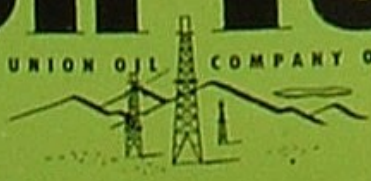


On Tour

WITH UNION OIL COMPANY OF CALIFORNIA



December
November
1954

On Tour



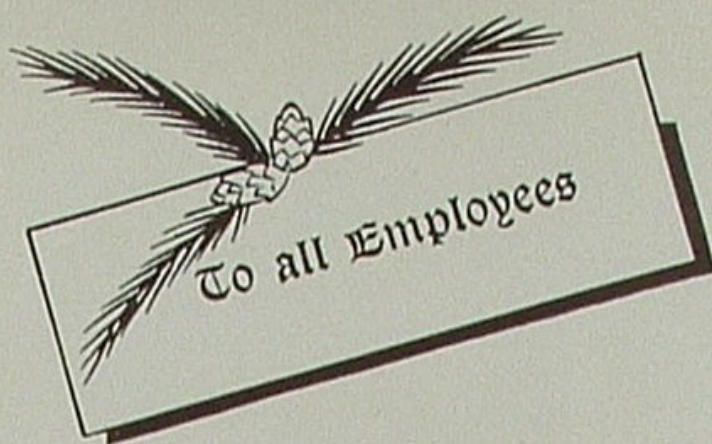
Volume 16, Number 11
NOVEMBER - DECEMBER, 1954

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WHAT'S GOING ON IN THERE?

"ON TOUR", pronounced "on tower," is an oil field expression meaning "on duty." Our magazine by that title is published monthly by Union Oil Company of California for the purposes (1) of keeping Union Oil people informed regarding their Company's operations and progress, and (2) of recognizing and encouraging the fine accomplishments of employee groups and individuals. We invite communications from our employee readers, whose thoughts, interests and opinions are carefully weighed in determining editorial policy. Address correspondence to ON TOUR, Union Oil Building, 617 West Seventh Street, Los Angeles 17, Calif.

T. D. Collett, Editor
R. C. Hagen, Assistant Editor



PEOPLE of the Christian world—particularly Americans—have for many generations paused at this time of year to measure and give thanks for the harvest.

To us the harvest means, yes, grain from our fields, metals from our mines, oil from the earth's deep deposits, and a countless variety of goods from our mills and factories.

But far more important than any of these material gains is our harvest of human values. What have we gained in the trust, loyalty and friendship of those with whom we associate? Our spiritual harvest is also great or small in proportion to the seeds we have sown.

As the year 1954 draws to its close, we of Union Oil Company have a great deal to be thankful for. However, none of it could have been gained and enjoyed without the intelligence, industry and loyalty of 8,509 Union Oil people. Personally and on behalf of the Company, I sincerely wish each of you A VERY MERRY CHRISTMAS!



Paul H. Taylor

The Finest in Credit Service-Too!

ACCOUNTS FOR \$100,000,000
IN RETAIL BUSINESS ANNUALLY



FROM S. BIEHN

Everybody—including (above) Union Oilers Maxine Hollenback, Janice Crowley and Dealer Ray Vencill—is happy about Union Oil's new retail credit service. For a glimpse of what happens to the ticket Janice is signing (below), come along on a trip through the accounting office.

IN our recently enlarged Territory Office adjoining San Francisco's Bay Bridge, Union Oil now has what is believed to be the world's largest credit card accounting system under one roof. Here some 600,000 Union Oil credit cards are issued on an annual or a quarterly basis to 475,000 accounts. Daily from service stations are received approximately 80,000 credit order invoices, each representing a retail credit sale of gasoline, oil or other Company product. Each invoice must be added accurately to the proper customer's account. Once a month every account must be computed and invoiced, after which a statement is mailed to the customer. Then from the customers comes an equal number of payments monthly—part payments and full payments—to be credited to each account. It is an immense and costly job—justified only by the competitive fact that it accounts for about \$100,000,000 of Union's retail sales annually.



ON TOUR



In our Territory Office, San Francisco, some 80,000 delivery tickets are received daily. The calculating machine operators (above) verify dealer transmittal totals to a master control document; batch the dealer envelopes in groups not to exceed 1,200 delivery tickets (30 transmittal envelopes); and pass the material along to the key-punch section.



Key-punch operators (left) open the dealer transmittal envelopes and, by means of key-punch machines, translate written data on the ticket into perforations, which can be "read" accurately by sorting and calculating machines. These girls also intersperse key-punched transmittal control cards to obtain positive verification of dealer accuracy in totaling the transmittal form.



At a rate of 100 cards per minute, one of the IBM machines checks the accuracy of both service station dealers and key-punch operators. Any delivery ticket or control card prepared in error is singled out for re-check. Simultaneously, the machine (below) accumulates delivery ticket totals, checking the total of each controlled group against the total appearing on the interspersed control card.





The batch of material then moves to the checking center (above). Here comptometer operators are assigned to examining error-indicated cards, finding the origin of the error, and noting whether the item is to be key-punch corrected or referred back to the dealer. Subsequently, corrected material is sent back to the IBM calculator to verify that changes have been made properly.

A battery of sorting machines (right) does, with super-human speed and accuracy, work that formerly required a large group of part-time employees. Tickets are sorted into nine cycles, and are stored pending the time of month each cycle is due for statement preparation.



The issuance of customer statements is largely a machine job. After all delivery tickets and cash remittance stubs have been machine-sorted into customer order, the IBM collator (lower right) adds to the customer's last month's balance all subsequent purchases, deducts any payments with which he is credited, and carries the balance to a new balance-forward card. By means of a master card, which the operator is seen holding in his right hand, the machine also prints all pertinent data on the customer's statement. The sequence of deliveries, payments, etc. is microfilmed (below) as a permanent record.





The department's credit card issuance section, who devote their entire time to issuing cards and recording changes of address, gives some indication of the total work load imposed by nearly a half-million credit card accounts.

A first step after receiving a credit card application is to assign an account number, which is determined after noting the alphabetical customer sequence. The new number is assigned permanently regardless of location.

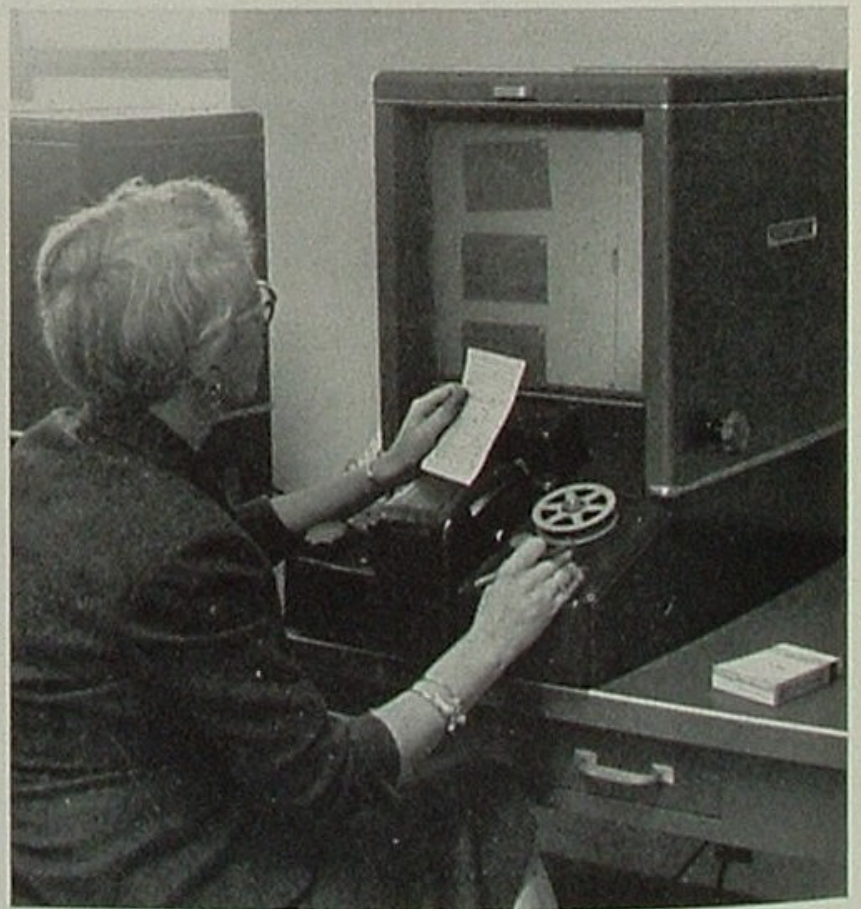


The consolidation of credit card accounting in San Francisco during 1953 was done to effect economies of effort, equipment and administration. This location was chosen because of its being the hub of our marketing territory, within one-day mailing from either Los Angeles or Seattle. Along with consolidation, long-range studies were made to determine the advantages, if any, of machine accounting over manual methods.

Experience gained at our former accounting office location on Market Street favored machines for several reasons. The former manual system of filing, requiring three separate sortings of credit tickets, was done at a maximum rate of 150 tickets per employee per hour. Machine sorting of key-punched tickets, by comparison, does the job at a rate of 2,400 tickets per hour.

Accuracy also was a consideration. Due to the tedious and tiresome nature of the work required to manually allocate delivery tickets either by number or customer name to a particular account grouping, human error was bound to remain a problem. Machine filing, on the other

If a question arises regarding any of the credit transactions, the microfilm record, on which some 20,000 cards can be photographed, is projected through a "scanner." It is much faster than the former "thumb" checking.



hand, assures almost complete accuracy. In fact, one of the machines developed by IBM is not only practically errorless in its own computations but, through a digit-check principle, detects errors previously made by our key-punch operators and service station salesmen. In other words, the machine sorts out for correction tickets that were improperly prepared or key-punched.

In addition, this new system of accounting promises a faster service to the customer; the elimination of bulky addressograph plates and credit order files; and numerous economies to the Company both in time and money.

Before adopting the machine system, Union Oil carefully examined the preferences of others concerned, particularly our customers and dealers. Through an independent research organization, a representative cross-section of customers was interviewed to determine the type of credit card handling that was publicly most acceptable. And a great deal of thought was given to the needs and convenience of our service station-dealer organization. The result was an accounting system that has

the endorsement of everyone.

However, even this advance in accounting does not compensate for all human mistakes and shortcomings. The dealer is obliged to prepare his tickets fully, accurately, legibly, and in keeping with the customer's valid current credit card; otherwise the delivery may be charged back as unauthorized. Although the machines have somewhat minimized office error, the job still requires a large staff of people who are skilled, conscientious and careful. Finally, even our customers—who are asked to pay no interest or carrying charge—should feel obligated to do their part in making the service succeed. Bills should be paid fully, promptly and in line with the Company's easy-to-follow instructions.

During the past 12 months, while industry has been confronted with a highly competitive marketing situation, the total number of Union Oil credit card accounts has increased by many thousands. Certainly this is a favorable reflection on the quality of our goods and services—including the *finest* in credit card accounting.

All data contained on the application is transcribed to master cards in written form and is also key-punched to provide the calculating, sorting and billing machines with the precisely placed perforations that guide them.

Employees of the Wells Fargo Bank in San Francisco receive all of our customer remittances, check the money received against the key-punched statement stub, and send the latter to our office for machine recording.



WHAT IS SMOG?

All the gases, solids and liquids put into the air by man combine to form smog.



The Los Angeles County Air Pollution Control District and its governing body, the Board of Supervisors, are doing everything within their power to control and eliminate smog.

They have engaged the services of the most outstanding scientists in the United States. These men are:

Dr. A. J. HaagenSmit, Cal-Tech
Dr. H. F. Johnstone, Univ. of Ill.
Dr. U. B. Bray, Bray Chemical Co.
Dr. A. O. Beckman, Beckman Instruments
Dr. L. McCabe, U. S. Bureau of Mines

They have also made contracts with the Southern California Air Pollution Foundation for further research.

These men are spending a vast amount of time, energy and money on the problem and they have found that . . .

We Live In A Basin With A Lid

Mountains and lazy sea breezes form the basin.



The Lid (inversion), which may be 3,000 feet thick, is a layer of air warmer than that at ground level.



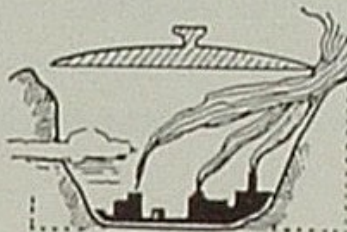
It's Smoggy When: The Lid is below the mountain tops.



OR

Winds are weak and alternate direction.

It's Clear When: The Lid rises and lets the smog out.

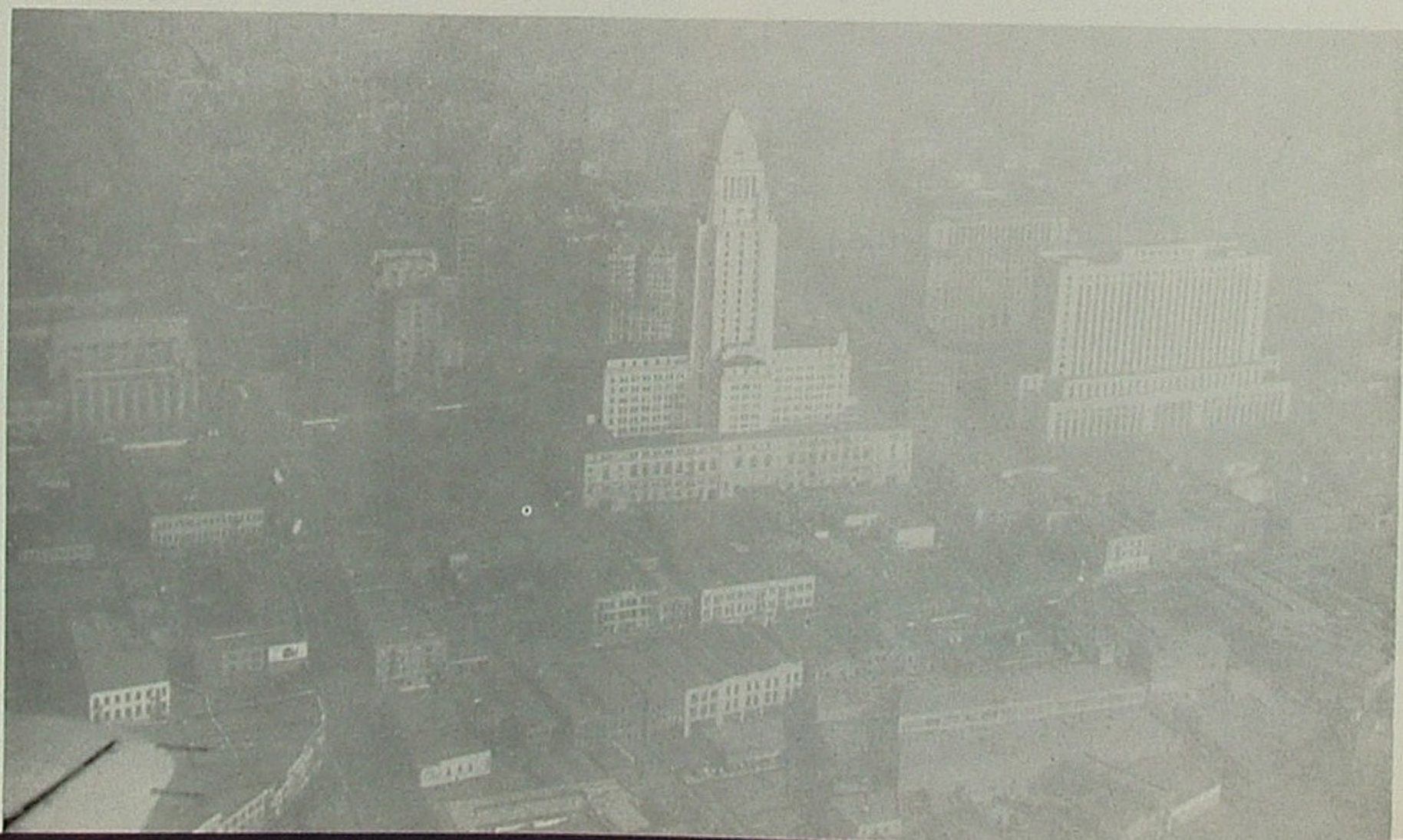


OR

Strong winds blow smog out of basin.

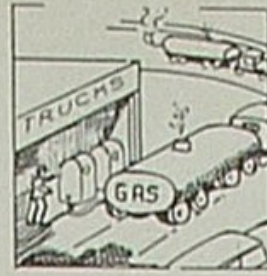
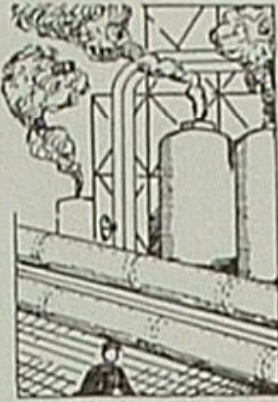
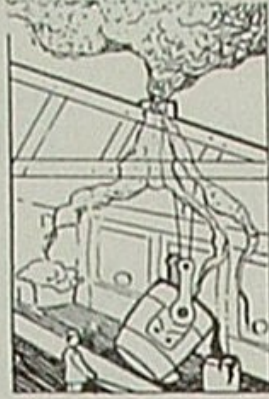
POPULATION has nearly DOUBLED since 1940. The number of L. A. County INDUSTRIES is now the THIRD LARGEST in the United States.

Industry is compelled to meet the Air Pollution Control Laws and has already spent \$25,000,000 fulfilling these requirements since 1948.



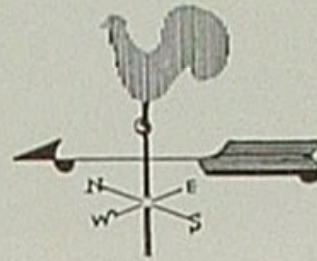
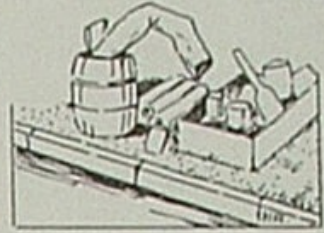
RESULTS of this are the elimination of over 900 tons per day of pollutants such as:

- A. Over 65 tons of smoke.
- B. Foundries, iron and steel plants controlled and 70 tons of fumes collected.
- C. Controls recover 400 tons of sulfur compounds formerly going into the air daily.
- D. Refineries collect 390 tons of vapors from gasoline each day.
- E. Continuing rigid enforcement will insure completion of controls on refining processes and storage tanks.



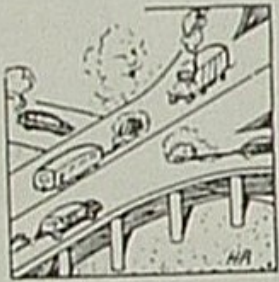
- 2. Extending the control of vapors from gasoline marketing. Three refineries are building controls for truck filling vapor losses.

- 3. Each city providing a system for collection of combustible rubbish so that the 100 tons of solid material going into the air daily from over 1,500,000 incinerators will be eliminated.



- 4. Continuing wind studies to determine the possibility of future industrial zoning from an air pollution control standpoint.

The Air Pollution Control District will further reduce smog by:



- 1. Controlling the 1200 tons of unburned gasoline vapors which are emitted daily from over two million automobile exhausts.

SMOG CONTROL IS YOUR JOB TOO!

The foregoing information was supplied by the Air Pollution Control District of Los Angeles.



VETERAN EMPLOYEES FETED

**At Company's
64th Birthday
Observance**



Above from left, "Spud" Murphy, "Con" Collins and "Bob" Donovan—all 35-year men, all Irish and all from Seattle—receive a "Happy landing!" from W. I. Martin as they enplane for the Company's birthday party in L. A.

Following a tour of Company facilities at Brea, the celebrants had lunch at the Los Felis Brown Derby, right.

Highlight of the afternoon was a visit to the Ranch Studios of Columbia Pictures Corporation, where two of the movie industry's most beautiful young starlets greeted them.



ADDRESSING 65 dinner guests, 46 of whom were employees being honored for their 35 or more years of continuous Company service, President Reese H. Taylor said:

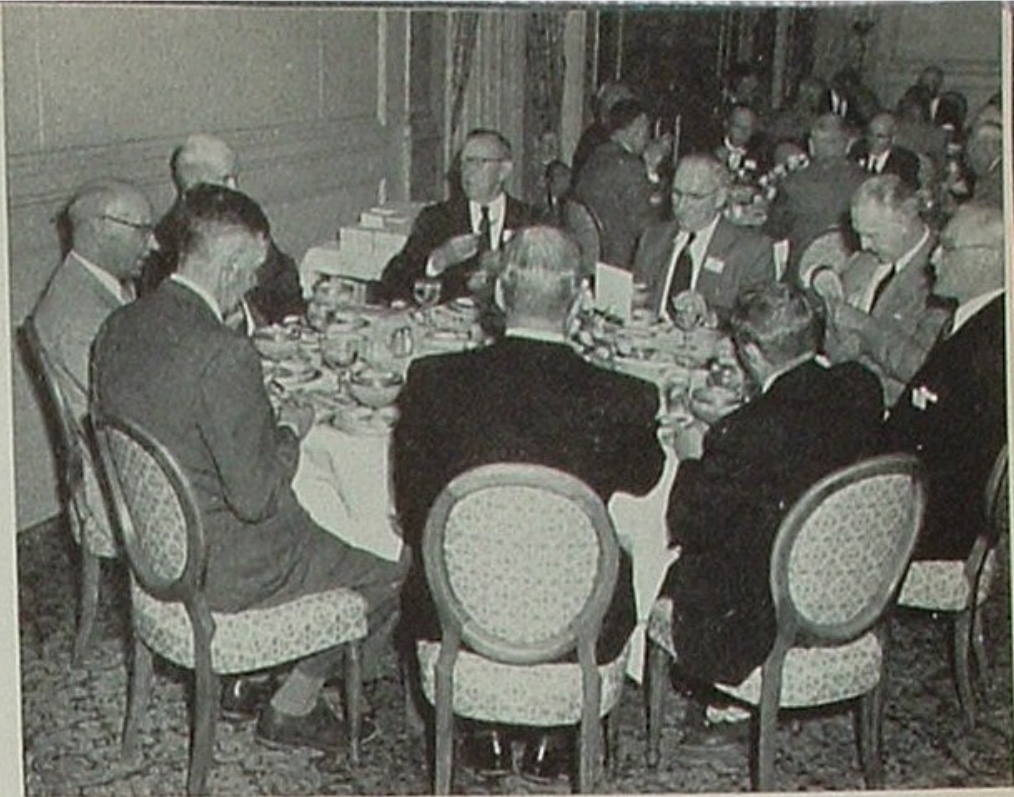
"In our present era, when so many short-sighted people—particularly young men—are demanding security, but have the mistaken idea that their security is the responsibility of government or some other agency, it is a pleasure to meet with you men assembled here tonight. You have attained your goal by working for it. No security anywhere is worth anything unless it's earned. We congratulate you for your personal attainments and for your valuable contributions to the Company's success."

The dinner, at which all 35-year men received gold watches, was served in the California Club, Los Angeles, on October 19. It climaxed a full day of Company birthday observance during which the honored guests toured our facilities near Brea, had lunch at the Brown Derby near Hollywood, went sight-seeing in Beverly Hills, and had their pictures taken with starlets of Columbia studios. They pronounced it an outstanding holiday and spontaneously extended a vote of gratitude through John P. Rockfellow, who annually handles entertainment details for the host.

Senior honored guest this year was Clarence R. Austin of the Tax Division, Home Office, sixth employee in Company history to become a 45-year man.

Invited also were five 40-year men—Wiley A. Cole and Woodson Lazear of Marketing, Charles E. Correll and George D. Faustino of Pipe Line, and Arthur A. Smith of Manufacturing.

The 35-year recipients of gold watches were Dick F. Klassen of Automotive; Francis H. Cederlof, Russell D. Hadley, Lyman E. Limbocker and Raymond M. Teal of Comptrollers; Clifford R. Austin, Clarence M. Barnds, Herman E. Bowie, George F. Brace, William O. Butler, Irvin W. Carner, Howard Danieleley, Ben Hemmerling, George S. Lane, Sigurd O. Ness, Cyrus P. Northrop, Thomas E. Purkiss, Leslie W. Stone, Paul W. Trook and Vester Wheeler of Field; Jasper Fitzgerald, Arnold O. Fritzsche, Phillip L. Hayes, Emmet P. Kave-



A delicious birthday dinner in the California Club, Los Angeles, was served to 65 guests, 46 of whom were employees being honored for 35 or more years of service.

ney, John Salmond, Gerald A. Woods and Edward J. Zanussi of Manufacturing; Cornelius Collins, Raymond A. Collins, Leon E. Decker, Robert E. Donovan, Ludwig Gartner, Arthur G. Harris, Leo B. Keough, Leonard L. Lorimor, Chester E. MacLean and Albert Murphy of Marketing; Harrison H. Hannah and Joseph A. Wilson of Tax; John C. Grierson and Merlin C. Witter of Treasury.

From left, 40-year man Arthur A. Smith, 45-year man Clarence R. Austin and (right) 35-year man Lyman E. Limbocker are congratulated by Host Reese H. Taylor.

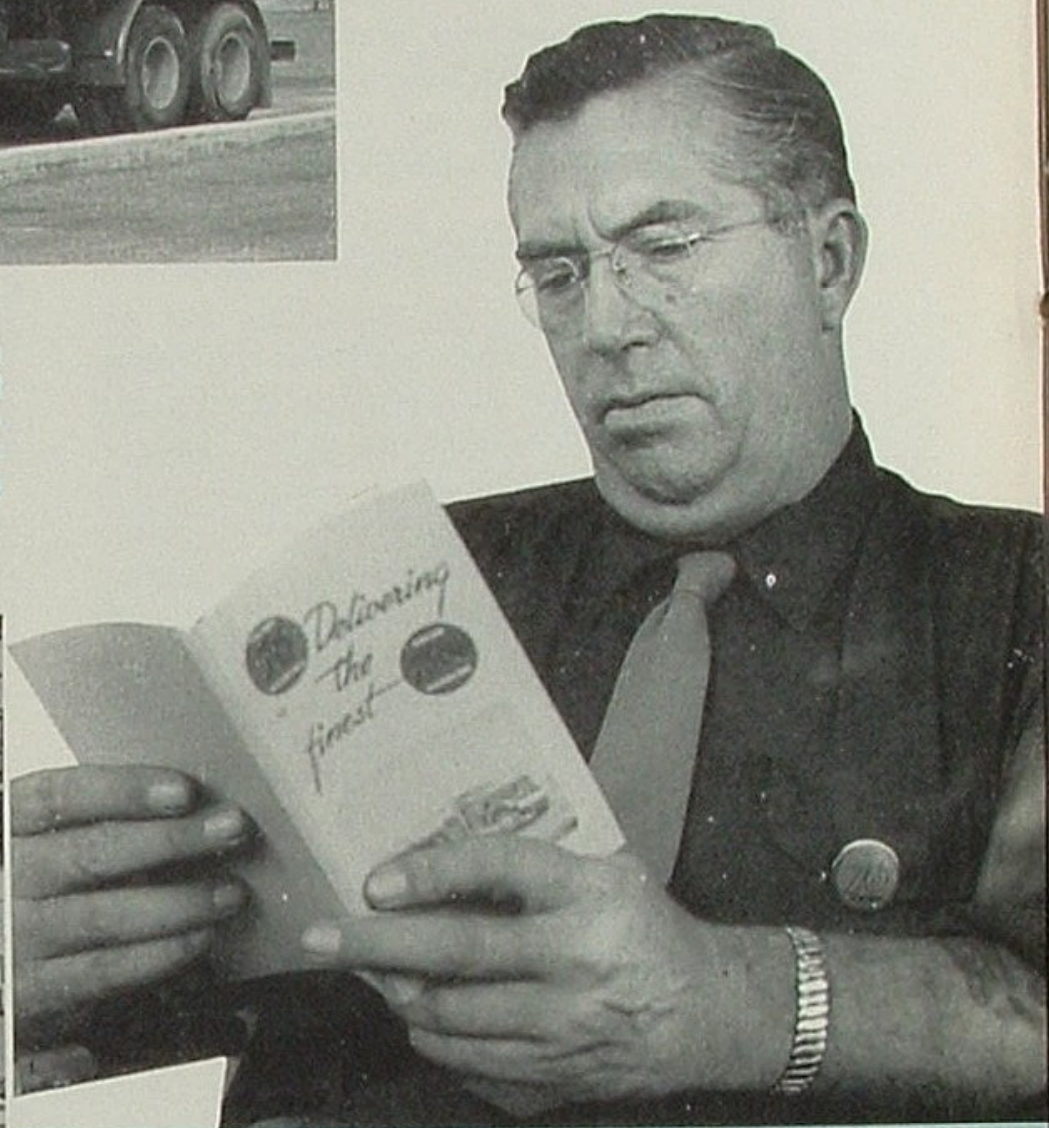




At our Maltha Refinery loading rack are, from left, Distribution Supervisor Art McDougal, Transport Drivers Al Osborn and Al Green, and Assistant Supervisor Eddie Clanton, who have averaged nearly a half-million miles of transport driving each. Their safe-driving advice is offered in the accompanying text.

DRIVING LESS

Or a Chance to Improve
Your Auto Accident Score



Among transportation experts who wrote "Delivering the Finest" are (above) W. J. Cozad of Rosecrans; (left) J. W. Hastings, J. G. Korte, W. I. Harland, K. B. Bailey, T. M. Romstad at Edmonds; (lower left) J. R. Cassingham, W. V. Criddle, R. V. Rude, E. B. Bevan, L. E. Keahey at Redwood City; (below) standing, B. A. Woodford, C. R. Hand, J. G. Fulton, W. J. Cozad, J. T. King; seated, W. H. Roberts, H. M. Schafer and M. S. Imes at Rosecrans.



LESSON FROM THE PROS



RECENTLY off the press and now in the hands of all Union Oil transport drivers is a unique booklet entitled, "Delivering the Finest." Unlike most books, this one was authored by its readers—men who, while delivering millions of gallons of petroleum products throughout the West, are building up an excellent safe-driving record on all types of highways. When the idea of a transport driver's handbook was suggested, it was concluded that experienced men best knew the answers to safe-driving and safe-operating questions. So the drivers today are governed by advice and rules of their own writing.

It is a well known fact that professional golfers can help almost any student of the game take a few strokes off his golf score. Why not then listen to the advice of professional drivers and avoid a few accidents—maybe that last, fatal one? Here are some immediately useful excerpts from "Delivering the Finest":

DRIVER REQUIREMENTS:—The driver is obligated to have a basic and fundamental understanding of traffic laws, ordinances and regulations as may apply in his area of operations. He must maintain a valid operator's license. If driving interstate, he must maintain a valid and current doctor's certificate. He shall not be assigned until he has demonstrated his driving ability. He must maintain a neat and clean personal appearance; be courteous, helpful and friendly at all times—in order to preserve favorable customer relationships.

PRE-DRIVING INSPECTION:—The importance of pre-departure checks cannot be overemphasized; they are essential to your personal safety, the protection of equipment, and the welfare of the public. Walk around and visually inspect your equipment. Look for oil or water leaks, evidence of damage or defects. Check oil, fuel and water levels, tire pressures, lights. Clean windshield, windows and mirrors. Test brakes before leaving yard.

ENGINE WARM-UP:—Start and run engine until operating temperature and pressure are reached. Check ammeter, pressure indicators, engine temperature, wipers, defroster and horn.

ON THE ROAD:—The professional driver is guided by the seven C's of Courtesy to the public, Concentration on the job, Control of equipment, Conservation of life and property, Consideration of the rights of others, Caution in driving, and Conduct that will earn respect. To assist in accomplishing the seven C's:

Plan and drive your routes to avoid backing, unne-

cessary left turns, and the use of residential streets whenever practical.

Operate vehicle at safe speeds, observing and heeding legal speed limits, posted warnings, traffic conditions, obstructed vision, weather and road surface warnings.

Maintain greatest engine efficiency—change gears—avoid "lugging."

Drive professionally — smooth clutch engagement, smooth shifting, smooth acceleration, smooth braking.

Approach intersections cautiously. Be prepared to meet an emergency. Your "right of way" does not exist!

Avoid "tail-gating"—maintain ample stopping distance ahead—be a defensive driver.

Avoid passing on curves, near hilltops, at intersections. Avoid weaving and cutting.

Drive in proper lane. When entering a thoroughfare, move to the proper lane as quickly as safety permits; drive in right-hand lane unless passing or preparing for a left turn; change lanes only after signaling well in advance.

When anticipating a turn, reduce speed, position vehicle using turning signal well in advance. Change from a forward course only when a left or right move can be made safely.

For right turns, keep vehicle as near right side of road as practical, signaling turn well in advance and watching for vehicles sneaking up on curb side.

For left turns, move vehicle as near to left side of road as practical, signaling well in advance and making turn when traffic conditions permit. Avoid left turns whenever possible.

On dry pavement, apply foot brake evenly. On slippery road surfaces, take advantage of engine braking power. Avoid severe application of brakes. Intermittent application may, under some conditions, be best.

Make stops only where turn-out and parking space are available. Signal intentions well in advance. Reduce speed and make a smooth stop. Set brakes, leave vehicle in gear, and use wheel blocks when advisable.

If you feel drowsy or extremely fatigued, stop driving. A few minutes of rest or exercise often relieve the feeling.

If you need "one for the road," avoid intoxicants. Driving skill, experience and sense of responsibility are dulled by only a beer.

Behind these words of advice are 64 years of Union Oil driving experience.

Letters...

Mr. Reese H. Taylor, President

Dear Mr. Taylor:

This is a note to express our appreciation for your having made Mr. Weaver available to us for a year as our Assistant Director for Materials.

Mr. Weaver's responsibility was one of high importance. His major function was the coordination of the supply of strategic and critical materials needed to keep the Nation ready to meet any degree of mobilization. Among other actions, this involved recommending the amount of materials to be stockpiled and also the origination of the directives on which the purchase programs were based. He of course contributed in many other ways, and it was always a source of satisfaction to have his sound judgment and advice available for staff discussions of the perplexing problems with which this Agency must deal.

Mr. Weaver fitted perfectly into our organization and was appreciated and respected by all with whom he came in contact, whether in our own or other agencies. He administered his area most effectively and, altogether, was just the right person for the task involved. I trust he enjoyed being with us as much as we enjoyed having him here.

Again, my warm thanks for allowing us to have "Buck" Weaver for one year.

*Sincerely and cordially yours,
(Signed) Arthur S. Fleming
Director, Office of Defense Mobilization
Executive Office of the President
Washington, D.C.*

Sharing Washington's high opinion of E. H. "Buck" Weaver, Union Oil announced on October 26 that he had been elected a Vice President of the Company, in charge of Procurement and Contracts, by the Board of



E. H. Weaver

Directors on October 25. Mr. Weaver joined the Company in 1918 as a buyer. His capable handling of purchasing assignments at Seattle, San Francisco and Los Angeles culminated in his appointment as Manager of Purchases, Home Office, in 1945. During 1941-1942 he served as Petroleum Consultant of the War Production Board at Washington, D.C.



Dear Editor:

Enclosed you will find your Overall Excellence award for your winning entry in the Pacific Coast Industrial Editors contest for 1954.

As I explained to those who were present at the annual Pacific Coast Conference, the awards this year were far from meaningless. The judging in each category was based on the essentials of good editing and reporting, and the judges were a select group of experts in their fields. Each judge reviewed only one category and in all but two cases reviewed all entries in the category.

You may rest assured that winning this Overall Excellence means just what it says—yours was the best entry submitted in that class. Congratulations!

*Sincerely,
(Signed) Gordon F. Gray
Chairman of Pacific Coast
Industrial Editors Awards
Contest for 1954*

In accepting, with gratitude, this high honor from the Pacific Coast Industrial Editors, ON TOUR acknowledges the help and cooperation of hundreds of Union Oil people. Only with such help can an employee publication succeed. We invite your continuing interest and constructive criticism.

Mr. Reese H. Taylor, President

Dear Sir:

This summer, while on vacation from Stanford University, I was an employee of your organization, having the position of Truck Driver E at the bulk plant in Santa Monica, under the resident managership of Mr. Howard Reeve.

I would simply like to take this opportunity of thanking the Union Oil Company for the most pleasant association I have ever encountered in all my summers of working. Those with whom I worked and associated were outstanding individuals both as men and as fellow employees. Each—Messrs. Reeve, Brown, Sly, Moye, Thompson, Grissom and Sparlis—placed the betterment of Union Oil Company uppermost in his mind. I was astounded at their diligence and complete thoroughness in completing assignments. The kindness and respect they showed new and old customers alike would have made you proud indeed. The priceless quality of such employees isn't shown on the asset side of your balance sheets but invariably shows up on the income statements as your sales continue to increase.

Sincerely, Mr. Taylor, this was the most pleasant working experience of my entire life. I'm sending this letter with heartiest congratulations to you and your executive associates, whose treatment of these men, coupled with the excellent products of the Company, have made Union Oil such a respected organization.

Yours very truly,
(Signed) Charles C. Reed
Stanford, California

In the accompanying photograph, ON TOUR is pleased to introduce (from left) Carl O. Harvey, Ben Brown, W. O. Moye, Resident Manager Howard Reeve, S. A. Sly (standing), Earl J. Grissom and Bud Thompson—some of the Union Oilers of whom Mr. Reed formed a high opinion. Regrettably, duty elsewhere prevented Mr. Sparlis from being photographed.



Mr. Reese H. Taylor, President

Dear Mr. Taylor:

You probably are aware of the fact that the Geological Society of America, the principal national organization of professional geologists in this country, is holding its Annual Meeting in Los Angeles early in November. This will be the first time that the Society has met anywhere in the Pacific Coast region. One of the principal activities scheduled . . . comprises several extensive field trips.

Through the office of Dr. John C. Hazzard in the Exploration Department of Union Oil Company, we have obtained a large number of copies of Union's excellent relief and road map of California, which we intend to use in connection with the field trips. These should be of considerable value to the participants, and especially to those who are not familiar with the geography and principal physical features of southern California.

I should like to express directly to you our very real appreciation of the kindness and cooperation of the Union Oil Company in supplying these maps. Among other things, they are the only maps published under the auspices of an oil company that show topography and other physical features in a really accurate way, and hence they are doubly appreciated.

Sincerely yours,
(Signed) Richard H. Jabns
Professor of Geology
California Institute of Technology



● MANUFACTURING

The rehabilitated Isomerization Plant at Los Angeles Refinery is now in operation. This plant converts normal butane to isobutane by a catalytic process using aluminum chloride and hydrochloric acid as a catalyst. The isobutane is required as a raw material in the production of aviation gasoline.

A new 16-inch pipe line from Los Angeles Refinery to the Refinery Marine Terminal is scheduled for construction. This line will be three miles long and will require 4,000 barrels of oil to fill it from end to end. It will be designed to handle ships' cargoes at a pumping rate of about 6,000 barrels per hour at 400 pounds per square inch pressure.

The main entrance to Oleum Refinery is to be relocated to reduce hazards of the heavy truck traffic and to eliminate movement of this traffic through congested operating areas in the refinery.

from K. E. Kingman

● FIELD

The difficulty the California oil industry is experiencing in maintaining crude oil production rates at the high levels of 1953 is becoming increasingly apparent. Month by month since the first of the year, the State's production has declined. The latest data, for the month of September, show an average producing rate of 962,305 barrels of crude per day, as compared to 1,003,761 barrels per day during the month of January, 1954. This represents a reduction of 41,456 barrels per day, or a little more than four per cent.

While part of this reduction is due to shutting in some low-gravity production, the bulk of it is traceable to the sparsity of new discoveries and worthwhile extensions during the past year or so. Union Oil Company has resisted this declining trend successfully, as evidenced by the current daily producing rate of 99,500 barrels of controlled production, up slightly from the January figure of 98,900 barrels. This has been made possible by discoveries and extensions in several areas, which have been followed up by aggressive development drilling programs. The principal areas of success are at North

One of the largest construction programs in Union Oil history includes a new coking plant now being pushed

toward completion on a section of California ocean frontage. It will be known as Santa Maria Refinery.



Guijarral Hills in Fresno County, in the Sansinena Field in Los Angeles County, and in the South and East Tapo and the South Mountain areas in Ventura County. Through these operations we have more than offset the natural decline in old production.

from Sam Grinsfelder

● **PURCHASING** Increasing Company profits through "value analysis" is currently reducing our costs at a rate of approximately \$100,000 annually. By "value analysis" we mean an intensive study of materials and methods to insure the greatest possible return for each dollar expended. Improved manufacturing methods, changes in design, new materials, consolidation of requirements for better price—these and other factors have been studied with the cooperation of operating departments and vendors to decrease costs and increase profits.

The volume of some of our larger dollar-value items makes even a small saving per unit worthwhile. For example, a saving of one-tenth of a cent on a quart oil can has resulted in savings of from \$15,000 to \$18,000 per year. Other value analysis studies which have resulted in large savings pertain to the use of letters of commitment to obtain volume prices on service station items, a monthly ordering system to consolidate purchases of certain chemicals required at many operating points, and so on.

The continuation of this program requires the cooperation of operating departments and vendors. We welcome any suggestions that will help in increasing Company profits by reducing costs.

from C. S. Perkins

● **MARKETING** Central Territory is now constructing its first combination retail-wholesale unit in Portola, California. The combination unit is designed to meet the needs of a small community where sales potential does not warrant separate retail and wholesale marketing facilities. The Portola unit will consist of a modified Type 140 service station on the front portion of the property, with wholesale facilities consisting of warehouse, loading rack and four underground tanks at the rear. The underground storage tanks will serve both wholesale and retail, as the service station pumps will be connected by pipe line to the tanks. Retail withdrawals will be measured through meters. The plant is designed to provide compactness, utility and eye appeal. The service station is our latest and most modern design. Wholesale operating facilities, although not visible from the pump island, are so placed as to be easily accessible to the operator.

The first delivery by barge of fuel oil was made by Union to the new Kaiser-Gypsum plant which opened recently in Seattle. From this—the only gypsum manufacturing plant in the Pacific Northwest—it is planned to supply the building industry of Washington, Alaska, Idaho and Oregon.

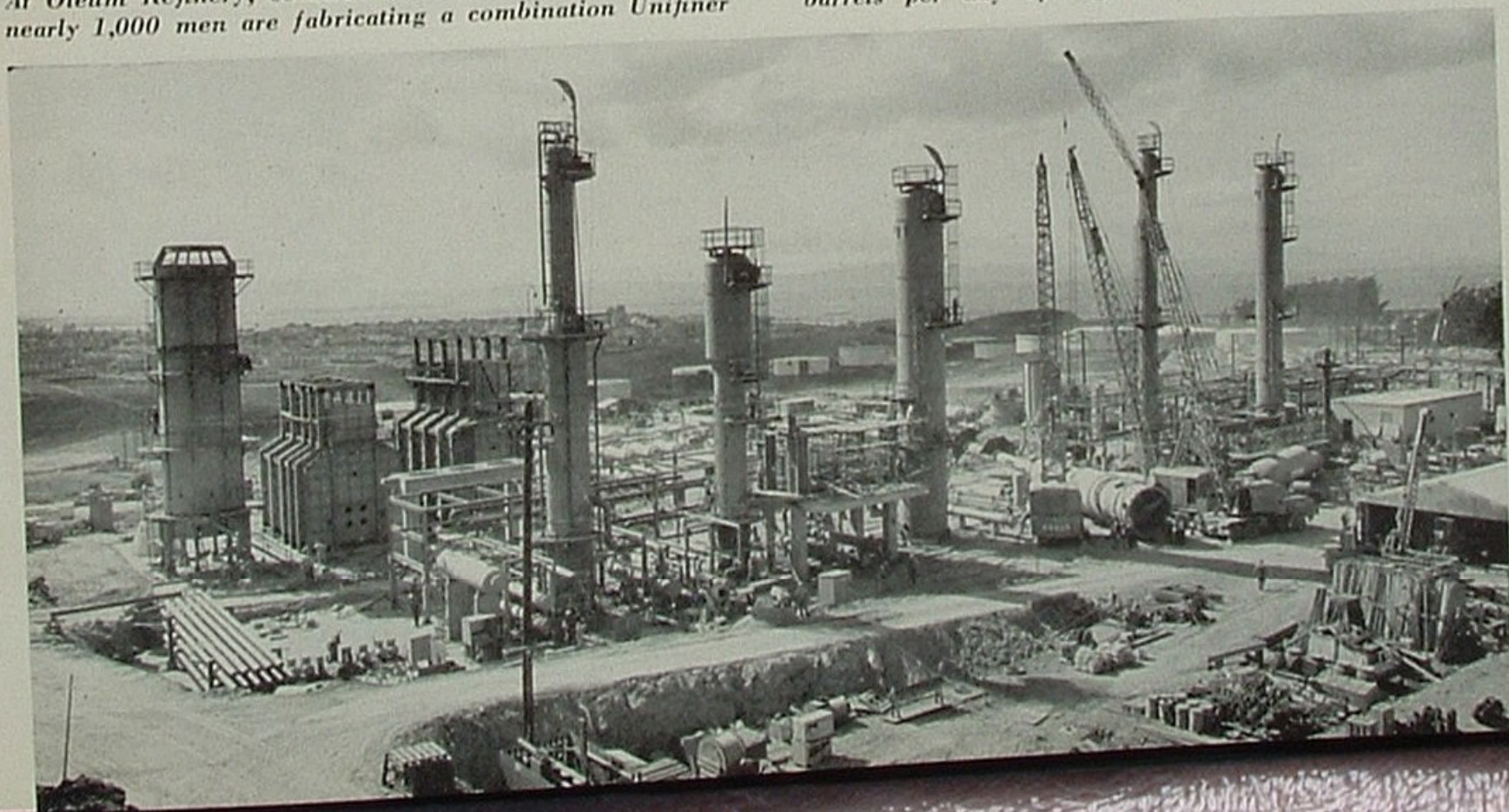
McKales is adding another service station to its chain in Seattle with the building of a new unit at White Center.

from Roy Linden

● **TRANSPORTATION & DISTRIBUTION** With the groundbreaking of the Torrey Pump Station site in the Torrey Field, construction has been started on our Santa Paula-Los Angeles pipe line. This line will change

At Oleum Refinery, construction crews numbering up to nearly 1,000 men are fabricating a combination Unifiner

and Platformer unit designed to produce some 17,000 barrels per day of high knock-rating gasoline stocks.





In our Santa Paula district, a mountain top is being bulldozed into Torrey Canyon, providing a level site for the construction of Torrey Pump Station. From here a new pipe line will be built to Los Angeles Refinery.

the present operation of our Santa Paula pipe line system by the reversal of flow from Ventura Terminal to the Torrey Field. The Ventura Terminal will pump to Santa Paula Station and will continue to provide facilities for tanker loading when needed. A booster station will be constructed near Piru to lift the crude 700 feet to Torrey Pump Station, which will then pump direct to Los Angeles Refinery through the new section of line.

Operation of the natural gasoline pipe line in Los Angeles Basin has been discontinued. The natural gasoline hereafter will be blended with crude oil for delivery to Los Angeles Refinery.

An immense new steel and concrete wharf is nearing completion at Oleum Refinery. It will accommodate four large



To better serve the requirements of our Eastern markets, we have leased and will operate a complete, fully equipped terminal in Philadelphia, Pennsylvania. Here automotive greases received from Oleum Refinery via intercoastal vessels will be consolidated with shipments of motor oils blended, compounded and packaged at the terminal for customers in the general Eastern area.

from E. L. Hiatt

RESEARCH & PROCESS

Dr. Earl Amott represented the department at the first National Lubricating Grease Institute meeting held on the West Coast, participating in a panel discussion on grease structure with experts on the subject from other parts of the country.

The Research Division, in cooperation with the Manufacturing and Marketing groups, has made a further contribution toward streamlining and simplifying the Company's line of greases. The new greases Unitrac LG and Unitrac 1, closely related to Unoba A and possessing its valuable properties, replace Red Line tractor lubricants 1 and 2 and Red Line chassis lubricants.

The replacement of these greases by the two new products means simplification for Manufacturing in production, packaging and shipping, and simplification for Marketing in inventories and selling.

Work on the Research Center site development project is progressing satisfactorily. Drawings and specifications for the new construction will be completed by November 15, 1954 and arrangements have been made for the general contractors to begin preliminary site preparation work during the month of November.

from C. E. Swift

tankships at a time and is being built to minimize fire hazards and facilitate cargo handling.

Union Oilers



ON TV PANEL Taking prominent part in Oil Progress Week were many Union Oil people, including, from right, Manager H. C. Meiners of Los Angeles Refinery and Manager of Wholesales Sales H. W. Bragg of Southwest Territory. They are shown with other members of an oil industry panel televised on the KABC program October 16.

from Jack McFarland



GROUNDBREAKING Congratulating W. L. Keady, left, president of Pabco Products, Inc., is Vice President A. C. Stewart at the groundbreaking, October 21, of Pabco's new million-dollar roofing plant now being constructed adjacent to Los Angeles Refinery. Pabco and Union have been business affiliates for several decades.

from Bob Lightfoot



WOE TO WEEDS Inspecting one of the largest spray oil delivery rigs on the West Coast are, from left, Resident Manager Edward Greaves, Wayne Preston, Harold Preston and DSM A. R. Ousdahl, at our Santa Fe Springs plant. The Prestons, father and son, have been exclusive distributors of Union Oil products for many years, and have developed one of the country's foremost businesses of its kind.

from G. C. Stark

"MISS OIL PROGRESS" Bea Engum, of our Process Group, Wilmington, was chosen by a Long Beach committee as Theme Girl for Oil Progress Week. For seven glamorous days, she was the toast of the industry.





◀ **"ARE YOU TRAINING YOUR BOSS?"** was the theme of a Seattle Desk & Derrick Club dinner meeting on September 20. On hand as guest speaker for the occasion was Gerald G. Chappell, training supervisor of the Industrial Relations Department, shown taking photographic cover behind his chaperon of the evening, Personnel Representative Howard R. Webb. As a matter of propriety, we had better not identify any girl who would even suggest "boss training" let alone listen to such nonsense. Unless maybe they have something!
from J. W. White



▲ **OLEUM GET-TOGETHER**
About 200 were in attendance at the Oleum Refinery supervisors' social held at Richmond Auditorium on October 9. Among those stalked by the photographer were (above,

from left) Mike DelMonte, Mrs. DelMonte, Manager John Towler, Mrs. Miller, Pete Miller, Vice President W. C. Stevenson, Ray Ludden, Angus Crocker, Mrs. Sanford, Mrs. Crocker, Dean Sanford, Don Mar-

shall and (almost) Mrs. Marshall. Approximately 24 Marketing Department guests from Central Territory joined the refiners in an entertaining evening of dining and dancing.

from Clyde Morton



◀ **LEADERS** at the Oil Industry's Regional Safety Conference held at Bakersfield September 28-29 were, from left, Union Oilers James E. Hill of Fire and Safety, Robert W. Martin of Northern Division Pipe Lines, W. E. Clanton of Distribution, and George S. Baumgartner of Maltha Refinery. Over 500 supervisors and foreman, representing 57 companies, attended the conference.

ON TOUR

OIL INDUSTRY



▶ **MANNEQUINS** Central Territory girls—including, from left, June Wisell, Nathalie Stewart, Carolyne Short and Claire Jones—were recruited as models for a recent I. Magnin & Company fashion showing in San Francisco. Through secret ballots furnished by the store, members of the audience indicated the mannequin of their choice. All four girls drew many votes, with Miss Wisell of the Credit Department carrying off top honors.

from Ethel Cline

▶ **OFFICERS** of the Northwest Territory office bowling league for the current season are, from left, Mal Harris, president, Lois Beckman, vice president, and Ed Cheskie, secretary. Eight mixed teams of two women and three men per team are vying for the championship.

from J. W. White



▶ **DR. MANGAN RETIRES** During 28 years as plant physician at Los Angeles Refinery, Dr. Louis A. Mangan found time to be a counselor and a friend as well as a doctor to hundreds of Union Oil people. As a result, his retirement on November 1 brought forth many a "Pleasant journey! But we hate to see you go." In Wilmington on October 15, a large

number of Union Oilers, including the group below, gathered at the Women's Club Auditorium to present the doctor and his wife with testimonials of their gratitude and friendship. In the photo, right, the doctor (left) listens while G. B. McBride presents him with a prescription for "many, many hours of enjoyable recreation."

from Bob Lightfoot





ANNIE MEETS SID Sid Herkner, well known Union Oil consignee and now also mayor of Redwood City, found his official duty a most pleasant one recently in welcoming TV's sharp-shooting Annie Oakley as queen of the Redwood City Rodeo.

from J. H. McGee



MIGHTY MIDGETS Dick Macias of our Northern Division Pipe Line Department in Santa Paula builds model racing cars as a hobby. Dick's creations are not toys in any sense of the word. They are precision built, requiring nearly as many hours to assemble as do the big cars. Furthermore, the tiny engines turn up to 22,000 revolutions per minute,

develop a minimum of 1½ horsepower, and have been clocked at a racing speed of 142 miles per hour. One of Dick's fantastic speedsters has come close to equaling the world's record for model cars of 151.77 miles per hour. Sharing the car builder's enthusiasm is Mrs. Macias, who values the cars at about a fur coat each.

from Bill Conley

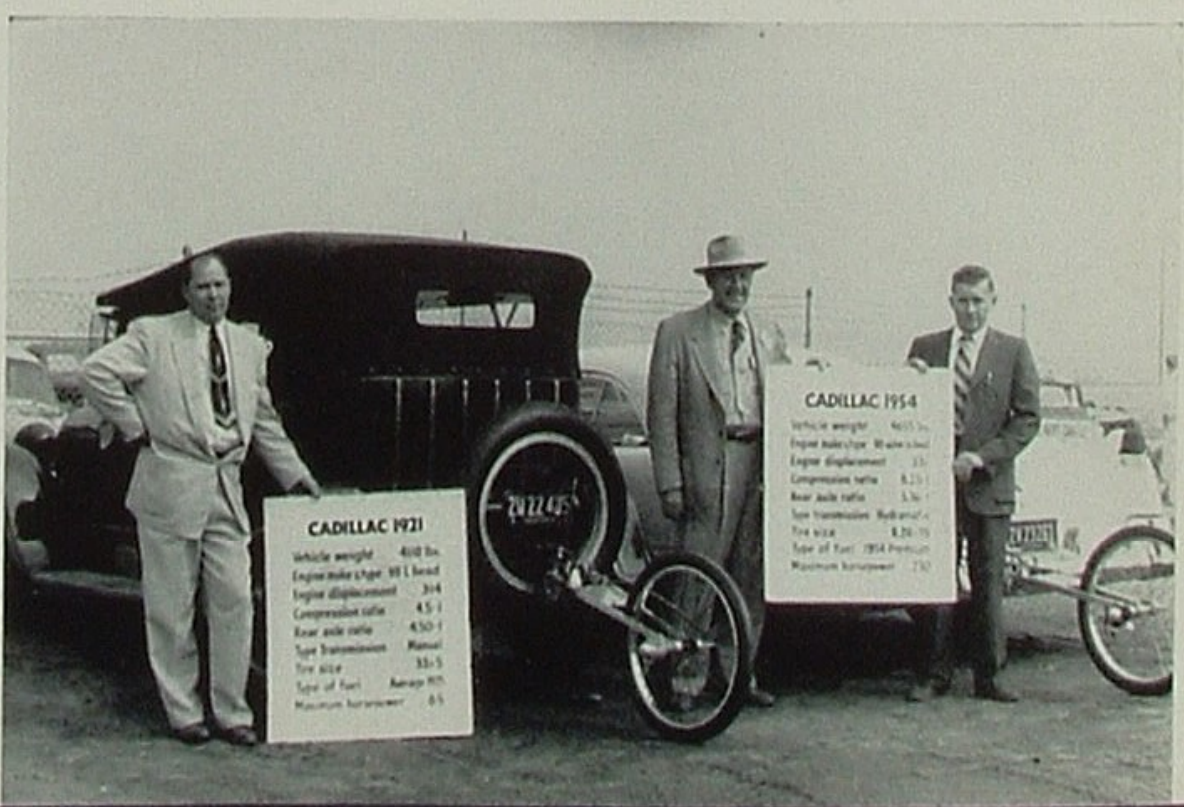
EXHIBITORS Manning the Company's display at this year's National Petroleum Retailers Congress, San Francisco, were Retail Representatives, from left, Robert Ryan, Verma Horne and Hal Schaper.

from C. E. Cole

TWO EQUALS THREE Messrs. Russell, Manning and Ellerbe of the Ethyl Corporation have been using Cadillacs of 1921 and 1954 manufacture to demonstrate the superiority of today's gasoline. Union Oil supplies

the demonstrators with 7600 and a special blend of gasoline manufactured to the standards of 1925. The convincing test shows that two gallons of gasoline will take the motorists of today as far as three gallons could in 1925.

from Jack McFarland





SERVICE BIRTHDAY AWARDS

NOVEMBER 1954

EXPLORATION & PRODUCTION

Hemmerling, Ben, Whittier	35
Lane, George S., Home Office	35
Wheeler, Vester, Richfield	35
Terry, John L., Orcutt	25
Courtney, Howard T., Orcutt	20
Moffitt, William M., Santa Fe Springs ..	20
Moore, Frank C., Bakersfield	10
Stephens, George W., Orcutt	10
Swartz, Charles A., Los Angeles	10

MARKETING

Collins, Cornelius, Seattle	35
Donovan, Robert E., Seattle	35
Bassett, James S., Spokane	30
Eisenzapf, Gustav J., San Francisco	25
McDonald, Elizabeth T., Seattle	25
Sopher, William M., Home Office	25
Davidson, Roy C., Phoenix	10
Eldenburgh, Helen L., Spokane	10
Kuehl, Kent Wm., Los Angeles	10
Peirano, Ernest F., Stockton	10

MANUFACTURING

Fitzgerald, Jasper, Oleum	35
Pickens, Lee E., Wilmington	25
Booth, Dewey A., Wilmington	10
Carter, Athan R., Maltha	10
Fletcher, Jim, Wilmington	10
House, Leonard O., Wilmington	10
Streeper, Joseph F., Oleum	10
Ulbing, Frank J., Wilmington	10

COMPTROLLERS

Teal, Raymond M., Home Office	35
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PIPELINE

Collins, Thomas J., San Luis Obispo	30
Tunstill, William O., Santa Fe Springs..	30
Riding, Walter, San Luis Obispo	25
McClain, Ermal E., Santa Fe Springs	10

CREDIT

Smith, Myron E., Home Office	20
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RESEARCH & PROCESS

Amott, Earl, Brea	15
Cook, James F., Brea	15

MARINE

Pelous, Rose Anne, Home Office	15
Harwell, Walter R., Wilmington	10
Narey, Maxine R., Seattle	10

BREA CHEMICALS, INC.

Reed, Homer C., Brea	15
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PURCHASES

Cook, Dana P., San Francisco	10
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COMMUNICATIONS

Phelan, Ruby A., Home Office	10
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Retirements



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

ESTELLE B. KLEAVER

Comptroller's
Employed 2/24/16—Retired 11/1/54

VICTOR GAMBETTI

Pipeline Department
Employed 12/8/22—Retired 11/1/54

MARY ARBOGAST

Comptroller's
Employed 3/7/23—Retired 11/1/54

ESTHER M. KOCH

Purchasing Department
Employed 6/4/23—Retired 11/1/54

WALTER J. HEYWOOD

Brea Chemicals, Inc.
Employed 8/17/34—Retired 11/1/54

CORNELIUS VANDERWAL

Northern Division Garage
Employed 5/1/43—Retired 11/1/54

In Memoriam

On September 23, 1954
CLARENCE BAILEY
Los Angeles Refinery
Retired 4/1/49

On September 26, 1954
PERCY E. MUNN
Southern Division Pipe Line
Retired 9/30/53

On September 30, 1954
FRANK W. FORBES
Southern Division Field
Retired 1/1/50

On October 5, 1954
JAMES JOHNSTON
Central Territory
Retired 8/1/47

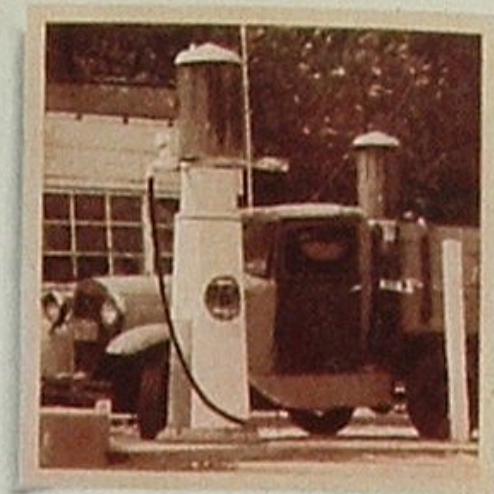
On October 15, 1954
ISAAC ROBERTS
Oleum Refinery
Retired 2/1/54

TARDY Arriving for work at Edmonds Refinery about three months late during the 1954 asphalt season, Boyd Thompson came equipped with a good excuse plus the photographic evidence at left. Enroute home from Korea, Thompson's ship went aground on a small island. It required a month to float her off the coral, another month to repair the hull, and the third month to limp home to New Jersey.

from J. W. Hastings



What changed this picture?



IF you ever drove up to that old-fashioned pump and said "Fill her up!" you'll remember that you got the gasoline. But that's all you got!

Because the primitive fuel *pump* was a long way down the road from the *service station* of modern times. We know, because we pioneered a surprising number of the customer services the petroleum industry has since adopted.

Like water and air wells. We first sank them on the pump island so you could get gasoline, water and air in one place.

Like windshield washing service. We introduced the individual clean towel and special fluid—and first washed your car's windows all the way around.

Like the cash box on the pump island—the quicker to make change and save you time.

Like famous Union "Minute Man Service" that, at its best, even empties the ash trays, brushes out and dusts off your car.

Like the full-time cleaning and painting crews that keep Union's 4500 stations in the West the glistening white that invites you in.

When we introduced them these were "bonus services," extras you didn't expect. Today you take them for granted when you buy gasoline.

You do because the oil companies—in constant competition for your business—are continually improving their products and expanding their services.

For in America's free competitive economy, *making things increasingly better for the customer is the only way to make any progress for yourself.*



Union Oil Company
OF CALIFORNIA

Your comments are invited. Write: The President, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.