

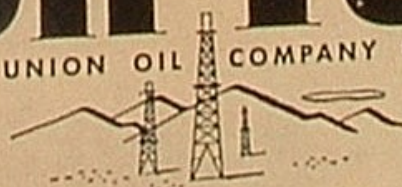
JULY 1955



*at the
Crossroads
of the West*

On Tour

WITH UNION OIL COMPANY OF CALIFORNIA



On Tour



Volume 17, Number 7
JULY 1955

In This Issue

Cover photo

**TEMPLE SQUARE,
SALT LAKE CITY**

page 3

**AT THE CROSSROADS
OF THE WEST**

page 6

"76" AT THE CROSSROADS

page 8

**HOW, SIR, WOULD YOU
DESCRIBE THE AMERICAN
ECONOMIC SYSTEM?**

page 10

UNION OIL CENTER

page 14

INDUSTRIAL SUMMARY

page 17

TORREY PIPELINE

page 20

IN FOCUS

page 23

**SERVICE BIRTHDAY AWARDS
RETIREMENTS—IN MEMORIAM**

page 24

CLARE GARD

"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. Hogen, Assistant Editor

THE AMERICAN TRADITION AT ITS BEST HAS BEEN EXPRESSED

At the Crossroads of

DURING the early summer of 1847, a wagon company of 148 Mormon pioneers approaching present-day Utah was thrice advised not to settle in the basin of Great Salt Lake. Major Moses Harris and Jim Bridger, scouts of the early West, pictured the basin as arid, treeless and otherwise unfit for habitation. Samuel Brannan, a Mormon who had journeyed with 200 members of his faith from New York to California by sailing vessel, hurried eastward purposely to intercept the wagon train and urge its continuing on to the San Francisco Bay area.

On Utah's historic birthday—July 24, 1847—Brigham Young, leader of the wagon company, was reclining in one of the vehicles due to illness. At the crest of a hill, now marked by an impressive Salt Lake City monument, he asked that the wagon be turned around to afford him a better view. The scene was not inviting. Except for a solitary cedar, not a tree could be seen in the entire valley. A few canyon creeks meandered across alkali flats, disappearing in briny lake water to the west. Only brush-covered slopes next to the mountains offered any promise of growing food for thousands already following along the Mormon trail. But Brigham Young said firmly and without hesitation, "This is the place!"

"The pla
Mormon f
the religio
decades a
rights they
States Con
hardship t
ness in pro
might pro

The La
known, of
people."

Within t
Council B
began plo
shares. So
streams, h





BEEN EXPRESSED BY THE MORMONS

s of the West

"The place" to Brigham Young and his brethren of the Mormon faith meant primarily an opportunity to escape the religious persecution that had hounded them for two decades and to exercise unmolested the other human rights they recognized as God-given under the United States Constitution. They chose at the cost of inevitable hardship the peace and freedom of an unwanted wilderness in preference to ease and security in some area that might prove hostile to their basic convictions.

A PECULIAR PEOPLE?

The Latter Day Saints, as Mormons are properly known, often say of themselves, "We are a peculiar people." Even if so, their peopling of Utah is one of the most inspiring epics of human history:

Within two hours after completing their long trek from Council Bluffs, Iowa, men of the first Mormon company began plowing. The hard ground broke their plowshares. So they diverted water from one of the canyon streams, first to soften the earth and later to compensate

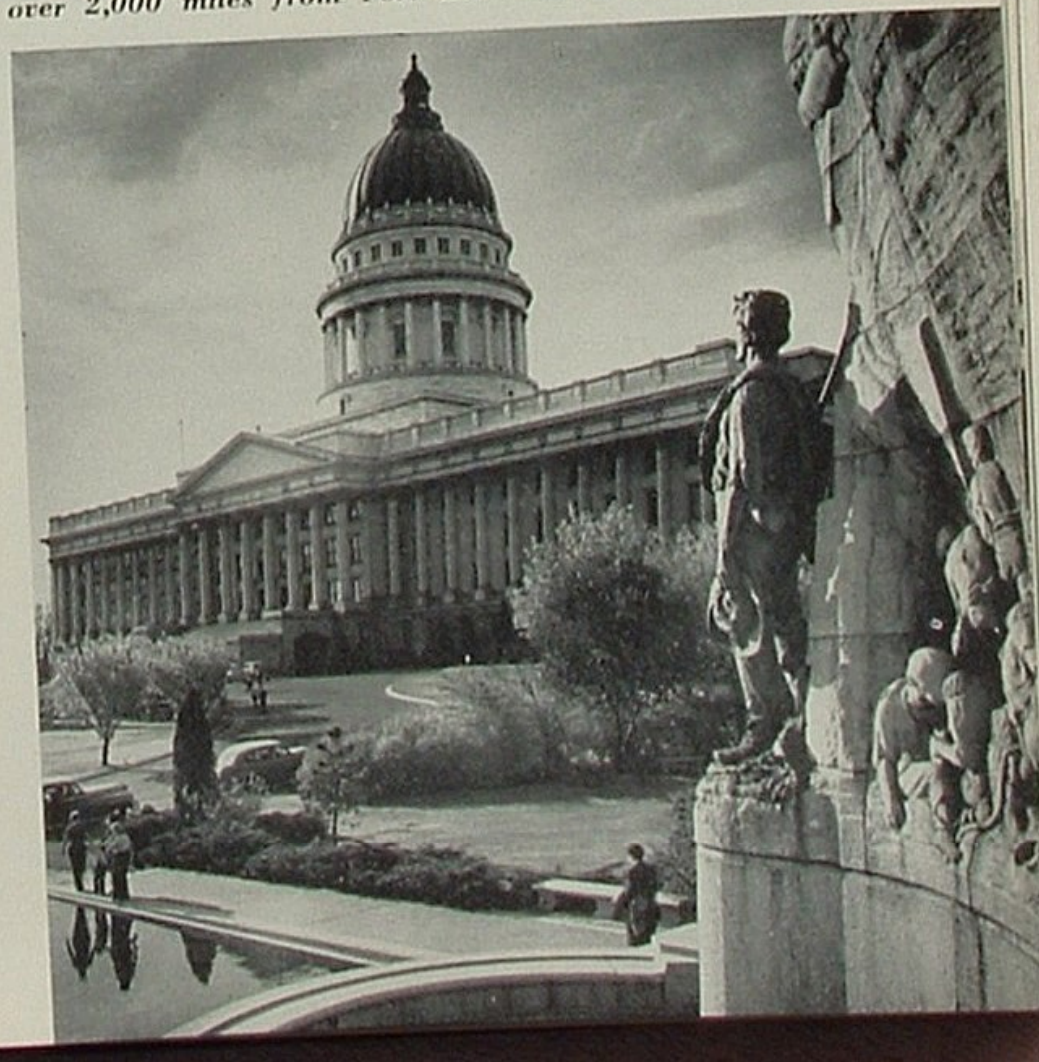
for a prolonged absence of rainfall. This marked the beginning of irrigation by an Anglo-Saxon people and suggested a means by which the arid West has become habitable and fruitful.

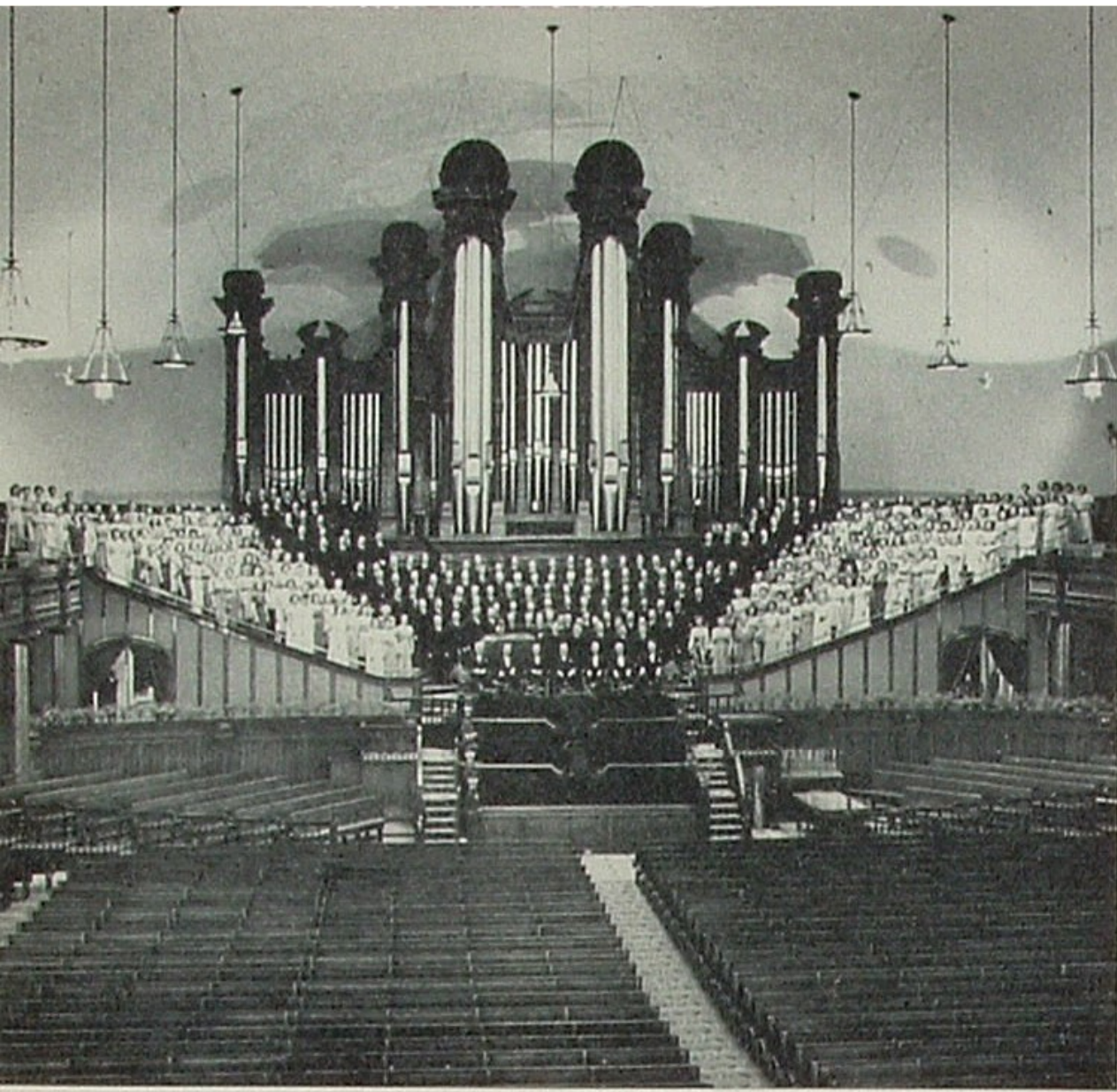
Crickets threatened to destroy the first crop of grain raised by the settlers on a 5,000-acre community field. Mormons fought the pests with shovels, brooms, fire, water, and finally with prayer. From the west came great flocks of seagulls, which gorged themselves on the insects, drank and disgorged at the nearby streams, and returned to their attack until the cricket horde was consumed. Today the seagull is protected by law in Utah and a monument to its honor stands on Temple Square bearing the inscription, "Erected in grateful remembrance of the mercy of God to the Mormon pioneers."

Previously, the migrating Saints, still smarting from gross injustices including the martyrdom of their Prophet Joseph Smith and his brother Hyrum, were approached by a platoon of United States soldiers under the command of Captain James Allen. The captain asked Brigham Young whether 500 of his able young followers could be induced to enter military service of the United States in the war with Mexico. The response was surprising. Five hundred recruits were found within a few days, with Brigham Young personally assuring the volunteers that their dependents would be protected and cared for. These Mormon soldiers marched to a supply base at Fort Leavenworth. Their subsequent march through Santa Fe, El Paso, Tucson and on to San Diego—a total distance of over 2,000 miles through trackless wilderness and



Salt Lake City (lower left), where only a lone cedar was found growing in 1847, today is a city of beautiful landscaping, attractive homes and fine office buildings. On its State Capitol grounds (below) is immortalized the Mormon Battalion, 500 U. S. infantrymen who in 1846 marched over 2,000 miles from Fort Leavenworth to San Diego.





Mormonism probably gains its widest audience today through the weekly Sunday morning broadcast of its Tabernacle Choir (left), the oldest sustained program in the history of radio; also through the sterling character and prodigious energy of its leader, President David O. McKay (above), educator and businessman as well as spiritual leader of 1½ million Saints.



Activity in a Latter Day Saint community centers around the Ward meeting house (above), where from 500 to 1,000 members are taught the principles of their religion by "called" bishops and other officers who serve without remuneration. Mormon young people (upper right) are enthusiastic churchgoers; often interrupt their school or working careers to go on two-year missions for the church. Salt Lake business and professional men also fill missionary assignments during their spare time in such capacities as guiding tourists (right) through sacred Temple Square.



burning deserts—stands today as the longest sustained march of an infantry column ever recorded in military history. Six of these soldiers, after being honorably discharged in California in 1847, participated in the 1848 gold discovery near Sacramento. They stayed on to fulfill a labor contract at Sutter's Fort while thousands of other men were deserting their posts in the wild scramble for gold. The Mormon Battalion is immortalized in bronze both in Utah and California.

Gold attracted very few Mormons from building up their "Kingdom of God" in the Rocky Mountains, but it exerted a great impact upon their welfare and development. In '49 Salt Lake City became the focal point of most gold seekers and settlers bound overland for California. Here they sought fresh livestock and provisions for the hard desert trek, oftentimes leaving in exchange tools, wagons and clothing greatly appreciated by the Saints. The city became an oasis for weary travelers, a trade center, a provisioning point—literally the crossroads of the West. And for the next hundred years and more Salt Lake City was destined to continue this hospitable role, catering eventually to more than a million visitors every year.

THE PROMISED LAND

Fruitless and forbidding though its valleys and mountains appeared to the people who first settled there, Utah has gradually emerged into a region of vast resources and even greater promise.

Though only a small percentage of the state's soil has proved to be arable, the portion now cultivated yields produce of exceptional variety and quality. Abundant grazing land, good rainfall and a temperate climate have been a boon to the development of excellent livestock. Dairy products, poultry, eggs and many other edibles are produced well in excess of domestic needs. Beet fields and sugar factories have been of major importance in the state's economy since the beet sugar industry originated there in 1853.

Ironically, the Gold Rushers migrated across some of the world's richest stores of mining wealth enroute to the overly-rated diggings of California. With total coal reserves of some 200 billion tons, Utah is the leading coal producing state west of the Mississippi. Immense mines within a short distance of Salt Lake City produce one-third of the nation's copper, as well as high-ranking quantities of gold, silver, lead, zinc, molybdenum, arsenic, antimony, tungsten, garnet, manganese, magnesium, phosphate, mercury, platinum, bismuth, fluor spar and barite. Vast iron deposits together with local sources of coal, limestone and dolomite brought about construction of the West's largest steel plant at Geneva, Utah during World War II; here 1,600,000 tons of steel ingots can be produced annually. Utah also is presumed to be one of the world's foremost sources of radioactive ores such as uranium, vanadium, carnotite and pitchblende.

Good oil and gas fields have been discovered during the past few years. Immense layers of oil sand and oil shale await only a scarcity of liquid petroleum to become highly profitable. Even the briny waters of Great Salt Lake and its surrounding salt desert are sources of commercial chlorides, including common salt, and a rapidly growing number of chemicals needed in the world's market. In all, Utah is credited with commercial quantities of 214 minerals plus rocks, sands, clays, marbles and chemicals of nearly limitless variety. Here only are found two of the world's rarest hydrocarbons—Gilsonite and Ozokerite.

CROSSROADS OF FREEDOM

But today's visitor or newcomer to the crossroads of the West is less impressed by the tangible assets of Utah—its agricultural development, its mineral wealth, the gorgeous scenery of its mountains, canyons and parks—than by the confident and kindly demeanor of its people. Here men of all types from more than 30 nations of the earth have been brought together into a homogeneous brotherhood. Among them, to a degree probably unapproached elsewhere, exists an awareness of life's opportunities and meaning.

It is the Mormon belief that all life and all matter are eternal—changeable in form but indestructible—in existence without beginning prior to this life and certain to exist without end after death marks the completion of another phase of our existence. Man, so they proclaim, was born into the world to take a forward step in his eternal progression. His objective in life is not salvation alone, but to be exalted. Therefore, it is incumbent upon him to increase in knowledge, in understanding, in skills and capabilities, and in righteousness all the days of his life. After life on earth, he will be judged and exalted according to his intelligence—his obedience to the laws of man, nature and God—and his accomplishments on earth.

God, so the Mormons say, is an exalted personality, a divine being in whose image man was created. As the father of our pre-mortal spirits, it was his parental will that all of his children, all mankind, might have an opportunity to attain the father's high station and glory. As Latter Day Saint writings put it: "As man is, God once was; and as God is, man may become." His plan of eternal life included giving his children maximum free agency on earth to stimulate individual development.

So, we find the American concept of freedom strongly endorsed and guarded in the Rocky Mountains. For to the Mormons the freedom and development of man—every man—is not only the cornerstone of this nation, it is the very foundation of eternal life.

"The place" recognized by Brigham Young in 1847 became the crossroads of the West. In a broader sense, it conceivably might be considered as the crossroads of humanity.

"76" at the Crossroads



Our Salt Lake District is headed by District Sales Manager O. G. Gilbert, seen above with Secretary Beverlee Wright.

District headquarters, below, adjoin the first Company-constructed service station built in Salt Lake City, which had its grand opening on a wintry January 8 of this year.



DURING the past 100 years, the overland journey from Salt Lake City to the Pacific Coast has diminished in time from many strenuous weeks to less than a full day. A desert trek, once so difficult that only the hardy or foolhardy would attempt it, has become a relaxing vacation jaunt even for the young and the very aged. Now in a single year more than two million automobiles carrying several million people move between the Crossroads of the West and our Pacific Coast.

It was this welding, via modern transportation, of the West into a highly interdependent social and industrial region that prompted the extension of Union Oil products and services into the Rocky Mountain area. For people from the Pacific Coast account for at least half of this interstate traffic tide and prefer to operate their cars on gasoline, lubricants and credit conveniences they are accustomed to using at home.

Following several years of marketing progress in Nevada, Arizona, Montana, Idaho and southern Utah, Union Oil made its own "This is the place!" decision on April 16, 1951, naming Salt Lake City as our district headquarters for marketing in the intermountain area. A district sales manager, with several employee assistants, was delegated to appoint distributors and assist them in establishing "76" service stations and other marketing outlets. Their work has progressed so favorably that, during the past year, Salt Lake District sales have quadrupled to a monthly volume of over 1½ million units. Through the initiative of our distributors, several of whom are introduced herewith, a number of additional stations have been leased or are under construction in the basin of Great Salt Lake and in surrounding Utah communities. The current vacation season will find "76" products available at nearly every important crossroads of the West.

Incidentally, our Salt Lake District office and first Union Oil designed service station in Salt Lake City are located together at Fourth South and Third East Streets—within four blocks of the lone cedar tree seen by Brigham Young and his company in 1847—approximately at the point where irrigation was first practiced by an Anglo-Saxon people—and on a portion of the field where seagulls came to the rescue of the Mormons.

On this the 108th anniversary of "This is the place!", Union Oil therefore has reason to join Utahns in recalling the great events of their yesteryears. The character of the Mormon pioneers—their courage, their industry, their integrity, their tolerance, their love of freedom, their trust in God—are attributes that must be fostered in every individual American if we expect to reap, tomorrow or eternally, the blessings of liberty.



In the photographs at left, ON TOUR is pleased to introduce Distributor Denton L. Dunn of Salt Lake City; Distributor Luce Ashton and Service Station Lessee Verl Wright of Heber City; District Representative Leonard M. Hill of Salt Lake City; and District Representative Jackson C. Robertson of Ogden. Below are the three Kellerstrass Brothers, our distributors in Ogden, Utah; the Minute Man Service, above, they assisted in introducing to Ogden was accorded a warm reception despite the cold weather.



staurant

H A R



Rama.

By Fred G. Clark and
Richard Stanton Rimanoczy

HOW, SIR, WOULD YOU DESCRIBE THE AMERICAN ECONOMIC SYSTEM?

WE don't know just how this gentleman of leisure would describe the American economic system, but we do know how it was described by a "cross-section" group of passers-by in some recent sidewalk interviews conducted by an inquiring reporter from a big city newspaper.

A group of men were asked whether they thought the word "capitalism" is an accurate description of the economic system under which the American people live and work.

One of these men (engaged in the real estate business)

said that he considered capitalism the correct word because "there is no better word or phrase. Capitalism is the best descriptive word. The Communists are the only people who think it is a smear word."

Another man (an automobile dealer) thought that the best phrase was "free enterprise" because "this gets away from the onus implied by capitalism which the Communists have made a smear expression."

A man who works in an office recommended the phrase "democratic economy" because "our votes control our economy. Legislation has made it impossible for family

fortunes to grow and stifle competition."

A stockbroker said that he preferred the phrase "socialistic freedom" because "the capitalistic system has been somewhat modified" and "government has assumed limited control over every enterprise, giving it a tinge of socialism" but "we can still engage in any occupation we please with more freedom than in any other country."

Before commenting on these opinions we would like to point out that by itself capitalism is not the right word.

In industrial production the real meaning of the word "capital" is "tools" because the money must be turned into land, buildings, equipment, and raw material before anything can be produced.

Every industrialized nation, that is, every tool-using nation is "capitalistic."

So the word "capitalism" is like the word "weather": it tells nothing until we put some descriptive words in front of it.

Communist Russia is capitalistic, but it operates under *state capitalism*, that is, the state owns and manages the tools of production.

America operates under *private capitalism*, that is, private individuals own and operate the tools of production.

To make the phrase still more accurate, we must say that Russia has "state *monopoly* capitalism" because there is no competition between factories.

America, on the other hand, has "private *competitive* capitalism" because each factory must compete with other factories in the same line of business.

In Russia the successful career of management lies in anticipating and satisfying the demands of the *bureaucrats and industrial commissars*.

In America the successful career of management lies in anticipating and satisfying the demands of the *customer*.

Russia has an economic dictatorship of *all-powerful politicians*.

America has an economic dictatorship of *all-powerful customers*.

Putting all these thoughts together we find that Russia has *state monopoly capitalism subject to the will of the bureaucrat* and that America has *private competitive capitalism subject to the will of the customer*.

Now let's go back and see where the sidewalk definitions got off the track.

The real estate man said, "the Communists are the only people who think capitalism is a smear word."

This is not true: only a few years ago an international convention of Protestant church delegates proclaimed that they could support "neither Communism nor Capitalism," on the grounds that they both suppressed human liberty.

The man who suggested the phrase "free enterprise" was working in the right direction but was exaggerating, because in America business has never been free of basic legal controls and regulations designed to punish unethical practices and to protect the freedom of the customer to get the most for his money from whomever he chooses to patronize.

Our system might be called "*free* customer capitalism" as against Russia's "*captive* customer capitalism."

But "free enterprise" suggests economic anarchy and unregulated freedom to indulge in unfair business practices.

The man who proposed the phrase "democratic economy" was not really thinking about the economy but about the relatively new progressive inheritance tax laws.

But what he did *not* know, or forgot to mention, is that these taxes break up not only the big estates but also the medium sized estates which for 150 years have been the life-blood of America's industrial progress.

It is virtually impossible today for the heirs to a substantial business to retain control over it.

The stockbroker who suggested "socialistic freedom" was off the beam because having government umpire the game of business under the Constitutional rule-book is not socialism: ownership and operation of business is required for socialism.

The reader might ask, "What difference does it make how the American people define the American way of life as long as they defend it?"

We believe that it makes a great difference because if the people do not understand the system they are defending they might not see the dangers to which it is exposed.

If we remember that "capitalism" is "toolism" and that our productivity depends upon privately owned competitively operated tools, we will recognize the danger of any proposal that jeopardizes either the tools or their competitive use.

If we remember that economic freedom centers around the free customer, we will recognize the danger of any proposal that penalizes the freedom of the customer.

If we object to the fact that the freedom of the customers is used ruthlessly to demand better values in the things they buy, we must remember that the producers from whom these values are demanded are the same people (the customers) who receive benefit from them.

Under the American system the people are in constant conflict with themselves: as workers they naturally want to be paid more for doing less, and as customers they naturally want to receive more for paying less.

As long as this conflict continues, the vitality and progress of our economy will continue.

UNION OIL COMPANY OF CALIFORNIA will be headquartered by 1957 in a \$20 million building project embracing a height-limit home office and three auxiliary office and service units, it was announced July 7, 1955 by President Reese H. Taylor.

The buildings, located on a five-acre tract bounded by Fifth, Maryland, Bixel and Beaudry streets, will overlook downtown Los Angeles from the elevated west bank of Harbor Freeway. Because of its location on a hill, the unique diamond-shaped 13-story Home Office Building will be the highest structure in Los Angeles. The properties collectively will be known as Union Oil Center.

Four harmonizing buildings will provide a total of one million square feet of floor area, including a three-level underground parking garage for 1,500 cars.

For future expansion, foundations are to be put in for a second height-limit building connecting with the initial Home Office unit.

So massive is the project that 100 carloads of steel will be required for pilings alone. These steel pilings will be driven to bedrock to support the project, which will tower over the central business district.

Company officials said the site was chosen after careful analysis of several other prospective locations. One of the principal reasons for the selection was that the site is located within one-half mile of the geographical center of the Company's employee population. The elevated Union Oil Center, with its unobstructed view in every direction, will have Freeway access from all directions.

Completion of the fully air-conditioned buildings is scheduled for early 1957. The four separate structures will be known as the Home Office Building, Fifth Street Building, Maryland Building, and Beaudry Building.

HOME OFFICE BUILDING

The Home Office Building, towering 175 feet above ground level, will provide 19,000 square feet of office space on each of its upper 12 floors. Its lobby level can be entered from all sides, and a beautifully landscaped central patio is planned for it. Trees will be planted profusely throughout the Center. The mezzanine level will have covered bridges for access to the various other buildings.

Banks of escalators, operating from the lowest level of the underground garage to the seventh floor, will be supplemented by express elevators to the upper levels as well as to provide service for the entire building.

A vehicular tunnel from Beaudry Street will permit convenient access to the three parking levels, which may also be reached by wide ramps from Bixel, Maryland and

This view of Union Oil Center shows, from left, the three-story Fifth Street Building to house Brea Chemicals, the 13-story Home Office Building, and the Beaudry Building where will be located an auditorium, cafeteria and employees' lounge. Hidden from view is the Maryland Building, future home of Southwest Territory. For a frontal view of the impressive project, please turn to next page.

Announcing

Fifth streets. The tunnel entrance will make it possible for shipping and receiving docks to be maintained underground. The parking structure is designed on a "scissors" principle to facilitate self-parking.

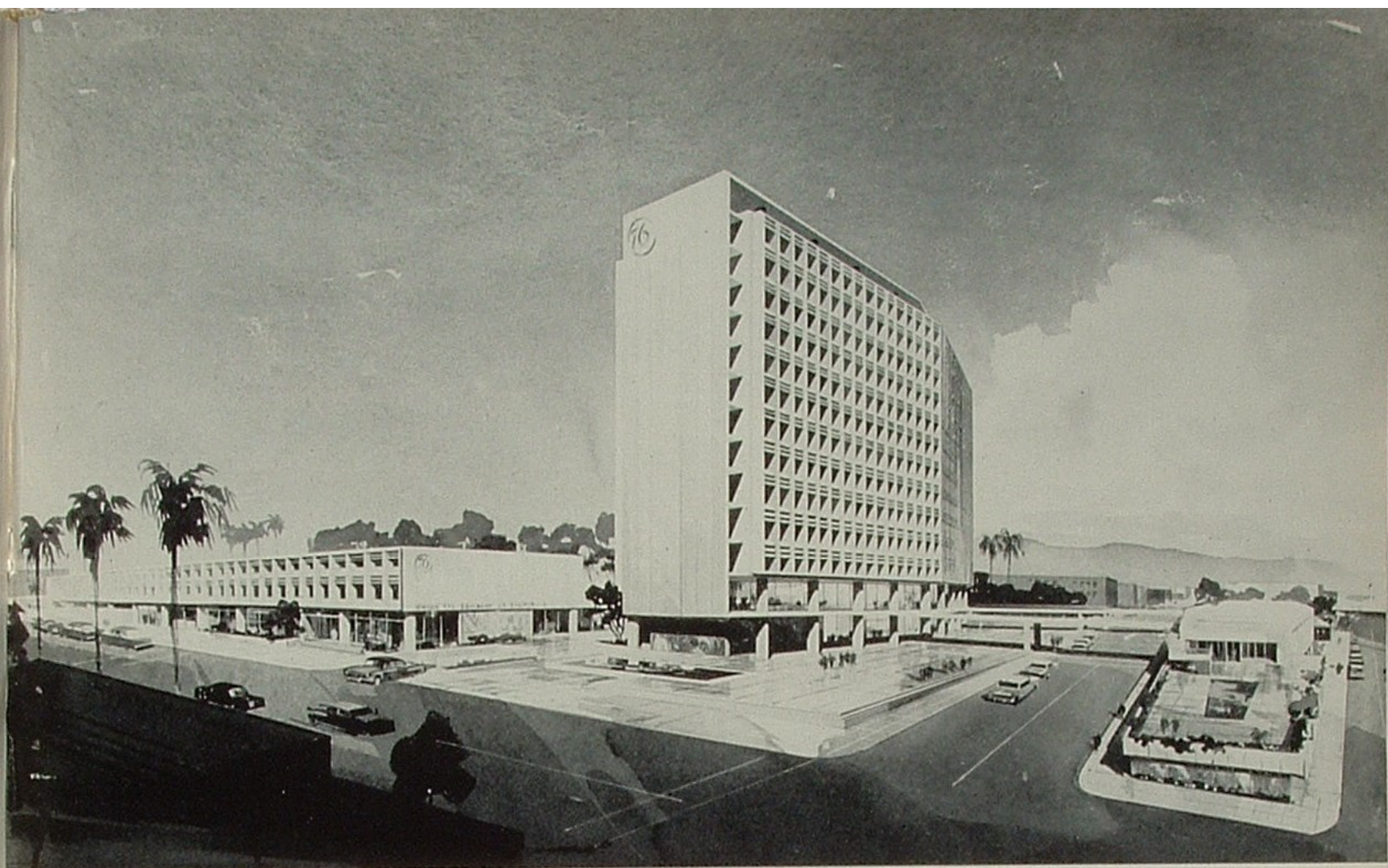
Exterior of this building will be of either marble, granite or terra cotta, with window areas protected from direct sun and glare by vertical aluminum fins and horizontal aluminum louvres. This "solar control" will eliminate the need for draperies or other types of inside shading.

Interior walls will be prefabricated moveable metal partitions to permit rearrangement of offices on any floor without disturbing office operations.

The building is structurally designed so that it may be utilized for helicopter operation.

FIFTH STREET BUILDING

The Fifth Street Building will be three stories high,



UNION OIL CENTER

UNIQUE 13-STORY HOME OFFICE TO BE HIGHEST IN LOS ANGELES

connecting with the Home Office Building at both the mezzanine and lobby levels. It will contain 55,000 square feet of office area, with provision for three additional stories. This building will be occupied by Brea Chemicals, a Union Oil subsidiary, and by a branch of the Security First National Bank.

MARYLAND BUILDING

The Maryland Building is an elevated two-story structure containing 37,000 square feet of office area, with provision for three additional stories. This unit, connected to the Home Office Building at mezzanine level, will be occupied by Union's Southwest Territory marketing personnel.

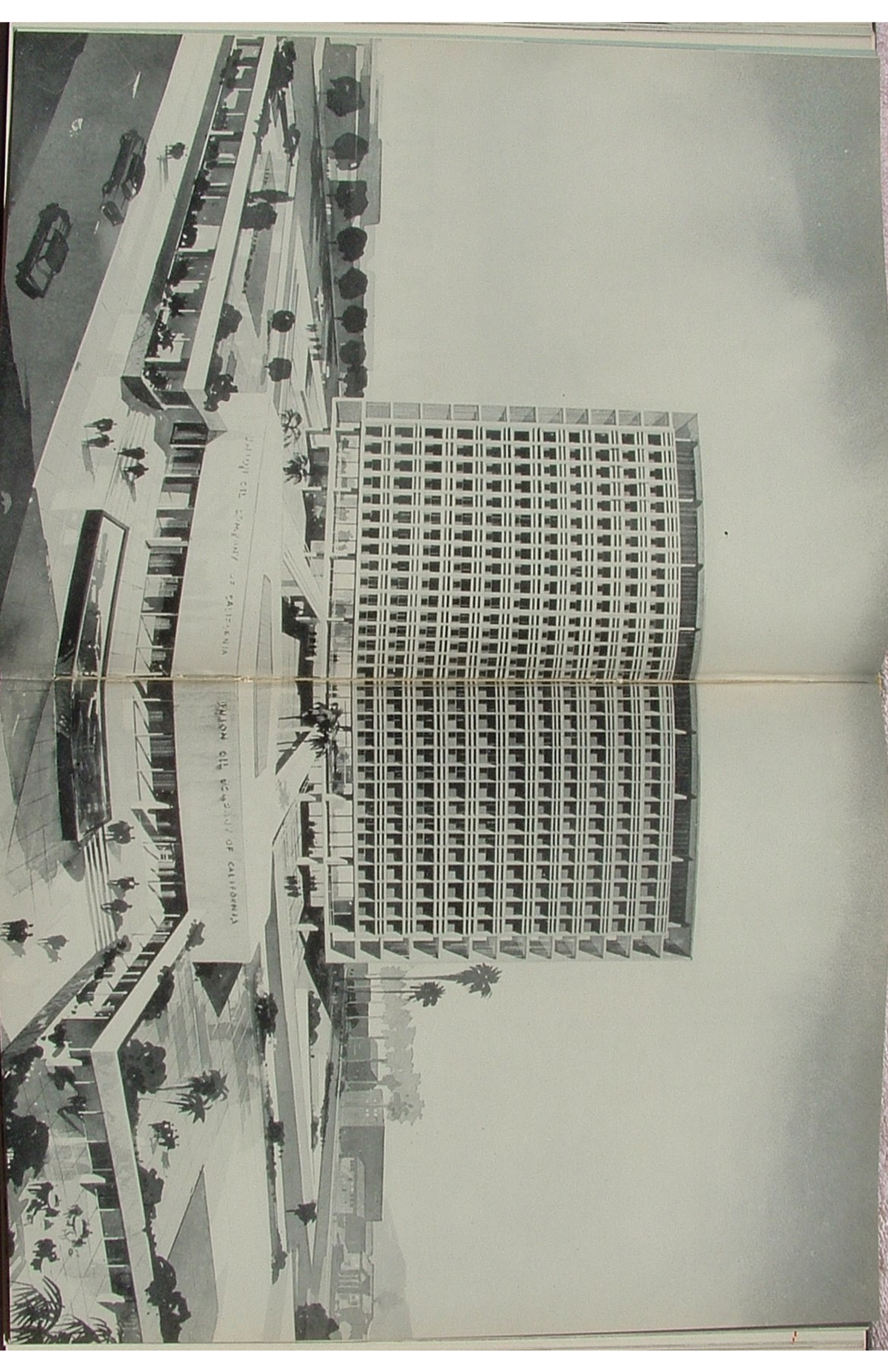
BEAUDRY BUILDING

The Beaudry Building, which is connected to the main office building by two pedestrian bridges across Boyl-

ston Street, will be a two-story unit containing an auditorium seating 500 persons, a cafeteria and an employees' lounge. The Company plans to make the auditorium available for various types of suitable group functions.

Orientation of the major building is contrary to the usual placement, according to Pereira & Luckman, architects for the project. By orienting the building to the east and west and using the diamond design, the problem of the sun at quarter points is overcome. The diamond shape also permits private offices around the periphery while allowing general office spaces to have open areas in the center of the building. All areas will have a view over the city.

Clearing of the site for Union Oil Center is being completed to permit the contractor, Del E. Webb Construction Company, to break ground within a month.





• **FIELD** Budgets have been revised and operations for Field and Exploration have been programmed for the remainder of 1955. The high rate of activity characteristic of the first six months will continue throughout the year. Exploratory drilling will be carried on in the five domestic operating divisions as well as in Western Canada and Costa Rica. Sixty-nine Company operated wildcats are programmed for this period, and in addition five wildcats in which the Company will have an interest will be drilled by other operators. It is anticipated that the Company's first offshore venture in the Gulf of Mexico will be underway within a short time. This prospect is located some five miles off the coast of southern Louisiana, south of the Company's East White Lake Field in Vermillion Parish. Budgets for the West Texas and Oklahoma Divisions provide for drilling on several gas prospects in the Hugoton Embayment Area of the Texas and Oklahoma Panhandles. Additional wildcatting will be done in the Disturbed Belt on the eastern slope of the Rocky Mountains, adjacent to Glacier National Park, in the area where our Morning Gun wildcat is currently being drilled.

Ninety-eight Company operated development wells are scheduled to be drilled during this period; in addition, 49 development wells in which the Company will have an operating interest will be drilled by other operators.

It is anticipated that the bulk of development work in California will be conducted in the East Los Angeles Basin Area, primarily in the Sansinena Field, and also in several areas in and adjacent to the Gujarral Hills Field in Fresno County, where the Company has recently substantially increased its production.

A development program initiated recently in the South Drickey Queen Field in Chaves County, New Mexico, will be continued. Also considerable work is programmed for the several producing fields adjacent to Lake Trammell in Nolan County, Texas; and a continuous develop-

ment program in the East Lake Palourde Field in Assumption Parish, Louisiana, is on the schedule.

It is probable that several strings of tools will be in operation during the remainder of this year in developing additional production on the Liberal Block in the highly productive South Sturgeon Lake Field in Alberta, Canada, in anticipation of the completion of the Peace River Oil Pipe Line early in 1956.

from Sam Grinsfelder

• **RESEARCH** At the June meeting of the Society of Automotive Engineers in Atlantic City, C. C. Moore presented a paper on "The Use of Residual Fuels in Locomotive Diesel Engines," co-authored by himself and J. L. Broughten. The paper described cooperative work between our Company and one of the transcontinental railroads. Results indicated the favorable possibility of broadening the range of fuel oils that are currently used in locomotive diesel engines. Significant advantages would result for the railroad companies.

from Fred L. Hartley

• **TRANSPORTATION & DISTRIBUTION** An unusually excellent performance record was established recently by the SS AVILA during the voyage from Los Angeles to Cristobal, Caribbean terminus of the Panama Canal. This Union Oil vessel, carrying a cargo totaling 115,000 barrels of petroleum products, made the round trip in 18½ days, and sustained an average speed of 17 knots on the return portion of the voyage in ballast.

Automotive equipment needs of the various operating departments frequently require specialized body design and construction to meet unusual service requirements. One of the most unusual is a unit recently built for use

in the Pipeline and Communications Department to handle field maintenance work on our telephone lines. The truck body is equipped with an adjustable aerial ladder that permits inspection of telephone lines while the truck is moving. Line repairs, including the setting of poles, can be made without the need for stationary rigging formerly required. The new equipment will substantially reduce the time required for inspecting and maintaining our communications system.

from E. L. Hiatt

● PURCHASING

Considerable savings in time, effort and money are expected to result from a new trial-and-test procedure pertaining to commodities we buy from outside vendors. Since even the simplest trial or test is expensive, it is important that such tests be limited to items offering definite promise of future savings, operating advantages or improved efficiency. To avoid duplication of effort, a complete list of past tests with their results will be distributed. This list will be revised yearly, and complete details on any test will be made available to interested departments. Currently, tests are being conducted at various points of operation on items having company-wide use. Progress reports and final results on such tests will be distributed to all interested personnel as a further step in reducing duplication of effort.

from C. S. Perkins

● MANUFACTURING

The blending of today's motor gasoline is a relatively complex operation requiring a combination of several straight-run gasolines and various types of cracked gasoline. To these hydrocarbons are added tetraethyllead, coloring agents and other additives. To provide a more simplified and efficient operation, Oleum Refinery is installing equipment that will permit continuous and automatic blending of motor gasoline.

The first Family Day open house sponsored by Santa Maria Refinery on May 28th attracted 2,000 guests, consisting principally of employees, their families and friends.

The replacement of obsolete and inefficient airblowing asphalt stills at Los Angeles Refinery is completed. New equipment has increased productive capacity and will supply asphalt to Paraffin Paint Company's new roofing plant located adjacent to our refinery.

from K. E. Kingman

letter

*The President
Union Oil Company*

Dear Sir:

Your advertisement in the May 14 issue of the "New Yorker" magazine invites comment.

In an age when even some managements—who should know better—join the collectivist chorus in seeking to undermine our traditional values and institutions, it is gratifying to see your large and respected company align itself with the forces for freedom and America.

Although public information media have effectively created the impression that patriotism and libertarianism are dying a rapid death, please be assured that such is not the case.

We may be few and far between (less few than you might think), but there are still those among us who appreciate such efforts on the part of your and other corporations.

We look forward to many more such advertisements. It is a basic principle of advertising that, no matter how well established a product, it must be sold over and over again to avoid apathy. Your ads may sell oil but, far more important, they help sell the American way of life when such selling is sorely needed.

Very sincerely yours,

*(Signed) Richard N. Weltz
Princeton University
Princeton, New Jersey*



Today on Broad Street in Philadelphia, a bus carries the Royal Triton challenge right to the doorstep of our oldest lube oil competitors. New-car dealers recommend Royal.



Union Oiler D. L. Nielsen (seated) hands the Company's check to W. R. Sidenfaden and Robert A. Maloney, left, following our joining of the Liquefied Gas Association.

Successful exhibitors at a recent Tri-State Automotive Exhibit in New York were Union Oilers Phil Hewitt, Jim Thompson, Terry Hewitt, George Palsey and Tom Nasca.



● MARKETING

Presentation of slide films on product performance, followed by a question-and-answer period, produced stimulating results at the first formal meeting of retail dealers and their employees operating in Tiajuana, Mexico.

Union Oil participated in the Home Service Fair held in Los Angeles on May 25th through 27th by providing an outstanding exhibit. This fair—sponsored by the Pittsburgh Courier, which has the largest paid circulation of all Negro publications in the United States—was attended by over 8,000 people. Among the prizes awarded by various exhibitors, cases of Royal Triton Motor Oil were enthusiastically received. Our dealers, in cooperation with the Company, passed out personally identified product brochures.

On June 3rd, after intensive preparation for a grand opening, our service station at Lakewood and Candlewood, Lakewood, California established a new opening-day sales record of 7,443 gallons sold.

Acquisition of the La Marr Ashton Service Station in Evanston, Wyoming provides a new eastern boundary of welcome on Highway 30-S for travelers entering our gasoline marketing area.

Starting the weekend of July 4th and continuing through Labor Day, all Union Oil service stations will be offering free scenic postcards of the West. The cards are particularly beautiful and the scenes offered represent points of interest in the seven western states, Alaska and Hawaii. Our marketing area was divided into 26 separate scenic regions, each of which will be portrayed by a minimum of eight to a maximum of 26 scenes. When used in the past, similar scenic postcards created many new friends and customers for the Company.

Recognizing the importance of the liquefied petroleum gas industry, the Company has become a member of the Liquefied Gas Association, a non-profit, world-wide organization engaged in promoting the proper and safe use of LPG. For some time we have been a major marketer of this product on the West Coast. In the accompanying photograph, D. L. Nielsen, our supervisor of residual oil sales, is shown presenting the Company's membership check to W. R. Sidenfaden, president of Suburban Gas Service and past president of LPGA, while Robert A. Maloney, president of Calor Gas Company, looks on. Suburban and Calor are two of our largest LPG customers.

from Roy Linden

ON TOUR

ONE-TENTH
OF A CENT
A GALLON
JUSTIFIED
CONSTRUCTION
OF OUR



TORREY PIPELINE

“WE can bring crude oil from Santa Paula to Los Angeles Refinery for four cents a barrel less than it now costs to transport the oil through our pipeline-tankship setup!”

Just one year ago, on May 25th, President Reese H. Taylor commented to that effect while addressing Union Oil employees in Los Angeles. There was nothing wishful about the comment nor dilatory about its author:

Already engineers were busy designing a pipeline and pumping equipment that would handle at least 50,000 barrels of crude oil a day.

Surveyors were hustling to locate the most economical route. It lay across one of California's most rugged sierras and under an equally difficult maze of homes, business properties and public thoroughfares comprising a densely populated area of Los Angeles County.

Representatives of our Property Administration De-

partment were embarked on a sizeable right-of-way assignment. Before their work was finished they would contact hundreds of property owners, secure at least 30 easements across private property, obtain franchises for 40 miles of pipe-laying along public thoroughfares, and arrange for 125 permits from government authorities.

The Company's financial experts were studying how best to pay for the \$4,000,000 project without tying up such a large amount of our working capital. Their eventual decision would be to sell the line to Santa Clara Valley Pipeline Company, then lease it back on a monthly-payment basis for 25 years.

Qualified contractors, selected through competitive bidding, were told to get busy and stay busy until the job was done. Why the hurry? Well, multiply the volume of oil to be moved through that line by four

or more cents per barrel and you had a very important sum of money going down the transportation drain every day the line remained unused.

Actual construction was begun last November 15. It was completed six months later, on May 15, and crude began moving through the pipe next day from Torrey Canyon wells to Los Angeles Refinery. The job required five *pipe spreads*, 150 contractor employees, and about eight Union Oil engineers and inspectors. They dug 67 miles of trench, installed an equivalent length of welded and wrapped 12-inch pipe, then put earth, paving and shrubbery neatly back where they found it.

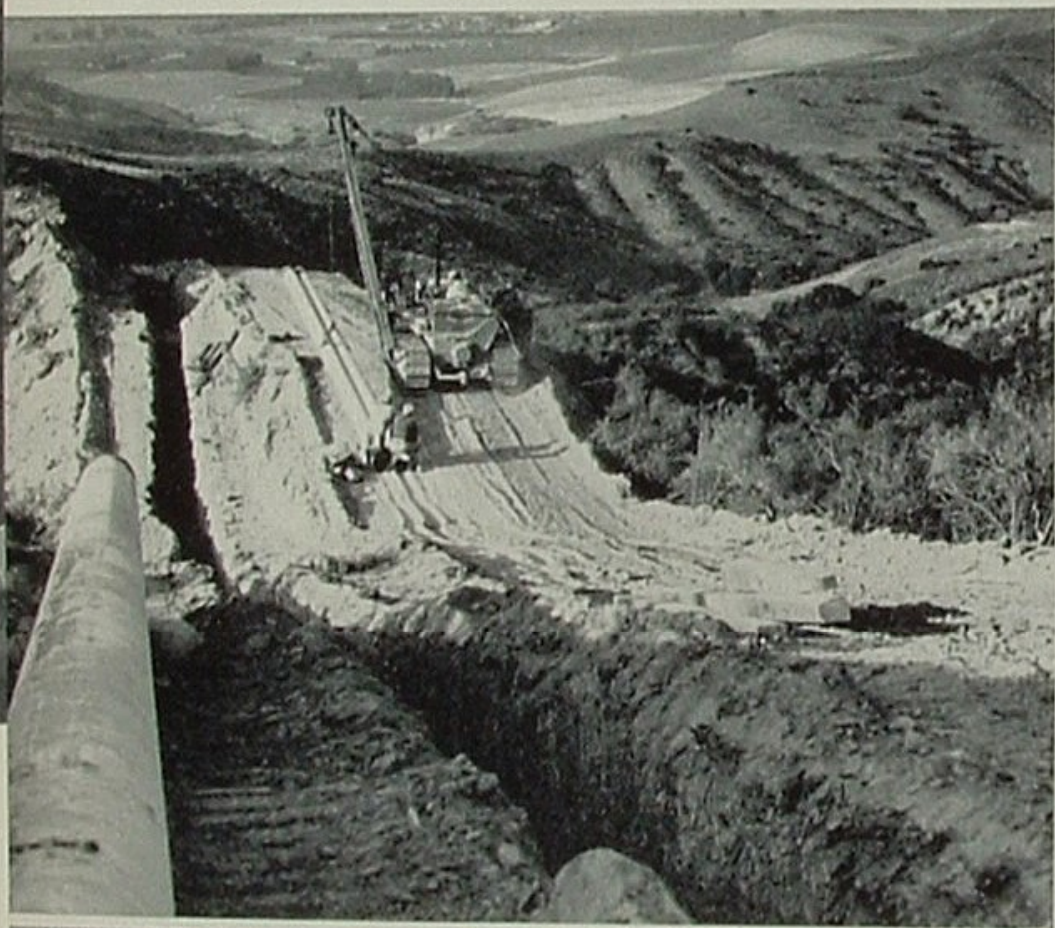
Torrey Pipeline is now in business. Atop a bulldozed mesa in Torrey Canyon shines the Company's newest pump station, whose powerful facilities can pump crude the entire 67 miles to Los Angeles Refinery at a daily rate of 60,000 barrels in summer or 50,000 barrels in winter. A new booster station at the mountain's foot opposite Piru lifts Company production from the Ven-

tura-Santa Paula area to our Torrey pumps.

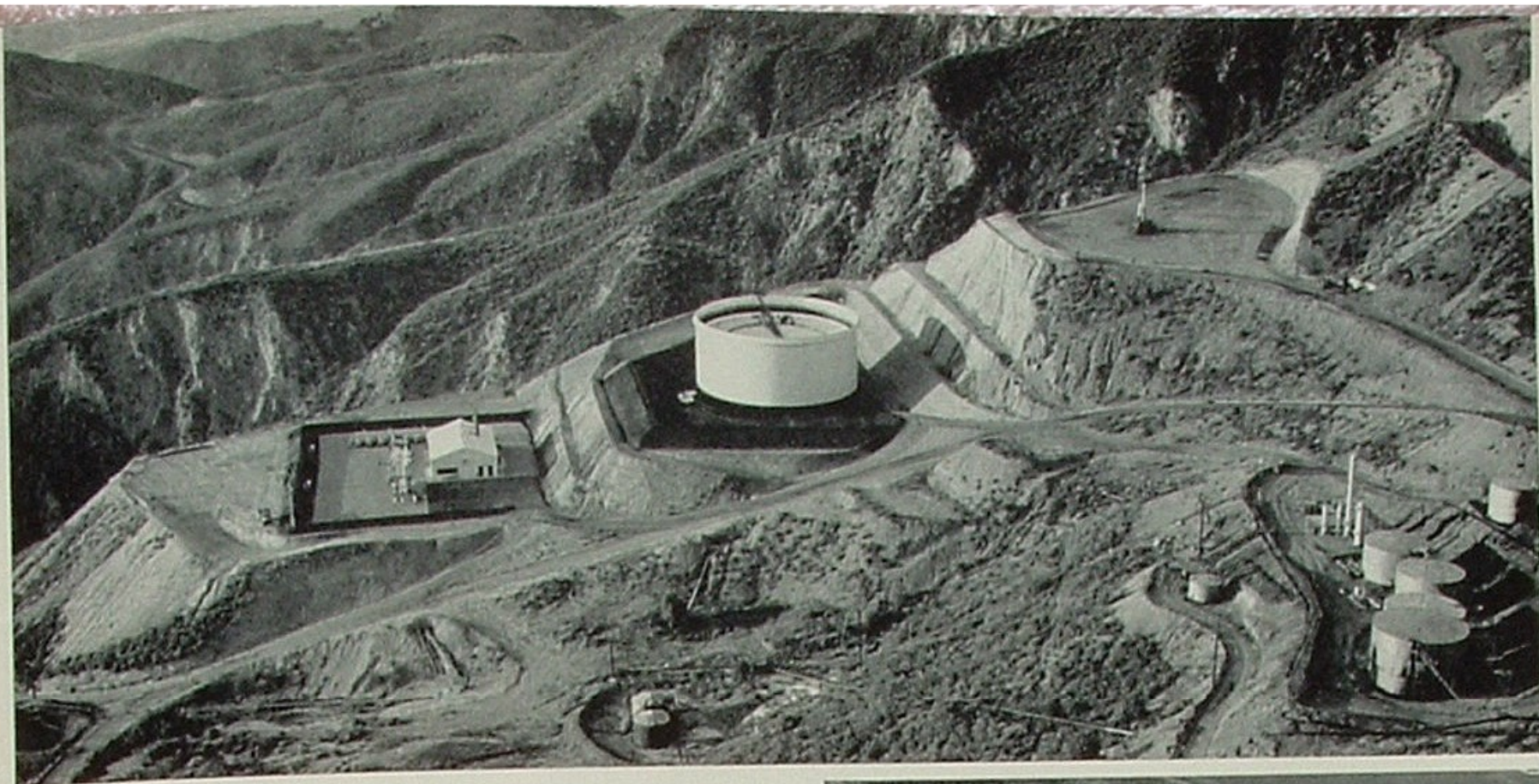
Meanwhile, Ventura Terminal, through which the crude was formerly dispatched via tankship, is by no means unemployed. It now contracts the shipping of petroleum for other oil companies and continues to serve as a receiving and distributing point for our refined products. It also provides flexibility in the event Torrey production exceeds pipeline capacity or is needed at one of our other refineries.

The transportation saving estimated by Mr. Taylor one year ago may have been a little conservative. Mathematicians in the Transportation Department now figure the pipeline has an advantage of at least 4½ cents per barrel over tankship handling—a saving of approximately one-tenth of a cent per gallon.

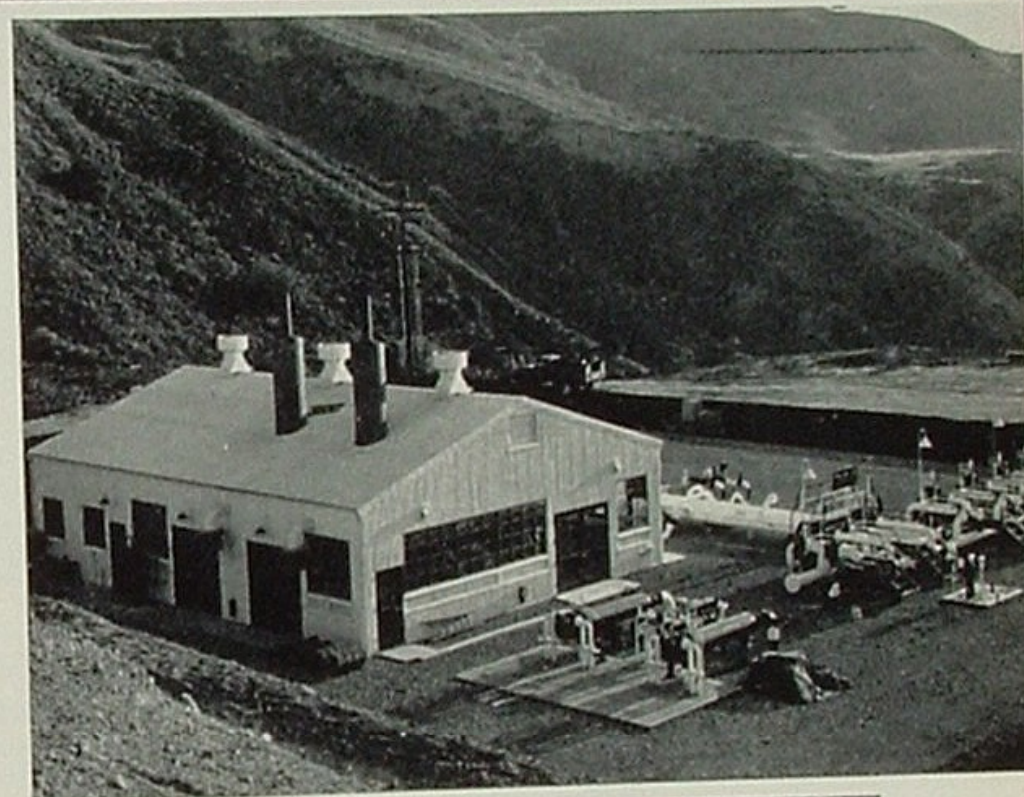
Torrey Pipeline, besides being an excellent transportation asset to Union Oil Company, is another fine tribute to good management, skilled workmanship, and our priceless American way of getting the job done.



Construction of Torrey Pipeline was accomplished in six months by 150 men. Using petroleum-powered equipment, they dug 67 miles of trench through difficult terrain; transported, bent, welded, wrapped and placed an equal length of 12-inch pipe; and left only a surface indication of fresh earth or asphalt paving to mark the line's course.

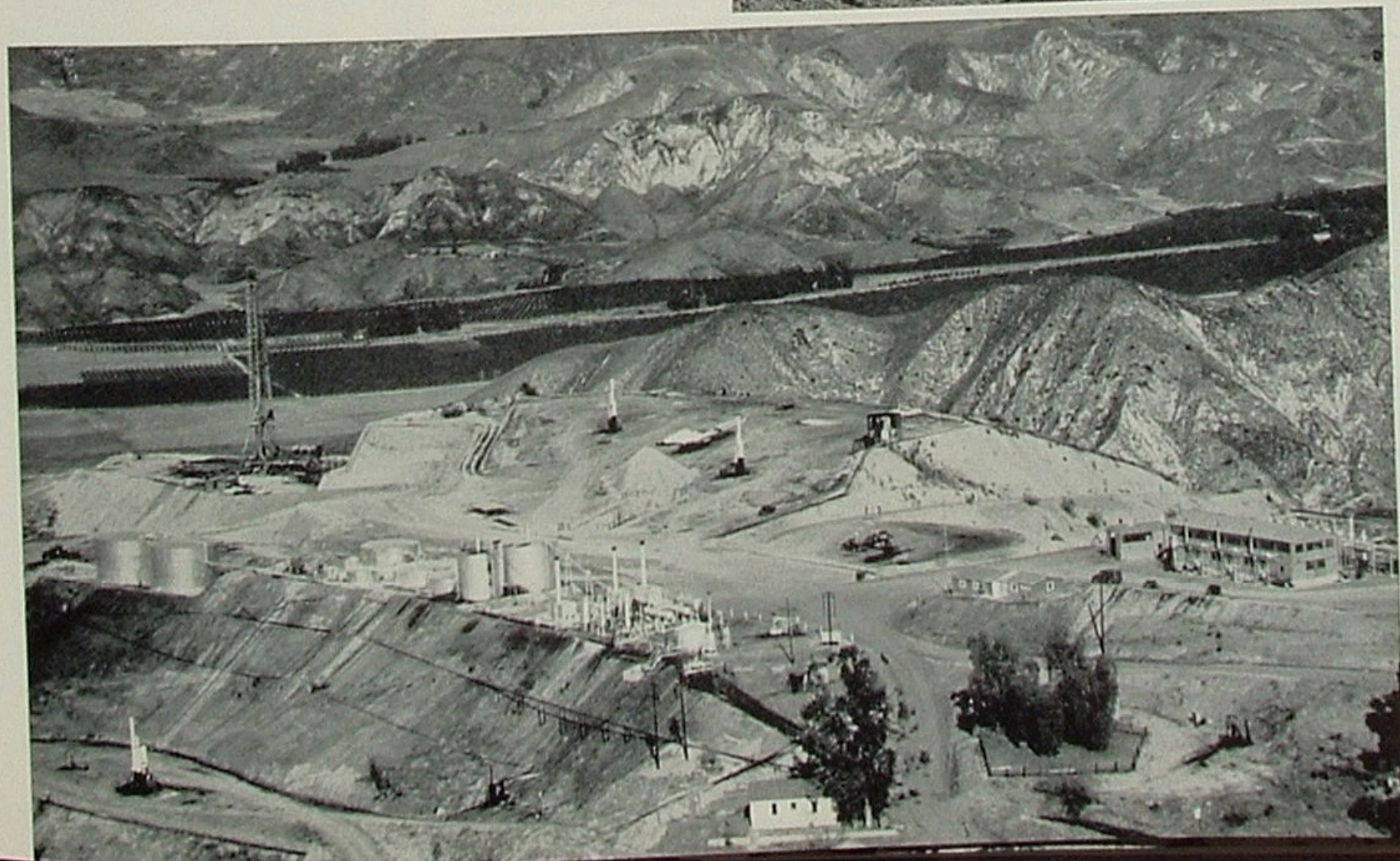


Atop mesas sliced from a mountain side in Torrey Canyon are, from left, a new pump station, a tank for the storage of crude, and one of our deep-producing Torrey wells.




Torrey pump station, right, is capable of pumping 50,000 barrels of crude daily to Los Angeles Refinery, 67 miles.

Principal oil field served by the new pipe line facilities is the Torrey Canyon Field, near Santa Paula where Union Oil was born in 1890, but brought into its present era of profitable deep-zone production only about three years ago.






 **HOMER REED**, president of Brea Chemicals, shown with Moderator Will Ragan, right, was interviewed during Chemical Progress Week over the Don Lee Mutual Network. He emphasized America's need for training more scientists and engineers if we are to match the similar training strides reportedly being made in Russia.

from Henry Alcouloumre




 **SAFE DRIVERS** eligible to receive awards for no-accident driving during 1954 numbered 1,578 throughout Union Oil Company. Reflecting the Company's appreciation of careful driving, ON TOUR presents representative "knights of the road" at Los Angeles Refinery receiving the con-

gratulations of Manager Henry C. Meiners. Among recipients of rewards are, from left, James W. Garrett, Leonard Such, Ernest L. Day, Sylvio P. Goyette, Bert Swearingen, Mr. Meiners, James H. Miller, Stanley J. Stame, Everette A. Howard, and William L. Winschell.


from Herb. Zirnite



 **BARBARA MENNUCCI** of the Wholesale Bookkeeping Department in San Francisco was crowned Queen of United Nationalities in San Francisco—given a 1955 convertible, \$200 in cash, and the gown she is seen wearing. After receiving the crown from Cyril Magnin, shown in photo with unidentified pages, Barbara was called by Mayor Robinson to assist in civic functions.

from Pat Clark



 **LOIS HUNT** of our Retail Accounting Department in San Francisco won an expense-paid trip for two to Las Vegas, plus \$100 in cash, during a recent Call-Bulletin Win-A-Mint contest. Lois is shown at right with her father, Charles Hunt, receiving their airplane tickets prior to starting on a two-day luxury tour of the fabulous resort town.

from Pat Clark



▲ **TOM BLACKMAN** of the Catalytic Cracking Department at Los Angeles Refinery turned cartoonist for an hour to strike off the appropriate insignia seen above under the originator's photograph. It of course depicts an energetic cat, with helmet and goggles, cracking the devil out of a hydrocarbon molecule. All hard hats in Tom's department now sport the insignia.

from Herb. Zirnite



▲ **FIRE-FIGHTERS** from Union Oil Company—including (standing l-r), Jim Hill, Clarence Hamilton, Bill Barber, Chuck Davis, Bill Schumate, Al Van Nest, (kneeling) George Gussenbauer, Bud Mangold and Bob Martin—have been commended for their excellent work in training some 500 firemen from seven western states during the Oil Fire Control School at Bakersfield, March 24-26, 1955.

▶ **ELAINE PLANALP**, daughter of our "Sammy Award" winner L. C. Planalp, emulated her father by winning first prize in a high school essay contest sponsored by the Long Beach Sales Executive Club. At right, John Gerkin issues \$100 prizes to Jim Andrews, Larry Stacy and Miss Planalp during "Education Night."

from T. W. Proudfoot



◀ **VERNE FREDERICKSON**, left, of Refinery appeared before the Northern California Council of Churches on May 11 in a panel discussion with (continuing from left) Albert Newman, Canon Ferguson, Elton Turner, Verlin McKindree and Rev. Richard D. Smith. The meeting, held in Crockett Community Church, had as its subject, "What is the Position of Religion in Industry?" An active church worker, Verne filled the role with distinction.

from Clyde Morton





TWENTY-NINTH ANNUAL GOLF TOURNAMENT

Union Oil's golf champion of 1955 as determined through the 29th Annual Tournament, held in Los Angeles on June 18, is Jim Tollefson of Los Angeles Refinery. His low gross of 77 was equaled by Chuck Berdrow, eight times a winner of the President's Cup; but Jim won on the first hole of a sudden-death playoff. At left above, the new champ receives his trophy from Vice President Harold W. Sanders.

Low net honors went to Robert Koch of Southwest Territory who,

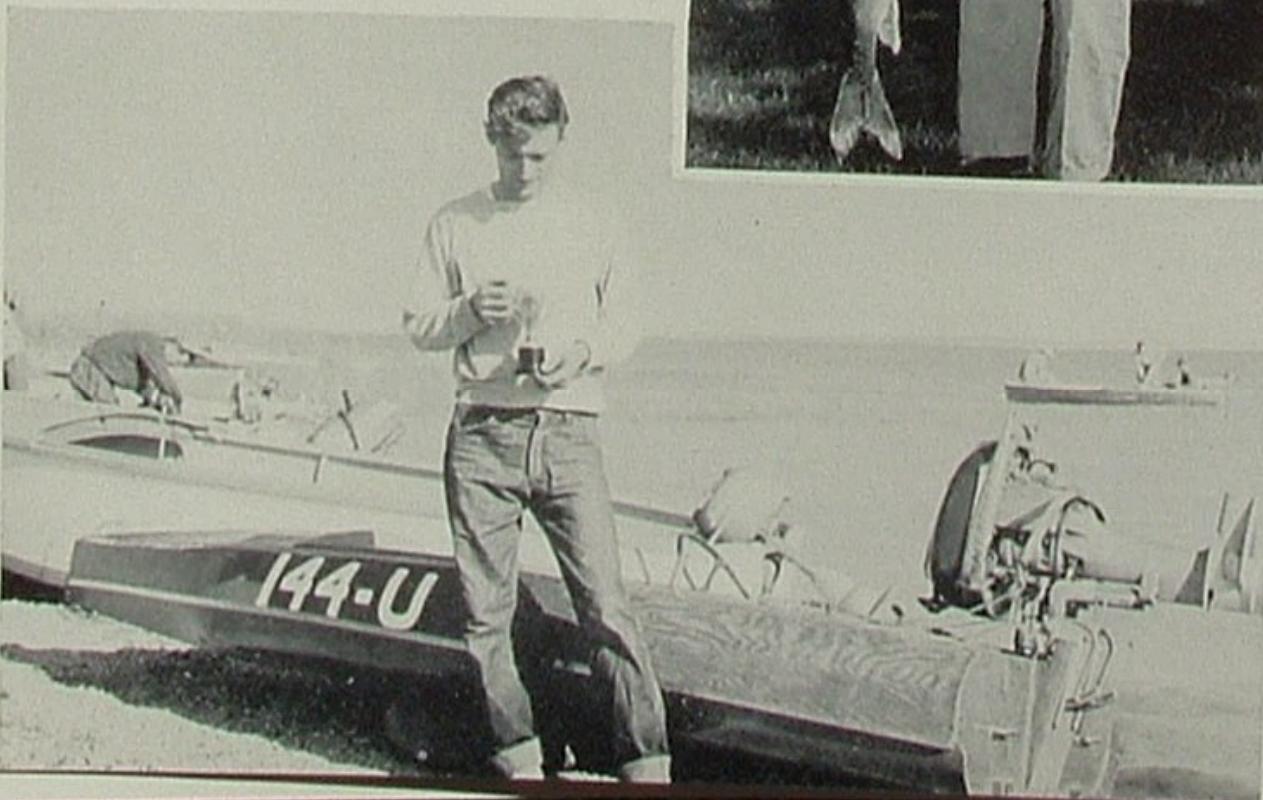
with a handicap of 17, toured the course in 80 strokes for a net of 63. In the center photo, Bob is congratulated by Vice President "Woody" Hiatt.

Lesser and lesser honors were bestowed upon lesser and lesser athletes until it finally became the pleasure of Jim Sinclair (3rd photo above) to present Charlie Perkins, right, with the Bull Thrower's Trophy, symbolic of better playing off the course than on.

from Bob Hagen

THE BARTLESONS, father and son and both employees at our Cut Bank, Montana plants, stole the show during a June weekend of sporting events. Adolph Sr., right, landed a 42½-inch, 23-pound Mackinaw trout, biggest catch of the season in Northern Montana; then on the following day won a third place in D Utility class boat races. Meanwhile, Adolph, Jr., below, piloted his boat to first place in the B Utility class races.

from Helen Lapee



CLAUDE TAYLOR of Los Angeles Refinery had the pleasure during April of cutting this retirement cake for a large number of well-wishers including Manager Henry Meiners, right. Mr. Taylor migrated to a Union Oil job from England by way of Canada. He and his wife live in Long Beach.

from Herb Zirrite

EUSTACE "KING" BARTON of Dominguez basked in somewhat different luxury—a chair—on reaching his 65th birthday during May. The boys who thought up this way of symbolizing Field seniority included, from left, (standing) W. Coats, R. Berry, H. Aggers, L. Friesner, M. McAllaster, H. Clark, R. Alford, A. Alexander, E. Melton, O. Gillingham, T. Absher, J. Gordon, C. Katzenberger, C. McGrory, B. Summers; (kneeling) J. McCloud, J. Garibaldi, W. McElroy, Mr. Barton, B. Gage, M. Barry and R. Cobine. Coffee and donuts were served.

from Lloyd Kinney



SERVICE BIRTHDAY AWARDS

JULY 1955

EXPLORATION & PRODUCTION

Chansler, Robert P., Richfield	35
Summers, William A., Dominguez	35
Anderson, K. C. M., Home Office	30
Clow, Harold K., Richfield	30
Katzenberger, Charles H., Dominguez	30
McGourty, Charles J., Whittier	30
Wasley, Harold W., Dominguez	25
Clark, Charles M., Whittier	20
Neely, Carl J., Bakersfield	20
Tower, Dudley, Home Office	20
Wade, Vance A., Whittier	20
Wright, Robert W., Orcutt	20
Doucette, Weldon C., Louisiana	15
Cowell, Ivan W., Dominguez	10
LeGate, John S., Bakersfield	10
McConnell, Ceryl W., Richfield	10
Redfern, Donald L., Dominguez	10
Sweet, Edward F., Orcutt	10
Toft, Virgil B., Bakersfield	10

MARKETING

Kinsey, Chester C., Seattle	35
Rebelle, William V., San Jose	35
Licht, Estelle, San Francisco	30
Baker, George S., Honolulu	25
Leedy, Oliver E., Seattle	25
Perry, Paul C., Home Office	25
Retherford, Ernest O., San Francisco	25
Grant, William C., Riverside	20
McMurray, Ralph G., Los Angeles	20
Miloe, Helen M., Los Angeles	20
Peveerill, LeRoy E., Pasadena	20
Totten, Oren M., Wilmington	20
Ousdahl, Arville R., Home Office	15
Stephen, John, Los Angeles	15
Aikins, John E., Portland	10
Brightman, Lloyd J., Edmonds	10
Dodge, Irving C., Home Office	10
Johnson, Lawrence O., Colusa	10
McMahan, Roy S., Pasco	10
Marks, Virgil R., Rosecrans	10
Solum, Ralph N., Oakland	10

COMPTROLLERS

Baker, Peter J., Home Office	35
Crawford, Herbert O., Home Office	30
Burns, Orville L., Home Office	20

MANUFACTURING

Penaluna, Thomas J., Wilmington	30
Folts, Fred B., Wilmington	25
Deppe, Gerald T., Wilmington	20
Gilchrist, Allen J., Wilmington	20
Kroenig, Frank G., Wilmington	20
Peterson, Louis R., Wilmington	20
Gaupp, Marcus H., Oleum	10
Pferrmann, Henry K., Home Office	10
Roswell, Lucius E., Wilmington	10
Siegers, Thomas, Wilmington	10
Slaughter, Robert N., Wilmington	10
Willis, Wilma M., Wilmington	10

PIPELINE

McAnallen, Harold L., San Luis Obispo	20
---	----

AUTOMOTIVE

Conway, Warren F., Santa Fe Springs	20
---	----

RESEARCH

Berg, Clyde H., Wilmington	15
Kelley, Arnold E., Brea	15
Pownall, John R., Brea	15
Smith, Gerould H., Brea	15
Wilson, John F., Brea	15
Grenall, Alexander, Brea	10

TREASURY

Buell, Warren H., Home Office	15
-------------------------------------	----

PURCHASES

Richardson, William B., Los Angeles	10
---	----

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:

CLARK W. ROOT, SR.

Field Department
Employed 1/13/13—Retired 7/1/55

JOHN C. CRIERSON

Treasury Department
Employed 12/29/19—Retired 7/1/55

FRED D. STANTON

Field Department
Employed 10/16/22—Retired 7/1/55

GEORGE W. KING

Southwest Territory
Employed 4/27/23—Retired 7/1/55

CHARLES E. SMITH

Field Department
Employed 10/19/33—Retired 7/1/55

ROBERT L. CUMFORD

Los Angeles Refinery
Employed 5/3/45—Retired 7/1/55

In Memoriam

On May 15, 1955

ALBERT B. CARNAHAN
Field Department

On June 1, 1955

MURRAY L. PENNELL
Northwest Territory
Retired May 1, 1945

On June 19, 1955

CHARLES F. PEDROTTA
Manufacturing
Retired March 1, 1942

On June 20, 1955

GILFORD R. MORRIS
Oleum Refinery



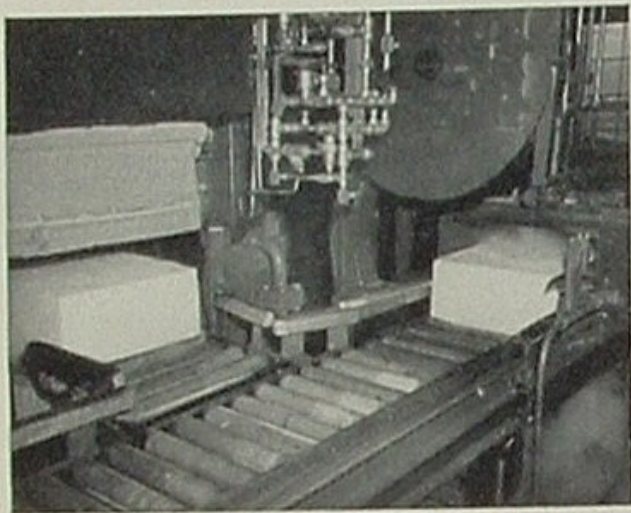
Clare Gard

Do you throw it away or make it pay?

"YOU'VE heard it said that necessity is the mother of invention?

"Seems to me plain everyday American initiative is pretty inventive, too. Take the way Union Oil got into the dry ice business.

"Union, you know, supplies much of the natural gas used in Southern California. Well, some years back, we needed to increase the heating value of our gas as it came from the field.



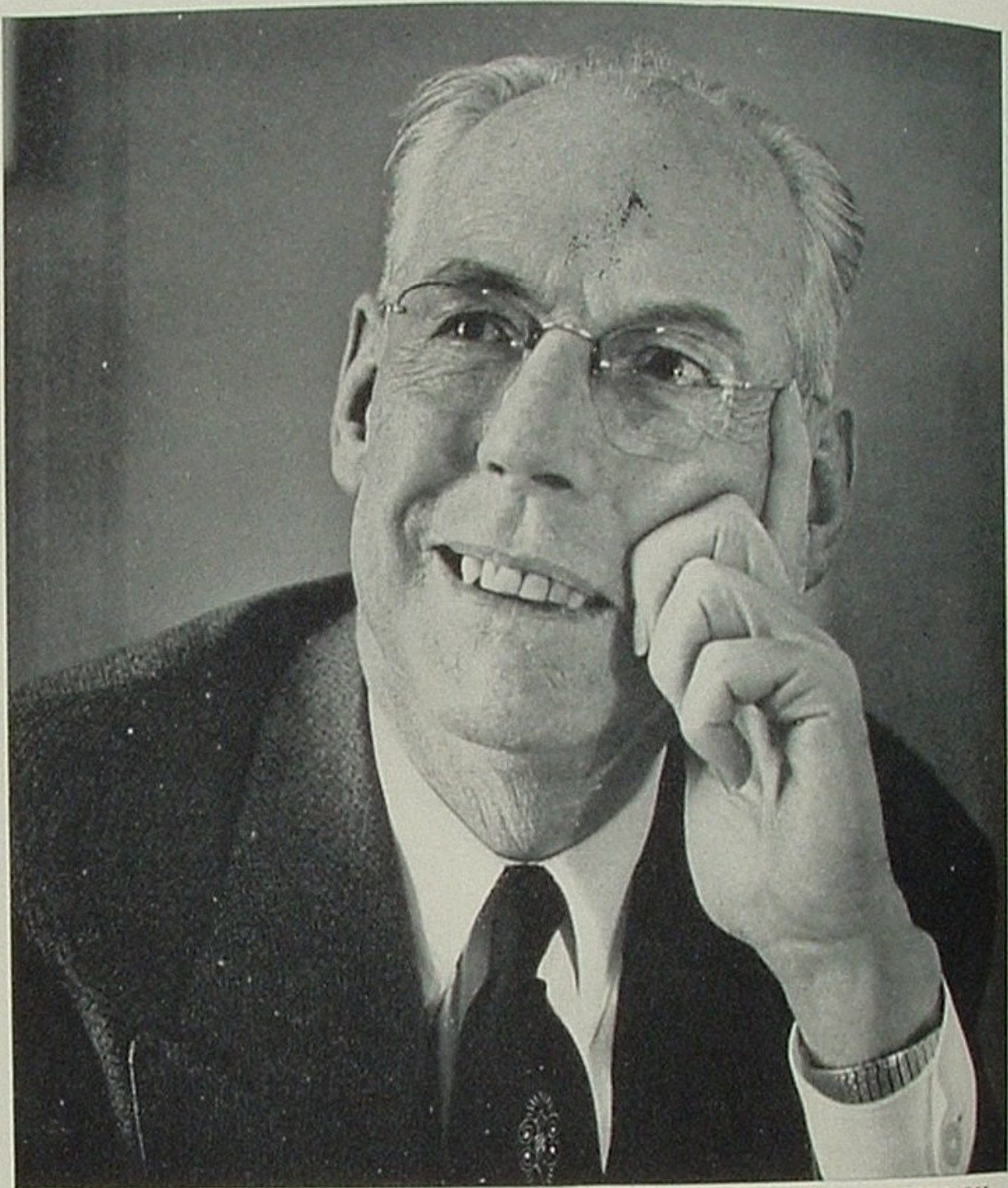
DRY ICE AT THE CUTTING MACHINE.

"We had a choice. We could enrich our product by adding other gases to it. Or we could accomplish the same thing by removing the CO₂, or carbon dioxide, from it. It was purely a matter of economics.

"We experimented removing the carbon dioxide with a process that had, till then, been used for quite a different purpose. It proved so effective it paid us to take out the carbon dioxide, even if



DRY ICE PACKAGED FOR SHIPPING.



CLARE GARD, PROCESS ENGINEER—THIRTY-FIVE YEARS WITH UNION OIL.

we were to throw it away after we got it out of the gas.

"But that's the point. Instead of throwing the CO₂ away, we surveyed the dry ice industry, built an \$800,000 plant at Santa Maria, and converted our waste carbon dioxide into dry ice.

"That was 1948. Since then we've produced and sold over 102,000 tons of dry ice. And the plant's about paid for. See what I mean by American initiative?"

* * * *

Part of the initiative and inventiveness was Gard's, certainly. He was

Process Engineer on the Santa Maria project.

A subsidiary company of ours has since built an ammonia plant which also makes dry ice. Union Oil is now the largest producer of this product west of the Mississippi.

So long as you and Gard and all of us continue to enjoy the encouragement and rewards of America's free competitive economy, this kind of inventive initiative will thrive.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL