



"MAIDEN
VOYAGE"

"On Tour"

AUGUST 1952

On Tour



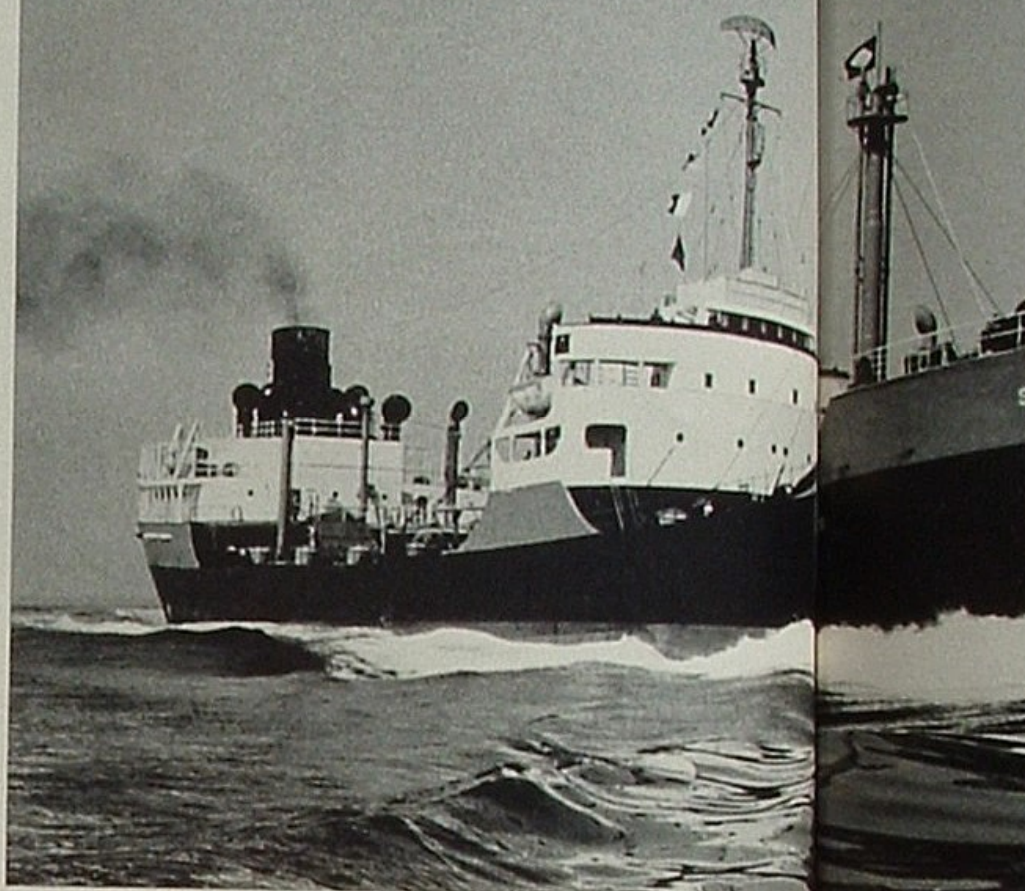
VOL. 14, NO. 7
AUGUST 1952

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T. D. Collett.....*Editor*
R. C. Hagen.....*Asst. Editor*

ON TOUR is published monthly by Union Oil Company of California for the purpose of keeping Union Oil people informed regarding their company's plans and operations. Reader participation is invited. Address communications to ON TOUR, 617 West 7th Street, Los Angeles 17, California.



Bearing a cargo of natural gasoline from the Gulf Coast, our newest tankship, the SANTA MARIA, speeds on her first voyage from Sparrows Point to Los Angeles Harbor.

At launching ceremonies last December 7th were, from left, D. D. Strohmeier, vice president of Bethlehem Shipbuilding Division, W. L. Stewart, Jr., executive vice president of Union Oil, Mrs. Ronald D. Gibbs, sponsor, and J. M. Willis, general manager of Bethlehem Shipbuilding at Baltimore.



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Maiden Voyage

By Dick Pennell

ADDDING 18,000 deadweight tons to the cargo capacity of Union Oil's tankship fleet, the new SS SANTA MARIA reported for work on June 12 at the Company's dock in Los Angeles Harbor. To demonstrate her qualifications for the job, she brought along from Gulf Coast sources a full cargo of natural gasoline to help alleviate present California shortages.

Those who welcomed the ship some 15 miles out were impressed with her size and speed. She is 5,000 deadweight tons (meaning cargo tons) larger than our four tankships of the L. P. ST. CLAIR class, and 2,000 deadweight tons larger than our three government-built T-2's of the LOMPOC class. Besides having 147,000 barrels of gasoline capacity in 32 major compartments, she has a large dry-cargo hold, ample space for ship's stores, and generous accommodations for officers and crew. In several tests she has exceeded 17 knots. In fact, the SANTA MARIA is now both the largest and fastest tankship operating in Pacific Coast trade.

Taking the shortest route home through Panama Canal, the ship is shown below being lifted in Gatun Locks; moving through the canal's Gaillard Cut; and descending to Pacific Ocean level before departing Pedro Miguel Locks.





Among first visitors aboard to hear the report of Captain W. H. Peterman, right, were Marine Editor Edsel Newton, R. J. Pennell of Marine Department, and Mrs. Peterman.



First to use the ship's handsomely furnished guest bedroom was John W. Focht, guarantee engineer of Bethlehem Shipbuilding, who described the voyage as being most pleasant.



Above, Chief Engineer Jack Law, Third Engineer Don George and First Engineer George McCleary work aft, convenient to the fare of Chief Cook Leonard Dobbs, below.

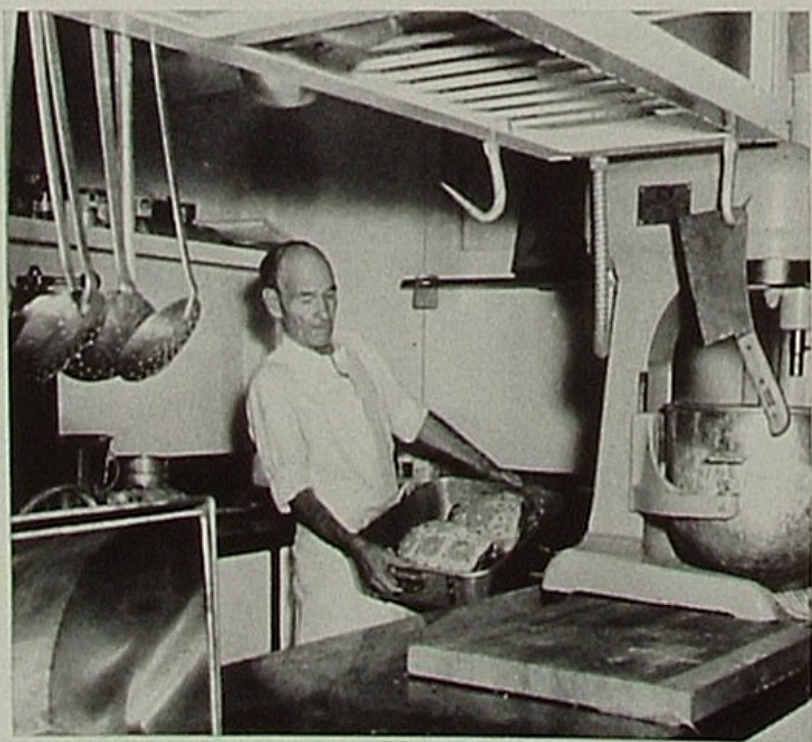
Bethlehem Steel's Shipbuilding Division — builders also of the RUBEL, ST. CLAIR, GREGG and KELLY—combined the best that past experience and modern innovations had to offer in creating the type of ship Union Oil needs—particularly for our coastwise operations.

Special equipment on the vessel includes automatic mooring winches, which keep mooring lines snug when the surging ship is loading or discharging in such open roadsteads as those at Ventura and Port San Luis.

All cargo tanks are equipped with automatic gauging devices, thereby greatly simplifying the routine measuring of commodities aboard.

Partitioning of the hold into compartments has been so well planned that the ship may carry a very diversified cargo with less danger of product contamination. The

Mates Don George and Bud Thomas, who have to keep a weather eye on the ship's cargo, are appreciative of new devices that gauge cargo in compartments automatically.





From left, Fourth Mate Max Bertram, Third Mate Don Bennett, Second Mate Bob Grimes and First Mate Hamilton Thomas express satisfaction at having mastered new ship.

possibility of leakage through bulkheads has been minimized both through design and construction.

Speed of the vessel is credited partly to the design of its hull, and in part to its 7,700-horsepower steam turbines geared directly to the shaft.

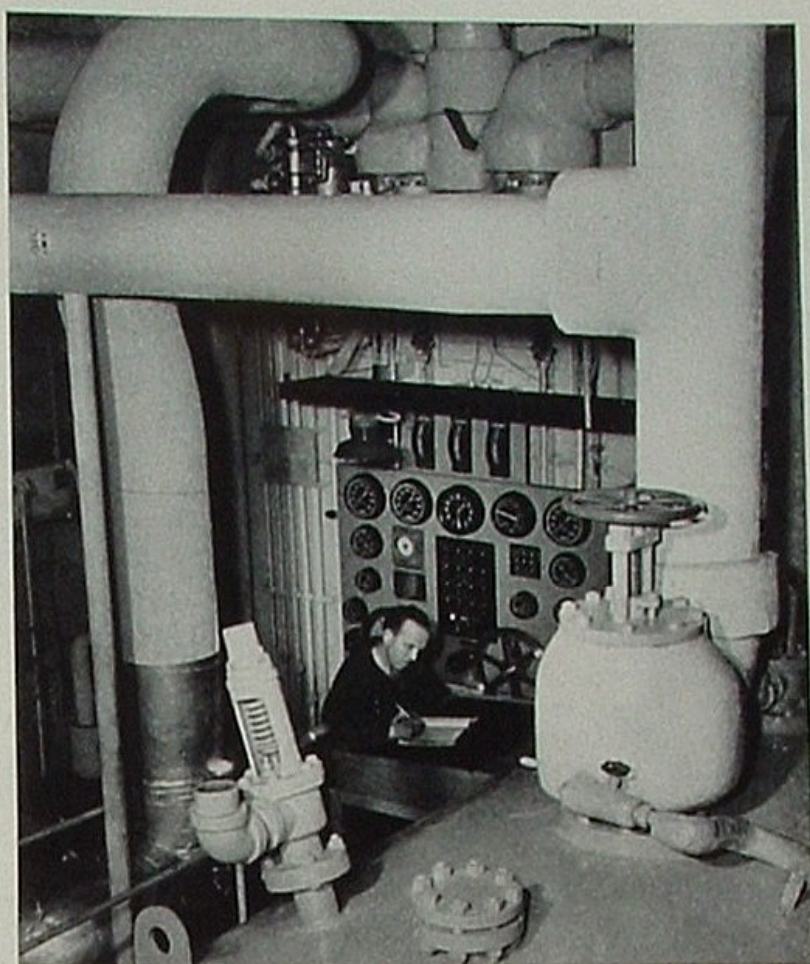
And she's unique in appearance if ever you have the pleasure of trying to identify her at sea—what with her raked bow, streamlined "U" stack, radar mast, king posts in place of a main mast, and the usual forward catwalk eliminated.

Five-and-a-quarter million petroleum dollars have been invested in the new SANTA MARIA. But her second cargo, a shipment of Royal Triton lubricating oil to the Eastern market, will be worth even more when rung up on thousands of retail cash registers.

The SANTA MARIA's first payoff, with Cal Lenzen and Harold Barneson dealing currency, takes place in the crew's mess as the vessel anchors inside Long Beach breakwater.



ON TOUR



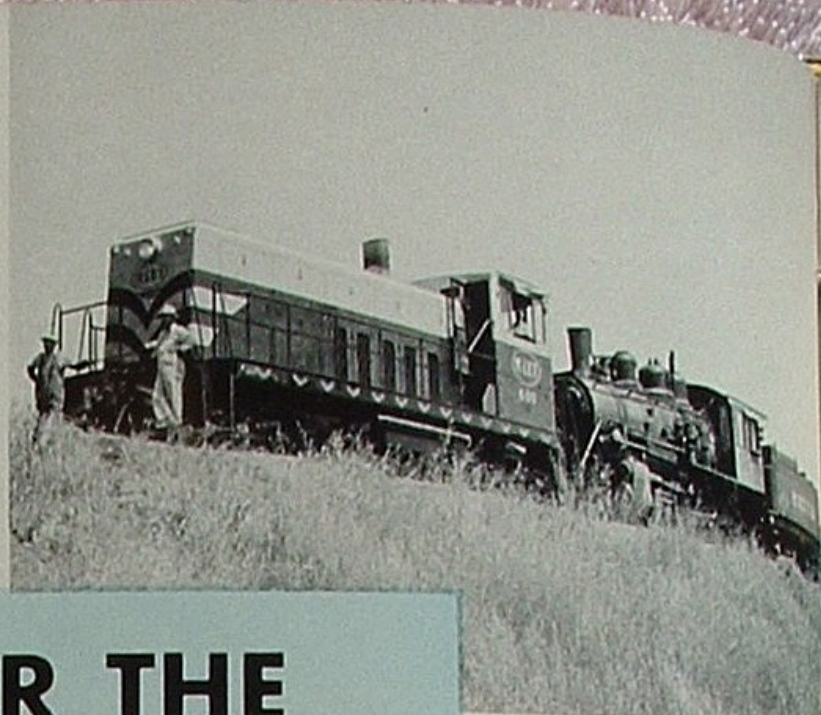
Marine engine rooms are customarily hot, but Second Engineer Jean Parkhurst finds this particular power plant comfortably air-conditioned, spotless, light and inviting.

The end of her maiden voyage means only the beginning of another for the SANTA MARIA. To Oleum for a cargo of Royal Triton, thence back again to the Atlantic Coast was the second on her list of many transportation assignments.





Three barrels, 109 gallons, of Triton RR Diesel Engine Oil, being delivered by Driver Bob Turner of Modesto, amounts to a single change for the modern diesel locomotive.



A steam era ends for M & E T as an old 1917 model iron horse is pulled into retirement by its diesel-powered replacement, a General Electric Cooper-Bessemer Locomotive.

OIL FOR THE

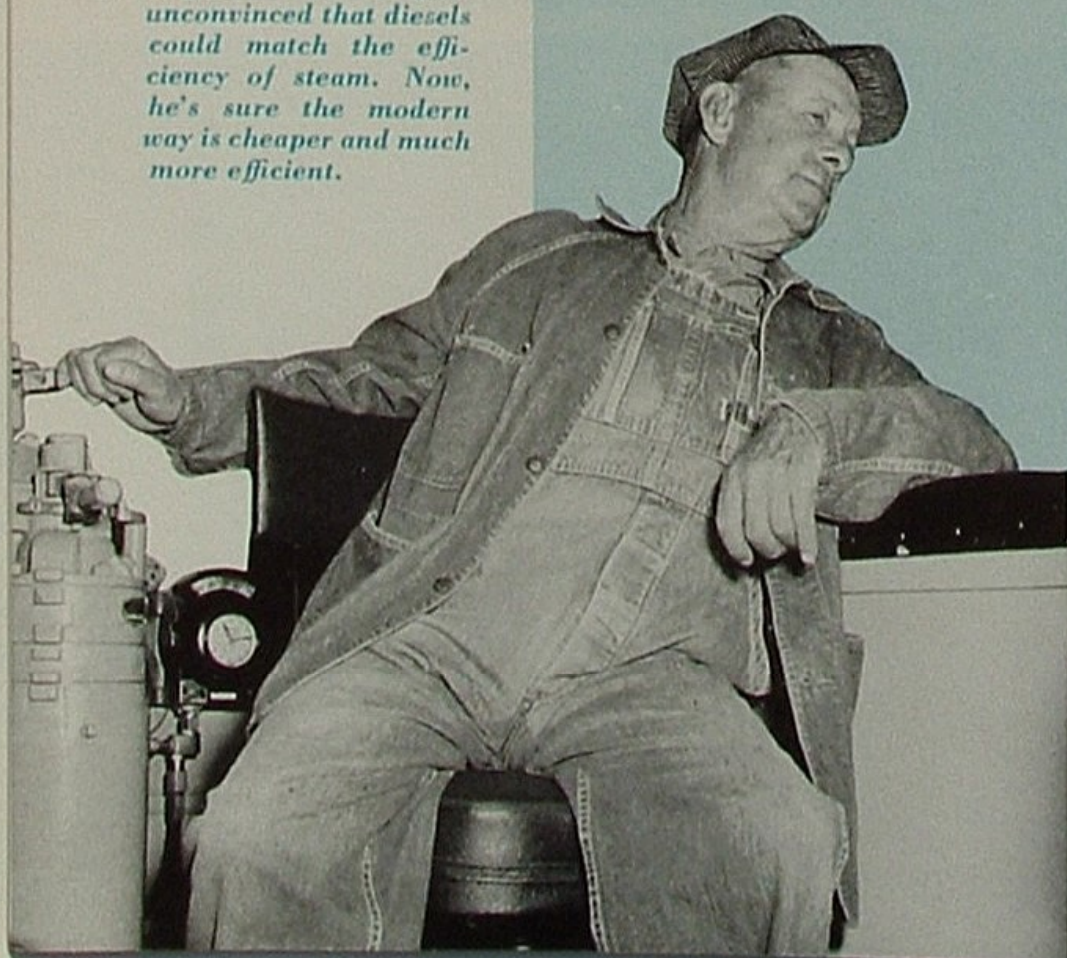
M&ET

By R. R. Blakeslee

IN our campaign to introduce Triton RR Diesel Engine Lubricating Oil and other Union Oil products to the railroad industry, we are not infrequently reminded of the foresight, courage and stamina upon which many another American enterprise was founded.

For instance, between the neighboring communities of Modesto and Empire, California, a railroad with only some five miles of main-line track has operated success-

Veteran Engineer James Sughrue was at first unconvinced that diesels could match the efficiency of steam. Now, he's sure the modern way is cheaper and much more efficient.



Superintendent of Operations Thomas K. Beard, grandson of M & E T's founder, listens in as the dispatcher communicates with train crews via new radio-telephone.

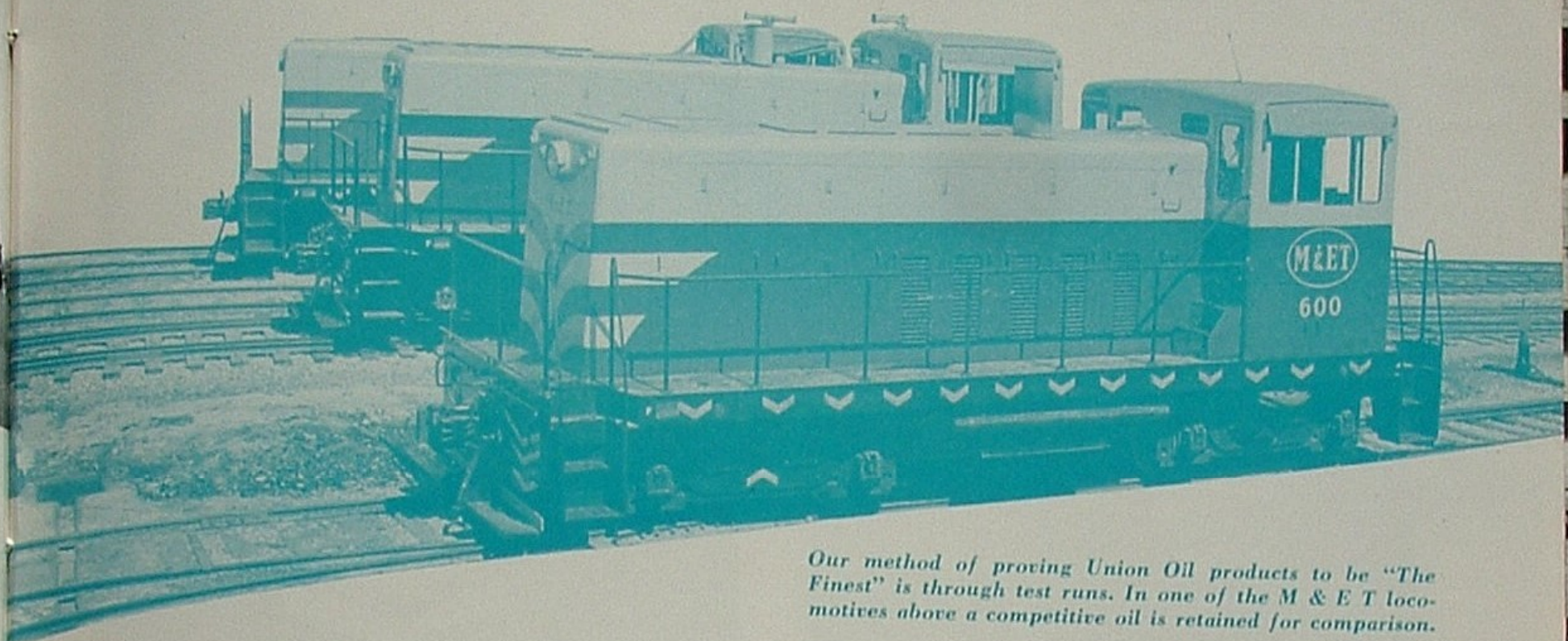


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Our method of proving Union Oil products to be "The Finest" is through test runs. In one of the M & E T locomotives above a competitive oil is retained for comparison.

fully since 1911. Known as the Modesto & Empire Traction Company, it takes no back-seat even to transcontinental systems, despite being one of the shortest railways in this country. Today the road is completely modernized with three diesel-electric locomotives. Its dispatcher and train crews keep in communication with each other by radiophone. Its customers boast that cars of perishable freight are enroute to their destination minutes after loading is completed. And, of course, the entire operation is well lubricated with "The Finest" petroleum products—chosen after weeks of careful testing against competitive oils. Though small, it is a quality-minded road.

The story of M. & E. T. is largely that of Modesto's

Beard family. The founder was T. K. Beard, a successful builder of dams and roads, who in 1908 resented anyone's having to drive a horse-and-buggy the five miles from Modesto to catch Santa Fe trains moving through Empire. Being a man of action, he promptly began laying rather than petitioning for the necessary track, and in 1911 commenced passenger service with one coach. His first locomotive—a gasoline powered engine mounted on a flat car—proved unequal to heavy loads. His second—an electric motor car—consumed too much battery-charging time. So, in 1917, T. K. purchased the best to be had—a 60-ton steam locomotive. He eventually had three of the latter at work—switching cars on an interchange

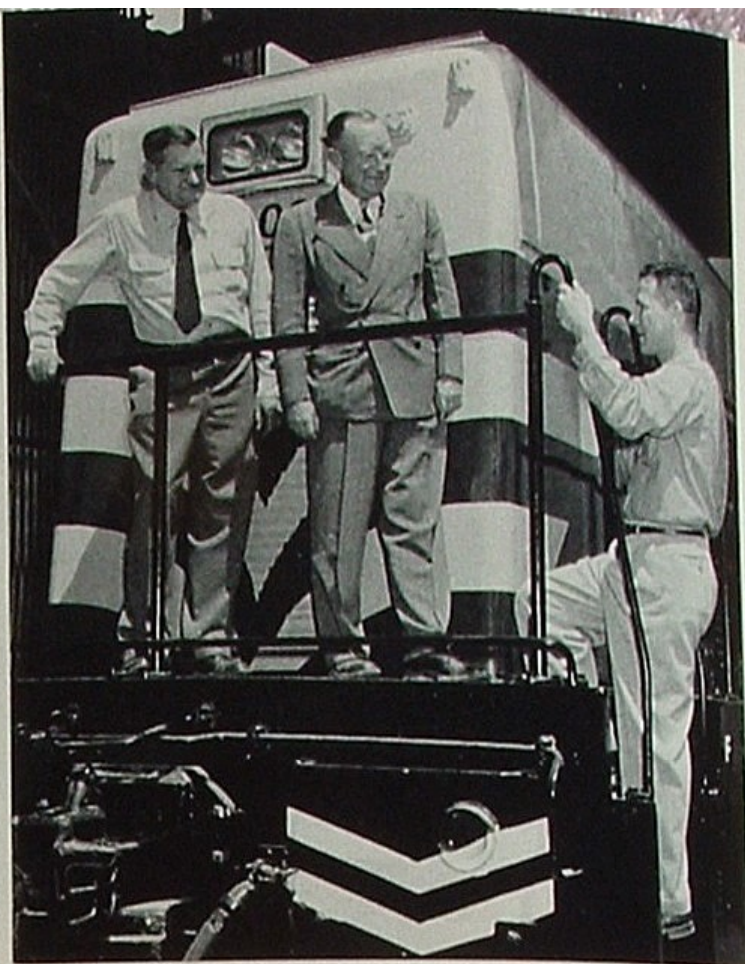
Reared in a competitive environment also, the M & E T knows that aggressiveness is the key to survival. Their huge food freezing plant, with 2½ million cubic feet of

storage space and a food freezing capacity of 235 tons per day, was built next to the railway to attract other food industries and assure a continuing volume of freight.





So good is the service offered by this railway that packages of frozen food going aboard a refrigerator car will be enroute to market minutes after being loaded.



George K. Beard, left, and Thomas K. Beard, right escort Resident Manager Charles C. Humphrey of Union Oil aboard for an inspection of M & E T's locomotive.



Checking oil performance in the big diesels are, above, Al R. Craddock and George F. Herman of Union Oil; below, H. Kemmis of M & E T, and Union Oiler R. R. Blakeslee.



basis not only to the Santa Fe at Empire but also to tracks of the Tidewater Southern and Southern Pacific companies nearer Modesto.

How such a small carrier could survive—the years of mechanical trouble—the total loss of passenger revenue to automobiles—the profitable offers and stiff competition of large railways—and other incentives to quit—is a miracle. But the road's independence has been preserved through three generations of the Beard family and still shows no signs of being forfeited.

In fact, when times get tough, the late T. K.'s children and grandchildren apparently call a sort of railroad conference to figure ways and means of keeping the road solvent. One of their most noteworthy improvisations was to open family property along the tracks for warehouses and industrial sites. Among the industries attracted was a large Gallo Winery, whose grape receipts in 1952 mean 60,000 tons of additional hauling for the railroad. More recently, in 1945, M. & E. T. built an immense new refrigeration plant along its right-of-way in East Modesto. Offering 1½ million cubic feet of storage space and 235 tons per day of food-freezing capacity, the plant has attracted many new food processors to the neighborhood, increasing the railroad's volume to some 40 cars of freight per day.

In fact, the story of M. & E. T. makes a man rather proud of his country and his countrymen—particularly the type of men who construct rather than petition. May their tribe increase!

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Prepared for the Worst

By Paul K. Doyle

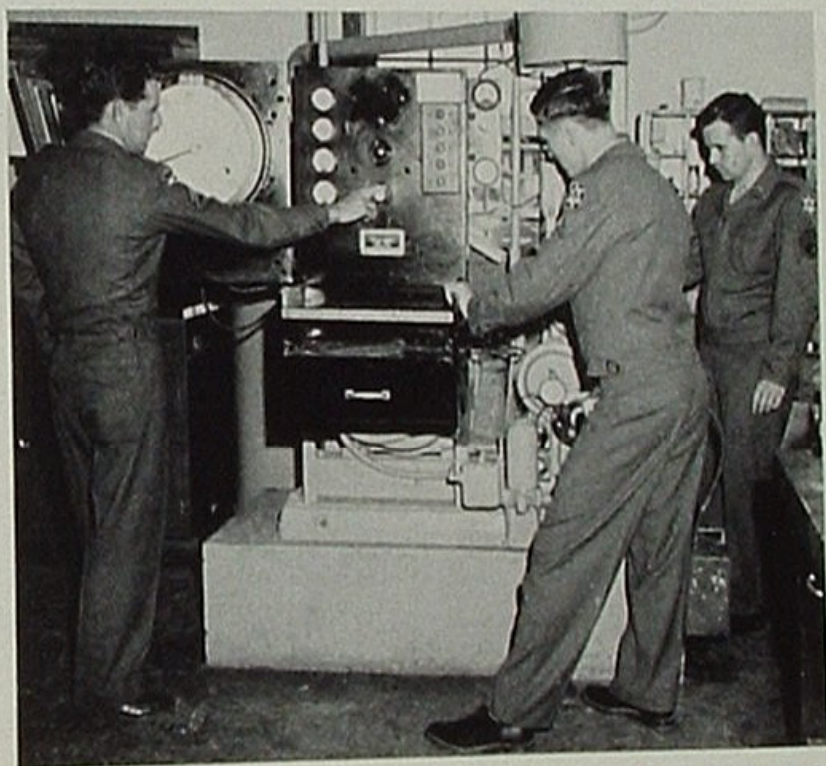


Participants in the 966th's lab training at Oleum were, front row, Cpl. J. B. Harkins, PFC E. E. Ewins, Cpl. E. P. Browne, Capt. H. L. Lefevre, Don Probst of Oleum, Sgt. R. D. Osborne, Cpl. W. I. Rogers, M/Sgt. W. Duerr; back row, P. Caron of Oleum, Sgt. E. J. Seibel, PFC R. F. Meldau, Sgt. F/C E. R. Peters, Lt. G. E. Ellis, Jr., Cpl. A. R. Anderson and J. Wren of Oleum Inspection Laboratory.

EVERYBODY hopes that the worst will not happen. But, if it does, the 966th Quartermaster Petroleum Products Laboratory (Base), affiliated with Union Oil Company, is ready. The men comprising this Army Reserve Unit have for many months been meeting regularly at Los Angeles Refinery. Using Company labs and training equipment, they have been developing into a well-coordinated team whose duty it would be, in case of military assignment, to analyze and test the immense stores of petroleum products upon which a modern fighting force depends. They are subject to call, as a unit, wherever the Army may have need of such service.

The 966th group is captained by Henry L. Lefevre, a Union Oil chemist. He is assisted by Lt. George E. Ellis, a chemical engineer for the Texas Company. The 10 other members are Union Oilers from Los Angeles Refinery and Brea Research. During May, they participated in two weeks of field training at the Oakland Army Base, at which time a visit to Oleum Refinery netted them valuable experience in the testing of lubricating oils and greases.

The 966th is a Class A unit of the Army Reserve. In the two photographs below, they are shown attending weekly



training sessions at Los Angeles Refinery. The above lab photo was taken at the Oakland Army Base during May.





SEATTLE has completed with outstanding success a new experiment in stimulating closer relationships between business and educational institutions. The Chamber of Commerce of this city proclaimed May 8 as Business-Education Day, and invited all school teachers of the area to become guests of business firms. Fully 2,500 teachers responded. They convened at High School Memorial Stadium; formed into separate groups of about 20; met their businessmen hosts of the day; and set out to see for themselves why free enterprise has been called America's fifth freedom.

Union Oil was proud to be one of the 143 participating firms. With Northwest Territory personnel serving as escorts, our quota of guests moved through a well-planned schedule of events. Territory Manager T. G. Wise welcomed the visitors at Edmonds Refinery. Mrs. James Hastings and Mrs. Harold Martin served coffee to quickly dispel a threat of rain. Then, plant supervisors, led by Refinery Superintendent J. W. Hastings and Distribution Manager W. I. Havland, conducted tours of our refining and distribution facilities at Edmonds.

After a relaxing luncheon and fashion show in a beautiful new shopping center north of Seattle, the group moved on to our Northwest Territory offices. Here, District Sales Manager W. I. Martin explained the importance of petroleum products to our American way of life; Personnel Representative H. R. Webb discussed the operation of Union Oil programs affecting employee recruitment, security and development; and Manager Wise concluded the tour by urging many similar events in the future.

Oilers and Educators Mix

By Gudrun Larsen

Business-Education Day was the occasion for Northwest Territory Manager T. G. Wise, below, to start 20 Seattle educators on a Union Oil Co. tour beginning at Edmonds.

Mrs. James Hastings and Mrs. Harold Martin, Union Oiler wives, prepared rolls and hot coffee to counteract damp weather and provide an atmosphere of warmest cordiality.



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School teachers proved to be attentive pupils when Superintendent J. W. Hastings, above, and Foreman Gilbert Meldrum, above right, explained the Company's methods of manufacturing asphalt products.

Right, the Legend Room of Bon Marche in Seattle's new Northgate Shopping Center was the group's mid-day stopping point for luncheon, plus a fashion show.



Below, among Union Oilers who described Marketing phases of the petroleum industry were District Sales Manager W. I. Martin (back to camera) and Personnel Representative H. R. Webb (occupying rostrum).





THE OVERTURE BY "ZIRNITE'S TERMITES"



YO-YO MAGICIAN REX EIPPER SAXOPHONIST ART HAMBLIN, JR.



PIANIST JOHN E. MCGUIRE

ACROBATS JACK CANNON AND DAUGHTER PENNY CANNON



VOCALIST DOUG HARLINE AND EMCEE GALE PETERSON



DANCE TEAM JOEL CHILDRASS AND KATHY

On Stage at Los Angeles

THEATRICAL talents that have kept modestly hidden behind the desks, benches and control panels of Los Angeles Refinery came on stage June 28, when "Turn-around Theatre" was presented in the refinery cafeteria. Folks known only for their on-job skills revealed before a crowd of some 500 Union Oilers artistry and showmanship of professional standard. It was one of the best home-talent offerings in years.

Sixteen all-star acts comprised the program arranged by Henry Anderson, president, and other officers of the L. A. R. Social Club. Actors included the dancers, vocalists, acrobats, instrumentalists, silent-movie stars and "Yo-Yo-Yippity" expert introduced in accompanying

photographs. J excellent perfo orchestra, self-such petroleum Bill Field, Fred Don Pedersen, nite—in person also doubled be with Jim Hubba From overture that pleased the gram's printed a the actors or mu

VOCALIST ANN HOFMANN



BEVERLY AND MARTHA MILLER AND THEIR BOBBIAN GUITARS





DEL CHILDESS AND KATHY HARDIN



BEN SWITZLER AND HIS MARIMBAPHONE



A SILENT-MOVIE TEAR JERKER

Los Angeles Refinery

hidden photographs. Johnny Schulz and Gale Peterson turned in excellent performances as masters of ceremonies. The orchestra, self-styled as "Zirnite's Termites," boasted such petroleum artists as Bill Barber, Ralph Cummings, Bill Field, Fred Hartley, Shirley Kirby, Bob Lightfoot, Don Pedersen, Les Smith, Harley Wagle and Herb Zirnite—in person of course. Messrs Zirnite and Schulz also doubled behind whiskers in a silent-movie skit, along with Jim Hubbard, Bill Robinson and Claude Taylor.

From overture to concluding melodrama, it was a show that pleased the audience *pink*—so good that the program's printed appeal, "Please do not throw vegetables at the actors or musicians," was observed to the letter.

SHIRLEY AND MERTHA MILLER THEIR HAWAIIAN GUITARS



FLUTIST CAROL HOLMES



PIANIST ARTELLE CARR



TAP DANCER JANICE GOODER



ACCORDIONIST SHIRLEY KIRBY



VOCALIST NANCY GROFF



INDUSTRIAL SUMMARY

● FIELD

The advent of summer, when many areas become accessible to drilling operations, usually stimulates wildcatting. This accounts for the present acceleration of Company activities in the Rocky Mountain states. Our first well to be drilled this year in the Williston Basin, A. Saari No. 1, located at the west end of our large Devil's Lake holdings in North Dakota, has already spudded. Our second, which incidentally will be our first in the Montana portion of Williston Basin, will be started very soon; it is located in Daniels County, in the northeastern section of the state. We plan to undertake several more wildcat ventures in the Basin this year. The first of four exploratory wells we have programmed for the Uinta Basin in Utah is drilling below 1,100 feet. It is located on the Strawberry Reservoir Prospect in the westerly part of the Basin.

A considerable portion of extensive acreage held by Union in the Santa Paula Valley area of California is situated in mountainous country, making it very desirable to concentrate exploration activities in the low-rainfall season. Three wildcat wells are currently drilling in this area. Simi No. 17, located about two miles east of Torrey on fee lands, has uncovered oil sands at relatively shallow depth. The well is being carried deeper while lighter equipment moves in to evaluate the discovery, which may be one of some magnitude. Porter-Sesnon No. 1, drilled on a large block of leases recently acquired between our Simi fee and the Aliso Canyon Field, has also found oil sands, which are now being tested for productivity. Our third project in the general area is Ex-Mission No. X-7, drilling on fee lands northwest of the town of Santa Paula.

A total of 34 Company-operated wells, consisting of 22 development and 12 wildcat wells, are presently being drilled in all divisions of our operations in the United States and Canada.

from Sam Grinsfelder

● INDUSTRIAL RELATIONS

Congress has amended the Defense Production Act and it has been signed recently by the President. Most significant of its changes provides that the new Wage Stabilization Board shall have no jurisdiction with respect to a labor dispute except upon the request of any person substantially affected thereby.

Central Territory Distribution recently gained the distinction of having worked a half-million man-hours without sustaining a disabling injury. For that achievement they have been presented with a coveted American Petroleum Institute plaque—the first such award to be received by a Union Oil department since the API award plan was started. In the accompanying photograph Central Territory Manager F. K. Cadwell is seen congratulating the department through Territory Distribution Manager W. V. Criddle, right.

from W. C. Stevenson

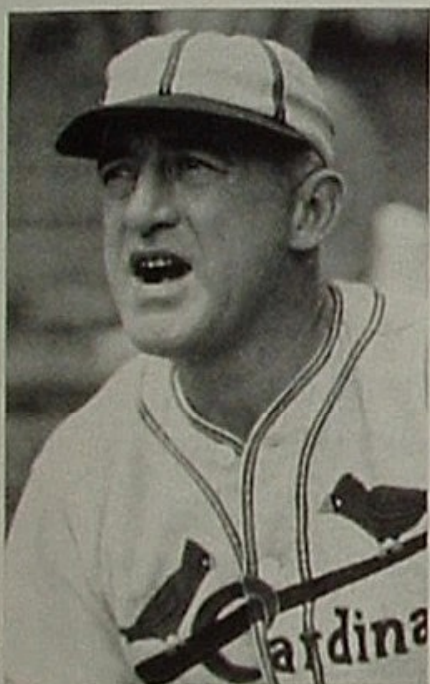


● MARKETING

The U.S. Government recently awarded Union Oil business amounting to 21,252,000 gallons of Aviation Gasoline Grade 115-145 for the Air Force and Navy, and 522,000 gallons of Military Symbol and Engine Oils for use during the next 12 months by Armed Services and Federal departments. We are also successful bidders for the second consecutive year in supplying the Alaska Railroad with lubricating oils and greases.

An incentive sales drive is in full swing among our Eastern motor oil distributors, resulting in substantial sales increases. Merchandise prizes are being given to those attaining sales quotas, and bonus points are being awarded to those exceeding quotas. Special bonus awards will be made to the 10 leading distributors when the 90-day program ends September 30.

With 900,000 gallons of lubricating oil shipped to our 50 Eastern distributors during the first six months of 1952 and with 2½-million gallons set as our Eastern objective for the year, we should realize a ten-fold gain over 1950 sales east of the Rockies.



More than 300 stations of the ABC radio network are now carrying the "Royal Triton Baseball Roundup," a five-minute program broadcast Monday through Friday. About 45 stations are in our domestic marketing territory, while the remainder blanket the East. The Roundup is a summary of major league baseball scores and comments by Frankie Frisch, one of baseball's all-time greats. Frisch, who

starred with the Giants and St. Louis Cardinals and managed the Pittsburgh Pirates and Chicago Cubs, was holder of the National League record for playing in the most World Series games. His program, which also introduces the local Union Oil distributor or car-dealer accounts, is attracting excellent public interest.

Union's program of erecting approximately 400 Scotchlite "76-Union" signs adjacent to Western highways and directing motorists to our dealer operated stations is nearing completion. In addition, 1,000 large "Royal Triton—America's Finest Motor Oil" signs are being installed above permanently located pump islands.

Maruzen Oil Company officials from Tokyo were in the United States until late July studying ways to modernize and increase the capacities of their two refineries in Japan. They are Dr. I. Kagehira, director in charge of research and development, and W. Posch, assistant to the president. Maruzen is the distributor of Company products in Japan.

from Roy Linden

● RESEARCH

Field tests conducted during the past cotton picking season have resulted in the development of an oil specifically designed for mechanical cotton picker spindle lubrication. This formulation has been recommended to the Marketing and Manufacturing Departments for inclusion in our product line.

Notification was received from the Navy that Union MS 4065 oil has been approved under Specification MIL-L-150019A, Lubricating Oil, Compounded. Products meeting this specification are used as marine engine oils.

from C. E. Swift

● PURCHASING

Under normal conditions the steel industry stockpiles iron ore during the summer shipping season for use in winter when the Great Lakes facilities are ice-bound. The current steel strike is not only causing an immediate shortage but full-scale production during the first quarter of next year is jeopardized due to lack of stockpiling of ore.

The shipping strike has also tied up finished steel products and other goods in West Coast harbors. One manufacturer has steel plate for 500,000 lube oil containers, but none of it can be unloaded. Many hundreds of tons of oil industry tubular goods are similarly tied up. Even shipments of fireworks for last Fourth-of-July still await unloading, according to reports.

In spite of lack of receipts, jobbers' inventories for maintenance supplies are still in fairly good shape. Shortages of tubular goods will to some extent be alleviated by the importation of foreign pipe.

from E. H. Weaver

● TRANSPORTATION & DISTRIBUTION

To enable the Grand Central Aircraft Company to supply aviation fuels at Glendale, California, and Tucson, Arizona, to U. S. Air Force planes, the Company has reconditioned, equipped and made available seven large, mobile aircraft refueler vehicles. These, the largest of which has a capacity of 4,000 gallons, are self-contained power units with facilities for pumping filtered fuel direct into airplanes. Special fine mesh filters are required for handling of jet plane fuels so that any foreign matter or condensation may be removed before fuel is delivered to the planes.

(Continued on Page 23)

'Royal' Welcome East of Rockies

By Lee Spencer

OUR introduction in the eastern United States of Royal Triton and other brands of Union Oil Company lubricants was begun only about two years ago. But so successful has been the campaign that our sales volume in the area should exceed 2½ million gallons this year, representing a ten-fold increase over sales in 1950.

In addition to broadening the realm of Union Oil products, the Company is gaining thousands of friends and customers who are certain to visit us on the West Coast.

Our products are being sold through independent distributors, in most cases well established marketers of lubricating oils and related products. With one exception, none of the distributors markets gasoline, although several handle fuel oil. A number are automotive parts distributors, who, because of their contacts with car dealers, service stations and garages, find a nationally advertised motor oil to be an excellent leader in their line.

Regional meetings were held recently in several major eastern cities for the purpose of discussing sales promotion and advertising programs. These were presided over by the Company's Regional Sales Managers R. R. Spiro in Chicago, F. T. Holt in New York, T. S. Argyle in Cincinnati, and T. B. Trelue in Birmingham and Houston. Assisting were A. C. Stewart, vice president, W. L. Spencer, manager of refinery sales, C. H. Finnell, director of public relations and advertising, and John Dryer, account executive for Foote, Cone & Belding—all from Los Angeles.

Many of the distributors in attendance traveled hundreds of miles to participate. Their cooperative attitude and constructive suggestions added great promise to an already bright marketing picture. We are proud to introduce them here as new members of the Union Oil family.

AT CINCINNATI meeting, Russ Snyder, Joe Albers, Bill Melloh, J. H. Albers, Al Shedd; right, Ed Messenger, Louis



Echhouse, Gene Campbell and Martin Lerner. All are distributors or prospective distributors of Cincinnati Region.



AT NEW YORK meeting (three above photos) were, from left, B. M. Schuerm, Jack Brown, F.

T. Holt, Roche Weiss, P. King



AT HOUSTON meeting, John Kennedy, Vern King, Gene Campbell, Martin Lerner, Louis Echhouse, Gene Campbell and Martin Lerner. All are distributors or prospective distributors of Cincinnati Region.



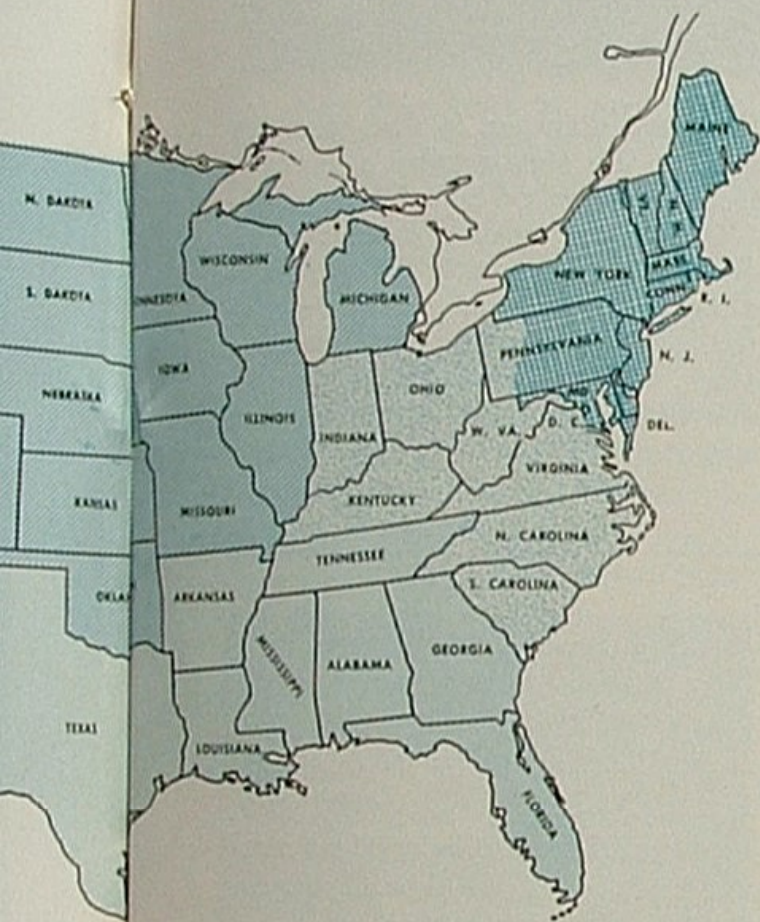


T. Holt, Roche Passero, George Armstrong, S. B. Weiss, P. King, G. H. Vincent, R. Falk, Tom Foley,



Bill Dorn, Fred Gaylor and D. G. Nicholas, Union Oilers and distributors of N.Y. region.

photos)
men, F.



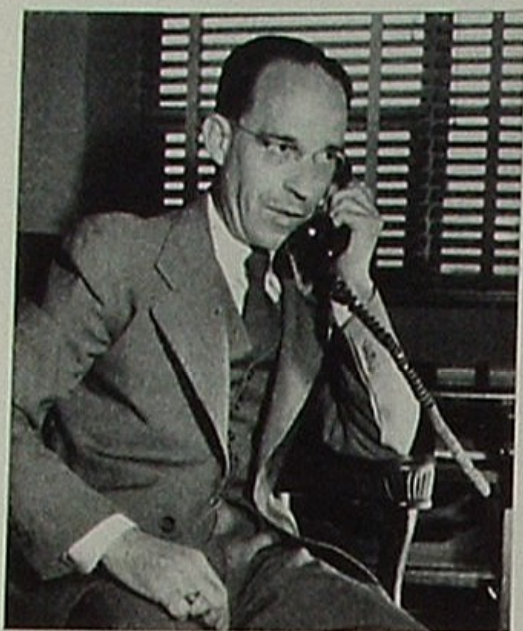
AT CHICAGO meeting (clockwise from left) D. L. Carlson, H. L. Kropp, G. M. Ollinger, E. H. Bohnsack, L. M. Hill, Haines Finnell, John Dryer, R. R. Spiro, W. L. Spencer, A. C. Stewart, C. A. Shepard, T. J. Killeen, J. H. Stroud, F. B. Guerin, T. S. Ellis, J. H. Murphy and L. H. Tietz.

AT HOUSTON, standing, W. C. DeArman, E. A. Stanley, John Kenehan, Jr., W. P. Hawkins, Rex Hudson, Leo Miller of Union Oil Company, W. D. Womack; seated, Andy Marko, Vern Hickerson, Lewis Nobbitt, J. Morgan, M. B. Shipp.

AT BIRMINGHAM, standing, J. Casey, G. Pugh, G. E. Winters of Union Oil Company; seated, Leon Goldstein, W. McElroy, L. M. Porter, W. F. Salmon, M. White. These groups have increased our sales ten-fold in East and South.



Union Oilers



▶ **THE LATEST** in Central Territory office equipment is "Televoice," an electronic installation that somewhat revolu-



tionizes the older order of dictating and "taking" a letter. It is especially adaptable to office people who have intermittent need for stenographic service.

The dictator uses what appears to be an ordinary telephone instrument, with lines running through the building's telephone conduit system to the transcriber's desk.

Here the dictation is disc-recorded and, at the stenographer's convenience, transcribed into letter form.

One disc-recording machine and one transcriber are at present handling the correspondence of six dictating stations in the San Francisco office. Shown using the equipment are Union Oilers W. R. Williamson and Ruth Cohl.

from Ethel Cline

▶ **THE NEWEST** in labor-saving machinery is a "produce loader" being patented by the Likens Manufacturing Company of Los Angeles. The machine, an invention of Charles E. Huston, is 78 feet long, has a sponge-rubber conveyor carriage, and is designed to field-load watermelons, cantaloupes, tomatoes and lettuce. It is powered

by a Ford truck motor. The manufacturers estimate that with a crew of 12 it will easily do a volume of work now requiring 50 manual pickers.

Industrial engineers of Union Oil's Los Angeles District helped the inventor and manufacturers solve a number of lubrication problems, thereby assuring that the new-

est is lubricated and fueled with "The Finest." Shown inspecting the first such machine built are (l-r) James R. Likens, the manufacturer, Lester D. Legacy, industrial salesman, and Dale Wells, resident manager, of Los Angeles, and Charles E. Huston, the inventor.

from Grover Stark



VALED

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EXPERIENCED HANDS in the grim business of warding off air attacks are Jean Magnuson of our Northwest Territory office and her husband Harold Magnuson. Jean and her sister Marjorie, another Northwest Union Oiler, migrated to the U.S. after surviving several years of bombing in Tottenham, a suburb of London. Harold is a Marines veteran of three years' service in the South Pacific. Their present volunteer duty with the Seattle Filter Center should certainly be an inspiration to others.

from Gudrun Larsen



VALEDICTORIAN at commencement exercises of Riverside College on June 18 was Michael K. Lanning. He is the son of Francis S. Lanning, industrial sales engineer for Union Oil in the Riverside, California, District, who started his Company career 31 years ago as a tank truck driver in Beaumont. Michael further pleased his proud father by attaining the school's honor society.

from J. W. Chapman

"LIONIZED" at a June 10 meeting in Stockton of some 150 Lions Club members was E. W. "Ed" Bollinger, Union Oil sales representative. He joined the organization at Redding in 1939 and established an outstanding record as an officer of the Reno group from 1945 to 1951. An unusual feature of the recent Stockton meeting was the arrival from Reno — 190 miles away—of a seven-man delegation for the express purpose of presenting Ed with a special membership plaque and a clip of Carson City silver dollars. The latter are prized collectors' items.

from Ethel Cline



PROMINENT at the National Truck, Trailer & Equipment Show held at Pan-Pacific Auditorium, Los Angeles, in June were the Hyster Corporation exhibit, above, employing two Royal Triton barrels, and the Union Oil booth, below, boasting such Com-

pany ambassadors of good will as Resident Manager Howard Reeves of Hollywood and Representative Joe Sanford of Los Angeles Main. Our Ray Labory is president of the Automotive Council of L.A., who sponsored the show.

from Grover Stark





◀ **INSTALLED** as 1952 officers of the Home Office Girls Club are, from left, Bette Wiesenberger, recording secretary; Lois Baumann, assistant treasurer; Ann Peterson, vice president; Frances Lawson, president; Josephine Sagal, vice president; and Adela Skutnick, treasurer. Janice Crowley, elected corresponding secretary, was vacationing in Iowa when the picture was taken. Installation took place at the Beverly Hills Hotel on June 21 during the club's annual birthday luncheon. Of a membership totaling 275, more than 150 were in attendance.



◀ **MODEL** at a June 13 fashion show offered by Buffums' Department Store in Long Beach was Nadine Deleree, secretary to the manager of Los Angeles Refinery. She was one of 14 comely secretaries invited to model, and enjoyed the distinction of representing the entire oil industry of that harbor area. For her the show was a return engagement, as she modeled for the store last year during a dinner-meeting.

from Paul Doyle

▶ **OFFICERS** in the American Association of University Women are, from left, Vice President Winnie Blair of the Seattle chapter, Treasurer Ruby Lindberg of the State of Washington association, and Vice President Charlotte McGinnis of the Seattle chapter. All are employed in our Northwest Territory office. Their work with the AAUW is devoted to educational aims and the financing of a million-dollar fellowship program.

from Gudrun Larsen



RENO HOSPITALITY is expressed to each newly arriving resident in the form of a personal welcome from members of the Reno Newcomers Club, followed by baskets of free merchandise. Shown engaged in such an errand of welcome are, from left, Honorary Chairman Mrs. Ruth Short, Mrs. R. M. Norton, and Mrs. D. C. Mavor. The latter two are wives of District Representative Dick Norton and Resident Manager Don Mavor of Union Oil's Reno District. The women offer information about local schools, churches and public services, thus performing a fine community service



ON TOUR

ON TOUR

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◆ **DESK AND DERRICK CLUB** activities of the Denver branch were highlighted by a June 21 weekend trip to oil shale deposits near Rifle, Colorado. With Union Oil as sponsor, Mr. and Mrs. Tel Ertl and Mr. and Mrs. Chester Cassel as guest-guides, the trip was made most informative and interesting. U. S. Bureau of Mines Chief Boyd Guthrie with his two assistants Lester Schramm and Van Shaw, conducted the party through the oil shale demonstration mine and plant. Norma Griessmer, Juanita Horton, Margaret Wilson, Mae Lesk and Evelyn Woods were among Union Oilers in the picture.



Training & Safety



◆ **GRIM REMINDERS** to Los Angeles Refinery people starting on vacation were the provocative vehicles at left. They asked a simple question and left the answer up to every individual who drives. Authors of the idea were from left above, Ray Fulp, Bob Angell, Margaret Balstad, Jean Pratt, Bob Bechtold and Bob Cakewood—of LAR Maintenance.

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◆ **PRIDE OF PANAMA** on June 9 were the Union Oil drivers, right, who gathered at our Balboa Plant to receive Safe Driver Awards. Presentation was made by the Honorable Judge Gavino Sierra Gutierrez, traffic judge of the City of Panama, assisted by Lt. Victor Manuel Perez. Honored employees were G. Almendral, D. Gonzalez, O. Icaza, J. Rodriguez, S. Mowatt, R. Flores, R. Aguilera, J. Ruiz, L. Torchia, A. Aleman, Jr., L. Alvarez, A. Valdez, E. Lindberg, J. Sossa, S. Gonzalez, E. Lopez and C. Denis.

from Paul C. Perry



ON TOUR

TOUR



From left, District Sales Managers L. C. Leonard of Reno and J. H. McGee of Salt Lake City stand with trophies won by their districts in Central's Sell-More Handicap.



C. E. Rathbone, manager of retail sales at San Francisco, rewards J. S. Kent, C. H. Ayers and D. G. Mavor for "Dipstick" leadership in contest to increase lube sales.

Setting the Pace at San Francisco

COMPETITION is the spark that keeps the oil industry humming on all cylinders. And the Central Territory evidently thrives on it, for, in addition to taking on all challengers from the outside, they recently engineered a couple of contests "just to single out the boys."

The "Sell-More Handicap" ran from February through May. It was a test to see which District in the Territory could achieve the highest percentage increases in sales of lubricating oils and greases. The new Salt Lake District won, but Reno was so close in the photo-finish that a duplicate grand prize was awarded. During the competition

Participating in a June 26-27 conference of retail representatives in San Francisco were, from left (seated) Acquistapace, Dowell, Shore, Ottewill, Norton, Logan, Crow-

Territory sales of lubricants increased more than 15 per cent.

A second contest, labeled the "Dipstick Leaders and Dipstick Leaders (metallic lead, mind you!)", was designed to see which retail representative could achieve the highest increase in oil-gasoline ratio in his sales field. Jack Kent of Eureka won, leading Clarence Ayers of Santa Maria and Don Mavor of Reno to the wire. Territory-wide, lube oil sales moved up to 16.16 gallons and grease sales to 9.02 pounds per thousand gallons of gasoline sold—an all-time high for Central Territory.

ley, Hoffman, Mavor, Fischer; (standing) Keeler, Kent, Daves, Robinson, McCaffrey, Kaye, Small, Ayers, Brennan, Corsiglia, Rathbone, Lamborn, Cadwell—a fast field.



Department

EXPLOR

Dinnes, B

Zumwalt,

Steiner, C

Coughran,

Gnesa, P

Murray, C

Copell, C

MANUFA

Alt, Haro

Angell, R

Moitoza,

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ON TOUR



SERVICE BIRTHDAY AWARDS

AUGUST 1952

Department	Location	Years	Name	Location	Years
EXPLORATION & PRODUCTION					
Dinnes, Bert T.,	Orcutt	35	Schott, Patricia A.,	Portland	10
Zumwalt, Willis B.,	Santa Fe Springs	30	Wood, Wilberta,	Los Angeles	10
Steiner, Carl A.,	Bakersfield	25	PIPELINE		
Coughran, William H.,	Orcutt	10	Mercer, Wm.,	San Luis Obispo	35
Gnesa, Plinio E.,	Orcutt	10	Anderson, Leo F.,	San Luis Obispo	25
Murray, Glenn S.,	Richfield	10	Weir, Casper J.,	San Luis Obispo	25
Copell, O'Neal,	Louisiana	10	COMPTROLLERS		
MANUFACTURING					
Alt, Harold L.,	Oleum	30	Champlin, Wm. A.,	Home Office	25
Angell, Robert F.,	Wilmington	30	McLaurin, Harrison,	Colorado	15
Moitza, Joseph B.,	Oleum	30	Moore, Francis H.,	Home Office	15
Alexander, Alfred,	Oleum	25	RESEARCH & PROCESS		
Williams, Lloyd M.,	Oleum	25	Karberg, Wm. A.,	Brea	15
Kilminster, Frank,	Cut Bank	15	Schmidt, Ethan R.,	Brea	15
Probst, Donald G.,	Oleum	10	INDUSTRIAL RELATIONS		
MARKETING					
Roberts, Robert D.,	Los Angeles	35	Collett, Thiel D.,	Home Office	15
Aseltine, Arthur W.,	Los Angeles	15	King, John T.,	Home Office	15
Smith, George O., Jr.,	Los Angeles	15	SECRETARIAL		
Webb, Arthur W.,	Los Angeles	15	Niven, Robert F.,	Home Office	20
Gough, Wayne W.,	Los Angeles	10	TREASURY		
Pearne, Avis N.,	Seattle	10	Monahan, Annette F.,	Home Office	10

INDUSTRIAL SUMMARY—Continued

The work of equipping and reconditioning was handled by Company Automotive Department personnel.

Two new tank trucks, each having a capacity of 2,150 gallons, have been provided Southwest Territory Marketing, and will distribute lubricating oil in bulk to approximately 500 service stations in the Los Angeles metropolitan area on a bi-weekly, keep-filled basis. The trucks are equipped with quadruple power pumps, recording meters, vacuum clutch and throttle control, electric hose reels, etc. They are the latest of their type and provide for the handling and rapid delivery of four grades of lubricating oil.

from Ronald D. Gibbs

● MANUFACTURING

The Los Angeles Refinery received about 380,000 barrels of Venezuela crude during July, 1952, most of which was processed during the same month. It is of interest that this crude is very similar to oil produced in the Los Angeles Basin.

The quantity of crude oil scheduled to be processed in all Union Oil refineries during August is the highest since 1944.

The new Fluid Catalytic Cracking Unit is operating normally, with production meeting and in some cases exceeding quality calculated by the process engineers.

from K. E. Kingman

Retirements



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

JOHN E. PETERSON

Southwest Territory
Employed 9/1/19—Retired 7/1/52

ROY O. NELSON

Central Territory
Employed 7/22/13—Retired 8/1/52

EDWARD P. TALLANT

Field-Rocky Mountain
Employed 3/12/17—Retired 8/1/52

CHARLES G. ATWOOD

Central Territory
Employed 10/16/20—Retired 8/1/52

JOSEPH R. KRUGER

Marine Department
Employed 10/5/21—Retired 8/1/52

FRED B. WILLIS

Los Angeles Refinery
Employed 8/30/25—Retired 8/1/52

JOSEPH L. WILLIAMS

Central Territory
Employed 8/3/43—Retired 8/1/52

IN MEMORIAM

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

On June 14, 1952

JOHN P. BIRMINGHAM

Research, Wilmington
Retired April 1, 1949

On June 16, 1952

ERNEST B. PARRY

Purchasing Department

On June 20, 1952

EARL R. HARPER

Central Territory
Retired December 31, 1951

On June 25, 1952

JAMES CROSSMAN

Coast Production
Retired August 23, 1949

On June 25, 1952

FREDRICK G. TATJES

Production Department
Resigned June 14, 1944

On June 27, 1952

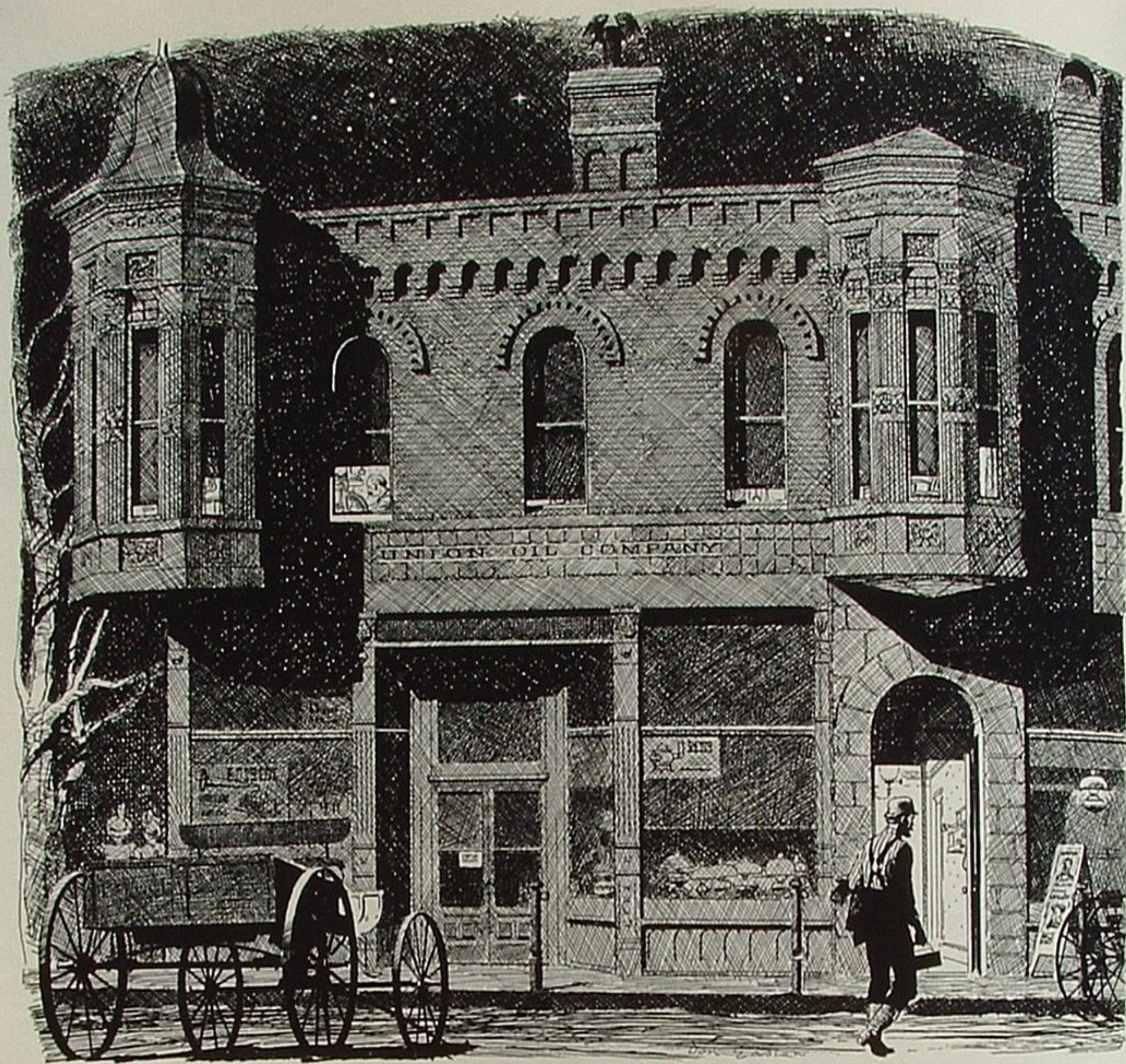
ALFRED LUZZI

Southwest Territory

On July 6, 1952

THOMAS T. RISSINGER

Southern Production
Retired February 28, 1947



Original home of Union Oil Company in Santa Paula, Calif. The company was founded here in 1890. The California Oil Museum is now located in this building.

WHY DO YOU EARN 2½ TIMES AS MUCH AS YOUR GRANDFATHER?

Most people do. And they earn it with ½ fewer hours of work.* The average factory employee in the U. S. earned 19¢ per hour in 1890. Today the average factory employee earns \$1.65 per hour. When you convert these earnings into real dollars,** today's factory employee earns 2½ times as much as his counterpart of 1890.



The reason for this is that today's factory employee has far better and more elaborate tools to work with. For example, the average Union Oil employee of 1890 had only about \$5,000 worth of tools. Today's average Union Oil employee has over \$60,000 in tools at his disposal.

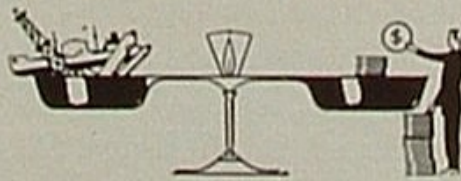
Source: *Douglas, Paul H., *Real Wages in the United States, 1890-1926*. Bureau of Labor Statistics, *Industry Report for May, 1952*. **What the 1890 dollar and the 1952 dollar would actually buy. Source: The National Industrial Conference Board.



Because of these tools, he can produce more and thus create many times more wealth with his day's work. And the more wealth he creates, the more he earns.



For only in that way can we Americans continue to produce more, create more wealth, and thus earn more than any other people in the world.



The tools that make this possible are provided by Union Oil's 38,600 share owners. Therefore, the employee's earnings are directly related to how much money the share owners put into tools. These "tool providers" aren't apt to put more money into tools unless they can anticipate a reasonable compensation. That's why the incentive to put money into tools must be preserved.

UNION OIL COMPANY OF CALIFORNIA

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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, California.

Manufacturers of Royal Triton,
the amazing purple motor oil.