Mt. Hood, landmark of Oregon's industrial center

PORTLAND

AUGUST 1955

On Tour

WITH UNION OIL COMPANY OF CALIFORNIA

On Tour

Volume 17, Number 8
AUGUST 1955

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"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

THE OLD OREGON TRAIL LED TO

Portland

CITY OF UNLIMITED INDUSTRIAL POTENTIAL

from L. B. Trellue, District Sales Manager

IT WAS OREGON that first kindled fires of emigration east of the Mississippi and started a great westward movement—several years before the Gold Rush.

Spanish mariners undoubtedly had seen the Oregon coast as early as 1543. These Pacific waters also were traversed by Sir Francis Drake in 1579; by Captain James Cook in 1778; and by Captain Robert Gray, who discovered the mouth of a large river in 1792 and gave it the name of one of his ships, the Columbia. But it was the return of Lewis and Clark from their expedition to the Pacific in 1805-06 that triggered exploitation of the region's great resources. Within five years fur traders hurried overland from Canada and New York and established trading posts along the Columbia River system. They were followed by Methodist missionaries in 1835, and in 1842 by the Elijah White wagon train, which is credited with blazing the 2,000-mile Old Oregon Trail from Independence, Missouri to Portland.

The Old Oregon Trail immediately stimulated migration. About 900 pioneers followed it to the Willamette Valley in 1843. The following year 1,400 men, women and children resolved to reach "Oregon or bust." And in 1845 an estimated 3,000 newcomers plodded over the wagon route to practically double the Northwest's white population. The conquest of an incalculably rich domain was begun; and it has increased without pause for 110 years; yet the potential resources of this state have barely been touched.

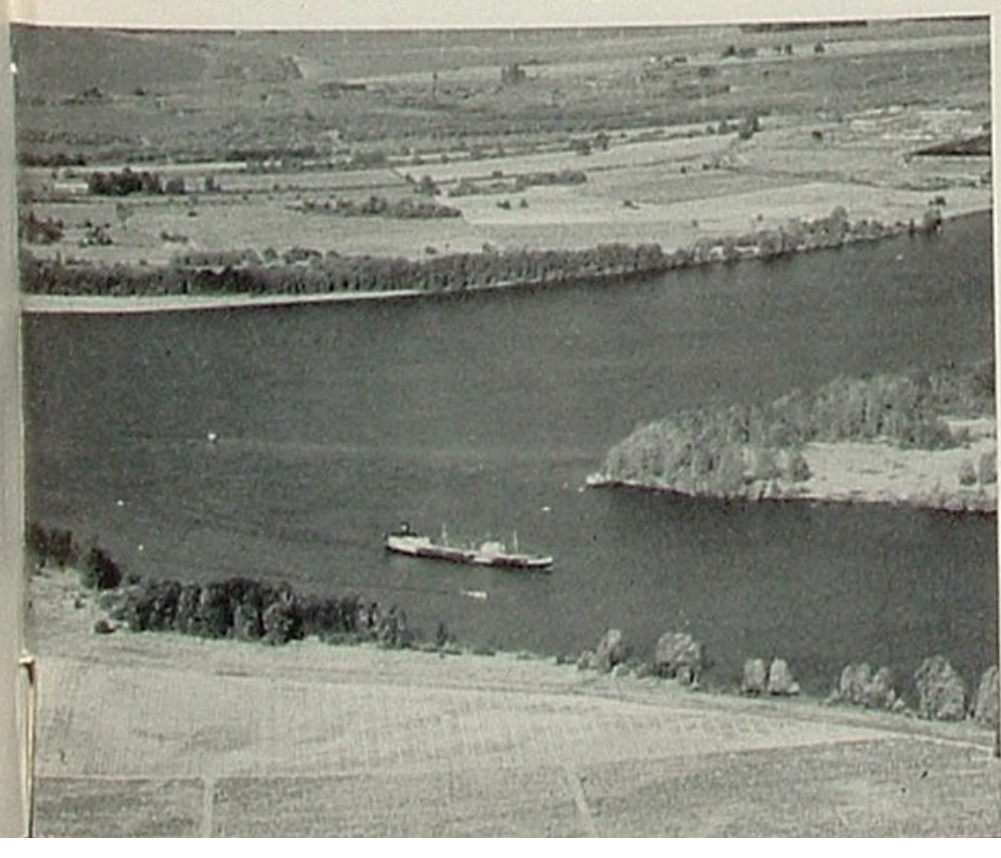
Oregon—the origin and meaning of whose name was never explained by Major Robert Rogers, who first used it on an exploration map in 1767—is divided into two contrasting areas by the spectacular north-to-south Cascade Mountains. An extensive plateau east of this range is semi-arid and sparsely populated. But the western portion, lying largely between the Cascades and a lower Coast Range, offers ideal physical features and climatic advantages. Here perpetually snow-capped mountains look down upon nearly one-fifth of all the standing timber in the United States. Dependable rains water crops of nearly every variety in the spacious valleys. There is an abundance of mineral wealth underground. The Columbia and its tributary system of rivers is acknowledged to be one of America's foremost sources of hydroelectric power, as well as an invaluable deep-water transportation outlet to the sea. A mild climate, scenic splendor and recreational opportunities of all kinds have been tossed in for good measure by the Creator to make western Oregon one of the most appealing regions on earth.

PORTLAND

Strategically located near the confluence of the Willamette and Columbia Rivers, Portland was destined from its beginning to become the industrial capital of this richly endowed area. Hardly had its two founders tossed a coin in 1845—to determine whether Boston or Portland would be the adopted name—before the townsite began to expand. Portland had a population of

The city of Portland and its surrounding metropolitan area embrace a population of over 700,000. Its Willamette River reaches the Pacific via the Columbia. Mt. Hood, in background and on FRONT COVER, provides excellent water supply.

Inbound with a cargo of petroleum products for our Portland (Willbridge) Terminal, a Union Oil tankship enters the Willamette some 80 miles up from Columbia's mouth.



Floats lining up for Portland's annual Rose Festival parade are viewed by thousands from the stands of Multnomah Stadium, one of many and varied sports facilities in city.

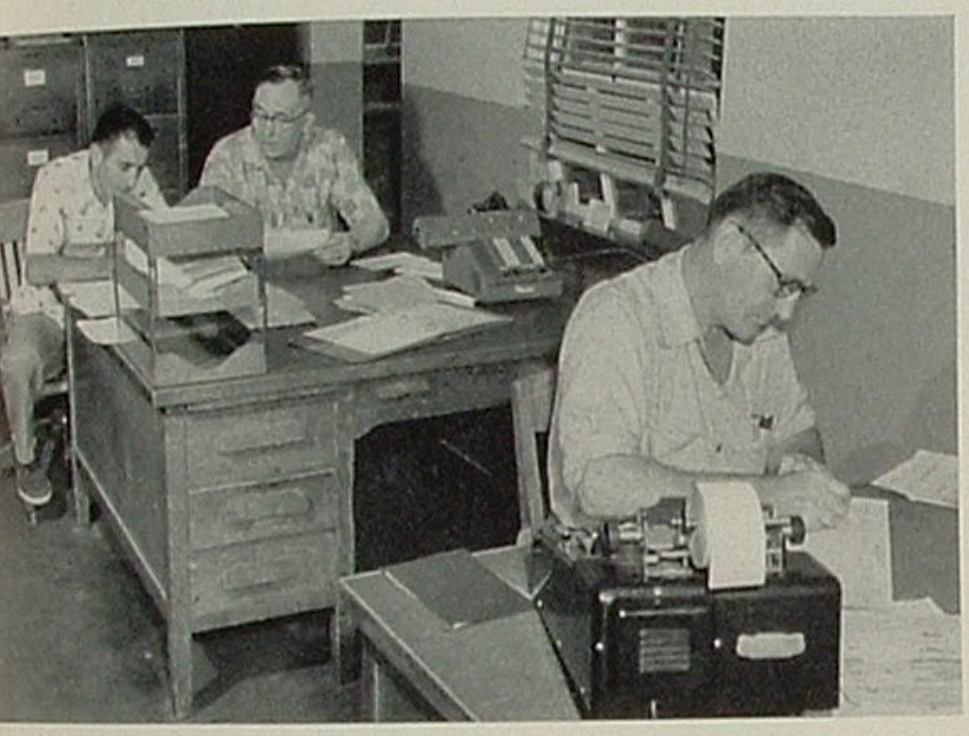
Our marketing staff headquartered in Portland's Yeon Building include (upper left) Receptionist Betty Maleta; (above) Gill Johnson, Marguerite Kampfer, Bill Stewart III and District Sales Manager Lew Trellue; (at left) the Credit Department's Hilda Bills, Bills Phillips, Dick Noland, Joyce Wolfe, Evelyn Cederlund and Manager W. S. Newton; (below) Resident Manager Bill Stewart III briefing sales representatives W. C. Felker, H. I. Gordon, D. A. Wilson, A. J. Petersen, P. M. Olsen, Ed. Nachtwey, T. F. Elliott, W. T. Zumwalt and F. L. Woods.

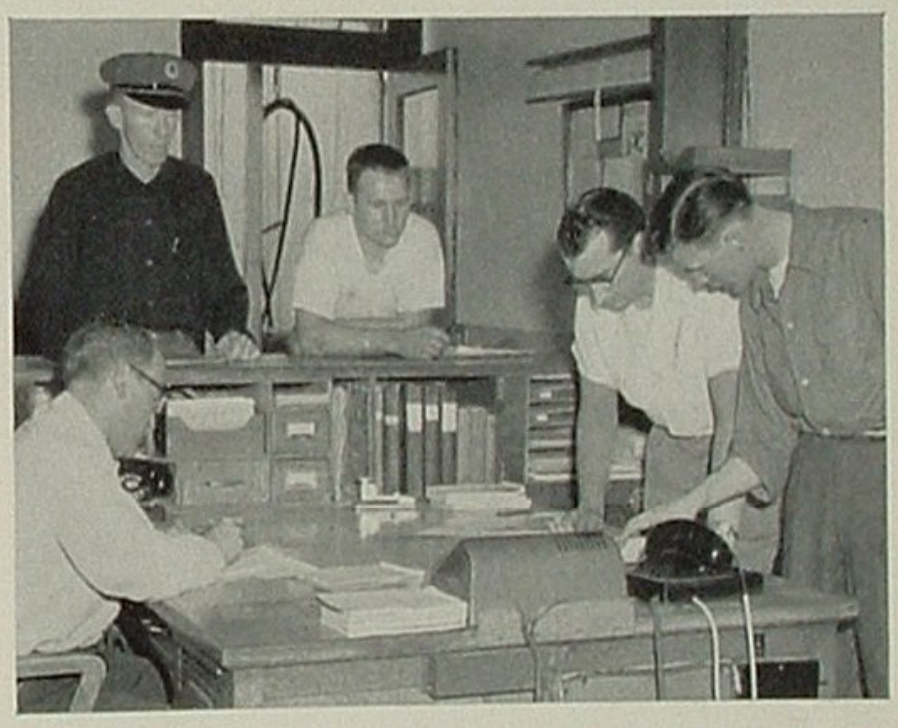
700 by 1850. Today 405,000 people live within its city limits; and the entire metropolitan area of which Portland is a part accounts for a census of over 700,000, nearly one-half the entire population of Oregon.

Industrially, the city has developed in size and scope of enterprises to challenge even Seattle for leadership. Its two major rivers provide broad and deep channels to the sea; accommodate some 50 steamship lines; and annually handle the largest volume of dry cargo on the Pacific Coast. Vast exports of lumber, farm produce, textiles and innumerable manufactured items are counterbalanced by imports of petroleum, copra, hardwoods, coffee, burlap and manufactured wares from all parts of the world. Although the milling of lumber and manufacture of wood products have always been important to Portland's economy, these branches of industry are overshadowed in money value by metal working. An almost unlimited abundance of electrical power has attracted steel foundries, aluminum plants, and the manufacturers of tools, hardware, sheet metal, trucks, logging equipment, appliances and structural steel.

The city's potential appears unlimited moreover. Its present city limits can be extended indefinitely along banks of the Willamette and Columbia Rivers. An incomparable water supply, nearly as pure as a distilled product and supplied largely from the perpetual snow fields of Mt. Hood, is sufficient to satisfy the normal domestic and commercial needs of two million people. Oregon's immense timber supply is being perpetuated by re-foresting projects known as tree farming. Highly prosperous farms of the Willamette and other valleys produce foods far in excess of local needs and ship important quantities abroad. In addition to four million kilowatts of electric power now being generated

At our Willbridge Terminal bordering the Willamette in an industrial section of Portland, Terminal Superintendent Ralph C. Cairney (above) is aided by Assistant Terminal Superintendent Thomas Sheehan (at right above) and by Secretary Lucille Haner and Cashier Alice Clemens (right).





At the Terminal's busy order desk are, at right, Frank Janni, Robert Stevens, Douglas McFarland, Larry Barney and Verne Miller; while, above, Ernie Wilson, Marlen Gramse and Joseph Leptich handle stock accounting jobs.

by the Columbia River system of hydroelectric plants, a potential 33 million kilowatts can be added, roughly 40 per cent of the U. S. total. Petroleum shipments, now arriving principally by tankship, are soon to be augmented by pipeline imports of gas from Canada and several of our gas-producing western states. As rapidly as human vision, daring and energy arise to accept the challenge, Portland will continue to multiply in size and industrial importance.

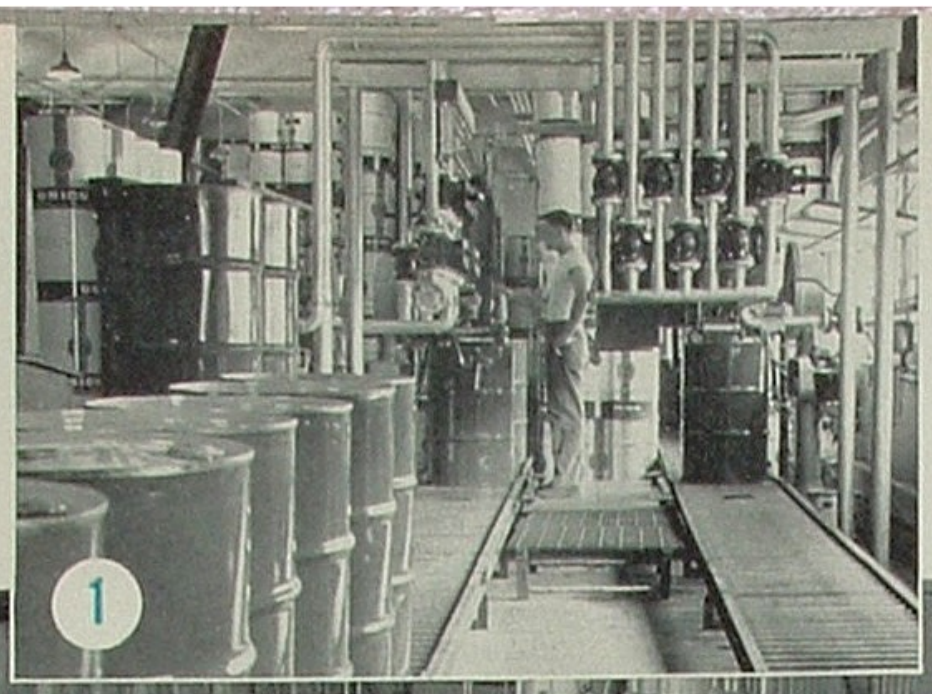
HALF-CENTURY MARK FOR UNION OIL

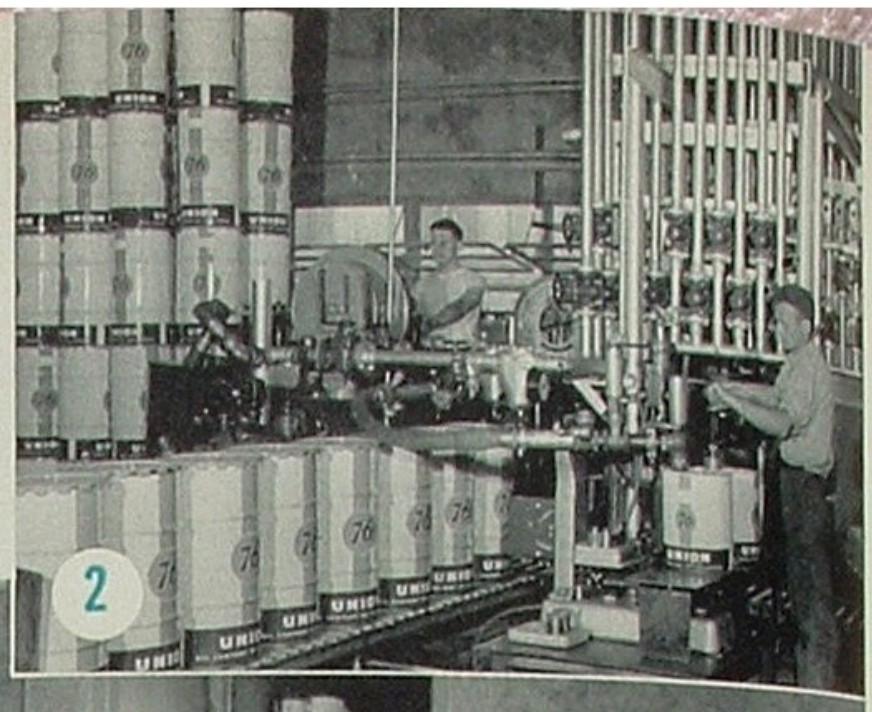
It was exactly 50 years ago, in 1905, that Union Oil opened a marketing terminal at Portsmouth or South Portland and began supplying our full line of petroleum products, then chiefly fuel oil, kerosene and axle grease. The original plant was destroyed by fire in 1910 and was immediately replaced by our present Willbridge Terminal.

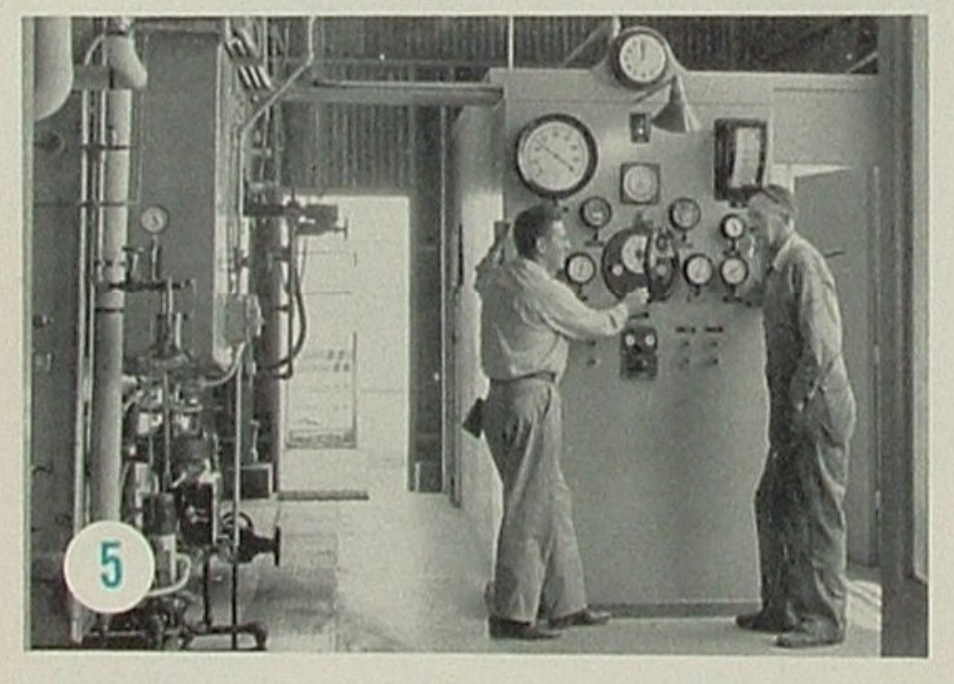
In the same year of 1910, the Company leased office space in Portland's Yeon Building, from where the sales activities of our Portland District have been guided continuously to the present date. Matching Oregon's steady growth, our Portland District has expanded to 28 marketing stations doing a total annual business of 63 million units, and 344 retail outlets pumping an annual volume of over 26 million units.

Our Willbridge Terminal on the Willamette River, 81 nautical miles from the Columbia's mouth, is supplied with basic petroleum products from our refineries prin-

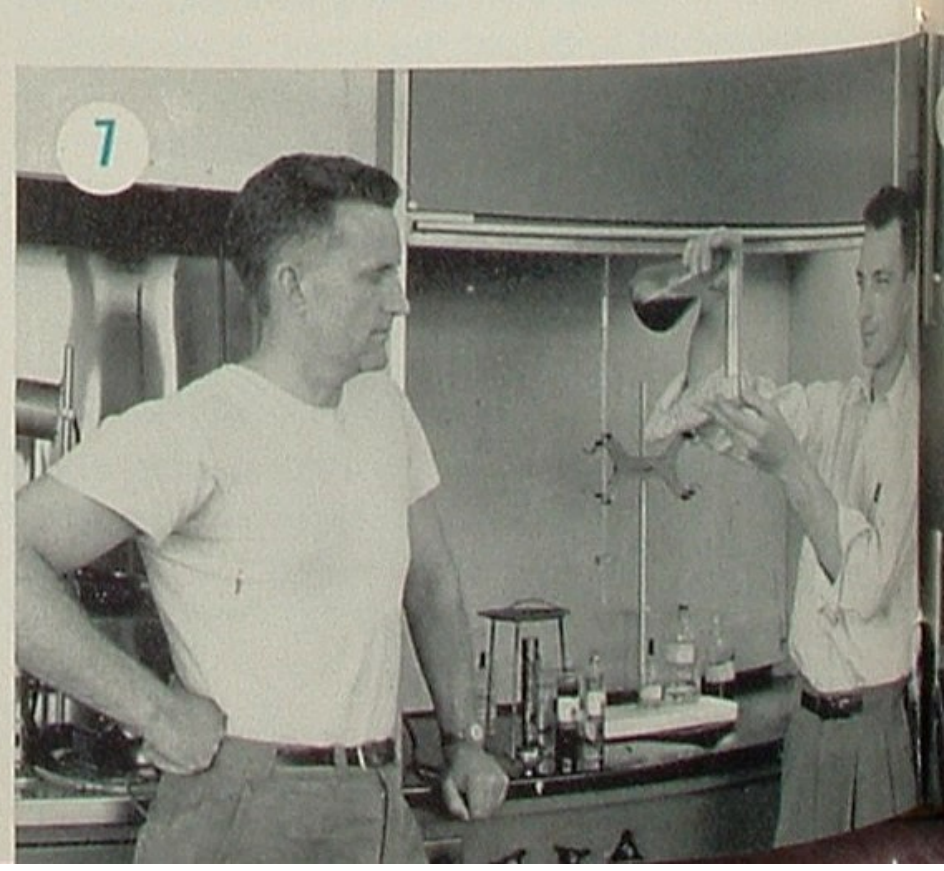
concluded on page 18



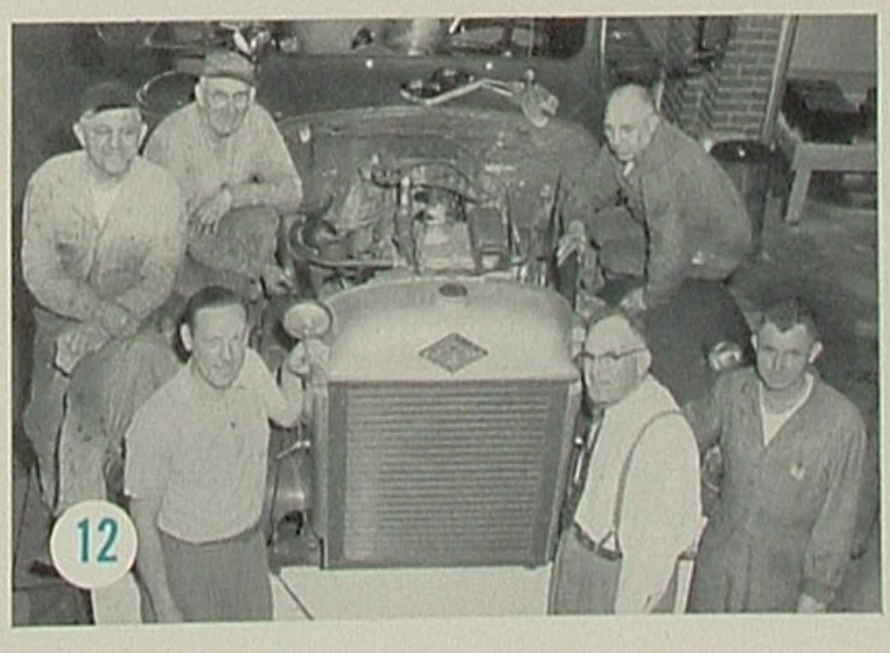




Modern packaging equipment shown in photos (1) and (2) enables Willbridge Terminal to supply 150 marketing stations with over 6,000,000 gallons of our lubricating oils annually. Plantmen identifiable in photo (3) are, from left, Gene Peterson, George Higgins, Harold Middleton; (4) Kenneth Skeels, Lee Roth; (5) Dean Cates, Dean Morsman; (6) Samuel Fox, Ed. Campbell, Jim Tingley, Ed. Conroy, Jack Powell, Jim Harding, Frank Brusseau; (7) Lab. Inspector Clifford Blair and Chemist Frank Fisher; (13) R. B. Cole, Gus Cloepl and E. M. Hanson.



About 3,000 trucks are dispatched each month from the Willbridge loading racks, photo (8). Among Union Oil people who handle this big assignment are (9) M. W. Veatch, Transport Supervisor P. M. Bishop; (10) Transport Drivers Herb. Hilgers, Art Parker, Clarence Hopfield; (11) Gaugers and Loaders Ray Timm, Milton Fulton, Norman Nelsen, Bill Mims, Al. Kaufman; (12) Northern Division Garage personnel, in foreground, Walt Erickson, Automotive Superintendent George Trimble, Don Comegys; at rear, Fred Phillips, Cliff. Carey, Jack Kimberly.



June 23, 1955

To: THE PETROLEUM CONGRESS IN ROME

From: HIS HOLINESS POPE PIUS XII

GENTLEMEN: This is the fourth time since 1933 that you have met to hold a world congress to examine the many scientific, technical and economic questions that the continual development of the petroleum industry gives rise to. We willingly take advantage of this occasion to tell you the interest We have taken in the documents concerning your labors, and to thank you for the homage you wished to show Us by your visit.

The present expansion of the petroleum industry, the multiplication of its outlets, the quality requirements that its products must fulfill—all make necessary periodic meetings such as this. Researchers, technicians and administrators aim through personal contact, discussion and exchange of ideas at speeding even more the progress of an activity inseparably bound to the march of modern civilization.

Your congress certainly is outstanding for the wide scope of matters it treats, for the number and quality of its participants and for the highly specialized talks given. Not being able to point out all its aspects, We shall confine Ourselves to emphasizing quickly some of the results that have impressed Us, without, nevertheless, considering less important the many achievements it is impossible for Us to mention.

It seems very strange today that at the beginning of the last century petroleum owed its popularity to its therapeutic properties. Since then, the universal use of the internal combustion motor in transportation and industry, the substitution of liquid fuels for coal, the manufacture of chemical products derived from petroleum, have opened up almost unlimited prospects for the petroleum industry.

To meet the needs of consumption, it is first of all essential to know how to find and mark out the oil fields with a minimum of uncertainty. To this the different systems of prospecting contribute. Along with the necessary information supplied by geology, one currently makes use also of geophysics data furnished by gravimetrical, magnetic, seismic and electrical methods.

First applied to land, then to swampy regions and internal basins, these methods are now used on the sea. A specialized apparatus permitted the locating of about 40 fields in the Gulf of Mexico.

As far as the methods themselves are concerned, the seismic techniques of reflection have been perfected. It has been possible to explore some areas, until now out of reach, through simultaneous multiple explosions. Meanwhile, apparatus and equipment have been improved. Some say the electric methods deserve to be used more generally, and that they are no less productive, provided they are well understood and properly applied.

The drilling of wells, which at times must be carried to great depths, has led to fascinating theoretical studies in order to go beyond the possibilities furnished by present systems and materials. One envisions some sort of process not yet tested by experience but which one hopes to be able to use later on, thanks to the developments of technique and of metallurgy. The method of directed wells, starting from the sea coast, has made it possible to reach fields located under water a short distance from the shore. This type of installation required the creation of new instruments and forced technicians to solve many practical problems.

In the refinement of crude oil, the aim has been to increase the yield of the catalytic cracking method, which has acquired considerable importance because, since the end of the war, the quantity of petroleum treated in this way has almost tripled. Regarding the most recent accomplishments of fluid catalytic cracking, the system most frequently used, one may point out the simplifying and perfecting of the devices to recover and circulate the catalytic agent, reduction of the size of the containers, and consequently, an appreciable saving in installation costs. Improvements in carrying out the process itself have led to an increased yield of gasoline and kerosene at the expense of heavy oil.

In order to analyze petroleum, spectrometrical methods are now used along with the techniques of physical separation. These methods serve not only for the study of gases and gasoline but also for heavy oils, by means of various improvements in laboratory equipment.

Radioactivity also contributes toward solution of technical problems of the oil industry. Immediately after drilling, the rock beds can be identified by means of nuclear soundings using natural radioactivity and induced nuclear radiations.

Radioactivity-detectors are used for automatic control of industrial installations, while radioactive processes help to make a continuous chemical analysis of the product.

Among the chemical products derived from petroleum, polyethylene deserves particular mention. Discovered in 1933, it played an important role in the development of radar during the second world war. Its moderate cost and the combination of interesting properties which make it useful for the greatest variety of purposes, above all in the manufacture of electrical equipment, have caused its annual consumption to rise several hundred million kilos (A "kilo" or kilogram is 2.2 pounds).

In the field of practical application, We note the improvement in the performance of automobile motors resulting from a more rational construction of the explosion chamber and the introduction of additives to the motor fuel in order to prevent the formation of deposits.

These few high points that We have emphasized can barely indicate the scope of the efforts made in order to meet the ever more varied and numerous needs which the oil industry must face. Nevertheless they allow Us to call to mind the activity of many men whose fortunes are directly or indirectly linked to that of the industry, either because they are employees or because they are affected by the repercussions of the economic changes caused by the industry. This fact invites reflection and makes clear the particular responsibility of those who fill the role of management in this industry.

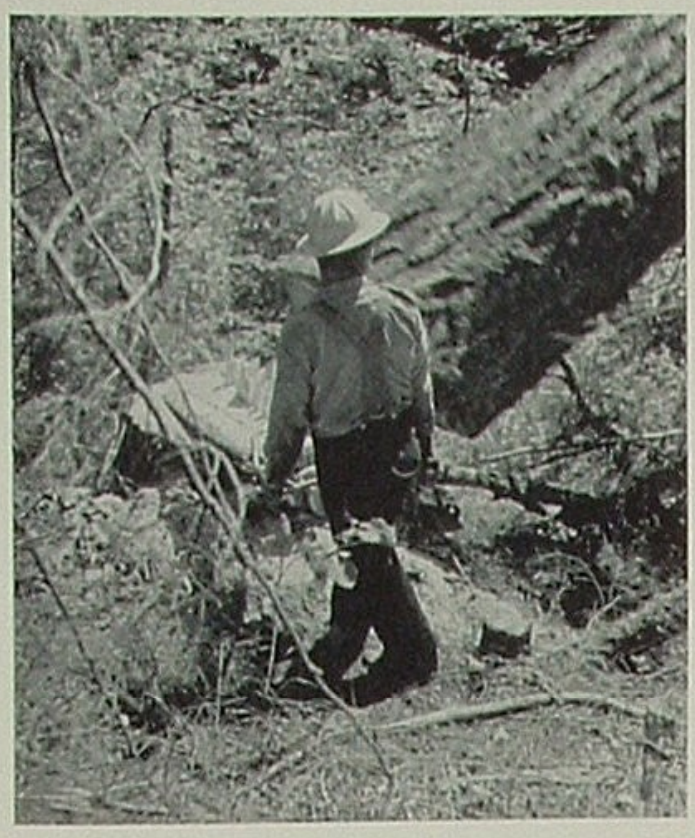
At the present hour when one notes more and more the precedence that social problems must take over merely economic ones, when efforts are made to promote "human relations" within business enterprises, no one has the right to limit himself to technical specialization or administrative work.

One section of your congress is dealing with the training of personnel, and it has been fortunately emphasized that the concern of management is more and more with the men themselves who serve as its collaborators. It is important that these men put forth all their initiative on behalf of the employer. But they will be led to do this only if industry first takes care to fulfill their basic human needs, which are not completely satisfied either by a just salary or even by the appreciation that is due their professional competency.

What is true of individuals also goes for collectivities. The natural riches of a region, a country, or a continent are destined not just for the economic profit of the few, but for the improvement of living conditions—first of all material but also paramountly moral and spiritual—of the groups of human beings who must live by exploitation of the earth's resources. The more and more apparent world character of economics and of the duties that fall upon privileged nations toward less favored ones will have their effect on the division of the goods produced. Also, We dare hope, gentlemen, that the cares inherent in the important tasks which are yours may not keep you from squarely facing this fundamental question, inevitably brought up whenever men get together to discuss international problems.

Thus you will contribute in a large measure toward assuring, more than economic conquests, a moral elevation of humanity, which in the first place supposes the abolition of all individual or collective selfishness.

May the Almighty God deign to support your work and to assure its success! May He bless you personally, your families, your collaborators, and may He grant you His most precious favors. As a pledge of this, We give you Our Apostolic Blessing.



"TIMBER

Is Still The Faller's Cry, But Nearly All Else About Chiloquin Timber Company's Logging Operation Has Been Mechanized

from Ed Bollinger, Industrial Sales Representative

Above, at the Big Springs Camp of Chiloquin Timber Company, you are introduced to, from left, Master Mechanic Bill Hyde, Manager Ivan Kesterson, "Ice Cream Tester" David Wyman, Jr., Superintendent King Gray, and David E. Wyman, one of the owners. Below, Union Oilers Ernie Cobun and Ed Bollinger discuss Unoba Grease with Forrest Dunlap, Purchasing Agent for Chiloquin.

WOULD you like to see how the modern woodsman, equipped with petroleum-powered tools, accomplishes nearly as much in a day as the fabled Paul Bunyan?

If so, come along while Consignee Ernie Cobun of Mount Shasta makes an oil delivery to Chiloquin Timber Company, a 100% Union Oil account at Big Springs in northern California. You'll find the Chiloquin people not only good business heads to deal with but also hospitable and obliging despite having one of America's heaviest production jobs on their hands.

At the Big Springs Camp, where offices, shops and homes are maintained for Chiloquin personnel, you are introduced to Master Mechanic Bill Hyde, Manager Ivan Kesterson, "Ice Cream Tester" David Wyman, Jr., Superintendent King Gray, and David E. Wyman, one of the owners. They prove to be typical Westerners—thoroughly conversant with their jobs—hesitant about being photographed — busier than "bird dogs" — and hopeful you'll get back to camp in time to join 'em at lunch. Even while a picture is being snapped, King Gray lifts a radio-telephone instrument off the dash of his pickup truck to tell somebody, "I'll be up at the *landing* in 15 minutes."

For a few moments Ernie Cobun and I discuss the merits of Unoba Grease as a tractor lubricant with Purchasing Agent Forrest Dunlap; then follow King Gray over several miles of smooth and freshly-sprinkled dirt road to the *landing*.

Landing is the logging term for a wide spot in the road where logs can be loaded aboard trucks to begin their journey toward the mill. Activity here centers around a diesel-powered Northwest shovel with 41-foot boom. Its expert operator, Dick Gray, assisted by two men, each of whom handles a guide line and log hook, can load a big truck in about five minutes, counting the time it takes to bind the load with lengths of chain.

Keeping the shovel and about 10 or 12 logging trucks busy are a half-dozen winch-equipped "Cat" tractors. These drag two or three large logs at a time, usually through a tangle of underbrush, from the *falling* site to the *landing*. Where the load becomes wedged or too heavy to crawl with, the tractor braces itself behind a stump or rock and winches the load forward. Some of the terrain worked by these tractors would challenge a mountain goat.

About 600 to 800 feet from the *landing*, you accompany Choppin' Boss Jim Moore into a sort of firing line. At any rate, it sounds something like machine guns firing as 10 *sets* of *fallers*, two men to the *set*, go about their business of cutting the trees with gasoline-powered chain saws. You hear the staccato fury of the saw for a minute or two—next the cry of "Timber-r-r! —then, as the saw resumes, the creaking and cannonade of a great tree crashing to the ground. Standing in this hazardous area is a nerve-racking experience at first, devoid of panicky flight only because Jim Moore stands calmly by your side, obviously aware of where each tree will fall. No one else is in sight anywhere.

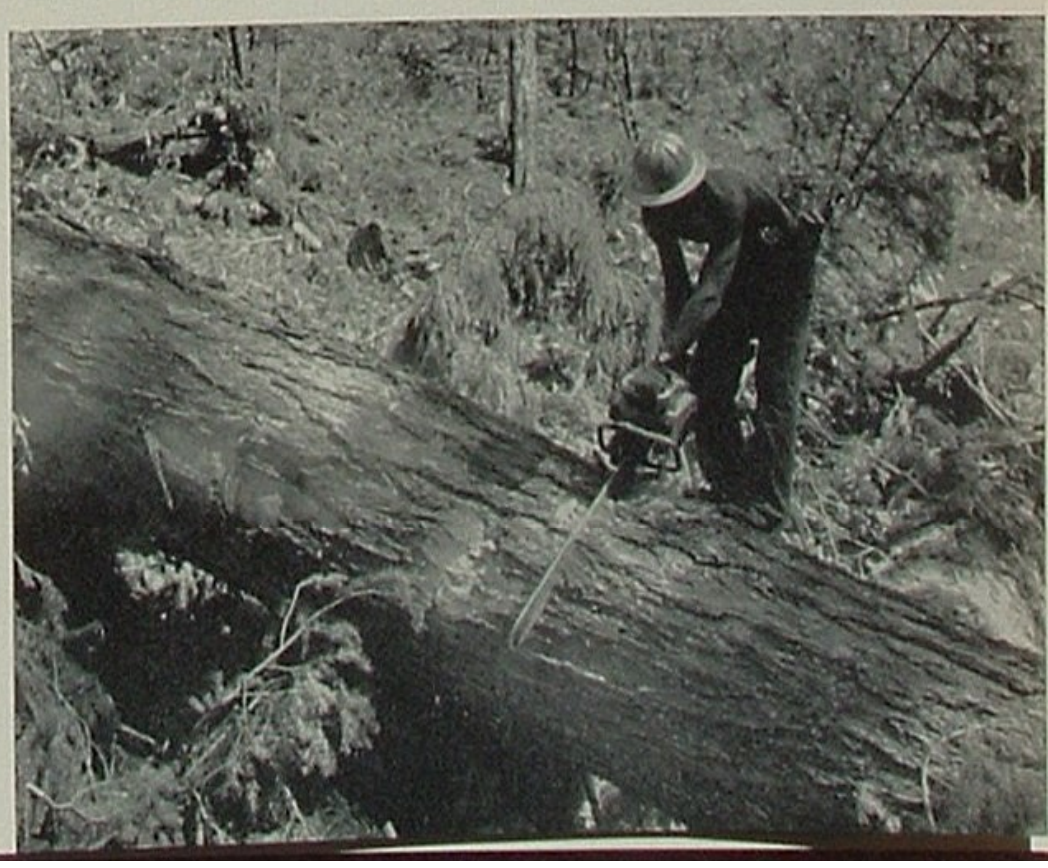
Wanting a closer glimpse of the chain saw in action, you follow Jim up a steep, pathless mountainside—over rock outcrops and branches—now and then along the relatively inviting trunk of a felled tree—and up to about the 4,000-foot level occupied by Al Crittenden. Crittenden is the *faller* of his two-man team, and his assistant is Carver, a *bucker* and *limber*, who spends most of his energy on another chain saw, *bucking* the felled trees into 32-foot lengths and *limbing* off their branches.

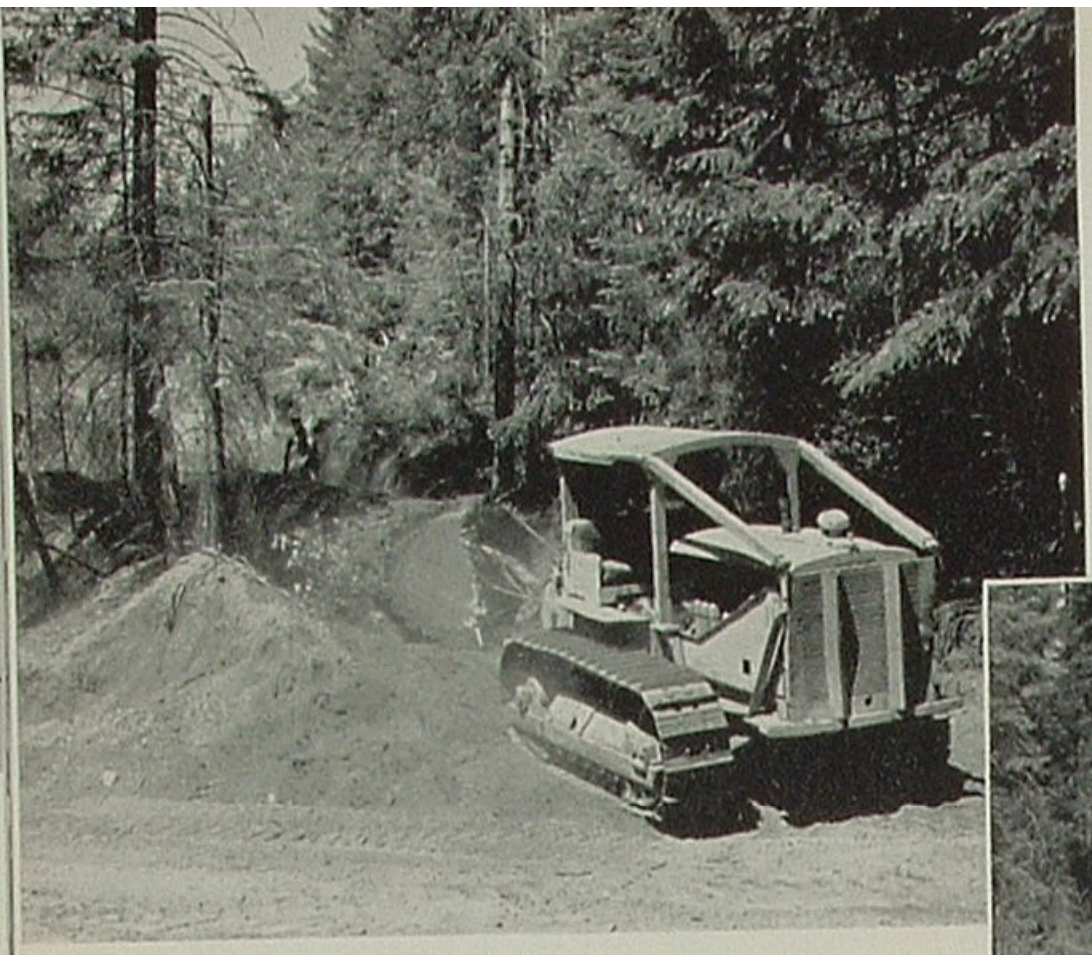
As you try to catch your breath after the climb, Crittenden starts his thundering little chain saw. Within a minute he has *undercut* or sliced a wedge out of the big tree on the side where he wants it to fall. Moving then to the opposite side, he begins the final horizontal cut. At the precise moment when only two or three inches of the trunk remains uncut, Crittenden carefully surveys an area opposite the notched side of the tree and sings out, "Timber-r-r! Then, hardly does his saw resume its chatter before upper branches of the giant begin to sway and thousands of board-feet of lumber come hurtling to the ground.

Crittenden and Carver can *fell*, *buck* and *limb* from 10 to 15 such forest giants in an eight-hour day—an impossible task before the advent of the chain saw. Their

Al Crittenden, faller, undercuts a big Douglas fir with his speedy gasoline-powered chain saw before completing the cut from the tree's opposite side, a five-minute job.

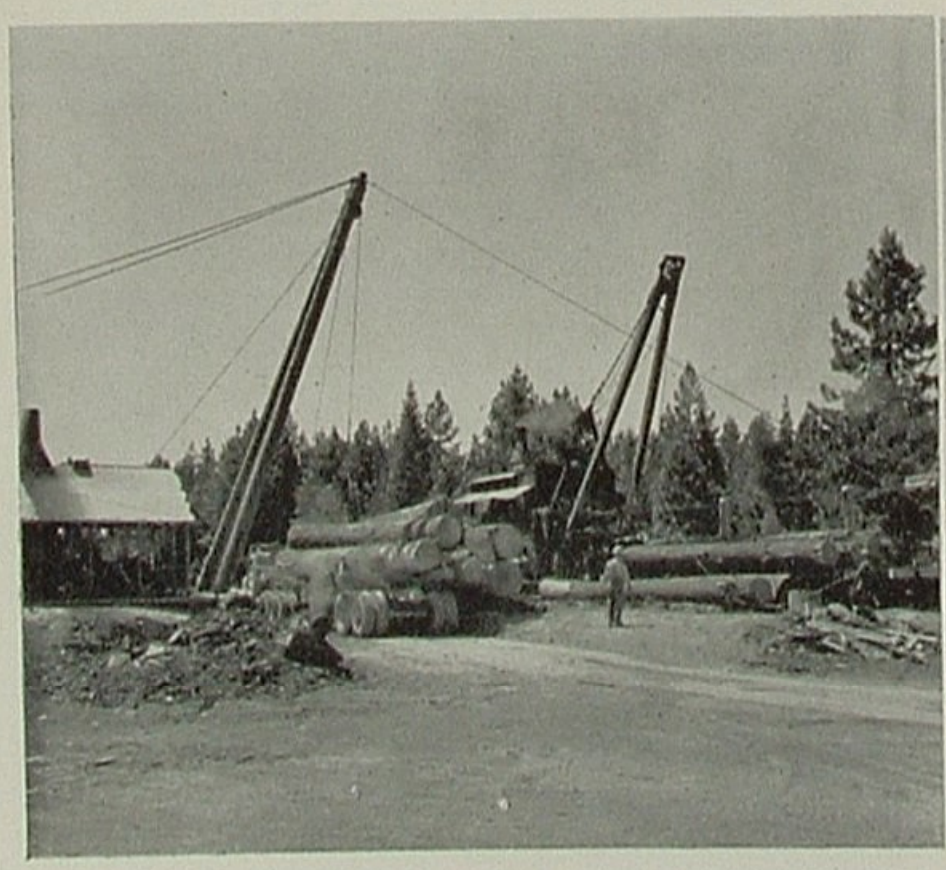
Carver, a bucker and limber, also uses one of the chain saws to cut branches from the felled tree and, below, "buck" its trunk into 32-foot shipping and milling lengths.





Logs are dragged several hundred feet to the "landing" by winch-equipped "Cat" tractors, left. At the "landing," below, a shovel-loader swiftly loads the logging trucks.

Six miles from the falling site, a donkey engine, below, removes an entire truckload of timber with one pull of its cable. A McGiffert "jammer," lower right, then reloads the logs on flatcars for trip to sawmill.



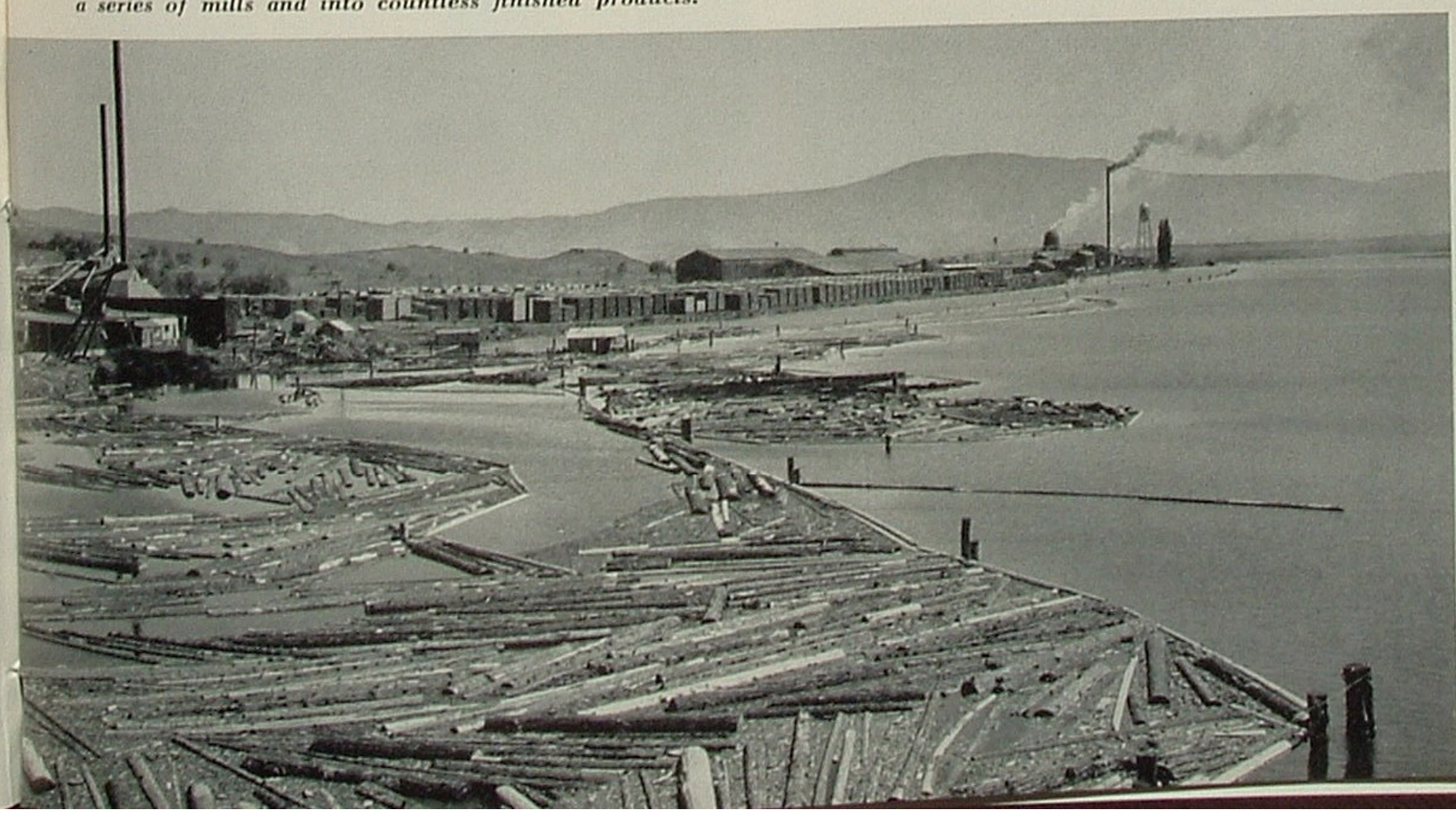
work multiplied by 10 *sets* of *fallers* accounts for nearly a half-million board-feet of timber logged daily by Chiloquin. Since the entire Hearst Estate tract they are cutting embraces 67,000 acres and contains over a billion board-feet of timber, the end of the job is several years away even with power tools.

It is six miles by private road from the *landing* to a railroad spur, referred to by lumberjacks as a *re-load* or *jammer*. Here an entire load of logs is yanked off the truck by the single cable pull of a steam *donkey* engine. Then a McGiffert "jammer" takes over, lifting the logs onto railway flatcars and serving the added function of switch engine. With this veteran mechanical servant of the logging industry, a half-dozen men can load and chain about 40 flatcars daily.

End of the logging operation takes place when *scalers* measure the board-feet of lumber contained on each car. They apprise property owners, contracting loggers and forestry services of quantities being produced. Later the logs proceed to the railroad's main line and continue 100 miles to lumber mills at Klamath Falls, Oregon.

Chiloquin Timber Company, led by such enterprising Americans as the Wyman family and Superintendent King Gray are obviously keeping pace with today's great mechanical advances. Their substitution of the chain saw for the ax has already meant more homes and better homes for thousands in the *land of the free.*

Above, Pete Arnold, a scaler, takes inventory by measuring the board-feet carried by each flatcar. Below, 10 loaded flatcars, ready for switching to the main line, represent about one-fourth of a day's output of Chiloquin Timber Co.



At Klamath Falls, Oregon, 100 miles from Big Springs, logs are stored in a mill pond awaiting their start through a series of mills and into countless finished products.

PAUL BOYD, right, our DSM in Los Angeles, is seen presenting Police Chief William H. Parker with title of "Southern California Salesman of the Year." Paul was chairman of the L. A. Sales Executives Club Award Committee, whose program for promoting salesmanship gained the Grand Sweepstakes Award at a national convention of 175 Sales Executives Clubs held in New York City in June. He also was recently elected president of the Los Angeles Sertoma Club.

from Kem Cadwell

CHARTER MEMBERS of Northwest Territory's Club 100, a Union Oil organization to which only highly-qualifying salesmen are admitted, receive their awards from Manager W. I. Martin, left. The deserving recipients are, continuing from left, District Sales Managers J. T. Raabe, Portland; W. R. Wolsiffer, Walla Walla; J. E. McCaffrey, Seattle; and L. C. Burklund, Seattle.

from R. J. Sandercock

DR. REX E. LIDOV was appointed in June as research associate in the Research Department of Brea Chemicals to handle some aspects of new product development. He is the inventor of the insecticides aldrin and isodrin, and directed the original development of chlordane, dieldrin and endrin. Following his graduation from the University of Chicago, he gained valuable experience with some of this country's foremost chemical enterprises.

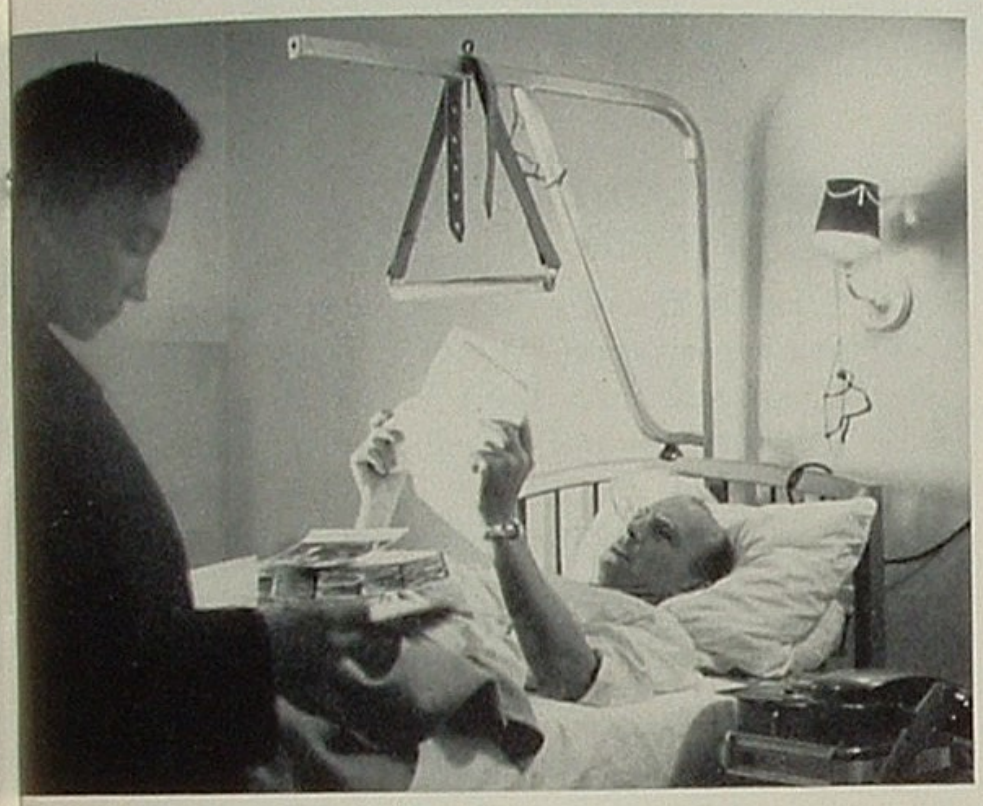
from Henry Alcouloumre

JEFF HENDERSON, left, of our Seattle Credit Department—seen with Mrs. Henderson, Mrs. Bergkvist and Joel E. Bergkvist—discovered this year for the first time that he was not an "only child." Jeff was born during a Colorado blizzard; his mother died because medical help could not get through the snowdrifts in time; and the infant boy had to be offered for adoption. Entirely through the long search of his brother Joel, who lives in Albuquerque, the reunion at left took place in Seattle. Actually Jeff came from a family of eight.

from R. J. Sandercock

FIRE-FIGHTING INSTRUCTORS with diplomas to to vouch for their qualifications are, from left, Manuel Souza, Leonard Saunders, Vic Dahlgren and Joe Billecci of Oleum Refinery. These four members of our Fire Department completed a course in instructor training at West Contra Costa Junior College. A series of 10 three-hour night classes plus many hours of home study brought each of the men a well earned certificate of accomplishment.

from Clyde H. Morton



FRITZ SPRINGMANN, editor of THE MINUTEMAN, was flat on his back with a freshly fused spine when his editorial assistant, Barbara Nielsen, brought word that their Company publication had been judged the best dealer publication in America. Most editors would have turned the hospital bed into a trampoline. Fritz merely grinned from ear to ear and said, "Guess we'd better get started on the August issue." Congratulations on a fine achievement, and on keeping the presses rolling during sick leave!

from the editors of ON TOUR

HUGH MATIER, retired (?) Union Oiler, reports from Toneyama, Japan, where he is busily finishing a Japanese historical play inspired in 1910 and, during his spare time, lecturing to Japanese students. He traveled to Japan in 1954 on a Norwegian ship by way of Honolulu, Manila, Ilo Ilo, Cebu, Hong Kong, Formosa and Okinawa. Not only is Triton a very popular oil in Japan, he reports, but fishermen there find the empty containers handy for preparing a serving of tea.

from Alice Roussel

EXPORT SALES was the subject of a recent conference in Cebu City, Philippines attended by, from left, Phil Fell, our manager of Export Sales; Rene Weingartner, Cebu branch manager of F. E. Zuellig, Inc., our distributor; and Eric Westly, who handles the distribution of Union Oil products for Theo. H. Davies & Co. Far East, Ltd. Through personal contact with our Far East representatives, Union Oil is attempting to reconstruct and improve upon our excellent pre-war trade relations.

from W. L. Theisen

INDUSTRIAL RELATIONS

In talking to many Union Oil people about life insurance, particularly since the revision of our Contributory Group Insurance Plan in June, we have been surprised and dismayed that so many do not realize the Plan contains a "Total and Permanent Disability" provision.

This provision applies to the first $18,000 of the Contributory Group Life Insurance and all of the Non-Contributory Group Insurance. The benefits are payable when a member of the Plan becomes totally and permanently disabled from either bodily injury or disease, before the age of sixty.

Now none of us ever expects to end up as a total and permanent disability case, but the cold hard facts show that some of us do suffer such misfortune. For example, the latest figures show that approximately $9,000,000 has been paid out in claims since the inception of our Plan. Of this amount, $2,168,157 has been paid to members who can no longer work due to disability. Or, disabilities account for some 24% of the total claims paid, nearly one-fourth. This is tangible proof of the excellent coverage afforded our people through the Group Life Insurance Plan.

from W. C. Stevenson

RESEARCH

Dr. T. F. Doumani is participating in the Industrial Cooperation Program of the Argonne National Laboratory, which is operated by the Atomic Energy Commission in Lemont, Illinois. He has been assigned there to insure that chemical and engineering developments in nuclear reactor technology and in the use of atomic energy will be promptly and properly evaluated and applied to Union's problems and operations. This step represents an expansion in Research's past activity in this field in which nuclear products have been used in various experimental studies.

from Fred L. Hartley

TRANSPORTATION & DISTRIBUTION

Bulk asphalt storage facilities have been completed and made available to Union Oil Company in the river terminal at East Pasco, Washington operated by Tidewater-Shaver Barge Lines. Bulk asphalt is now being shipped up the Columbia River in barges from Portland to Pasco, where it is stored, heated and reshipped by truck or tankcar to customers in Idaho, eastern Washington and eastern Oregon. This new distribution facility will substantially improve our competitive position in those areas.

With the recent installation of an electrically operated control panel, the Norwalk Pump Station became the first fully remote controlled main line boosting station in our pipeline system. New internal combustion engines and centrifugal pumps have replaced the old steam operated equipment installed nearly 40 years ago. The station pumps a stream of 46,000 barrels per day of crude oil to Los Angeles Refinery, operating unmanned with remote control by wire circuit from Stewart Pump Station, 11 miles distant.

from E. L. Hiatt

FIELD

The Company has now acquired a substantial lease position on four separate prospects in the Gulf of Mexico off the coast of Louisiana, all of which were developed by geophysical work conducted by the Gulf Division's exploration department. Already an oil discovery has been made on one of these prospects, located in the Breton Sound—Main Pass area, Plaquemines Parish, Louisiana.

The discovery well was a joint test, Kerr-McGee-Union State Lease 1268 1-A, which flowed 30 degrees gravity oil at a rate of 187 barrels per day from Miocene sands encountered between 8,192 and 8,218 feet. The location is 54 miles southeast of New Orleans, on

an offshore 11,666-acre block consisting of Blocks 47, 52 and 53, all owned equally by Kerr-McGee and Union.

Preparations are being made to drill a deep test in Block 26, located five miles offshore from Vermilion Parish, Louisiana, south of the Company's East White Lake Field. This wildcat is projected to a depth of 13,500 feet, and will be the first of two wells which will earn the Company a one-half interest in approximately 5,000 acres of leases on the prospect.

At a Federal offshore lease sale held recently in New Orleans, the Company was the successful bidder on six tracts located on three separate prospects in the South Vermilion and West Cameron areas off southern Louisiana. These acquisitions comprise 12,187 net acres. As usual at these offshore lease sales, the bidding was heavy, and a total of approximately $106,000,000 was paid in bonuses to the Federal Government. The largest single bid made by one operator amounted to a $7,527,000 bonus for a 5,000-acre lease block.

from Sam Grinsfelder

• MARKETING

W. L. Spencer, manager of National and Refinery Sales, has announced the following organization appointments:

Philip Fell, manager of Export Sales

A. R. Ousdahl, Manager of National and Bunker Sales

E. Keightley, Manager Aviation Sales

J. L. Broughten, Manager Railroad Sales & Engineering

A. D. Gray, Manager Refiners and Jobbers Sales

R. D. Davis, Executive Representative, New York

C. Haines Finnell, Manager of Eastern Continental Territory, has announced new appointments as follows:

Thomas S. Ellis, Regional Sales Manager, New York

James A. Hattrick, Regional Sales Manager, New Orleans

Thomas D. Orrecchio, Regional Sales Manager, Atlanta

New wholesale marketing stations have been opened recently at Isabella, Orick and Garberville, California. Also, new combination wholesale-retail outlets have been opened at Portola, Mt. Shasta and Boonville in California, and at Boise, Idaho.

The Nenana, Alaska marketing station has been reopened. Our consignee, Yutana Barge Lines, will serve customers along the Tanana and Yukon Rivers. Deliveries will be from Fort Yukon, north of the Arctic Circle, through approximately 1,000 miles of the Yukon River to its mouth on the Bering Sea.

Being speeded to completion is the new Los Angeles Terminal at 137th and Broadway Streets. Replacing the old plant at 560 Mateo Street, it will be the most modern compounding, blending and packaging plant in the United States.

from Roy Linden

• MANUFACTURING

Work has been completed in revising crude oil process units 33, 25 and 26 at Los Angeles Refinery to handle crude oil containing added natural gasoline. Formerly natural gasoline was delivered to the refinery by a separate pipeline.

Temporary barge loading facilities have been built at the Los Angeles Refinery Marine Terminal for use during construction of the new wharf and shore installations.

The Unifiner Unit at Cut Bank Refinery is being

• MARKETING OFFICE

In conformance with Marketing Department standards for future construction, several offices of the type shown here have been erected at marketing stations. The minimum 16x18-foot size accommodates two desks. Or the building may be extended in multiples of 4½ feet to accommodate more people. The interior provides wash room, heater, counter and ample space for desks and files. The completely insulated building, equipped with air conditioning unit where required, is shipped to any location in prefabricated sections ready for erection. It presents an attractive appearance inside and out.

from Harold Cooper

modified to increase its throughput capacity for removal of sulfur compounds. The change will permit treating of Domestic Diesol in addition to the current processing of stove oil.

San Joaquin heavy crude oil is scheduled to be processed at the Santa Maria Refinery in addition to Santa Maria Valley crude oil.

from K. E. Kingman

• PURCHASING While most items purchased for use in the petroleum industry are readily available, costs continue to increase. Basic steel prices have increased about 5.8%, but prices of finished steel goods will be somewhat greater. The 7% increase in oil country tubular goods will increase our costs approximately $250,000 for the remainder of 1955. Steel container prices are expected to increase substantially as soon as present stocks of plate are exhausted. Other increases have also been announced in electric motors, conduit, manila rope, steel furniture, paper, printing and service station maintenance painting.

On a representative group of 22 items purchased by the Company in its every-day operations, total cost of one each of the 22 items has risen as follows:

1945	$42,164.39
1951	73,077.75
1955	91,878.54

from C. S. Perkins

PORTLAND—continued from page 5

cipally by tankship. Here storage is maintained for gasolines, kerosene, solvent, pressure appliance fuel, stove oil, Diesol, fuel oils, cutback asphalts, lubricating oil base stocks, and aqua ammonia. In addition, the terminal has laboratory and homogenizing equipment for the compounding of our various lubricating oils, also modern equipment for the packaging of these products.

Distributing by steamer, barge, rail and truck, Willbridge supplies the full petroleum requirements of our Portland area and the partial needs of Oregon, Washington, Idaho, Montana and Alaska. Moving products at a rate of 3,000 truckloads a month, the terminal annually distributes a volume of 40 million pounds or 150 million units.

Union Oil employees in the Portland District number 42 in marketing and 70 handling distribution functions at Willbridge—most of whom are introduced in the accompanying photographs. These plus hundreds of other people representing us as consignees, dealers and distributors may give some indication of the extent to which Union Oil also has negotiated the Old Oregon Trail.

letter

THE PRESIDENT
UNION OIL COMPANY

Dear Sir:

While reading your advertisement in "The New Yorker," I was intrigued by the last paragraph asking for comments and very pleased to note that the President, not a subordinate, was requesting them. You seem to realize the tremendous effect new ideas have and want to expose yourself to the public, on paper anyway, and that is admirable. That is one way to stay successful too! I especially liked the way you stressed Democracy and kept Union Oil Co. in its proper place—not making it seem "too big for its breeches" or cocky. It is easy to develop respect for a company that has the right perspective.

My knowledge of the refining industry is rather minute, but I agree with you 100% about competition among businesses of all types. The government has done enough harm sticking its fingers in electrical power, mainly T. V. A., and we had better watch out in the future. Big business would be unable to exist, because it can't beat the government's rates and, besides, who ever heard of a government organization paying taxes? I don't recall reading anything about the "Dixon-Yates Issue" these past few months, but I do know that they just don't represent themselves—they represent every single solitary example of free enterprise in the United States. Any big business is liable to be in the same position as Dixon-Yates. Besides, the issue could become a Frankenstein and lead to an all-out form of Socialism in the United States.

Though I'm neither Democrat nor Republican, I chuckle when I hear the Democrats knock "Big Business" because it puts the "Little Man" out on a limb. "Big Business" is owned by stockholders and they are "Little People."

I sincerely hope that my comments were the type you wanted and that this letter was of some value to you.

Yours for a better America,

(Signed) *PFC Peter A. White*

Seattle, Washington

SERVICE BIRTHDAY AWARDS

AUGUST 1955

PIPELINE

Clevenger, Porter S., San Luis Obispo.... 40
Henderson, Leo W., San Luis Obispo.... 35
Mauerhan, Ralph W., Santa Fe Springs 35
Mentzer, Donald L., San Luis Obispo.... 35
Arnold, William D., Santa Fe Springs.. 30
Moore, Marie, Home Office 20
Baker, Wallace J., San Luis Obispo..... 10
Dana, Reginald F., San Luis Obispo..... 10
Hiatt, Russell R., San Luis Obispo..... 10

MANUFACTURING

Havely, Coy G., Oleum 35
Moore, Harry B., Oleum 35
Neylon, Irene M., Oleum 35
Rebello, Antone, Oleum 35
Fraser, James K., Wilmington 30
Hinders, Edward J., Wilmington 30
Rose, John, Oleum 30
Armour, John, Wilmington 25
Pollard, John Y., Maltha 25
Schindler, George W., Wilmington..... 25
Tucker, Alvin L., Wilmington 25
Wyke, Charles T., Wilmington 25
Hanna, Strentzel, Oleum 20
McCormick, Joseph P., Oleum 20
Fawcett, Philip N., Wilmington 15
Bristow, Everett W., Wilmington 10
Brusatory, Ambrose H., Oleum 10
Chambers, Alvin L., Wilmington 10
Dennis, Hurshell, Wilmington 10
Duncan, Daniel B., Wilmington 10
Griffin, John W., Jr., Oleum 10
Hennessey, Frank L., Wilmington 10
Herpst, Forrest W., Wilmington 10
Hibbs, Wilford A., Oleum 10
Jule, Leland K., Wilmington 10
Julian, Willie B., Wilmington 10
Knolls, George C., Wilmington 10
Kuhn, Edwin, Wilmington 10
Lamar, Arthur L., Wilmington 10
McGrath, Leo. T., Oleum 10
Martin, Wallace R., Oleum 10
Pillsbury, Roy F., Wilmington 10
Romo, Jose, Oleum 10
Rose, Vernon A., Oleum 10
Roulston, Ardin E., Wilmington 10
Shuttlesworth, Martin C., Oleum 10
Sheken, John F., Santa Maria 10
Sweet, Stewart W., Oleum 10
Taylor, Hardy L., Wilmington 10
Tollefson, James A., Wilmington 10

EXPLORATION & PRODUCTION

Bissett, George C., Whittier 35
Dysinger, Ray V., Dominguez 35
Hanmore, Guilford S., Dominguez 35
Hesser, Arah W., Home Office 35
Melton, Walter E., Dominguez 35
Crain, Robert O., Dominguez 25
Wachtel, Herbert H., Dominguez 20
Veazey, George, Louisiana 15
Rabe, Roger E., Ventura 15
Bill, William, Dominguez 10
Davisson, Irvin P., Whittier 10
Duggins, Benjamin E., Orcutt 10
Epstein, Benjamin, Rocky Mountain 10
Gilley, Stancel P., Texas 10
Goldrick, Gerald M., Rocky Mountain.... 10
Gray, Jack R., Whittier 10
Johnson, Robert W., Bakersfield 10
Laing, Adelbert L., Dominguez 10
Norvell, Dorothy A., Whittier 10
Riley, William T., Ventura 10
Sands, Edward E., Jr., Texas 10
Strand, Edwin H., Canada 10
Turner, Bascom L., Bakersfield 10

MARKETING

Layton, Charles K., Honolulu 35
Bishop, Phillip M., Portland 30
Emery, Mildred J., Los Angeles 25
Fisher, John H., Oakland 20
Lowe, Everett R., Phoenix 20
Pounds, Cecil M., Bakersfield 20
Sheehan, Thomas, Jr., Portland 20
Mulliken, Beverly B., San Francisco..... 15
Barker, Leo B., San Francisco 10
Dysart, Lonnie C., San Diego 10
Fox, Samuel F., Portland 10
Hilgers, Herbert H., Portland 10
Larama, Clinton J., Edmonds 10
Peters, Delphine M., San Francisco..... 10
Roessler, Franz G., Rosecrans 10
Skorpick, Helen D., Phoenix 10
Sollick, George A., Seattle 10
Steck, Helen F., Los Angeles 10
Steffey, Johanna L., Los Angeles 10
Tolbert, Benjamin, Honolulu 10
Tresemer, Betty J., Los Angeles 10
Westgate, Claude H., Seattle 10
Wiley, Chester D., Spokane 10

AUTOMOTIVE

Trimble, George, Portland 35
Vaughn, Fred H., Santa Fe Springs..... 20
Bowers, Franklin W., Santa Fe Springs.. 10

INDUSTRIAL RELATIONS

Fulton, James G., Home Office 30

RESEARCH & PROCESS

Donoho, Clifford G., Brea 25
Adargo, Everett G., Brea 10
Johnson, Lawrence S., Brea 10
MacPherson, James A., Brea 10
Martin, Kenneth D., Brea 10

COMPTROLLER

Weston, Ruth M., Home Office 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:

WOODSON LAZEAR
Central Territory
Employed 9/14/14—Retired 8/1/55

THOMAS F. FITZPATRICK
Northwest Territory
Employed 8/2/18—Retired 8/1/55

HENRY W. BEWLEY
Southwest Territory
Employed 9/3/18—Retired 8/1/55

SAMUEL J. WOOD
Field Department
Employed 3/9/22—Retired 8/1/55

EMMA MILLER
Southwest Territory
Employed 4/14/22—Retired 8/1/55

GUY W. SANDERS
Pipe Line Department
Employed 1/9/23—Retired 8/1/55

MOUNCE F. SMITH
Field Department
Employed 3/18/24—Retired 8/1/55

JOHN LEMUCCHI
Pipe Line Department
Employed 6/2/24—Retired 8/1/55

WILLIAM R. McNEIL
Oleum Refinery
Employed 2/1/26—Retired 8/1/55

In Memoriam

On June 22, 1955
JOHN R. HEARLE
Comptroller's Department
Retired 4/1/37

On July 16, 1955
LELAND J. CARROLL
Oleum Refinery

Don Nielsen

That old black magic paved the way for sixty million cars

"EVER notice how the success of one product will often create a demand for another?

"Back around the turn of the century, for instance, Union Oil couldn't sell much gasoline because there were only 4100 or so cars in the country and no good roads. We did most of our business in kerosene and fuel oils.

"It soon became apparent that if we were to sell more gasoline there'd have to be more and safer roads.

"Fortunately, Union has always had

a large supply of crude oils ideal for making asphalt. So we started producing a simple product you could pour right on the road.

"That old black magic took the motorist out of the mud and paved the way for 60,000,000 cars.

"Today, we're one of the largest producers of asphalt on the West Coast. We maintain plants and storage facilities in seven cities and make over eighty different grades.

"Today, too, you enjoy thousands of miles of good roads. And asphalt covers 86% of them.

"Gasoline? We're selling more of that now than anything else!"

As Don Nielsen—Mr. Asphalt in our home office—points out, one successful product does help another.

A single carload of asphalt transformed into a highway now creates a demand for at least one thousand gallons of gasoline a year.

Asphalt's large share of the market is due to its own inherent merits. It is far superior to any competitive paving material in ease of application, in load-bearing ability, in long life and in safety. What's more, it costs less per mile to put down and to maintain.

Asphalt is another example of a better product bringing its benefits to more people through America's free competitive economy.

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