

January/February 1976

HISTORY-OIL
(City)

PAMPHLET

discoveries

Huntington
Beach

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Information & Resource Center

The nation's energy policy is one of dawdle and dwindle — "Washington dawdles, while our available energy supply dwindles." So says Frank Ikard, president of the American Petroleum Institute. And a lot of people agree with him. The problem is they're primarily oil people.

Dawdle & Dwindle

"Not a single action taken in 1975 added one gallon of oil or one cubic foot of gas to our domestic energy supply," states Ikard.

"Instead of positive energy policies, we've seen the imposition and continuation of rules, regulations and red tape — with threats of more to come.

"One of the best barometers of the nation's energy situation is the amount of imports needed to meet national requirements," Ikard continued. "Three years ago the nation was importing about 30 percent of its oil needs. Today, after a long period of controls and regulations, we are importing about 40 percent! It may reach 50 percent within the next few years."

Those were well chosen words. But what was the reaction from some members of Congress. Break up the oil companies! Or divestiture is the ill-chosen word they use to describe it. Or how about a federal oil and gas company? Anyway, their only answer appears to be more governmental restrictions.

The *Albuquerque Journal* voiced its editorial opinion on the subject calling for just such governmental restrictions on oil companies. A friend of ours in the industry responded to the editorial. His thoughts were so universal and could be applied in so many ways we wanted to pass them on to you.

"I've read your editorial 'Energy Policy Essential' with a great deal of interest. Let me see if I follow your reasoning —

"You say Congress should 'in-

clude controls to prevent domination of most energy sources by a limited number of giant multinational or national firms.'

"There must be a dozen or more 'major' oil companies doing business in Albuquerque. If, as you suggest, *all* those companies need controls, what action is to be taken when there are only two major newspapers in Albuquerque — suspiciously, one published in the morning where it has a clear monopoly on readership and one in the evening where it too has a monopoly.

"Perhaps New Mexico's Senator Montoya needs to sponsor a bill to create a government newspaper in Albuquerque. You know, sort of like Senator Stevenson of Illinois sponsored a bill to create FOGCo — Federal Oil and Gas Corporation — to serve as a benchmark to judge how the oil companies should be doing.

"Montoya's bill could set up editorial benchmarks for the Albuquerque newspapers through NO-NO — Newspaper of Nonpartisan Opinion.

"You say 'practices give many major oil companies control of gasoline from the oil fields to the gasoline tank. Such control leaves the nation at the mercy of those firms!'

"Are you implying, as some advocate, that each function of the oil business — exploration, production, refining, marketing, etc. — be broken into separate, independent companies?

"Let's see, if we apply the same criteria to the *Albuquerque Journal*, we'll have a Journal Editorial Company, a Journal Advertising Company, a Journal Printing Company and a Journal Distributing Company.

"Is *that* going to lead to a more economical, timely newspaper? Certainly not. Neither is breaking up oil companies into separate functions going to give America more efficient operations, which would lead to more economical petroleum products.

"You also imply that because 'largely uncontrolled oil companies post nearly identical pump prices' in

a 'seemingly spontaneous way' that they are price fixing.

"Now let's see, what is the per copy price of the *Albuquerque Journal*? What about the *Albuquerque Tribune*? Same price? Hmmm . . .

"This is written with tongue only half-in-cheek. However, being an oilman I find it disturbing to see editorials like 'Energy Policy Essential' written with innuendos that cast suspicion on the oil industry.

"Such writing can do nothing to help us to get a sensible national energy policy, which we certainly need. Such writing *can* tear down the oil industry — in fact, business in general.

"In another part of your paper you quote pollster Lou Harris as saying that between 1966 and 1975 public confidence in all institutions has declined. Among the institutions he cited was business with a drop in confidence from 55 to 18 percent!

"Considering how much of the media misinterprets problems in the oil industry this is fully understandable."

By the time *Discoveries* is published there may have been some sort of energy bill passed. We doubt it will involve any substantial positive long term viewpoint. And divestiture will still be the "now" word in Washington. If that takes place, Charles E. Spahr, board chairman of The Standard Oil Company (Ohio) says, "the industry will have chaos for all time."

On the pages of *Discoveries* yet to be published this year we will be discussing divestiture further. It's something you should know a lot about. So should your neighbors. For if the oil companies are broken up by government what industry will be next? What *other* liberties will be taken from us?

In this election year we hope you'll elect to keep informed. It's strange that as we celebrate our bicentennial there should be such a concerted effort to take away our freedoms. Make sure you know who they are who would do just such a thing. For if we dawdle our *freedoms* will dwindle one by one by one. — RFD

discoveries

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Volume 3 Number 1

Contents

4 To Drill or Not to Drill (Offshore)

That was the question in the minds of Atlantic seaboard residents and API took to the road with a traveling energy exhibit to answer those questions.

8 After Office Hours With . . .

Burmah's vice president, employee relations — Jim Rice and family

10 The City That Rolls With the Punches

A candid view of Huntington Beach — past, present and future — from Burmah employees and city officials



20 Oil 'N Fun

"Only a truly wise man can laugh at himself."

22 Among Ourselves

Sharing the wisdom and wit of our retirees

23 Praises, Pans and Potpourri

Musings on a myriad of miscellany

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FRONT COVER:

A tiny portion of the nine miles of broad sandy beach — Huntington Beach, California

PHOTO CREDITS:

Nancy Nelson: Cover, pps 4-7, 10-19
Paul Gilmore: pps 8-9

To Drill or Not To Drill (offshore) --That Is The Question

The East Coast is a highly concentrated population area — 34 percent of all Americans live there. Oil consumption on the East Coast averages a little over 2,500 million barrels per year. Only *two percent* of that volume is produced in the 17 states, combined, that make up the East Coast.

In highly populated New England there are no oil refineries. At present, one out of every three people who live on the East Coast and use natural gas get their supply from the Gulf of Mexico.

In spite of all this, the people along the eastern seaboard have been asking "Why drill offshore here? Get it someplace else." And the American Petroleum Institute has spent five months informing and showing them just why the Atlantic offshore development is so vital.

Beginning last August, API's "New Frontiers for Energy" traveling exhibit van visited 65 locations in Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, and the District of Columbia.

From shopping centers to state fairs to public parks to college campuses, the van moved along with employees from various oil companies serving as hosts. As many as

3,000 persons visited the van in one day in some locations.

According to API coordinators for the traveling information program, the response from school teachers and college students was especially encouraging.

The API van is equipped with audio-visual displays of oil development around the world, industry safety records, industry environmental measures and charts of current and future energy sources for the U.S.

Of particular interest to East Coast residents were slides taken from varying distances of an offshore platform, and a map of the proposed offshore lease area.

Another attraction was a scale model of a deepwater platform. Visitors often expressed disbelief at the estimated cost of such a platform and the length of time from leasing to actual production from such a platform — five to seven years.

The most frequently asked question was, "What about solar energy?" or phrased differently, "Why isn't solar energy slated for larger contribution to U.S. energy sources?"

The general opinion among those who asked these questions is that the sun is up there, it's free, just waiting to be used.

Solar energy is an appealing

prospect, but it isn't free and it isn't as simple as it seems. The real need is the direct conversion of sunshine into electrical energy. To do this we would need to cover about one percent of our land area (30,000 square miles) with something to collect solar energy to produce electricity sufficient for current needs. And we would need to cover the roofs of houses and other buildings all over the country. That something would have to be cheap. Silicon solar cells will do such a job, but their cost is prohibitive.

A solar energy unit for a modest-sized home costs about \$10,000. Solar collectors sell for about \$20 per square foot.

Other concerns were (1) how close platforms would be to beaches along the Atlantic seaboard, and (2) would the coastal states share in the revenues of offshore production. Women were more skeptical, more concerned about the environment. Men seemed more concerned with sharing revenues, employment opportunities.

Many who came were outrightly opposed, but overall the response from the public measured about 70 percent in favor of offshore development in the Atlantic, about 20 percent opposed, and the remainder didn't really care either way.



WHITE

TRUCK
17E239

Discoveries caught up with the big white 44 foot van when it rolled into Atlantic City, New Jersey for a three-day visit in mid-November. It was not just coincidence that the New Jersey League of Municipalities was meeting there. With that kind of target audience, API had a prime opportunity to not only answer questions, but register the opinions of community officials and thought leaders from throughout the state.

The van was located adjacent to Haddon Hall where the League of Municipalities was holding its sessions. Between sessions and during lunch breaks the participants visited the exhibit. Their questions were direct, well thought out. Again, they questioned the seeming "lack of interest" in solar energy as a future energy source.

Visibility of offshore platforms was a primary concern. The Baltimore Canyon area, scheduled for a lease sale sometime this year, lies off the New Jersey coastline. All of the New Jersey coastline is resort area. Atlantic City itself is dependent upon its broad beaches and famous boardwalk to bring tourists to the city.

Some of the residents were mistaken in the belief that the platforms would be located in the surf near shore, practically at the end of the famous Steel Pier. In actuality, the location is 15 to 30 miles at sea, in most cases, below the horizon and out of the line of sight.

Aside from these concerns, elected officials, economic and community development leaders spoke positively about the proposed development.

It became quite obvious as the people strolled through the van, that their initial suspicion and doubts were due largely to misinformation. Time and again people expressed the belief that they wanted the oil — the development offshore, "but



weren't sure what the area was getting into; what kind of disruption it would bring to their seaside communities; how technology could possibly overcome the 'dangers' of deepwater drilling."

Now, at least the public had some idea. The answers to their questions had been straight forward and frank. API was telling it like it is.

But there's always a skeptic like the gentleman who suggested the oil

industry use some of its capital and technology to clean up the sewage problem off the coast of Long Island. (New York dumps its sewage there.) Maybe he was subconsciously admitting that only the oil industry has the financial and technological capability to overcome most any task.

Who knows?

Visitors talked with industry spokesmen, viewed displays, and recorded their opinions on a consumer attitude terminal.

office After hours with Jim Rice



BEFORE OFFICE HOURS: At daybreak Jim enjoys the peacefulness of duck hunting.

"This is home," says Lorraine Rice. "Jim and I are both Texans. We grew up next door to each other in Aransas Pass, so we've known each other practically all our lives."

The Rices haven't always lived in Texas, however. Jim joined Eastern States Petroleum in 1955. In 1962 he was transferred to Los Angeles with Signal Oil and Gas Company. Then, it was back to Texas in 1972 when Signal moved its headquarters to Houston, where Jim is vice president, employee relations.

While in California the Rice's three children were involved in Little League, Boy Scouts and Girl Scouts . . . and so were Jim and Lorraine. "We were never at home," says Jim. "I'm glad those years are over."

The California years afforded Randy Rice the opportunity to become an avid surfer. "And we spent a lot of time camping," adds Jim. "Unfortunately, Texas in the summer is no place to go camping."

"It's a shame, too," says Lorraine, "because a family is closer together when you can get away and just be together like that."

Being together is what they enjoy most, and their home in Westador in Northwest Harris County is the center of activity.

"The kids are homebodies," laughs Jim. "And their friends are always over here. Sometimes I can't find a place to park!"

"We're all homebodies," says Lorraine.

"After years of traveling a lot," adds Jim, "I enjoy being at home."

Randy, a junior at Sam Houston State University (he commutes to school) is engaged to be married this May. In addition to his full-time studies he is working in a service station this semester. Randy frequently joins his dad on a hunting trip.

Debbie, graduated from Spring High School, works at Allied Spring Bank and attends North Harris County Junior College part time. Her pride and joy is a CB radio, a Christmas gift from her parents.

Russ is a sophomore at Spring High School where he is a proud

member of the marching band. When there's time, he and Randy enjoy a game of tennis.

Lorraine admits to having "a fortune invested in do-it-yourself projects I've never finished! I do however enjoy knitting and crocheting. And I play 'at golf'," she adds, with an emphasis on 'at'.

"Golf is Jim's game. He loves to play golf . . . and fish. We both love to fish," Lorraine continues.

"Two or three times a year we go down to North Padre Island, rent a place and go fishing," adds Jim. "It's our kind of vacation.

"Oh yes," admits Jim, "I am also the weekend cook sometimes . . . a backyard barbecue.

"Aside from that, we answer the phone a lot," he says as the phone jingled again. "We have two phone numbers. The second was added so

I could call home, because the first one was always busy with the kids' calls. Now they're *both* always busy."

Debbie and Lorraine, a mother-daughter exchange of the day's activities



TOP: Monday night football — Jim, Russ (and Howard Cossell)

ABOVE: Both Jim and Randy enjoy hunting

LEFT: Randy, Jim, Russ, Debbie and Lorraine Rice on the balcony of their home

Huntington Beach

THE CITY THAT ROLLS WITH THE PUNCHES



Huntington Beach, California and oil
have been associated with each other since the early 1900's.

Burmah Oil and Gas Company
(formerly known as Signal Oil and Gas Company)
has been producing oil and gas on and
offshore Huntington Beach for over 35 years.

The following is based on a series of interviews with Burmah employees who have been residents of the city since the 1940's, many before that.

"The newtimers don't know what the oldtimers are talking about when they say 'we wish we had the four-and-a-half square miles again,'" says Councilman Ted Bartlett. "There once was a lot of bitterness but the oldtimers are dying out," he says with a hint of sadness.

Bartlett, one of the "oldtimers", came to Huntington Beach, California in 1926. In the almost 50 years he's seen many changes.

"We have to roll with the punches. It's inevitable. I like the town and I love to live here."

Today's Huntington Beach is situated on a portion of the old Las Bolsas Rancho. The Rancho lands were sold and settlers to the area called it Shell Beach. In 1901 the name Shell Beach was changed to Pacific City when P. A. Stanton formed a local syndicate and purchased 40 acres along the beach. Stanton's dream was to build a Pacific Coast rival town to the famed East Coast's Atlantic City.

H. E. Huntington succeeded in extending the Pacific Electric Railway to the seaside village and residents from Los Angeles were able to visit the area frequently.

In 1902, Stanton sold his interest to the Huntington Beach Company, a group of businessmen mainly from Los Angeles. And the town name was changed again, from Pacific City to Huntington Beach, in honor of H. E. Huntington. Although incorporated in 1909, Huntington Beach remained a peaceful seaside village.

Then it happened. 1920. Oil was discovered and the next several years saw the city change from a sleepy to a busy little town. The initial oil production and subsequent townlot boom brought a forest of oil derricks, a forest which seemed to

grow thicker by the day as get-rich-quick promoters moved in forcing people to sell their property.

Fires were not uncommon. Wind storms had a habit of blowing the derricks over onto the old coast highway. And when it rained, oil ran in the, then, dirt streets.

Yet, life went on almost in a casual way. Although agriculture remained dominant in the areas between the four-and-a-half-square-mile city and nearby Santa Ana, Costa Mesa, and Westminster, oil had become the city's primary means of income.

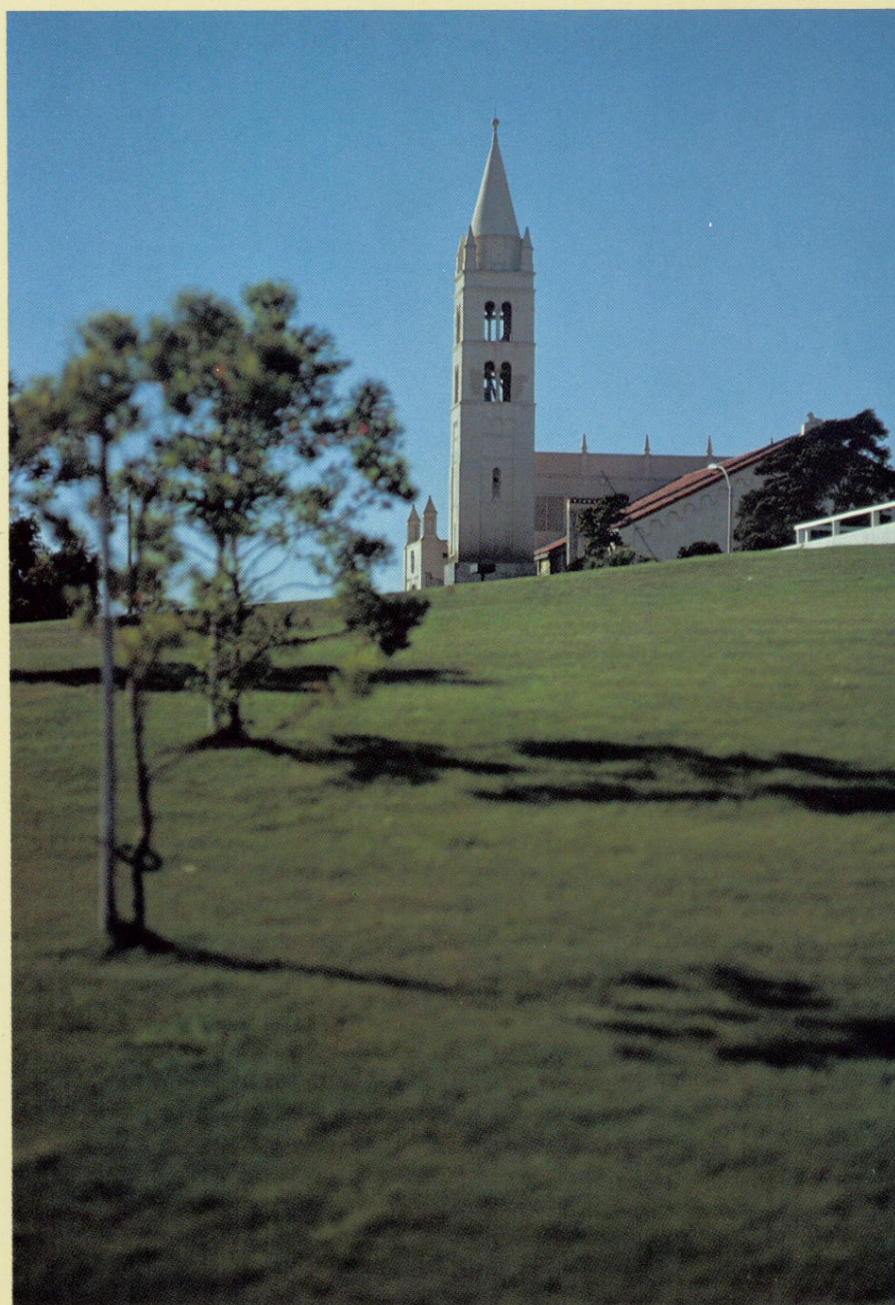
The city's high school and elemen-

tary school were among the top schools in the nation. Oil revenues made it possible to hire better teachers, to have better quality facilities. Both schools even had swimming pools.

Burmah employees Ken Clemmons, Ross Cowling, Orville Hanson and Speed Manson recall those early days.

"Kids came from Seal Beach, Westminster, Smeltzer, Fountain Valley to our school," recalls Ross.

BELOW: The tower at Huntington Beach High School — a city landmark.



LEFT: A portion of the 1800 foot municipal pier constructed in 1914.

Huntington Beach

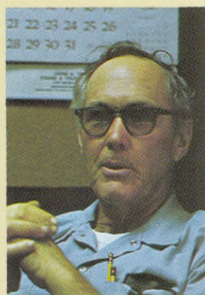
"There wasn't much for us kids to do so we spent a lot of summers on the beach," add Speed and Kenny.

"During the depression," says Speed Manson, "the oil companies were good to the people. They looked after the community."

"After the depression, older men could make five dollars a day in the oil fields; kids could earn one or two dollars a day in farm labor," adds Ross.



Kenny Clemmons



Ross Cowling



Jan Waggoner



Charlie Hill

John Woods, Speed Manson



Al Early, Adrian Zielke



"It was strictly oil and agricultural," admits Orville Hanson. "No one should kid themselves either. This town developed on oil revenue."

As Speed Manson recalls it was a little oil town, "with a recreational atmosphere in the summers." With a plunge on the north side of the pier, a skating rink, a pavillion for dances, penny arcade and the best surf beach on the southern coast, Huntington Beach was approaching a resort status.

"Tin can" beach below the bluffs was often crowded with people from inland cities who brought tents or set up make-shift shelters to stay a week or more.

Through the forties Huntington Beach remained a close-knit community of about 5000 people. Everyone knew everybody else. The downtown area served immediate needs, but for additional shopping Long Beach, Santa Ana and Costa Mesa areas were near enough.

In the late fifties and early sixties the town experienced its second metamorphosis. Never again would Huntington Beach be the same.

It began in 1957 when annexations were made from large property holdings. From 1957 through 1960, Huntington Beach increased its size to 25 square miles, as a result of 11 annexations.

"It was an evolution," remarks Orville Hanson. And with growth came all of the attendant problems."

"The city started to grow from the outside in," adds Burnah's Jan Waggoner, a resident of the area for many years. "There was a ring of farms around the old town, then beyond that the heavily subdivided areas began to appear.

"Orange County and especially Huntington Beach had a lot of appeal for the people in Los Angeles and the inland cities," Jan continues. The open spaces, clean air, accessibility to everything, fine schools. It was a nice place to live."

"I don't think anyone expected the city to become what it is now," says Kenny Clemmons.

"There was a natural resistance by the agriculturalists to the rapid



The intersection of Main Street and Pacific Coast Highway — the 'old town' of Huntington Beach.

growth, the subdivisions of single family homes and apartments. The developers saw a chance to make it big on what had been cheap land. The developers created a change in the quality of life the area once had," adds Orville Hanson.

Cal Nagel deliberately bought a place four miles from the city in 1940, "so we'd be in the country; but, we were eventually annexed into the city."

Through annexation came the advent of neighborhood shopping centers, pulling people away from the old-town area.

Orville Hanson having lived in the old-town area all his life saw the city become divided. "It was, perhaps, a defensive position on the part of downtowners. Now, never the twain shall meet."

Jan Waggoner has found that people in the outer areas don't relate to the downtown area. "People in my neighborhood will say 'you work down there' — like old town is another country. Now, if they're opposing something the city has done or plans to do, then they go to city leaders. Otherwise they're not concerned with the function of the city itself."

"As the new people came into the city during the rapid growth period, new power groups were formed — homeowner groups," recalls Cal Nagel. "All they could see was that oil was dirty and messy."

Adrian Zielke also saw residents' feeling toward the oil industry change. "The image isn't as good

now. The first thing the newcomers wanted to do was get rid of the oil wells. They didn't seem to realize that a chunk of the city revenue was coming from the oil."

"My neighbors still view the oil companies with great suspicion," says Jan. "When I tell them what the oil companies have done for this community, they seem very surprised."

Burmah employees agree that long before any environmental issues were even heard of, the oil leases and townlot area were being cleaned up. And the oil ordinances served to speed up the process.

"The main problem," relates Councilman Bartlett, "had been the small independents who came in

and later abandoned their sites. It was after I joined the council that the first oil ordinance was passed bringing pressure on the oil operators to clean up their leases."

"It's not anything like it was," says Clemmons.

"It was common to see oil on the beach," adds Ross Cowling. "Ships would sit offshore and dump their bilge." Others attribute the tar and oil on the beach to natural seeps.

Bob Ynigues hasn't found much negative reaction to the oil companies from the people, "except the newcomers who don't know the value of these operations to the community itself."

Employees expressed the opinion that the city is taking advantage of the oil operations in looking to increased severance taxes (now \$1.3

million annually) as means of financing the city's ever increasing budget. These severance taxes are in addition to property taxes.

"What bothers me most," says Charlie Hill, "is that everytime the city wants money they look to an increase in the barrel tax on oil. It went from 2.5 cents per barrel to 8 cents per barrel in four years. And they'd like to raise it again. To me, it's discriminatory."

As a matter of fact it is a discrimination applicable only to the oil industry. The only other major industries are the power plant and an astronautics plant, neither of which pays such taxes. Unfortunately the same people who look to the oil operations for more money are the same who react most negatively to the presence of oil.

"Anytime you get people moving in, they want to change it," says Al Early somewhat philosophically.

Cal Nagel says, "It may have been 'a stinkin oil town' to the outsiders, but for the natives it was a comfortable small town of about 5,000 people. Before, we knew each other; now, the bigger the city has become, the more isolated everyone is."

In 1970 Huntington Beach was the fastest growing city in the U.S. and the largest city in land area in Orange County. Today Huntington Beach has a population of over 150,000 in its 25 square mile area. It now has over 30 elementary schools, four high schools, and Golden West College. Two recently completed projects are the new civic center and library, and a partially completed 400 acre Central Park. The expenditures for these projects are subjects of debate.

"Everything is busted loose," says John Woods. "Downtown has gone from a nice little town to a shanty town. It's gone downhill. If old downtown were the only thing I saw driving through, I wouldn't stop."

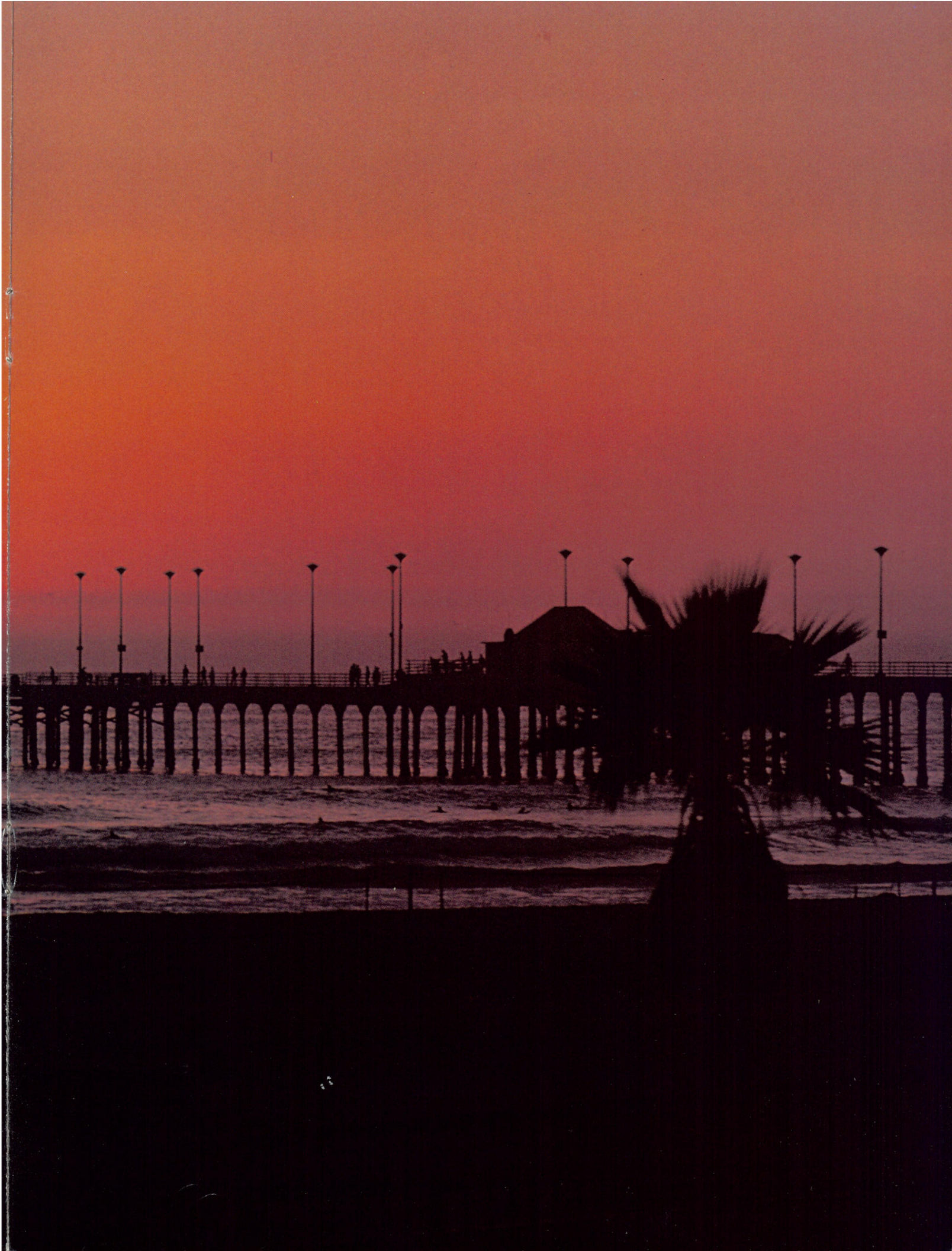
"A lot of the problems are growing pains," adds Speed Manson. "We didn't have a beautiful downtown, but it was nice. Now the little town is gone."

BELOW: Farquhar Park



Huntington Beach...is the little town gone?





Huntington Beach

The little town is gone, but Huntington Beach remains . . . perhaps smothered somewhat by its rapid annexations, somewhat wild and uncontrollable from its hasty population growth, overzealous in its spending and overconfident in its source of revenues.

Where does the city go from here? It has practically reached the limits of expansion through annexation, and it has reached a tolerable population limit in proportion to available services, available land and job opportunities.

It is, for all practical purposes, a bedroom community . . . a majority of the residents commute elsewhere to work. The leading industry locally is still oil, electric power, and astronautics. Some agriculture still exists, but on a very small scale. Nor is tourism prominent in economic terms.

If Burmah employees could change anything about the city, its financial base and financial management would come first. As Chuck Miller says, "I think there's too much money being spent; maybe poor management of monies available. Also, too many people employed by the city — they seem to be running

around on top of each other down there. Cost of the new library was way over the estimate and now they're seeking funds for books. That isn't good."

Bob White also feels that money has been spent unnecessarily — "money which could have been better spent on recreation, youth programs."

"They've got to realize," adds Cal Nagel, "that they don't have a never-ending supply of money. They have to change their spending habits."

According to City Administrator, David Rowlands, Huntington Beach came through the recent fiscal period admirably while experiencing several severe financial burdens simultaneously including the new civic center complex, cultural resource center and 300 percent increase in park and recreation facilities — requiring additional city employees to handle these projects.

"The decisions on these projects were made before I came. Had I been here, I might have made some changes. Logically all of these major expenditures should not have come at once," says Rowlands.

BELOW: New \$10 million civic center complex dedicated in 1974, built to serve the needs of a population upwards of 270,000.



For 1975-76 the city is committed to a hold-the-line policy wherever possible. The 1975-76 budget generally represents a no-growth policy in that fewer personnel are contemplated and the capital outlay expenditures have been held to a bare minimum. Reflected in the budget is an effort to stabilize taxes, to have as little increase as possible in property taxes (42.3 percent of revenues) and sales tax (26.7 percent of revenues).

"I think the major expenditures are behind us. Ahead, however, are human resource and social service needs," states Rowlands. "Once programs of this type are started (usually with federal aid), it's difficult to cut back or stop them. The city must be financially able to maintain these programs."

It's not so much a question of the need necessarily as it is the elaborate designs, or the so-called necessity for ultra-sophisticated facilities that bothers Burmah employees who reside in Huntington Beach.

As Chuck Miller points out, "The new library is beautiful, but it has no books. All the money was spent on design."

"And where it's built," adds Cal Nagel; "as I recall that was a land-fill area, somewhat unstable land."

"Every new school is different," says Al Early. "They could have saved hundreds of thousands of dollars by using the same design each time."

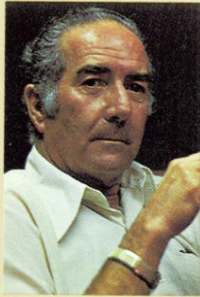
"That first impression one gets is important. And to someone driving through Huntington Beach along Coast Highway the old-town area is an eyesore," says John Woods. "The city needs to improve that area."

"There are too many apartments," says Jan Waggoner. "They look like barracks along Warner Avenue. And they are high crime rate areas."

Bob Ynigues wants to see a tougher stand on narcotics and stronger court system in the city.

"Kids don't have a chance. There should be more recreation programs, activities for the youth," adds Bob.

Richard Harlow, Director of Plan-



Bob White



Chuck Miller



City Administrator David Rowlands

ning and Environmental Resources for the city, says, "I think we have one of the finest park and recreation development programs in the city. Every residential area has a park. There are special community park sites adjacent to each of the four high schools; also, a new senior citizens center downtown.

"The new Central Park on Golden West is a very ambitious program. About 150 acres is completed for use and we own an additional acreage which is in various stages of work," continues Harlow.

"A great deal of our city is in the coastal zone, so we have to comply with their goals. The Coastal Zone Commission standards and our standards have not always agreed. Some of their goals are not consistent with city goals.

"The implementation and permit process are not always compatible with the city's, and a developer is between a rock and a hard place.

"Our plans and Burmah's (and Signal-Landmark) for the Bolsa Chica property, for example, is not in line with the Coastal Zone Commis-



ABOVE: The \$3 million Cultural Resource Center (central library) is located on the perimeter of the new Central Park.



Cal Nagel, Bob Ynigues

sion. The commission wants all of it as a wildlife preserve. We see some recreational and recreational commercial development possibilities which would not necessarily be inconsistent with Coastal Zone's views."

As David Rowlands sees them, goals for the city include indus-

trial and commercial growth and diversification.

"The city should try to make it easy for people to do business in the city. Our offices and departments are here to help lead them through the maze of requirements. And I encourage our city employees to be helpful — they are the city to the citizenry," says Rowlands.

"Downtown redevelopment /urban renewal is another priority . . . something to rejuvenate the area, provide a new tax base," Rowlands continued. "An orderly growth without losing the quality of life."

Huntington Beach Mayor Norma

Huntington Beach



Golden West College

Gibbs adds, "We want orderly development, not a hodge-podge." She wants it to be a place where living is as good as it can be, for the city to become one of elegance and distinction, "an atmosphere where citizens can come together and enjoy concerts, ballet performances and drama."

Gibbs is especially proud of the new library — "a cultural resource center . . . more than just a library."

Regarding other issues facing

BELOW: Burmah's property along Pacific Coast Highway. Many of the wells whipstock out underneath the shoreline to various geologic zones offshore.



Central Park, soon to be completed 400-acre combination wildlife refuge and regional park.

the city, Gibbs states, "Crime is not nearly as bad as people are led to believe, although there is more of it in the summer months." She has high praise for the efforts of the police department.

"Redevelopment and rejuvenation of downtown is a number one consideration. Also as the oil field is phased out, and that oil *will* run out, we'll have that area along Coast Highway, hopefully as public land, a park or something like that," adds Gibbs.

Dr. Donald Shipley, a member of the Huntington Beach Council for 12 years, and mayor of the city during a portion of that time, says, "It's all I

could have hoped for. Many of the new things in the city are things I proposed. I want to see the open lands beside the power plant remain open, also the Bolsa area. You know, oil has been good for the city because it has kept open all of the land from 17th to Warner Avenue along the Coast Highway."

What about the relationship between the oil industry and the city?

"The Huntington Beach oil fields rank fourth in the state of California," says Richard Harlow. "A lot of people moving into the city now consider oil to be a blight on the landscape. It can be, but I think it's a maintenance problem rather than



the field itself. We have a pumping unit right here in the civic center parking lot. A lot of people don't know that.

"If it's done right, certainly oil development is a compatible use of land. It's a viable resource, and Burmah and Standard should be given every opportunity to extract that resource," Harlow continued.

"Huntington Beach is probably a leader in compatible use by way of Standard Oil and the city putting together the residential community, Huntington Seacliff.

"Oil can be a good neighbor, if it's done right," states Harlow. "It certainly has provided a lot of opportunities for this city. It supported the city and the schools for years."

Platform Emmy, Burmah's offshore facility a mile off Huntington Beach, went unnoticed during construction stages. On a hazy or overcast and foggy day the platform is but a shadowy outline. Newer residents in Huntington Beach, even those who live a mile or more inland, may see it as a blight on the seascape. Numerous community action groups in Los Angeles, Orange and San Diego counties are opposing offshore development in the Outer Continental Shelf. Although the city joined in a lawsuit, this does not seem to be the official viewpoint of all of the city's leaders.

On the subject of proposed development in the Outer Continental Shelf, City Administrator Rowlands says, "Our self preservation may hinge on that oil. We should be working out programs of controls. It would be outrageous not to tap that supply. With proper restrictions it should go ahead. That's my personal opinion and I'll say that to anybody."

One thing for certain, the city has a future. It will never be the little oil town again. Nothing stays the same. But people are concerned. They're interested.

Rowlands adds, "We have lots of civic participation. In fact we're swamped with committees. Sometimes it's the same faces in each group but always new faces too.

Each is a special interest group of course, but that's how things get done."

Burmah as a company cares also. It expects fair treatment as a citizen. It expects recognition for its contribution to the financial base of the city. But it sees a need for the city to learn to stand on its own two feet . . . developing a broader financial base . . . developing its economic sense of values as well as its aesthetic sense of values.

Burmah employees as residents

BELOW: Burmah's Platform Emmy, a mile offshore Huntington Beach, has 52 producing wells.

are very much concerned about what happens to the city they've watched grow over the past 35 or so years.

"My wife and I act like we've been here all our lives," says Chuck Miller. "It's an entirely different way of life."

"The climate, the fresh air — my family loves it," adds Bob Ynigues. "Whenever we go away for a visit or vacation, it's always good to come home."

"We talk about the problems, but that's because we care," says Jan Waggoner. "It's Huntington Beach, a new Huntington Beach, but it's still our town."

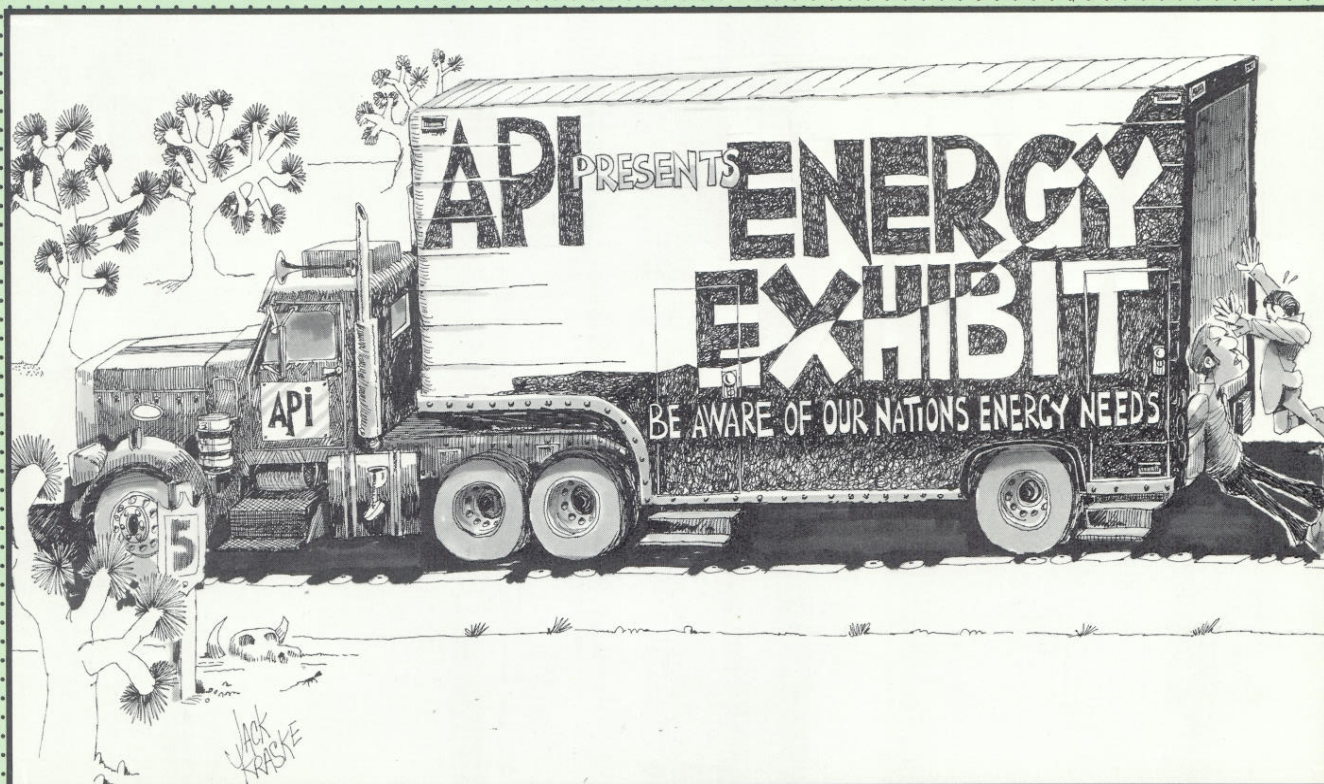




"Did you ever have lunch with Jim?
If it wasn't for onions in martinis,
he'd starve to death."



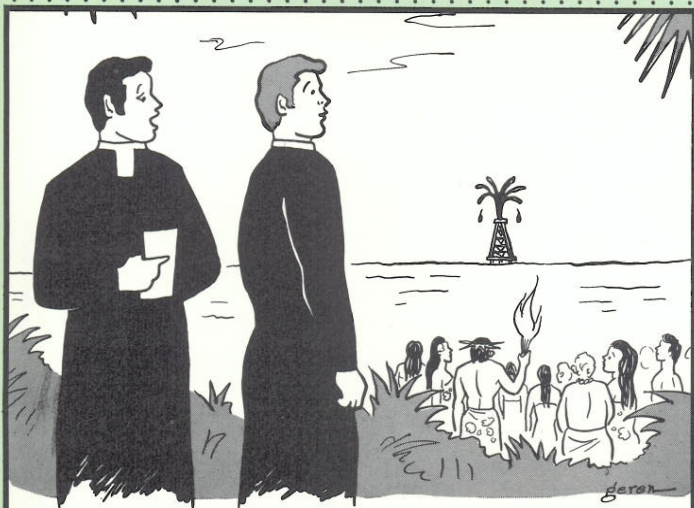
"You say his boss will not be out of town
today as planned? . . . Hold on, I think my
husband just miraculously recovered."



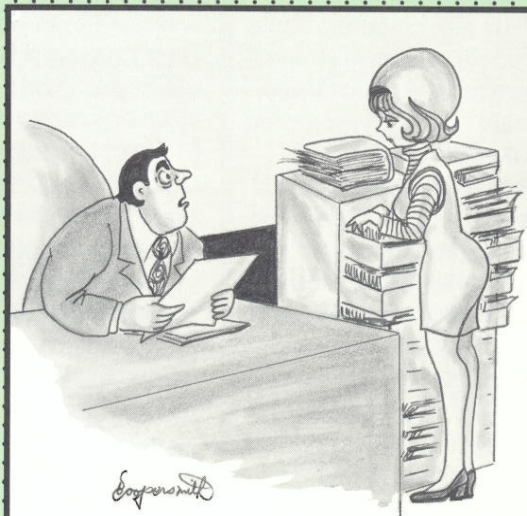


"By the way, ever seen a solar heated water bed . . .?"

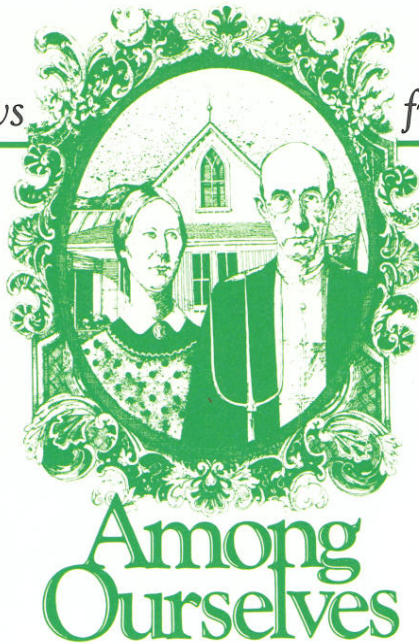
Oil n Fun



"I can't convince them it isn't a ship. They've been waiting there three weeks for it to make port!"



"Any chance you might have filed it under 'I' for 'I don't know'?"



Among Ourselves

... From **Herman Burgess** (process supervisor), in Center, Texas, we hear "Since I retired I have moved back to Shelby County in East Texas, near where I grew up, but I still have some property in Houston. Am a few minutes from several good fishing places on the lake and have a good boat, so I have become an expert outside cook (of fish at least). I am taking active part in church, county historical society and A.A.R.P. Also go to the Masonic Lodge sometimes."

... **Frank Lundstrom** (assistant manager, general services) from Cedar Glen, California sends the following — "We settled in the Lake Arrowhead area of the San Bernardino Mountains. The four seasons gives us something to look forward to and prepare for. Have spent a great deal of time remodeling and redecorating an old building. It has been an education, a real accomplishment, and has provided us with complete satisfaction of an undertaking well done."

... Santa Barbara resident **Mario Ferari** (gas plant operator) answered our letter with "At the present time I am very healthy and happy. I work on three little jobs and that keeps me busy five days a week. I work three days for Mrs. Mosher, the widow of the great Sam Mosher, keeping her place clean and beautiful. The rest of the time I am busy with my own place where I have many beautiful flowers and special roses."

... California resident **B. L. Snodgrass** (coordinator, S & D) — "Took a medical retirement in 1971 and moved to Los Osos, four miles south of Morro Bay. Enjoyed the fog for three years (long enough) so that this October we moved into a condominium back in Stockton where there is some sun and warmth, and where I retired from the Stockton Terminal."

... **Andrew "Shorty" Herrin** (warehouseman), Houston, Texas, sent along a photograph with these lines — "I was with the oil company 27 years before retiring four years

ago. When I first went to work there, it was Eastern States. I am now recuperating from my second stroke, and can almost run off and leave my wife when walking down the hall. I get to go out and visit some now, which is a treat. I love to have visitors. It brightens up the day for me."

... From Pinon Hills, California, **Floyd James** (production clerk) writes — "I'm living up here on the High Desert and love it. Honolulu continues to be a favorite vacation spot. Would like to hear about Si Plas, or from him."

... "Will be 11 years since I retired," says **Lilly Sims** (chief PBX operator) of Houston. "I worked 15 years for Eastern States and four years for Signal before I retired. Please tell the Burmah people how much I appreciate what they did for retired people the first part of the year."

... Costa Mesa, California resident, **Arthur Cazis** (accounting clerk) writes — "Retired in 1970 and at once became involved in commercial and individual income tax preparation. With Babs' (my wife) help, I prepared for and passed a two-day examination by the Internal Revenue Service. My tax activities have been strictly confined to the tax season. The other eight months have been divided between a health club, travel, and social recreation at a morning coffee club and weekly Bible breakfast. Three years ago, Babs came into some Kansas land

which was added to our activities as absentee farmers. The last three years we have been going there for wheat harvest during June and July.

... Retiree **Joseph Martin** (craftsman II) reports that he is living on a five acre ranchette in Auburn, California; raises a garden and beef. "San Francisco, Lake Tahoe, and mountains are near for fun. Children and grandchildren are near for company. Enjoy seeing old friends."

... From **Robert Beckham** (field operator), Bellflower, California, we hear — "Been retired since November 1, 1962. I was employed by Hancock for 31 years and Signal for 3½ years until retirement, and will say I enjoyed every minute of it. But this retirement is for someone else, not me. I would enjoy it much better if I was still working, which I realize can't be. If there is a shortage of men up in the North Sea area, I am ready to go."

... "I retired in Taft five years ago as a well puller," says retiree **J. A. Healy**. "I am enjoying excellent health, and spend a lot of time fishing. I keep a trailer at Arroyo Grande during the summer months, and a boat at a nearby lake where trout fishing is good. In the fall we return to Taft. When quail season opens, Cecil Garland, retired production foreman for the company, and I hunt quail about four times a week with reasonably good success."

Our last report is from **Albert Hester** (pipe fitter, 1st class) who tells of his retirement in Votaw, Texas. "Soon after retirement my wife and I bought ten acres in the Big Thicket of Texas, and moved to the country. We've done some farming, very amateurishly, but have kept well supplied with fresh vegetables. We have enough corn ground each year for corn meal, and are planning to buy a couple of calves to eat the excess corn. Our few chickens supply us with eggs and meat."

(Editors Note: We hope our retirees will continue to supply us with news!)

PUBLIC BACKS PRICE DECONTROL AS INCENTIVE TO INCREASE NATURAL GAS SUPPLIES

The American people, by a margin of nearly four to one, have affirmed in a national Harris poll the belief that removal of Federal price restrictions will provide the natural gas industry with the incentive it needs to develop new sources of production.

According to the Harris poll, a 61 to 17 percent majority agreed that removal of price controls would give both oil and gas producers the incentive to develop new domestic supplies. In addition, a 53 to 25 percent plurality rejected the notion that no new oil and gas would be produced if price curbs were lifted.

A significant majority also continued its past support for deregulation of all domestic oil and natural gas as a means to increase production and reduce consumption. By 53 to 28 percent, the public now additionally favors lower tax payments on oil and gas profits to encourage increased expenditures on exploration.

The Harris poll also found there is little doubt in the public's mind that today's shortages are real. Since the oil embargo two years ago, the survey determined that 65 percent of the American public now believe oil is in short supply while 55 percent state the same feeling about natural gas.

RSVP

"As you may well imagine, having worked for two years as Chairman of the Select Committee on Committees of the 93rd Congress trying to get a single House jurisdiction for energy, I was most appreciative of the significance of the 'Oil 'n Fun' cartoon, 'I'll see your 30 committees and raise you 5 more subcommittees . . . !' If it were at all possible to obtain the original I would be very grateful. It's not often the impact of



two years of very hard work is summed up so succinctly."

Richard Bolling
Congressman,
5th District Missouri
House of Representatives
Washington, D.C.

"What a pleasure it was to discover *Discoveries*! From the front cover to the back, *Discoveries* is a treat for those left a bit hungry for art-in-publications after the demise of *Signal World*. The photography is excellent, the writing smooth and personable. And the Chelsea Group has come up with another award-winning design. Congratulations on a beautiful first issue; I'm looking forward to relishing every one you publish!"

Dub Taft
President
Georgia Association of
Business Communicators
Atlanta, Georgia

"I have never written an oil company magazine editor with plaudits for his or her work. I should have many times, but did not. Today I am. *Discoveries* is the most refreshing one I have seen in many moons."

Darnell Peacock,
Editor
Drilling Magazine
Houston, Texas

"*Discoveries* bursts upon the scene as a colorful smash hit . . . with dramatic graphics, clean lines, and a highly professional inherent sense of self confidence. Your first issue ranks right up there with the best management has to offer in the field of employee communications. And I have no doubt that forthcoming issues will continue to sustain your 'first edition' high standards of journalism. Keep this happy subscriber on your mailing list."

Wellington F. Osterloh
Manager, Public Relations
Coastal States Gas
Corporation
Houston, Texas

" . . . you would not believe how excited some of our administration became over the photograph you took at the school for your article, 'Midnight Oil'! It is the best shot we've ever seen of Crooker Center."

Sunshine Overkamp
University of St. Thomas
Houston, Texas

"I really thought *Discoveries* was fabulous! Even though I'm really not into oil I found the magazine extremely entertaining and beautifully laid out. It was a super spread on everything. Sensational!"

Tom Daugherty
Broadway stage designer
New York City

"Well, what can I say? It's great. In fact, don't be surprised if I borrow an idea or two. Though the page size has changed the whole magazine really gives me a nostalgic feeling."

Jo Ann Lundgren
The Metropolitan Water District
of Southern California
Los Angeles, California

(Editor's Note: We remember when Dean Martin read the cards and letters he received on his TV show. Maybe ours aren't as funny as his, but they do represent what we've received. We would love to print one critical of us, but none arrived. We're sure that only means the critics didn't take the time to write last time. May we hear from you the next time?)

*Those governments
which attack business
are fast rendering impossible
a continuance of the social
and economic order.
But they have no plan
for replacing it.*

John Maynard Keynes, 1919



*The history of liberty
is a history of limitation
of governmental power,
not the increase of it.*

Woodrow Wilson



*"Most of the trouble
in the world
is caused by people
wanting
to be important."*

T. S. Eliot



*What lies before us
And what lies behind us
Are tiny matters compared
To what lies within us.*

Emerson



*In the midst of winter
I finally learned
That there was in me
an invincible summer.*

Albert Camus