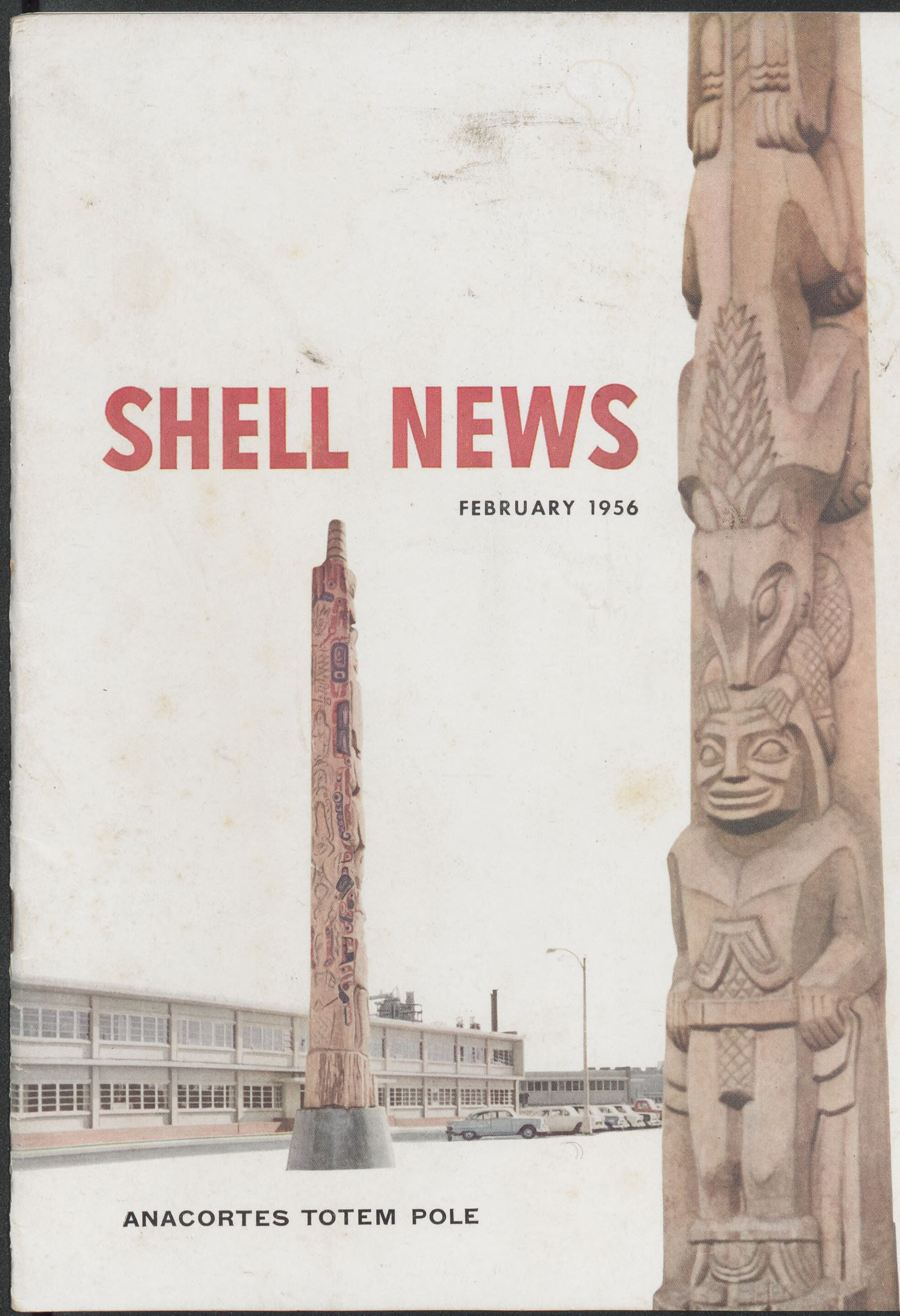
SHELL NEWS

FEBRUARY 1956



ANACORTES TOTEM POLE

WHATEVER H

For 18 Years Shell Pensioners have been Asking that Question as They Keep in Touch with One Another in 44 States and Nine Foreign Countries

S

ER HAPPENED TO...?

A Shell pensioner living in Connecticut looked at his monthly pension check, just received in the mail, and automatically noted his own name and the amount of the check. Then, for a long, pensive moment, he scrutinized the two signatures at the lower right-hand corner: W. L. Reed (Manager of the Shell Pension Trust) and F. H. Schlapprizzi (Secretary). He smiled.

"You know," said the retired Shell employee, "while I was working for the Company I don't think I could ever have told you offhand whose signatures were on my paycheck. I don't think 90 per cent of the employees can do it now.

"But a pensioner can tell you who signs his pension check. He's *that* interested in retaining names and personal contacts in the Company."

His statement is significant. It points up a key factor in the relationship between retired Shell employees and the Company for which they worked for so many years. The more than 3,000 pensioners now scattered throughout the nation—and the world—have an abiding curiosity about anything connected with their Shell careers and some go to great lengths to cultivate and maintain sources of information.

Many retired employees maintain regular correspondence with friends still in Shell and with other pensioners. Most of them—seeking names they recognize and items about their former work locations—regularly pore over the pages of SHELL NEWS, which is mailed to the homes of all pensioners, and the local Shell publications which are mailed to them by the payroll centers from which they retired. They attend Service Award Luncheons and plant picnics to renew tangible contacts with a previous way of life. They stake out permanent welcome mats for Shell employees and pensioners who might be passing through town. And they form their own local groups of retired Shell employees to swap yarns and trade news about the personal progress and fortunes of individuals with whom they once worked.

SHELL NEWS

VOL. 24—No. 2 FEBRUARY, 1956

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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NORTHWEST PACIFIC LANDMARK

The totem pole shown on this month's front cover stands outside the main office building of Shell's new refinery at Anacortes, Washington. Depicting the story of an Indian hero that has been told and retold for generations, the totem was erected by Shell as an appropriate symbol of the refinery's integration into this Northwest Pacific community. An article about the totem and the legend it portrays begins on p. 14.

The most frequently heard question in these many contacts, whether they are in letters or conversation, is:

"Whatever happened to . . .?"

What *did* happen to Joe (or Tom, Dick or Mary) after leaving Shell? Where do they live?

There are as many answers to these questions, of course, as there are retired Shell employees. As of December 31, 1955, there were 3,088 pensioners (114 of them women) living generally active and contented lives in the United States and Hawaii, and in other countries. More than 60 other persons were receiving Shell Pension payments under one or more beneficiary options provided by the Pension Plan. More than 3,873 pensions have been granted since January 1, 1938, when the Shell Pension Plan went into effect, and an average of 30 long service employees are currently joining the list each month.

Pensioner No. 1. In 1938, William P. West, 22-year employee at Drumright, Oklahoma, received the first Shell Pension. Here, shortly before his retirement, the late Mr. West (left) is shown wih his wife as he received an announcement that the Shell Pension Plan was effective. It is being presented by W. H. Morrison, now Special Assistant to the Vice President, Tulsa Exploration and Production Area.

For the record, Pension No. 1 was received by the late William P. West, who had joined Shell in 1916 and was working at a gas plant near Drumright, Oklahoma, at the time of his retirement. There are eight surviving Shell pensioners now scattered throughout the United States who retired during the first year of the Plan's operation. A ninth lives in England. These men, their present homes, and the locations from which they retired, are:

William M. Charles, Arkansas City, Kansas (Arkansas City Refinery, now dismantled); William C. Culbert, San Francisco (San Franciso Office); Frederick W. Kneif, Ventura, California (Pacific Coast Area, then called the Los Angeles Regional Office); Noah J. Neal, Brea, California (Pacific Coast Area); Samuel E. Palmer, West Los Angeles, California (Pacific Coast Area); William M. Snow, Boulevard, California (Pacific Coast Area); Solon S. Walker, Arkansas City, Kansas (Arkansas City Refinery); Lee O. Wormington, Seattle, Washington (Seattle Marketing Division), and William Warner, Sussex, England (Seattle Marketing Division).

With one exception, the above list demonstrates an almost universal fact about retired Shell employees: They put down strong roots in the states and communities where they once worked. Only a small per cent of all Shell pensioners move away from the states in which their jobs were located. Among the exceptions, of course, are employees who retire from state-line locations like the Wood River (Illinois) Refinery and Head Office in New York City. They already live in and commute from such states as Missouri, in the first instance, and

These Men Were Among the Firs

SOLON S. WALKER, who retired in 1938, lives in Arkansas City, Kansas, near the site of the former Shell refinery where he worked for many years. Mr. Walker's son, Gerald, who joined Shell shortly after his father retired, is an employee at the Pampa (Texas) Gas Plant.

NOAH J. NEAL, another 1938 pensioner, spends a good deal of his time tending his garden and fruit trees at Brea, California. He worked at several Shell oil leases in the vicinity after joining the Company in 1918. Recalling some of his experiences, he says: "I've seen progress from oxcarts to jet planes."

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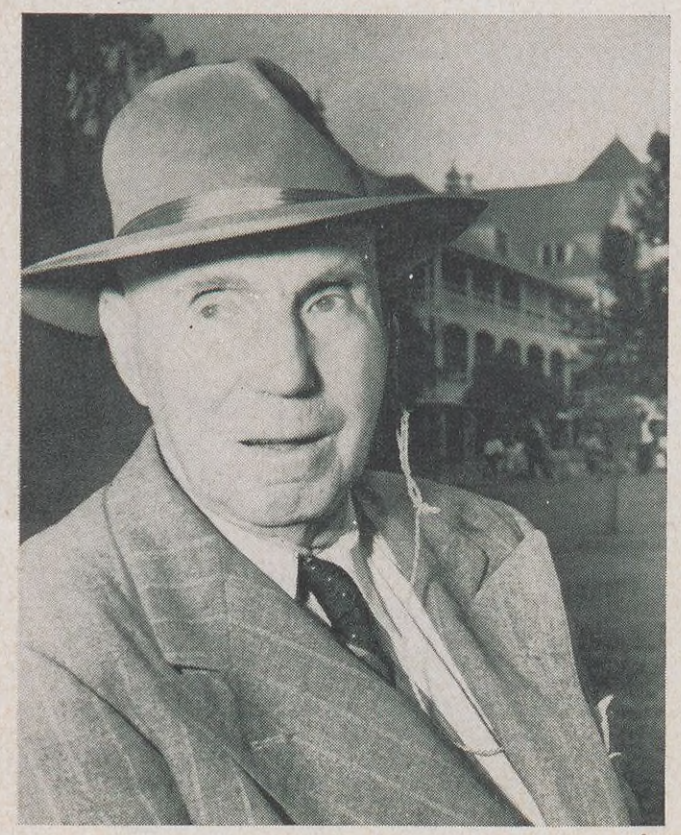
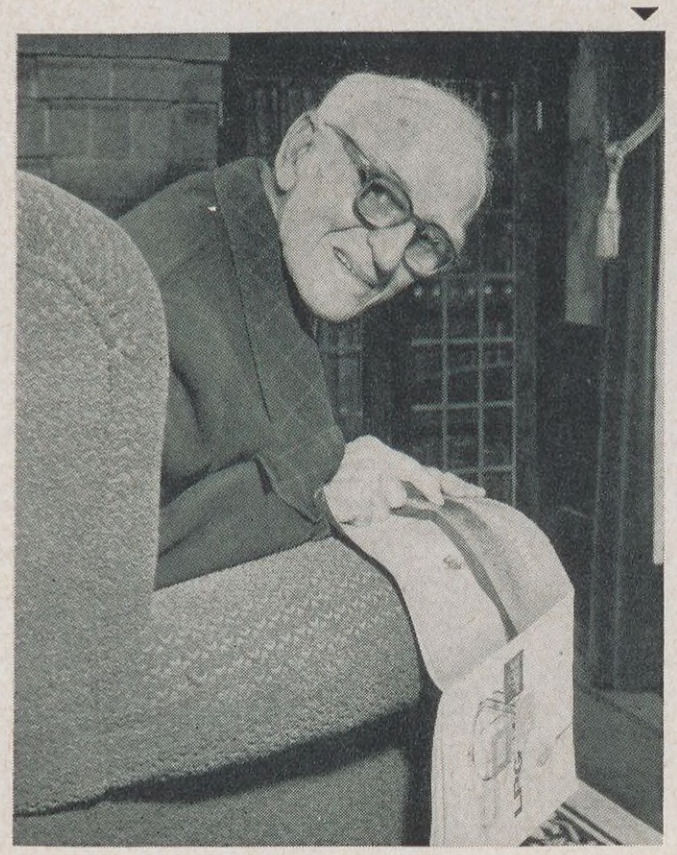


SAMUEL E. PALMER lives a quiet life at the Veterans' Hospital at West Los Angeles, California. Mrs. Palmer lives in an apartment nearby and visits several times each week. Mr. Palmer, who retired in 1938, says: "Shell did right by me when I worked and has ever since."

WILLIAM C. CULBERT's first job with Shell was at the Martinez Refinery. He later transferred to the San Francisco Office and retired from there in 1938. In the 18 years since retirement he has hunted and fished some of the best spots in the west, he says. Now he spends much of his time reading at his San Francisco home.



LEE O. WORMINGTON of Seattle, Washington, once a deputy sheriff in Coffeyville, Kansas, joined Shell in Seattle in 1918 when the Company advertised for service station attendants. The reason: "To provide TWO men at each station for better service!" He remembers the Seattle Division office when it was a three-room shack. He was a cashier at the Harbor Island Terminal when he retired in 1938. Mr. Wormington is an expert at canning fruits and vegetables. Mrs. Wormington is an avid collector of porcelain penguins. They celebrated their 60th wedding anniversary last November.

JOHN T. CAMPBELL retired in 1939. Though his last year of active service was at a Shell Pipe Line Pump Station in Illinois, when he retired he returned to Arkansas City, Kansas, because most of his Shell career had been at the former Arkansas City Refinery. Mr. Campbell is not only typical of most pensioners because he preferred to live where most of his working years were spent; he also exemplifies Shell pensioners who have launched new activities to keep busy and supplement their pensions. A year after retiring, he purchased a six-unit apartment building, renaming it Campbell Apartments. He and Mrs. Campbell have lived there and managed the building ever since.

from New Jersey or Connecticut in the latter. There are also 21 Shell pensioners who returned to their native lands upon retirement. They now live in nine other countries: Canada, England, Holland, Italy, Mexico, Portugal, Scotland, Sweden and Switzerland.

Even the time honored lures of sunshine and salubrious climate offered by "resort" states like California and Florida have failed to entice many Shell pensioners away from home base. California is the address of by far the greatest number of pensioners—for other reasons. But only 41 of the 1,345 living there at the end of 1955 had retired from job locations in other states. Only 57 of all Shell pensioners were living in Florida at the end of 1955. Fifty-five of them had migrated from northern climes, but this large ratio of out-of-state pensioners to native sons is accounted for by the fact that there have not been many Shell employees working in Florida to begin with.

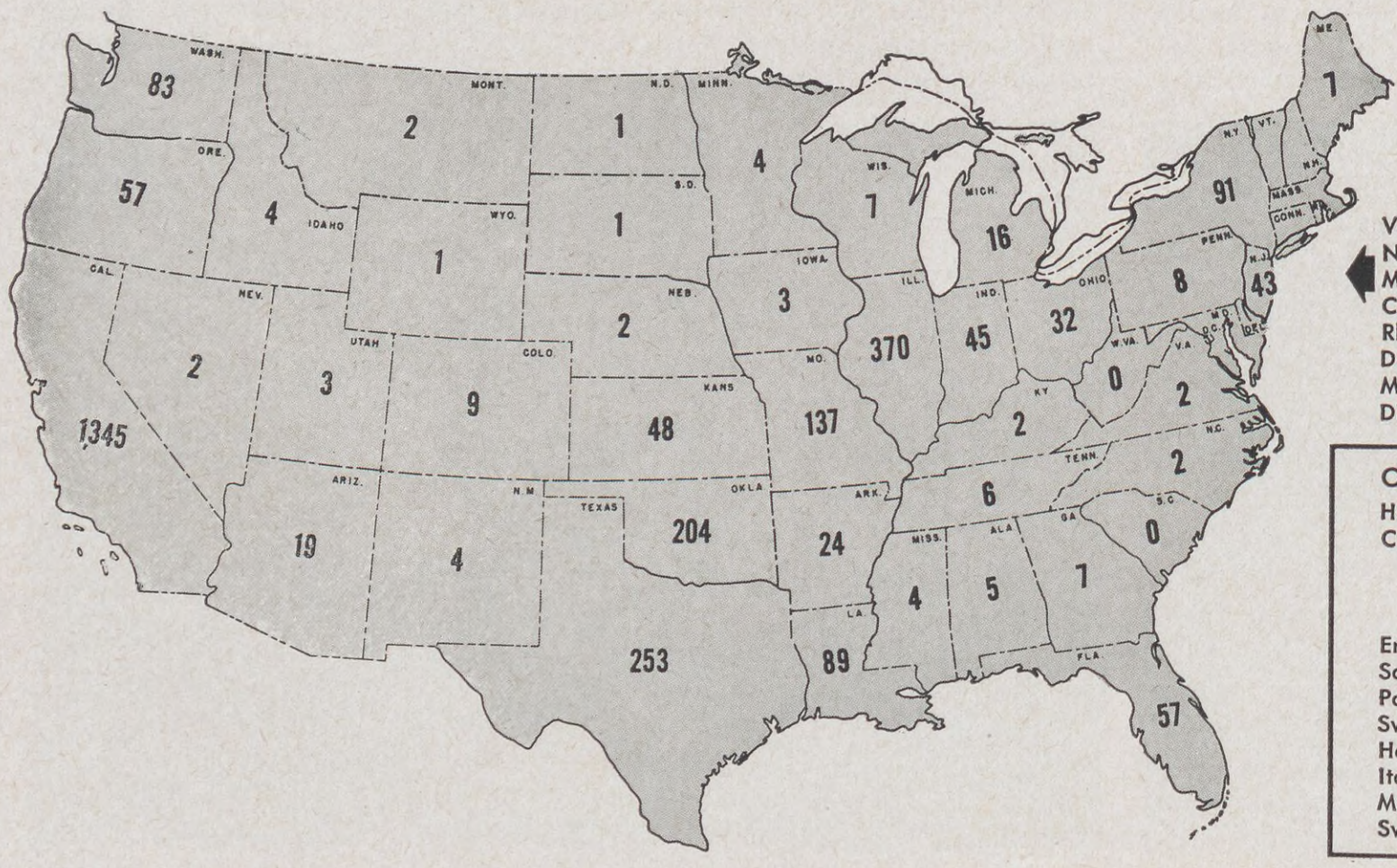
Since Shell pensioners tend to stay where they worked, the geographical distribution of their present addresses is directly related to 1) The geographical distribution of the Shell work force, and 2) Shell's history. California, for example, demonstrates both features. With extensive exploration and production operations, refineries, chemical plants, marketing divisions, and research facilities located there, the state has a large concentration of Shell employees (approximately 25 per cent). It is also the state in which much of Shell's early history was written, hence many employees in California got off to early starts toward accumulating pension eligibility. Mainly as a result of these two factors, 43½ per cent of all present Shell pensioners live in the State of California.

Even within the borders of California, retired employees have demonstrated that they like to remain near the locations of their jobs. No fewer than 180 pensioners now live in Long Beach, the scene of early and continuing oil field operations and not far from the Wilmington Refinery and the Los Angeles Marketing Division office.

Illinois, site of the Wood River Refinery, Shell's largest, ranks second as the home state of pensioners. On December 31, 1955, there were 370 of them living in that state, representing 12 per cent of the total. (An additional 137 pensioners lived across the Mississippi River in Missouri.) Other ranking states were: Texas, 253 pensioners (8%) and Oklahoma, 204 pensioners (6½%). The map on this page shows where Shell pensioners were living at the end of 1955.

Where Shell Pensioners Live

(December 31, 1955)



Vermont	0
New Hampshire	3
Massachusetts	43
Connecticut	12
Rhode Island	2
Delaware	0
Maryland	5
Dist. of Col.	2

OUTSIDE THE U.S.

Hawaii	1
Canada	6
B.C.	3
Ont.	2
N.S.	1
England	4
Scotland	3
Portugal	2
Switzerland	2
Holland	1
Italy	1
Mexico	1
Sweden	1

"OFFICE" WITH A VIEW

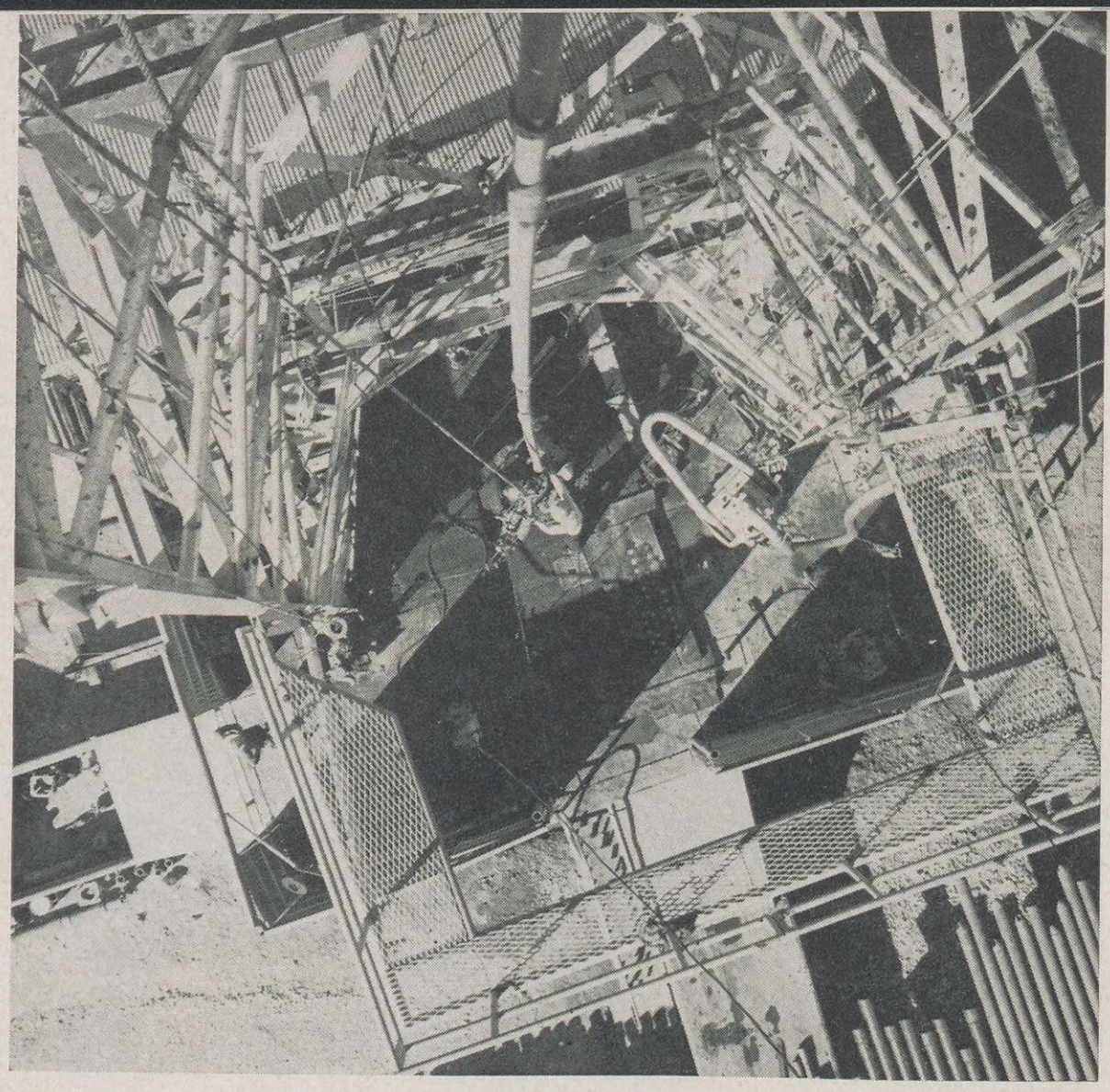
A Derrickman Has A Choice Spot For Sightseeing, But His Job Leaves Little Time For Looking Anywhere But Straight Down

A derrickman, sometimes called an "attic hand" or "ladder hopper" because of his "lofty" position in the oil fields, has an "office" with a spectacular view of the surrounding countryside. It is a tiny, wind-swept platform perched 80 feet or more above the ground in the mast of a towering oil derrick. But a derrickman has little time to enjoy the view. His job is to assist the driller and rotary helpers ("roughnecks"), who work on the floor of the rig, to handle the drill pipe as it goes in or out of the hole.

In drilling an oil well with modern rotary equipment, a drilling bit is attached to the end of hollow sections of pipe; and the whole "string" is rotated. As the bit bores deeper, this drilling string is lengthened by screwing on additional "joints" of pipe. When the bit becomes worn and must be replaced, or when tests are run in the hole with special equipment, the entire string—which may be more than two miles long—is pulled out of the hole. Then it all has to go back in again when drilling is resumed.

To remove the drilling string from the hole, the crew members on the floor of the rig attach a heavy clamp, called an "elevator," securely to its top and it is hoisted to the top of the

High above the drilling floor on Shell Company Rig No. 14, drilling near Hobbs, New Mexico, Derrickman Joe Alexander looks down from a catwalk after checking and oiling the derrick's crown block. This perch is even higher than his "office," a tiny, wind-swept platform inside the derrick frame.



Viewed straight down from Joe's platform, members of the drilling crew look like tiny mechanical men as they work with the drilling string on the rig floor. The derrickman's plaform is sometimes called the "monkey board"; he is often referred to as an "attic hand" or a "ladder hopper."

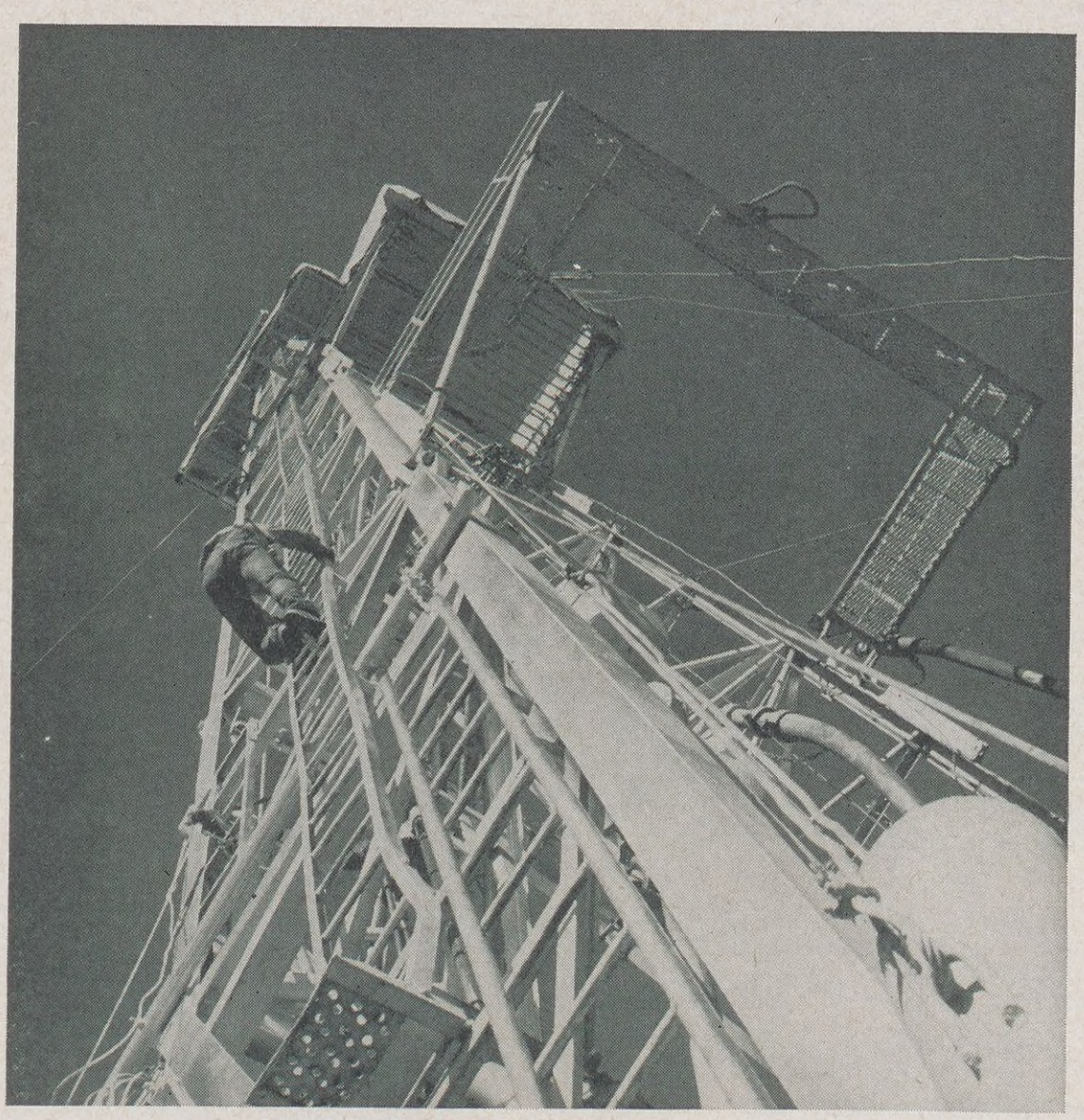
derrick in vertical position. The pipe which is out of the hole is unscrewed from that still in the hole, usually in "stands" of three joints of pipe each. A stand is about 90 feet long. At this point the derrickman, standing on his high platform, enters the picture.

As the elevator holding a stand of pipe reaches him, the lower end of the pipe is detached and placed on the rig floor. The derrickman then unhooks the elevator and muscles the top of the pipe into a rack in a corner of the derrick near his platform. The elevator immediately descends to pick up another stand. One by one they come up and are racked, until all the drilling string is out of the hole. Pipe left in the hole after each stand is detached is kept from dropping back to the bottom by wedges called "slips."

When it's time to start drilling again, the whole operation is reversed. The elevator comes up empty. The derrickman pulls a stand of pipe from the rack and latches the ele-

A wide leather safety belt and a doubled steel cable hold Joe in his office as he performs the acrobatics of his job. Here he leans far out in space and latches the elevator to a section of drilling string.

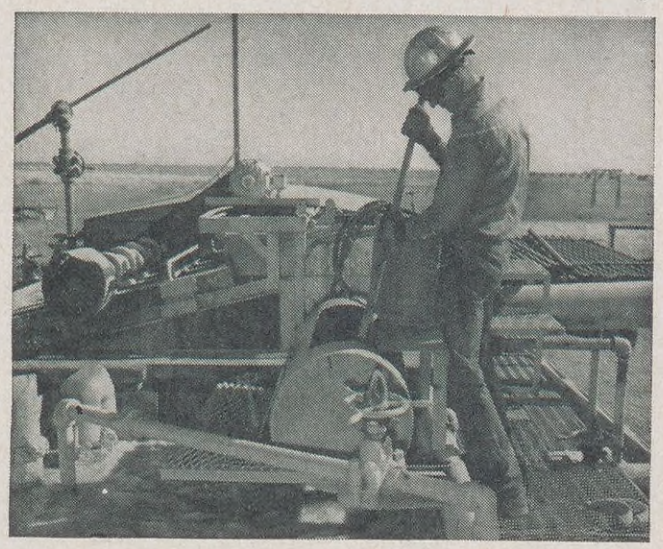
Joe steadies the long drilling string from above while other employees on the rig floor far below him handle the lower end. Additional sections of drilling string can be seen in the racks behind Joe. Each weighs about one ton.



Once a round trip is completed—that is to bring all the drilling string out of the hole, change the bit, and run it back in again—Joe leaves his platform (second from top), climbs to the crown block to check and oil it. Here he is shown coming down the derrick ladder to the ground. His job calls for strength, agility, split-second timing—and no fear of heights.

On the rig floor, Drilling Foreman R. B. Flournoy (right) and Joe compare a new drilling bit (left) with a worn one that had to be brought up and replaced.

While not upstairs, Joe does various chores around the rig. Here he mixes chemicals for drilling mud.



vator to it. The lower end is screwed into the drilling string and the pipe is lowered into the hole. Another stand is screwed into its top, lowered, and so on and on. In oil field parlance, the entire operation of coming out and going back in the hole is called "making a round trip."

Through it all the derrickman works with cat-like agility on his high and narrow "office." Should he slip, he could fall only a few feet, because he is securely fastened there. He wears a wide leather safety belt and a strong strand of steel cable circles his waist—its ends secured to the side of the derrick.

Despite the brawn required to muscle the heavy pipe in and out of the rack (each stand weighs almost a ton), the derrickman uses split-second timing to coordinate his movements with those of the men on the derrick floor. The entire operation of separating or joining stands of pipe is done with amazing speed, for each minute the bit is out of the hole is drilling time lost.

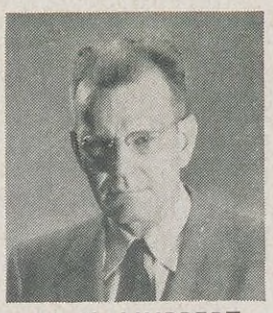
TYPICAL of the 84 Shell Derrickmen working on Company rigs in the oil fields of the United States and Canada is J. H. Alexander. Joe is currently assigned to Shell Rig No. 14, drilling in the Midland Exploration and Production Area near Hobbs, New Mexico.

When the rig's crew begins a "trip," Joe makes a long climb up the vertical steel ladder to his platform, also called the "monkey board." There he stays for intervals totaling from two to eight hours, depending on the depth of the hole and the number of tests to be made. It took the crew of Rig No. 14 approximately two and one half hours to make a trip in and out of a hole 5,100 feet deep. At 13,000 feet, Joe could expect to spend about seven hours on his perch.

After the pipe is back in the hole, Joe leaves the platform. But before going down, he may go even higher on the derrick to grease the crown block, part of the pulley arrangement that raises and lowers the elevator and drilling string. When he's not high up in the derrick, Joe has other jobs to do around the rig, such as checking the mud pumps and mixing the various materials which are used in making drilling mud.

Shell People

Shell Development Company Exploration and Production Research Division


M. K. HUBBERT

M. K. HUBBERT has been named Chief Consultant-General Geology in Shell Development Company's Exploration and Production Research Division at Houston. Dr. Hubbert, who holds B.S., M.S. and Ph.D. degrees from the University of Chicago, joined Shell Oil Company in 1943 as a Geophysicist at Houston. From 1945 to 1953, he served as Associate Director of the Exploration and Production Research Division, which became a part of Shell Development Company, then joining the Technical Services Division of Shell Oil Company's Exploration and Production Organization as Chief Consultant-General Geology. During his Shell career, Dr. Hubbert twice has been named a Distinguished Lecturer for the American Association of Petroleum Geologists. He has been a member of advisory groups serving the U. S. Government and the United Nations, and in April 1955 was elected to the National Academy of Sciences.

Shell Oil Company Marketing Organization


M. W. DISCHERT

M. W. DISCHERT has been named Manager of the Head Office Real Estate and Development Department in Shell Oil Company's Marketing Organization, succeeding T. S. Johnston who is retiring. Mr. Dischert joined Shell in 1923 as a Stock Clerk in Head Office, then located in St. Louis. After serving in various Marketing assignments in Illinois, Georgia, Florida, Louisiana and Missouri, he was appointed Real Estate and Development Manager in the Chicago Marketing Division in 1934. Mr. Dischert transferred to Head Office as Assistant Manager of the Real Estate and Development Department in August 1955.

Shell Chemical Corporation Organization Changes


W. Q. MOONEY


M. L. GRIFFIN

W. Q. MOONEY, formerly Manager of Shell Chemical Corporation's Head Office Marketing Employee Development Department, has been named Assistant to Sales Manager W. E. Keegan. The responsibilities and functions of the present Employee Development Department have been assumed by M. L. GRIFFIN, Manager, Administrative Office.

Mr. Mooney joined Shell Oil Company in 1929 at Long Island City, New York. He was named Area Sales Manager at Fall River, Massachusetts, in 1939, and the following year was appointed Marketing Service Manager at Boston. In 1941, he transferred to Head Office in New York to become Assistant Sales Service Manager. Mr. Mooney joined Shell Chemical Corporation in 1946 as Marketing Service Manager in the Eastern Division, and was named Manager of the Employee Development Department in June 1953.

Mr. Griffin joined Shell Oil Company in 1942 as an Office Assistant in Washington, D. C. In 1944, he joined Shell Chemical Corporation in New York as a Senior Technologist and was named an Assistant Sales Manager the same year. Following assignments of increasing responsibility in New York and San Francisco, he was appointed Manager of the Marketing Operations Department in 1947. In June 1954, Mr. Griffin was named to the position of Manager, Administrative Office.


W. F. CUMMINGS

W. F. CUMMINGS has been named Department Manager — Operations in Shell Chemical Corporation's Shell Point Plant. Mr. Cummings, who holds a B.S. degree in chemical engineering from the University of Minnesota, joined Shell Oil Company in 1945 as a Chemist in the Chemical Division of the Houston Refinery. In 1946 he became a Chemist in the Laboratory of the Shell Chemical Corporation's Houston Plant. He was named Assistant Operations Manager, Department G, at the Houston Chemical Plant in 1951, and was appointed to a similar position in Department E in May 1952.

in the News

J. H. LAWS

J. H. LAWS has been named Department Manager—Operations in Shell Chemical Corporation's Houston Plant. Mr. Laws, who holds a Bachelor's degree in chemistry from Colorado College and a Master's degree in meteorology from California Institute of Technology, began his Shell career in the Julius Hyman & Company organization in Denver before it was purchased by Shell Chemical. He was named Manager of the Insecticide Department of the Denver Chemical Plant in 1952. In 1953, Mr. Laws was named Senior Technologist at the Denver Plant and, following a foreign assignment, was named a Senior Technologist at the Houston Plant in October 1955.

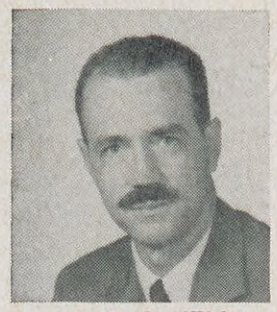
Shell Oil Company Manufacturing Organization

R. H. TUBMAN has been named Assistant Manager, Operations, in the Shell Oil Company Manufacturing Organization in Head Office. Mr. Tubman, who holds a Bachelor's degree in gas engineering from Johns Hopkins University, joined Shell in 1937 at the Norco Refinery as an Analytical Chemist. Following technical assignments there, in St. Louis, at the Houston Refinery, and in Head Office, he was appointed Assistant Manager of the Wilmington Refinery Alkylation Department in 1950. He was named Manager of the Department the following year, and subsequently served as Manager of the Thermal Cracking and Catalytic Cracking Departments. In March 1955, Mr. Tubman was appointed Assistant Superintendent of the Wilmington Refinery.

R. H. TUBMAN

C. G. PETERSEN

C. G. PETERSEN has been appointed Assistant Superintendent of the Wilmington Refinery, succeeding Mr. Tubman. Mr. Petersen, who holds a B.S. degree in chemical engineering from Washington State College, joined Shell in 1935 as an Engineer in the Research Laboratory at the Martinez Refinery. He served in various technical assignments there and in the San Francisco Office and in 1947 was named Manager of the Cracking Department at the Wilmington Refinery. He became Manager of the Alkylation Department there in 1953 and in May 1954 was appointed Manager of the Dispatching Department.



M. F. SMITH

M. F. SMITH has been named Manager of the Wilmington Refinery Dispatching Department, succeeding Mr. Petersen. Mr. Smith, who holds a Master's degree in chemical engineering from California Institute of Technology, joined Shell in 1943 as a Technologist in the Wilmington Refinery Control Laboratory. He was named Assistant Manager of the Cracking Department in 1950, and in May 1954 was appointed Manager of the Thermal Cracking Department.

C. S. BENNETT has been appointed Manager of the Wilmington Refinery's Thermal Cracking Department, succeeding Mr. Smith. Mr. Bennett, who holds a B.S. degree in chemical engineering from Oregon State College, joined Shell Development Company in 1943 as an Engineer and was assigned at Wilmington. He joined Shell Oil Company in 1945 as a Technologist at Wilmington, and was named Assistant Manager of the Refinery's Catalytic Cracking Department in October 1953.

C. S. BENNETT

H. S. TAYLOR, JR., has been named Manager of the Wilmington Refinery Economics and Scheduling Department. Mr. Taylor, who holds an M.S. degree in chemical engineering from the California Institute of Technology, joined Shell Oil Company in 1938 as a Technologist at the Wilmington Refinery. Following technical assignments in various departments of the refinery, he was named a Senior Technologist in 1954. He transferred in that position to the Manufacturing Organization's Head Office Operations Department in January 1955.

H. S. TAYLOR, JR.

Do-It-Yourself for safety's sake

Safety Officials, Newspapers and the Public Praise Shell's Country-Wide Campaign to Prevent Traffic Accidents Which Uses an Unusual and Effective Advertising Technique

SHELL BETTER DRIVING QUIZ NO. 4

PUT YOUR FOOT ON THE GAS PEDAL HERE:

See how fast you can move to the brake!

INSTRUCTIONS: Sit in a straight-backed chair with this page on the floor in front of you. Put your foot on the gas pedal. Now hold a coin out in front of you four feet above the paper (that's about forehead-high). Drop the coin and, at the same time, go for the brake. Read below to see how your reaction time rates.

HOW DO YOU RATE? Did you beat the coin to the brake? With normal reaction speed, you should beat the coin every time. The coin takes ½ second to reach the floor. In this ½ second you would travel 45 feet if you were going 50 m.p.h. On a dry pavement with brakes in normal operating condition you'd travel *another 188 feet* before stopping completely. So watch your speed. Always stay at least one car-length behind the car ahead for every ten miles per hour you're traveling.

Authority: Dr. Herbert J. Stack, Director, and Dr. Leon Brody, Research Director, Center for Safety Education, New York University

Like every good neighbor in the community, the Shell Oil Company is interested in your driving safety. That's why we're glad to see new roads. We're grateful for the extra safety in today's new cars. But the spot where there's greatest room for improvement is in the driver's seat. Better driver attitudes will make our highways safer for you . . . for everybody. If this test helps you think a little more about safe-and-sane driving, it will have done what the Shell people set out to do. Try this test on your teen-agers, too. Shell — your sign of a better future on the road — suggests that you and all motorists drive safely now . . . and in the future.

SHELL OIL COMPANY *Sign of a better future for you*

SHELL

This advertisement prepared in cooperation with the Automotive Safety Foundation.

SHELL BETTER DRIVING QUIZ NO. 1

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6 11

1 7

How fast can you in numeri cal

WITHIN 9 SECONDS?

WITHIN 7 SECONDS?

WITHIN 5 SECONDS?

MORE THAN NINE SECOND S? Y

TOO SLOW. DON'T DI RIVE

The Shell people believe that being a good neighbor calls for more than just making good products. Part of our job is to help keep you safe on the road. It's not enough that today's cars are the finest, safest ever made. We need safe drivers in the safe cars. Everyone behind a wheel

**Authority: Dr. Herbert J. Stack, Director, C*

SHELL OIL COMPANY

Your re

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Sign

THE customer's eye was caught by a full-page newspaper advertisement in the window of a service station's salesroom in Albany, New York. One of a series of Shell advertisements aimed at preventing traffic accidents, the dealer had pasted it there for all to see.

After sliding out of his car to take a closer look, the customer went into the salesroom and asked the dealer to give him the test shown in the advertisement. The test, a quick but unusual one, revealed that his reflexes were fast enough for safe driving.

Within three hours, the advertisement pulled about a dozen other drivers out of their cars to take the test. That same day last November, thousands of newspaper readers in Albany checked their reflexes with the advertisement. Currently, millions more persons across the country have taken the reflex test and the five other safe driving tests. Three of them are shown on these pages.

Safety officials have hailed the Shell safety campaign. Newspapers have written editorials praising it. Many schools have adopted it for driver-training classes. Radio and television programs have featured it.

Advertising men have been as flabbergasted as the Albany service station dealer at the drawing power of the advertisements. They say it has

UIZ NO. 1

3 10 12

11 8 9

7 2 5

n you touch each square

umeri cal order?

SECONDS?
SECONDS?
SECONDS?

E SECOND S? YOUR REACTIONS ARE
DON'T DI RIVE OVER 45 M.P.H.*

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oducts. Part of our job
ad. It's not enough that
st ever made. We need
veryone behind a wheel

must be on guard constantly. That's the reason for this message. America's highways form a great personal transportation system. When all motorists use these highways safely *all* the time, that's the sign of a better future... for you... for all of us.

**Authority: Dr. Herbert J. Stack, Director, Center for Safety Education, New York University*

This advertisement prepared in cooperation with the Automotive Safety Foundation.

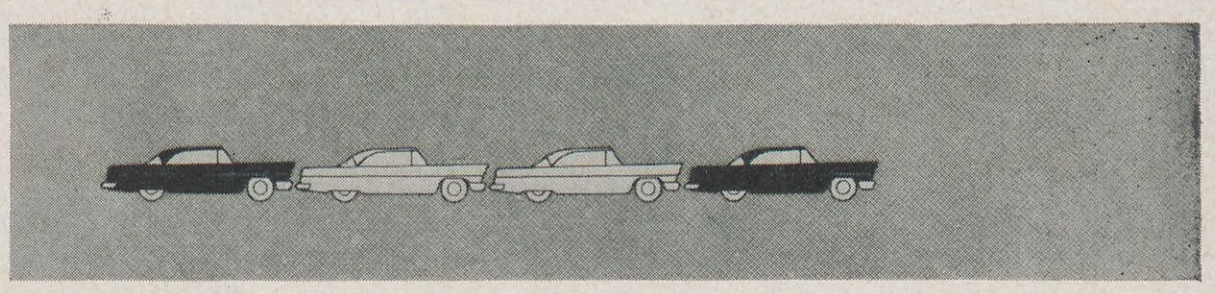
MPANY

SHELL

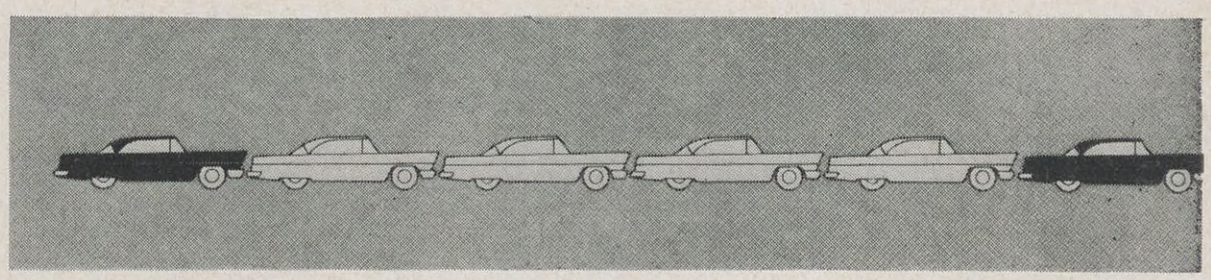
Sign of a better future for you

SHELL BETTER DRIVING QUIZ NO. 6

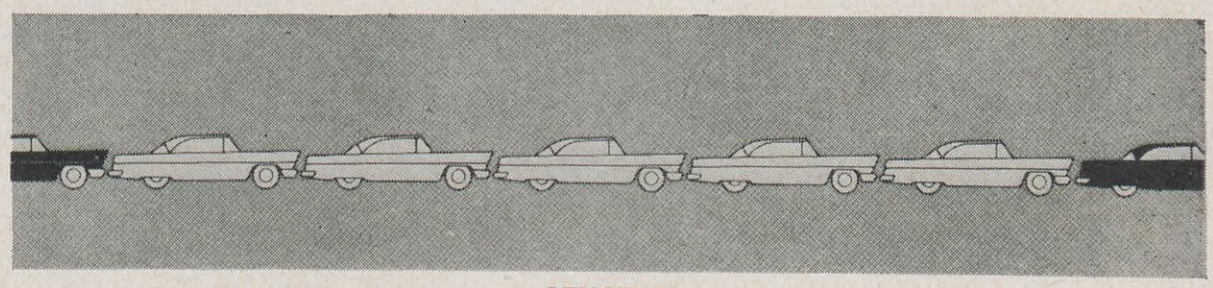
How far from the car in front should you be at 50 mph?



2 LENGTHS?



4 LENGTHS?



5 LENGTHS?

Stay Back! Don't Crowd Your Luck!

ANSWER: Five car-lengths (100 feet). Stay one car-length farther back for each additional 10 miles of speed—and more if road is wet or icy.

WHEN YOU'RE GOING:	STAY BACK:
20 m.p.h.	*2 lengths or 40 feet*
40 m.p.h.	*4 lengths or 80 feet*
60 m.p.h.	*6 lengths or 120 feet*

This advertisement prepared in cooperation with the Automotive Safety Foundation.

Like every good neighbor in the community, the Shell Oil Company is interested in your driving safety. That's why we're glad to see new roads. We're happy to see automobile manufacturers building extra safety into today's new cars. But the spot where there's greatest room for improvement is in the driver's seat. Better driver attitudes will make our roads and highways safer for you... for everybody. If this test helps you think a little more about safe-and-sane driving, it will have done what the Shell people set out to do. Tear out this page and try it on your teen-agers, too. Shell—your sign of a better future on the road—suggests that you and all motorists drive safely now... and in the future.

SHELL OIL COMPANY

Sign of a better future for you

SHELL

Students in the driving class of Houston's Lamar High School visit Joe Almokary's service station to test their driving ability and knowledge by taking the Shell tests posted in the window of the salesroom.

amazing "pull" because the reader is entertainingly invited to test his own physical prowess and knowledge. And when the reader involves himself in the test, he is thinking about safety in the way that counts: in terms of his own life. The experts say that is one of the best ways to reduce the terrible traffic toll—which rose to more than 38,000 fatalities last year.

Shell's belief that it has a moral obligation to encourage safe driving is the spur to the new campaign. At the same time, the program will show again how Shell participates in a national problem as a good corporate citizen.

Action by Shell in the traffic safety field has a long history. It includes: the famous Share-the-Road Club of the late 1930's; continuing support to the National Safety Council and the Automotive Safety Foundation; establishment of the Carol Lane Safety Awards encouraging women to participate in traffic safety programs; the work of Shell employees on public safety councils and committees.

Work on the current special safety campaign began more than a year ago when Shell's Public Relations Department started a search for a fresh approach to the problem of traffic accidents. Since this is a public service campaign, the Public Relations Department is responsible for it rather than the Sales Promotion-Advertising Department which handles product advertising.

During several months, many proposals were considered and rejected. Then last March came the "do-it-yourself" device.

The audience-participation idea won quick approval. Unusual in advertising, it is a concept which leads the reader to test his skills and knowledge and thus think about safety in practical, personal terms.

With the approach chosen, the next step was to develop a series of effective and pertinent tests and quizzes which readers could relate to their own driving experiences. Traffic safety experts were happy to give advice. The Center for Safety Education at New York University was consulted during the preparation of the tests and quizzes; the Automotive Safety Foundation in Washington gave its official endorsement of each of them; The National Safety Council expressed enthusiasm for the whole package.

But the program still had a long way to go before it was ready for a nation-wide public. Research and

testing are as important in developing an advertising campaign as they are in developing a new product.

A preliminary survey of the effectiveness of the advertisements was started last September in two cities where Shell has marketing organizations: Charlotte, North Carolina, and Tacoma, Washington. Two of the series of six advertisements were run in local newspapers each week for three successive weeks. On Friday of each week newspaper readers were interviewed about their reaction to the advertisements. A total of nearly 2,000 persons in the two cities gave their impressions of the campaign.

The results were pleasantly surprising. Institutional advertising does not usually obtain as much readership as product advertising. But the Shell institutional advertisements, singly and together, far outdrew the others in readership.

The interviews were designed to learn the answers to these questions: How many newspaper readers noted and read the advertisements? How many did the tests and quizzes? How many thought Shell is doing a worthwhile job with the series? How many thought the advertisements will make drivers more safety conscious? How many read the Shell advertisements in comparison with other advertisements in the same newspapers?

The answers to every question were better than the most optimistic forecasts. Here are some of the highlights of the survey results:

- While only 45 per cent of readers said they noticed other advertisements, 74 per cent noticed Shell's; only 12 per cent read other advertisements and 39 per cent read Shell's.
- Eighty-six per cent noted the "Road Signs" advertisement, 44 per cent read it, and all who read it made the test. Similar results were obtained with the others in the series.
- Ninety-two per cent of those who read it expressed the belief the "Lengths-to-Stay-Back" advertisement would make drivers more safety conscious.

The preliminary survey showed that some changes were needed in the series. When these were made another test was conducted, this time in six cities: Albany, New York; Houston, Texas; Milwaukee, Wisconsin; Trenton, New Jersey; Sacramento, California, and Columbus, Ohio. The results again were good.

But even more impressive was the favorable reaction of traffic experts and others who help promote safe driving: newspaper editors, civic leaders, teachers, radio and television producers.

John L. McBride, Trenton's Deputy Chief of Police, ordered the series of six advertisements posted at prominent intersections in town as a part of his city's traffic safety program.

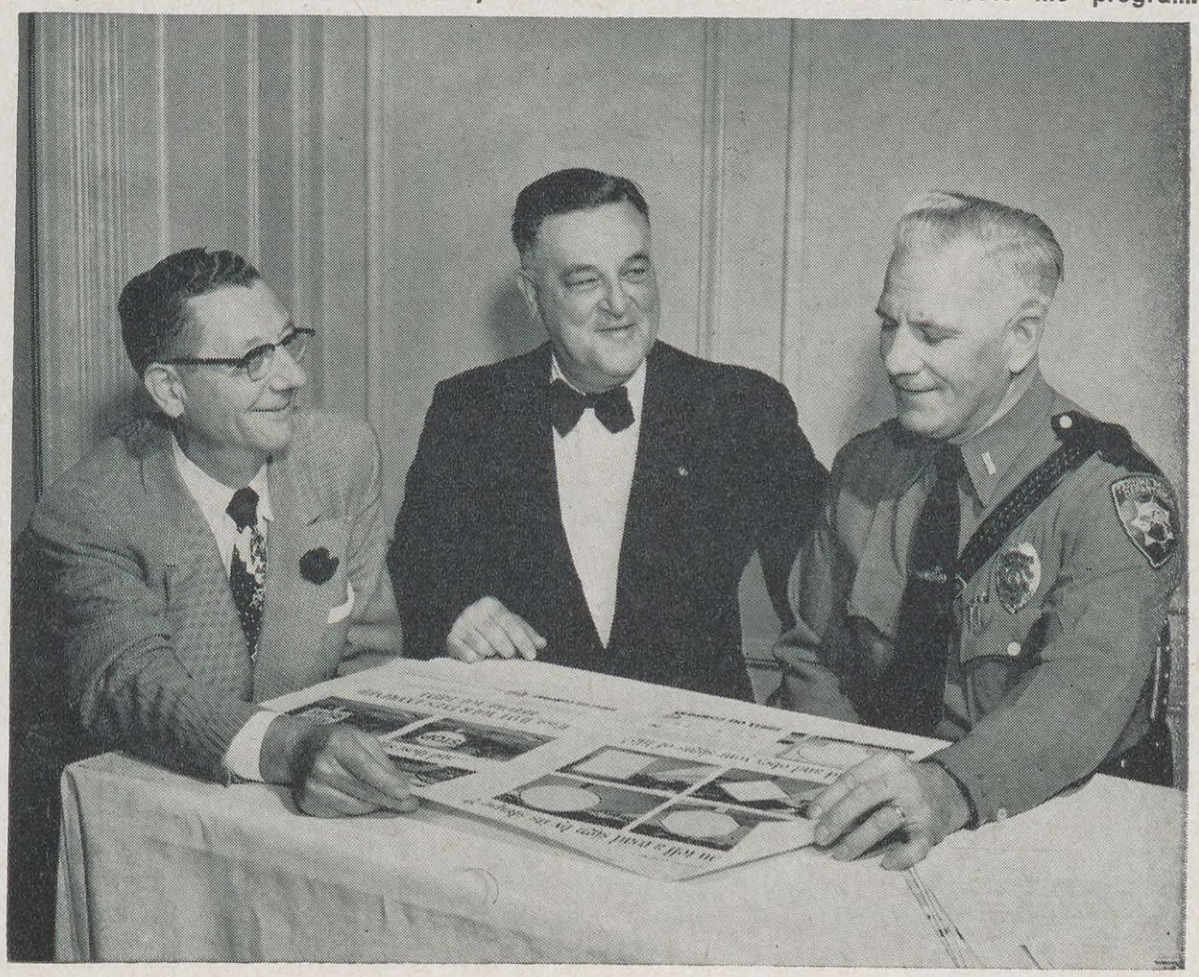
In an editorial, the Albany TIMES-UNION advised readers to "study and heed" the Shell advertisements and added: "Congratulations to the company which had the vision to plan this series in the hope that it will do something to reduce the rising accident rate." The TIMES-UNION, like many other newspapers, also published a news story about the advertisements.

The Sacramento BEE said "these unique advertisements are commended to the personal attention of all automobile drivers . . . and Shell Oil Company . . . deserves praise for thus seeking to do its part in improving the automobile traffic situation."

These were just a few of the reactions to the preliminary tests of the campaign in eight cities. The main three-week campaign started January 30 in more than 150 cities through 220 newspapers with a total readership of some 20 million persons.

Like the customer in the Albany service station, newspaper readers across the country are testing their driving ability and knowledge. They are thinking about safety in a new way that should lead them to drive safely.

Lt. Robert Marshall (right), head of the traffic division of the Tacoma police department, reviews Shell's program with L. H. Hausam, Shell's Tacoma District Manager (left), and James Repp, Jr., president of the Tacoma Safety Council. Police were enthusiastic about the program.



Mink *and the* Big

Justice Triumphs and the Hero Escapes a Wicked Woman in an Indian Legend

THROUGHOUT centuries of song and legend Our Hero has paid the mortgage in the nick of time and the Bad Man has gotten his comeuppance. Justice and right have happily triumphed in the myths of the Greeks, the fables of Aesop, and the westerns of Roy Rogers.

So it is in the story of Mink, a legendary hero of Northwest Pacific Indian tribes. Mink not only gives an enemy, Wolf, his just deserts, he also talks his way out of the coils of a designing woman. His strength, it might be said in the best melodramatic tradition, is as the strength of ten because his heart is pure.

The legend of Mink, which has been told and retold by Indians for generations, is now depicted in the carvings and paintings of a totem pole recently erected near the front entrance of Shell's new Anacortes Refinery office building. In line with an aim to make the refinery and its personnel an integral part of the community, it was deemed appropriate to erect a traditional symbol of the Pacific Northwest when landscaping the refinery property.

To get such a symbol, Shell commissioned an artist famed for his portrayal of authentic Indian lore. He is Dudley C. Carter of Bellvue, Washington, best known as a sculptor in wood but also a painter and teacher of note. Mr. Carter's works are among the permanent collections of several museums and many Northwest Pacific business firms have commissioned his carvings to enhance their regional decor. One of his best known works is the "Goddess of the Forest," a 96-foot tall, 30-ton sculpture which was displayed at the Golden Gate Exhibition in San Francisco in 1940.

The totem at the Anacortes Refinery is carved from a red cedar log 36 feet long and five feet wide at the base. After making a small clay model of the totem, Mr. Carter carefully selected the log, and carved it while it lay in a horizontal position outside his studio. He did the carving just as early Indians might have done it, except that he used a double-bladed steel axe instead of crude stone or iron axes.

UNLIKE the popular conception of Indian totem poles, this authentic totem is not gaudily painted. The main characters of the legend are carved deeply on the front of the pole and additional figures and symbols which tell the story are cut in low relief along its back. Symbolic painting has been applied only as a border around the low

Sculptor Dudley C. Carter used a double-bladed timber axe to carve the Anacortes totem. He is shown with a model of a totem he intends to carve to adorn his own house.

Flame

Teenage Simple Laboratory and Laughs

AT 7:30 each Wednesday night television viewers in the San Francisco Bay area see the wonders of science unfold before them, highlighted by a burning issue: A tussle between a patient chemist and a temperamental bunsen burner.

The chemist is Dr. Harry Sello of Shell Development Company's Emeryville Research Center. He is master of ceremonies of the TV show that seeks to spark the interest of youngsters in science careers. But the bunsen burner has received almost as much attention—from adults as well as children—since the first night the show went before the cameras.

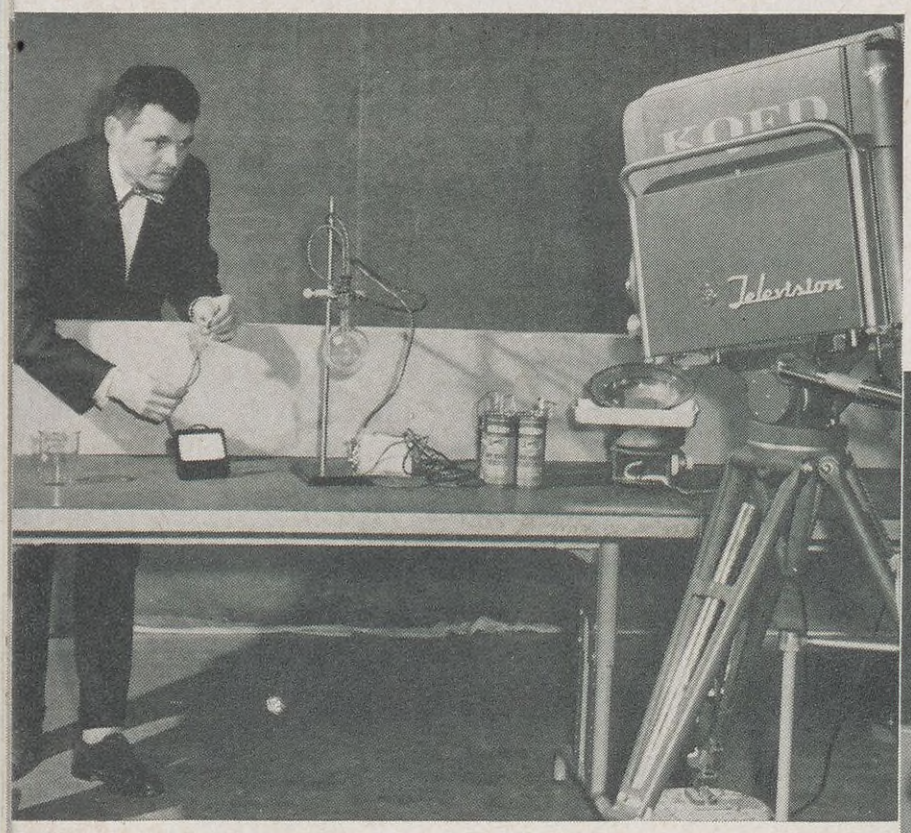
That evening "Tempest in a Test Tube," as the show is called, almost became a tempest in a TV tube. Dr. Sello launched into his first experiment, which called for use of a bunsen burner. He fired up the burner all right, but flames flared out from its base and from every opening except the right one at the top of the spout. Dr. Sello kept cool.

While trying to make the burner behave, he explained just what he was doing and what he believed was wrong with "the darned thing." The pressure in the portable gas tank was too high. His explanation had the studio technicians—and presumably, his audience—guffawing. As a result, the director requested that this blooper be a regular feature of the program—if the burner would cooperate. Now, whenever Dr. Sello lights a match and approaches the erratic equipment, viewers get set for a dramatic struggle.

Bunsen burner problems were far from the thoughts of members of the Northern California Section of the American Chemical Society when they first discussed how they could help encourage more young people to enter careers in science. They were concerned about the decreasing percentage of scientists among college graduates, at a time when the need for scientists is increasing tremendously.

The chemists studied the problem scientifically. They decided they would catch youngsters' imaginations with dramatic science demonstrations—simple experiments that would answer those "But-Why-Dad?" questions, so often answered with "Now go away and let me finish my newspaper." The platform for such a show was open—KQED, an educational TV station supported by public contributions. The Society and KQED teamed to sponsor a 13-program series.

The next step was to choose the subjects and outline the scripts for each of the 20-minute programs. Here the scientists



With a voltmeter (above) Dr. Sello shows how electricity can be obtained by combining various chemicals. With an aluminum pan and other chemicals (right) he shows how to clean tarnish from a silver bowl, a good tip to housewives.

again used the scientific approach—before plunging into the unknown, they determined what had been done previously along similar lines.

They recalled that the famed British chemist and physicist, Michael Faraday (1799-1867), had delivered a series of lectures to children of members of the Royal Society in London—for the same purpose the chemists had in mind. Faraday's lectures on "The Chemical History of the Candle," delivered in the mid-19th century, proved to be a good starting point for the TV demonstrations of the mid-20th century. Because Dr. Sello had some amateur acting experience, he was chosen to present the experiments.

With Faraday figuratively peering over his shoulder, Dr. Sello faced the cameras for the first time last August 31. That program and succeeding ones were so popular that the original plans were extended into an additional 13-week series. Moreover, the Adult Education Division of the San Jose School District has incorporated the show into its curriculum.

How do a chemist—and a bunsen burner—come to be TV stars? Dr. Sello gives most of the credit to the other seven members of the Television Committee of the A. C. S.'s Northern California Section. Like himself, they are all Shell scientists at Emeryville. Supervisor F. H. Stross is chairman of the over-all committee. Supervisor P. H. Williams is chairman of the working committee. Other members are: Chemist H. A. Benesi, Supervisor A. C. Nixon, Chemist C. R. Greene, Physicist V. P. Guinn, and Physicist S. T. Abrams. W. J. Eisenlord of the Emeryville Personnel and Industrial Relations Department assists the committee.

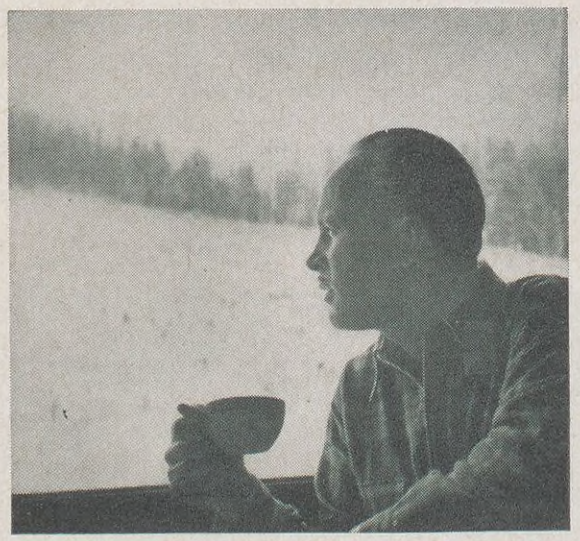
Each committee member takes his turn in being responsible for all the behind-the-scenes work on one or more programs. That involves: selecting demonstrations, assembling apparatus and chemicals (which are provided by Shell), and practising the experiments to make sure they work. Then, during the week before the program is scheduled, the committee member who has done the groundwork gives Dr. Sello all the information and puts the star through a rehearsal.

An unofficial member of the committee is Dr. Sello's wife, who rehearses her husband again the night before the performance. She tells him what to do and he doesn't argue: She has a degree in dramatic and speech arts.

This scientific theater group has injected dramatic fire into a wide range of textbook subjects, including: elements and compounds, radioactivity, chemical reactions, carbon chemistry, and atoms and molecules.

They have done it by presenting science simply; by using everyday examples and relating them to the subject at hand. To explain capillary action they showed how a candle burns and how salt absorbs ink. To show how certain chemical reactions create electricity, they attached a voltmeter to a sandwich made of a penny, an iron washer and a piece of paper soaked in vinegar. Scientific tip to housewives: tarnished silver can be cleaned by placing it in an aluminum pan filled with a mixture of hot water, salt and washing soda.

This "simple experiment" technique has drawn an enthusiastic and appreciative audience. And proof that the program has sparked at least one imagination to thoughts of science is revealed in a letter to Dr. Sello from a junior high school girl, one of many fans who write to him. She wrote: ". . . our science teacher says that a good chemist needs a sense of humor so that when an experiment fails he can laugh at himself and try again. I guess you qualify 'cause when the first try at the salt and ink experiment 'goofed' you laughed it off and tried again."



D. M. Robinson, Shell Geologist and skier.

First Steps on SKIS

A one-time Army ski instructor tells how this sport can be easier—and safer

WHATEVER its aesthetic qualities, snow is tricky stuff—as the inexperienced skier will learn after a few graceless falls. But the first steps on skis are the hardest, says a one-time instructor in the U. S. Army Ski Troops, Geologist D. M. "Mac" Robinson of the Northwest Division in Shell's Pacific Coast Exploration and Production Area.

Robinson says the fun begins once the skier, through practice, (1) is able to regard skis as extensions of his own limbs, (2) has established a rhythmic coordination between his body movements and the skis, and (3) has mastered the art of falling so that there is relatively little chance of serious accident.

An avid skiing enthusiast, Robinson is a member of the National Ski Patrol, a volunteer organization dedicated to making the sport safe and pleasant. In the pictures on this page and following ones, he gives a few pointers to those who feel the urge to ski but haven't yet dared submit to the lure of the snowy slopes.

Robinson, shown selecting skis in a sporting goods shop, says they should have metal edges. To determine proper length, arm should be held slightly crooked above the head; ski should extend from ground to palm of hand. Correct length of poles should be determined by grasping the spiked end, with the forearm held horizontally; the other end of the pole should just touch the ground. Boots and safety bindings should be carefully selected.

To get the feel of skis, Robinson advises beginners to exaggerate steps, using a gliding-sliding motion. Push alternately with poles, keeping the hands close to the body for leverage. Take some deliberate falls to learn how to get up. In getting up, maneuver the skis to a parallel position, facing down slope. On a steep slope, be sure skis face at right angles to the hill so they will not "run away" once weight is transferred to them.

The kick turn, used to change direction while standing still: With skis together and poles planted firmly on each side, one leg is thrust forward and up. Foot is turned outward at the same time so the ski faces in the opposite direction when it is brought to the ground. The other ski then can be swung around easily when weight is shifted. Avoid crossing skis.

The "herringbone," the step used to climb fairly low slopes: With tips of skis pointed far outward, short steps are taken. Poles planted behind keep one from slipping back. Weight should be thrown forward, first on one foot and the opposite pole, and then alternated. On steeper slopes, skiers use the "stair step" method, stepping up the hill sideways.

This broad "V" ski position is called the "snowplow." It is used for slowing and stopping. From downhill position in which skis are kept parallel, both heels are turned out to form "V." Ski tips should be held close together but not in front of one another. How sharply the steel edges of the skis are dug into the snow (by tipping the skis) determines how quickly the skier comes to a stop.

Across America the Cry Is "Track!"

"Mac" Robinson and his fellow members of the Olympia (Washington) Ski Club are being joined on American slopes this winter by more than 2½ million fellow skiers.

The exhilaration and challenge of skiing has attracted enthusiasts in the United States since the Gold Rush days when '49ers broke the monotony of winter by sliding down the Sierra Nevadas on home-made skis 30 feet long. The first U. S. ski club was organized at Berlin, New Hampshire, in 1871, and the U. S. National Association of Ski Clubs was formed in 1904.

But the mass rush to the hills has come only in the last decade. Many towns across the country, like Berlin, have gained a new lease on life as vacation and week-end centers for the sliders, soarers, and tumblers. In addition, formerly deserted mountain areas—Sun Valley, Idaho, for one—have been transformed into luxurious and thriving winter meccas. The hills ring with the shout of "Track," the skier's equivalent of the golfer's warning "Fore."

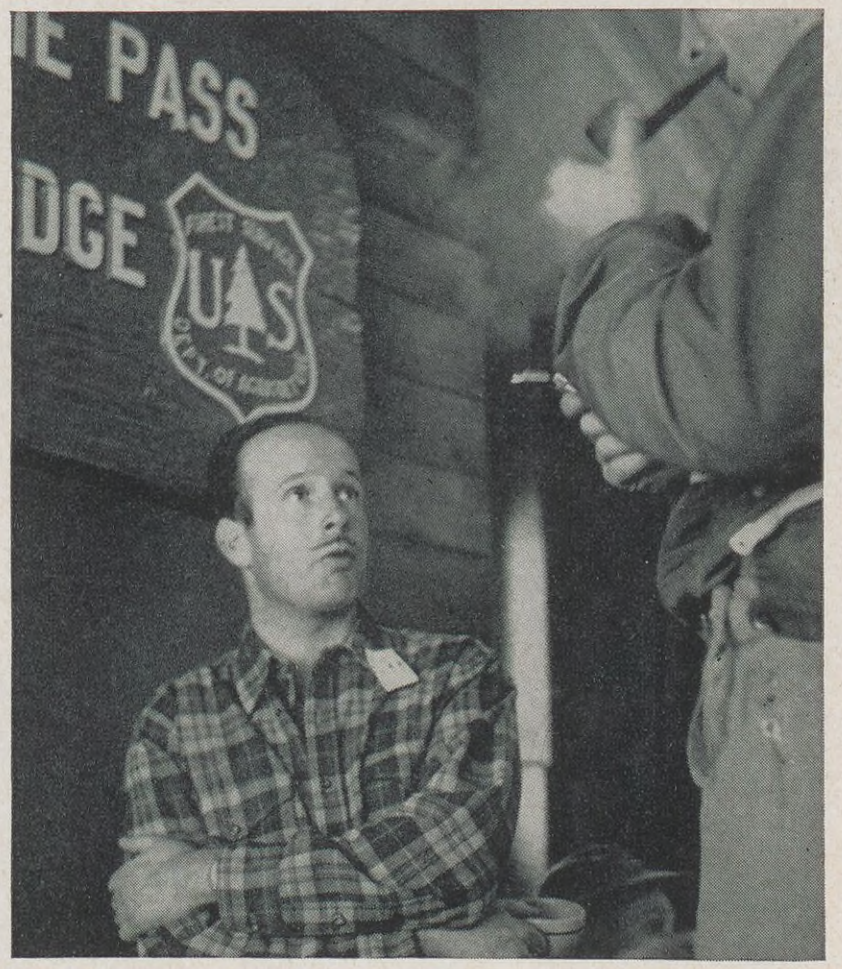
Robinson himself has seen a big change in the skiing sport since he first struggled up a hill. Skiers now have much more fun with much less work. Special tows and lifts to carry them up hills and mountains have been strung at all the major ski centers. Every winter new ski lifts and lodges make their appearance to serve the frosty-nosed enthusiasts.

A big factor behind the recent growth of the ski fraternity has been the steady improvement in automobiles and roads. An avid skiing fan thinks almost nothing of driving a couple of hundred miles through snowstorms for a week-end at his sport. In season, tens of thousands of people flock out of cities and towns from New York to San Francisco in search of deep powder snow.

Many of them head straight for the hills when they leave their jobs on Friday evenings. They know they can rent an entire ski outfit, from cap to wax, at their destination. That's a big boon for the beginner or occasional skier not ready to invest in all the paraphernalia. But Robinson advises that a good investment, for the neophyte as well as the expert, is a membership in a ski club. The newcomer can master the art with greater ease and safety when guided by old hands.

You may be able to spot the beginner from his clothes or stance (often horizontal). But you can't tell him from the expert when it comes to the enthusiasm with which they both shout: "Track!"

Robinson is in his glory taking a fast trail which calls for all the skiing skills acquired during years of practice on the gentler slopes.



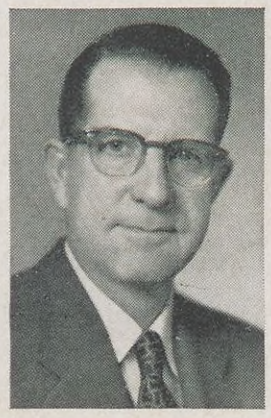
The camaraderie found beside a fire in a warm lodge is prized by many ski enthusiasts as highly as the thrills on the hills.

They · H

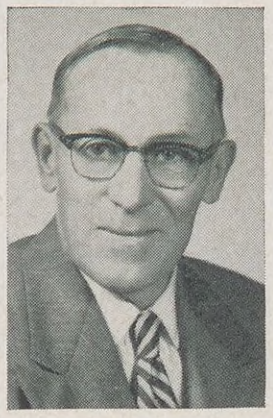
S. W. ALBERY
Cleveland Division
Operations

W. M. ARTH
Wood River Refinery
Engineering

T. ATKINSON
Detroit Division
Operations



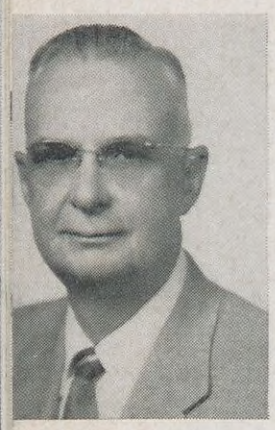
G. V. BORTNER
Chicago Division
Sales



R. J. BRENDLE
Wood River Refinery
Engineering

A. W. CARROLL
St. Louis Division
Sales

R. N. CASE
Portland Division
Operations



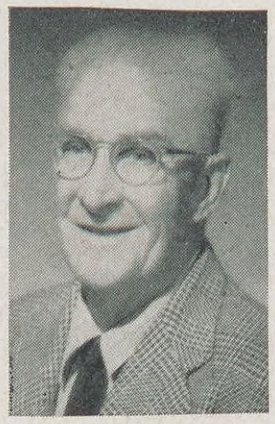
W. H. CLINE
Houston Area
Treasury

J. B. CRITTENDEN
Detroit Division
Operations

H. CULP
Baltimore Division
Operations

N. J. DERBES
Head Office
Manufacturing

E. E. DERINGTON
Midland Area
Production



D. EATON
Pacific Coast Area
Production

L. R. FALCK
Minneapolis Division
Treasury

U. S. GIESY
Portland Division
Operations

M. R. GOULD
Detroit Division
Operations

A. C. GUSKE
Sacramento Division
Sales

R. C. HARRELL
Tulsa Area
Treasury

E. B. HART
St. Louis Division
Operations

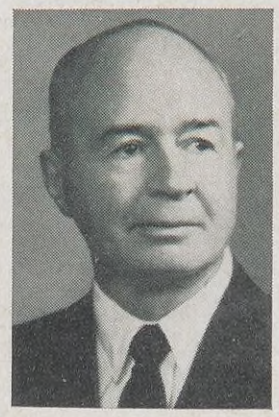
L. HOLLYMAN
Shell Chemical Corp.
Shell Point Plant

ey Have Retired

Y. H. JORDAN
Pacific Coast Area
Production

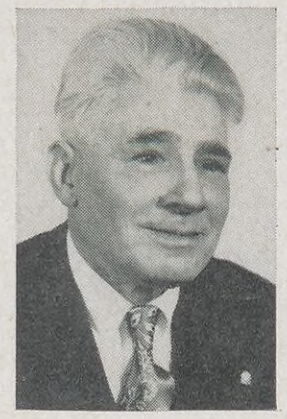
E. W. MASTERS
Pacific Coast Area
Administration

C. H. MAXEY
St. Louis Division
Sales



M. A. McLAUGHLIN
Tulsa Area
Treasury

J. F. MEYERS
Wood River Refinery
Engineering



H. F. MULLER
Martinez Refinery
Engineering

C. D. NIETHAMMER
Detroit Division
Sales

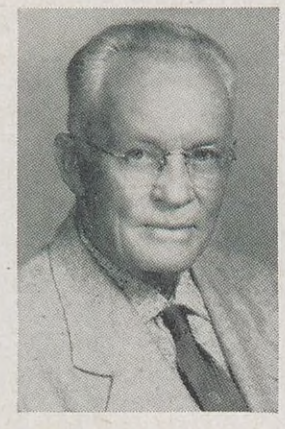
S. H. OATWAY
Pacific Coast Area
Administration

H. W. PENTERMAN
Denver Area
Administration

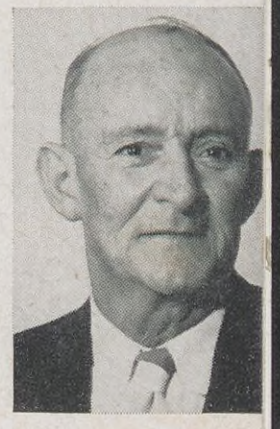
W. C. ROBERTS
Pacific Coast Area
Pipe Line

V. C. ROTELER
Martinez Refinery
Engineering

E. J. STILES
Detroit Division
Operations



I. I. STOCKTON
Pacific Coast Area
Pipe Line



R. TREVILLYAN
Wilmington Refinery
Engineering

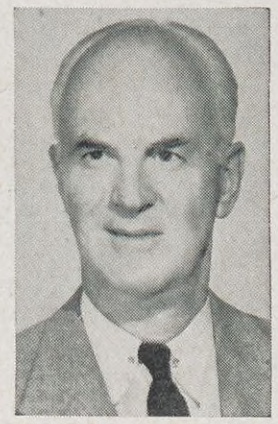
J. M. TROXLER
Norco Refinery
Engineering

C. W. TURNBAUGH
Martinez Refinery
Engineering

E. J. VOHTZ
Shell Development Company
Emeryville

V. P. WHITE
Tulsa Area
Production

F. E. WILLIAMS
Wood River Refinery
Engineering



A. R. WYETH
Honolulu Division
Sales

SHELL COAST TO COAST

Military Tour

R. E. Riley (right, wearing civilian hat) Plant Superintendent of the Boston Marketing Division's East Hartford (Connecticut) Terminal, outlines Shell's product handling procedures to officers and men of the 76th Quartermaster Company, 76th Infantry Division, USAR. The soldiers recently spent a day touring the Shell plant as part of their Army Reserve educational program. J. P. Namnoum, Shell District Representative, planned the program. Other lectures on Shell operations were given by R. T. Chamberlain, Assistant Plant Superintendent, and W. L. Carlson, Industrial Representative.

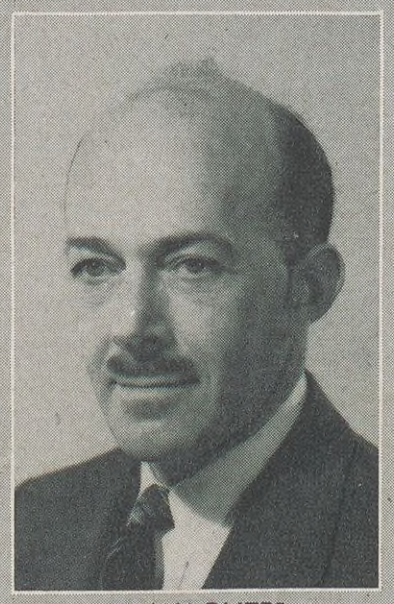
Designer

Nancy Ann Archie, 12-year-old daughter of Mr. and Mrs. G. E. Archie of Houston, models the dress which won her the $500 first prize in the Singer Sewing Machine Co.'s national junior dressmaking contest. Her father is Chief Logging Engineer in the Exploration and Production Technical Services Divisions, Houston

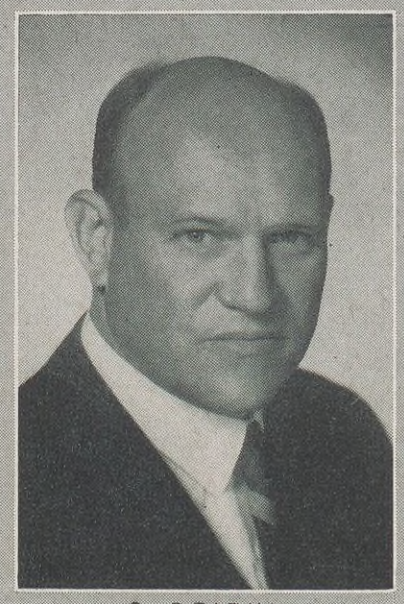
Roberta's Roundup

FINISHING her first year at Oklahoma A&M College meant Roberta Smith (below), Shell Pipe Line Corporation stenographer at Cushing, Oklahoma, was no longer eligible for 4-H Club competition—ending an eventful 10 years that won her, among other things, the title of the nation's outstanding 4-H club girl in 1952. Roberta started when she was 7, with one Jersey cow and a calf. By 1952 she had made a gross income of $48,201 and a net profit of $19,257.

J. W. SOUTHWORTH



A. WACHTER



S. GOLDIN

Three Shell Men Honored

Three Shell men recently won recognition for civic and professional services. J. W. Southworth, Manager of Shell Oil Company's Detroit Marketing Division, was named president of the Streets and Traffic Commission of the City of Detroit and also was appointed a member of the Wayne County Board of Supervisors. Aaron Wachter received a special service award from the Western region of the National Association of Corrosion Engineers. He is Department Head, Materials Engineering and Corrosion, at the Shell Development Company Emeryville Research Center. S. Goldin was elected chairman of the Asphalt Institute's executive committee. He is Assistant to the Vice President, Marketing, Shell Oil, and former Manager, Head Office Asphalt Department.

Eagle Grip ▲

Thousands of Boy Scouts earn Eagle rank, but few receive the award from a state governor. Here, Wyoming Governor Milward Simpson shares the Scout grip with Morris Wallis as his mother, Mary Alyce Perry, watches. Mrs. Perry is in the Casper (Wyoming) Production Division of the Denver Exploration and Production Area.

Before she sold her herd of 83 Jerseys in 1953 she had 37 grand champions, 67 champions and 83 first place ribbons. Under 4-H Club rules Roberta was ineligible for Club competition after she completed her first year of college, but she now is completing a term as state secretary of the Oklahoma 4-H organization, which has 78,000 members. During her 10 years of club work from 1942 to 1952 she set an all-time national record of 952 exhibits and collected $2,000 in prize money and so many blue ribbons she set aside a special dresser drawer for them. She added to her achievements in the classroom; making straight A's in high school. Roberta was on the dean's list at Oklahoma A&M.

Puzzler

Operator Joe LeVora of the Alkylation Department of the Wood River Refinery uses wire, thread, pliers and a soldering iron to make what he believes are some of the most difficult puzzles in the world. He designs each one and each solution hinges on a different principle. Here he is holding one of his favorites, a violin and bow. ▶

Shareholder

Shell employees attending the Head Office Service Awards Luncheon were asked to guess the total years of service of all persons present and to add that figure to their estimate of the number of Shell employees nation-wide with 10 or more years of service. J. K. McKenzie, Traffic Department, guessed 29,600 and hit the correct total on the nose. He received a share of Shell Oil Company stock as a prize from President H. S. M. Burns. In the foreground at the head table are: J. C. Van Eck, former President now retired, and Mrs. Claire Cunningham, Economic Development.

Pet Personalities

J. F. Carter, a Stratigrapher in the Midland Exploration and Production Area, holds his domesticated and de-odorized pet skunk; and Doris Slapak at the Chicago Marketing Division Argo Terminal, has a pet parakeet, "Frisky," who knows which side his birdseed is buttered on. He greets all visitors by saying: "Always buy Shell."

Star Secretaries

Two more Secretaries, both at Shell Chemical Corporation's Houston Plant, have become Certified Professional Secretaries by passing the 12-hour examination of the National Secretaries Association. They are Miss Jean Williams (left), of the Technological Department, and Mrs. Oma Cerrone of the Laboratory. Fewer than 600 U. S. secretaries have passed the test.

Command Performance

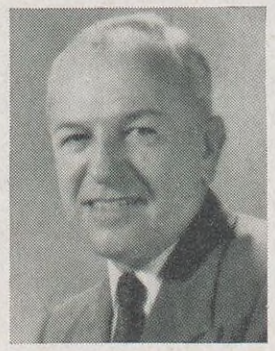
A SMILING magician, son of a Shell man, recently displayed his sleight-of-hand artistry before Queen Elizabeth II. He is Channing Pollock, son of Robert B. Pollock, Credit Man in the Sacramento Marketing Division. The 28-year-old magician and his wife, Naomi (shown with him at right), were part of a cast of 300 who appeared before the Queen and the Duke of Edinburgh and were chosen with a dozen performers to meet the Queen. Pollock's professional tools are a few decks of cards, silk handkerchiefs, white pigeons and his hands—called "pure magic" by an English critic. After seeing Pollock perform, J. Edgar Hoover, Chief of the Federal Bureau of Investigation, said: "That man ought to be investigated."

Service Birthdays

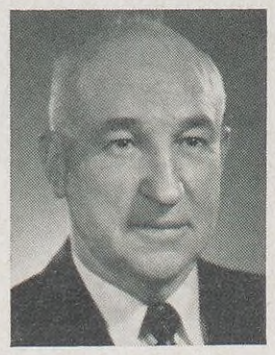
Thirty-Five Years

L. BOSSIER
Norco Refinery
Engineering

P. U. CHAMPAGNE
Norco Refinery
Shipping



L. J. GROSSHEIM
Houston Refinery
Fire & Safety



W. F. HEINEY
Products Pipe Line
East Chicago, Indiana

Thirty Years

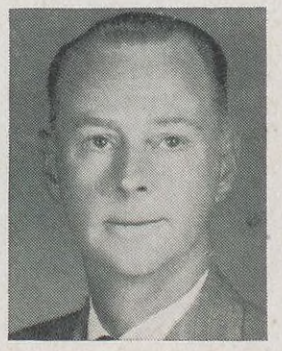
L. J. BABIN
Norco Refy.
Engineering

M. J. BADY, JR.
Houston Refy.
Engineering

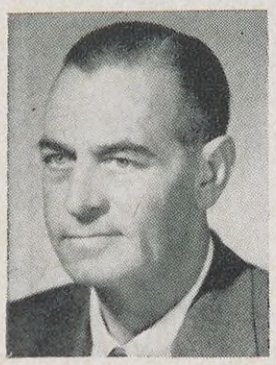
A. J. BARTON
Pacific Coast Area
Production

M. C. BRUNNER
Head Office
Expl. & Prod.

W. J. CROWTHER
Wilmington Refy.
Fire & Safety



A. M. CRULL
San Francisco Div.
Operations

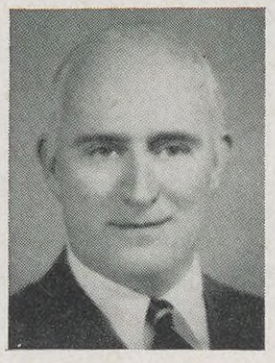


B. K. EAKIN
Pacific Coast Area
Production

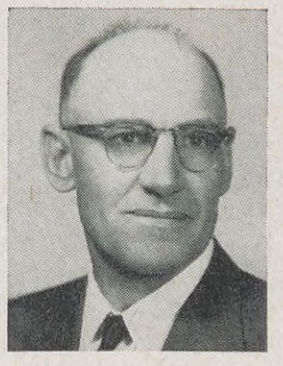
A. E. EDGERTON
Houston Area
Land

M. D. FYFE
New Orleans Area
Treasury

S. J. HAMBLY
Pacific Coast Area
Production



E. W. HENNESSY
New York Div.
Sales



W. P. HOWERTON
Wood River Refy.
Utilities

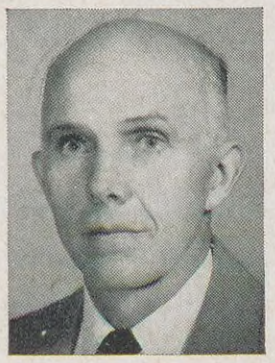
J. R. S. JOHNSON
Martinez Refy.
Engineering

O. LOGAN
Wood River Refy.
Engineering

L. J. LORIO
Norco Refy.
Engineering

T. F. LUPERI
Martinez Refy.
Engineering

R. V. MAHAFFEY
Pacific Coast Area
Production



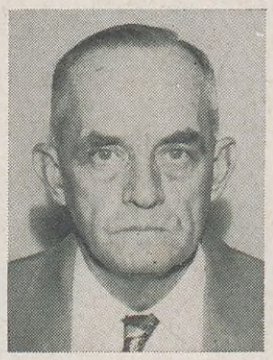
V. J. McCOY
Wood River Refy.
Gas

C. E. MILLER
Products Pipe Line
Muncie, Indiana

Thirty Years (cont'd)

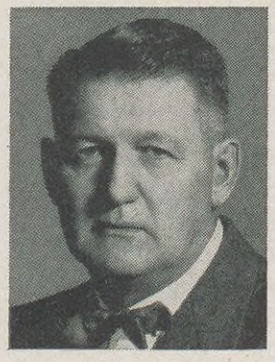
J. M. ROUX
Norco Refy.
Shipping

B. SIMON
Houston Refy.
Fire & Safety

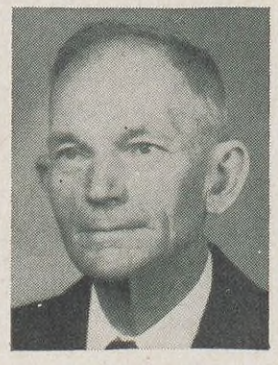


N. J. SNOW
Wood River Refy.
Utilities

F. H. TWENTE
Wood River Refy.
Engineering



R. C. WARFORD
Wood River Refy.
Cat. Cracking



R. L. WILKEY
Tulsa Area
Production

L. E. WILLIAMS
Norco Refy.
Dispatching

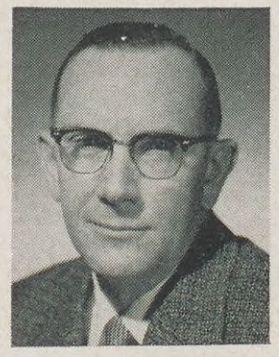
Twenty-Five Years

P. E. ANTONE
Martinez Refy.
Fire & Safety

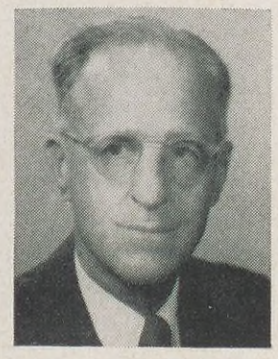
M. B. BAIRD
Wood River Refy.
Fire & Safety

A. E. DAPOLITO
Albany Div.
Sales

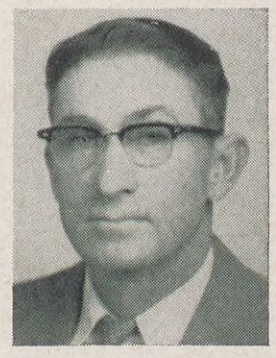
W. A. DOPKINS
New York Div.
Operations



R. B. DUGGER
Pacific Coast Area
Pers. & Indus. Rel.



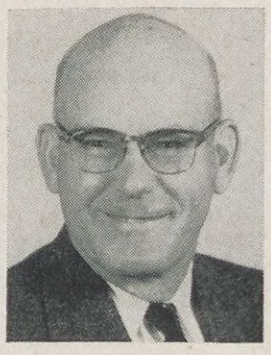
O. DUTZI
Pacific Coast Area
Production



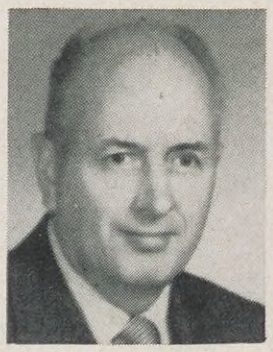
C. J. GREEN
Tulsa Area
Production

H. L. GUTHRIE
Portland Div.
Operations

E. W. HUNT
Wood River Refy.
Control Laboratory

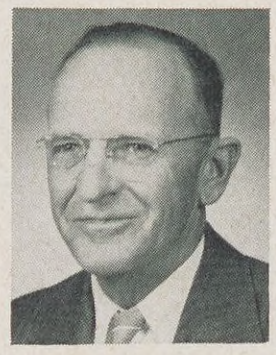


W. R. KINNEY
Pacific Coast Area
Production



R. A. LEDINGHAM
Shell Chemical Corp.
Dominguez Plant

M. E. MURPHY
New York Div.
Treasury



G. W. NORRIS
Shell Pipe Line Corp.
Mid-Continent Area

C. H. OLIN
Portland Div.
Operations

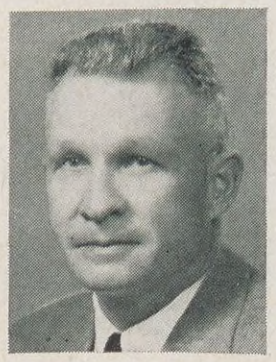
T. E. SAWYER
Shell Pipe Line Corp.
Mid-Continent Area

R. C. SITZES
Wood River Refy.
Engineering

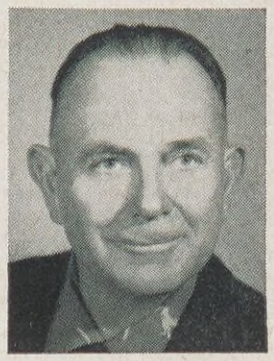
T. W. STOUFFE
Wood River Refy.
Engineering

L. E. TIBBETS
New Orleans Area
Production

F. J. TRIGUEIRO
Sacramento Div.
Operations



F. P. WADDELL
Tulsa Area
Production



M. G. WILSON
Pacific Coast Area
Purchasing-Stores

SHELL OIL COMPANY

Head Office

20 Years

S. J. Artese.....Manufacturing
E. L. H. Bastian.....Manufacturing
G. C. Fotescu.....Expl. & Prod.
Helen K. Jones.....Marketing

15 Years

Ruth M. Murphy.....Personnel

10 Years

Miriam Lurie.....Trans. & Supplies
Rosemarie J. McCulloch.....Marketing
S. J. Nemeth.....Marketing
H. Power.....Public Relations

Exploration and Production

TECHNICAL SERVICES DIVISIONS (HOUSTON)

20 Years

J. K. Graham.....Production
M. A. Westbrook.....Production

CALGARY AREA

10 Years

A. M. McLachlin.....Production

DENVER AREA

20 Years

A. J. Brown.....Exploration
S. B. Deal.....Production

15 Years

C. J. Bednasek.....Pers. & Indus. Rel.

HOUSTON AREA

20 Years

M. L. Fisher.....Land
R. L. Gibson.....Production

10 Years

M. Carswell.....Exploration
A. A. Chandler.....Production
A. M. Forque.....Treasury
T. E. Moore.....Transport

MIDLAND AREA

20 Years

S. W. Holmes.....Production
R. J. Oliver.....Land

10 Years

R. B. Andress.....Gas
W. N. Hargrave.....Purchasing-Stores
J. E. Reid.....Pers. & Indus. Rel.

NEW ORLEANS AREA

20 Years

W. F. Chapman.....Production
C. Denino.....Production
W. A. Marcel.....Exploration

10 Years

W. B. Bourge.....Production
R. A. Dufresne.....Production
M. C. Hoffpauir.....Production
J. D. Ingram.....Exploration
L. G. Landry.....Production
R. J. Melancon.....Production
R. W. Thomas.....Production

PACIFIC COAST AREA

20 Years

C. K. Albright.....Land
T. M. Cook.....Land
M. L. Johnson.....Exploration

15 Years

R. Sturdevant.....Exploration

10 Years

Irene D. Breckheimer.....Treasury

TULSA AREA

20 Years

L. L. Keyes.....Production

15 Years

F. J. Cheek.....Production
M. G. Curry.....Production
H. Foreman.....Production
T. A. Head.....Production
F. C. McIlvain.....Production

10 Years

W. E. Buck.....Production

Manufacturing

ANACORTES REFINERY

20 Years

H. A. Coffler.....Zone C
T. T. Hermann.....Engineering

10 Years

T. Sherry.....Stores
R. E. Van Ingen.....Zone A

HOUSTON REFINERY

20 Years

L. J. Duke.....Control Laboratory
A. C. Smith.....Distilling
J. Towers.....Engineering

15 Years

R. A. Cawlfield.....Automotive
E. L. Claridge.....Research Laboratory
J. J. Delmot.....Distilling
E. T. Horridge.....Utilities
B. H. McFarling.....Automotive
C. C. Miller.....Distilling

10 Years

J. W. Anderson.....Engineering
S. C. Coleman.....Engineering
A. B. Evans.....Control Laboratory
J. Ford.....Engineering
F. V. Gonzales.....Engineering
E. Houegs.....Engineering
G. L. Lunnon.....Engineering
J. Pena.....Engineering
F. Pierott.....Engineering
M. C. Simmons.....Research
C. S. Wilson.....Engineering

MARTINEZ REFINERY

20 Years

P. C. Boyd.....Control Laboratory
S. P. Campagnoli.....Compounding
W. H. McPhee.....Control Laboratory
L. O. Whitaker.....Research Laboratory

10 Years

M. Bowman.....Lubricating Oils
J. Brady.....Engineering
B. A. Brandon.....Cracking
E. C. Capello.....Engineering
G. L. Crabtree.....Pers. & Indus. Rel.
E. L. Earnest.....Research Laboratory
A. Ennis.....Compounding
J. H. Esparaza.....Engineering
O. L. Fullmer.....Engineering
R. L. Heckert.....Lubricating Oils
G. A. Howard.....Compounding
J. G. Kamerzell, Jr. ....Research Laboratory
M. C. Mederos.....Engineering
W. Mumford.....Control Laboratory
L. J. Peat.....Cracking
E. V. Rainwater.....Engineering
R. D. Strickland.....Distilling
J. Tolomeo.....Compounding

WILMINGTON REFINERY

10 Years

B. A. Baker.....Control Laboratory
J. W. Dummar.....Control Laboratory
D. L. Emard.....Engineering
S. B. Hinchman.....Compounding
D. T. Holmlund.....Distilling

WOOD RIVER REFINERY

20 Years

A. J. Ash.....Engineering
R. M. Gentry.....Light Oil Treating
E. F. Hanser.....Engineering
C. J. Milligan.....Engineering
H. E. Molloy.....Cat. Cracking
L. L. Parrish.....Dispatching
F. A. Price.....Compounding
B. F. Rapp.....Engineering
S. W. Strayhorn.....Engineering
B. A. Wardein.....Dispatching
J. L. Wooten.....Compounding

15 Years

C. E. Caulk.....Alkylation
L. L. Chandler.....Lubricating Oils
L. I. Eisen.....Treasury
J. Paur, Jr. .....Engineering
J. M. Pile.....Dispatching

10 Years

H. J. Bauman.....Compounding
W. J. Brodley.....Control Laboratory
D. A. Eaton.....Thermal Cracking
J. F. Gerson.....Alkylation
W. L. Grandfield.....Alkylation
O. K. Howdeshell.....Light Oil Treating
A. S. Lehmann.....Technological
F. E. Miller.....Control Laboratory
L. H. Mueller.....Alkylation

Marketing

MARKETING DIVISIONS

20 Years

J. H. Marsh.....Atlanta, Sales
C. E. Ahart.....New York, Operations
L. W. Sauer.....Seattle, Operations

15 Years

N. A. Kleinschmidt.....Atlanta, Operations
P. H. Linnehan.....Boston, Operations
D. Grant.....Chicago, Operations
F. C. Christ.....Cleveland, Treasury
N. L. Barnard.....Indianapolis, Sales
F. S. Deming.....Indianapolis, Treasury
D. J. Henry.....Indianapolis, Sales
F. J. Storey.....Los Angeles, Operations
A. J. Houlihan.....Minneapolis, Sales
S. E. Shoberg.....Minneapolis, Mktg. Service
R. L. Ruff.....New Orleans, Treasury
J. C. Boyd.....Portland, Sales
L. H. Krueger.....Sacramento, Treasury
G. W. Bishop.....St. Louis, Sales
L. R. Brown.....Seattle, Operations

10 Years

C. C. Warren.....Albany, Operations
J. H. Powell.....Atlanta, Operations
R. F. Crockett.....Baltimore, Sales
J. W. Marcus.....Baltimore, Operations
C. F. Needham.....Baltimore, Operations
D. B. Crighton.....Boston, Sales
E. R. Swanson.....Boston, Treasury
G. J. Klein.....Chicago, Treasury
K. R. Bergman.....Cleveland, Sales
J. P. Driscoll.....Detroit, Operations
R. K. McDowell.....Detroit, Operations
W. D. Poet.....Detroit, Operations
Y. Kumuji.....Honolulu, Operations
L. B. Miller.....Honolulu, Operations
W. T. Sakamoto.....Honolulu, Operations
R. M. Simonton.....Indianapolis, Operations
A. C. McShane.....New York, Treasury
W. H. Niedermeier.....New York, Sales
A. P. Pollock.....New York, Operations
J. J. Silva.....New York, Operations
D. J. Braun.....St. Louis, Sales
J. L. Downs.....St. Louis, Operations
F. Westermann.....St. Louis, Operations
J. H. Whitehead.....St. Louis, Sales
B. W. Hinchliff.....Seattle, Sales

SEWAREN PLANT

20 Years

W. M. Mason.....Terminal

Products Pipe Line

15 Years

G. S. Robinson.....Freedom Junction, Mich.

10 Years

L. J. Panfil.....East Chicago, Ind.
F. A. Royko.....East Chicago, Ind.
S. Stainko.....East Chicago, Ind.

SHELL CHEMICAL CORPORATION

20 Years

M. F. Woodford.....Dominguez
B. H. Cummings.....Head Office
Florence J. Lambrecht.....Head Office

15 Years

H. V. Bonini.....San Francisco

10 Years

J. S. Porter.....Denver
W. F. Lenihan.....Dominguez
K. F. Behrens.....Head Office
J. J. O'Connell, 3rd.....Head Office
H. J. Blakely.....Houston
E. Griffin.....Houston
R. J. Johnson.....Houston
L. A. Lewis.....Houston
R. L. Sutton.....Houston
F. M. Waggoner.....Houston
O. Young.....Houston
W. R. Frampton, Jr.....Shell Point
A. Grossi.....Shell Point
J. H. Yurkovich.....Shell Point
R. W. Bertram.....Ventura
A. I. Owen.....Ventura

SHELL DEVELOPMENT COMPANY

20 Years

L. D. Grenot.....Emeryville

15 Years

V. W. King.....Emeryville
Ann R. Farrell.....Head Office

10 Years

J. W. Beardmore.....Emeryville
V. L. Brite.....Emeryville
H. W. Fleehearty.....Emeryville
F. M. Fowkes.....Emeryville
P. A. Gibbon.....Emeryville
W. R. Haefele.....Emeryville
K. A. Hansen.....Emeryville
J. H. McCarthy.....Emeryville
K. Nozaki.....Emeryville
W. Piziali.....Emeryville
Sophie P. Sala.....Emeryville
W. M. Sawyer, Jr.....Emeryville
A. J. Steele.....Emeryville
R. V. Titus.....Emeryville
W. R. Purcell.....Houston

SHELL PIPE LINE CORPORATION

20 Years

H. H. Boden.....Texas Gulf Area
J. E. Fullerton.....West Texas Area
D. I. Hume.....Mid-Continent Area
B. L. Isaacs, Jr.....Texas Gulf Area
B. O. Langley.....West Texas Area

15 Years

R. W. Armitage.....Texas Gulf Area
L. Bragg.....West Texas Area
F. C. Cox.....Texas Gulf Area
E. W. Eska.....Texas Gulf Area
A. E. Tipton.....Mid-Continent Area
J. W. Williams.....Mid-Continent Area

10 Years

C. M. Dawkins.....West Texas Area
E. E. Mathis.....Mid-Continent Area
J. T. Newton.....West Texas Area
E. A. Sloop.....West Texas Area

matters of *fact*

Pave Their Way

Your family may be spared unnecessary inconvenience and hardship if you provide them the protection of a will. Without a will, your estate may have to be distributed by the courts according to fair — but impersonal — laws. This could mean delay. It could also mean that the settlement of your estate might fail to reflect your wishes. You owe your family the protection of a will.

SHELL OIL COMPANY
50 West 50th Street
NEW YORK, N. Y.
RETURN POSTAGE GUARANTEED

J. B. Bradshaw
4710 Bell
Houston, Texas

SCC

Car Care

There was a time when the gasoline and oil dispensing establishment on the corner was called a *"filling station."* Today, however, it's name is SERVICE station . . . and for good reason. The products and services provided for your car are numerous and specialized.

In addition to filling the gas tank and changing the oil, your local Shell dealer can do an expert lubrication job tailored to your car's make and model. He can provide a complete line of tires, batteries and accessories; and . . . because of years of Shell research and development . . . can serve you with numerous dependable Shell products designed for specific maintenance needs. To name an even dozen, there are:

SHELLZONE Anti-Freeze, Shell Fuel System Dryer and Anti-Freeze, Radiator Flush, Cooling System Cleaner, Radiator Stop-Leak, Super Safety Brake Fluid, Valve Lubricant, Windshield Cleanser, Handy Oil, Lighter Fluid and Spot Remover, Pre-Wax Cleaner and Polish, and Long Lasting Easy Wax.