

STANDARD OIL B U L L E T I N



PUBLISHED BY THE STANDARD OIL COMPANY OF CALIFORNIA
SEPTEMBER 1929



THE *Radiant*, sister ship to the *Brilliant*, the *Daylight*, and the *Comet*, of the famous "white bark" fleet, pioneer oil carriers in the Standard Oil Company's trade with the Orient. Case oil—kerosene in 5-gallon cans, two to the case—made up their cargoes. They sailed out of New York and San

Francisco, making the voyage from the latter port to Hongkong in from forty to sixty days. There were no better sailing craft in their day, nor none more beautiful, but their beauty did not save them—they were crowded off the seas by the modern steamship. Photograph by W. E. Worden, San Francisco.

STANDARD OIL BULLETIN

PUBLISHED MONTHLY BY
THE STANDARD OIL COMPANY OF CALIFORNIA

PUBLICATION OFFICE AND PRINCIPAL PLACE OF BUSINESS
STANDARD OIL BUILDING, SAN FRANCISCO

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The aim of the STANDARD OIL BULLETIN is to furnish first hand and authoritatively to the Company stockholders, employees, and patrons, as well as the general public, *facts* concerning the Company's business and its methods.

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"SCENIC OR SIGN-IC?"

ELSEWHERE in this BULLETIN appears the text of a plan initiated by the Company which it is hoped will be of genuine aid in solving the problem of the defacement of natural beauties by objectionable advertising signs. The plan consists of four groups of prizes—one for the best essays on *how* the evil can be corrected; a second group for essays on *why* it should be eliminated; a third for slogans which will best arouse public sentiment; and a final group for photographs of actual signs which deface the scenery.

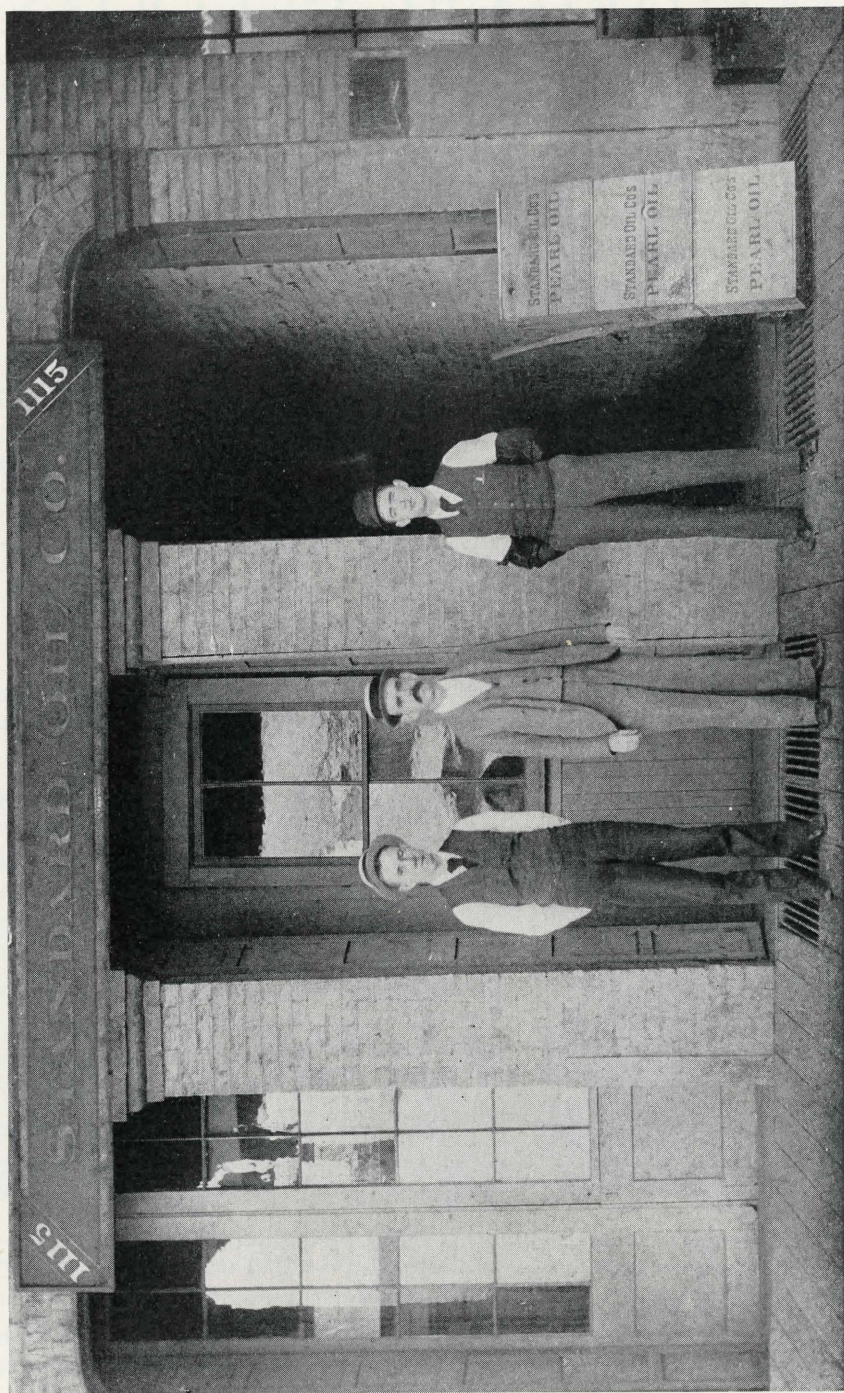
The objects of the Company's plan are two: (1) The finding of a workable plan to correct the evil; (2) The creation of a public opinion that will compel action.

A considerable number of civic organizations were asked in advance of the announcement of the plan for their indorsement. Judging by the fervor of the approval given by many of them, the subject is obviously one of great public interest at this time. This is gratifying to the Company because of its effort, several years ago, to set an ex-

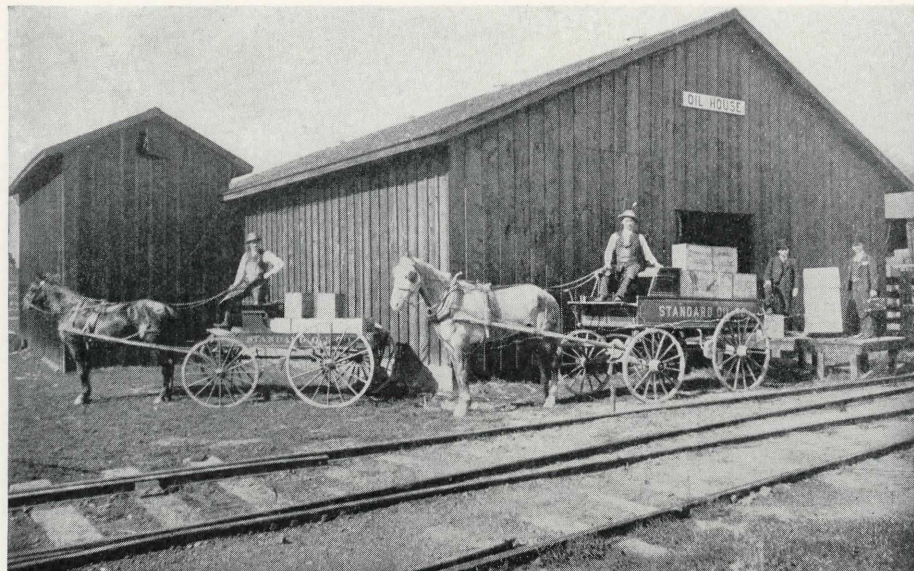
ample for other advertisers by destroying some twelve hundred of its own highway advertising signs.

As the BULLETIN goes to press the entries are beginning to pour in. Their great number, their character, and the many points from which they come give another indication of a widely developed and deep public sentiment.

The problem is complex. For years it has engaged the attention of public-spirited organizations throughout the country. Laws of varying sorts have been adopted and discussed and numerous plans have been made, but none has gained universal acceptance. It is the hope that the "Scenic or Sign-ic?" contests will bring forth some specific plan which will afford an acceptable and effective solution of the problem. In addition, it is believed that the contests will cause the problem to be widely discussed, resulting in the crystallization of a definite public sentiment, which is essential to the successful operation of any plan that may be devised.



Our Sacramento agency headquarters thirty-eight years ago. Nearest the kerosene display stands Horatio T. Harper, now a vice-president of the Company. The center figure in the group is K. K. Hall; the other, H. W. Neumann



The "Oil House" of our San Jose (California) agency in the early nineties. Stocks consisted of cased kerosene, which was delivered to dealers—mostly grocers—in the snappy one-horse spring-wagons shown

THE FIRST FIFTY YEARS

AS the sun appeared to sink in the Pacific Ocean out from the Golden Gate on the tenth day of the current month, this Company rounded out its first half-century of existence. For this September 10th was the fiftieth anniversary of its birth, counting as its natal day the date of incorporation of the erstwhile Pacific Coast Oil Company, the bud which opened into a handsome blossom—the Standard Oil Company of California—if we may speak in such flowery terms of ourselves.

Brief details of this metamorphosis will afford enlightenment that may be desired: The Pacific Coast Oil Company was formed in 1879. The old Standard Oil Company, which in the early eighties began establishing agencies on the Pacific Coast, purchased the stock of the Pacific Coast Oil Company in 1900. The latter company retained its corporate name until 1906, when it was changed to Standard Oil Company, identifying it with the New Jersey company, of which it had become a subsidiary. Then, in 1911, in compliance with the United States Supreme Court decision generally referred to as the "Dissolution Decree," it became the Stand-

ard Oil Company (California). As such it operated until January, 1926, when, merging with the Pacific Oil Company, it became the present Standard Oil Company of California.

In the beginning the Pacific Coast representation of the old Standard Oil Company was exclusively a marketing organization; the agencies engaged solely in the distribution of Eastern refinery products, principally kerosene. The Pacific Coast Oil Company pioneered in petroleum-producing activities in California, and in refining.

About the year 1890, the Pacific Coast Oil Company entered into an arrangement to sell its refined product to the Standard Oil Company. The next outstanding development was the aforementioned purchase of the company itself by the Standard Oil Company, which was immediately followed by a campaign of expansion in every phase of the oil industry. That campaign has been a continuous performance, and today, thirty years later, finds it still in progress. These columns have dealt with it from time to time in accounts of the Company's development activities in its various departments. As noted, new oil-sands



This photograph is dated 1889, and the wagon bears the legend, "E. H. Driggs, Berkeley." At that time it was a common practice of the Company to achieve distribution of its kerosene by supplying retailers who called regularly upon their respective customers, left a full can, and carted away the empty can to be refilled



One of our Spokane agency's first tank-wagons, in operation thirty-one years ago.
distributing light in liquid form



Prize-winning float, San Joaquin County Fair, Stockton, California, 1911. The display consisted of oil-burning lamps, cook-stoves, and heaters. Under certain conditions that still obtain in no small degree, the two later devices are used with most satisfactory results today

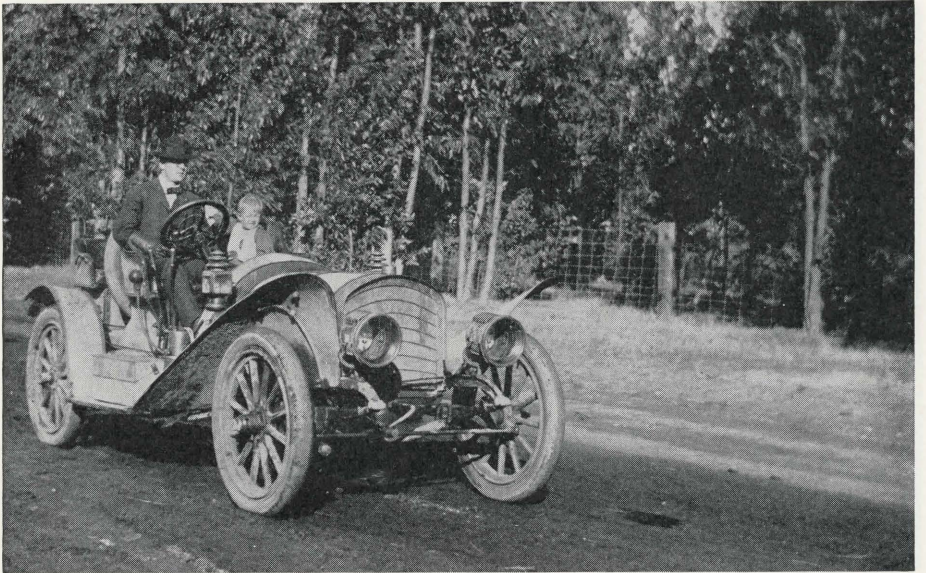
have been discovered by it, refineries and pipe-lines constructed, tank steamships and motorships launched, and in virtually every phase of the petroleum industry new procedures have been initiated and put into practice by the Company.

The Standard Oil Company of California, through its more than five hundred products, its personnel and service, speaks for itself as to the part it plays in this vastly changed world of today. All that might be written of its activities could at best be but a faint echo of the actual performances whose beneficial effects are realized wherever the Company serves. So instead of discussing them, on this occasion—the Company's fiftieth anniversary—it seems more fitting that our narrative hark back to beginnings—back to the days of the horse-drawn vehicle, back to the days when some of our special agents rode forth on bicycles to interview prospective customers, back to the days of kerosene, Eureka Harness Oil, and Mica Axle Grease. Facts bearing on these times may prove entertaining and, affording data for comparison with what is now existent, will make most evident the growth of the Company, and in addition set forth the tremendous changes in life and habits that came to the Pacific Coast with the

advent of the internal-combustion engine and electrical development.

An attempt to reflect this evolution pictorially is submitted in the old-time photographs accompanying these notes, augmented by the front-cover drawing. Necessarily meager (as our text also must be) because of space limitations, it is a sketchy presentation of kerosene-lamp and horse-and-wagon days, leading up to the advent of the automobile, which is represented by specimens of the Company's early acquisitions in the way of motor equipment.

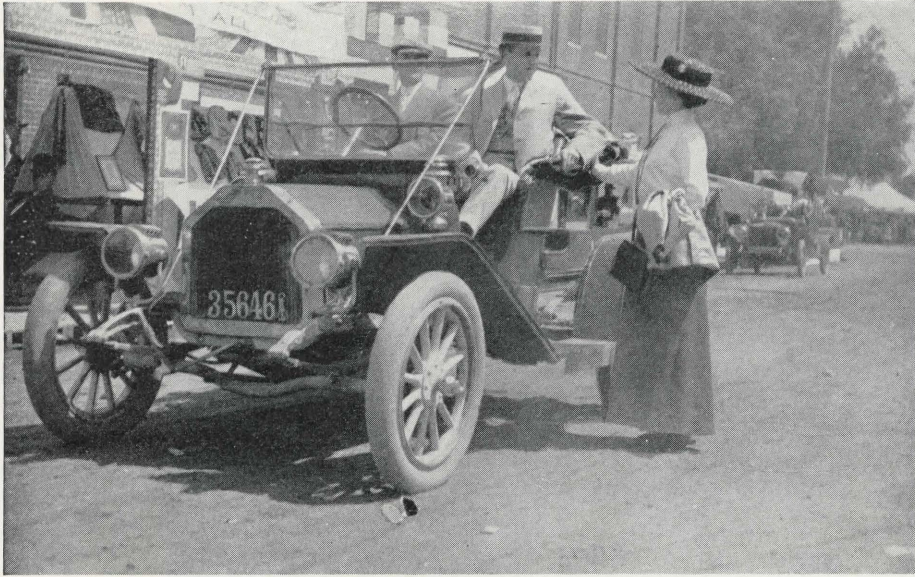
The use of horses and mules continued long after the automobile had ceased to be a curiosity, and until automotive equipment came into general use, the principal products marketed by the Company were kerosene, axle grease, and harness oil—and certain lubricants. Our sales reports of 1887 give evidence that machinery was beginning to afford a profitable sales outlet at that time, for among the items one finds mention of Capital Cylinder Oil, Magnet Valve Oil, Eldorado Castor Machine Oil, and more than half a dozen engine oils, of which Renown, Atlantic Red, and Solar Red are the best known. There was, however, even at that early date, some market for gasoline: the



One of the first three automobiles purchased by the Company—J. J. Wilt at the wheel. The photograph was taken at Orcutt, California, in 1908. By this time automobile designers had discarded the horseless-carriage effect, and we have here a vehicle whose lines presage the modern motor-car



First motor-truck acquired by the Sales Department of the Company (in 1911) for delivering fuel oil. It was "couple-gear, motor-wheel-driven"—and self-starting on a down-grade



J. E. Balsley and H. W. Neumann at Colton, California, 1911, in the first automobile acquired by our Los Angeles agency. The photograph also shows that women's wear as well as motor-car design has undergone radical change

Company sold a "deodorized" stove gasoline and a higher-proof product for illuminating purposes. Also, benzine was marketed to cleaners and dyers. But until the motor-car was well headed toward coming into its own, the product that bulked largest and was most widely used was kerosene — "water-white." With this product (among the well-known brands of the day were Pearl Oil, Pratt's Astral and Elaine Oil) the Company pioneered on the Pacific Coast, in Alaska, and in the Hawaiian Islands. *Kerosene* was virtually synonymous with *Standard Oil* to a scant population, comparatively speaking, scattered over a vast area notable for its wealth of undeveloped natural resources.

The kerosene lamp has almost become a museum piece; it is a symbol of what used to be. "Kerosene has been electrocuted," some one with a flair for fancy phrasing has observed. Unquestionably the oil-lamp has been displaced by electric lighting, but this famous product of petroleum, which we of the Company have ample reason to regard sentimentally and with affection, is not dead by any means. Strange as it may seem, in the thirty years since 1899 the domestic demand for kerosene in the United States has in-

creased about 163 per cent, while the per-capita consumption has gained from 7.751 gallons to 13.086 gallons in 1928. The peak was reached in 1925, when 14,549 gallons per person were used. Those figures are excerpted from the following tabulation, compiled by the Company's Department of Economics:

DOMESTIC DEMAND FOR KEROSENE IN UNITED STATES
(In U. S. Gallons)

	Domestic Consumption	Population	Consumption Per Capita
1899	589,001,500	75,994,575*	7.751
1917	1,041,726,000	103,500,473	10.064
1920	1,389,444,000	105,710,620	13.143
1925	1,678,698,000	115,378,094	14.549
1928	1,552,404,000	118,628,000†	13.086

*For year 1900, *World Almanac*, 1928.

†For year 1927, *World Almanac*, 1928.

The many new uses for kerosene that have come with the invention of oil-burning devices—and here should be included tractors that use kerosene as fuel—are in part explanatory of these figures. Further explanation may lie in the fact that kerosene continues to factor as an illuminant, even in the larger cities. Who cannot recall having encountered an array of red lanterns, with but a few yards between units, extending for

[Concluded on page 13]



Site of the present Richmond Refinery on San Francisco Bay, photographed in 1901, when construction work began. Here the Standard Oil Company erected the then largest single refinery in the world and connected it by pipe-line with the distant oil-fields in the San Joaquin Valley

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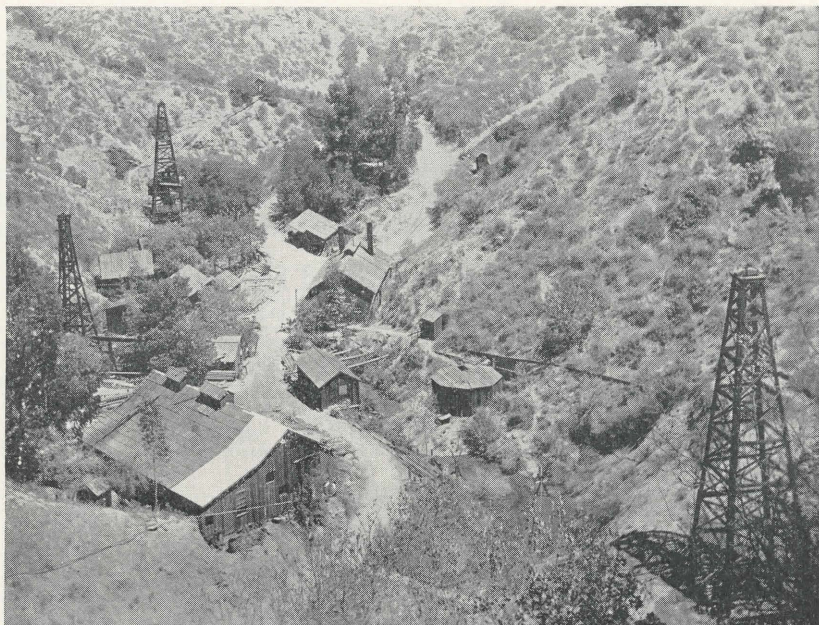
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Moron, California, in 1909, destined to become famous as Taft, California's outstanding oil city, metropolis of the Midway-Sunset fields. This street became "Supply Row," regional headquarters of manufacturers of oil-well equipment. The shacks gave way to permanent buildings of brick and reinforced concrete, as well as corrugated-iron ones housing machine-shops and salesrooms

ORS IN THE MENT OF A'S GREAT INDUSTRY

and operator of extensive lands, the Company was primarily a distributor of petroleum manufacturing plants, and Bakersfield, the most part purchased and engaged solely in oileries were vital factors of the California provided a market demand otherwise discouraged.



Pico Canyon, near Newhall, where the first well in California that produced oil in commercial quantities was drilled with a spring-pole. Crude of forty degrees gravity was obtained from a depth of sixty feet, and some of those first wells, drilled more than a half-century ago, are producing today



When it became apparent that there was likely to be sufficient crude-oil production "south of the Tehachapi" to warrant a refinery in southern California, the Company decided to construct one. Above photograph depicts the camp on the site of El Segundo Refinery the day before the first ground was broken for still foundations. More than five hundred mules are feeding

OIL FIELD NEWS

ACCORDING to figures collected by the American Petroleum Institute, Pacific Coast Office, the total production of crude oil in California for July amounted to 26,796,627 barrels, an average of 864,407 barrels per day. This is an increase of 43,586

barrels per day over June production. Ninety-one wells were completed during the month, with an initial daily production of 133,796 barrels, compared with 62 wells completed during June, with an initial daily production of 123,001 barrels.

Production and Development

(In barrels of 42 gallons)

DISTRICT	PRODUCTION		DEVELOPMENT					Active Producing	Abandoned (**)	Abandoned (***)
	Barrels Per Month	Daily Average	New Rigs Up	Active Drilling	Completed	Daily Initial Output				
Kern River.....	482,752	15,573	7	5	6	1,050	1,092	..	1	
Mount Poso.....	140,076	4,519	2	6	2	195	19	
Fruitvale.....	65,126	2,101	3	3	1	571	6	
Round Mountain.....	552	18	2	4	1	500	1	1	..	
McKittrick.....	141,150	4,553	1	2	279	
Midway-Sunset.....	2,044,863	65,963	12	28	8	3,118	2,099	4	..	
Elk Hills.....	486,611	15,697	..	1	199	
Lost Hills-Belridge.....	139,888	4,513	1	3	1	50	305	
Coalinga.....	325,392	10,496	3	4	746	
Kettleman Hills.....	107,345	3,463	2	31	1	950	2	1	..	
Wheeler Ridge.....	20,541	663	32	
Watsonville.....	1,937	62	6	
Santa Maria.....	131,320	4,236	..	5	223	
Summerland.....	4,062	131	3	3	1	300	90	1	..	
Elwood-Goleta.....	839,525	27,081	2	4	12	3	..	
Santa Barbara.....	1,800	58	2	3	2	270	2	8	1	
Rincon.....	96,981	3,128	1	2	1	240	30	1	..	
Ventura Avenue.....	1,757,701	56,700	3	36	7	10,175	174	
Ventura-Newhall.....	153,197	4,942	1	24	1	50	505	1	..	
Los Angeles-Salt Lake....	46,782	1,509	310	..	1	
Whittier.....	48,729	1,572	159	
Fullerton (Brea-Olinda)..	401,450	12,950	..	1	1	125	371	
Coyote.....	370,726	11,959	1	2	1	50	208	
Santa Fe Springs.....	8,134,548	262,405	20	159	23	88,176	446	..	4	
Montebello.....	300,170	9,683	..	3	171	1	..	
Richfield.....	488,822	15,768	3	9	4	1,195	275	..	1	
Huntington Beach.....	1,361,115	43,907	3	6	2	123	550	1	4	
Long Beach.....	5,387,224	173,781	10	87	23	21,429	954	1	5	
Torrance.....	418,773	13,509	592	
Dominguez.....	312,392	10,077	1	..	1	3,114	61	
Rosecrans.....	203,490	6,564	..	2	1	1,500	100	1	4	
Inglewood.....	754,936	24,353	2	2	1	410	225	
Newport.....	1,240	40	..	1	2	
Seal Beach.....	1,557,675	50,248	..	7	1	175	148	1	6	
Potrero.....	21,533	695	2	4	4	2	..	
Lawndale.....	46,203	1,490	..	1	1	30	7	17	..	
Miscellaneous Drilling....	26	133	10	..	
Total (July).....	26,796,627	864,407	113	581	91	133,796	10,405	54	27	
Total (June).....	24,624,627	820,821	134	617	62	123,001	10,305	35	10	
Increase.....	2,172,000	43,586	21*	36*	29	10,795	100	19	17	
Average for year 1928.....	107	520	59	56,802	10,823	15	25	..	
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	..	

*Decrease. (**) Drillers. (***) Producers.

Total stocks of crude and all products in Pacific Coast territory increased during the month 3,890,740 barrels. The total stocks at the end of the month were 169,161,139 barrels. The total stock increase for the year

1929, up to July 31st, was 29,160,245 barrels.

Comparative figures as of July 31, 1929, June 30, 1929, and July 31, 1928, are shown in detail at the top of the next page:

Stocks

(In barrels of 42 gallons.)	July 31, 1929	June 30, 1929	July Stock Increases	July 31, 1928
Heavy Crude, heavier than 20° A. P. I., including all grades of fuel.	106,212,606	104,428,124	1,784,482	96,418,224
Refinable Crude, 20° A. P. I., and lighter.	34,621,117	33,294,635	1,326,482	19,041,594
Gasoline	14,090,899	14,265,792	425,107	12,908,549
Naphtha Distillates	2,799,625	2,901,460	101,835*	1,429,410
All other stocks	10,836,892	10,380,388	456,504	9,955,530
Total All Stocks	169,161,139	165,270,399	3,890,740	139,753,307

*Decrease

Crude Oil Prices at the Well

SAN FRANCISCO, CALIFORNIA, SEPTEMBER 1, 1929

Effective March 18, 1929, following are the current prices offered by Standard Oil Company of California for crude oil at the well (price per barrel of 42 gallons in fields indicated):

Gravity	Signal Hill	Alamitos Heights-Seal Beach	Huntington Beach	Inglewood	Olinda-Brea Cañon	Athens-Rosecrans Dominguez	Elwood Terrace	Torrance	Richfield	Whittier La Habra
14 - 14.9.....	\$.70	\$.70	\$.70	\$.70	\$.70	\$.70	\$.70	\$.70
15 - 15.9.....	.70	.70	.70	.70	.7070	.70	.70
16 - 16.9.....	.70	.70	.70	.70	.7070	.70	.70
17 - 17.9.....	.70	.70	.70	.70	.7070	.70	.70
18 - 18.9.....	.75	.75	.75	.75	.7575	.75	.75
19 - 19.9.....	.80	.80	.80	.80	.8080	.80	.80
20 - 20.9.....	.85	.85	.85	.85	.8585	.85	.84
21 - 21.9.....	.89	.89	.89	.89	.8989	.89	.88
22 - 22.9.....	.93	.93	.93	.93	.9393	.93	.91
23 - 23.9.....	.97	.97	.97	.97	.9797	.97	...
24 - 24.9.....	1.01	1.01	1.01	1.01	1.01	\$1.01	...	1.01	1.01	...
25 - 25.9.....	1.05	1.05	1.05	1.05	1.05	1.05	...	1.05	1.05	...
26 - 26.9.....	1.09	1.09	1.09	1.09	1.09	1.09	...	1.09	1.09	...
27 - 27.9.....	1.13	1.13	1.13	1.13	1.13	1.13	...	1.13	1.13	...
28 - 28.9.....	1.17	1.17	1.17	1.17	1.17	1.17	...	1.17	1.17	...
29 - 29.9.....	1.21	1.21	1.21	...	1.21	1.21	1.21	...
30 - 30.9.....	1.25	1.25	1.25	...	1.25	1.25	1.25	...
31 - 31.9.....	1.30	1.30	1.30	1.30
32 - 32.9.....	1.35	1.35	1.35	1.35
33 - 33.9.....	1.41
34 - 34.9.....	1.47	\$1.16
35 - 35.9.....	1.53	1.22
36 - 36.9.....	1.59	1.28
37 - 37.9.....	1.65	1.34
38 - 38.9.....	1.71	1.40
39 - 39.9.....	1.77	1.46
40 - 40.9.....	1.83	1.52
41 - 41.9.....	1.89	1.58
42 - 42.9.....	1.95	1.64

Kettleman Hills:
55° Gravity and above
\$1.65 per barrel

Gravity	Montebello	Coyote Hills	Sante Fe Springs	Newhall Kern River	McKittrick	Midway-Sunset Elk Hills	Buena Vista Hills	Lost Hills	Coalinga	Wheeler Ridge
14 - 14.9.....	\$.70	\$.70	...	\$.50	\$.50	\$.50	\$.50	\$.50	\$.50	\$.50
15 - 15.9.....	.70	.7050	.50	.50	.50	.50	.50	.50
16 - 16.9.....	.70	.7050	.50	.50	.50	.50	.50	.50
17 - 17.9.....	.70	.7050	.50	.50	.50	.50	.50	.50
18 - 18.9.....	.70	.7550	.50	.50	.50	.50	.50	.50
19 - 19.9.....	.75	.8050	.62	.62	.62	.62	.62	.62
20 - 20.9.....	.80	.8468	.68	.68	.68	.68	.68
21 - 21.9.....	.85	.88	\$.8974	.74	.74	.74	.74	.74
22 - 22.9.....	.90	.91	.9280	.80	.80	.80	.80	.80
23 - 23.9.....	.95	.91	.9585	.85	.85	.85	.85	.85
24 - 24.9.....	.98	.97	.9890	.90	.90	.90	.88	.88
25 - 25.9.....	1.01	1.00	1.0195	.95	.95	.95	.91	.91
26 - 26.9.....	1.04	1.04	1.04	...	1.00	1.00	1.00	1.00	.94	.94
27 - 27.9.....	1.07	1.08	1.07	...	1.05	1.05	1.05	1.05	.98	.97
28 - 28.9.....	1.10	1.12	1.10	...	1.10	1.10	1.10	1.10	1.02	...
29 - 29.9.....	1.13	1.16	1.15	...	1.16	1.16	1.16	1.16	1.06	...
30 - 30.9.....	1.16	1.20	1.20	...	1.22	1.22	1.22	1.22	1.10	...
31 - 31.9.....	1.25	...	1.28	1.28	1.28	1.28	1.14	...
32 - 32.9.....	1.30	...	1.34	1.34	1.34	1.34	1.18	...
33 - 33.9.....	1.35	...	1.40	1.40	1.40	1.40	1.22	...
34 - 34.9.....	1.40	1.46	1.26	...
35 - 35.9.....	1.45	1.30	...
36 - 36.9.....	1.50
37 - 37.9.....	1.55
38 - 38.9.....	1.60
39 - 39.9.....	1.65



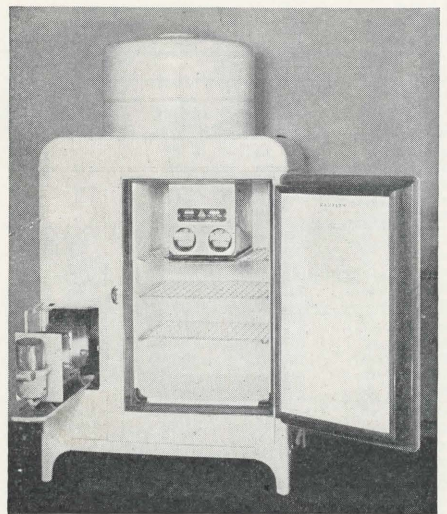
A modern model kitchen where both high and low temperatures are achieved as needed through use of kerosene-burning devices

ICE FROM OIL HEAT

NOW comes an entirely new use for kerosene — an oil-burning refrigerator recently made its appearance on the American scene. While the refrigeration this new device produces is said to compare favorably with that of electric refrigerators, it was not designed to be marketed in competition with them. The special aim is to cater to the needs of rural homes not served by central station power, and all others similarly situated.

This new device provides all of the refrigerating service, including the freezing of ice cubes, given by the mechanical refrigerators, though in the strict sense of the word it is not a *mechanical* refrigerator, for it has no moving parts. It uses the heat from two small burners somewhat similar to those on oil cook-stoves. This heat actuates a refrigerant which is hermetically and permanently sealed inside the refrigerator.

The absorption principle is used. When the heat is applied to the refrigerant, a gas is formed, which cools as it passes through a



The heating unit, housed in a compartment entirely separate from the one provided for food, is visible only when drawn out for filling and lighting

condenser. The cooling process liquefies the gas which collects in the evaporator, and as it evaporates it carries away with it the heat from the food compartment.

The two burners are mounted on a slide and are visible only when drawn out for lighting. They are housed in a compartment entirely separate from the one containing the food.

The simple daily operation of filling and lighting is the only attention this refrigerator requires. It has no moving parts or valves and cannot get out of order, its makers claim.

Once a day you open the small heating-unit door, slide out the burners, fill the glass fuel reservoir, which holds about a pint of kerosene, light the two burners, slide them back into the cabinet, and close the door. The burners have asbestos lighting-rings, and when the fuel, which lasts for seventy-five to ninety minutes, is entirely consumed, the generation process is completed and the burners go out, but the refrigeration continues for twenty-four to thirty-six hours. A connection with the running-water system is necessary for the circulation of cooling water during the period of heating. The water flows through a coil in the refrigerator and may be utilized for any household purpose.

In appearance and in results this oil-burning refrigerator is very much like other so-called "iceless" refrigerators. The outside of the insulated cabinet is sheet steel finished in silver-gray lacquer, except the base, legs, and condenser tank, which are black. The food-compartment lining is one-piece steel, finished in white porcelain enamel. There are no joints, seams, or screw-holes in this lining, and the corners are rounded to make easy cleaning.

This oil-burning refrigerator is manufactured and marketed by the Perfection Stove Company, of Cleveland, Ohio, the world's largest manufacturer of oil-burning household devices. A complete line of six models with five and seven cubic-foot food storage capacities has been announced, and distribution, which has not yet reached the Pacific Coast, is being extended as rapidly as possible through authorized dealers who will deal directly with the factory. Distribution at present covers the states east of the western boundary lines of the Dakotas, Nebraska, Kansas, Oklahoma, and Texas. In most of these states a considerable number of dealers

already have been authorized, and enough more will be appointed to secure adequate coverage of the rural trade.

The First Fifty Years

[Continued from page 7]

blocks along streets where excavations for sewer or gas lines, underground electric transmission systems, or pavement replacements were under way? Such present-day demonstrations of the use of kerosene are always more or less in evidence in big cities and in fast-growing suburban districts.

Those lanterns do not burn for an hour or so after sundown, but all night long. One such job in a week may call for burning hours and volume of light equaling the month's requirements of a fair-sized village, with many farms thrown in, as light was used in the kerosene-lamp days.

Of immeasurably greater significance than the kerosene statistics already cited is the following fact: in 1880 more than 75 per cent of the average refinery yield from crude oil was kerosene, while today kerosene accounts for but 6 per cent. The difference in the percentages directly reflects the progress that has been achieved since those days when kerosene was the most and the best we had to offer; it speaks not only for this Company's progress, but for that of the petroleum industry and of the entire civilized world.

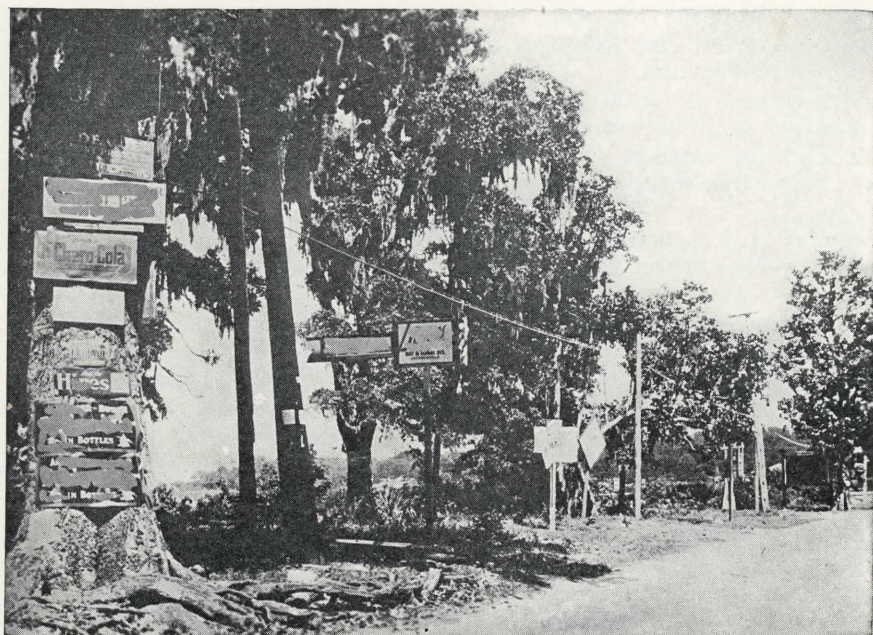
Deduct the 6 per cent of kerosene, and the remaining refinery yield is made up of the many products of petroleum that are inseparable from the functioning of the modern world.

"What is it?" asked the doctor who had been hurriedly summoned at midnight. "Nothing this time, Doc," answered Newlywed, looking at his watch. "My wife just wanted to see how soon you could get here in case the baby was suddenly taken ill."—*Omaha News-Bee*.

An American, motoring through a small Scottish town, was pulled up for excessive speed. "Didn't you see that notice, 'Dead Slow'?" asked the policeman. "Of course I did," said the American, "but I thought it meant your town!"—*Boston Motorist*.

Applicant—And if I take the job am I to get a raise in salary every year? *Employer*—Yes; provided, of course, that your work is satisfactory. *Applicant*—Ah, I thought there was a catch in it somewhere!—*Toronto Goblin*.

"Boy, you'd better watch out or you'll lose control of this bus." "You said it. I'm four payments behind right now."—*Detroit Free Press*.



*"I think that I shall never see
A poem lovely as a tree."—JOYCE KILMER*

"SCENIC OR SIGN-IC?"

THE Standard Oil Company of California announces four prize contests to solve the problem of the defacement of the natural beauties of the Pacific Coast.

Throughout America there is a growing agitation concerning the defacement of natural beauties by advertising signs. In the Far West, so richly endowed with scenic wonders and glorious highways, the evil is steadily developing. The priceless appeal of this region to tourists from the world over is being diminished; the pleasure of motoring is being impaired.

The problem has a definite economic aspect. If the Pacific Coast becomes free of offenses against Nature's beauties, it will achieve a national prominence of great value, and an appeal that will bring motoring tourists hither in increasing numbers.

Several years ago the Standard Oil Company of California destroyed some twelve hundred signs it had erected on these highways, and announced that thereafter it would not display signs except at commercial loca-

tions. In taking this action the Company hoped to set an example which would be followed by others. Considerable has since been accomplished. There has been much public discussion. In some limited areas the problem has practically been solved through arousing public sentiment and through public co-operation.

The situation obviously requires two things, of equal importance: (1) The finding of a workable plan to correct the evil; (2) The creation of a public opinion that will compel action.

In the hope of stimulating thought and action, the Standard Oil Company of California now presents the following proposals:

Contest No. 1—The Standard Oil Company of California offers three prizes of \$1000, \$500, and \$250 for the first, second, and third best answers, respectively, to the following question: "How can the erection of objectionable advertising signs along highways and at scenic points be prevented, and how can the removal of such existing signs

be accomplished?" Here are sought practical plans for preventing the erection and effecting the elimination of objectionable advertising signs—whether through legislation, some form of public propaganda and organization, or otherwise. Answers limited to 1500 words.

Contest No. 2—The Standard Oil Company of California offers three prizes of \$500, \$250, and \$125 for the first, second, and third best answers, respectively, to the question: "*WHY should objectionable signs which obscure or deface natural scenic beauties be eliminated?"* Here the prizes will be given for the essays, of 500 words or less, which will most convincingly set forth reasons why it is of advantage that the highway advertising problem be settled.

Contest No. 3—The Standard Oil Company of California offers three prizes of \$250, \$125, and \$75 for the first, second, and third best slogans of not more than eight words each which will have the greatest force and appeal in arousing public sentiment concerning defacing the scenic beauties of the Pacific Coast. Slogans should be graphic and forceful. For example: "This is your country; beautify it." This slogan recently won a contest in the East. Others are: "Make every mile of roadway smile"—"Save the scenery and you save all"—"Smiling highways—cheerful byways"—etc.

Contest No. 4—The Standard Oil Company of California offers five additional prizes of \$200, \$100, \$75, \$50, and \$25 for the first, second, third, fourth, and fifth amateur photographs, respectively, which best portray the defacement of natural beauties by advertising signs. Prints must be at least 3¼ by 4¼ inches and be accompanied by the negatives. The location of the subject photographed must be written on the back of every print.

Manuscripts and photographs should bear no distinguishing mark which could serve as a means of identification of authorship. Each and every manuscript or photograph must be accompanied by a sealed envelope, securely attached, containing the name and address of the contestant.

Prizes will be awarded only to participants who are residents of communities where the products of the Standard Oil Company of California or its subsidiaries are marketed. Any person except one directly or indirectly connected with the Company or its

subsidiaries may compete for any or all prizes, and submit as many plans, slogans, and photographs as desired.

All material must be mailed to the "Scenic or Sign-ic" Contest, Standard Oil Company of California, 225 Bush Street, San Francisco, California, and must be received by October 20, 1929. No manuscripts or photographs will be returned.

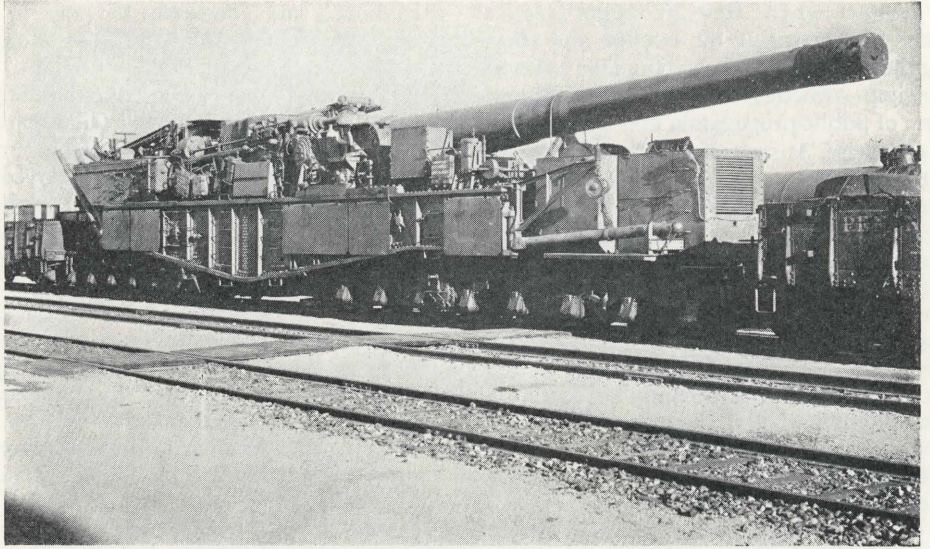
All manuscripts, plans, or ideas may be used for publication or otherwise by the Standard Oil Company of California as it sees fit, without compensation to contestants.

Organizations desiring additional copies of the foregoing plan for distribution to members, may have them upon request by addressing the Standard Oil Company of California, 225 Bush Street, San Francisco, California.

The following have accepted invitations to act as judges of the contest: Hon. Horace M. Albright, Director, National Park Service, U. S. Dept. of the Interior, Washington, D. C.; Kathleen Norris, Saratoga, California; Senator James D. Phelan, San Francisco, California; W. L. Valentine, former President, Automobile Club of Southern California; H. B. Van Duzer, Chairman, Oregon State Highway Commission; Mrs. H. F. Alexander, Seattle Garden Club; David Whitcomb, Chairman, Executive Committee, Pacific Empire Association, Seattle, Washington.

The following organizations have indorsed this effort to stimulate public interest in the question of the defacement of scenic beauty by advertising signs: Albany (Ore.) Garden Club; Associated Sportsmen of California; Automobile Club of Washington; California State Highway Commission, Department of Public Works; California Tourist Association; City Planning Commissioners of Los Angeles; Marvelous Marin, Inc.; National Automobile Club; National Committee for Restriction of Outdoor Advertising Signs, General Federation of Women's Clubs; National Highways Association; Nevada Business and Professional Women's Club; Oregon State Highway Commission; Piedmont (Cal.) Garden Club; Portland Garden Club; Redwood Empire Supervisors' Unit, Redwood Empire Association; Reno Chamber of Commerce; San Francisco District, California Federation of Women's Clubs; San Francisco Garden Club; San Joaquin Valley Tourist and Travel Association; San Jose Chamber of Commerce; San Luis Obispo (Cal.) Garden Club and Wild Flower Association; State of Nevada, Department of Highways; The Garden Club of St. Francis Wood, San Francisco; The Outdoor Circle, Honolulu; Washington State Federation of Women's Clubs; Yellowstone Cut-Off Association; Redwood Empire Association; Seattle Garden Club; California Camera Club; The Ebell of Los Angeles; Sierra Club; American Society of Landscape Architects,

[Concluded on page 16]



Including its truck equipment, this railway coast-defense gun weighs approximately 730,000 pounds—about the same weight as the three-cylinder type locomotives used by the Southern Pacific Company, to whom the BULLETIN is indebted for the photograph

FOR COAST DEFENSE

ONE of the largest and most powerful pieces of artillery in the nation recently arrived at the government arsenal, Benicia, California, after a transcontinental rail journey that began on the Atlantic seaboard, at the Aberdeen Proving Ground, in Maryland. This Gargantuan shooting-iron was the monster fourteen-inch railway coast-defense gun depicted above, capable of shooting a 1600-pound projectile twenty-five miles. The exploding force of its missile is sufficient to destroy an entire village at that distance, it is asserted.

This great gun's transportation across the continent called for lubricants, and so its journey is of special interest to both the users and the makers of petroleum products. The trip, incidentally, was a demonstration, an extended test, of a certain oil—Galena Car Oil, summer grade, which is marketed on the Pacific Coast by the Standard Oil Company.

The gun has twenty-eight journal bearings placed on two four-axle trucks in front and two three-axle trucks in the rear. The total weight of the gun and truck equipment is 730,000 pounds, making a weight of 400 pounds per square inch to be borne by each

of the 6" by 11" bearings. It was essential that a heavy-bodied, high-grade lubricating oil be used to insure a proper oil-film on the journals operating under this heavy load.

Galena Car Oil was used for journal lubrication on a similar gun during its movement from Aberdeen Proving Ground to Fort McArthur, California, in 1925, and the satisfaction it gave on that occasion is understood to have caused the War Department to prescribe its use again in this most recent transcontinental gun movement.

"Scenic or Sign-ic?"

[Continued from page 15]

Pacific Coast Chapter; The Forest Grove (Wash.) Garden Club; McMinnville (Ore.) Garden Club; The Garden Club of America; Contra Costa County (Cal.) Federation of Women's Clubs.

Teacher (brandishing ruler)—Johnny, put out your hand!

Johnny—But I ain't gonna turn no corner!—*San Diego Union*.

"Do you always say what you think?"—"Not exactly," answered Senator Sorghum. "I strive to find out what my constituents think, then say that."—*Washington Post*.



TWENTY-ONE YEARS AGO

OUR sub-station at Downey, California, in 1908, and its facilities for bulk delivery of kerosene and gasoline at that time are depicted above. This tank wagon supplied every store and garage then in Downey, Whittier, Rivera, Pico, Los Nietos, Santa Fe Springs, Hynes, Artesia, Norwalk, Bellflower, and Clearwater. No retail trade was served from this wagon. W. S. Barnes, leaning on the rear wheel, was in charge of the station, and A. W. Hammerton, seen standing with arms akimbo, drove the four horses and met the customers. Since 1917 he has been with the Producing Department. Waxing reminiscent over the photo, which is his contribution to this issue of the BULLETIN, he writes: "Eight hours in those days was often but half a day's work for us. Notwithstanding there was no competition in the district at the time, we put forth every effort to give the same prompt and courteous service that is traditional with the Company. This, and the superior qualities of Standard Oil products, factored in warding off competition in the district for several years. Our days sometimes extended from six in the morning until eight in the evening, in order to serve so large an area with this means of transportation."

Progress

*Success in harmonizing natural phenomena
with human advantage.*

LESTER WARD

*

In the beginning, one product—kerosene—stood virtually alone as expressing man's understanding of petroleum . . . Now, from the single crude product of nature are derived nearly half a thousand refined products representative of this Company's participation in the Oil industry . . . These products and their respective functions reflect in a very great measure the progress achieved since petroleum began remodeling
the world.