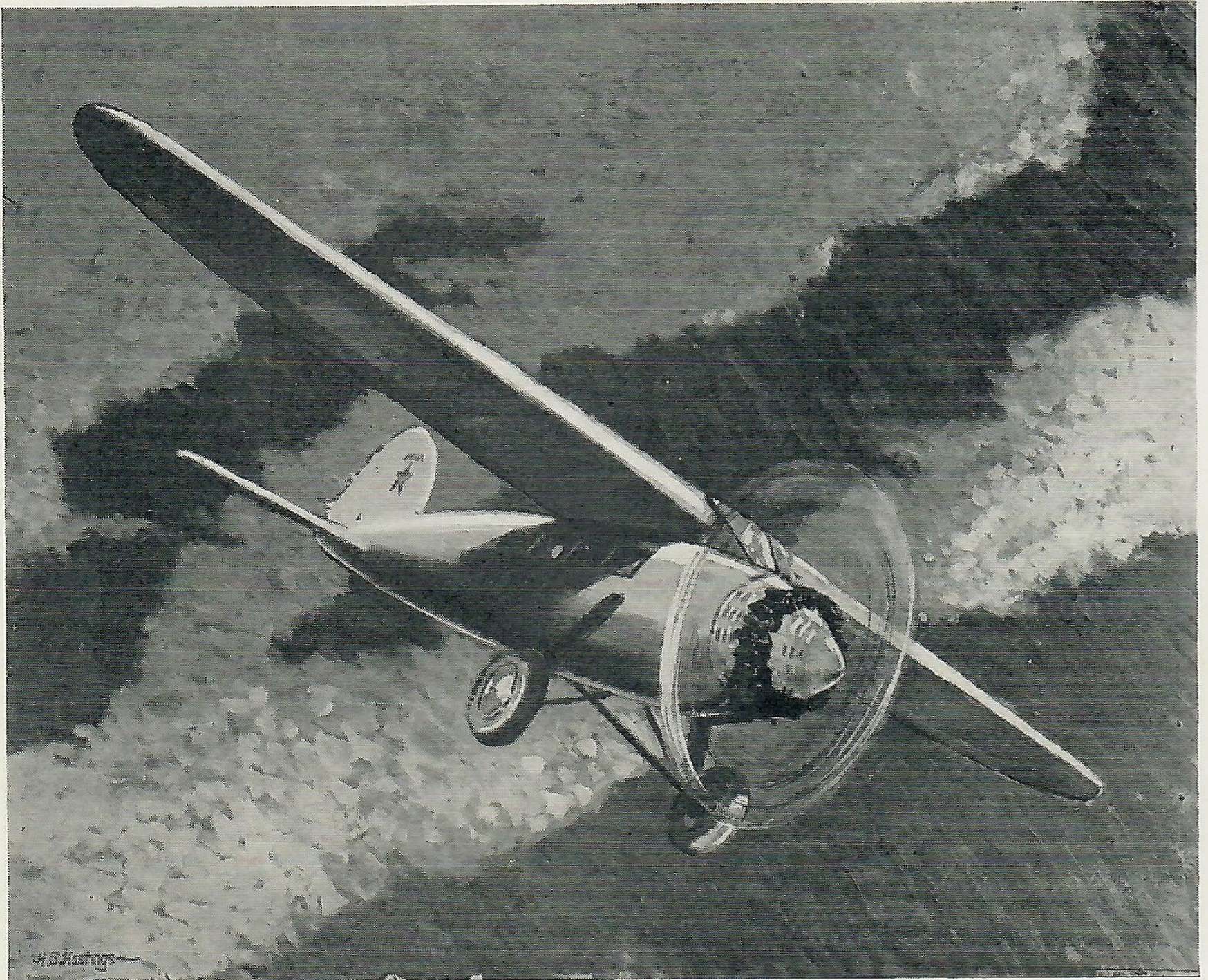
An impressionistic oil painting of a forest scene. The composition is dominated by vertical, textured brushstrokes representing tree trunks. The color palette is rich and varied, featuring shades of blue, green, yellow, orange, and brown, with a prominent use of white and light blue to suggest light and atmosphere. The overall style is expressive and non-representational, focusing on color and light rather than precise detail.

UNION
OIL
BULLETIN

DECEMBER 1928

Out where Lockheeds are built they use UNION



THEY pick their spruce in the woods. They build with exacting care, experimenting, testing, rejecting, proving and improving. That is the way of a successful airplane builder. It is an age of efficiency, of getting greater strength without increasing weight, of getting more power from men, motors and fuel.

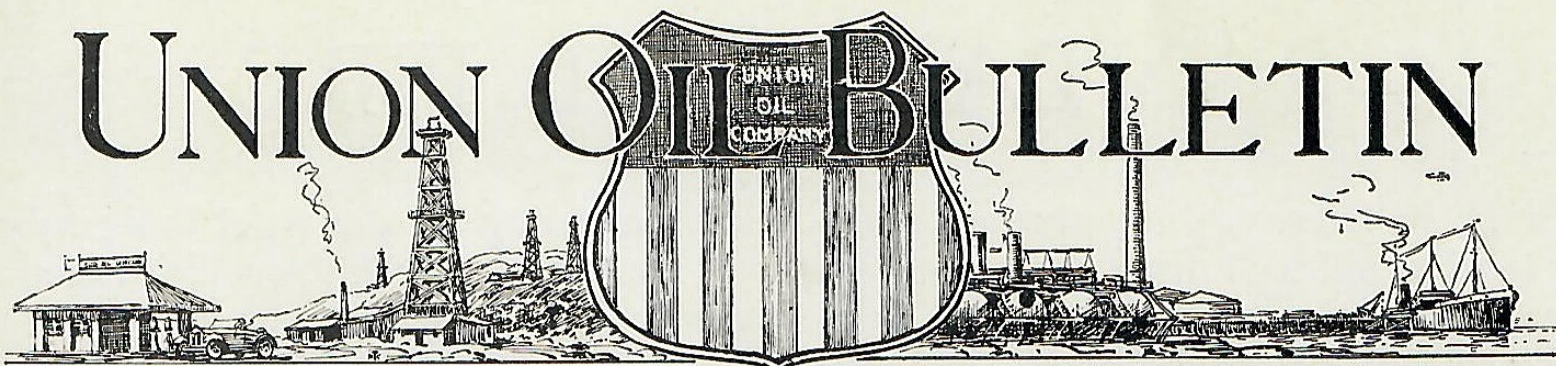
Union gasoline is a fine laboratory development to meet the exacting requirements of this "more mileage" age. It has always kept its lead in quality through the untiring efforts of our engineers in constant experiments. This same quality is available to you at any Union dealer.

UNION ETHYL



UNION OIL COMPANY

UNION OIL BULLETIN



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VOLUME VIII

DECEMBER

BULLETIN No. 10

NINTH YEAR OF A. P. I.

THE American Petroleum Institute has entered its ninth annual meeting at Chicago December 4th, 5th, and 6th. As set up in the certificate of incorporation the particular business and purpose of the organization are "in all lawful ways to afford a means of co-operation with the Government in all matters of national concern; to foster foreign and domestic trade in American Petroleum products; to promote in general the interests of the petroleum industry in all its branches; to promote the mutual improvement of its members and the study of the arts and sciences connected with the petroleum industry."

Chief executives of the Institute concluded that no activity should initiate unless there was from within the industry an insistent demand that this or that subject be investigated. It is only fair to say that there always has been a waiting list knocking at the door for admission. During the past nine years a large number of committees have been appointed, none of which have failed to be successful in their efforts of solution of the problems submitted to them. There is listed on this year's program forty committees who will hold group meetings at which they will either arrive at a solution of the subject or continue deliberations until further facts are available.

The registration at these annual meetings has been as high as thirty-eight hundred serious minded men who are getting together for the purpose of carefully studying various and sundry subjects which constantly confront companies and individuals engaged in the oil business. Results of their labors have been universally satisfactory. Those obtained through the Standardization Committee alone have fully justified the existence of the American Petroleum Institute.

—E. W. CLARK.

SANTA FE OIL FIRE

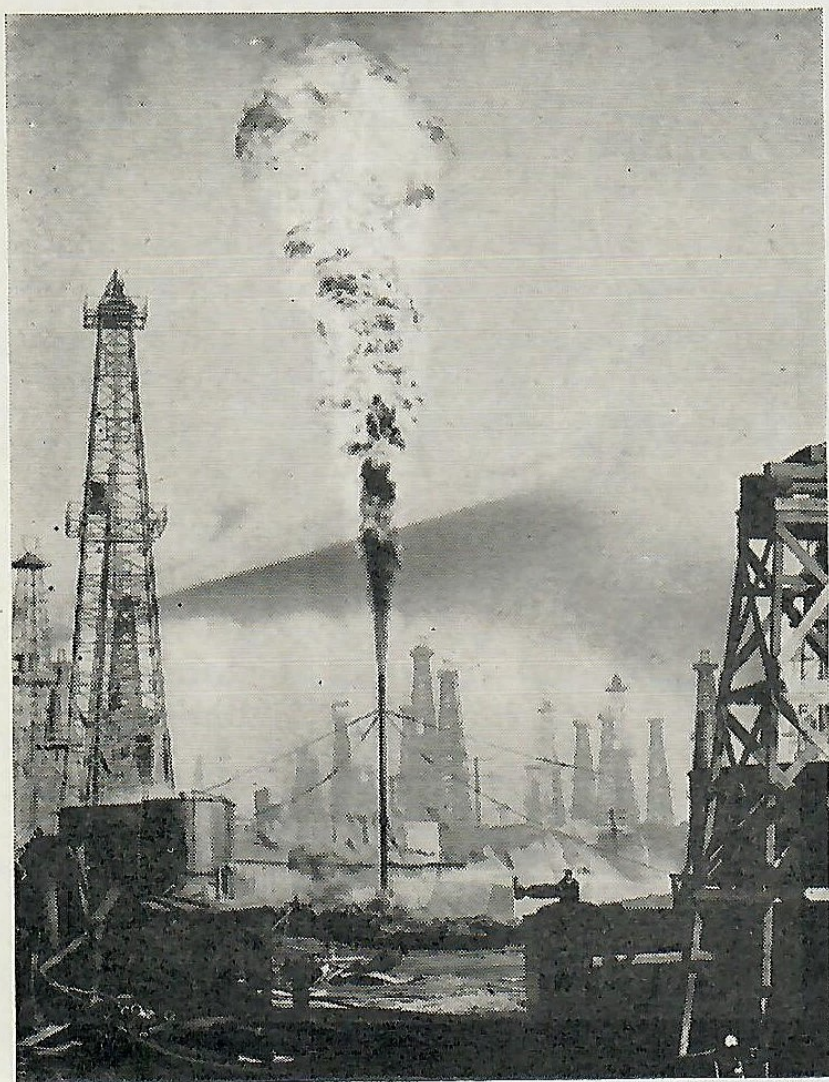
THE Bellview Oil Syndicate's spectacular oil well fire, the second in Santa Fe Springs within ninety days, passed into history at 1:30 p.m., November 30. Throttled by iron and steel in the hands of men of high courage and cool nerves, the blazing demon that had burst forth in the heart of the field, near the famous "Four Corners" at 3:20 a.m. on the morning of the 9th, flickered and went out.

Days and nights of ceaseless toil in the face of blistering heat preceded the final scene. The preparations were made carefully under a plan of operation that had been worked out by men of years of experience in meeting oil field emergencies. Every man had a part to play and judging from the results he played it well.

At the time the Bellview well blew in unexpectedly on its crew, the race for the deep production zones at Santa Fe Springs was on full blast. The field was

just returning to a normal basis following the Getty oil well fire which raged for a period of fifty days starting about the middle of September.

The Bellview crew was unprepared to cope with the gusher they suddenly had on their hands that early November morning. There was no control gate valve on the casing. Unchecked, the roaring column of oil and gas soon became ignited from the friction and burst forth into flame. Propelled by a tremendous pressure the blazing shaft leaped skyward several hundred feet, lighting the entire field. In the space of a few minutes the steel derrick began to collapse. Several of the wooden rigs in the nest of derricks that surrounded the Bellview well caught fire and burned to the ground. Crews of adjoining wells at once took steps to prevent the spread of the fire. During the next twenty-four hours all wooden rigs in the immediate



Here's how the fire looked with the control manifold in place and before it had been adjusted to snuff it out.



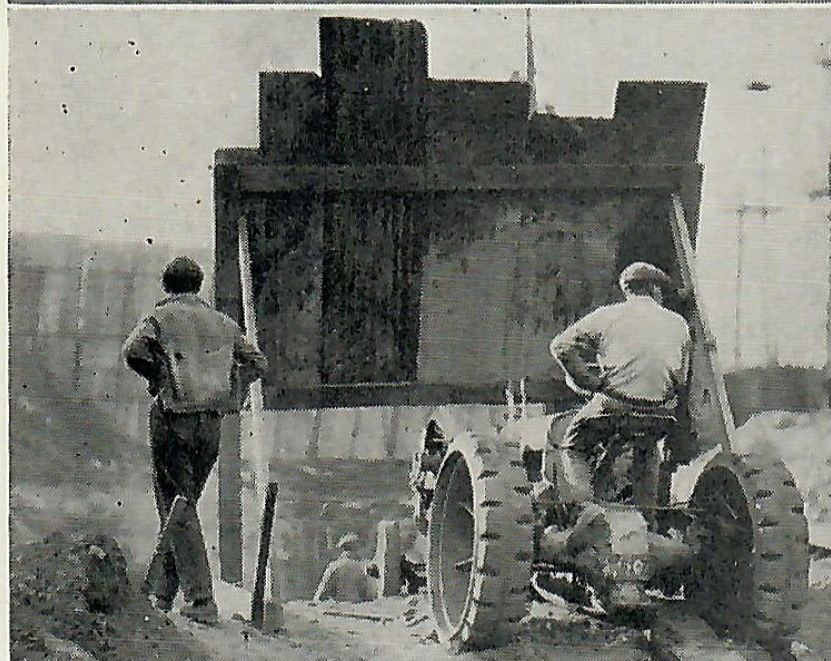
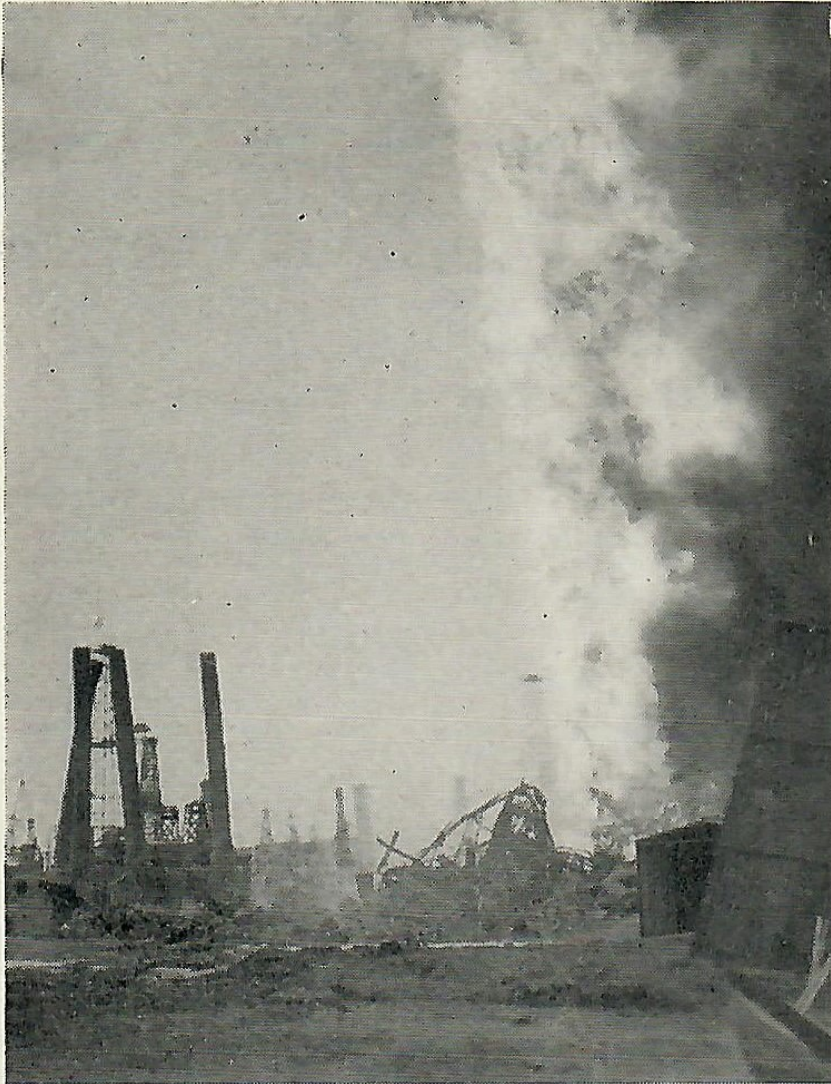
Left to right—C. W. Eckles, H. H. Maddren, L. B. Little, F. F. Hill.



Advisory committee looks over 40-foot flue used in preliminary attack on blaze.



The remarkable photograph at the top of the blazing Bellview Syndicate well at Santa Fe Springs was snapped by Fred Coffey, Times' staff photographer, just as one of the wooden derricks, being wrecked to prevent the spread of the fire, toppled over. The lower photograph is an impressive picture of the Getty No. 17 which burned for fifty days.



Top—Havoc wrought by Bellview fire. Center—Starting tunnel to reach casing of Bellview well. Bottom—Tractor used to pull dirt from tunnel.

vicinity of the blazing well, that had not been burned, were deliberately toppled over. The heat became so intense in nearby steel rigs that drilling had to be halted. Drilling was also stopped in other wells that were in the deep zones until adequate protective measures could be taken. Among these wells were the Union Oil Company's Alexander 10, 11 and 12. The Alexander lease is near the Bellview property.

Because of the critical stage of the deep zone drilling in that part of the field there was a demand from all operators for the speediest possible action. The Bellview people found themselves unable to attack the fire alone. A conference of the companies affected was called, at which it was agreed to raise a fund to be advanced to the Bellview Syndicate to enable it to defray the expense of putting the fire out. A subcommittee, composed of F. F. Hill, manager of field operations of the Union Oil Company, chairman; L. B. Little of the Standard Oil Company and H. H. Maddren of the Texas Oil Company, was appointed to advise with those who might be selected to carry out the fire-fighting operations. Every one of these men had had from twenty to thirty-five years' experience in oil field operations and during that time had been called upon to tame one or more major oil well fires.

As the initial step in getting a crew of men together to battle the blaze, the Bellview Syndicate requested the Union Oil Company to temporarily release C. W. Eckles, general construction engineer in the Southern Division, so he could be placed in charge. This was done. Lawrence P. McClellan, of the Texas Oil Company, was then retained as field auditor.

Under the direction of Mr. Eckles a surface and underground attack was launched against the flaming well. While crews of asbestos-clad men worked on the surface removing debris from the vicinity of the well, three crews of men, working eight hours each, started driving a tunnel toward the casing. Through the tunnel it was proposed to tap the casing and divert a portion of the oil and gas into flow lines should it be found neces-



Asbestos-clad workmen in "Dante's Inferno." This dramatic photograph taken of the Bellview well at night by A. R. Hromatka shows how the fire fighters braved the intense heat to remove the debris blocking the way to the well. The scrap heap in the foreground shows difficulties which confronted workmen. This photograph cost the cameraman a lens.

sary to reduce the gas pressure in order to cope with the fire on the surface.

The tunnel was started about 200 feet from the well and about twenty-five feet below the surface after the necessary excavating work had been done by a steam shovel. The bank of dirt from the excavation and sheet iron and asbestos shields served to deflect the heat and make it possible for the men to work at the mouth of the tunnel.

The men working near the well in asbestos suits clearing away the twisted heap of metal that had formerly been the derrick and the knotted mass of drill pipe, tubing and wrecked machinery, were able to withstand the heat for only a few minutes at a time. They added an eerie touch to the scene, particularly at night, when they resembled visitors from the nether regions.

After a few days of strenuous work the debris was removed sufficiently from around the casing to make possible the initial step in the capping operations. This consisted in suspending a 40-foot flue, by means of guy wires, over the casing. A crane, mounted on a tractor and walled up with sheet iron and asbestos to protect the men on the inside as much as possible from the heat, was used in moving the flue into place. It was necessary for men to accompany the crane to handle the guy wires. The advance of the men in their "inferno" suits and the dipping and rocking of the crane as it tilted over obstructions revived memories of some of the onlookers of tank attacks during the war. With the flue over the casing the flames were drawn from the surface and lifted the height of the flue from the ground. This, together with the artificial breeze created by two wind machines imported from Hollywood, enabled the men to work in close enough to the casing to prepare the way for the control manifold. As soon as that had been done the flue was removed.

The next step was to slip the control manifold over the casing. One was especially prepared for this purpose with a 25-foot 10-inch pipe attached to carry the flames far enough above the ground

to enable men to operate the control valves. The manifold was moved into place in the same way the flue had been. Members of the crew were compelled to withstand the scorching, punishing heat while they clamped the manifold on the casing. After getting it in place it was found that the casing had been warped to such an extent that it was impossible to get a satisfactory shut off. This was overcome by welding a considerable quantity of metal to the casing, starting from a pit dug around the casing and working upward.

By Friday noon, the 30th, all was in readiness to close the big valve in the control manifold that would end the Belleview well's tumultuous career. The wind machines were moved up. Firemen took their places in a pit from which they could direct streams of water on the men who would have to work in close to the casing. The 30-foot remote control lever was attached to the main valve and several huskies began the task of choking the outlaw to death. They found the pressure was too great to work the remote control lever alone and two or three men in asbestos suits, armed with pipe wrenches, moved up to the casing, and assisted by the men with the long lever, began turning the valve. The wind machines and streams of water played on them as they worked and the sweat poured down on the inside of their suits. Gradually the height of the flame lessened. Step by step it was throttled and with a final gasp it went out, and at the same time the oil and gas that had been feeding the flaming torch was turned into flow lines leading to two waiting gas separators.

Had the attempt to put the fire out by means of the control manifold failed the underground attack would have been launched immediately. The tunnel had been completed and a crew of men were putting the final touches on walling up the chamber around the casing preparatory to tapping it.

The flow of oil during the time the well was burning was estimated at between six and seven thousand barrels a day, and the gas at about twenty million cubic feet a day. At the end of two days,

under actual gauge it was producing 2800 barrels of oil a day and 30,000,000 cubic feet of gas.

The loss in oil and gas consumed in the fire, the surface damage and the cost of putting out the blaze, is placed in excess of a quarter of a million dollars.

What effect the loss of gas will have on the pressure in the new Buckbee zone has not yet been definitely determined. However, the York & Lockhart well, in the vicinity of the Bellview well, which was placed on production at 3,000 barrels a day prior to the fire is reported

to have dropped down to about 1000 barrels. Just how much of that decrease is due to the loss of gas from the zone oil men are not prepared to say. They are, however, anxiously watching the outcome of the next few wells placed on production in the Bellview area.

The Getty No. 17 well, which caught on fire Sept. 16 and burned for fifty days before the flames were extinguished, is reported to be producing approximately 6,000 barrels a day from the Nordstrum zone. It started off with a small production and increased its flow gradually.

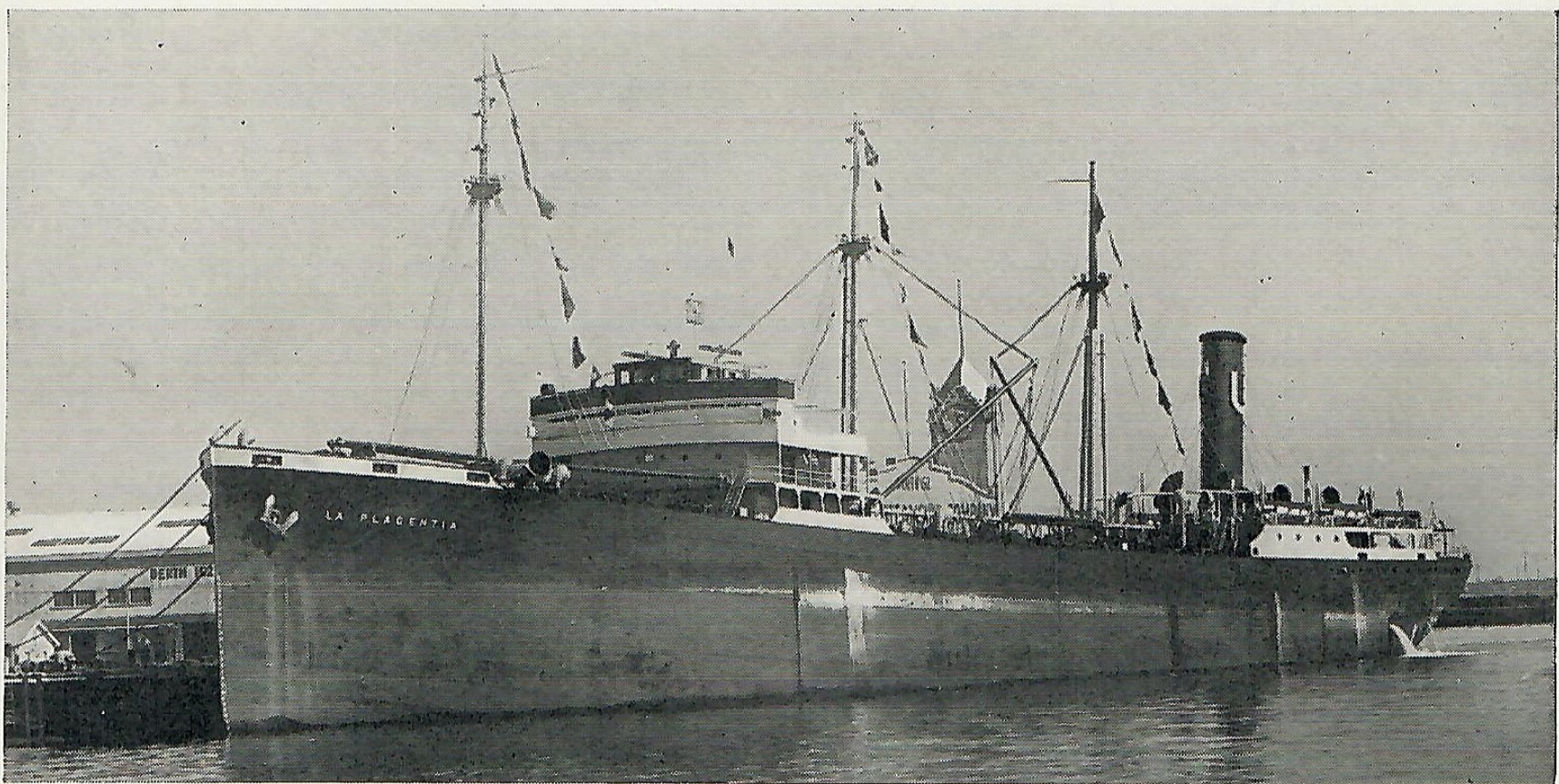
UNION TANKER IS HONORED

TO the La Placentia, one of the fleet of an even dozen oil ships owned and operated by the Union Oil Company, recently went the honor of being the first tanker on the Pacific Coast and the first vessel in Los Angeles harbor to be awarded a Naval Reserve pennant, indicating that the master and more than fifty per cent of the officer personnel had qualified for commissions in the Merchant Marine Naval Reserve.

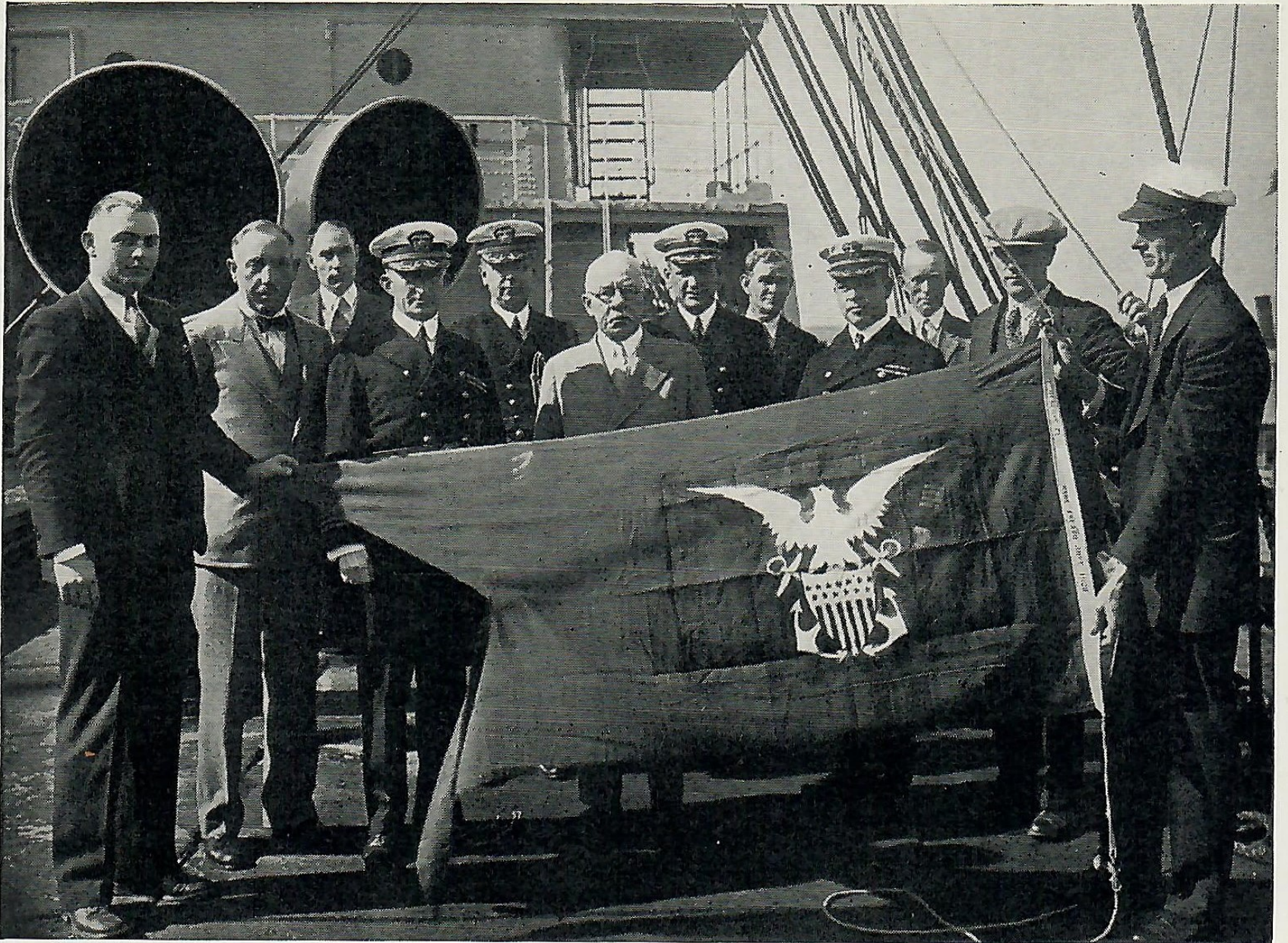
The presentation of the pennant and

the warrant to fly it, signed by the secretary of the navy, was made the occasion for an impressive ceremony on board the La Placentia at the company's loading dock in Wilmington, in which officers of the United States Navy, representatives of the company, and officers of the tanker participated.

Capt. W. Pitt Scott, assistant commandant of the Eleventh Naval District, who presented the pennant and the warrant for the La Placentia to E. W.



The La Placentia moored to the company's loading dock at the foot of Pier A Street in Wilmington with flags flying for Naval Reserve Pennant presentation ceremony.



The coveted Naval Reserve pennant recently presented the Union Oil Company's tanker La Placentia at Los Angeles harbor. Immediately behind the pennant are E. W. Clark, executive vice president of the company, with Capt. W. Pitt Scott, assistant commandant of the Eleventh Naval District, to his right and Capt. E. B. Fenner, commanding officer of the U. S. S. Mississippi, to his left. H. E. Cattermole, assistant to the manager of transportation, is holding the pennant on the left. Next to him stands Capt. J. H. Gunther, master of the La Placentia.

Clark, executive vice president of the company, pointed out that the event was especially significant, in that it forecast the successful carrying out of the new national policy toward the Merchant Marine. For the first time in the history of the nation he said the United States is taking steps to weld its Merchant Marine into a trained naval auxiliary force capable of taking its place, without delay, along with the combatant fleet in the event of a national emergency. To this end he said the government is asking the co-operation of the owners of merchant craft and the officers of the vessels. The latter are being called upon to qualify for commissions in the Merchant Marine Naval Reserve and place themselves in position to receive instruc-

tion relative to the operation of auxiliary craft with the combatant fleet.

The campaign to get officers of the merchant vessels into the Naval Reserve was opened on the Pacific Coast in April of this year. Since that time, due to the encouragement given the undertaking by officers of the company and William Groundwater, manager of transportation and his assistant, H. E. Cattermole, fifty officers of the company's tanker fleet have been interviewed and thirty-six accepted for commissions. The enrollment of the balance of the officers of the fleet is being carried on by the Navy Department as fast as it is possible to contact with the tankers.

In addition to the La Placentia, the La Purisima and the Warwick are now

qualified to fly the Naval Reserve pennant. Mr. Groundwater is confident that it will only be a matter of a short time until every tanker in the fleet will be displaying the coveted emblem from the main mast.

Mr. Clark in replying to the presentation speech made by Capt. Scott, said the officers of the company were happy that a Union Oil ship had been the first in Los Angeles harbor to be able to fly the Naval Reserve pennant. He recalled that Mrs. Clark had sponsored the 90,000-barrel tanker when it was launched at the yards of the Bethlehem Ship Building Corporation at San Pedro in 1921.

The commander-in-chief of the battle fleet, Admiral William Pratt, was represented at the ceremony by Capt. E. B. Fenner, commanding officer of the U.S.S. Mississippi. He congratulated Capt. J. H. Gunther, master of the La Placentia, and his officers on having successfully met the rigid requirements for commissions in the Merchant Marine Naval Reserve and welcomed them into the great naval family of the United States. He also complimented the officers on the neatness of their vessel.

Capt. Scott in his presentation speech called attention to many vital facts in connection with the American Merchant Marine. "The American people," he said, "are awakening to the necessity for an adequate Merchant Marine as a vital factor in the economic development of the country, and what is equally important are awakening to the necessity for an adequate Merchant Marine as an essential factor in the national defense. While it is obvious that no merchant marine can endure without a navy to support it, it is equally clear that a navy without a merchant marine is no navy at all.

"It is upon the Merchant Marine that the fleet must depend for its auxiliaries for wartime operations. While effort is tending towards international agreement in regard to relative naval strength so far as combatant vessels are concerned, no such proposals are contemplated in regard to other than naval vessels, and as a result the future control of the sea may well depend upon the relative

strength of the merchant marine of the contending parties."

The officers of the tankers La Placentia, La Purisima, and Warwick, who now hold reserve commissions are—on the La Placentia: Capt. J. H. Gunther, lieutenant-commander; First Mate S. A. Ojstedt, lieutenant; Chief Engineer A. O'Flanagan, lieutenant; First Assistant Engineer O. Anderson, lieutenant, junior grade; Second Mate H. C. Magnusson, ensign; Third Mate O. W. Eckstrom, ensign.

On the La Purisima—Capt. E. Belin, lieutenant-commander; First Mate C. Nielson, lieutenant; Chief Engineer B. Schindler, lieutenant; Second Mate O. Wiedeman, ensign; Third Mate H. Schneider, ensign; Second Assistant Engineer G. Brackett, ensign, Third Assistant Engineer E. H. Hansen, ensign.

On the Warwick—Capt. G. L. Asp, lieutenant-commander; Chief Engineer J. F. Joki, lieutenant; First Assistant Engineer T. E. Riorden, lieutenant, junior grade; Second Mate H. J. Kostowal, ensign; Third Mate C. W. Bretsen, ensign.

Pilot of Union Tanker Dies

Capt. Thomas Crang, for twenty-three years pilot for the Union Oil Company's tankers on the Columbia River between Astoria and Portland, died at his home in Port Townsend, Washington, Nov. 11. He retired from active duty in 1922 after having been identified with shipping on the Columbia River for more than fifty years. He was born in Centerville, New York, in 1858, and came west in 1875, making his home at first in Astoria, Oregon, where he started out as a reporter on the Morning Astorian. He left newspaper work after a few years to go with the White Collar line, which operated the river steamers Telephone and Bailey Gatzert between Portland and Astoria. It was during his service with the steamship company that he became familiar with the Columbia River channel.

ALEXANDER WALDIE

(Died November 8, 1928)

THE pioneers of the oil industry in California remember Alexander Waldie and mourn his passing.

He was among the first of those resourceful men who devoted their energies to the production of oil in this state, and long before many of the men who are now recognized as leaders in the industry had stepped into the oil picture he had stepped out of it.

He was one of the first officers of the Hardison-Stewart Oil Company from which sprang the Union Oil Company and one of the first directors of the latter. When one goes back to the Hardison-Stewart Oil Company one gets back near the beginning of oil operations in California.

It was in the year of 1883 that the late Lyman Stewart, one of the founders of the Union Oil Company, came to California and with W. L. Hardison formed a company which began drilling in the Newhall district. Alexander Waldie was pany.

Mr. Waldie is perhaps one of the few men who started his career as a florist and ended it as an oil man. At the time he was selected for the post of secretary-treasurer of the Hardison-Stewart Oil Company he was operating a floral business in Titusville, Pennsylvania, where both he and Mr. Stewart made their homes. Both men were elders in the Presbyterian Church of Titusville and their common belief in a Divine Creator bound them together in a friendship that caused them to join forces in the quest for oil in far-off California.

The struggle of the Hardison-Stewart Oil Company is known among those who know the history of oil in California. The grim courage of the men who fought their way to success in the face of adversity is also well known. It was during that period when dry hole followed dry hole and failure stalked upon the heels of failure that the men who selected Alexander Waldie were grateful for the wisdom that had determined his choice.

The old headquarters of the Hardison-Stewart Oil Company were located on the railroad tracks at Newhall. After the company's first successes the headquarters were moved to Santa Paula where Waldie established his home and where he lived until his death. Following the move to Ventura county the company formed the Santa Paula Hardware Company to buy its oil supplies in order to get a bigger reduction on prices. Mr. Waldie became the proprietor of the hardware firm and later established the Union Oil Tool Company which developed into the Union Tool Company, one of the biggest oil tool companies in the United States.

Mr. Waldie was made a director of the Union Oil Company in the original articles of incorporation, Oct. 18, 1890. He remained a director, except for a year or two until January, 1901, when he resigned. He also served as treasurer from October, 1895, until February 4, 1901, when he resigned to go into semi-retirement. He never again became actively engaged in the oil business but he retained as his friends the host of men with whom he had associated during the pioneer days of the industry.

THOUSAND-ACRE VINEYARD

FIFTEEN miles west of Sacramento, at Florin, California, flourishes John E. Lonergan's seventeen-year-old tokay vineyard, covering more than a thousand acres, and reputed to be the largest tokay holding in the world. Every year for the past thirty years, its owner, an eighty-seven-year-old international traveler, has paid it a regular visit from his home in Philadelphia. This annual trip, despite Lonergan's years, is still but a jaunt for him, for his itinerary at other times includes Europe, South America, the Holy Land, and almost every other part of the world.

Lonergan, who lived in Sacramento from 1869 to 1875, is an honored figure among Californians, for it was he who drove the old C. P. Huntington, Engine No. 1, on its famous first trip out of Sacramento in 1869. His interest in railroading is maintained at the present time by the manufacture of many of his own railroad inventions at the Lonergan Brass and Iron Works in Philadelphia, of which he is president.

His ranch also contributes its part

towards railroading. Its yearly shipments are approximately 150 cars to the East, amounting to three cars a day, each containing 945 crates; or approximately 150,000 crates a year.

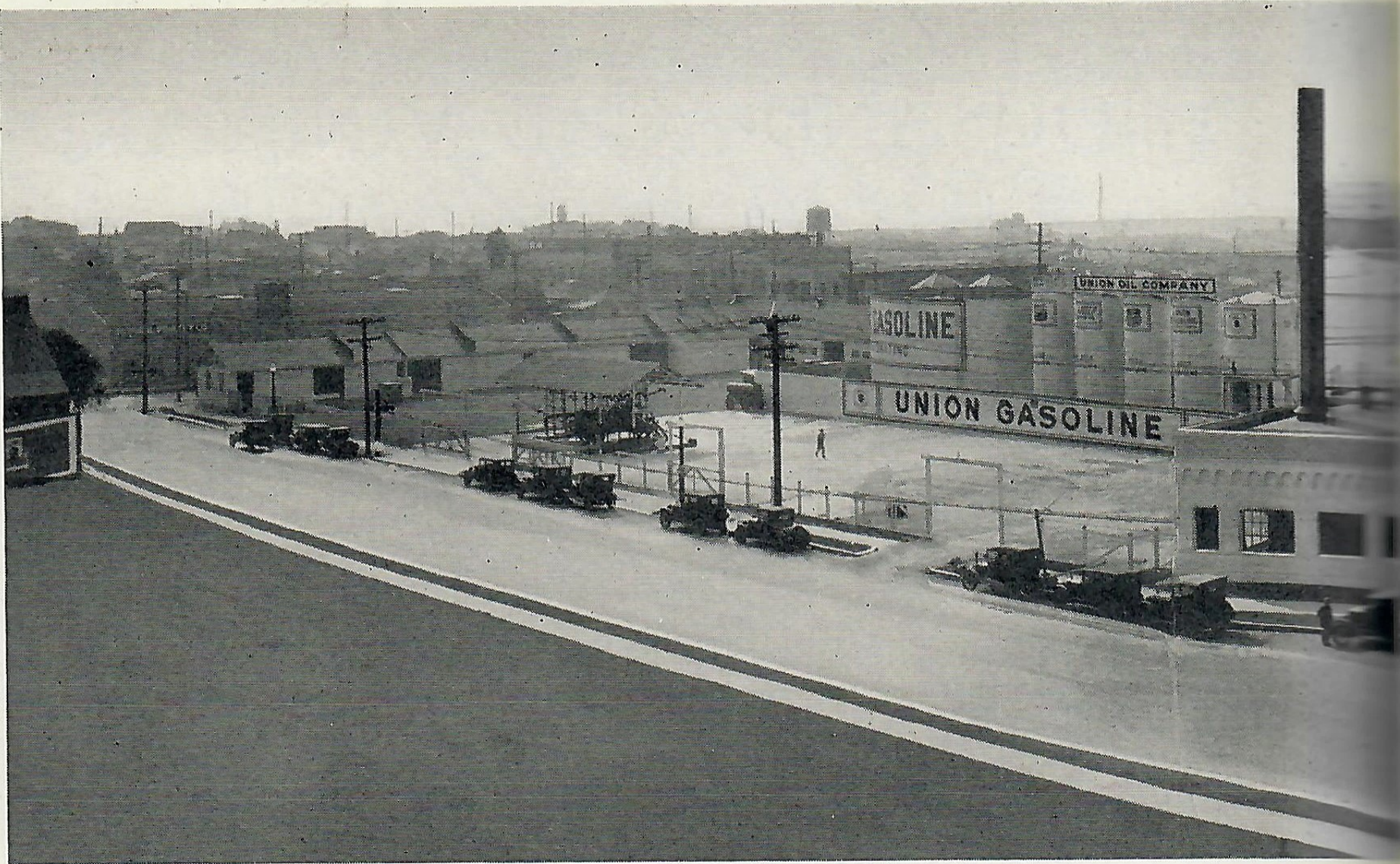
The California Vineyards Company, to use the trade name of the ranch, is considered the pioneer of power farming in Central California. Five tractors are operated, and thirty-six pumping plants maintained for irrigation. A new packing plant, with modern equipment, has just been completed. From 225 to 250 men in all are employed. For the past several years, the company has used Union Oil products exclusively.



Powered by Union Gas.



Ready for the Market.

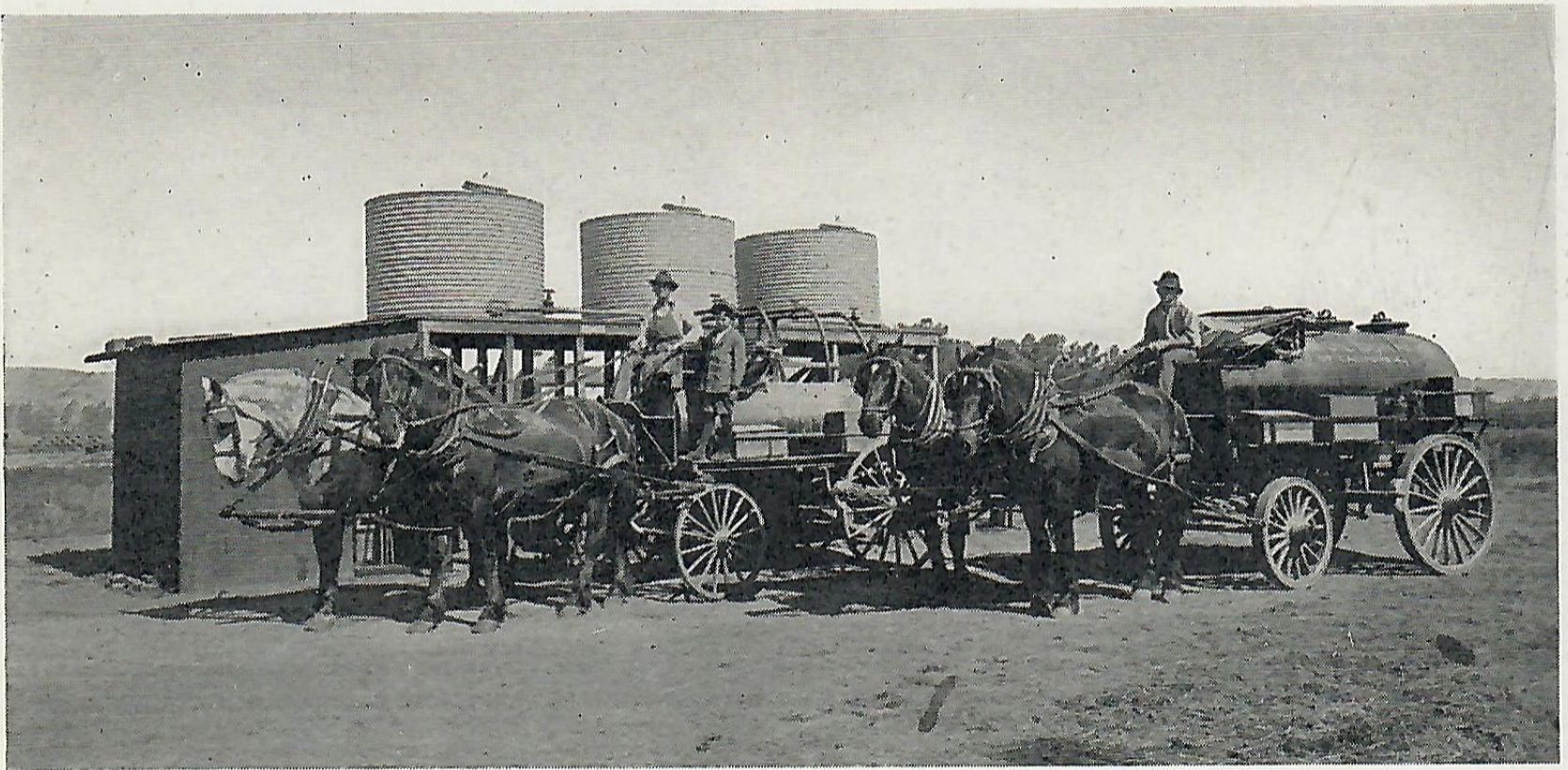


A photograph of the main distributing plant for the San Diego district, shown as required to serve purchasers of Union Oil products in the rapidly growing southern district. It is abreast the needs of the district.

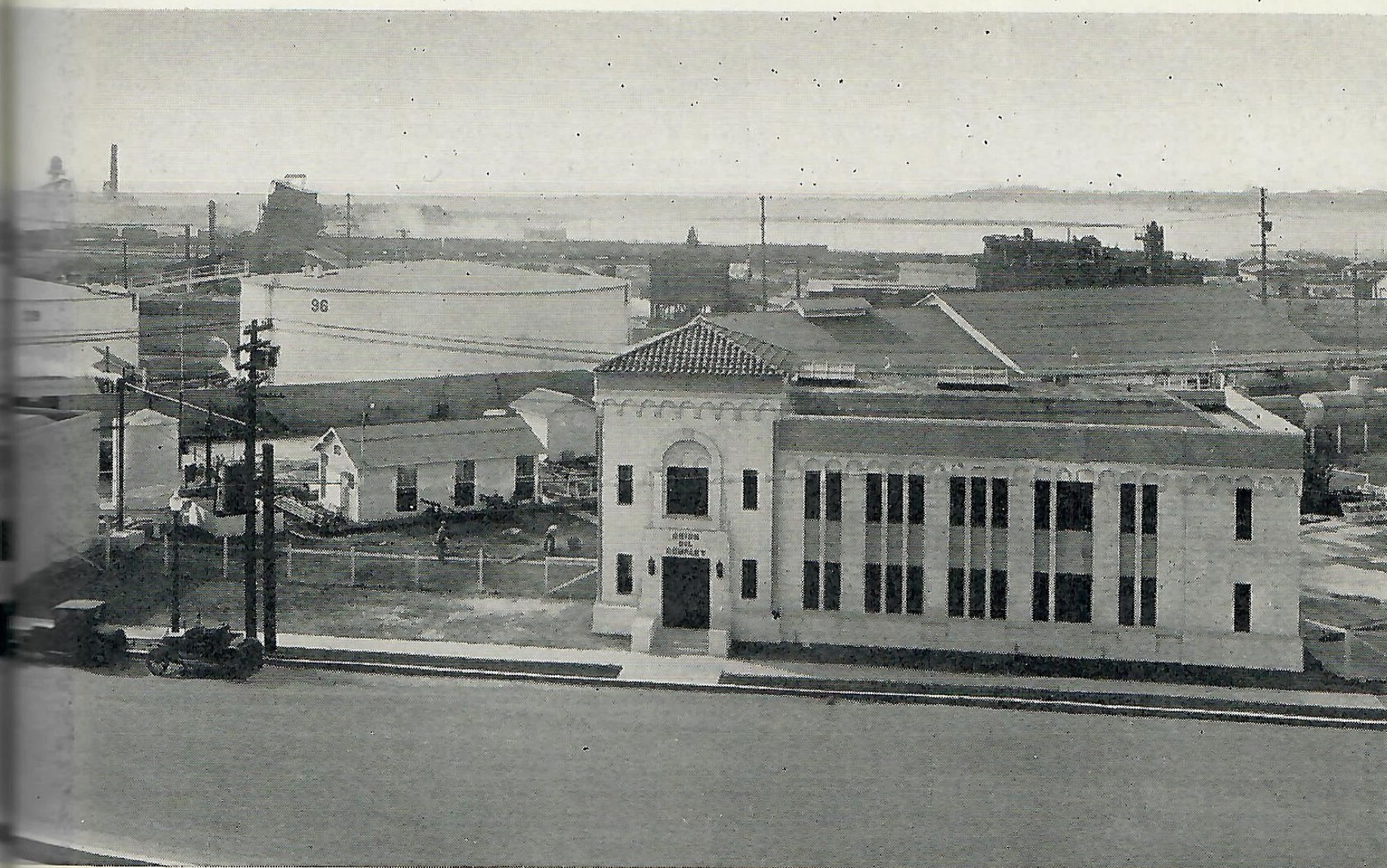
San Diego Steps to Front

THE completion of the recent improvements at the Union Oil Company's distributing plant at San Diego, costing approximately \$100,000, recalled

the time when the first sub-station, shown in the small photograph on the left hand side of the page, was opened at El Cajon, seventeen miles east of San Diego. That



First sub-station in San Diego district located at El Cajon.



Located at 1521 National Avenue, San Diego, gives a graphic idea of the facilities now improvements costing approximately \$100,000 were recently made at this plant to keep territory it serves.

was slightly more than fifteen years ago, before old Dobbin had been relegated to milk wagons and bridle paths.

The three tanks shown in the photograph contained gasoline, kerosene and engine distillate. The gallonage distributed from the station per month at that

time was, needless to say, small. In 1915, the total monthly sales in the entire San Diego district had reached only 250,000 gallons. In the past year the sales ran well over a million gallons per month, not including crude oil, of which a large quantity is marketed monthly.



Winter scene at main San Diego distributing plant in 1915.

When J. D. Nesbitt, now sales manager of the San Diego district, started to work for the Union Oil Company, the El Cajon sub-station was still the only one in the San Diego district.

"Our personnel," he writes, "to the best of my recollection, numbered about fifteen at that time. We now have in excess of two hundred employees. Fourteen years ago our delivery department consisted of four broken-down trucks, seven wagons, and one automobile. At present we have fifty-seven trucks, ten trailers and forty-three cars."

The photograph of the main plant in

1915 reveals what the truck drivers had to contend with during wet weather and incidentally discloses a couple of antiques in automotive transportation. The paved driveways around the plant at the present time are an approach to the old time truck driver's dream of heaven. One of the most recent additions to the San Diego plant is the attractive two-story administrative building shown in the large photograph.

The drivers of the trucks in the El Cajon sub-station picture are Harold B. Imes, his small son, and his father, C. D. Imes.

SKY BLAZERS IN SINGAPORE

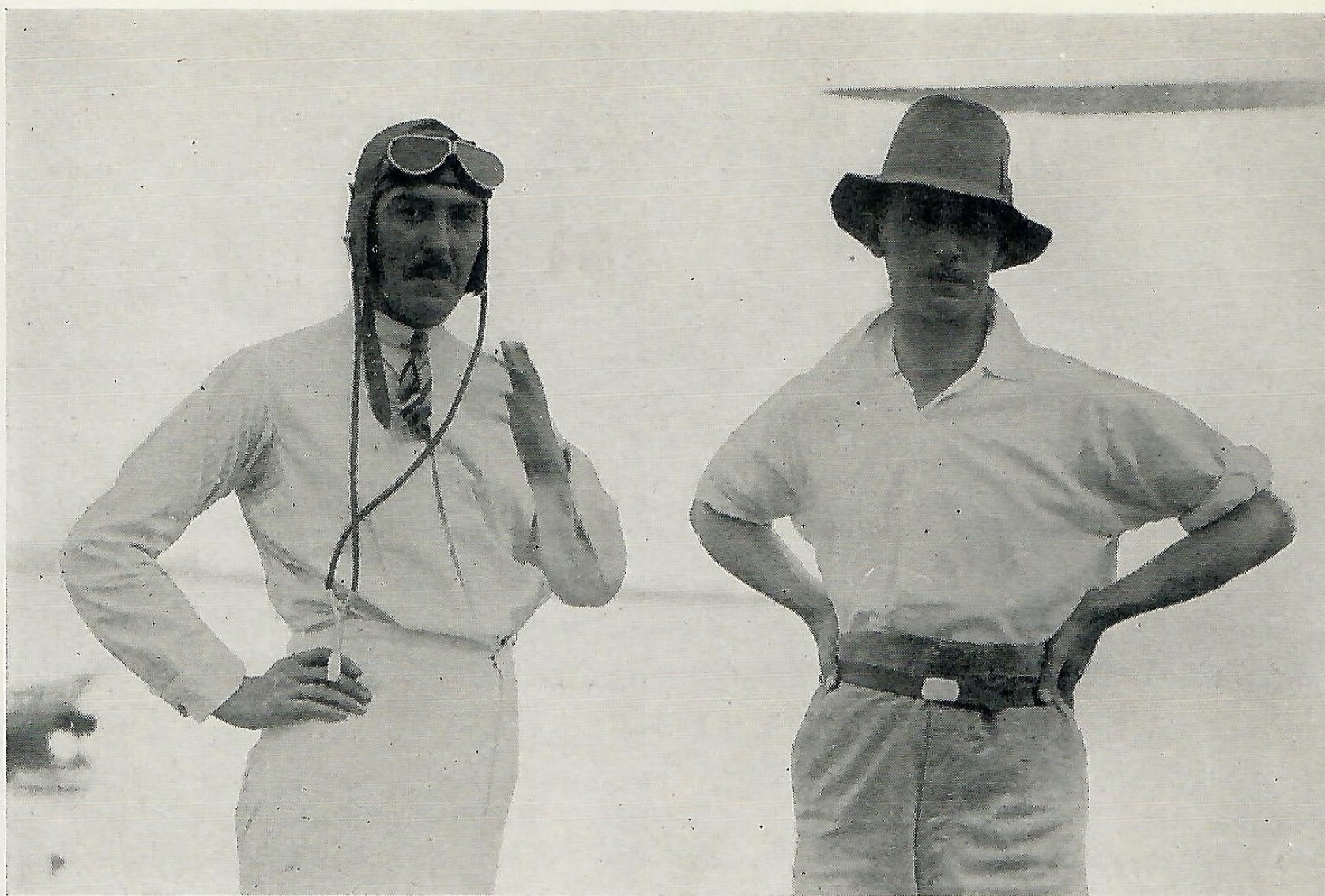
ONE of the last things that the western traveler in Singapore, with its odd congruity of a jumbled Orient and mixed Occident, expects to hear on his arrival, is the drone of an airplane motor, and yet, strangely enough, it is one of the first things that comes to his attention. For out there where the East meets West in clamorous trade the Singapore Flying Club is blazing new sky trails.

Under the direction of Capt. H. S.

Chapman, M.C., D.F.C., manager of the Union Oil Department of Sime, Darby & Co., Ltd., flying is being brought to the fore rapidly, both for business and pleasure purposes. With Flight Lieutenant S. H. Gaskell acting as instructor, a number of persons are being taught the art of flying. The club maintains two hydroplanes and its hangar and runway to the water's edge are as fine as will be found any place.



Exterior view of club's hangar showing runway to water.

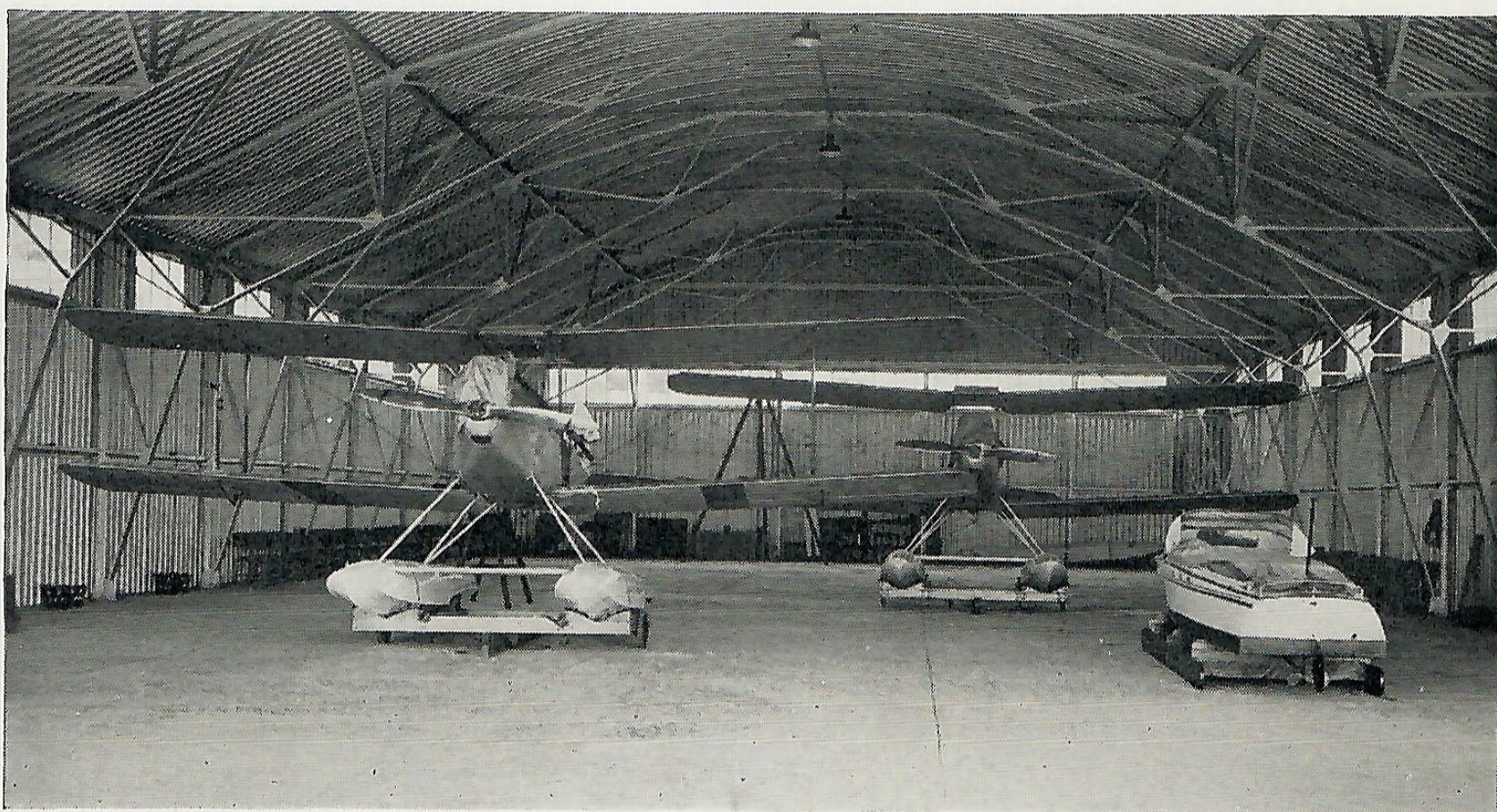


Capt. H. S. Chapman, left, and Flight Lieut. S. H. Gaskell.

Both Capt. Chapman and Lieutenant Gaskell are boosters for Aristo Aero Oil and Triton Marine Engine Oil and declare the two products have demonstrated their merit under trying conditions.

Singapore for several decades has

been the port of call of the ships of the seven seas and the Dutch East Indies, which are virtually at the front door, have since the dawn of ocean commerce in the Far East, enjoyed a flourishing trade.



Interior of hangar showing club's two hydroplanes and launch.

DEATH VALLEY

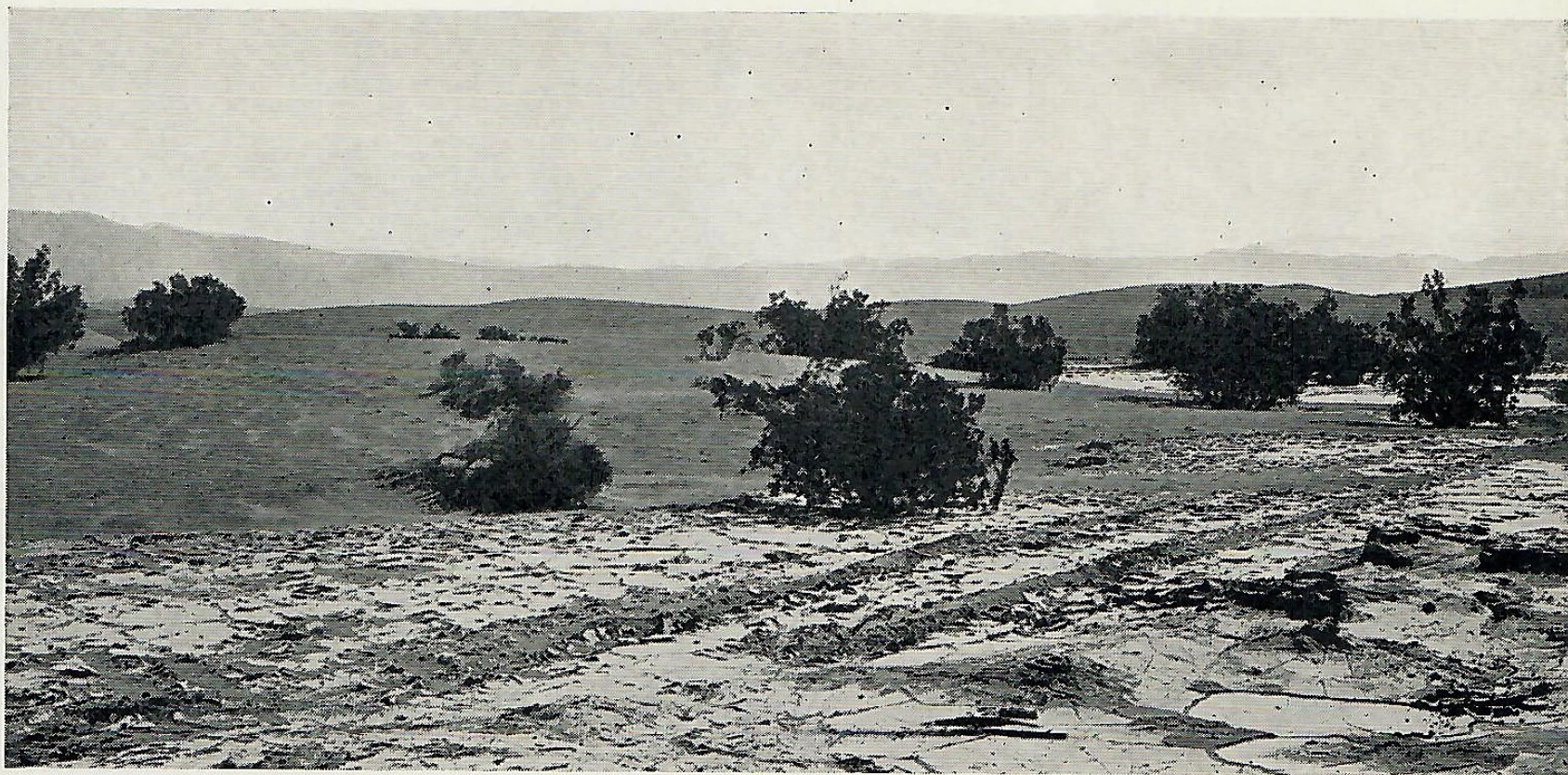
WITH the arrival of the winter season, Death Valley offers its never-failing attraction to those who would see "something different" in California landscape. For despite the encroachment of automobile roads and hotels into this most sinister and mysterious wildernesses, it still remains the Death Valley of McTeague and of the now almost legendary old-time prospectors. And winter is the ideal time to see it.

From Los Angeles, a hundred miles of paved roads bring the automobilist by way of San Fernando, Palmdale, and Lancaster, to Mojave. At Palmdale, the highway has dropped down from the mountains and into Antelope Valley. From Mojave, at the far end of the Valley, the road skirts the Sierra Nevadas and the Los Angeles aqueduct, on up

through Little Lake to Olancho. This is an excellent dirt road across a desert on which mesquite and cactus are almost the only vegetation.

A good, dirt toll-road leads from Olancho to Bungalow City, in Death Valley itself. Virtually uninhabitable in the summer, by reason of its scorching heat— 160° in a land where there is no shade—Death Valley in the winter months is equal to California climate at its best. Here, in a long, narrow, sunken desert rimmed by high mountains, its desolate and sun-baked floor from a hundred to three hundred feet below sea-level, the tourist can enjoy, from November to April or May, the sight of those lands which have ever been synonymous with the Inferno, to those of the pioneers who had the ill-luck to stumble upon them. The Valley is completely shut in by





mountains. On the west, the Panamints rise almost sheer from the desert floor, up to more than eleven thousand feet. To the east lie the brilliantly colored Funeral Range and Grape-Vine Mountains. Across the south stretch the Avawatz. The northern end is closed by the Last Chance Mountains curving around to meet the Grape-Vine Range. Outside, to the west, are the Sierras. Elsewhere, the desert.

Almost all volcanic, the enclosing

ranges sprawl their twisted and tilted strata out upon the Valley, in a multitude of dazzling colors — purples, yellows, reds, greens, grays, blacks, in every variety of blending shades and bizarre patterns. From the side canyons, huge alluvial fans spread out into the bed of Death Valley's one-time inland sea. Black lava streams of another geologic age jut out from mountain bases into the yellow and brown desert. Chocolate shaded buttes push their eroded heads





above the desert floor. Salt marshes glisten in the haze and disappear into alkali sinks from which mirages glitter.

Altogether different from the customary California desert is Death Valley. Stretches of sand are rare. Instead, vast deposits of alkaline earths pave the valley-bed in a multitude of different shapes and formations. Here and there, scattered vegetation still hangs on in its fight for a stunted existence. In touring about this land, it is always well to have on hand an extra supply of water.

The return trip from the Valley may be varied by another route to Mojave. Through Wild Rose Cayon to Ballarat, over the Slate Range to Searles Basin—the home of the American Trona Corporation and its potash plants—a good dirt road follows the trail of the old twenty-mule borax teams, traces of which can still be seen along through Poison Well Canyon and around Red Mountain to Johannesburg and Randsburg. From Randsburg, the road leads again to Mojave and the pavement to Los Angeles

Many to Attend A. P. I. Meeting

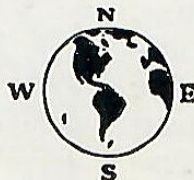
FIFTEEN members of the Union Oil Company, headed by Vice Presidents L. P. St. Clair and P. N. Boggs, will attend the Ninth Annual Meeting of the American Petroleum Institute to be held at Chicago, Dec. 3, 4, 5 and 6. E. W. Clark, executive vice president of the company, and for the past two years president of the A. P. I., will be unable to make the trip.

Major problems of the industry, both of an administrative and technical nature, will be called before the Institute this year, as has been done in previous years. Papers touching upon these problems and upon important developments during recent months will be read by experts and re-search engineers of the various companies at the group meetings. In the special sessions of the general committees

and sub-committees there will be a free and frank exchange of ideas on the activities within the oil industry in which the committees have a specific interest.

Among the papers to be read at the Group 1 meeting will be a paper by F. W. Lake, petroleum engineer of the Union Oil Company on "The Action of Deep Well Pumps." Other members of the company hold important committee posts. Ralph J. Reed, chief engineer, is chairman of the Committee on Standardization of Steel Storage Tanks. L. W. Voorhees, of the engineering department, is secretary of the Committee on Standardization of Rotary Drilling Equipment, and A. C. Rubel, petroleum engineer, is chairman of the Development and Production Engineering Committee on Standardization of Nomenclature and Well Records.

NEWS OF THE MONTH



UNION PLANES IN LONG FLIGHTS

The shield of the Union Oil Company became a familiar sight at the airports of the Pacific Coast during the past month, with C. F. Lienesch, head of the technical relations department, taking the lead in the company's sky-cruising activities. He took off from the Aero Corporation's field on Western Avenue after voting on November 6, and headed his Travel Air J-5 northward on a trip of 5110 miles that included stops at most of the important airports in Oregon and Washington. He did not return until the day before Thanksgiving.

The data obtained by Mr. Lienesch on his trip not only revealed the extent of commercial air travel in the Northwest but the necessity for improving airplane servicing facilities at many of the larger airports. He found people on all sides keenly interested in the progress of aviation and willing to give it every possible boost. He was particularly pleased with the attention being given to airports.

During his absence two new Eaglerock planes, powered with Hallett radial air cooled motors, were turned over to the company and immediately placed in service. These two planes replace the old OX-5s.

W. D. Kane, lubricating engineer, was the first to give one of the planes a cross-country test. In order to keep an appointment with a prospective client in Douglas, Arizona, he hopped off in one of the planes the day they were delivered.

TEMPLETON ARRIVES FROM VENEZUELA

Gene Templeton, chief geologist of the Union National Petroleum Company in Venezuela, returned to Los Angeles late last month on a short vacation, after spending two years in the southern Republic. He was preceded a few days by Scotty Green, who has also been engaged in exploration work for the company in Venezuela. Being a faithful Stanford grad and a brother of "Dink" Templeton, famous Cardinal track coach, he took in the big game between California and Stanford. He has promised to write an article for next month's bulletin concerning oil activities in Venezuela. The Southern republic now has an annual production of more than 100,000,000 barrels and ranks second to the United States in the output of crude oil.



W. E. Carey tries out one of our new Eaglerock planes.

NOBLE TO HEAD COAST GEOLOGISTS



E. B. Noble

Earl B. Noble, for the past five years a member of the geological staff of the Union Oil Company, last month was elected president of the Pacific Coast Section of the American Association of Petroleum Geologists at the annual meeting held at the Biltmore Hotel. E. M. Butterworth of the Standard Oil Company was named as the new secretary-treasurer. Mr. Noble succeeds C. R. McCollom, who was formerly a member of the Union's geological staff. While Mr. Noble contends that he was "picked on" because he was ill and could not be present at the meeting at which he was selected to lead the Coast geologists for the coming year, those who know him insist that his appointment came as recognition of the splendid work he has done in the geological field.

AERO CORPORATION EXPANDS

Further expansion of the Aero Corporation of California, one of the biggest users of the Union Oil Company's aviation products in this state, was announced Nov. 23 by Jack Frye, president of the corporation, when he made public the fact that his firm had absorbed the Standard Airlines and the Master Aircraft Company.

The accompanying photograph indicates that the Aero Corporation is not averse to announcing the fact that it uses Union Aviation gasoline exclusively.

In addition to operating the Standard Airlines, which now serves Arizona cities and is to be extended to take in Texas cities, the Aero Corporation maintains an extensive flying school. Its airport is also used by a score or more of private planes.

Under the new program it will operate its present field for training purposes and will use the Master Aircraft Company's airport, which adjoins it on the north, for its principal landing field. This field will be lighted for night flying and equipped with radio and complete airplane service.

OCTOBER PRODUCTION DOWN

According to figures collected by the American Petroleum Institute, Pacific Coast Office, the total production of Crude Oil in California for October amounted to 19,430,992 barrels, an average of 626,806 barrels per day. This is a decrease of 3,466 barrels per day under September production.

Total stocks of crude and all products in Pacific Coast territory decreased during the month 660,456 barrels. The total stocks at the end of the month were 137,447,186 barrels. The total stock decrease for 1928, up to October 31st, was 2,871,431 barrels.

Forty-four wells were completed during the month with an initial daily production of 47,449 barrels, compared with 59 wells completed during September with an initial production of 54,964 barrels.

UNION BRINGS IN 4,000-BARREL WELL

Bell No. 30, the first of the twenty-five wells being drilled by the Union Oil Company to the deep zones in Santa Fe Springs to be put on production, was brought in November 17 as a 4,000-barrel well. The bottom of the hole is 5754. The 8 $\frac{5}{8}$ casing was set at 5630.



Where Union Aviation Gas is used exclusively.

CREDIT DIVISION CHANGES MADE

Frank E. Lee, who has been in the service of the Union Oil Company since May 20, 1914, last month was appointed assistant general credit manager, succeeding R. R. Ives.

During the first few years he was with the company Mr. Lee held miscellaneous accounting positions in San Francisco, Sacramento, and Oakland. He was serving as both cashier and credit man at Oakland when he was made credit manager for the Oakland District on February 1, 1919, which position he held until April 1, last, when he was called to the home office as head supervisor.

J. R. Lackland, with former experience as a sub-station credit man and assistant district credit manager at Los Angeles, and as district credit manager at Portland, has been called to the home office in Los Angeles as division credit supervisor for the Northern Division.

A. B. Simpson, who has served in our Fresno District for the past twelve years, has been called to the home office in Los Angeles as divisional credit supervisor for the Central Division. Mr. Simpson was for two terms president of the Fresno Chapter of the San Francisco Association of Credit Men and also held the post of director of the San Francisco Association of Credit Men.

MATIER BACK FROM IRELAND

Faith, an' Hugh Matier, who has been a-visitin' his father in Ireland, has returned to the home office in Los Angeles with his pink shirt and his derby hat. The place is a wee bit brighter since Hugh's return, if for nothing more than the color he lends our 'umble setting.

An' if ye should think our Hugh is not a personage when he is traveling ye should glim the following item reprinted from a Montreal paper by none other than the Los Angeles Times:

"At a character dress ball given on board the Royal Mail steamer The Duchess of Athol, under the patronage of Her Excellency Viscountess Willingdon, wife of the Governor-General, the special prize for the best costume was won by Hugh Matier of Los Angeles. His costume was that of a Californian vaquero of fifty years ago. The prize presented by Her Excellency in person was a gold hunting scarf pin with Lady Willingdon's initials in enamel, surmounted by a coronet, with a band of tiny rubies and seed pearls."

And then The Times adds this:

"This is our Hugh of the Union Oil Company, who returns home from visiting his father in Ireland this week. It just shows what can happen to a nice domesticated spouse when he goes roaming, leaving his wife and small daughter at Manhattan Beach."

CLARKE WINS GOLF TROPHY

Stanley Clarke, playing par golf for the entire Southern Division tournament, captured the President's Cup in the final 36-hole match when he defeated D. H. Hunsinger 9 and 8. He had a score of 72 for the first eighteen holes of the match, which is par for the course.

C. E. McClement won the Secretary's Cup on the First Flight when he defeated L. G. Metcalf one up.

W. D. Sellers won the Company Cup in the Second Flight when he defeated W. S. Grant two and one.

All matches were played on a handicap basis, the handicaps being established on the two qualifying rounds and upon previous performance. One week was allowed for each match, which resulted in only three defaults. There were forty entrants.

The hole in one made by R. Henderson in his qualifying round compensated that golfer for his elimination in the second match of the Championship flight.

The committee which directed this year's tournament consisted of J. B. Arthur, Stanley Clarke, William Groundwater, S. D. Herkner, R. H. Hornidge, J. T. Howell and Chum Nelson.

TENNIS CUP WINNERS

E. Lane of San Francisco defeated P. H. Jones of the Los Angeles refinery, 6-1, 6-1, in the final President's Cup match in the annual tennis tournament of the Southern Division, played at the Los Angeles Tennis Club. The Vice President's Cup went to R. Gilles and P. H. Jones of the Los Angeles refinery who defeated D. B. Myers and E. B. Noble of the Geological Department, 6-3, 6-3. Miss D. Hunnewell of the Los Angeles refinery defeated Miss C. Willard of the Geological Department, 6-1, 6-1, to win the Geological and Land Department Cup.

NEW SALES APPOINTMENTS MADE

New appointments were announced by the sales department during the past month. Guy W. Schattner, assistant sales manager at Fresno was elevated to the post of sales manager and E. W. Hutton, formerly lubricating sales engineer to assistant sales manager. C. L. Sampson, formerly clerk at San Bernardino, was appointed agent at Needles, succeeding W. M. Thomas, resigned. Wiley A. Cole, formerly acting special agent at Santa Barbara, was appointed special agent in that city.

BULLETIN EDITOR RESIGNS

A. S. Cowie, for several years editor of The Bulletin, resigned last month to join forces with the Western artists who are displaying their canvases in the art salon of the Biltmore Hotel in Los Angeles. His place has been taken by E. H. Badger, formerly a member of the reportorial staff of the Los Angeles Times.

SAFETY IN THE UNION



HOW DO YOU DO IT?

When a refinery puts a new safety man on the job and at the end of ten months or so you find he has reduced the accident rate 68 per cent, you naturally want to know how he does it. We asked Francis Bartella at Los Angeles Refinery this question a few days ago and got the following by way of reply:

When a man is hired and passes the medical examination, I give him a safety lecture, including the following instructions and advice:

(1) What is meant by Safety. What is expected of each man in this regard. Reporting immediately all injuries, no matter how slight, and obtaining first aid treatment at once from a First Aid Man.

(2) He is advised as to the use of gas masks, air masks, goggles, rubber gloves, asbestos outfits, etc., and cautioned to use them at all times when needed.

(4) He is advised that when a man is injured and lays off, it is an expense to the man injured and to the Company and that it is up to the men themselves to keep on the job.

(5) He is instructed to walk on the left hand side of the Refinery streets, so as to be able to face all oncoming traffic.

(6) He is instructed not to cross pipe trenches or climb fire walls where no stairs are provided; also that the fire stops are not walk-ways and to keep off of them.

(7) He is advised of the Safety Contest with our sister Refinery, Oleum, and of the safety flag. He is told that lost time accidents do not just happen, but are caused and that I investigate all accidents, placing the blame where it belongs, demanding an explanation as to the cause.

(8) He is advised of the Department Safety Contest and the Department Blackboards on which names and red stars are listed, indicating no lost time accidents for that day in that department or gang.

(9) He is requested to watch the blackboard slogans, as they are put there for the men to profit by them. It is explained to him that when a man is found guilty of any wrong doing, it is so stated on the blackboard, not for the purpose of advertising his mistakes, but as a suggestion to help the other men to avoid a repetition.

(10) He is asked to endeavor at all times to put out a fair day's work and not hold the thought that if the Foreman were not standing over him he could idle away time

or shirk on the job. He is advised that all new men are put in the labor gang first and from there are transferred to other departments as their attention to their work and conduct merit.

(11) He is instructed to report all unsafe practices or equipment in the plant; that in doing so, he is in no way interfering, as all such knowledge is absolutely necessary in order that we may offer our employees all possible protection against accidents.

(12) He is advised to constantly practice and preach safety both inside and outside of the plant, and that it is up to the men to help prevent accidents and all carelessness in our plant.

Each day the writer makes a personal inspection of the plant, looking for unsafe equipment, careless handling of materials and other matters which might interfere in maintaining the utmost safety in our plant. While on this tour of inspection, should a man be seen doing things in a careless or unsafe manner, his attention is called to it and he is warned not to do it again. If he continues in his carelessness, he is laid off.

Every man is told that he is a "committee of one" to stop carelessness and accidents, and that he should call it to the attention of anyone doing anything in an unsafe manner, and to notify me if the man fails to pay attention to his warning. This plan lays the responsibility upon each and every man in the plant and they realize it is up to them to stop accidents and play safe.

FATAL ACCIDENT IN WASHINGTON

J. R. Dobson, tank truck salesman at Renton, Washington, was fatally burned on October 27. An immediate investigation by a board of inquiry composed of C. A. Blum, Sales Department, and K. B. Stevens, Resident Engineer, brought out the following facts: In attempting to back into a customer's yard, a faucet of the tank truck was broken. Before the stream of gasoline was checked, Dobson's clothing had become saturated. He took off his garments in the kitchen of the customer's house and was wringing out his shirt over the kitchen sink near a cook stove when flames suddenly filled the entire room and enveloped him.

GAS HEATERS

Each fall the question is raised, how small isolated company offices and dwellings may best be heated. In the producing fields, where natural gas is abundant, no other

fuel is ever thought of, yet the best device for burning it is still a question. In shops and other open buildings a home-made "radiator" innocent of vent or guard is frequently the answer. Fumes are easily dissipated and if a stranger happens to come within range of one of those little tongues of flame—oh, well.

In closed rooms, warehouses, offices, bunk houses and dwellings, one cannot afford to take such chances. Even in rooms provided with windows, the constant breathing of gas fumes leads to colds, headaches and discomfort. All too frequently fatal or near fatal cases of monoxide poisoning result.

Several years ago the Company Safety Board adopted the policy of prohibiting all flexible connections to gas appliances used in Company buildings, because of the danger of leaks. This rule has been very well followed. Coupled with it, however, was a similar prohibition of all unvented heaters. Compliance with this order is not yet complete, though hundreds of vented heaters have taken the place of the old open flame stoves. No one who has made the change has ever asked for a dispensation to get back his former fume breeder.

MONOXIDE

Far more treacherous than unvented gas stoves are automobile exhaust fumes. Only a year ago a Company employee in Wyoming was found dead beside his automobile in a tightly closed garage. The ignition switch was closed and the gasoline tank empty, showing conclusively that the engine had run long after its owner had collapsed and died.

The practice of running automobile and truck motors in buildings is always dangerous. Even when ventilated, such places trap monoxide poison enough to affect the health of all who work there. Tests made in hundreds of repair shops show conclusively that this is a real menace, to be met only by constant vigilance on the part of foremen, superintendents and garage owners.

NINE MONTHS' REPORT

At the close of the third quarter of this year, the Company's combined accident frequency rate was 15% less than in 1927. This is the best record the Company has ever attained.

Intensive effort at accident prevention has been almost exclusively directed at the more hazardous occupations and it is in these that the reduction in accidents is most marked. One of the best mediums for such safety work is the employment of full time safety men where the cost of accidents warrants. This has been done in the refineries and field operations while part time men are employed on the Producers and Lompoc Pipe Lines in the Southern Division of the Natural Gas Gasoline Operations. These departments show the following reduction in accidents over 1927: Refineries 61%; Field

Operations 34%; Producers and Lompoc Pipe Lines 67%; Southern Division, Gas Operations 71%.

SALES SCHOOL

One of the very interesting developments of modern industry is the school for the education of men selected for specific executive positions. These men have already shown by their efforts that they are headed up the ladder of success, and to make their progress the more sure, they are given the benefit of what older men in the Company have learned.

It speaks well for the hold that safety and fire prevention have taken on the minds of Union Oil Company officials, that these two subjects have a conspicuous part in the curriculum of the Sales School. Actual demonstrations of how fire extinguishing apparatus is handled follow lectures on common causes of fires at sales stations. Victor N. Dupuy, fire prevention engineer, is a veritable encyclopedia of how fires have started and how they may be prevented or extinguished. The questions and discussion by members of the class show the lively interest that this subject arouses.

The matter of preventing accidents that involve personal injury is not nearly so romantic. Here the program calls first for some explanation of the employer's and employees' legal responsibility. Quoting from the lecture given by Geo. F. Prussing to the November class, "organized accident prevention is of far greater financial benefit to the individual employee, but since the employer must finance the cost of such work, he must see that it is at least self-supporting by affecting a reduction in the medical and compensation cost through a real reduction in the frequency and severity of personal injuries.

"If in a given company the cost of accidents as measured by medical and compensation disbursements is \$100,000 per annum, then it may be fairly said that the total cost is close to half a million, for four other dollars are spent for every one that finds its way into the books of the medical and compensation account. These four intangible dollars are just as real as is the one and each represents the profit on many gallons of oil. The salesman, therefore, has a very real financial interest in accident prevention, in addition to the humanitarian urge to prevent suffering. He is the man who sells the oil that first must pay these items of waste, before they can be applied toward the profit side of his ledger.

"The technique or art of accident prevention is no different from that of any other part of the business. First one must have safe equipment, tools and work places. Second, one must teach men the right way to work—the right way is always the safe way. And then always one must enforce discipline, which is another way of saying that no other than the safe way will be tolerated."

California Oil Statistics, October, 1928

Prepared by American Petroleum Institute, Pacific Coast Office.

PRODUCTION

(Figures of production and stocks are in barrels of 42 Gals.)

DISTRICT	BARRELS PER MONTH	DAILY AVERAGE		
		Oct., 1928	Sept., 1928	Oct., 1927
Kern River.....	345,487	11,144	5,833	19,678
Mount Poso.....	5,015	162	286	85
Fruitvale.....	30,016	968	348	...
Round Mountain.....	3,151	102	112	23
McKittrick.....	150,803	4,865	4,937	4,922
Midway-Sunset.....	2,276,908	73,449	72,858	82,602
Elk Hills.....	631,336	20,366	21,054	25,573
Lost Hills-Belridge.....	126,177	4,070	4,035	3,959
Coalinga.....	325,804	10,510	10,476	19,124
Kettleman Hills.....	5,000	161
Wheeler Ridge.....	26,677	860	907	914
Watsonville.....	1,938	62	61	57
Santa Maria.....	159,344	5,140	4,983	5,869
Summerland.....	3,768	121	115	131
Elwood-Goleta.....	76,363	2,463	2,520	334
Rincon.....	147,683	4,764	4,115	...
Ventura Avenue.....	1,681,632	54,246	54,313	55,233
Ventura-Newhall.....	156,113	5,036	5,695	6,235
Los Angeles-Salt Lake.....	47,900	1,545	1,482	1,617
Whittier.....	52,559	1,695	1,636	1,748
Fullerton (Brea Olinda).....	486,918	15,707	17,057	16,943
Coyote.....	405,862	13,092	12,976	14,051
Santa Fe Springs.....	1,114,990	35,967	37,360	39,143
Montebello.....	344,543	11,114	11,535	14,182
Richfield.....	527,764	17,025	17,036	21,433
Huntington Beach.....	1,591,351	51,334	52,240	62,608
Long Beach.....	5,986,823	193,129	197,999	93,759
Torrance.....	501,638	16,182	16,543	20,699
Dominguez.....	319,926	10,320	10,682	14,959
Rosecrans.....	183,292	5,913	6,112	7,778
Inglewood.....	868,082	28,003	28,367	32,646
Newport.....	1,313	42	16	41
Seal Beach.....	836,130	26,972	26,244	61,019
Potrero.....	8,686	280	339	18
TOTAL.....	19,430,992	626,806	630,272	627,384
September.....	18,908,169	630,272		
Increase.....	522,823	3,466*		

* Decrease.

STOCKS

	Oct. 31, 1928	Sept. 30, 1928	Oct. Stock Decreases	Oct. 31, 1927
Heavy Crude, heavier than 20° A.P.I., including all grades of fuel.....	98,449,077	97,690,674	*768,403	94,984,154
Refinable Crude, 20° A.P.I., and lighter.....	17,323,160	17,730,034	406,874	21,841,747
Gasoline.....	10,626,268	11,351,695	725,427	13,399,761
Naphtha Distillates.....	1,285,014	1,255,309	*29,705	2,351,849
All Other Stocks.....	9,763,667	10,079,930	316,263	9,860,235
TOTAL ALL STOCKS.....	137,447,186	138,107,642	660,456	142,437,746

** Increase.

DEVELOPMENT

DISTRICT	New Rigs Up	Active Drill- ing	Com- pleted	Daily Initial Output	Active Pro- ducing	Abandoned Wells	
						Drill- ers	Pro- ducers
Kern River.....	1	4	2	200	1,259
Mount Poso.....	6	8	1	200	4	2	...
Fruitvale.....	3	6	2	2,220	4
Round Mountain.....	2	4	2
McKittrick.....	1	3	288
Midway-Sunset.....	1	11	4	2,068	2,515	1	2
Elk Hills.....	...	1	206
Lost Hills-Belridge.....	2	4	2	73	308
Coalinga.....	800
Kettleman Hills.....	...	1	1	4,000	1
Wheeler Ridge.....	34
Watsonville.....	7
Santa Maria.....	1	5	212
Summerland.....	1	1	89
Elwood-Goleta.....	1	7	4
Rincon.....	1	7	1	395	23
Ventura Avenue.....	5	41	1	2,350	133
Ventura-Newhall.....	3	26	503
Los Angeles-Salt Lake.....	320
Whittier.....	168
Fullerton.....	...	4	378
Coyote.....	...	1	207
Santa Fe Springs.....	40	192	1	4,184	289
Montebello.....	1	3	170
Richfield.....	1	7	1	950	270	1	...
Huntington Beach.....	1	10	3	425	561	...	3
Long Beach.....	7	161	25	30,384	806	...	1
Torrance.....	613
Dominguez.....	...	1	69
Rosecrans.....	1	2	105
Inglewood.....	1	218
Newport.....	...	2	1
Seal Beach.....	...	7	136	...	1
Potrero.....	...	3	1
Miscellaneous Drilling.....	4	116
October.....	84	638	44	47,449	10,704	4	7
September.....	206	582	59	54,964	10,670	27	68
Decrease.....	122	*56	15	7,515	*34	23	61
Average for year 1927.....	97	404	75	39,992	11,276	23	21
Average for year 1926.....	95	422	76	32,635	11,288	24	17
Average for year 1925.....	105	417	79	42,247	11,393	28	12
Average for year 1924.....	103	510	103	42,412	10,903	28	21
Average for year 1923.....	111	759	82	114,690	8,928		24

* Increase.

REFINED AND CRUDE



A scientist has announced that the world is revolving much more rapidly than it formerly did, and we agree absolutely.

Here it is almost Christmas, and we know perfectly well from the dimensions of our bank balance, that it is going to arrive about three months too soon.

Under the circumstances, there is nothing we can do about it, so here's wishing our millions of readers an abundant share of everything that's good, from Santa Claus, and the best of luck through the coming year.

For those who curl their lips superciliously at the mention of Santa Claus we wish to announce that we have actually seen the old gentleman.

We just happened to step into a Los Angeles departmental store last week, and there he was, himself, in person, not a moving picture.

And to the prevalent belief that Santa Claus is out of date we rise to remark, "Far be it from such, not at all, and tush, tush."

As a matter of fact he wears horn-rimmed spectacles, has a beautiful water wave in his whiskers, and has traded in his reindeer team on a slightly used Ford truck.

Soon the excitement will be all over, and if the old boy can find a parking place for his truck, he will no doubt retire to his favorite igloo to take life easy for another year.

Leaving millions of small girls, and millions of small boys supremely happy.

And millions of poor fathers much poorer.

The latter despite the fact, will immediately start preparing to do it all over again next year on a much more elaborate scale.

So it goes! But now to diverge: "Did you observe that the Republican candidate was elected to the presidency by a Hooverwhelming majority?"

As a result we are now riding the crest of a wave of prosperity such as we have never known. There is no indication at the minute of any abatement in velocity, and students of economics, and wizards of fi-

nance boldly predict a future prosperity that is going to make all preceding peaks look like holes in the ground.

Whether or not you are to remain on top, and enjoy the thrill of riding to success on this wave, depends a lot on your buoyancy.

Optimism makes a fine surf-board for such a job.

Ride the pessimistic plank, and your gravity will surely pull you under.

The idea is this: If you hope for good times, and think of them continuously, you will then unconsciously strive for them. When everybody is doing this simultaneously there can be but one result—good times.

That's simple logic. In fact, if it hadn't been simple, we never would have thought of it.

After all optimism is the force that keeps us moving in the right direction—that, and the "No Parking" signs.

On the other hand it was optimism that kept the Scotchman waiting all day at a loading zone for someone to bring him a drink.

The safety of the workman is a matter of prime concern to all oil companies, but there are other things involved in some cases, as witness the following notice which occupies a prominent place in a certain refinery: "If you have no regard for your life, have some for our gasoline."

The following is from a Canadian newspaper: For quick sale—late model Ford touring car, in first class condition.

And regarding the controversy which is now raging over the origin of petroleum, we have this to say "After one helping of halibut in a local restaurant we are fully and everlastingly convinced that petroleum originated from fish."

For further proof, we refer you to the fact that fins are frequently found in the radiators of automobiles propelled by petroleum products.

In conclusion let us remind you that it will soon be too late to do your Christmas shopping early.

