

UNION OIL BULLETIN



OCTOBER 1933



The NRA banner, here displayed at the masthead of industry, will hold its proud position only so long as the signers of the numerous codes catch and hold the spirit of the agreements under which they are supposed to be operating. Already there are loud cries that the NRA has failed, and we have yet to give it a chance to function properly. Too many have sought ways and means of avoiding the provisions of the various codes before the ink was dry on their signatures.

The Union Oil Company has long advocated and practiced the doctrine of fair competition. It is convinced that this presents the only hope for the survival of modern business. In encouraging fair dealing within its own industry the company has in the past sacrificed both sales volume and profits. It is willing to continue to make these sacrifices to bring about an orderly and profitable conduct of business. It regards with alarm the un-American attempts to belittle the NRA and to ignore and undermine the provisions of its codes.



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Winter Grade "76"

The Gasoline With a Balanced Volatility

A WINTER grade "76" gasoline, tuned to cold motors and lower temperatures, is now being marketed by Union Oil Company.

A balanced volatility that prevents cylinder starvation—particularly during the warm-up period—by maintaining the correct proportions between the volume of vaporized and atomized gasoline going from the carburetor to the cylinders of the engine, is the secret of the performance of the winter fuel.

Union's research experts, explaining the importance of this feature, point out that when an air-gasoline fuel mixture burns in an automobile cylinder, the proportions of air and gasoline must be maintained within fairly narrow limits to obtain satisfactory

operation as regards power and fuel economy. These limits lie approximately between 12 parts and 15 parts by weight of air to 1 part by weight of gasoline, the 12 to 1 air-fuel ratio giving a mixture producing maximum power output, and the 15 to 1 air-fuel ratio giving a mixture producing maximum fuel economy. During late years, one of the most difficult problems facing automotive engineers has been to insure each cylinder getting an equal charge of fuel mixture containing the same proportions of air and gasoline that was metered by the carburetor. The underlying reasons for this difficulty are that modern carburetors, to obtain satisfactory power characteristics, are designed to vaporize part of the gasoline at ordinary mixture tem-

peratures and to atomize the remainder, and that the trend towards increase in the number of cylinders necessitates longer and more complicated inlet manifolds.

The vaporized portion of the gasoline charge gives no trouble, as regards mixture distribution to the various cylinders, as it mixes intimately with the air entering the carburetor and is carried in that same proportion through the intake manifold. This is not the case, however, with the atomized portion of the gasoline charge, which tends to move in the vapor stream more slowly than the vaporized portion of the mixture, and also tends to drop out of the vapor stream and collect on the walls of the inlet manifold when the gasoline particles strike the manifold bends, or when the direction of flow of the gases is reversed by the charging action of the different cylinders, or when, for any other reason, the velocity of the atomized particles is decreased. This behavior of the atomized portion of the gasoline tends to distribute unequal weights of gasoline to the various cylinders, resulting in unsatisfactory power output if the charge is excessively lean and poor economy if the charge is excessively rich. A further disadvantage of poor distribution is a rough running of the engine, resulting from the unequal power impulses to the different cylinders.

Obviously, the surest means of improving mixture distribution to the cylinders is by using a gasoline which provides adequate volatility at mixture temperatures ordinarily maintained in car operation. The carburetion of such a gasoline results in an increase in the vaporized portion and a decrease in the atomized portion, as compared to ordinary gasoline, materially improving mixture distribution. Winter "76" for

1933, due to its increased volatility, meets this requirement.

It should not be concluded, however, that the ideal gasoline is one that vaporizes completely in the carburetor and intake manifold. It is obvious that a given quantity of gasoline will occupy less space in the liquid than in the vapor form, and therefore any gasoline which can properly be introduced into the cylinder in liquid form leaves that much more room for air and thus permits the introduction of a greater total weight of air and gasoline per stroke. This is referred to as increasing the volumetric efficiency of the engine and is reflected in greater maximum power.

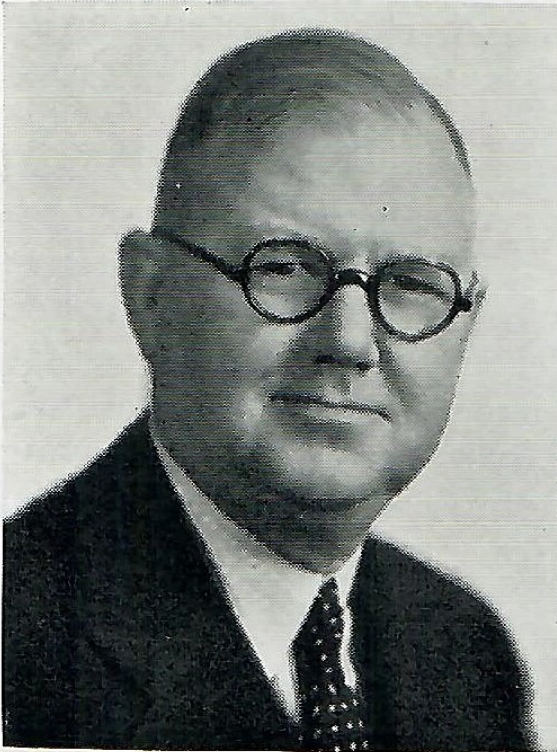
As is so frequently the case with gasoline specifications, the ideal volatility is a balance between the advantages mentioned for high volatility and the disadvantage of decreased volumetric efficiency. In the case of the new Winter "76" gasoline a very close balance has been struck, as the volatility is high enough to provide good mixture distribution, which insures quick starting and even firing at low motor temperatures, but not so high that the engine is starved because an insufficient weight of air and fuel mixture enters the cylinders.

In producing the 1933 variety of winter fuel the Union Oil Company has added to its gasoline achievements. In 1930 it gave the Pacific Coast motorists quick starting; in 1931, added freedom from vapor lock; in 1932, high anti-knock, and now in 1933, in addition to all of these features, it is producing a gasoline with a short warming-up period without sacrificing power. This will mean less choking, less wear on cylinders, and maximum motoring satisfaction.

Attending A. P. I. Meeting

Union Oil Company will be represented at the fourteenth annual meeting of the American Petroleum Institute to be held in Chicago, October 24, 25 and 26 by a delegation of eleven comprising Executive Vice President R. D. Matthews, Vice President W. L. Stewart, Jr., A. C. Galbraith, George H. Forster, R. E. Haylett, J. H. Dasteel, A. H. Hand, L. G. Metcalf, E. W. Hutton, D. R. Merrill, Philip Subkow, U. B. Bray and Frank Lake.

District Sales Managers Win Promotions



M. W. McAfee (Northern)



W. A. Newhoff (Central)



F. W. Pemberton (Southern)

APPPOINTMENT of two new divisional sales managers, and the retention of a third in the position he has successfully held during the past two trying years, was announced last month by V. H. Kelly, director of sales.

The newly appointed division managers are F. W. Pemberton, who will have supervision over the Southern division, comprising Los Angeles, San Diego and Phoenix districts, and will continue in active charge of the Los Angeles district, and W. A. Newhoff, who will supervise sales in the Central division, which includes Fresno, Sacramento, Oakland and San Francisco districts, retaining the actual management of the latter.

M. W. McAfee, who started his employment with the company as a salesman at Fresno 19 years ago, and since March, 1931, has been manager of the Northern division, comprising Oregon, Washington, part of Idaho, British Columbia and Alberta, Canada, will continue in that capacity.

Despite the fact that his territory has been more adversely affected by the depression than any other part of the Pacific

Coast, he has been able to maintain sales at a high level. His judicious handling of repeated delicate marketing conditions in his territory has been reassuring to those who have worked with and under him.

Mr. McAfee's sales experience has been coastwise, and, since 1925 he has been successively manager of the Fresno district, manager of the Los Angeles district, Central division manager, Seattle district manager and Northern division manager.

"Fred" Pemberton has won his divisional spurs in one of the most competitive marketing fields in the United States. Since his appointment as manager of the Los Angeles district in March, 1931, he has been through one gasoline war after another. During the more normal periods he has been required to maintain his sales in face of competition from a score or more of small marketers, in addition to a large group of alert and aggressive major marketing companies.

His services with the Union Oil Company date from 1916, when he started as a clerk in the comptroller's office, Los Angeles. Within a short time he was appointed traveling auditor. This promotion

was followed by his appointment as cashier at Seattle, again as cashier of the Northern division, and in May, 1927, as operating manager of the Northern division. The following year he was assigned to the Central division as sales promotion supervisor. In 1928 he was transferred to Sacramento as district manager, retaining that post until March, 1931, when he was assigned to the Los Angeles district as manager.

"Tony" Newhoff, as manager of the Oakland district during 1930, and the San Francisco district since November, 1931, has had his share of gasoline wars, depression and competition, and like the other division managers has proved his merit under fire. He has the unique position of representing the Union Oil Company in the headquarter's city of the company's largest

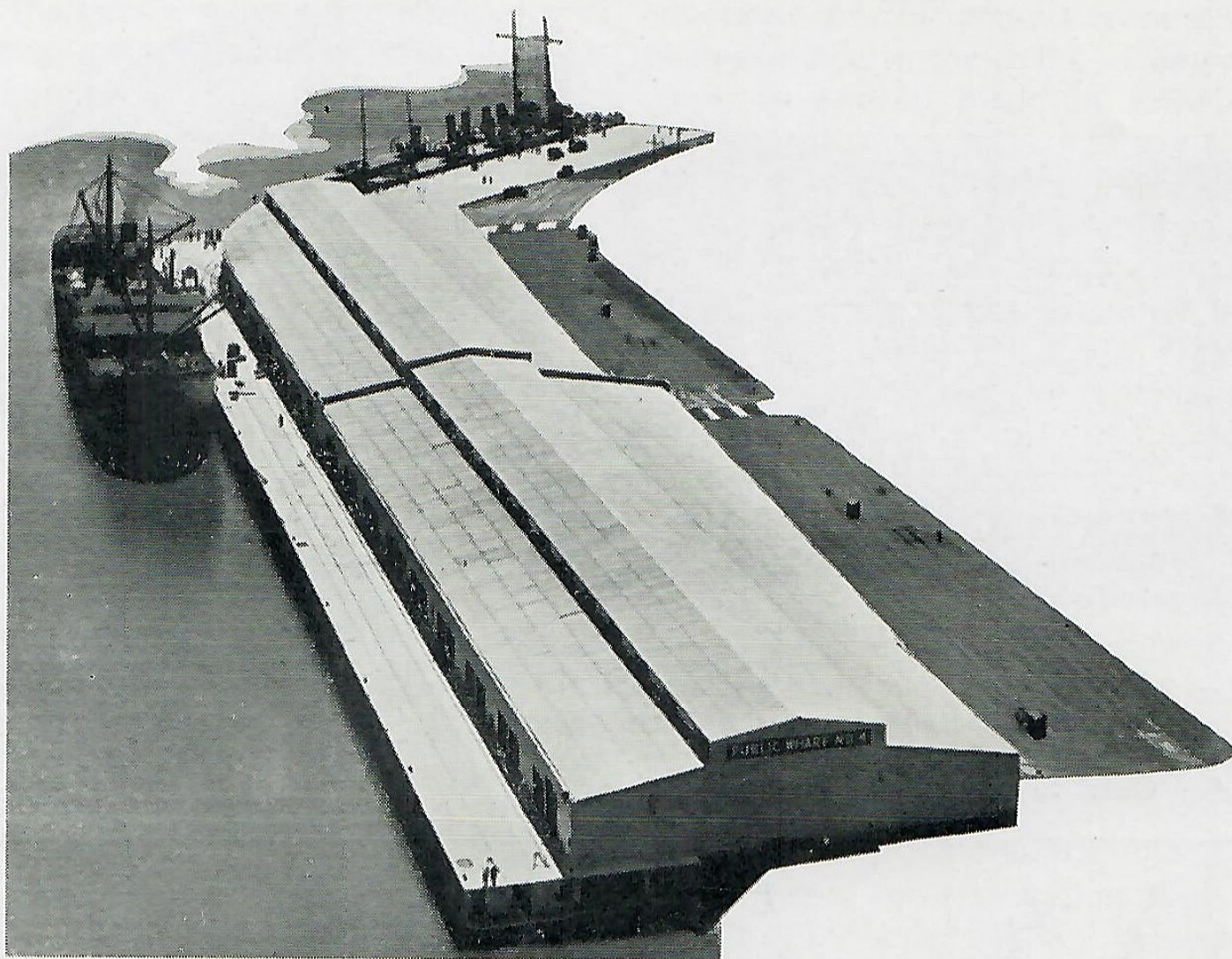
competitors. He has demonstrated that he was quite equal to the assignment.

As a matter of fact he has been demonstrating his capacity for handling assignments since July 15, 1920, when he was hired as a temporary clerk at Ross, Calif., in the San Francisco district. His period of temporary employment proved brief, however, for in a short time he was on as a regular. From then on he progressed rapidly through various capacities in the sales department, and in June, 1929, was moved to Los Angeles as assistant district manager. A few months later he was transferred to San Francisco as manager. In April, 1930, he was shifted across the bay to Oakland to direct the sales of that district until November 1, the following year, when he was re-assigned to the San Francisco district as manager.

The "Narcissus" of "Tug Boat Annie"



This famous old coal burning tug—the only one left on Puget Sound—is doubly famous now. She is known along the Northwest water fronts as the "Wallowa," but to motion picture patrons she has recently become better known as the "Narcissus," having been used in the filming of Norman Reilly Raine's story "Tug Boat Annie," featuring Marie Dressler and Wallace Beery. The tug is owned by Foss Co., Inc., one of Union Oil Company's biggest Puget Sound customers.



Stockton—a Sea-going Port

WHERE once only small sloops, barges, paddle-wheelers and other light river craft plied the smooth waters of the San Joaquin river, ocean-going steamers and heavily laden freighters now fairly “brush elbows” with farm tractors, dairy herds and flourishing crops as they glide by within a stone’s throw of the rich delta farms, en-route between California’s new inland harbor at Stockton and world ports to which they carry its produce.

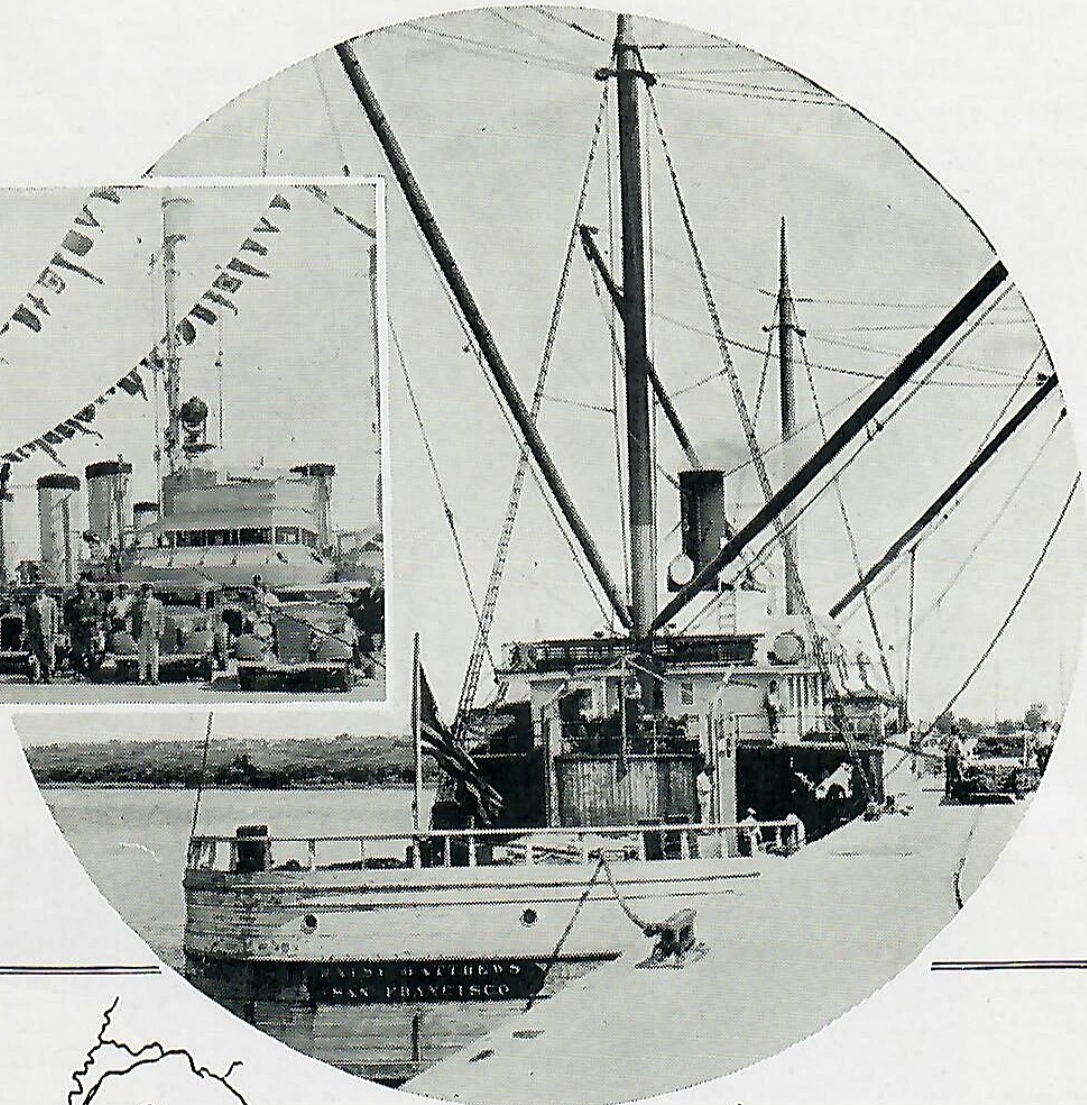
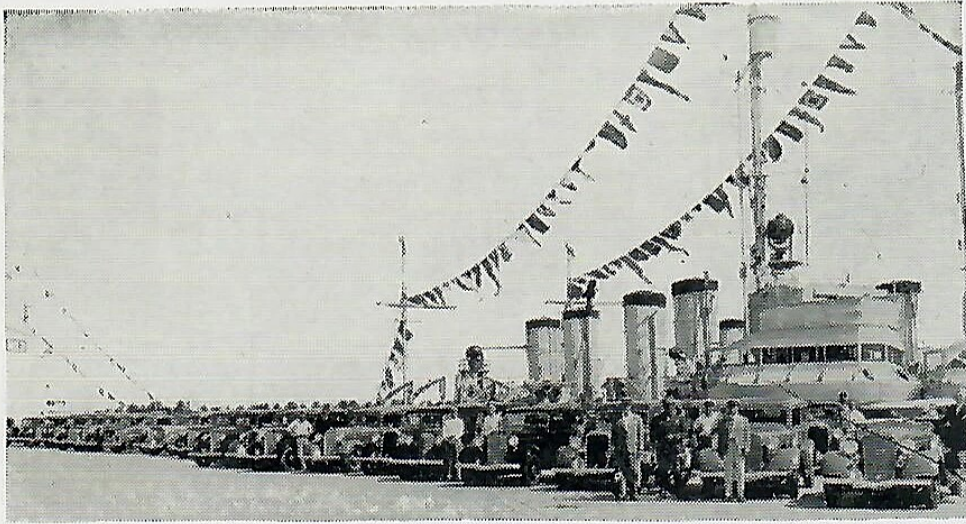
While sea-going traffic is an innovation to the Delta residents, river traffic is an old story. Since 1848, when Capt. Charles M. Weber, founder of Stockton—which he named Tuleburg in 1841, sailed up the river in his tiny sloop, the San Joaquin has served thousands of boats.

Stockton entered the select group of a half-hundred inland marine terminals throughout the world in March of this year, when the first ocean-going liner tied up at the municipally owned dock to discharge a cargo of lumber. Completion of the 88-mile deep channel to the Golden Gate, up which 90 per cent of the boats now entering San Francisco harbor may

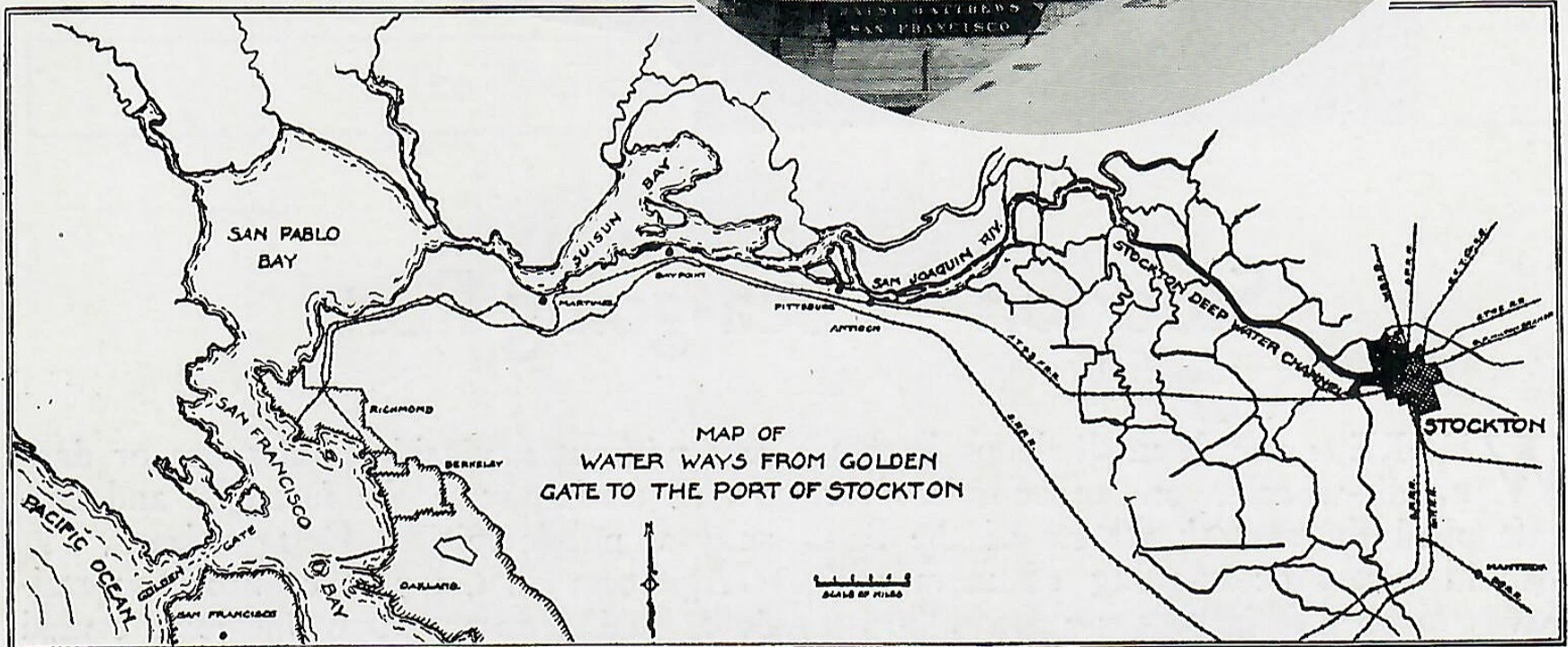
pass without navigable hinderance or danger, is testimony to the foresight and tenacity of public spirited Delta citizens.

Agitation on the part of Stockton residents and transportation interests caused first action for an improved waterway to be taken by the state in 1881, when a double-cut was made at Burns Point and Lone Tree, points below the Stockton channel. Additional work was done from time to time, the first federal aid being secured in 1910 when recommendation for a channel 200 feet wide and 9 feet deep won Congressional approval. Further national aid was obtained and then the project became unfinished business during and immediately after the World War, but was revived in 1919 when the Board of Engineers completed a cost estimate for a channel 24 feet deep. Greatest impetus was given the venture when the sum of \$3,715,000 was granted by the government for a channel 26 feet deep and 100 feet wide at the bottom.

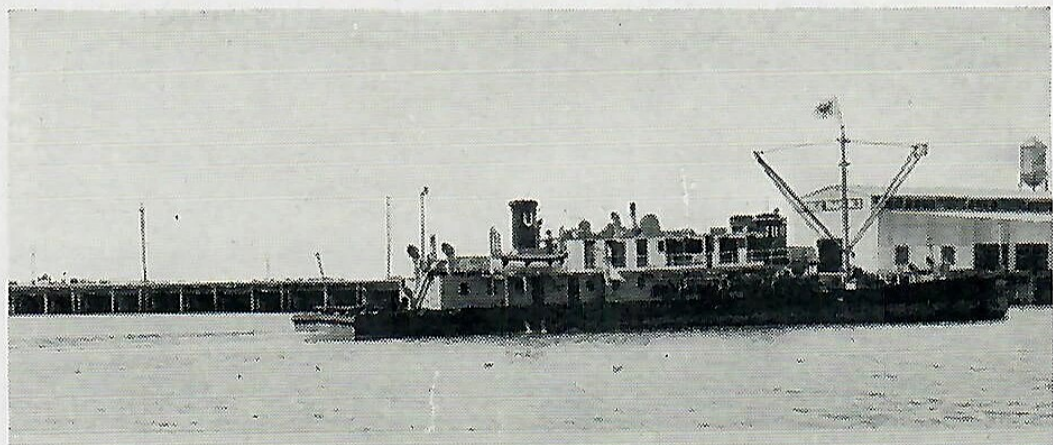
The financial report of the project indicates that more than three million dollars were obtained from bonds voted by the



Scenes from Port Stockton showing activities at this inland harbor. Below is a map of the water route from Golden Gate to Stockton.

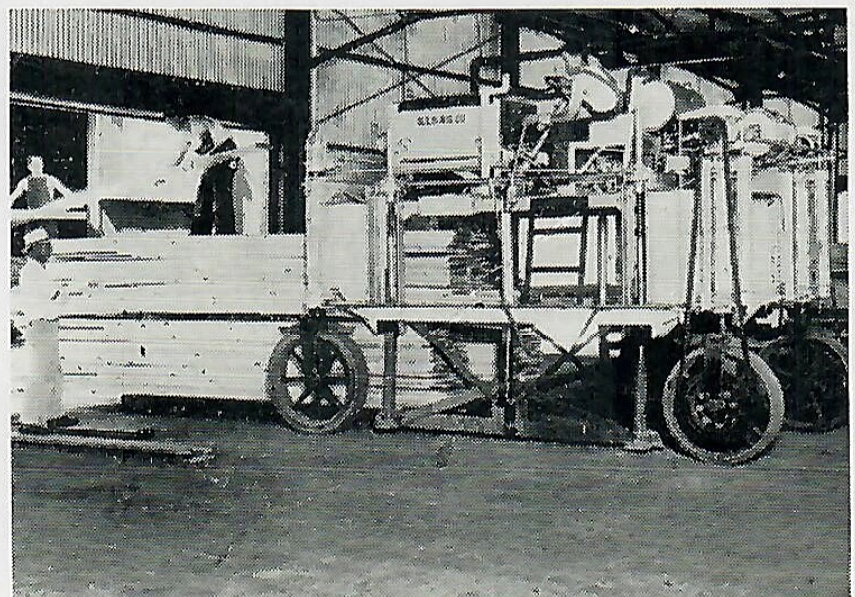


Union's M.S. Redline arriving at Port Stockton with cargo of Union products.



city of Stockton, approximately \$2,400,000 from the federal government, and a half-million by the state of California.

The project since its inception has involved the excavation of nearly 22,000,000 cubic yards of banks and bottoms. The clamshell dredgers removed 5,590,000 cubic yards, and the suction dredgers excavated more than 16,000,000 cubic yards. Dredging formed the largest single item in the undertaking and cost \$2,196,000. The channel proper has a surface width of 300 feet and bottom width of 100 feet. Passing basins which have been built along the channel are 200 feet wide and 3500 feet long.



That the port is assured success and will continue to grow is obvious when the natural resources of the delta and Mother Lode country surrounding Stockton, as well as the agricultural development, are considered. It is believed that only a small percentage of the gold locked in the Mother Lode country has been recovered. Yet, since discovery of the region, \$748,000,000 in bullion has been removed. Mines are active throughout the region, particularly in Amador county. The famous Argonaut mine, deepest in the world, is the center of much activity, and gives no indication of being exhausted.

The San Joaquin delta and Sacramento valley are without equal as highly productive agricultural areas. The 250,000 acres comprised in the delta country constitute the center of amazing farm operations. In many places the surface of the peat land is below sea level. It is irrigated by syphons from the river and drained by deeply dug ditches. The world record for potato pro-

duction—64,707 pounds from a single acre—was made in the delta. Comparable records have been made in growing celery, asparagus, sugar beets, and grain. Corn of exceptional quality and size is also produced. Dairy farming is widespread, particularly in the vicinity of Ripon, where 20,194 dairy cows are registered. Two milk plants at Ripon represent an annual expenditure of about \$450,000, and have a daily capacity of 2500 cases.

Stockton's sea-going harbor now provides an ample turning basin, large dock facilities, and sufficient warehouse space for the expeditious handling of all types of cargoes. Approximately 1500 lineal feet of reinforced concrete wharf and 131 feet of wooden wharf have been built. The concrete wharf is 77 feet wide and carries double track railroad lines for direct loading or unloading. A municipal belt line provides direct communication with terminals of the Southern Pacific, Western Pacific, and Santa Fe railroads.

Reedley Truck Concern Gets Big Job



MAINTEINING headquarters in Reedley, Calif., the Reedley Transfer Company, owned and managed by O. S. Smith, operates extensively through the central portion of the San Joaquin valley.

The concern was recently awarded a government contract to haul lumber to nineteen Civilian Conservation Camps at various mountain points between the Yosemite valley and the Tehachapi range. The order calls for the delivery of quantities ranging from 50,000 to 150,000 feet of lumber to each of the nineteen camps.

In addition to general hauling work performed, the Reedley Transfer Company is

entrusted with carrying the mail between Reedley and General Grant National Forest.

Reedley Transfer Company has for the past several years been users of Union products exclusively and, according to Smith, owner of the company, gratifying results have been obtained from 76 gasoline. His trucks operate over steep mountain roads with loads as large as 22 tons on single truck and trailer.

To speed the servicing of equipment, a Union Oil portable island unit was recently installed in the truck yard. The unit will also be utilized to serve the public upon demand.

New Stations Opened in Coast Cities

Inset at the top is a picture of the new Union Service Stations, Inc., unit at Eighth and Western, Los Angeles. The center picture shows to what extent the company has gone in building stations with expansive show windows for the display of merchandise, as well as to increase the attendants' visibility from all angles. The installation is that used at new Whittier station, a complete picture of which is seen in the lower photo.



DURING the past two months new stations were built and placed in operation by Union Service Stations, Inc., at San Francisco, San Rafael, Los Angeles, Whittier, and San Diego.

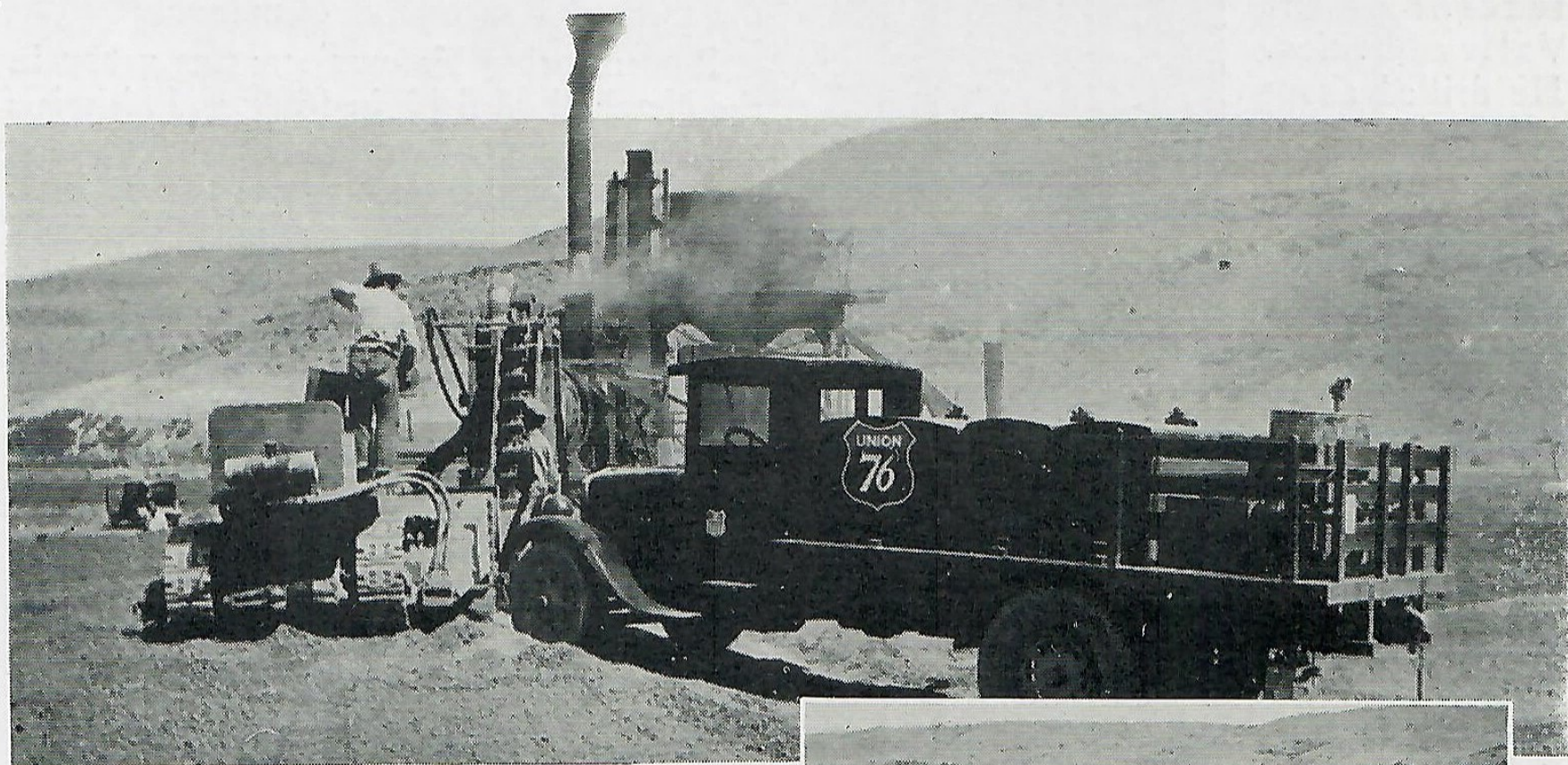
Before January 1 the company will erect new stations in Seattle, Redondo Beach, Calif.; Los Angeles, Santa Barbara, Calif., two in Oakland, and one each in Olympia, Bellingham, and Renton, Wash.

The new stations are all of the ultra modern super service type with all facilities under one roof. Two and three-canopy type stations have been built at each location, depending on the available entrances and the potential demands for service made by customers. The stations have been erected

on particularly strategic locations, both from transient trade and neighborhood business standpoints.

The Whittier station at Philadelphia and Painter streets, is located two blocks from Whittier College. Due to a cooperative sales plan worked out between employees of the field department and local Whittier sales organization, first day receipts at Whittier were exceptionally large. The volume of business has continued to build. San Diego station is located at Broadway and Front streets in the heart of the downtown area. Its location is suited to transient business, and service facilities are such as to assure the upbuilding of substantial regular patronage.

Union Asphalt Used on New Washington Highway



Stationary plant for preparing road mix for highway is shown above, and at the right, one of the 3000-gallon spreaders, owned by the Standard Asphalt & Paving Company, is loading asphalt from Union Oil Company tank car.



Union Oil Company asphalt and other products are being used exclusively by the Standard Asphalt & Paving Company in the construction of the 15½-mile Wallula cut-off on State Highway No. 3 in eastern Washington. The new road will shorten considerably the distance between Spokane and Portland. It extends from Tonasket in Walla Walla county, through Wallula

to the Oregon state line.

The Standard Asphalt & Paving Company is owned by Otto Amberg and H. S. Green, two of the leading road oiling contractors in the Northwest.

Oil Men Pay Last Tribute to "Charley" Woods

ON October 3, last, hundreds of California's veteran oil men gathered in the University Masonic Hall in Los Angeles to pay their final tribute to Charles Lewis Woods, who passed out of this life on September 30, in his sixty-second year.

"Charley", as he was known to everyone, was twenty-four years with the Union Oil Company field department, completing his long and varied experience in 1930 as superintendent of the Valley division. He drilled about 250 wells in all parts of the state. The care he took, not only of the machinery and of the crews under his control, but



Chas. L. Woods

also of the company's general interests was so meticulous and intense that he was selected to drill many prospect or "wildcat" wells.

Charley's resourcefulness seemed to know no limitations. Where an especially difficult well was to be drilled in a lone spot on the top of a hill, far from any base of supplies, Charley was picked for the job. He could rustle the necessary wood, water, etc., and make hole where another tool-pusher would be at a standstill and perpetually telephoning the office for instructions.

His interest in the company's safety program was whole-hearted, especially in the pioneering days of this movement when many of the other field superintendents were skeptical, to say the least. For two periods of more than 14 months each, he ran his drilling and producing crews of approximately 200 men without a single lost time accident. These records, which are extraordinary ones in oil drilling and

production, were explicable only because of the tremendous personal loyalty Charles developed among his force. Charley wanted no accidents, and every single man saw to it that not only would he not be involved in one, but, also, that he would make certain that no one with whom he worked would be implicated in an accident.

Even in the most adverse circumstances his sense of humor never left him. Those who have heard him describe the task of controlling the hundred thousand barrels of oil which spouted from the Lakeview gusher in 1914, realize that in this instance, as in many others, it was his sense of humor which heartened his crew of men—college boys to ex-convicts—(though after an hour's work around that fountain all looked alike) and enabled them to carry the task to a successful completion.

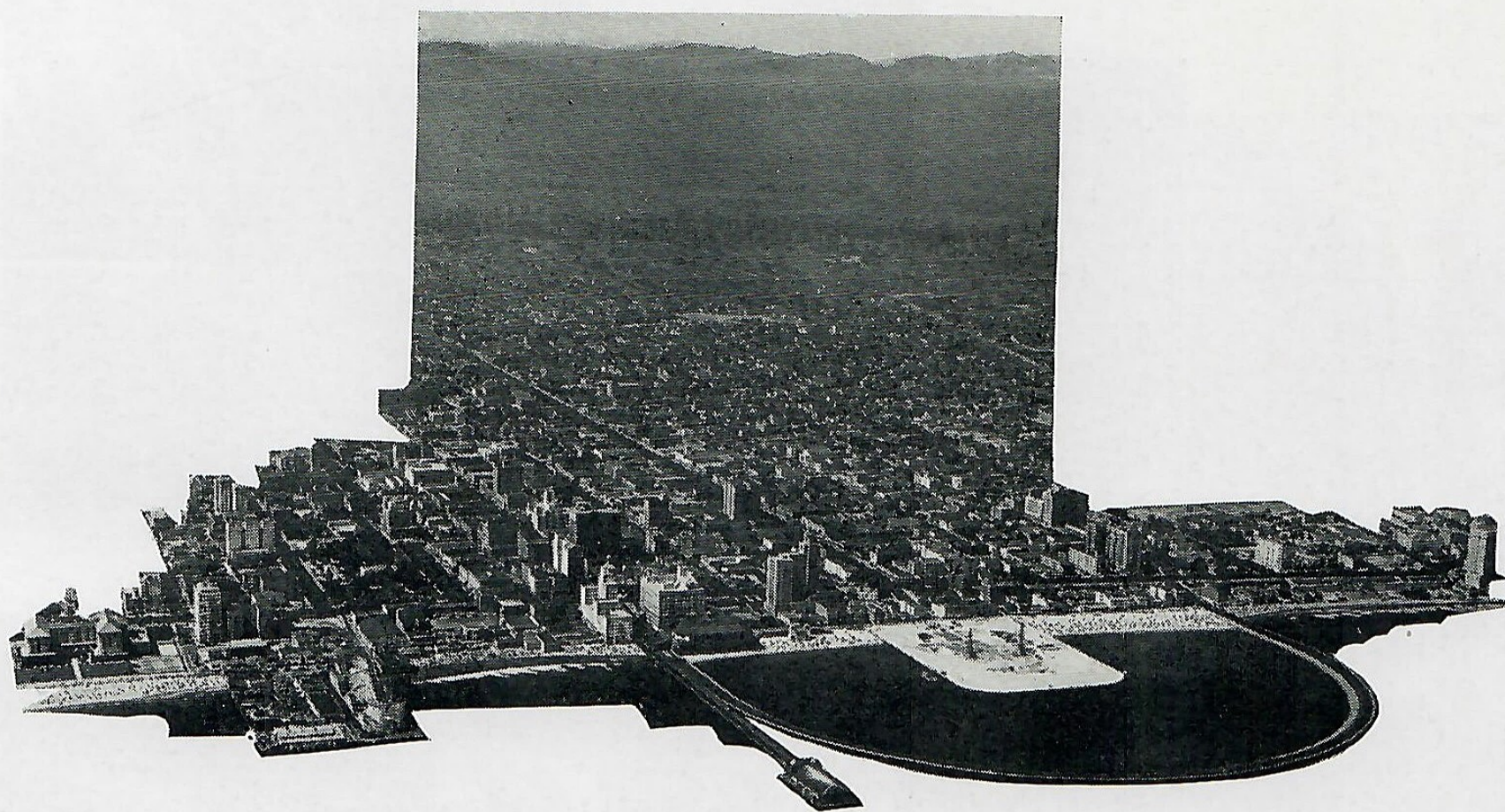
Remembering his own start as a boy in the Newhall oil field, in 1890, and his trials and tribulations, Charley was ever ready to help the recruit with advice and counsel. Many a man, now rising rapidly in today's mammoth oil industry, recalls Charley's cheerful words of encouragement and friendly clap on the back, in the days when everything was so new and strange to him. Charley will be remembered long and with real affection.

Fourth Valor Award

L. E. Morningstar, head office comptroller's division employee, last month received his fourth major meritorious service citation from the people of the United States when he was appropriately presented with the Silver Star, an emblem which ranks second only to the Distinguished Service Cross in qualifications necessary for its award. The other decorations for valor with which he has been presented are the Distinguished Service Cross, the Order of the Purple Heart, the Silver Star, the French Croix de Guerre, and the United States Victory Medal.

So far as is known, Morningstar and A. C. Rubel, manager field operations, are the only two employees of the company who have been awarded the Distinguished Service Cross. Both are members of the Los Angeles chapter of the Legion of Valor, a veterans' group composed only of men who have received either the Distinguished Service Cross or the Congressional Medal of Honor.

Long Beach Attests Virtues of Union Products



Long Beach from the air, the \$1,000,000 civic auditorium and pleasure pier shown in the foreground.

FOR a number of years the city of Long Beach, fifth largest in California, has been an extensive purchaser of Union Oil Company products. Union 76, motor oils, greases, gear oils, specialties, and other commodities are regularly used in maintaining the city's equipment. Departmental executives are unanimous in their expression of satisfaction both with the quality of the products and the type of service rendered by the Long Beach sales staff.

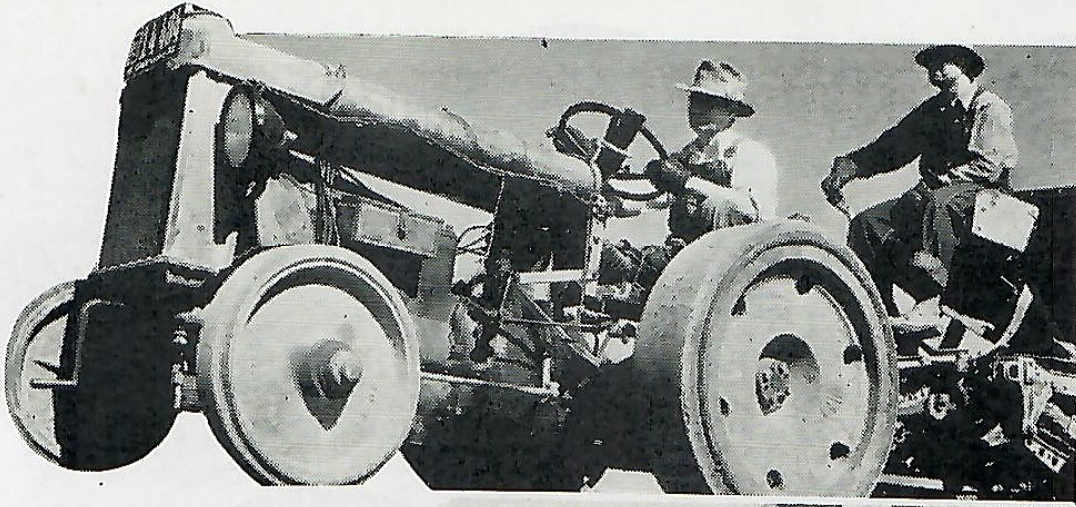
The city maintains, in the many ramifications of its work, 323 pieces of automotive and service equipment, among which are included 73 in the sanitary department, 31 in the fire protection department, 50, municipal water department; 40, gas; 24, parks; 17, police; and 10, harbor.

One of the incidents which further cemented the friendly relationship between the city administration and Union's Long

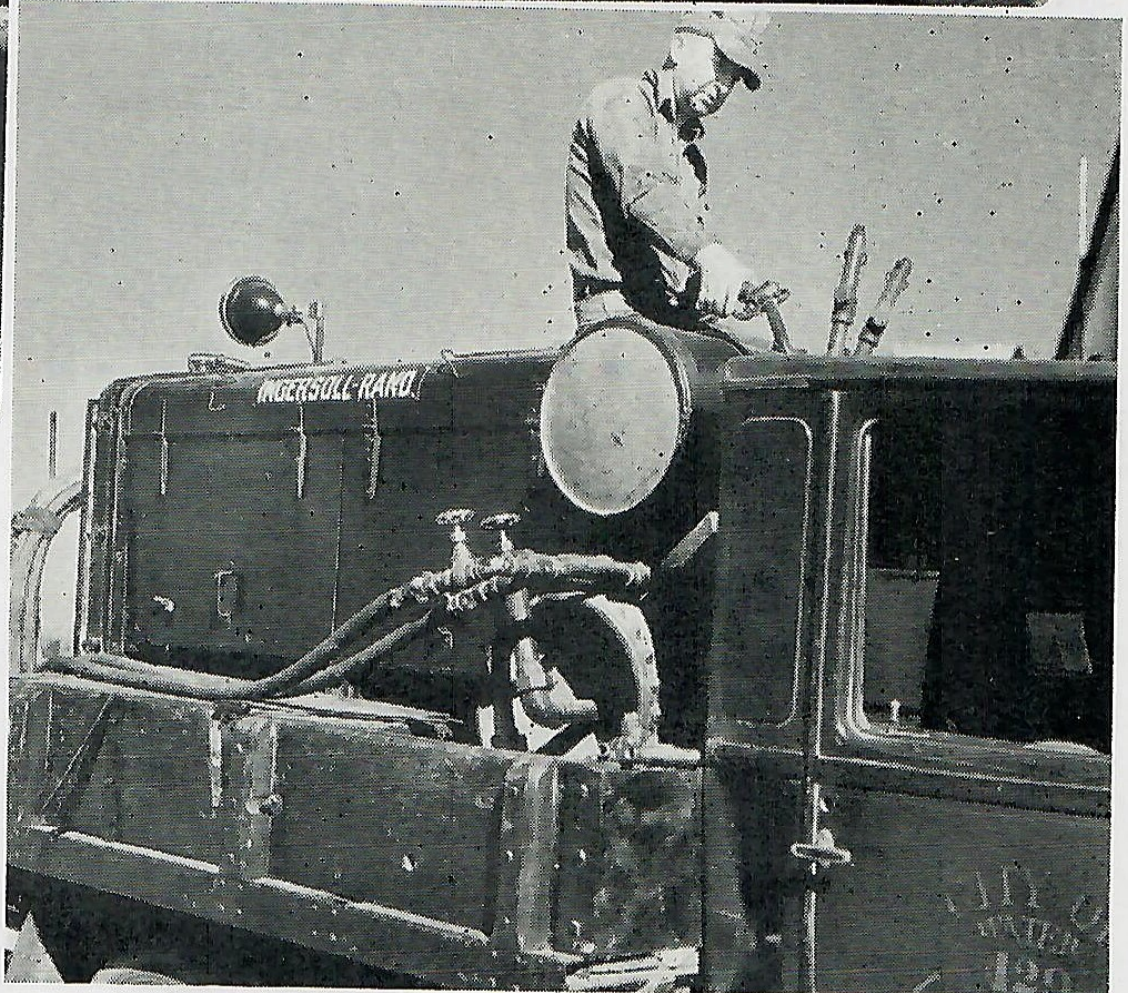
Beach sales crew occurred during the earthquake of March 10. In the early morning hours following the shake-up, a broadcast was made for gasoline for the city's relief trucks. The plea was heard by one of Union's officials, who immediately telephoned the Wilmington refinery and gave instructions to have the necessary gasoline delivered at once. Henry Matthews, salesman working out of the Long Beach substation, was routed out of bed for the job. He loaded a truck with motor fuel and took it to the desired location, not reaching it, however, until he had convinced fire line and police guards that he was fulfilling a request made by city officials. The incident served to cement closer relationship between city and company representatives and resulted in the city, May 1, 1933, contracting to purchase petroleum supplies exclusively from the company.

Varied activities incident to the administration of the city government in Long Beach are shown in these pictures, and in each Union products, used exclusively in all city-operated equipment, is playing an important part.





Here are more scenes showing the operations of Long Beach's efficient municipal departments. In the center, left, is Assistant City Manager Hume and City Manager J. H. Bonner. "Service Dan" is manning the "76" hose.





Theodore Wierzbicky



R. G. Brown



Chas. S. Ambrosier

25 YEARS



W. P. Correll



Service Emblem Awards

20 YEARS



F. L. Pyle



Geo. O. Dudderar



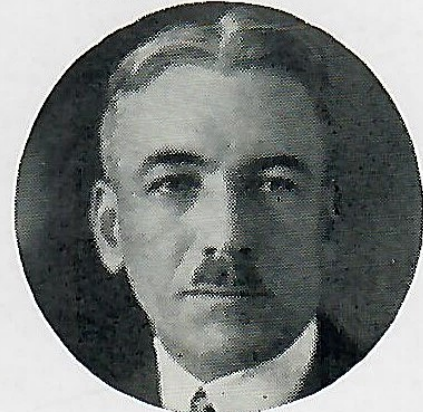
Chas. Stephens



L. L. Lemmon



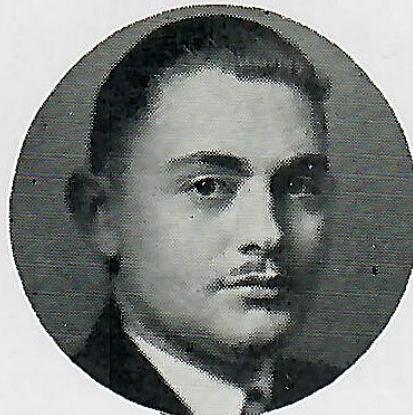
L. L. Farnum



Geo. H. Forster



J. Federspeil



H. E. Cattermole



W. D. Sellers

Twenty-five years ago the Union Oil Company, expanding its field, transportation, and sales activities, sought new employees. Four of the men employed during August and September, 1908, are still on active duty after twenty-five years of continuous service. They are Russell G. Brown, field department; Charles S. Ambrosier and Theodore Wierzbicky, both of the Oleum refinery, and William P. Correll, worker on the Producers Pipe Line.

Russell Brown is the youngest employee boasting of 25 years' service, having been given work as pumper in the field department at Brea when he was eighteen years of age. He had previously worked temporarily for the company during summer vacations. From pumper at Brea, Brown became tool dresser at Santa Paula and later worked in the identical capacity at Maricopa. For a number of years he was employed as driller in the Brea district and then was transferred to the production department at Richfield, the work in which he is at present engaged.

The entire period of service rendered by Charles Ambrosier has been spent in the asphalt department at Oleum. For three years he worked as assistant foreman of asphalt shipping, and in those days, Ambrosier recounts, one of the duties was to chew samples of the asphalt before it was shipped to determine by this test whether it was of soft, medium, or hard classification. For the past twenty-two years Ambrosier has been foreman of asphalt packing and shipping. Ambrosier humorously contrasts the methods used to determine the classification of asphalt twenty-five years ago with those of today in which among other properties, rigid specifications as to penetration, melting point, flash point, and ductility must be met.

Bill Correll began his service with the company on the pipe line gang, driving a roustabout team at Orcutt. In 1912 he was moved to the Lompoc fields, serving as engineer at Eefson pump station, where he worked until 1922, at which time he was shifted to the Purissima lease to serve as engineer and gauger for the Purissima, Hill, and Eefson stations. He was later transferred back to Orcutt, remaining there until going to Summit station, where he is now located.

September 1, 1908, Theodore Wierzbicky went to work in the yard department at the Oleum refinery. Within a few months he was transferred to the barrel cleaning department, where he spent the ensuing five years. He has worked in the barrel repair shop for the past twenty years. During that time he has observed the steel package service of the company expand many times.

The months of August and September saw the completion of twenty years of service for G. O. Dudderar, James Federspiel, L. L. Lemmon, F. L. Pyle, F. C. Boyd, H. E. Cattermole, L. L. Farnum, G. H. Forster, W. D. Sellers, and Charles Stephens.

George Dudderar went to work for the company at Covina, Calif., as a tank truck salesman in 1913. He filled this and other sales positions at Covina until he was transferred to Pasadena, where he served for a year, after which

he returned to Covina as tank truck salesman. July, 1931, he was shifted to the Los Angeles yards as watchman.

Tank wagon salesman in the Seattle district was the first post James Federspiel occupied. His initial duties consisted of driving a four-horse team between Seattle and Auburn, a trip that required two days to complete. Within a short time he became tank wagon superintendent at Seattle, two years later being transferred to Ellensburg as agent. He returned to Seattle and was placed in charge of fuel oil and asphalt sales, and in 1919 was shifted to San Francisco and appointed manager of the fuel oil department. In 1924 he was transferred back to Seattle as assistant district manager sales. From January 1, 1927 to October 10, 1929 he served as manager of the Seattle district, on the latter date being assigned the duties of assistant district manager sales.

L. L. Lemmon's first job in the oil industry was as chief engineer of a compressor plant operated by the Pinal Dome Oil Company at Orcutt. When Pinal Dome was absorbed by Union Oil in 1917, Lemmon retained his service rating and remained at Orcutt until 1921 when he was made district gas foreman at Brea. He remained in this position until 1931, when he became senior engineer at the Naranjal Pump Station, Los Angeles Pipe Line.

Frank Pyle also was employed by Pinal Dome Oil Company prior to its purchase by the company, his first work being as roustabout at Orcutt. He was transferred in 1915 to the Pinal Dome refinery at Bettervaria and worked there until the plant was dismantled. He worked on various foamite installations at substations and refineries, and then was assigned to the pipe line department. For the past ten years he has walked an average of 15 miles each working day inspecting the Los Angeles Pipe Line.

Frank Boyd, at present drilling superintendent of the southern division, went to work in the field department as rotary helper on the G. and L. lease and within two years was advanced to driller. He drilled at Brea and Montebello, and in 1920 and 1921 was on the drilling project which the company conducted in Mexico. On his return he was appointed head driller at Santa Paula and then was shifted to Brea as drilling foreman. In 1927 he was promoted to assistant drilling superintendent at Santa Fe Springs, and with the consolidation of the Los Angeles basin fields, became drilling superintendent of the southern division. Boyd was cited in 1931 for especially meritorious service performed when one of the Santa Fe wells blew out of control, mortally injuring one man and flooding the area with gas and oil. Boyd, at risk of his life, shut in the well.

Horace Cattermole, now ship dispatcher, began his employment as junior clerk in the controller's department in the head office at Los Angeles. His entry into the company rolls at the age of fourteen today ranks him as the youngest 20-year man on the payrolls. Cattermole entered the marine department as junior office clerk in 1917, was made assistant ship dispatcher in 1923, and ship dispatcher a year

later. In this position he is in charge of routing of all ships in the deep sea fleet, schedules loading and discharging of all cargoes, package and bulk, and is responsible for the maintenance of schedules of all ships.

L. L. Farnum's first job was roustabout at the Hartnell compressor plant, Orcutt. From 1925 to 1926 he worked as oiler and operator of the Orcutt compressor plant. Later he was transferred to the Dominguez gas plant, and has served as mechanic at southern division compressor and absorption plants.

George H. Forster, comptroller for the company since February, 1929, began his service with the company as an accountant. At the outset he filled various posts in the accounting division, and was soon promoted to the position of chief accountant. In 1920 was elevated to the post of assistant comptroller. He took active charge of the department in 1926 upon the death of the comptroller, and was officially appointed to the comptroller's position three years later.

W. D. Sellers joined the Union Oil Company the day after Horace Cattermole, both serving as office boys in the old Union Oil building at Seventh and Spring streets. Sellers ranks second only to Cattermole as the youngest twenty year employee. He has worked largely in the head office sales organization for the past fifteen years and is now engaged in general sales supervision work under refined and lubricating oil sales department heads.

Charles Stephens began his service with the company as derrickman on the G. and L. lease near Brea. He remained in the production department for eight years, filling various capacities, and then was transferred to Los Angeles Pipe Line, where he has worked as roustabout, gauger, fireman, engineer and senior engineer. For the past year he has worked in the production department at the Stearns lease.

Fifteen Years—August

Ball, J. C.....Gas, Northern Division
Chalmers, Margaret.....Sales, Sacramento
Cyran, Wm.Mfg., Los Angeles Lub.
Daniel, LouisField, Southern Division
Dye, Stanley H.....Sales, Fresno
Fitzpatrick, T. F.....U.S.S. Inc., San Francisco
Gunderson, O. P.....Mfg., Los Angeles Ref.
Howard, Howard L.....Sales, Fresno
Ingrum, Frank E.....Mfg., Santa Paula Ref.
Johnston, A. S.....Traffic, Head Office
Jones, Robert R.....Sales, Fresno
Little, George R.....Mfg., Head Office
McLagan, W. A.....Sales, Vancouver
Matier, Hugh A.....Field, So. Div.
Martin, Harry W.....Compt., No. Div.

Ten Years—August

Andrews, Joseph.....Mfg., Oleum Refinery
Arnold, Lewis P.....Compt., Head Office
Basham, Ernest W.....Mfg., Oleum Refinery
Boede, H. C.....Gas, Southern Division

Calder, E. C.....Pipe Line, No. Div.
Campbell, T. H.....Pipe Line, So. Div.
Chowen, R. J.....Mfg., Los Angeles Ref.
Denio, Hugh B.....Pipe Line, No. Div.
Edens, Albert T.....U.S.S. Inc., Phoenix
Finlay, W. A.....Sales, Vancouver
Fitzpatrick, J. J.....Sales, Seattle
Fulton, A. K.....Mfg., Oleum Refinery
Fusch, Otis O.....Field, Southern Division
Goodell, M. C.....Mfg., Los Angeles Ref.
Grove, Jesse R.....Pipe Line, No. Div.
Halvorsen, George..O.H.D.&W. Co., Head Office
Hastings, Lewis H.....Compt., Head Office
Henderson, Edw. G.....Sales, San Francisco
Ketteringham, W. M.....Mfg., Research
Kilby, Victor Wm.....U.S.S. Inc., Vancouver
King, John S.....Sales, Los Angeles
Johnson, John V.....U.S.S. Inc., Vancouver
Miller, W. E.....Gas, Southern Division
Monreal, R. L.....Pipe Line, No. Div.
Pitzer, Roy H.....U.S.S. Inc., Vancouver
Rideout, Ernest A.....U.S.S. Inc., Vancouver
Ritschard, Chas.....Traffic, Head Office
Runkle, Edgar W.....Sales, Los Angeles
Schroeder, Bruno H.....Sales, Portland
Winger, S. L.....Field, No. Div.

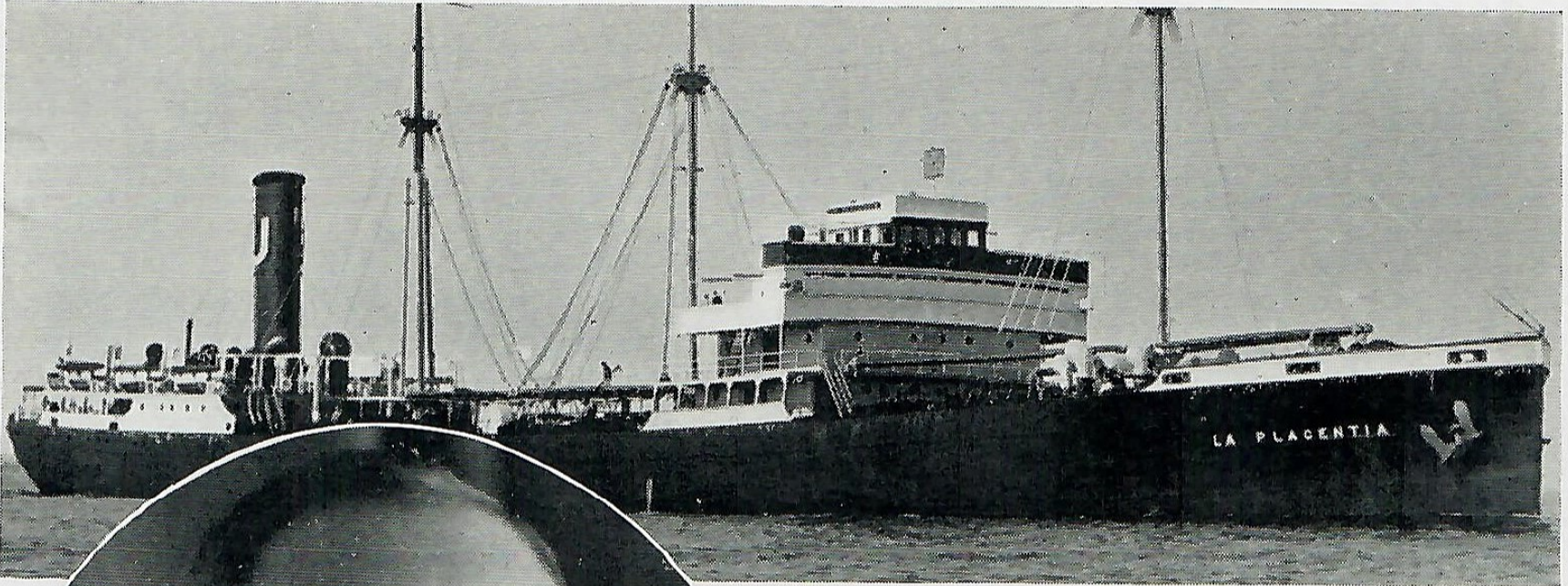
Fifteen Years—September

Beardsley, A. S.....Mfg., Oleum Refinery
Bewley, H. W.....Mfg., Los Angeles Lub.
Cornelius, Wm. G.....Sales, San Francisco
Fitzgerald, Halcie.....Mfg., Oleum Refinery
Gerdinier, J. D.....Pipe Line, So. Div.
Gourley, Martha M.....Sales, Seattle
Raines, M. H.....Mfg., Los Angeles Ref.
Smith, E. J.....Pipe Line, No. Div.
Spirou, Nick.....Mfg., Oleum Refinery
Testerman, C. G., Jr.....Pipe Line, No. Div.
Woodford, B. A.....Sales, Head Office

Ten Years—September

Adams, F. M.....Field, So. Div.
Baldwinson, John.....Bldg., Head Office
Calder, Ray.....Pipe Line, No. Div.
Cooper, H. G.....Const., Southern Sales
Deleree, E. G.....Mfg., Los Angeles Ref.
Hardy, M. E.....U.S.S. Inc., San Francisco
Heacox, John C.....Sales, Fresno
Humphrey, E. A.....Mfg., Oleum Refinery
McDowell, Harry F.....Sales, Seattle
Mathews, Virgil C.....Sales, Seattle
Maynard, A. C.....Mfg., Oleum Refinery
Moody, Chas. E.....U.S.S. Inc., Vancouver
Morrison, A. E.....Prov. Fund, Head Office
Reynolds, H. W.....Mfg., Los Angeles Lub.
Ruedy, M. R.....Pipe Line, So. Div.
Saunders, Luen C. Jr.....Sales, Head Office
Schlegel, C. J.....Pipe Line, No. Div.
Sefton, Rushton H.....Pur., Head Office, L. A.
Spence, Wade A.....Sales, Seattle
Steffan, O. H.....Automotive, No. Div.
Strong, Ervin.....Pipe Line, Southern Division
Sykes, John.....Bldg., Head Office
Webb, G. W.....Pipe Line, Southern Division
Wong, Albert H. P.....Sales, Honolulu

Launch Rescued by Tanker



Capt. J. H. Gunther and the tanker La Placentia of which he is master.



By JULIA T. CAMPBELL

THE night was dark, the sea choppy and a fresh wind carried spray high into the rigging of the S.S. "La Placentia" as she headed down the Georgia Strait, enroute to her home port, following the discharging of a cargo of crude oil at Ioco. Capt. J. H. Gunther and the watch were on the bridge searching the black waters of the strait for a distress signal. Earlier in the evening the Canadian Government station at Victoria, B. C.—VaK 2 had flashed an S.O.S.:

"Four men left Cordova Bay 4 a.m. for Ten Mile Point in a 20-foot white gasoline boat towing a small dinghy, painted blue. Any vessel sighting same please report."

About 9 p.m. a light flashed off the port bow and Capt. Gunther signaled the engine room for slow speed ahead. As the tanker drew alongside those on the bridge saw a small craft drifting helplessly. She was a third full of water, and the four men in the party appeared weary from their fight with the elements. A line was lowered to the launch and she was taken in tow. When the La Placentia reached Trial Island, where she dropped Capt. Thomas

S. Guns, who had piloted her out of the Georgia Strait, the rescued boat was turned over to the pilot boat and towed to Victoria.

Captain Guns, writing later to Captain Gunther, supplied details regarding the boat crew that were not learned the night of the rescue. He stated that the rescued party (consisting of three young men and the father of one of the young men) set out on a fishing trip from Cordova Bay at 4 a.m. to fish for salmon towards Ten Mile Point and were on the return trip when their engine broke down. A heavy flood tide and southwest wind carried the boat out into Haro Straits and the following ebb tide carried them down towards Discovery Island. The lighthouse keeper on the Island watched them for two hours and then went to their assistance with his small motorboat. After towing them for some time his towing gear was carried away. This was just as the "La Placentia" came along side.

The following personal letter of thanks was sent to Captain Gunther by the rescued party:

Sub. P. O. 22, Victoria, B. C.
Sept. 7, 1933.

Dear Sir:

May we address a word of heartfelt thanks to you and your crew for your very timely assistance when we were in difficulties in our launch on Saturday, September 2.

You saved us at the very least from a very unpleasant night on the water, especially undesirable as we had an unwell man aboard.

Thanking you again,

Sincerely yours,

Mr. P. Humber and Party.
Per W. Ostler.

Seattle Sales Force Qualifies as Divot Diggers

Seattle district's g-natty golfers. At the right, from left to right, M. W. McAfee, W. C. Hamblly, P. A. Clegg and J. Federspiel. Center—before they teed-off. Lower right, best costume players; and, lower left, Marge Tinkken in the rough.



Largest event of the year in the Seattle district, the blind bogey golf tournament held recently on the Sand Point Golf and Country Club course in Seattle proved highly successful from a number of viewpoints.

A foursome of young ladies who appeared on the course in white slacks, white middies, and orange ties, and another foursome of the same sex who appeared in more conventional garb, distracted the game of those capable of shooting good scores.

The main event of the day was a hectic four-

some composed of C. L. Tostevin, assistant district manager, operations; K. B. Stevens, northern division engineer; E. H. Weaver, purchasing agent, and L. C. Monroe, assistant traffic manager. The four wore bright orange jerseys emblazoned with large blue 76, white trousers, with blue sash, and it was the general opinion when scores were recorded that the costumes were used to distract from the ridiculous "outs" and "ins" reported by this group.

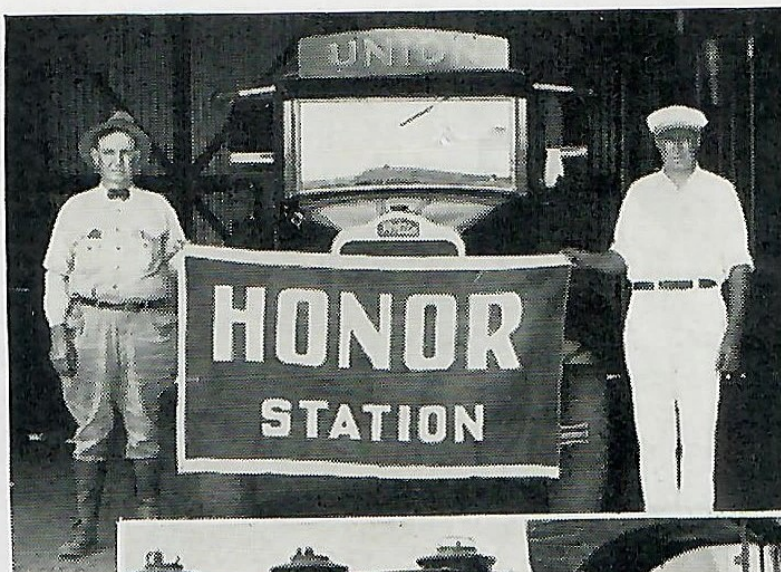
Equipment and manpower of the golf club were put to the test replacing divots and recovering lost balls the day following the tournament.

Oakland Conducts Novel Sales Drive

In an endeavor to further bolster sales of all company products, the Oakland district, under S. D. Herkner's supervision, launched a "66" Point Par campaign July 1 which will run through December 31.

Winning of honors by any substation in the campaign is based on an increase in sales on any one of 11 classifications under which all com-

Below you see first the crew of Rio Vista station, and underneath is a photograph of the quartet at Walnut Grove displaying their honor station banner.



At the top is a picture of the Lakeport substation personnel with their honor banner, while below is the Pittsburg substation crew.

modities have been listed. Points are issued when an increase in sales is recorded in any one group over that registered during the identical period of 1932. The campaign thus becomes an 11 Point Par for each month and "66" Point Par for the entire drive.

At the end of the first month Lakeport, Pittsburg and Rio Vista were honor stations, each

having scored one point for all of the eleven groups. Lakeport and Pittsburg repeated their performance during the second month, and Walnut Grove edged into the select honor station class. All the stations are making excellent showings, several of the 17 having missed par by only one or two points. Results achieved at this stage of the contest are highly satisfactory.

Commend Canadian Employee

To R. J. Kenmuir, district manager, Union Oil Company of Canada, Ltd., came the following letter commending the type of men employed by the company in the Province of Alberta, as exemplified in the conduct of Sid Jones, Banff representative:

"... During the latter part of July," wrote M. Tolson from the Calgary office of the Retail Merchants Association of Canada, "while driving from Calgary to Banff with three other girls, the brake bands caught fire and if it had

not been for the prompt action on the part of one of your employees, the results would have been most disastrous. After extinguishing the fire your driver examined the car, adjusted the brakes, and saw that we were safely on our way.

"We might say that the name of your representative was Sid Jones of Banff, and that from now on we will be using nothing but Union 76 in our car for it stands for courtesy and service as well as dependability."

Sales Drive Winners Awarded

A Six Months' Sales Campaign staged by the Los Angeles district to increase the sale of all commodities produced by the company terminated August 31, with El Monte substation win-

ning the grand prize of \$200, Perris substation being awarded first prize in one division and Santa Monica taking first money in the other group of stations.

Winners in Los Angeles district sales drive. Top insert, Santa Monica station men, left to right, R. D. Maxwell, Jr., A. L. Flanders, F. B. Foster, agent; Floyd Baker, W. A. Daley, Kelly Walker, Paul Graham. N. R. Benedict, special agent, is in front. In the center, the El Monte station crew: W. E. Meyers, K. W. Jeffries, T. Randel, H. F. Armour, special agent; L. T. Writer, agent; V. W. Threadgold, W. E. Smith and E. J. Fawcett.



The Burbank station crew, shown at the left, are, top row: C. H. Duncan, R. G. Ludlow, agent; A. R. Richardson, special agent; E. E. Yauck. Bottom row: Carl Brooks, C. L. Morton, and R. K. Pace. At the right, the Long Beach crew, back row: R. W. Spawr, D. P. Condit, J. T. Tye, agent; E. S. Quady, Gail DeHarte, H. C. Rathjen, Kenneth Bacon; front row: B. J. Mount, J. J. Brooks, Herbert Cole, E. M. Johnson, and C. E. Askin.

The crew at El Monte took their name—The Mountain—as a symbol and proceeded to do some plain and fancy sales climbing to win the grand prize. The men at the station exceeded their 1932 sales records for the entire six months' in every classification. In addition, collection efficiency was unusually high.

First prize of \$100 in the division under H. H. Ramsey's jurisdiction went to F. A. Willey, sole operator of the Perris substation. Willey's accomplishment is outstanding when potential sales in the territory which he serves are considered. Santa Monica showed the way to other stations under C. C. Ireland's supervision to win the \$100 prize money. Burbank substation took second prize in Ramsey's field, and Long Beach won second place money in Ireland's territory.

Awards in the contest were made with consideration being given to actual sales increase, plant upkeep, collection efficiency, and general sales work. Total results from the sales drive were gratifying, each substation crew recording improvement in sales over the corresponding period of 1932.



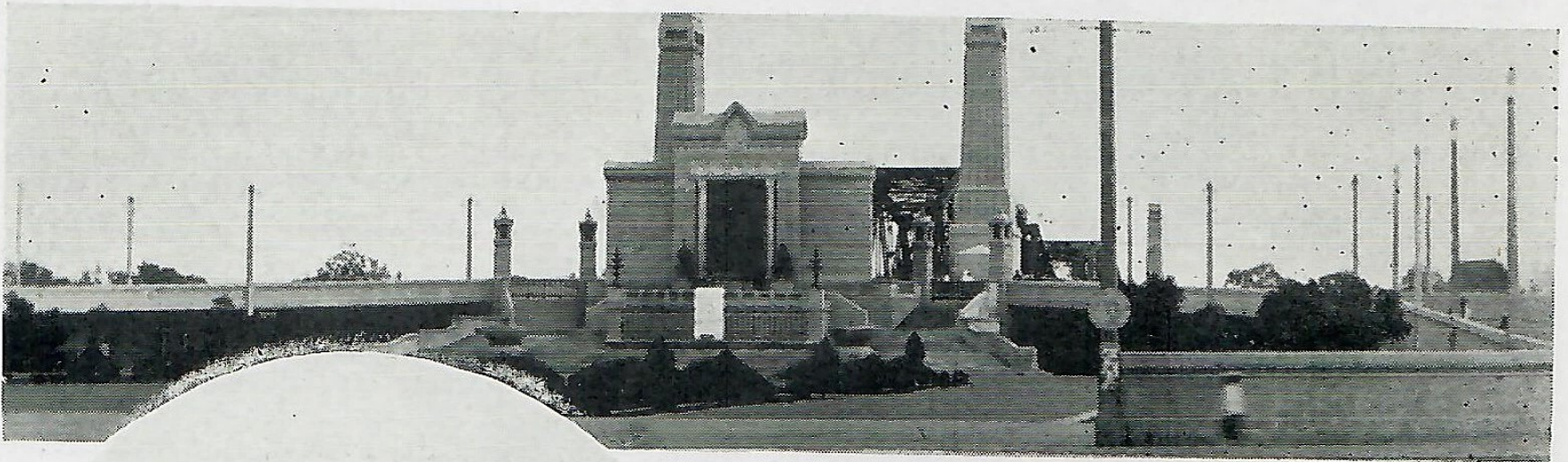
New Oil With Spray Device on Sale

Union penetration oil in pint cans, equipped with Wilco Jr., oil rifles, is now available through Union Oil Company and independent service stations.

Fitted with the new Wilco Jr. oil rifle, the handy pint can presents a highly utilitarian article. It is particularly useful for the home spraying of automobile springs and in reaching inaccessible spots, portions of the chassis and body where squeaks arise, also in repair and machine shops. The oil rifle is simple of operation and virtually fool-proof. It develops tremendous pressure for a hand-operated mechanism and throws the oil with sufficient force to project it into close fitting cracks and joints frozen by rust.

Union "triple penetration" penetrating oil is a pure, highly refined mineral oil to which ingredients to increase its spreading properties have been added. It contains no abrasive materials or fillers, consequently will not corrode or injure the finest metal surfaces. It will not thicken or gum and is not affected by extremely cold temperatures. Laboratory tests have proved the oil's penetrability to be three times greater than that of any similar product.

Entrance to Siam Bridge Surfaced With Union Asphalt



Presenting above two views of the new Memorial Bridge at Bangkok, Siam, which spans the Menam river just before it empties into the Gulf of Siam. The picture at the top shows the building erected at the entrance to the bridge, with driveways on either side. The ovaled inset is a picture of the bridge proper. Union asphalt, colored to a deep shade of red, was used in paving the entrance to the bridge.

Twenty-five-Years' Service Honored



The speakers' table at the banquet honoring S. D. Herkner, 25-year employee. Seated at the end of table, from left to right: O. I. Wooldridge, assistant district manager sales, Oakland; J. F. Gallagher, plant superintendent, Oakland; J. E. Schmidt, assistant district manager sales, Oakland; S. D. Herkner, district manager, Oakland; W. A. Newhoff, division manager, San Francisco; A. Roy Heise, manager, Oleum refinery; C. J. McKeever, export department, San Francisco.

Honoring S. D. Herkner, Oakland district manager, on the completion of twenty-five years of continuous service with the company, employees of the Oakland district gathered 100 per cent at a banquet and good time party held at the California Hotel.

A. Roy Heise, manager Oleum refinery; W. A. Newhoff, manager of the Central division; C. J. McKeever, export department, San Francisco; and other San Francisco district representatives attended the affair in tribute to Herkner's long period of service.

Music and entertainment was furnished by the employees from the Oakland district. The climax of the evening was reached when a huge 25-year birthday cake was sliced.

Fawn a Mascot

Tank Truck Salesman Bernard Blanchard, on his regular trips to Idyllwild and Keen Camp in the San Jacinto mountains, recently observed a fawn making its way through the brush, apparently injured. Blanchard easily captured the little animal, which did not seem particularly frightened, and took it home.

Mrs. Blanchard administered first aid to an injured foreleg, and gave the fawn food. Complete recovery was reported within a few days. Now the animal, which has been dubbed "Nicky," daily consumes two quarts of milk, various articles of wearing apparel found around the house, shrubbery of all varieties, and much attention.

Pipeline Employees Win National Safety Trophy

UNION Oil Company pipeline employees won the bronze placque of the National Safety Council awarded annually, in each division of the petroleum industry, to the company achieving the lowest accident score for the first six months of the year, according to a telegram from A. J. Martinson. Certificates of merit were likewise won in the marketing and marine divisions, in which the Company stood in third place. Presentations were made at the 21st Annual Safety Congress held in Chicago during the first week in October.

This is the second time that a National Safety Council Award has come to the company. Two years ago the marine department won first place among the tanker fleets of the country. William Groundwater, director of transportation, under whose supervision both marine and pipe line facilities operate, states that accident prevention work has been made a definite part of the responsibility of every superintendent and foreman in his organization. Head office supervision of this phase of the work consists principally in seeing that safe methods of operation are insisted

upon by the foremen. This is accomplished through meetings of groups of men with their foremen, at which operating problems are discussed. Meetings between foremen and superintendents in the pipeline organizations, and between ships' masters and licensed officers in the fleet, are likewise held monthly. In all of these safety is one of the criteria by which operating methods are judged.

Other departments made very good records during the period of this contest, even though winning no recognition. In the manufacturing and research departments, whose records are combined to make them comparable with those of other companies, there were but four lost time injuries during the six months period, resulting in an accident frequency ratio of 2.7 injuries per million man hours, compared with a nation wide average of 8.4 among major refineries and 13.5 among the smaller companies. This achievement represents a reduction of more than 90 per cent during the years that accident prevention work has been systematically carried on by the refineries and laboratories.

Among major natural gasoline manufacturing plants the company recorded an accident ratio of 6.1 as against 11.8. In drilling and production activities, due to recent curtailment, all California operators were relegated to the group that includes mostly the smaller companies of the country. Here we recorded an accident ratio of 16.8 against a national average for the group of 21.9.

While no accounting is made of overall comparisons, including all departments, due to the wide variations that exist among companies, it is interesting to note that for the first eight months of this year the combined accident frequency ratio of all operating departments of the company was 30 per cent lower than last year. The record of 1932 was the lowest hitherto established by the company, hence the showing for the first eight months of 1933 is particularly gratifying. Much of the credit for the steady downward trend during the past three years is due to the consistent work done by the wholesale and retail marketing groups.

Wm. Groundwater, director of transportation, holding placque awarded Pipe Line Division for best pipe line safety record in U. S. The trophy on the wall was won by the Marine Division in 1931.

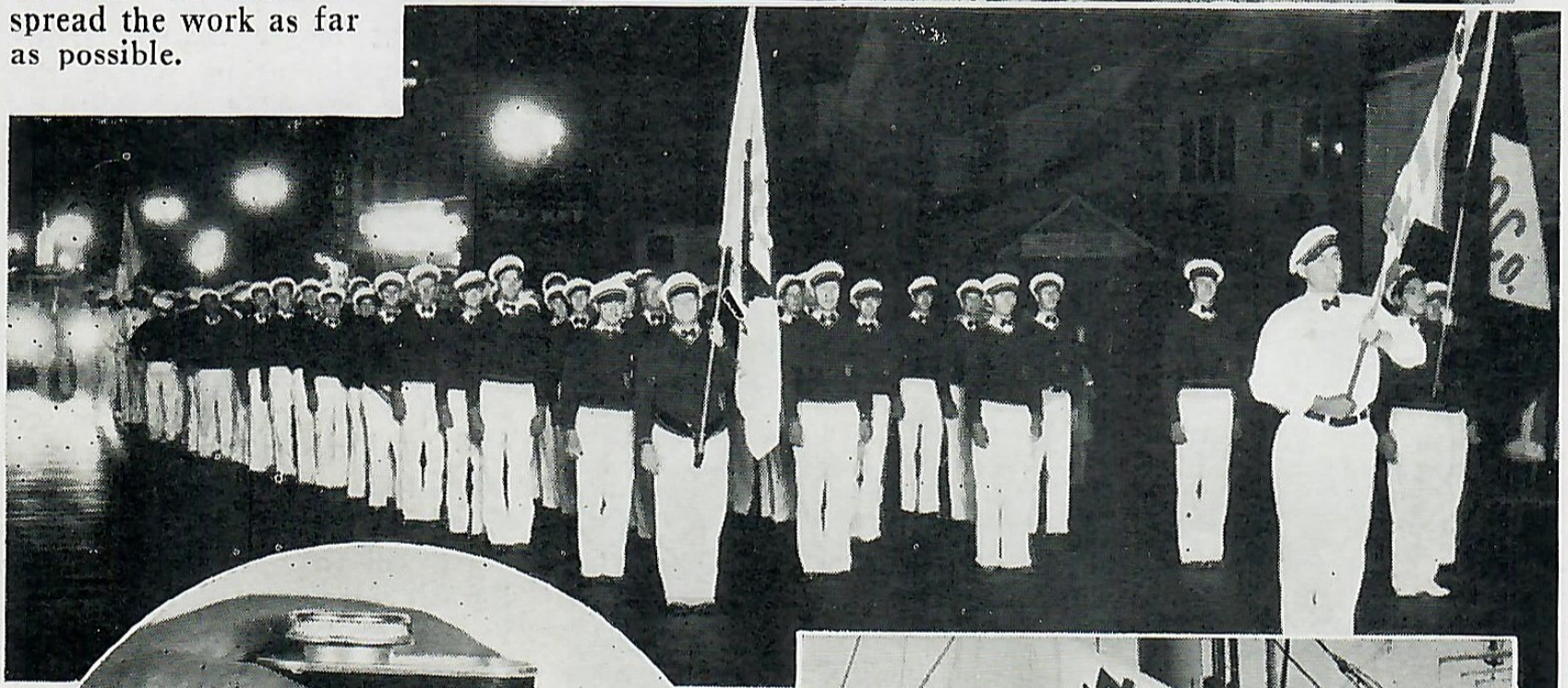


Doing Our Part

Carrying out the provisions of the NRA code for the petroleum industry, the Union Oil Company since July 1 has employed and maintained above its normal requirements 628 men. Of this number the majority have been taken into service stations operated by Union Service Stations, Inc., where the hours of work have been reduced from 60 to 40. The sales, field (where some 150 have been hired), pipe line and manufacturing departments have absorbed the balance of the new men.

In reducing the hours of work in the service stations from 60 to 40 no reduction has been made in the pay of the old employees, and the new men have been hired at the rate of pay established by the code.

Except in the service station department and some sales units, the company has been operating on a five-day week since November, '31. In the field, during this period, drilling crews have operated on a 4½-day week for a greater portion of the time in order to spread the work as far as possible.



REFINED AND CRUDE

By RICHARD SNEDDON

We have just received a report to the effect that a local radio station attempted a broadcast of bagpipe music recently. Many listeners complained that it sounded like bagpipe music.

And in an old book of Scotch border tales we unearthed the cute legend of a Highlander, whose feet were so big that even after being cleft to the brisket with a claymore, he had to be pushed over.

He recovered completely, however, from this slight indisposition and ever after was much beloved by his clansmen, on account of his unusual ability to stamp out forest fires.

We also understand that a Los Angeles housewife inadvertently swallowed an olive whole, in the breakfast nook of her home a few days ago, and workmen are now tearing down the walls to get the poor lady out.

Incidentally, when you see a married couple walking quickly down the street, the one that's two or three paces ahead is the one that's mad.

And the latest definition of a go-getter is "a guy who runs out of 76 two miles from the nearest Union service station."

An eminent zoologist announces, much to our distress, that the gnu is rapidly disappearing from the African veldt. Oh, well, after all, no gnus is good gnus.

It doesn't seem to matter what part of the world you are in, you can always find an American. Captain Gunther of the "LA PLACENTIA" tells of running into a severe squaw on the Indian Ocean.

Nervous lady to taxi driver: "Please don't drive so quickly round the corners. You frighten me terribly."

Taxi driver: "Aw, don't be scared, lady! Why doncha do the same as me. Close your eyes when we come to the corners."

And having loaned our lawn-mower to a neighbor, again we remark, "That's all there is, there ain't no mower."

There is no question whatever that the giant dirigible is a pippin of a war machine, if it can only be kept together until the war starts.

You just watch; in the next scrap, it's gonna go over big.

Baseball has its good points, says the Fountain Inn Tribune, but how we long to stand in a crowd again and watch a good snappy steam shovel.

And, says the young wife: "Oh, George, I'll bet you asked the boss for an increase". To which George replies: "No, dear, I've just been in an automobile accident".

The white ant lays eighty-four thousand eggs a day. Fortunately white ants don't cackle.—*Punch.*

According to Judge, a famous English explorer has left for Africa to find a race of giants. All we have to do is go into a movie and they sit right down in front of us.

And we are told by the Humorist that a North London parrot can imitate a dog fight and a jazz band so realistically that nobody can tell which is which.

After his wife had sat for five minutes with a thermometer in her mouth, Smith piped up: "Say, Doc, how much do you want for that little instrument?"

In conclusion we are glad to be able to announce that the baby's bank is beginning to rattle again, and the only fellow who is still blue is the eagle.

There is enough optimism abroad to illustrate a seed catalogue. And business is giving us the green signal, so let's go.

