inventive genius. His machine shop on 10th Street was used originally by Dr. Salathe as a laboratory. Here Fred blueprinted and made various engine castings; and my younger brother, Howard, used to earn five cents an hour cleaning up metal shavings under the lathes. Fred made the first automobile that ran on the streets of Santa Paula. It was a two-seater, ingeniously arranged so that the rear-seat drivers had to face backwards. Its high wooden wheels, steering arm and portside crank were strictly features of the past. Another barefoot boy and myself raced the car on its initial run down 10th Street. When Fred turned on Main Street, the motor sputtered to a stop. He couldn't get it started again and had to be towed back to the shop—by a team of horses.

My first 18 years of employment was with the Pipe Line Department as field gauger. Many of the wrenches and pipe

tongs I used had the Mission Transfer Company's "M.T." marked on them.

One of the first Company pay checks I received had been nicked for a State Poll Tax of \$2. Since I hadn't reached my majority, the deduction was refunded. There were no other deductions in those days unless you had purchased some Treasury stock. The standard wage for nine hours was \$2.50. If you got in a few days of pumping time—12 hours per shift—it was still \$2.50—no overtime.

The remaining years of my employment have been spent in the Field Department office, up a long flight of stairs and on the second floor of our Santa Paula Building. It has been computed that I have taken 1,572,392 steps to and from work on this stairway, or a total distance of 174 miles. One of our bright young engineers states that the energy thus used, if converted to horsepower, might be enough to drill a shallow oil well.

In December I am scheduled to join the ranks of old oil men and generals and just fade away.

*From Fern O. Pressey*

## UNION OILERS *(Cont. from page 21)*

... That is why we debated whether to print a picture of *Clyde Dahlin* of Wenatchee, Washington, and his limit catch of salmon and decided, in error, that it wouldn't be legitimate.

**SOUTH OF THE BORDER** The Company has been well represented this year by vacationers down Mexico way. *Dorothy Cosner*, Field Department, and *Dolly Crandall*, Land Department, both of Bakersfield, flew to Mexico City for 12 days of sight-seeing and bull fights. *Donis Coultts* of Stockton made it to the Grand Canyon and Mexico while attending a convention of the National Secretaries Association in Houston. *Ethel Farnsworth* of Industrial Relations motored to the Mexican capitol, stopping between rain squalls for some beautiful pictures in color.



## Retirements



A grateful Company and hosts of well-wishing employees are bidding farewell to the following Union Oilers who have concluded long careers of Company service and are retiring:

### FLORENCE M. CARROLL

Oleum Refinery  
Employed 5/2/35—Retired 10/1/51

### HUGH B. DENIO

Northern Division Pipe Line  
Employed 8/22/23—Retired 10/1/51

### HARRY M. PARDEE

Southern Division Field  
Employed 3/14/22—Retired 10/1/51

### A. L. SULLIVAN

Southern Division Field  
Employed 4/26/23—Retired 10/1/51

### HUGH M. CAMERON

Los Angeles Refinery  
Employed 5/1/09—Retired 11/1/51

### WILSON E. DAVENPORT

Northwest Territory  
Employed 12/10/19—Retired 11/1/51

### WALTER EVANS

Northern Division Pipe Lines  
Employed 4/24/26—Retired 11/1/51

### IRA D. MILLER

Oleum Refinery  
Employed 5/16/28—Retired 11/1/51

**Wilson E. Davenport,  
Distribution Manager,  
Northwest Territory,  
with Mrs. Davenport.**

Equipped with seven years of engineering experience, "Davy" joined Union in 1919 as a Marketing clerk in Seattle. He moved up the ladder to agent, district sales manager, operating manager of the old Central Division, and division manager at Seattle during the period from 1934 to 1949. By no means tired of working, he plans to spend the next year or so building a dream home on Cottage Lake.



**Hugh M.  
Cameron**

**Chief Clerk, Los Angeles Refinery.**

Terminates a Union Oil career that began in 1909. Starting as a clerk at Oleum, he moved to the old Port San Luis Refinery in 1910 and was there when the famous Lakeview No. 1 flooded Southern California with oil. Moving between the Bay Area and Los Angeles, Hugh gained experience that won him his Chief Clerk's assignment at the new Los Angeles Refinery in 1920.



**Hugh B.  
Denio**

**Senior Engineer, Rio Bravo  
and Buttonwillow.**

Retired October 1 after 27 steady years of Northern Division Pipe Line duty. He was first employed by the Company as a fireman and engineer in 1928, but tried farming during a brief interruption in 1923. His fine, large family of two daughters, five sons and seven grandchildren includes two sons who are engaged in missionary work in Japan and the Philippine Islands.



**Walter M.  
Evans**

**Senior Engineer, Antelope.**

Came to work at Tar Canyon in 1918 as a fireman. He has worked as an engineer and fireman at Coalinga, Tar Canyon and Dudley, and has been senior engineer at Antelope since 1947. A ranch near Avenal that he homesteaded in 1918 will occupy much of his retirement time. He is married and has one son.



## SERVICE BIRTHDAY AWARDS

### OCTOBER 1951

Department                      Location                      Years

#### EXPLORATION & PRODUCTION

Dalton, Herbert C., Santa Fe Springs.....	35
MacClocklin, J. D., Santa Fe Springs.....	35
Hill, Clarence E., Santa Fe Springs.....	30
Kinney, Lloyd J., Santa Fe Springs.....	30
Mitchell, Chas. M., Santa Fe Springs.....	30
Pardee, Wm. C., Santa Fe Springs.....	30
Russell, Lyle P., Santa Fe Springs.....	30
Russell, Robert D., Santa Fe Springs.....	30
Wilson, Warren B., Santa Fe Springs.....	25
Anderson, James R., Ventura .....	10
Correll, Chas. W., Orcutt .....	10
Mosier, Clarence E., Orcutt .....	10
Richardson, H. N., Santa Fe Springs.....	10

#### MARKETING

Elliott, Howard M., Seattle .....	30
Newberry, James H., Tacoma .....	30
Hepburn, David R., Los Angeles.....	20
Sargent, Frank L., Los Angeles.....	20
Walker, Kelly, Los Angeles .....	20
Watson, Albert F., Los Angeles .....	20
Coffman, Irving O., Spokane .....	15
Morrison, Marvin V., Phoenix .....	15
Sheppard, James W., Hollywood .....	15
Rossiter, Catherine, Los Angeles.....	10
Schnittker, George W., Los Angeles .....	10
Smith, Hulbert, Long Beach .....	10

#### MANUFACTURING

Beaulieu, Pierre S., Wilmington .....	30
Sipkema, Casper, Wilmington .....	30
Tschinkel, Edward S., Wilmington .....	25
Flowers, Jessie H., Wilmington .....	20
Bello, Donald F., Oleum .....	10

Jones, Robert D., Wilmington .....	10
Loftus, Owen J., Oleum .....	10
Potter, James S., Wilmington .....	10
Potter, John D., Oleum .....	10

#### MARINE

Kruger, Joe R., Wilmington .....	30
Donald, Stuart C., Wilmington .....	25
Leaf, Everett A., Wilmington .....	10

#### PIPELINE

Ireland, William L., San Luis Obispo .....	25
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#### INDUSTRIAL RELATIONS

Chappell, Gerald G., Home Office .....	20
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#### RESEARCH & PATENTS

Harper, William R., Brea .....	20
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### NOVEMBER 1951

#### PIPELINE

Esplin, William J., San Luis Obispo .....	40
Gilliam, Robert L., San Luis Obispo .....	25

#### EXPLORATION & PRODUCTION

Hardman, Cecil V., Santa Fe Springs.....	35
Alford, George R., Dominguez .....	30
Allen, Eldon I., Santa Fe Springs.....	30
Hall, Harry D., Dominguez .....	30
Openshaw, Ralph A., Ventura .....	30
Paulsen, Clarence W., Bakersfield .....	30
Simmons, Chas. L., Dominguez .....	30
Stephens, William B., Bakersfield .....	30
Hollister, Frank W., Los Angeles .....	25
Omohundro, M. Santa Fe Springs .....	20
Richardson, Leighton L., Orcutt .....	20
Robinson, Harry J., Santa Fe Springs.....	20

#### COMPTROLLERS

Mackenzie, Arthur, Los Angeles .....	35
McGookin, William, Los Angeles .....	25

#### MARINE

Davis, Reginald W., Wilmington .....	30
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#### MARKETING

Johnston, Lillian L., Los Angeles .....	30
Novotny, Ernest, San Diego .....	30
Tingley, James S., Oregon .....	30
Leonard, John A., San Francisco .....	25
Gallie, John J., Rosecrans .....	20
Kimmell, Arthur D., Los Angeles .....	20
McCarthy, Herbert D., Los Angeles .....	20
Potter, Lorin F., Wilmington .....	20
Wachtel, Martin H., Santa Barbara .....	20
Fosse, David W., San Diego .....	15
Pierce, Harold A., Hyde Park .....	15
Rempe, Emmett G., Los Angeles .....	15
Walker, Donald O., San Francisco .....	15
Cruce, Orlan Gray, Yakima .....	10
Prenevost, Mary K., Los Angeles .....	10
Aguilera, R., Central America-Panama.....	10

#### MANUFACTURING

Brust, Clyde, Wilmington .....	25
Lott, Byron A., Wilmington .....	25
Parr, Hugh O., Wilmington .....	25
Scrivner, Harry, Wilmington .....	25
Chandler, Harry B., Wilmington .....	15
Boyce, Hubert Benj., Oleum .....	10
Broughton, Wilborn F., Wilmington .....	10
Whitemore, Lawrence F., Wilmington .....	10

#### PURCHASES

Parker, Alexander P., Orcutt .....	15
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#### AUTOMOTIVE

Windsor, Elliott F., Emeryville .....	25
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### IN MEMORIAM

With deep regret and with earnest sympathy toward their families and intimate associates, we report the death of the following employees:

On September 4, 1951  
**GEORGE H. CHAPMAN**  
 Southern Division Field  
 Employed February 15, 1926

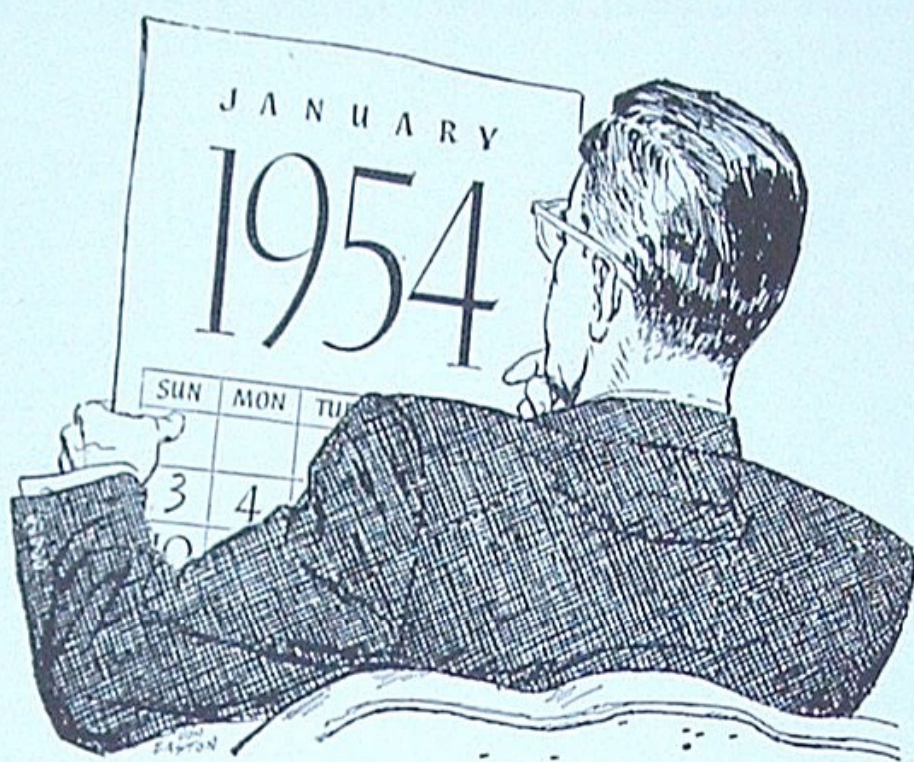
On September 20, 1951  
**HERNDON A. SCHULER**  
 Sacramento Wholesale  
 Employed August 15, 1931

On September 21, 1951  
**ROBERT E. CRITCHLOW**  
 Southern Division Field  
 Employed March 1, 1921  
 Retired July 17, 1947

On September 26, 1951  
**WILLIAM D. KOHLENBERGER**  
 Home Office Communications  
 Santa Fe Springs  
 Employed March 18, 1925  
 Retired May 29, 1946

On September 27, 1951  
**PAUL T. KERR**  
 Manufacturing, Oleum Refinery  
 Employed October 18, 1945

# Why we have to anticipate your needs



**1. 21 months** after the end of World War II, the research scientists at Union Oil came up with an entirely new type of motor oil for passenger cars. They had developed it to give the greatest possible protection for the new higher-compression engines then being built. The new oil was *purple* and was classed as a heavy-duty lubricant.



**2. To demonstrate** what the new oil would do, they put it in four new cars and drove them 30,000 continuous miles up and down the Pacific Coast. The oil was never drained! At the end of the run they opened up the engines and showed us the results: engines showed *no measurable wear*. The oil was in *excellent condition*.



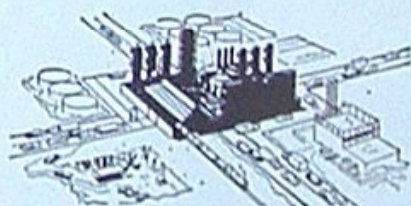
**3. Consequently,** we put this remarkable new purple oil on the market immediately. We called it Royal Triton. 3½ years later, leading car manufacturers specified heavy-duty type oils for use in their new models. Royal Triton easily exceeded the most rigid of these heavy-duty specifications. As a result, leading car dealers from coast to coast now recommend Royal Triton to their new car buyers.



**4. Naturally,** we're glad we put a heavy-duty oil on the market 3½ years before the car makers' specifications were issued. But most important, we believe, is the *economic system* that gave us the *incentive* to anticipate the need for a heavy-duty oil. Under this system we are constantly striving to beat our competition to the punch.



**5. If the oil business** had been a government monopoly, not only would we *not have* a heavy-duty oil; we wouldn't have all the other petroleum products and services we have today. For there's no incentive to go after more customers when you already have them all. But because we didn't have all the customers, we had a very good reason for introducing an improved product.



**6. All of which goes to prove,** we think, that the only way you can guarantee *maximum* progress in an industry is to have an economic system that guarantees *maximum incentives*. Our American system, with its *free competition*, provides these to a degree no other system has ever approached.

## 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 17, Calif.*

**Manufacturers of Royal Triton, the amazing purple motor oil**