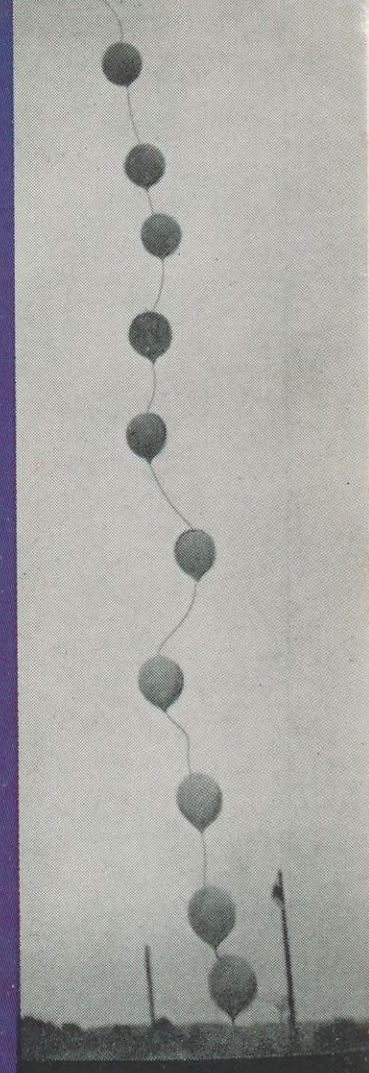


SHELL NEWS

JUNE 1957

SYMBOLS OF A CIVILIZATION



Scientists from more than 50 nations taking part in the International Geophysical Year are setting up bases in far corners of the world to find out more about the physical forces of the Earth. Above, U. S. Navy ships cruise into McMurdo Sound in the Antarctic to establish the first base there. Ten other nations will investigate the Antarctic, including Great Britain, whose Trans-Arctic Expedition, shown below, has special "Sno-Cats" for overland travel. The atmosphere also will be studied intently by weather balloons, such as the train of balloons, upper right, launched recently in Switzerland and in 11 other nations for an international data comparison test.



riddles of the

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SHELL NEWS

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JUNE, 1957

Dedicated to the principle that the interests of employees and employer are mutual and inseparable

Employee Communications Department
New York, N. Y.

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TRACING TEXAS HISTORY

Scattered along the Pecos River in the West Texas plains are traces of past Indian civilizations—in the form of arrowheads, powder horns and tools—buried under layers of sand. Two Shell Pipe Line Corporation employees pictured on the front cover examining arrow heads, E. D. Kinney, left, and W. R. Hardy, are leaders of a group of McCamey, Texas, Explorer Scouts whose project is to uncover relics of earlier times when tribes roamed the region. The relics then go to the Mendoza Trail Museum of Upton County at McCamey. Kinney, the Scout Advisor, is Mechanical Maintenance Supervisor of the Mesa and Eldorado Stations. Hardy, Assistant Advisor, is Field Maintenance Electrician at the Mesa Station. An article about their community work begins on page 4.

This Article, by B. H. G. Malet, of the Staff of the Shell Magazine in London, is Reprinted from that Magazine. It Tells How More Than 50 Nations Will Join in a Scientific Investigation to Learn More About the Physical Forces of the Earth.

The program of the International Geophysical Year shows plainly that there are a vast number of scientific riddles still unsolved, and wide areas of the Earth's surface about which little or nothing is known.

The I.G.Y. must be the greatest scientific investigation ever undertaken and it is encouraging, in the age of the hydrogen bomb, to find that more than 50 different nations are now combining to spend about \$300 million on a concerted scientific inquiry. The I.G.Y. will start on July 1, 1957 and continue until December 31, 1958; the aim of the scientists taking part in it is to find out more about the physical forces of the Earth, and so, through the practical application of their discoveries, to make it a more agreeable place in which to live.

The project was initiated by the International Council of Scientific Unions. The "year" has been selected to coincide with a period when sunspots and other solar activity will have reached their maximum, because the sun is intimately connected with five of the 15 sections into which the I.G.Y. work has been divided.

In organizing the I.G.Y. it was decided that each country should hold its own investigations, grouped under 15 main headings, with the program controlled by Working Groups, each responsible for specific geographical regions or for sections of the work.

The following is an outline of the 15 sections which form the backbone of the plan for the I.G.Y.

1. WORLD DAYS—Three or four "World Days" have been chosen in each month when hundreds of scientists all over the world will record their observations of predictable phenomena, such as eclipses or the entry of streams of meteors into the Earth's atmosphere.

2. METEOROLOGY—The meteorologists will study winds, temperatures, and the humidity and circulation of the atmosphere. Information on these subjects is incomplete, particularly for tropical regions, the Southern Hemisphere, and the high levels of the atmosphere. Such information will be particularly useful for air navigation, in which a knowledge of average conditions is not sufficient. Specially large balloons will be launched up to 100,000 feet. The information will also help a great deal in making long-range weather forecasts more accurate.

Glaciers, Gravity and Geography Are Among the I.G.Y. Subjects

3. GEOMAGNETISM — The compass, which makes navigation possible, depends upon the changing magnetic field of the Earth. Little is known with any certainty of the effects deep down in the Earth's core which are the cause of changes of magnetism, but the I.G.Y. program for making repeated observations at widely distributed places on the world's surface should produce some of the needed information.

4. AURORA AND AIRGLOW — These are two kinds of light emitted by atoms and molecules of air high up in the atmosphere. Studies of this subject should provide information about the composition of the atmosphere at the levels at which light is emitted, and may have a bearing on the problems of radio communication.

5. IONOSPHERE — The ionosphere is a part of the atmosphere which starts about 50 miles above the surface of the Earth, and has the practical property of reflecting long-distance wireless signals back towards the ground, thus making long-distance communication possible. Much is already known about the ionized layers of the atmosphere—how they vary from day to night, and are affected by sunspots and by solar flares—but little is known of their behavior in antarctic and tropical regions. The increased number of sounding stations should produce much valuable information.

6. SOLAR ACTIVITY — Many of the phenomena of the Earth's atmosphere are linked with solar flares and sunspots, and radio engineers can now predict, for some months in advance, the maximum usable radio frequencies for transmissions between distant points around the globe, but

their forecasts will not be sufficiently accurate until much more is known about the regions of the sun's atmosphere which emit ultra-violet radiation, and control the electron concentrations in the ionospheric layers. During the I.G.Y., solar radio emissions will be recorded continuously on different wave lengths.

7. COSMIC RAYS — The origin of cosmic rays is still obscure, but clues to the problem may emerge from the concentrated efforts of the I.G.Y. Until this problem is solved, there remains the possibility that we are ignorant of "some basic physical effect, or some major process in the universe," and a knowledge of the constancy or variation of cosmic radiation in the past would be of great value to geologists.

8. LONGITUDE AND LATITUDE — Part of this important program is to fix with accuracy the relative positions of a number of places in different continents. This work will help in the accurate mapping of the globe.

9. GLACIOLOGY — Glaciers can cover a continent or only part of a small valley. Greenland's ice-cap extends 1,500 miles, and is more than 10,000 feet thick in places. The ice-cap of Antarctica is of similar depth, but is at least six times larger. If all the ice were to melt, vast areas of the Earth's surface would be inundated. The retreat of the glaciers in Scandinavia is having an important economic effect—particularly on fisheries and on the yield of timber—and the prevailing tendency to retreat in many parts of the world has produced a rise in sea level of about four inches in a century. A study of glaciers will help solve the problem of whether or not this rate will be likely to accelerate.

10. OCEANOGRAPHY — The oceanographic program aims at understanding the changes in sea level and the circulation of water in the oceans. The practical result of this work will be a fuller understanding of the fluctuations which affect harbors and shipping, and cause coastal flooding, and will give a better understanding of the working of the tides.

11. ROCKETS — The development of high-flying aircraft depends on knowledge of atmospheric conditions, and the rocket has the advantage that it can take direct measurements of atmospheric properties up to altitudes of 125 miles and more. This program will help in our understanding of the ionosphere, and so contribute to the improvement of radio communications.

12. SEISMOLOGY — This section will be concerned with measurements of the elastic waves caused by earthquakes which travel through the interior of the Earth. Most earthquakes occur within about 300 miles of the surface, and observations of these waves will make it possible to find out more about the physical properties and constitution of the regions through which the waves have passed. Ideally, the stations at which earthquakes are recorded should be uniformly spaced over the surface of the Earth, but for obvious reasons large tracts of the world are not represented. Stations are therefore badly needed on Pacific Ocean islands and the Polar regions. Little is known of the seismicity of the Antarctic, except that it does not have earthquakes which can be recorded at existing stations.

13. GRAVITY — This section is ex-

tending the network of stations at which observations are carried out, and its work should do much to improve the accuracy of aircraft maps. Measurements will be made of tides, which, like those of the oceans, occur in the solid crust of the Earth; these measurements should help to increase our knowledge of the internal structure of our planet.

14. GEOGRAPHICAL DISTRIBUTION—This section is responsible for the position of the stations on the surface of the globe, and ensures that adequate coverage is given to each subject.

15. PUBLICATIONS—The Publications Section is preparing summaries of the work of the Polar Years, and lists of the I.G.Y. stations. It will eventually handle volumes detailing the achievements of the I.G.Y.

This summary of the sections of the I.G.Y. program gives some idea of the immensity of an undertaking which is complicated by the lack of standardization of measurements and by the barriers of language.

Eleven countries will be setting up stations either inside the Antarctic Circle, or in the area around it; the locations of these bases are shown on the map on the right. They will tackle such problems as whether or not the Antarctic is a single land mass under its coating of ice; what influence the weather there has on the weather in other parts of the world; the behavior of the ionosphere over the Antarctic, and its influence on radio communications in the Southern Hemisphere.

On November 1, 1956, a United States aircraft landed at the South Pole; its passengers and crew were the first men to reach the Pole since 1912, and it was the first time that a plane had landed there, though both Australia and the U. S. have recently flown a large number of sorties over the continent. The U. S. has estab-

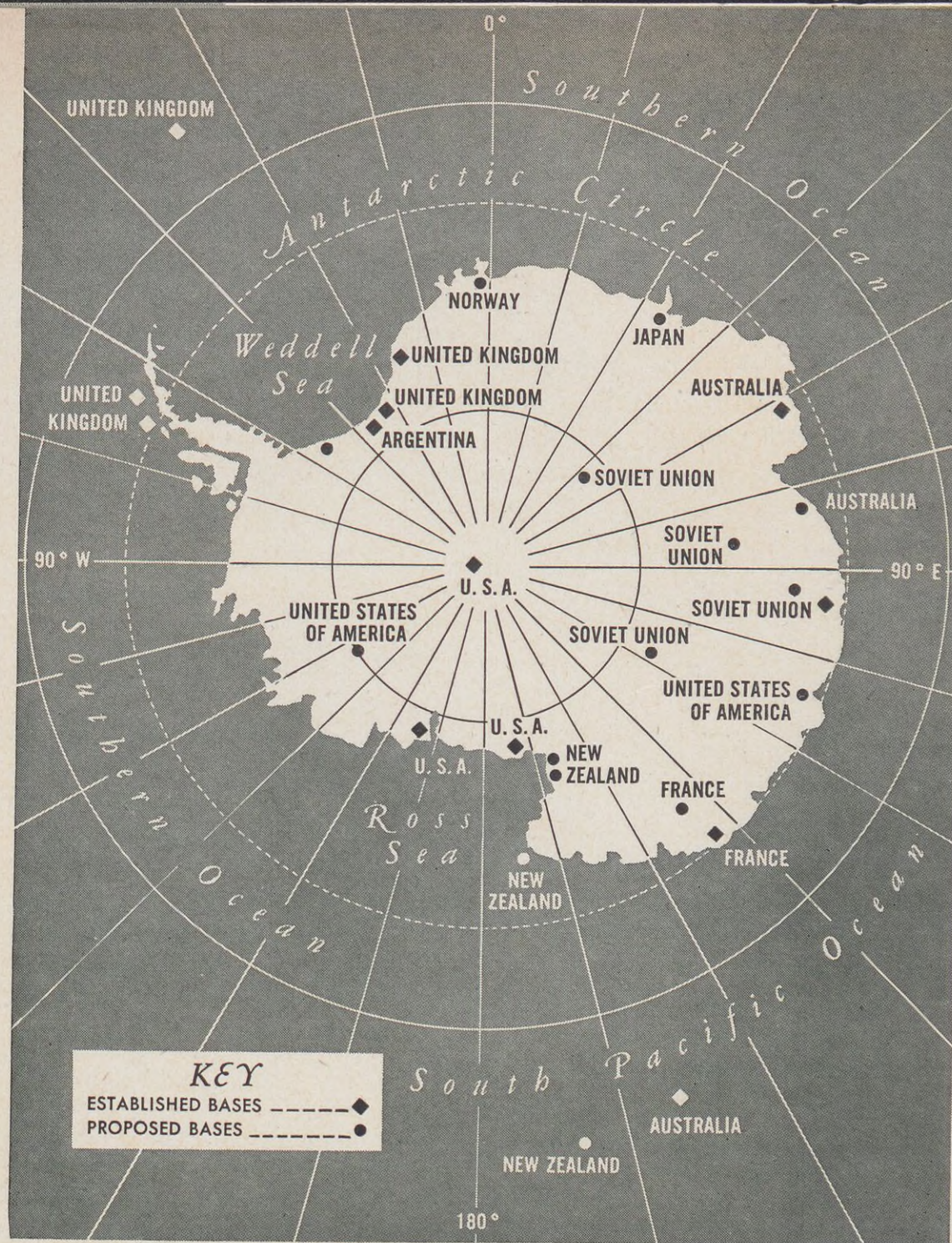
lished an I.G.Y. station at the Pole which is supplied by aircraft operating from U. S. bases on the perimeter of the continent, and flying over 15,000-foot mountains on their way to the station.

In an address given in 1956 to the British Association for the Advancement of Science, Sir Raymond Priestley gave an idea of the practical application of the vast scientific program which is now being undertaken in the Antarctic. He suggested that the continent might have a future use as a vermin-free store for the world's surplus food supplies, and that atomic-powered settlements on the mainland could be supplied by atomic-powered ice-breakers, for one of the claims for atomic power is that it can be maintained for a long time in remote areas

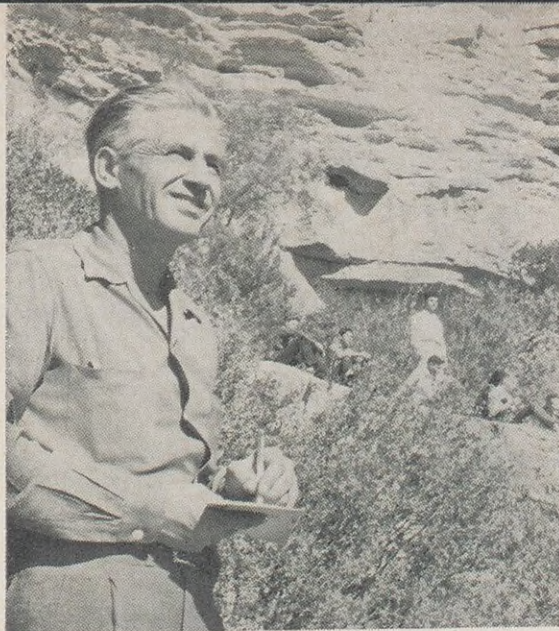
with a minimum of attention.

The launching of Earth satellites (described in the March issue of SHELL NEWS) is a part of the research into the composition of the upper atmosphere which will be undertaken during the I.G.Y. The satellites will introduce man's influence into a new part of the universe, and if they are successful it is not improbable that he may eventually follow them into outer space.

The I.G.Y. has already shown that more than 50 nations can work together in peaceful co-operation on a vast international project. That achievement alone could be taken as a moral for an age which has not always shown a marked inclination to co-operate in the conduct of international affairs.



This map of the Antarctic shows established and proposed bases of the 11 nations which will send teams to collect geographical, radiological and other facts.



E. D. Kinney sketches a map for his Scouts.

Accent on Youth

A Shell Pipe Line Employee's Work with Teen-Agers Extends From Archaeology to Psychology

THE brightly-painted vehicle braked to a halt in front of a crumbling pyramid, and the touring Texans stepped out into the warm summer sun. Wearing sombreros and suntans, the group—with its own interpreter—started its scientific sightseeing.

This group may have attracted more than the usual amount of attention because of its vehicle—a used bus, not a limousine—and because all except two members were teen-age boys: Explorer Scout Post 31 of McCamey, Texas. The pyramid was in Mexico, not Egypt; the interpreter was not hired, but was a Scout who learned Spanish especially for the trip. One of the adults was the leader, E. D. Kinney, by vocation Mechanical Maintenance Supervisor of Shell Pipe Line Corporation's Mesa and Eldorado Stations, and by avocation Advisor to the Scout group; with him was the assistant advisor, W. R. Hardy, Field Maintenance Electrician at the Mesa Station.

The Mexico City trip is a sample of what about 20 boys can accomplish

W. R. Hardy, back to camera, Field Maintenance Electrician at Shell Pipe Line's Mesa Station, joins Explorer Scouts around the used bus they bought with money they raised.



when they make up their minds to do it—and have a leader who helps them direct their efforts. Last year the Post decided it wanted to take a vacation in Mexico. For six months the Scouts collected scrap iron, sponsored paper drives and conducted cake sales to raise \$2,100 to buy a second-hand bus and pay expenses. They did not accept any money they did not earn. To help plan their trip, they wrote for information to the Government of Mexico, and also got a letter of introduction from Texas Governor Allan Shivers to the Mexican government. The result of their work was a 15-day vacation south of the border.

That journey was only one of many that Kinney has made with the Scout Post. However, most of their trips are confined to weekends spent exploring the banks of the nearby Pecos River as part of the group's major project: collecting relics of Indian civilization for the Mendoza Trail Museum of Upton County in McCamey.

Their search for old Indian artifacts—samples of simple, primitive workmanship, such as arrowheads and tools—is Post 31's civic project, one of four fields in which Explorer Scouts must work for credit to advance in rank. The other fields are vocational, spiritual and social. Their work is more advanced than that of Boy Scouts because Explorer Scouts are older.

The boys' civic project, Kinney's work with them, and the museum all got under way in 1953. Kinney was transferred by Shell Pipe Line to McCamey in 1952 from Port Neches, where he had been active in Boy Scout work for seven years. He started with Post 31 in 1953, became Assistant Advisor in 1954 and a year



With Kinney in the lead and Hardy bringing up the rear, the Scouts go searching in the rocky West Texas terrain near McCamey for relics of past Indian civilizations.

Kinney, at left, watches Scouts examine an Indian "metate," the Spanish name for a rock used to grind grain. Women used stones to crush grain put into the rock holes.





While Hardy, left, handles a smaller case, Scouts carry a display case into the Mendoza Museum's new home at the airport. At right is a 7,000-pound "metate" found on a nearby ranch.



Kinney, left, enjoys a joke with members of the youth council of the McCamey Teen Center. Kinney is advisor to the council during the nine months of the school year, and also helps arrange activities.

later became Advisor—the equivalent of Scout Master among Boy Scouts.

Both Kinney and Hardy usually accompany the boys on searches of surrounding country—searches that may take them 100 miles for traces of the Southwest's past to add to the museum's collection. In caves along the Pecos River and buried in sand on the West Texas plains, the boys have found more than 1,500 artifacts such as powder horns, shoes, hides, weapons and tools. Most of them were left by the Comanches, a tribe that came to the Texas territory in the 16th century and was the last to leave.

Familiarity with different types of artifacts, where they are found, and other factors, usually enable the boys or museum staff members to identify the origin and age of the relics they find. But when a discovery puzzles them, the Scouts send it off to the University of Texas Archaeological Department for identification by experts, who estimate its age (often by the traces of radioactive carbon), determine its uses and name the

civilization it represents.

To display particularly valuable artifacts they have found for the museum, the Scouts build "diaramas"—large boxes of small-scale scenes which show how the relics probably were used.

Collecting Indian artifacts for the museum is only one phase of the Post's activities. For vocational training, the boys visit and study different industries and work in the local Disaster Relief Corps. They take part in spiritual development programs at their churches, and have an active social program. All but their church work is done under Kinney's supervision. He also doubles in brass as Director of McCamey's Teen Center during the nine months of the school year, helping arrange activities. (Full-time directors take over in the summer, the time of peak activity for both the Scouts and the Center.)

The Teen Center is governed by a youth council which makes and enforces the rules of conduct; Kinney acts as advisor to the council, but

offers advice only when asked.

"The teen-agers on the youth council themselves set up their code of conduct, and they respect it," he says. "It means more to them than if adults had set up the code."

In his approach to the specific problems of the youth council, Kinney applies his over-all formula for working with youth: "Try to be fair; treat them as adults and they will behave as adults." His success in applying his philosophy has won him recognition from the McCamey Chamber of Commerce, which awarded him a plaque for his achievements. The *McCamey News*, in an editorial said: "Ed Kinney knows and understands the collective youth of McCamey better than any other man. Kinney and his youth program have earned our, and every McCameyite's wholehearted support."

For Kinney and McCamey's youth, the sky's the limit. Now the Explorer Scouts are raising money to make another summer trip—this time to Florida.

news and views

Modern Corporation's Role



M. E. SPAGHT

IN an address before the Institute of International Education at Denver, Colorado, Monroe E. Spaght, Executive Vice President of Shell Oil Company, characterized the role of the modern corporation as follows:

"The modern corporation has a role in society greater than the one assigned to it in classical economics.

Besides its economic role, it is a social and political force. It has not sought the distinction. It has gained these responsibilities because of its own success. It has become more efficient and produced more goods at reasonable prices, thus hastening its own growth, providing more jobs, helping to raise the standard of living, creating greater demands for still more products, which, in turn, have been produced with still more efficiency, and so on.

"A company's management is responsible, now, not merely to thousands or hundreds of thousands of stockholders but also to thousands of employees, to multiplied thousands of their dependents and to still more people in the communities where the company operates or its suppliers operate. It must be stable. It must be progressive, so it must look to the future for itself and for all who depend on it. It must be concerned with education.

"Various companies take various approaches to the problem. At Shell, we provide to American colleges and universities a program of fellowships and unrestricted grants representing nearly half a million dollars per year. And to strengthen the teaching of science and mathematics in high schools and thereby help generate interest in science among young people, we sponsor at two universities a program of summer fellowships accommodating 90 teachers this year."

Mississippi Discovery

The New Orleans Exploration and Production Area recently completed a wildcat well in Mississippi as a commercial oil producer—the first full-interest Shell discovery in that state in recent years.

The discovery well, Denkman Lumber Company No. 1, is located about eight miles northeast of Summit in southwestern Mississippi. In initial production tests, the well flowed 186 barrels of 35-degree gravity oil daily from sands between 10,778 and 10,808 feet.

Pipe of Progress

Deliveries now are under way of more than 600 miles of 16-inch pipe for the new crude oil line from the Four Corners area (where four states—Colorado, Utah, New Mexico and Arizona—meet) to the West Coast.

Shell Pipe Line Corporation is designing and will construct and operate the line, which will total about 750 miles, including 12- and 8-inch feeder lines. The main trunk line will start on the Navajo Indian reservation in the southeast corner of Utah and terminate at refineries in the Los Angeles area.

Shell Oil Company is one of the six oil companies which own the Four Corners Pipe Line Company.

Award to Shell

Shell Oil Company has received the U. S. Department of Defense Reserve Award for "outstanding co-operation" to the reservists and Reserve activities.

Rear Admiral M. E. Miles, Commandant, Third Naval District, presented the award—a pennant and a certificate of citation—in New York to M. P. L. Love, Manufacturing Vice President. Admiral Miles said Shell has frequently given assistance to the Armed Forces in petroleum research and that Shell also makes Company facilities available for Naval Reserve use.

Shell employees who have completed one or more years service with the Company are paid the difference between their normal earnings with the Company and their military pay during leaves of absence for military service up to 15 days in a calendar year. Such leaves are in addition to vacations.

Dealer's Choice

Shell's Marketing Organization Is Listening Closely

to Shell Dealers' Ideas on Policies and Problems

Shell's marketing men are proving that the advice of an advertising slogan—"ask the man who owns one"—is the best way to find out how a Shell dealer feels about problems affecting his service station business.

In every one of Shell's 19 marketing divisions, dealers are sitting down with the Company's marketing management to trade ideas on the dealer-Shell relationship. It's a new type of get-together unlike any Shell has held in the past.

Shell hopes the meetings will pave the path to three major objectives:

1) Get ideas from the dealers themselves on ways to improve sales and services; 2) remedy complaints before they become problems, and 3) keep Shell dealers informed of events outside the industry which could affect their businesses, such as proposed Congressional or other legislation, about which they may have heard little or nothing.

Shell's method of handling the meetings, in step with the subject matter, also is something new. After more than 18 months of trying out such meetings in different parts of

the country, Shell decided the informal approach brought best dealer participation, and also felt that dealers were likely to speak more freely when the Shell men they dealt with daily were out of the meeting room.

The new sessions start in marketing districts and continue up to three regional meetings. At the district meetings, dealers get together with the marketing district manager and members of the division staff. Three dealers from each district then attend the division council, and they talk their problems over with the division man-

R. F. Carey, far right, Manager of Shell Oil Company's Boston Marketing Division, answers a dealer's question at a district meeting in Hartford, Connecticut. At his right are two of the 17 dealers who attended this new kind of Marketing Organization meeting.



agers and their staffs. At the last level there are the three regional meetings (with six or seven divisions in each region), where three dealers from each division talk with Shell's marketing regional vice presidents and other members of the Head Office staff.

They talk about Shell's credit policy; the Company's retail training program for service station men—both its good points and the ones that could be improved; relationships with Shell salesmen and with each other; Shell's products and advertising campaigns for them, and practically every other phase of Shell's business that affects independent service station dealers.

One dealer, perhaps, may want to know why Shell decided to go with Super Shell with TCP* and Shell Regular gasoline instead of marketing three or more grades of motor fuel. The marketing representative will go over both sides of the question, and explain why Shell decided it was best for the dealer and the Company to market two, not three, grades of gasoline.

On some complaints, the answer might be: "You're right, and Shell is doing something about it; you'll see the results soon." To another adverse comment, the answer might well be: "You've got a point there. Something ought to be done, and we'll look into it."

Such questions and comments do more than give Shell tips on how to improve its retail program; they also give the Company direct information on the dealers' feelings about Shell. The great number of dealers who have been with Shell for many years, and the low turnover among them, is a good indication that dealers prize the relationship; the results of the new series of meetings confirm these indications.

To keep dealers informed of events which may affect their businesses, the

*Trademark Shell Oil Company



After exchanging ideas at the Hartford meeting, Shell marketing men and dealers continued the exchange in small groups during the break period.

Hartford Dealer Bernard Krukas makes his point. Similar scenes took place throughout the country as Shell sought dealers' ideas on retailing problems.





Shell Dealer James Davis, right, and A. E. Bernel, Jr., set up a display of the brand of automobile battery he chose to sell at his Cuyahoga Falls, Ohio, service station.

Shell marketing men at many of the earlier meetings summarized pending legislation concerning service station operation. The majority of such legislation is of limited interest outside the industry, and seldom—if ever—makes the daily newspapers. This meant most of the dealers were hearing about the bills for the first time.

"We haven't time to read all of the sources on these things," one dealer said in Hartford, Connecticut. "I'd like to hear two or three people tell me what they think, and get several viewpoints."

Shell recently followed that dealer's desire in special meetings in five cities to get opinions on six bills now before Congress.

The bills were:

S. 11, which offers an amendment to the Robinson-Patman Act which



Shell District Salesmen, such as A. P. Mulligan, right, of the Baltimore Marketing Division, here with B. E. Dresser of Hampton, Virginia, counsel Shell dealers on newest sales methods.

Shell dealers get top quality tires such as these at Bob Hammer's station in Canton, Ohio.

would limit the meeting of competition "in good faith" as a defense in cases of alleged price discrimination;

H. R. 425, which gives dealers the right to sue their gasoline suppliers for not acting in "good faith" in meeting the terms of leases or sales contracts, or in cancelling or failing to renew these arrangements;

H. R. 426, which divorces producing or refining oil companies from ownership or leasing of service station properties;

H. R. 427, which requires the publication of consent decrees in the Federal Register 30 days before their effective dates to give time for other "aggrieved parties" to submit complaints which would delay the execution of the decrees;

H. R. 428, which would forbid oil companies to act as agent or receive commissions for the sale of tires, batteries and accessories, and

H. R. 432, which would allow complainants to recover court costs in successful injunction suits.

The first five of the bills represented the efforts of critics of the present dealer arrangement, some of whom are not in the industry, and others who claim to speak for the majority of dealers. Shell opposed the first five and supported the sixth one, H. R. 432; the Company believed these opinions were shared by its dealers, but to make certain, it went to the dealers to ask them.

At five meetings — in Los Angeles, Chicago, St. Louis, Cleveland and Houston—a representative of the chief dealer organization was given an opportunity to state his own or his organization's views. Then the Shell division manager outlined the Company's views on each bill and told why Shell thought it would be good or bad for the dealer. After hearing both speakers, the dealers expressed their own opinions by secret ballot.

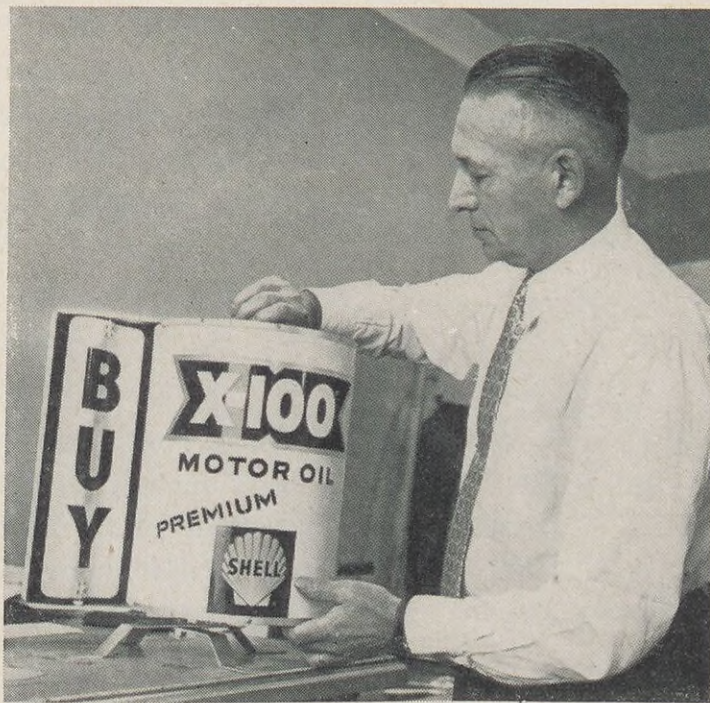
The results proved overwhelmingly that Shell's views and those of its dealers were shared. On the first measure, 71 per cent of the dealers voted against it; on the second, 64 per cent voted "no"; on the third, 76 per cent were against it; 75 per cent were opposed to the fourth, and 73 per cent were against the fifth bill. On the sixth measure, which Shell favors, 67 per cent of the dealers voting also favored it.

The results were forwarded to the House Select Small Business Subcommittee No. 5 (James Roosevelt, D.-California, Chairman) by J. G. Jordan, Vice President Marketing.

Jordan said he thought that the introduction of such legislation stemmed "largely from misunderstanding, and this misunderstanding of the market-

ing end of the business is directly due to a lack of dependable information." He pointed out that the new practice of no-holds-barred meetings with dealers to make it possible for our dealers to express their views on proposed legislation by secret ballot "is further evidence of our desire to provide as much specific knowledge as possible to help clear up areas of misunderstanding in the field of oil marketing."

Though this approach to dealer-Company relationships is still new, it already has shown it will be more than a vocal suggestion box. By providing concrete evidence of dealer thinking, and showing to critics that dealers and their suppliers are partners, not competitors, Shell's new dealer program may prove to be a major innovation in marketing.

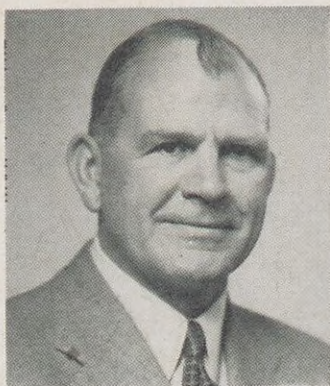


To help dealers increase their sales, Shell provides them with outdoor advertising aids, such as this display for Shell's new X-100® Motor Oil Premium, shown by Stephen Toth, Senior Designer in Head Office.

Besides advice and advertising help, Shell dealers such as Arkley Mastro of Scotia, New York, also may attend special Shell schools on such subjects as service station operation and management.



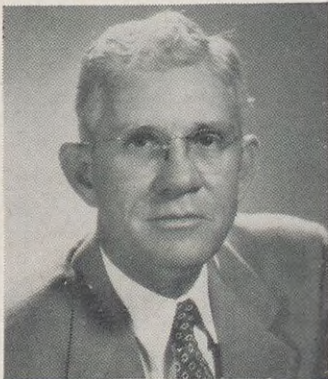
Shell People in the News



C. E. HOBLEY

Shell Oil Company Exploration and Production Organization

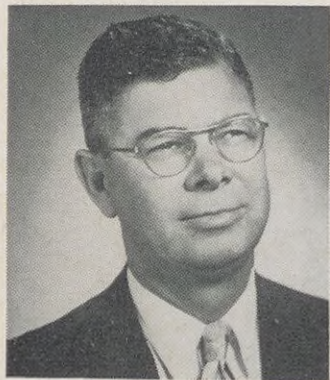
C. E. HOBLEY has left Shell Oil Company for an assignment in the Staff Department of Shell Petroleum Company, Ltd., in London. Mr. Hobley came to the United States in 1953 as Assistant to A. J. Galloway, Vice President, Exploration and Production. In 1955, he was named Manager Canadian Operations in the Head Office Exploration Department and became Manager Operations in the same department the following year. A graduate of the Royal School of Mines, London, Mr. Hobley joined the Royal Dutch/Shell Group in 1930. Since then he has had wide experience with the Group's exploration and production operations in many parts of the world and was Chief of the Geological Department at The Hague before his assignment here.



P. H. HOWARD

Shell Oil Company Legal Organization

P. H. HOWARD has been named Legal Manager and General Attorney of Shell Oil Company's Tulsa Exploration and Production Area, replacing G. W. Cunningham who retired recently after 24 years' service with the Company. Mr. Howard, who holds a B.S. degree from the University of Virginia and a Bachelor of Laws degree from the University of Tulsa, joined Shell Oil Company in 1936 as an Attorney in Tulsa, Oklahoma. Mr. Howard was transferred to Houston, Texas, in 1945 and the following year was named General Attorney of the Midland Exploration and Production Area.

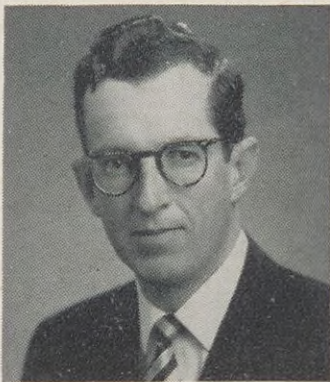


R. L. HUGHSTON

R. L. HUGHSTON has been named Legal Manager and General Attorney of the Midland Exploration and Production Area, replacing Mr. Howard. Mr. Hughston, who holds an LL.B. degree from the University of Texas, joined Shell Oil Company in 1944 as an Attorney at Houston, Texas. He was transferred to the Midland Area in the same capacity in 1947.

Shell Oil Company Financial Organization

S. E. BARBER has been named an Assistant Manager of Shell Oil Company's Head Office Auditing Department, effective July 1. Mr. Barber joined Shell Development Company in 1938 as an Office Assistant in San Francisco. He was transferred to Shell Oil Company in 1947 as an Auditor in the San Francisco Auditing Department. He moved to the Head Office Auditing Department in 1949 and was appointed Chief Accountant of the Indianapolis Marketing Division in 1951. Mr. Barber accepted an assignment with Shell Oil Company of Canada, Ltd., in 1953 as Manager of Refining and Distribution Accounting at Toronto. In his new assignment in Head Office, Mr. Barber will assist present auditing management in the administration of substantially expanded activities.



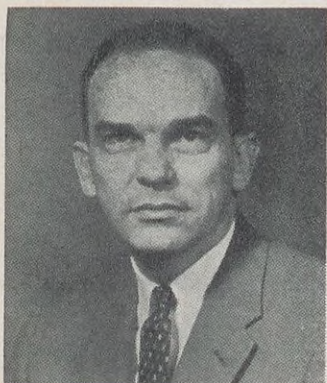
S. E. BARBER



GAYDEN DERICKSON

Shell Oil Company Manufacturing Organization

GAYDEN DERICKSON has been named Chief Engineer at Shell Oil Company's Norco Refinery. Mr. Derickson, who holds a bachelor's degree in civil engineering from Tulane University, joined Shell Oil Company in 1935 as a Gauger at the Norco Refinery. After serving there in various positions, he was transferred in 1938 to Head Office, then in St. Louis, as an Engineer. He was assigned to the Wood River Refinery in 1940 as an Engineering Inspector and became Chief Inspector there in 1943 and an Assistant Chief Engineer in 1946. Mr. Derickson was appointed Assistant Manager of the Head Office Manufacturing Engineering Department in 1955.



R. K. MacINTYRE

R. K. MacINTYRE has been named Assistant Manager of Shell Oil Company's Head Office Manufacturing Engineering Department, replacing Mr. Derickson. Mr. MacIntyre, who holds a bachelor's degree in mathematics and mechanical engineering from Ohio State University, joined Shell Oil Company in 1942 as an Engineer-Inspector in the Head Office Manufacturing Organization. He was transferred to the Wood River Refinery in 1944 and became Master Mechanic there in 1946. Mr. MacIntyre was transferred to the Wilmington Refinery in 1950 as an Assistant Chief Engineer and in 1955 returned to the Wood River Refinery in the same capacity.

Positions at the Wood River Refinery affected by Mr. MacIntyre's new assignment in Head Office are as follows:

NAME	FROM FORMER POSITION	TO NEW POSITION
F. W. ROOD	Assistant Chief Engineer— Technical Services	Assistant Chief Engineer— Office
E. D. UNDERWOOD, JR.	Assistant Chief Engineer— Field	Assistant Chief Engineer— Technical Services
G. C. WALKER	Manager, Thermal Cracking Department	Assistant Chief Engineer— Field
W. B. BRYANT	Manager, Aromatics Depart- ment	Manager, Thermal Cracking Department
A. S. LEHMANN	Assistant Chief Technologist	Manager, Aromatics Depart- ment
E. W. REILEY, JR.	Senior Technologist	Assistant Chief Technologist



F. W. ROOD



E. D. UNDERWOOD, JR.



G. C. WALKER



W. B. BRYANT



A. S. LEHMANN



E. W. REILEY, JR.

Paradise in a NUTSHELL

*The Purchase of a Walnut Ranch in Northern California
Led to a Successful Retirement Program for a San Francisco Shell Employee*

They were looking for a quiet country home away from the bustling city of San Francisco and close enough for easy commuting. But Mr. and Mrs. George K. Harry found even more—an ideal spot to spend their retirement years.

George Harry, who worked in Shell's San Francisco Office, decided to join the commuters in 1943 and bought a 14-acre walnut ranch near

the town of Walnut Creek, about 30 miles east of San Francisco. The move was the fulfillment of a long-cherished dream to live in the country and, although the Harrys didn't exactly plan it that way, it was the first step in a successful retirement program.

The ranch had been abandoned for 20 years when they bought it and the walnut trees had been leased to a neighboring grower. The only building on the property was a small four-room house. Although Harry had no experience in the walnut-growing business, he soon decided to take care of the trees himself.

"We put in a lot of time and hard work on the place including our weekends and vacations during the years before I retired," Harry says. "One of the first things we did was to enlarge the house, taking pictures of each step of the progress. When we finished, the pictures looked like a 'before and after' article in a home magazine."

After 34 years with Shell, Harry retired in July, 1955, to his thriving walnut-growing enterprise. His ranch boasted 500 producing trees, a modern three-bedroom house and a new building with equipment for hulling and drying walnuts.

Now that he has spent almost two

Shell Pensioner George K. Harry shows some of the fruits of his labor on his walnut ranch near San Francisco. The walnuts he is holding are his "Wilson Wonder" variety.



Here Harry stands among his 500 walnut trees. English walnut branches were grafted onto the more sturdy black walnut trunk.

years as a full-time walnut grower, Harry still finds his business fascinating. The harvest season covers most of September, October and November—the busiest months for the Harrys. Repairing equipment and pruning, grafting and other tree care fill another four or five months. This leaves plenty of time for the Harrys to take long trips to various parts of the country and to visit their daughter's family on a nearby ranch. Last year their vacation travel covered 14,000 miles through the Gulf states, the East Coast and back to California.





As the first step in processing the walnuts, Harry runs a crop through a hulling machine in his shed which uses a system of brushes and steel blades to scrape off the tough walnut hulls.



After hulling, the nuts are dried out in these bins for 24 to 36 hours to prevent spoiling. A device designed by Harry shoots hot air from a butane heater through the bins. After drying, the walnuts are sent to market in 70- to 80-pound bags.

After the harvest, Harry prunes a young tree—with the help of his three grandchildren, Susan, Ann and Joey Mangini. They live only a short distance from the Harry ranch.



Harry grows several varieties of English walnuts, but most of them have been grafted onto hardy black walnut trees. Thus the bark is dark on the trunks of the trees and light in their branches.

"Varieties don't mean much to the housewife," Harry says, "but each variety has different characteristics—like hardness or size—that are important to the expert." For example, Harry gets a premium price for the few sacks of "Wilson Wonders" he raises each year. This variety is prized for its large meat.

During harvest season, the Harrys spend most of their time hulling and drying the nuts while the pickers are shaking the trees with a cable attached to a tractor to get them down. Harry operates the hulling machine.

A shaker table feeds the walnuts into the hulling unit, equipped with brushes and steel knives which scrape off the hulls. After the nuts are hulled, they are washed in a revolving cage. From the "squirrel cage" they are conveyed to where Mrs. Harry sits and sorts the bad nuts from the good ones. Finally a conveyor lifts the nuts 10 feet and dumps them on a belt which drops the nuts into one of four one-ton bins for drying.

A device of Harry's own design shoots hot air from a butane heater up through the bins of nuts, which dries the nuts in 24 to 36 hours to prevent spoiling. Since processing their crop does not occupy the equipment for long, the Harrys do contract hulling and drying for their neighbors.

Life on the ranch, filled with both hard work and an abundance of leisure hours, is paradise as far as the Harrys are concerned.

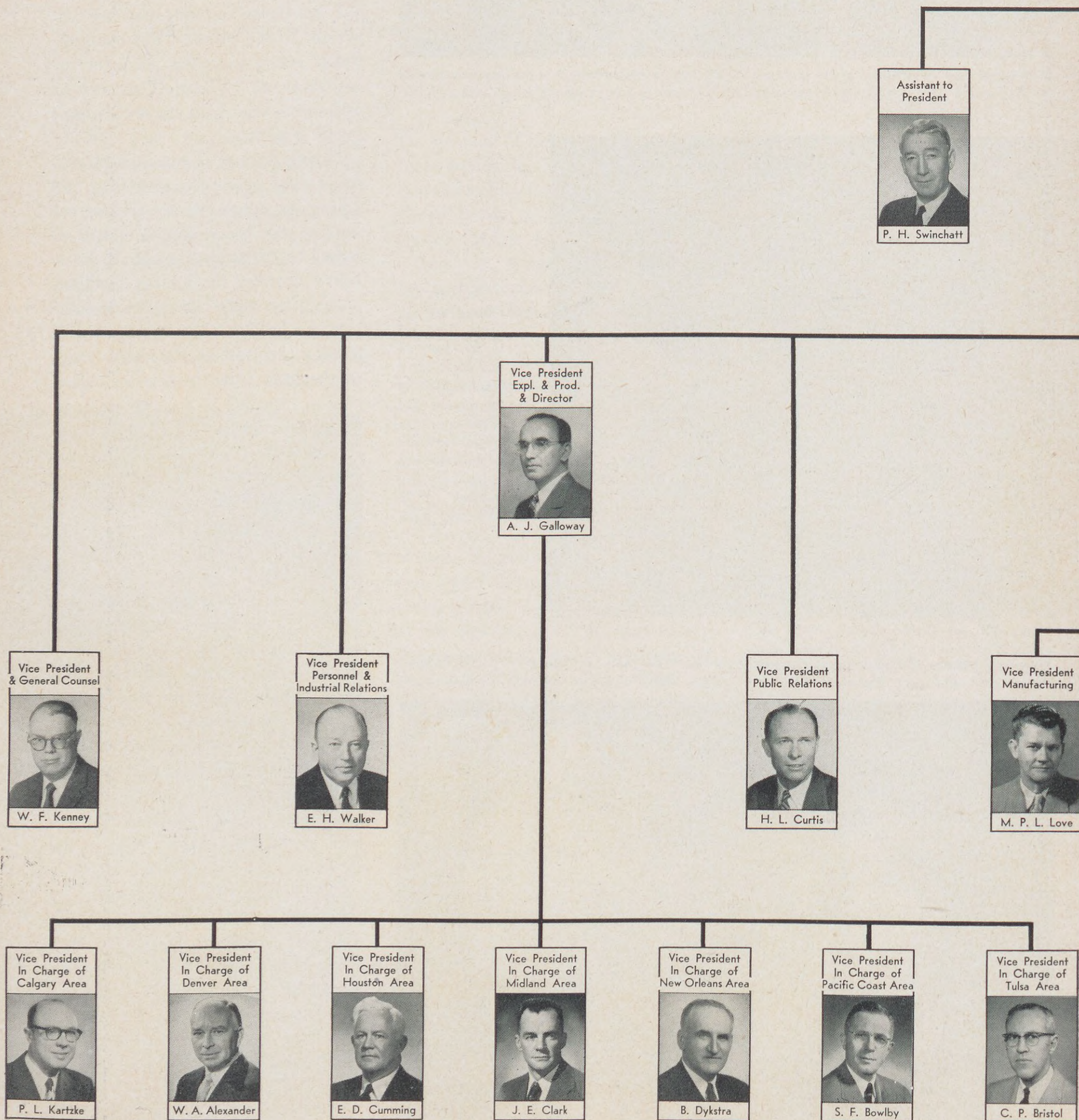
"Buying the ranch is the best thing that could have happened to us," Mrs. Harry says. "When we bought it we really didn't plan to care for the trees ourselves. Now it gives us an interest and presents a challenge. And we still have lots of time for reading, travel and just visiting."



The first in a series of
organization charts

Shell Oil Company

June—1957



Management Organization Chart



TRAVELING TEST TEAM

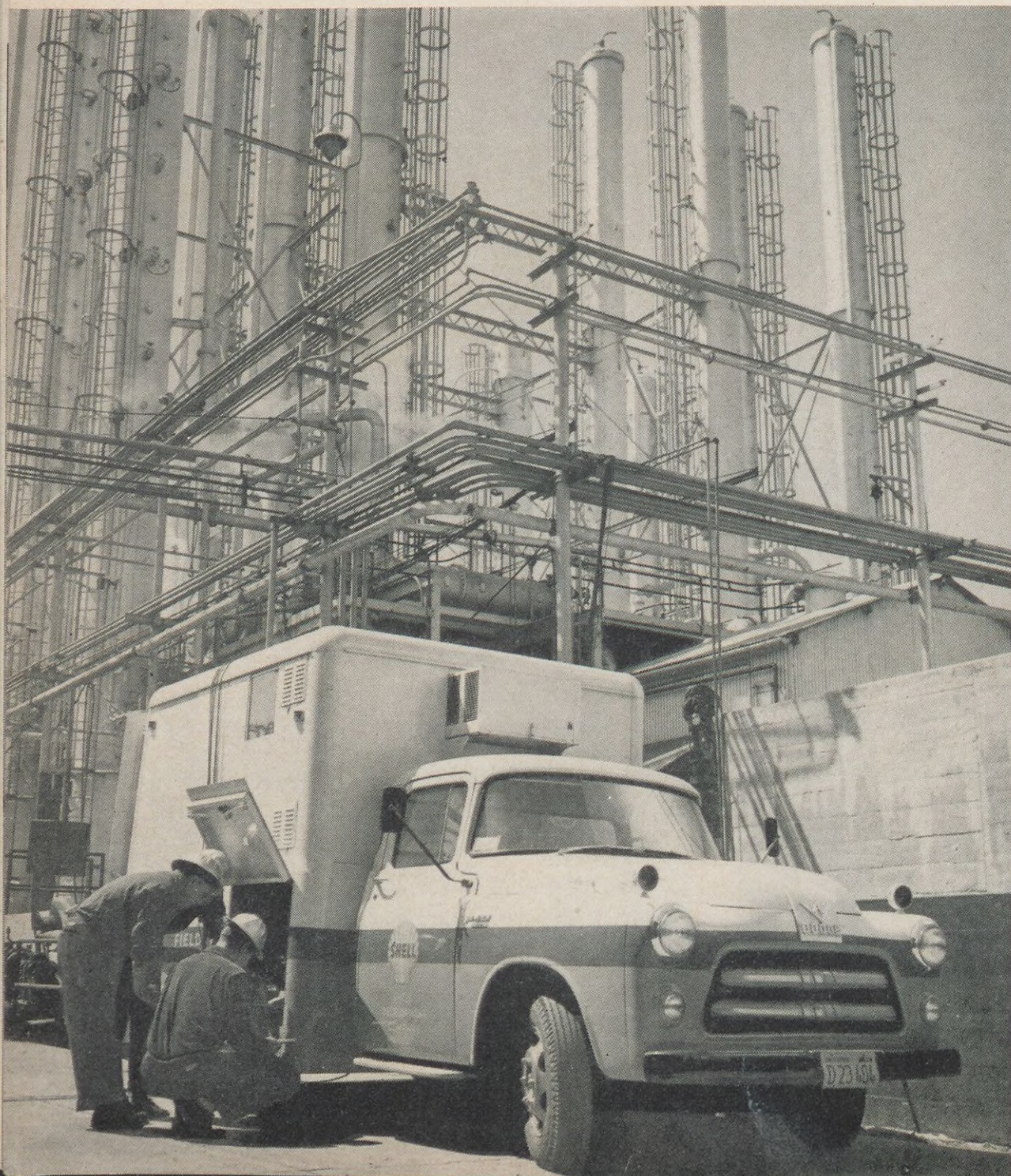
*New Truck Makes Possible Thorough On-the-Spot Tests
of Processes at Shell Refineries and Chemical Plants*

Like a cardiograph recording the beat of a man's heart, a field test truck designed by Shell Development Company checks the inner workings of various columns and vessels at

Shell refineries and chemical plants.

Operated by a team of two technicians and an engineer from the Instrumentation Department at the Emeryville Research Center, the lab-

Working at the reel compartment of Shell Development Company's new field test truck are members of a traveling test team who are preparing to record first-hand information on the operation of the alkylation unit at the Wilmington-Dominguez Refinery.



oratory-on-wheels gathers information to be used in designing better process controls for new plants and in recommending modifications in existing ones.

With better control systems, products of uniformly higher quality are obtained and processes operate more efficiently. In fact, some critical chemical processes are possible only because automatic controls have been developed to maintain operating conditions within very narrow limits.

After the test team arrives at a refinery or chemical plant with its truckload of delicate recording equipment, cables are connected from the truck to different vessels and columns in the process to be tested. (A compartment on each side of the truck holds seven reels, each carrying 300 to 500 feet of cable.)

When the hookups are completed, the process is "upset" slightly, usually by changing a signal to a control valve. Then the system's reaction to the upset is recorded by the instruments in the truck. The records are studied to determine how the upset affects the process and how quickly the control system gets it back to normal. These studies lead to the development of better control systems and thus improved processes. (Upsetting a process is much like a doctor having a patient jump up and down a few times before listening to his heart beat.)

Besides the recording equipment and amplifiers that boost signals from the process being tested, the air-conditioned truck laboratory operates four field telephones—interconnected with a microphone and loudspeaker—for communication between members of the test team and personnel at the refinery or chemical plant. Also, the laboratory operates a digital recorder (a separate unit carried in a trailer) which puts test data on punched tape

similar to a teletype tape.

The information gathered by the test team on the various recording devices is sent to Emeryville where it is analyzed. The punched tape made by the digital recorder is fed into the Research Center's electronic computer which processes the data rapidly and accurately. Another instrument used to study the information is the pneumatic analog, an apparatus built by the Instrumentation Department which duplicates refinery and chemi-

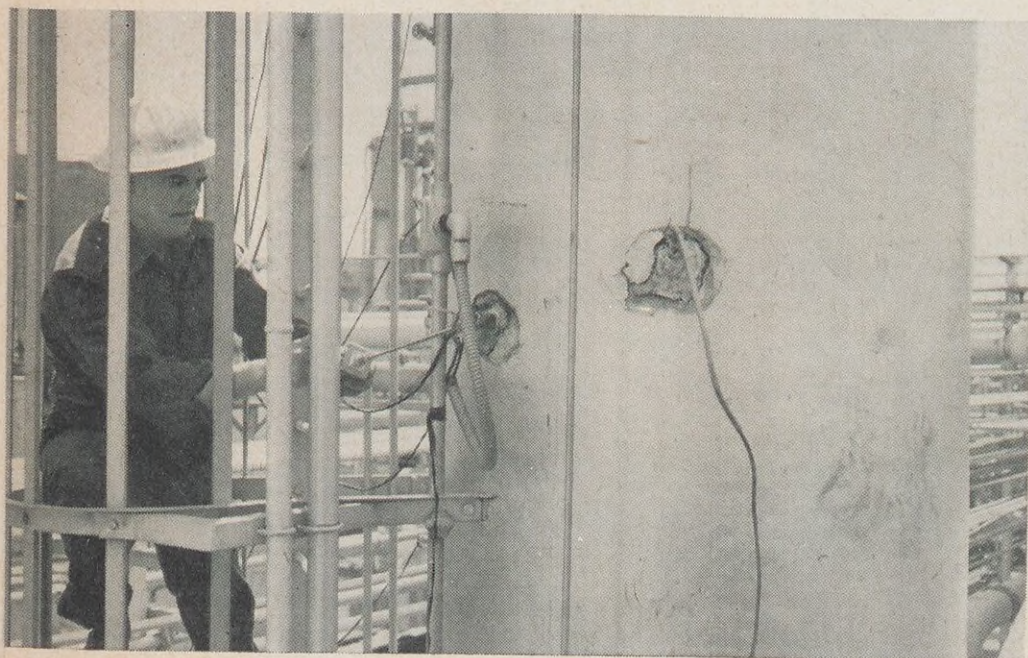
cal plant processes and their control systems. All test information is placed in a library of practical operating data, which will give engineers valuable background for developing better instruments and control systems.

Bringing a laboratory to a manufacturing site is not new to Shell Development Company. However, the new field test truck is a vast improvement over the station wagon laboratory which formerly carried a team and instruments around the country.

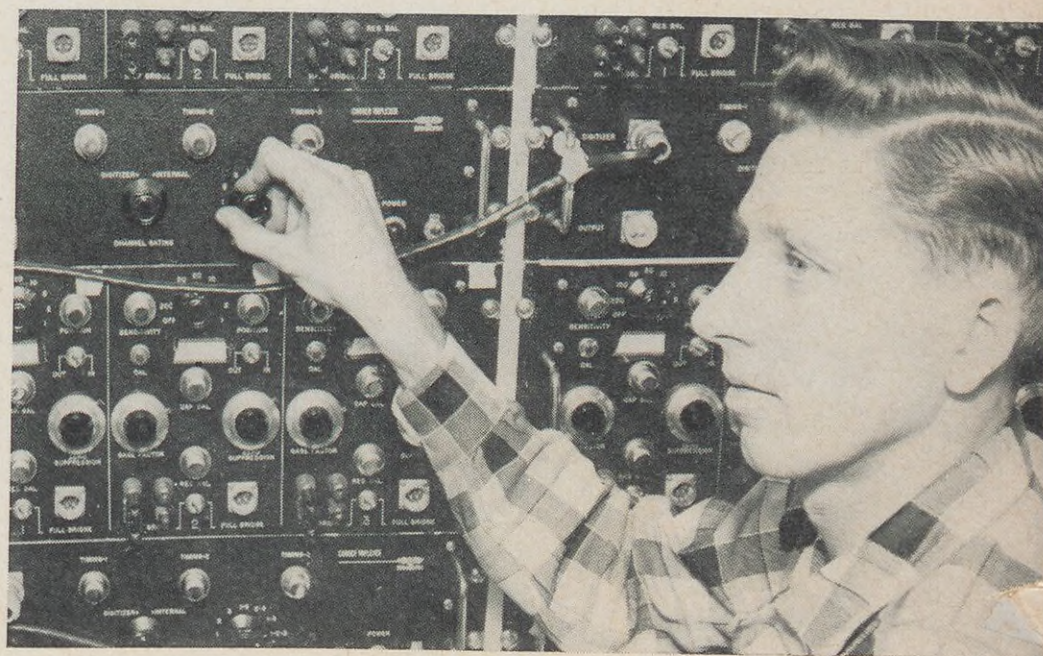
Limited by the amount of equipment they could carry, the station wagon team could obtain only four to six records in a single test of a process. Now, up to 14 variables—such as temperature, pressure and liquid flow—can be recorded simultaneously on equipment in the truck.

Emeryville "doctors" consider their new "cardiograph" an important advance in the continuing research program for improving Shell's processes and products.

Senior Technician G. Lindsey of the test team installs various instruments on a column at the Martinez Chemical Plant for picking up and recording information about the unit's operation.



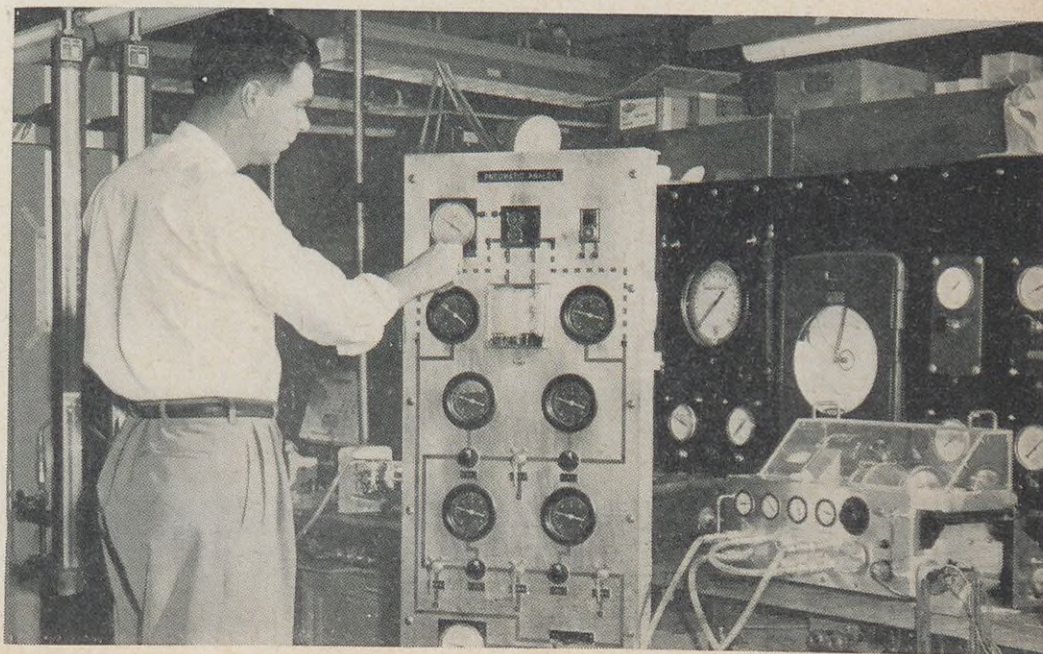
While recordings are made of the operation of a Shell manufacturing unit, Technician E. J. Meyers operates the instrument panel in the air-conditioned laboratory of Emeryville's test truck.



Members of a traveling test team from the Emeryville Research Center's Instrumentation Department are, left to right, Technician R. R. Haydon, Engineer B. D. Stanton and Meyers.



Instrumentation Engineer A. Bremer operates Emeryville's pneumatic analog, which duplicates various plant processes and control systems in studying information gathered by the test team.



A Suitcase Full of Oil

*Shell Women Use the Industry's Novel Way of
Displaying Oil's Versatility to the Public*

Mrs. Margaret McClaugherty of Houston, Women's Program Representative for Shell and Women's State OIC Chairman, gives a demonstration of the Magic Suitcase, "dye bath." When taken out of the dye, the material is three-colored—red, white and blue.



Texas can claim another first: the largest number of "Magic Suitcase" presentations during 1956 among all the states.

The Magic Suitcase program is one way the Oil Information Committee of the American Petroleum Institute tells the public how oil helps make living easier and better, like magic.

Women of the oil industry have carried the Magic Suitcase far and wide since the program started in 1954, showing and explaining its contents to a wide range of audiences—from television to county fairs. The suitcase holds 38 products made from or with oil, including such items as "miracle" fabrics, spray deodorants, lipstick, cold cream, nail polish, and sun tan oil.

Last year, almost 2,000 Magic Suitcase presentations were made throughout the country, Texas women leading the way with 364. And a large part of the suitcase success in Texas goes to five Shell women.

The Shell group in the Lone Star State includes Mrs. Margaret McClaugherty of Houston Office Public Relations. She is Women's Program Representative for Shell and State Chairman of Women's Activities for the OIC; Miss Lula Richardson, East Texas Production Division; Mrs. Laura Findley, Corpus Christi Production Division; Miss Ermazelle



Mrs. McClagherty presents Mrs. Laura Findley, Corpus Christi, a silver bracelet for presenting the Magic Suitcase more than 25 times. Looking on are, left to right, R. L. Gibson, Division Production Manager and Area OIC School Chairman, and F. F. Harrison and Howard Lee, past and present OIC local chairmen from other oil companies.

Sikes, Houston Exploration and Production Area Treasury Department, and Mrs. Isabel Martin of Delvalle, Texas, wife of C. M. Martin, Chief Engineer of Shell Pipe Line Corporation's Garfield Station.

These Shell women have given a total of 210 Magic Suitcase presentations throughout Texas and New Mexico in the last three years. Mrs. McClagherty has demonstrated the oil industry's version of Pandora's Box over 90 times, ranking second in the nation in total showings to Dorothea Kercher of Chicago, also a Shell employee, who leads the country with over 100 presentations. Besides speaking to an average of three groups a month, Mrs. McClagherty trains demonstrators throughout Texas and New Mexico. In the last three years, she has taught 80 women the tricks of the Magic Suitcase at training sessions which usually last a day.

Mrs. McClagherty says suitcase demonstrators are chosen by their oil company on the basis of their charm, poise, personality and appearance, irrespective of their company positions. They may be clerks, stenographers, secretaries—or wives of oil men.

Miss Sikes and Mrs. Findley, two of Mrs. McClagherty's pupils, have at various times fulfilled particularly heavy Magic Suitcase commitments.

Miss Sikes gave nine demonstrations in one day during the Bay City, Texas, Rice Festival in 1956, while Mrs. Findley made 15 appearances in two successive days in the Victoria, Texas, schools during Oil Progress Week in 1955.

Outside of Texas, Shell women have also been active in Magic Suitcase work. Throughout the country, Shell women have received 14 awards for outstanding service to the petroleum industry. The highest OIC award—The Gold Award—was presented to Miss Kercher recently. The Silver

Award has been received by Miss Kercher, Mrs. McClagherty, and Christina Barnett and Mazie French, both of the Baltimore Marketing Division.

In addition, nine Shell women have received the Magic Suitcase Award for having given 25 or more presentations. These include Miss Kercher and Mrs. McClagherty, Mrs. Findley and Miss Sikes, Regina MacGregor and Marilyn Mann of Martinez Refinery; Edith Baker, Albany Marketing Division; Ruth Wolfe, Indianapolis Marketing Division; and Loretta Morin, Minneapolis Marketing Division. The nine Shell Magic Suitcase Award winners have given more than 450 presentations since 1954.

To see the Magic Suitcase, all any interested group need do is contact the nearest OIC representative. If there is a Magic Suitcase demonstrator in the area, a program for the next meeting will be arranged. Hundreds of groups each year learn much about the oil industry from women who reveal the magic in oil molecules.



Three Shell women who helped Texas lead the nation in Magic Suitcase showings are, left to right, Miss Ermazelle Sikes, Houston; Miss Lula Richardson, Kilgore; and Mrs. Isabel Martin, Delvalle. The three women have given a total of 84 suitcase presentations.

*W. T. Critchley,
Sales Supervisor in
the Metropolitan
Boston District of
the Boston Market-
ing Division, vaca-
tions at Moose
Brook State Park in
New Hampshire,
with his wife
Dorothy, son Billy
and daughter Lynne.*



VACATION ON A BUDGET

*It May Sound Difficult But There Are Ways To Economize on a
Vacation Trip; Carol Lane, Women's Travel Director of Shell, Gives Some Tips*

There is one facet of modern life that only a handful of people will argue against: Vacations.

Within a generation, vacations have made the switch from a luxury to almost a necessity. Modern living, most physicians agree, calls for a change of pace, a change of routine and a change of scene at intervals.

Some people find a change from their daily work to a hammock in their garden meets their needs for rest and relaxation. But for most, vacation and travel have become synonymous.

The cost of vacations, however, like the cost of everything else, has gone up in recent years. Restaurant meals, hotel and motel accommodations, sports equipment, entertainment and other commodities and services which go to make up vacation costs, have risen. One of the biggest jumps since 1947 has been in the cost of public transportation.

However, in the same period, the cost of traveling by automobile has risen relatively slightly. Travel by car is still the least expensive way to move on a vacation—with the exception of hiking and bicycles. And one of the major reasons why car travel is still relatively inexpensive is because gasoline continues to be a big bargain.*

For the vacation traveler intent on economizing, there are, in addition to the automobile, other ways to keep expenses down. In travel, like in so

many other phases of modern life, the "do-it-yourself" way is growing in popularity—as a means of saving and for the sense of achievement gained.

Many national and state parks and forests provide the ultimate in do-it-

yourself travel by car—camping and cooking facilities, including tent sites, ready-made fireplaces, plumbing facilities, safe water supplies and deliveries of wood. (The national and state parks with such facilities are

★ THE BARGAIN IN GASOLINE

The price of gasoline has gone up in recent years. But few commodities or services can match gasoline's record. Although local and seasonal fluctuations have made it seem that there have been many rises in the price of gasoline (most people forget the price drops), there have been only two basic rises in price since 1947. And the advances in petroleum products prices have been reasonable in comparison with other price rises.

Besides, gasoline quality and performance have improved tremendously in the last 10 years. Average housebrand gasoline averaged 80 octane in 1946; today, the same grade averages over 90 octane. Premium grade gasoline has risen in rating from 86 to 98 octane and the so-called super-premium grades, such as Super Shell with TCP are gen-*

erally in the range of 99-101 octane.

Today's high-quality gasoline, in fact, sells for less than that available during the depression. A gallon of gasoline today costs on the average 22.7 cents before taxes. At the purchasing power of today's dollar, the lower octane gasoline of 1930-31 would have cost an average of 25.3 cents per gallon.

An hour's pay buys more gasoline today than in the past. For example, the average hourly wage of employees in manufacturing industries buys 6⅓ gallons of gasoline now, whereas in 1948 an hour's work would buy only 5¼ gallons. These figures include all state and federal taxes; current average gasoline taxes now are 8.8 cents a gallon—equal to 39 per cent of the average retail price of gasoline, excluding tax.

**Trademark Shell Oil Company*

Critchley gives his children a lesson in the ancient art at the state park where they camped out in their tent and cooked their meals.

Thousands of families around the country, like the Critchleys, find their vacation fun by camping at national or state parks.





marked on the maps provided by Shell's Touring Service through Shell dealers; detailed information on the facilities can be obtained by writing directly to the national park or to state park board or commission concerned.)

The initial cost of camping equipment can be, of course, a fairly large outlay; but this expense is whittled down in comparison with other forms of vacation housing when the equipment is used over several years. Or,

if a family wants to experiment first, all necessary camping equipment often can be rented.

For those who don't find relaxation in putting up a tent, many national and state parks have modest cabins available (many people are surprised to learn) with cooking facilities or restaurants nearby.

The economical traveler has other ways to save. Carol Lane, Women's Travel Director of Shell, says the answer to keeping a food budget low

on a trip is picnicking. When the thermos jugs and picnic basket are along, she says, they earn their keep. She adds:

"Before stopping for the night, buy fruit and pastry along the road. Then, before you go to bed, fill your thermoses with coffee and milk. You're all set for a picnic breakfast. Or for the sake of variety, make it a picnic lunch some days at a lakeside or public park. Picnics are fun and they're real money-savers. Then when dinner-time rolls around, your budget will allow you to patronize local specialty restaurants."

Carol Lane also has a suggestion for those who want to "stay in the hammock," yet wish to make at least one short trip. Her recommendation in this situation is the "tourette." A tourette is a two-day budgeted and planned vacation, developed and tested by Shell Touring Service. This is how it is done:

Find your home town on a Shell road map. Then, using the mileage scale, measure off a piece of string representing 200 miles. Tack one end of the string to your home town and with a pencil on the other end, swing a circle on the map. Inside the circle is your tourette exploration area. (Two hundred miles is recommended because it is usually a comfortable distance to drive in one day, including a leisurely lunch and time to find a sleeping place at night.)

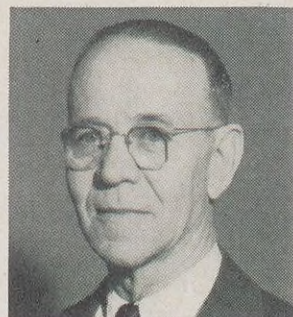
The next step is to get a detailed map of your area and choose your goal—it might well be a state park. You can make your own routing along the highways or get suggestions from Shell's Touring Service through your Shell dealer—who usually has any maps needed on hand.

Besides providing free maps and free services, your Shell dealer sells the biggest bargain you will find in your vacation budget: Gasoline.

They Have Retired



W. A. BELARDE
Shell Chemical Corp.
Shell Point



P. P. BLOCKTER
Wilmington Refy.
Compounding



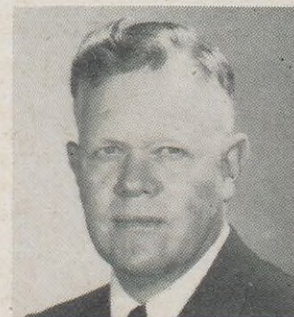
J. T. CARNEY
Pacific Coast Area
Production



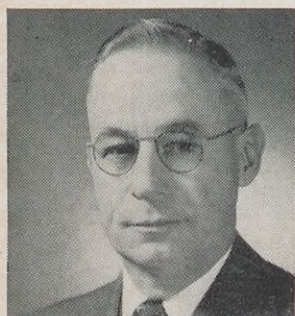
R. M. CHERRYHOLMES
Head Office
Marketing



G. W. CUNNINGHAM
Tulsa Area
Legal



F. R. EATON
Wilmington Refy.
Engineering



S. H. ENGLISH
St. Louis Div.
Sales



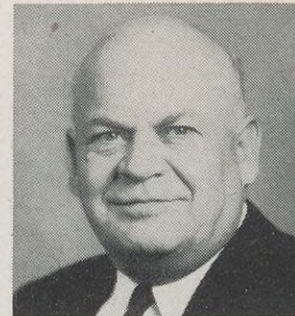
B. GREEN
Houston Refy.
Engineering



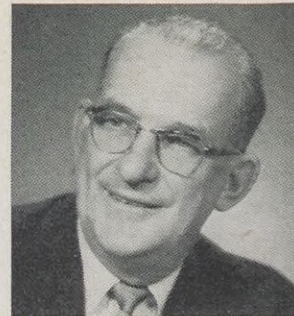
W. C. HARRISON
Shell Pipe Line Corp.
Mid-Continent Area



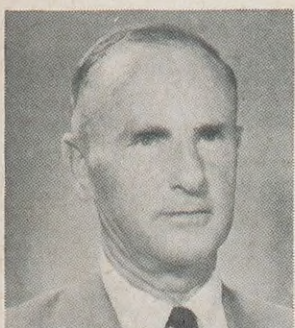
J. A. HMIELESKI
Sewaren Plant
Depot



H. A. JANSEN
Wood River Refy.
Engineering



H. S. KELLEY
Seattle Div.
Operations



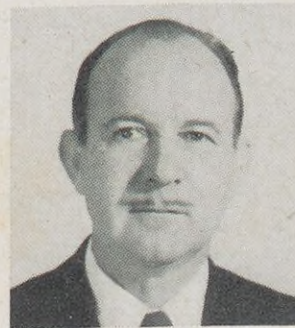
P. G. KLOOS
Shell Chemical Corp.
Torrance



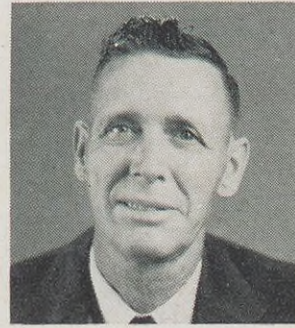
M. O. KNIPPLE
Shell Chemical Corp.
Torrance



J. D. LEWIS
Midland Area
Production



K. R. MCBANE
Pacific Coast Area
Treasury



G. C. MUSGROVE
Tulsa Area
Production



P. R. MYERS
Tulsa Area
Production



R. C. NICHOLSON
Shell Pipe Line Corp.
Head Office



W. A. O'NEAL
Houston Area
Production



L. PEREIRA
Martinez Refy.
Distilling



R. L. POMROY
Wilmington Refy.
Engineering



P. P. PULOS
Shell Chemical Corp.
Shell Point



S. R. RANDLE
Pacific Coast Area
Production



O. V. RUBLE
Pacific Coast Area
Production



H. W. RYERSON
New York Div.
Operations



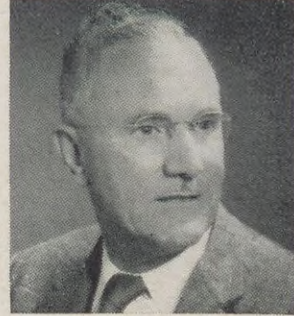
M. E. TEST
Shell Development Co.
Emeryville



V. S. TUCKER
Shell Chemical Corp.
Houston



G. F. WILLIAMS
Baltimore Div.
Operations



G. J. WIMER
Pacific Coast Area
Production



SHELL COAST TO COAST

Bowling Iron Man

P. W. KIRKLEN, Assistant Loading Foreman in the Dominguez Chemical Plant Shipping Department, recently bowled a non-stop marathon of 100 games in a row to prove he could do it.

Six friends contended Kirklen could not average a score of 150 for 100 consecutive games; Kirklen, who has a 159 average, said he could. To prove it, he started bowling on a Saturday morning at 6:15 and continued for 19 hours until he had completed 100 games at 1 a.m. the next morning. His right thumb became so sore that he rolled his last five games left-handed — though he never had done that before. (To protect his thumb, he now uses the golf glove he is shown wearing at left.) His switch to south-paw did not hurt his average; his last game score was 180.

For the 100 games, Kirklen averaged slightly more than 168, and bowled 13 games of 200 or greater. His high game was 257, and his low score of 119 was rolled in his first game.

During the grind he ate only one sandwich and several candy bars, though he drank large amounts of coffee and water. When it was over, he had lost 15 pounds.

Though the experience cost him weight, it cost him no funds; his challengers paid for the 100 games.



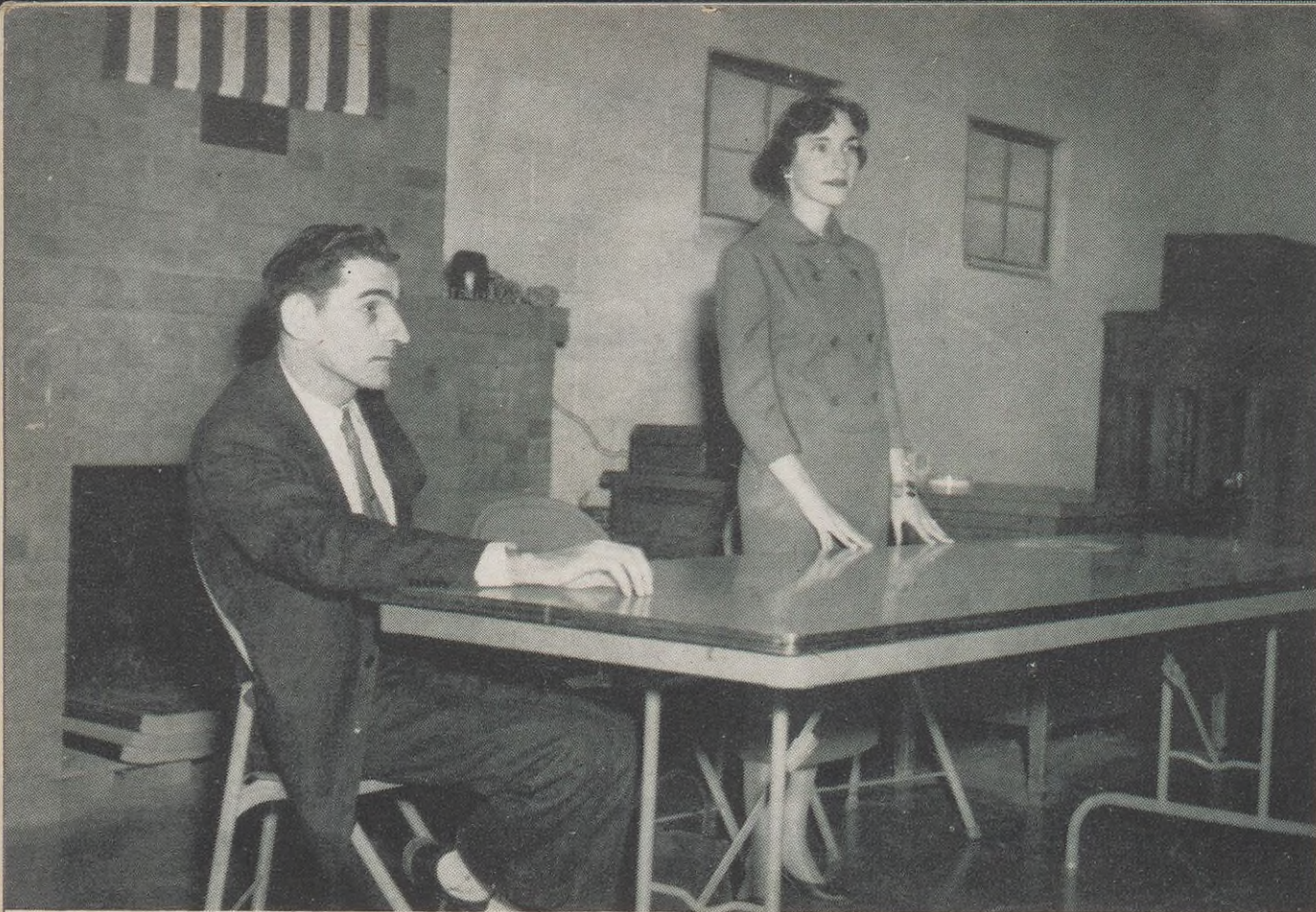
Flying Photographer

S. R. Boyer, at right, a member of the Treasury Department of Shell Oil Company's Portland Marketing Division, has reached new heights in photography. His hobby is taking color pictures, both still and movies, of Rocky Mountain scenery while flying his own airplane. His plane, shown above in a typical mountain scene, is a 65-horsepower Taylorcraft he learned to fly about two years ago. Since then he has flown more than 200 hours. Combining flying with his other hobby of photography has brought him some pictures of views seldom recorded before. His plane has a ceiling of about 11,000 feet, not enough to cross the peaks of the Rockies, so he threads his way through the lowest passes to find picture possibilities. It's not always smooth sailing, however; Boyer is careful not to share a mountain pass with a thunderstorm, and also must be on the alert for updrafts. One sudden updraft once lifted his light aircraft from 6,500 to 10,500 feet in a matter of minutes.



On the Air

Mrs. Louella Jones, left, Comptometer Operator at Shell Development Company's Emeryville Research Center, recently took part in a panel discussion over San Francisco radio station KCBS on the problems and opportunities of young women who join the nation's work force this year. Leading the discussion was Jane Todd, right, the station's commentator on women's affairs. Mrs. Jones discussed employment from the point of view of a young married woman.



Kindergarten President

L. E. COUGHLIN, a member of the Marketing Service Department in Shell Oil Company's Cleveland Marketing Division, says his year's work as president of the Willowick (Ohio) Kindergarten Association has given him a lasting respect for the work

done by school administrators.

Coughlin, shown here at an Association meeting with a speech therapist, was one of the parents who got together to set up a kindergarten four years ago. School officials, swamped with the work of finding

classroom space for the rapidly-growing community, were unable to provide for the pre-school ages.

The parents' group found class space in the community's field house, hired two qualified teachers, arranged bus transportation and solved hundreds of other problems connected with the enterprise. The first class had only 35 children; last fall's enrollment was 216.

Coughlin, who served as president of the Association during the last school year, says his major problems included bus schedules and school discipline. Hardly a night passed, he says, without two or three calls from parents complaining about one or the other.

"I certainly can understand the workings and problems of our school systems better after this experience," he said. "Naturally, I want my children to have the best education possible, so I work toward this goal constantly."

YMCA Leader

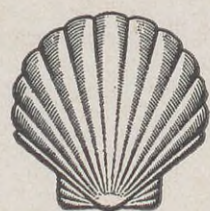
E. M. Edgell, Analyst in the Personnel and Industrial Relations Department of Shell Chemical Corporation's Martinez Plant, is a leader in a YMCA program called "Indian Guides" to encourage closer relationships between fathers and their young sons. He is president of a "nation" of 20 groups of fathers and sons in Concord, California. He recently attended an Indian Guides national conference at Peoria, Illinois.



New Record

C. H. Benefield, Engineer's Assistant in the Hobbs, New Mexico, Division of the Midland Exploration and Production Area, set a new state record in winning the all-events title in the state bowling tournament. He rolled 702 in team play, 638 in doubles and 612 in singles to total 1,952 pins—an average of 217. His season average is 193. He has bowled three 300 games in match play and also is the Hobbs City singles champion.



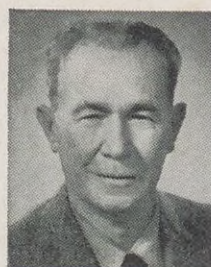


Service Birthdays

Forty Years



W. C. DAVIS
Martinez Refy.
Distilling



C. A. BROWN
Pacific Coast Area
Production



L. J. CHRISTEN
Martinez Refy.
Cracking

Thirty-Five Years



L. E. PLATT
Portland Div.
Operations



G. C. ROCKAFIELD
Wilmington Refy.
Treasury



A. J. SHELL
Wilmington Refy.
Engineering



W. C. THOMPSON
Pacific Coast Area
Production



F. F. WALMSLEY
San Francisco Office
Marketing

Thirty Years



L. L. BAKER
Tulsa Area
Production



M. H. BARTOLOMEI
Martinez Refy.
Compounding



W. L. BLAKE
Wilmington Refy.
Eff. Cont. & Util.



C. A. BLOCH
Martinez Refy.
Dispatching



C. I. BURGESSON
Seattle Div.
Operations



D. W. CRAVENS
Wood River Refy.
Catalytic Cracking



R. H. DELANO
Wilmington Refy.
Thermal Cracking



E. L. DIMMICK
Pacific Coast Area
Production



F. L. ELLSWORTH
San Francisco Div.
Sales



J. C. EMLLEN
Portland Div.
Sales

Thirty Years (cont'd)



H. HASSELL
Pacific Coast Area
Purchasing-Stores



J. K. HENSLEY
New Orleans Area
Production



S. A. JOHNSON
Portland Div.
Treasury



E. E. KETHA
Seattle Div.
Operations



C. H. McCALLEY
Wood River Refy.
Dispatching



R. D. MOTHERAL
Martinez Refy.
Engineering



C. A. NORMANDY
Pacific Coast Area
Production



E. R. PURSE
Chicago Div.
Operations



J. R. ROBINSON
Pipe Line Dept.
Zionsville, Ind.



W. S. SHAW
Wilmington Refy.
Administration



O. E. SIEBENMAN
Chicago Div.
Sales



R. C. VANBIBER
Tulsa Area
Production



C. H. WINGATE
Houston Area
Production



D. D. WINTERS
Wilmington Refy.
Alkylation

Twenty-Five Years



N. BEATTIE
San Francisco Office
Marketing



C. P. BOUTTE
Shell Chemical Corp.
Norco Plant



E. L. BROWN
Midland Area
Treasury



E. W. DAVIS
Pacific Coast Area
Production



R. L. DAVIS
New Orleans Area
Gas



C. E. DOLHONDE
Shell Pipe Line Corp.
Texas-Gulf Area



J. M. FOGARTY
San Francisco Div.
Sales



C. C. GUILLOT
Shell Chemical Corp.
Norco Plant



W. J. HARRELL
Atlanta Div.
Sales



D. E. HILKERBAUMER
Sacramento Div.
Treasury



L. C. HOLLAND
San Francisco Div.
Sales



H. H. HOWARD
Pipe Line Dept.
Ventura, Calif.



W. C. HOWARD
Denver Area
Production



E. K. KOVACS
Sewaren Plant
Engrg. & Maint.



G. L. LABBE
Norco Refinery
Gas



P. H. LETSCH
Shell Development Co.
Emeryville



I. G. LOOMIS
Houston Refy.
Engineering



J. H. LUKINS
San Francisco Office
Marketing



H. D. MACRITCHIE
Boston Div.
Operations



T. J. MCCORMACK
Albany Div.
Operations



W. H. MILLER
New Orleans Area
Production



S. A. NESBITT
Head Office
Marketing



M. D. RAMALHO
Sewaren Plant
Engrg. & Maint.



F. F. RUST
Shell Development Co.
Emeryville



G. R. SAWIN, JR.
Albany Div.
Operations



M. G. SCHLOTE
San Francisco Div.
Operations



L. S. STEVENSON
Pacific Coast Area
Production



A. E. THOMPSON
Boston Div.
Mktg. Service



J. H. WHEAT
Houston Refy.
Gas



N. A. WYCKHOUSE
Los Angeles Div.
Treasury

Head Office**20 Years**

D. L. Berry.....Manufacturing
G. F. Freeman.....Transp. & Supplies
E. O. King.....Transp. & Supplies
C. M. Wright.....Legal
J. J. Zamenick.....Financial

15 Years

N. P. Lane.....Manufacturing

10 Years

J. E. Cox.....Manufacturing
H. L. Denkler.....Manufacturing
B. L. Fellows.....Transp. & Supplies
Emma A. Geisler.....Financial
E. A. Henke.....Manufacturing
R. R. Lee, Jr.....Manufacturing
Pauline J. Lisse.....Financial
R. S. MacIntire.....Marketing
F. D. Moller, Jr.....Financial
S. R. Vandivort.....Legal
S. G. Wiles.....Expl. & Prod.

San Francisco Office**20 Years**

F. R. Watson.....Manufacturing

Exploration and Production**CALGARY AREA****20 Years**

J. S. Blaine.....Purchasing-Stores

15 Years

J. A. McCaw.....Purchasing-Stores

10 Years

C. W. Daniel.....Production
D. A. Schmeekle.....Production

DENVER AREA**15 Years**

E. W. Ross.....Pers. & Indus. Rel.

10 Years

J. D. Bloomingdale.....Exploration
J. R. Gollnick.....Production

HOUSTON AREA**20 Years**

R. C. Hilton.....Exploration
A. K. Korn.....Production

15 Years

M. O. McCauley.....Production

10 Years

B. Chinn.....Treasury
M. L. Cotton.....Pers. & Indus. Rel.
J. H. Goatley.....Production
R. L. Hearn.....Production
E. J. Polach.....Gas
K. H. Rhoads.....Gas
K. A. Ring, Jr.....Production
B. I. Schwartz.....Production
W. H. Warthan.....Production
R. M. Willey.....Land

MIDLAND AREA**20 Years**

R. S. Cryer.....Production
J. L. Lindner.....Exploration
T. Williamson.....Gas

15 Years

R. E. Duncan.....Production
R. J. Woodward.....Production

10 Years

W. A. Brown.....Gas
J. R. Curry.....Production
R. L. Elkins.....Production
C. R. Fulks.....Gas
D. F. Jahns.....Production
M. Newmaster.....Gas
S. G. Stiles.....Production

NEW ORLEANS AREA**20 Years**

E. H. Leeman.....Production

15 Years

V. L. Pellerin.....Production
J. W. Trahan.....Production

10 Years

S. W. Clark.....Production
J. R. DeHart.....Production
E. L. Gibson.....Production
G. S. Gump.....Exploration
J. S. Hebert.....Production
J. K. Jackson.....Purchasing-Stores
E. J. Johnson.....Production
H. A. Johnson.....Production
R. C. Knighten.....Production
D. J. LeBlanc.....Production
L. N. Lindsly.....Exploration
L. J. Oppermann.....Treasury
D. P. Peltier.....Production
R. J. Schmidt.....Treasury
M. Shelby.....Purchasing-Stores
J. E. Taylor.....Production
I. A. Vaughn.....Production
J. D. Wilkes.....Gas
C. P. Winder.....Exploration

PACIFIC COAST AREA**20 Years**

D. W. Enterline.....Production
G. H. Sturgeon.....Exploration

15 Years

W. L. Coats.....Gas
E. M. Curry.....Exploration
J. D. Howard.....Production
S. Kelley.....Production
R. R. Werts.....Production

10 Years

J. M. Clark.....Exploration
D. Hosmer.....Production
R. S. MacAlister.....Production
J. E. Mathews.....Land
J. Mulholland.....Treasury
W. T. Nance.....Production
R. H. Osborn.....Gas
G. L. Shaw.....Exploration

TULSA AREA**20 Years**

T. H. Dwyer.....Production
J. D. Goodrich.....Production
W. Neilson, Jr.....Production
F. H. Rathjen.....Gas
R. N. Thompson.....Production
E. H. Timmerman.....Production

15 Years

A. W. Levi.....Treasury
H. H. Schierloh.....Exploration

10 Years

D. G. Arnold.....Production
E. M. Dayton.....Land
R. F. Nelson.....Production
H. L. Powers.....Treasury
D. R. Sherman.....Treasury
J. H. White.....Exploration

Manufacturing**ANACORTES REFINERY****20 Years**

B. W. Dunbar.....Zone B

HOUSTON REFINERY**20 Years**

D. C. Bailey.....Engineering
E. C. Hechler.....Pers. & Indus. Rel.

15 Years

E. C. Ables.....Gas
J. Courville.....Engineering
C. M. Cunningham.....Engineering
L. C. Dickey.....Engineering
J. B. Dunham.....Stores
R. W. Johnston.....Research Laboratory

A. Koy.....Engineering
P. R. Schaff.....Treasury
L. I. Valenta.....Engineering
H. W. Warren.....Thermal Cracking

10 Years

W. G. Allison.....Engineering
Q. L. Berry.....Refinery Laboratory
J. P. Gray.....Lubricating Oils
W. H. Halcumb.....Lubricating Oils
E. W. Herrington.....Stores
W. D. Hoffman.....Refinery Laboratory
O. Holbrook.....Engineering
D. J. Hornburg.....Engineering
D. V. McKinney.....Stores
I. J. O'Neal.....Refinery Laboratory
J. T. Parker, Jr.....Gas

MARTINEZ REFINERY**20 Years**

R. F. Evenson.....Control Laboratory

15 Years

W. H. Jackson.....Compounding
R. C. Osborn.....Dispatching
C. J. Struby, Jr.....Research Laboratory
A. Tackett.....Cracking
C. D. Warren.....Lubricating Oils

10 Years

G. F. Krauss.....Compounding
O. A. Samson.....Econ. & Sched.

NORCO REFINERY**20 Years**

W. A. Erickson.....Engineering

15 Years

R. H. Bartholomew.....Catalytic Cracking
C. J. Brignac.....Engineering

10 Years

J. W. Askins.....Technological
C. P. Bourgeois.....Engineering
H. Brodhead, III.....Gas
D. A. Delaneville.....Utilities
J. B. Guidry.....Catalytic Cracking
J. R. Guidry.....Engineering
D. J. Haydel.....Distilling
J. J. Haydel.....Technological
M. A. Hymel.....Technological
H. A. Lirette.....Gas
P. J. Tregre.....Engineering

WILMINGTON REFINERY**20 Years**

E. C. Chaffin.....Alkylation
V. E. Lahr.....Control Laboratory
A. M. Mahoney.....Technological

15 Years

C. M. Anderson.....Engineering
T. S. Cate.....Engineering
H. F. Davis.....Engineering
W. D. Horton.....Engineering
M. T. Lee.....Engineering
R. McLean.....Effl. Cont. & Util.
J. H. Muensterman.....Engineering
W. W. Taylor.....Engineering
V. A. Vezina.....Engineering
L. G. Woodle.....Distilling

10 Years

C. L. Allen.....Catalytic Cracking
W. Buchanan, Jr.....Thermal Cracking
D. L. Bush.....Thermal Cracking
C. H. Butler.....Thermal Cracking
N. W. Chivers.....Experimental Laboratory
H. W. Conrad.....Engineering
J. D. Delao.....Engineering
W. R. Haney.....Catalytic Cracking
R. L. Harlocker.....Dispatching
J. H. Lewis.....Experimental Laboratory
J. B. Pitts.....Engineering
P. M. Rodgers.....Dispatching
A. L. Sisk.....Thermal Cracking
L. M. Slater.....Engineering
J. F. Wells.....Dispatching

WOOD RIVER REFINERY

20 Years

A. Collins.....Administration
L. J. Jackson.....Engineering
W. S. Myers.....Dispatching
W. W. Summers.....Engineering
H. E. Theuer.....Engineering
R. A. Wehmeyer.....Research Laboratory

15 Years

J. H. Ashcraft, Jr.....Catalytic Cracking
T. G. Bailey.....Engineering
L. V. Botkins.....Engineering
A. E. Broadway.....Engineering
L. A. Brooks.....Engineering
A. C. Cunningham.....Engineering
K. R. Dalton.....Engineering
L. F. Fritsche.....Dispatching
L. Giacomelli.....Engineering
C. H. Groeteka.....Engineering
R. E. Halle.....Dispatching
E. A. Hanudel.....Compounding
A. L. Hook.....Compounding
S. W. Kennedy.....Engineering
M. E. Kimble.....Control Laboratory
L. R. King.....Alkylation
T. E. Land.....Research Laboratory
T. J. Leatherby.....Compounding
D. C. Lehwalder.....Lubricating Oils
W. L. Little.....Engineering
D. Maddalon.....Engineering
E. L. Milford.....Engineering
S. W. Montgomery.....Engineering
R. W. Niemann.....Engineering
E. L. Perkins.....Dispatching
V. F. Plager.....Engineering
W. C. Roberts.....Technological
J. H. Sauerwein.....Engineering
H. V. Smith.....Engineering
F. Valenta.....Engineering
D. Van Bebber.....Dispatching
W. E. Wasson.....Control Laboratory

10 Years

O. J. Abernathy.....Engineering
R. M. Bailey.....Engineering
J. H. Beem.....Stores
R. E. Boettcher.....Dispatching
A. B. Curfman.....Engineering
H. H. Doerr.....Lubricating Oils
H. E. Garner.....Treasury
H. W. Graunke.....Light Oil Treating
J. O. Kingston.....Engineering
G. R. Klingel.....Gas
H. D. Nelson.....Engineering
L. J. Nepute.....Gas
E. L. Oldendorph.....Engineering
G. D. Reddish.....Engineering
O. L. Sandbach.....Dispatching
M. S. Waller.....Engineering
J. T. Watson.....Research Laboratory
A. E. Welch.....Dispatching
R. E. Wright.....Engineering

Marketing

MARKETING DIVISIONS

20 Years

K. V. Sutter.....Albany, Sales
D. B. White.....Albany, Operations
S. A. Gervin, Jr.....Atlanta, Sales
H. H. Gardner.....Boston, Operations
F. LaMarche.....Boston, Operations
D. B. Kessell.....Chicago, Personnel
G. E. Ninde.....Chicago, Treasury
W. R. Stelk.....Chicago, Sales
C. E. Cooley.....Cleveland, Operations
R. C. Reichle.....Cleveland, Operations
H. G. Wheeler.....Los Angeles, Operations
V. C. Elmquist.....Minneapolis, Sales
Aileen N. Hampton.....Sacramento, Treasury
S. H. Sides, Jr.....St. Louis, Sales

E. A. Davis.....Seattle, Operations
W. L. Meston.....Seattle, Operations
J. H. Perry.....Seattle, Sales

15 Years

V. B. Morris.....Atlanta, Mktg. Service
C. J. O'Hagan.....Atlanta, Operations
R. T. Smith, Jr.....Atlanta, Sales
R. Whalley.....Boston, Operations
Grace S. Johnston.....Detroit, Mktg. Service
L. Hagan.....Indianapolis, Operations
G. W. Tate.....Los Angeles, Operations
K. F. Burton.....Minneapolis, Operations
E. Lewis.....New Orleans, Operations
R. A. Gimbel.....San Francisco, Operations

10 Years

F. Horn.....Albany, Sales
K. L. Jacobson.....Albany, Operations
J. M. Kuno.....Albany, Operations
T. R. Williams.....Albany, Sales
S. M. Howard.....Atlanta, Operations
S. Jackson.....Atlanta, Operations
W. N. Pinckney, Jr.....Atlanta, Operations
W. H. Temmink.....Baltimore, Mktg. Service
F. E. Fairhurst.....Boston, Operations
M. B. Harrington, Jr.....Boston, Sales
E. C. Miller.....Boston, Operations
J. M. Grace.....Chicago, Operations
R. F. Schaefer.....Chicago, Treasury
H. R. Templin.....Chicago, Operations
J. F. Ward.....Chicago, Sales
D. M. Huebner.....Cleveland, Operations
T. B. Jennings.....Cleveland, Sales
Eleanore Metz.....Cleveland, Treasury
H. G. Datema.....Detroit, Sales
R. Henders, Jr.....Indianapolis, Operations
J. R. McCloskey.....Indianapolis, Operations
H. A. Belsheim.....Minneapolis, Treasury
G. T. Frank.....Minneapolis, Treasury
R. W. Ogg.....New Orleans, Treasury
J. E. Stonebraker.....New York, Operations
W. C. Martin.....Portland, Sales
B. B. Van Fleet.....Sacramento, Sales
M. A. Poiry.....St. Louis, Treasury
J. Paponis.....San Francisco, Treasury
V. F. Black.....Seattle, Treasury

SEWAREN PLANT

20 Years

B. J. Concannon.....Chemical
A. P. Moretti.....Compound
J. Terefenko, Jr.....Compound
M. Toth.....Compound

10 Years

H. W. Brown.....Engrg. & Maint.
S. W. Cosky.....Engrg. & Maint.
F. J. Derzawiec.....Terminal
S. J. Kolakowski.....Compound
C. Kuzma.....Laboratory
R. F. Lanter.....Treasury
R. S. MacIntire.....Treasury

Pipe Line Department

20 Years

E. Martin.....Kettleman, Calif.
A. S. Moignard.....Bakersfield, Calif.
R. K. Schulze.....Indianapolis, Ind.

15 Years

J. Ahlstrom.....Simi, California
R. Boyer.....Long Beach, Calif.
L. W. Brack.....Detroit, Michigan
G. L. Chapman.....Hammond, Indiana
J. M. Greer.....Spartanburg, S. C.
J. J. Roll.....Kettleman, Calif.

10 Years

R. A. Hutson.....Lima, Ohio
T. J. Villars.....Indianapolis, Ind.

SHELL CHEMICAL CORP.

20 Years

P. H. Leyhe.....Head Office

J. H. Long.....Houston
R. M. Oaks.....Houston
H. J. Backstrom.....Shell Point
J. P. Ruby.....Torrance
F. T. Tymstra.....Torrance

15 Years

M. G. Henshaw.....Dominguez
V. E. Kane.....Dominguez
G. F. Saunderson.....Dominguez
J. E. Carey.....Head Office
C. V. Wittenwyler.....Head Office
W. H. Berkley.....Houston
B. M. Clark.....Houston
J. R. Duty.....Houston
C. L. Martin.....Houston
B. P. Watt.....Houston
R. D. Sullivan.....Torrance
R. D. Mays.....Torrance

10 Years

J. R. LeRoy.....Denver
J. F. Bunn.....Houston
R. G. Jobe.....Houston
I. B. Wilson.....Houston
E. C. Borgeson.....Martinez
G. L. Cooper.....Martinez
O. N. Walters, Jr.....Martinez
P. J. Gauthreaux.....Norco
M. J. Growl.....Norco
M. S. Reine.....Norco
S. J. Hastings.....San Francisco
R. M. Braudrick.....Shell Point
E. P. Forbess.....Shell Point

SHELL DEVELOPMENT CO.

20 Years

A. DeBenedictis.....Emeryville
H. T. Gillis.....Emeryville
Z. V. Jasaitis.....Emeryville
G. J. Pierotti.....Emeryville
C. L. Raymond.....Emeryville
W. E. Ross.....Emeryville
T. T. Waterman.....Emeryville
J. C. Hepworth.....Houston

15 Years

E. R. Bell.....Emeryville
R. W. Dorn.....Emeryville
J. H. Raley.....Emeryville
G. R. Sayous.....Emeryville
F. V. Robinson, Jr.....Houston

10 Years

E. G. Chilton.....Emeryville
Mary McEvilly.....Emeryville
R. R. Goodell.....Houston

SHELL PIPE LINE CORP.

20 Years

O. H. Cage.....West Texas Area
F. E. Flood.....Mid-Continent Area
W. T. Porter.....West Texas Area

15 Years


L. P. Blackburn.....Head Office
D. B. Boyd.....Mid-Continent Area
D. O. Griffith.....Texas-Gulf Area
J. P. Holt.....Mid-Continent Area
D. E. Johnson.....West Texas Area
L. F. Miller.....Mid-Continent Area
W. S. Sanders.....West Texas Area
J. M. Smith.....West Texas Area
R. A. Whipkey.....Rocky Mountain Div.
W. H. Wyatt.....Mid-Continent Area

10 Years

J. C. Bralley.....Mid-Continent Area
R. E. Comer, Jr.....West Texas Area
R. P. Dehnel.....West Texas Area
J. C. Gaines.....West Texas Area
B. E. Gray.....West Texas Area
R. L. Mendez.....Texas-Gulf Area

matters of fact

THE SLIGHTEST ACCIDENT



...could result in a major disability if it is not immediately cared for.

If you should suffer an injury, no matter how slight, report it at once to your supervisor. Your security and that of your family may depend on it.

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Houston 23, Texas

HR

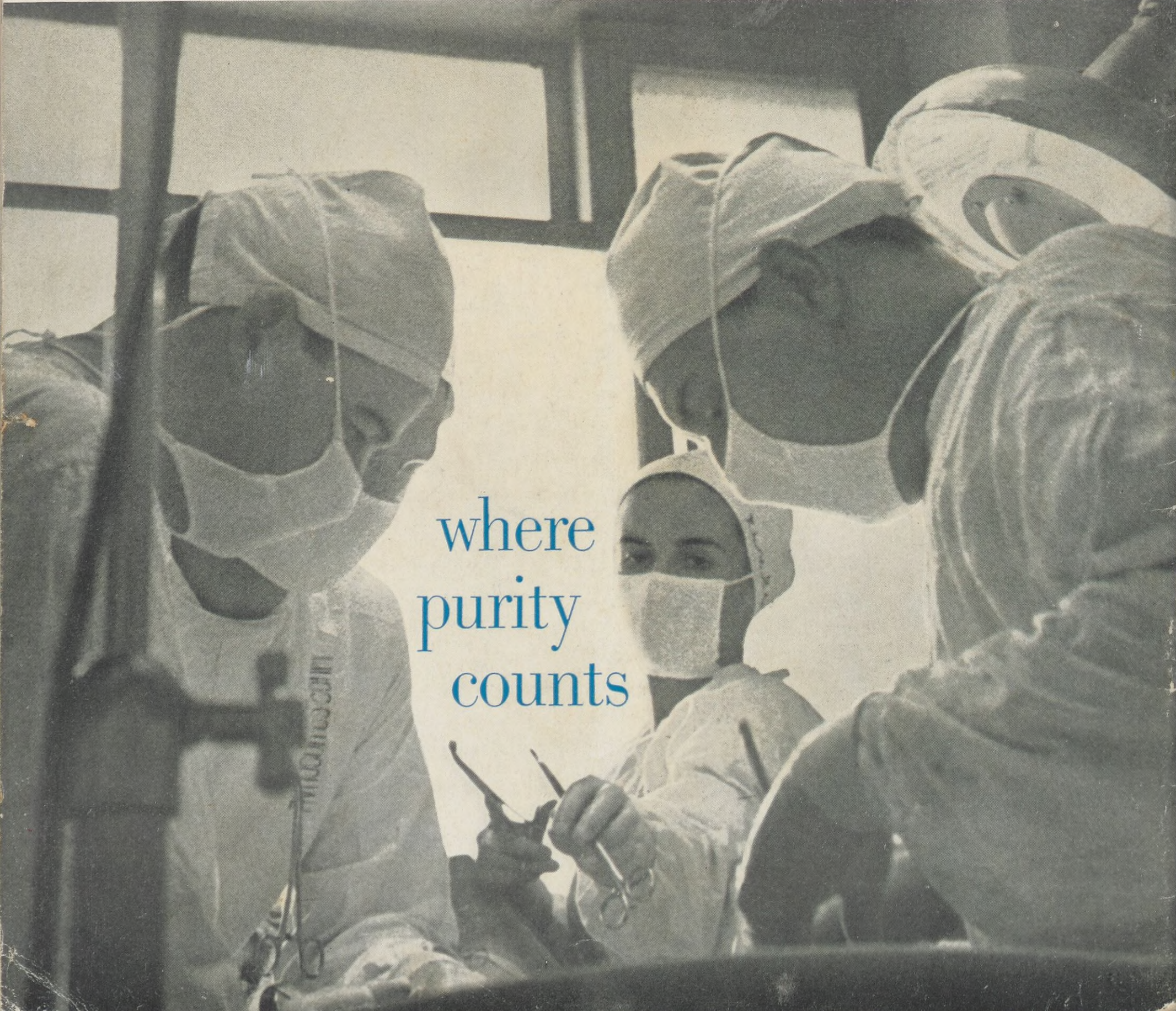
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U. S. POSTAGE

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New York, N. Y.
Permit No. 1101

In the hospital operating room, where purity counts, Shell Chemical Corporation's isopropyl alcohol (IPA) is used extensively as a disinfectant. Elsewhere in the hospital, its strictly-controlled properties make it valuable in medicinals and liniments. Literally hundreds of products in our daily lives also are made with the help of IPA—from soap and shaving lotion to paint and floorwax. Manufactured at Shell Chemical's Houston, Dominguez and Martinez Plants, IPA is one of the important products that point up Shell Chemical's contributions to the American standard of living.



where
purity
counts