SUCCESS AT "WILDCATTER'S WATERLOO"

SHELL NEWS

OCTOBER 1958

ARE OIL

Turning out the goods America needs requires huge and complex machinery—blast furnaces for steel, turbines for electric power and refineries (like Anacortes at left) for oil products.

COMPANIES TOO BIG

The question might also be: "Are large-scale enterprises good for our economy?"

CRITICS of the oil industry sometimes lump their attacks into one complaint: "Oil companies are too big."

Some oil companies *are* large in relation to the average business in the United States. Among the 100 largest companies in the country, ranked by volume of sales, 14 are oil companies. (Shell Oil Company is the 17th largest company in the U. S. on this basis.)

But in talking about big oil companies, critics often overlook the fact that while there are 33 large, integrated

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ABOUT THE COVER

Kneeling in the dry bed of a branch of the Brazos River, Production Foreman M. L. Pierce of the Midland Exploration and Production Area considers another drilling site near a production well on the U Lazy S Ranch in West Texas. For more than a generation the ranch had frustrated the attempts of many wildcatters. For details of how Shell turned a Wildcatter's Waterloo into a new oil province, see page 12.

oil companies in the U. S., the medium and small-sized ones total more than 42,000—and this does not include the more than 180,000 service stations in the country.

The fact that there are big companies in the oil industry is not surprising, as the oil industry is the fourth largest in the country. But to say that the large oil companies are *too* big is to say that the American economy—the most successful in history—is all wrong.

Small businesses are vital to the success of the American economy, and to the success of large companies. But bigness in industrial concerns has been the method by which the U. S. economy has outstripped all others in productivity and efficiency—which means wide distribution of products at low prices. The wide gains in the American standard of living in the last quarter-century have their roots in large corporations. And as the growth of large-scale enterprises has accelerated, so has the economy. Each has spurred the other.

Among the modern economy's needs which have stimulated development of bigness are these:

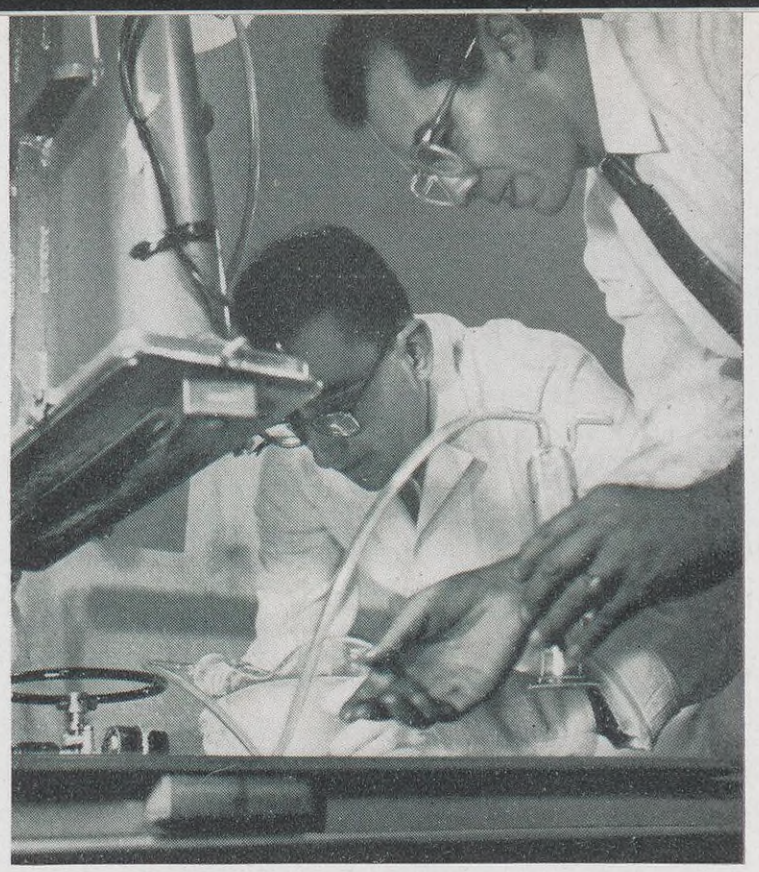
1. Research—The development of new products and techniques usually requires large, risky investments and the assembling of comprehensive teams of scientific experts. Small companies can take on only relatively small research projects and rarely do any basic research (which leads not only to new products and techniques but also to new industries). More than 70 per cent of the expenditures on research and development are made by firms with 5,000 or more employees. In the oil industry, the large, integrated oil companies spent $130 million on research in 1955, while the remainder of the oil industry spent $15 million.

2. Applied Technology—Turning out the goods America needs, at the low prices which make them available widely, requires huge and complex machinery—blast furnaces for steel, pulp plants for paper, turbines for electric power. Providing petroleum products also requires large-scale machinery—in producing, transporting and refining oil. The most efficient development, financing and operation of such technological giants require large industrial units.

3. Distribution—The United States is one big unified market, the first and only one of its kind in history. It is huge both geographically and in the number of consumers. Advertising has been a major force in unifying this market by informing consumers in every corner of the

country about the choices they have in goods. Consumers have tended to prefer nationally-known products. To satisfy consumers has required vast and complex distribution systems which only large organizations can develop. The oil industry is probably the prime example of how large distribution systems have been developed to serve the nation-wide market efficiently. (Shell, for example, moves a gallon of crude oil more than 1,000 miles by pipe line from West Texas to the Wood River Refinery for less than a penny.) Without this system, it is unlikely that the automobile could have become so important in the American economy.

4. Investment—All three of these spurs to growth of large corporations — applied technology, research, distribution — require big investments in manpower and money. (For example, Shell's gross investment at the end of last year in properties for oil production was $1,215 million; in oil refineries and chemical plants, $734 million; in pipe lines and other transportation facilities, $172 million; in marketing (and miscellaneous), $216 million. Large-scale enterprises are the ones that can attract the skills and funds needed because they have the relative stability that both workers and investors seek. The oil industry, for example, involves particularly large risks in the search for oil; the large oil company can spread the risk and provide more stability. Also, employees of large companies benefit from this stability in year-round employment.



Developing new products and processes requires large investments and many teams of experts. This one at Shell Development's Emeryville Research Center is studying how atomic radiation can be used to bring progress in the oil industry.

Distribution to the huge U. S. market requires vast transportation systems. The oil industry's distribution system is a prime example of efficiency without which it is unlikely the automobile could have become important in the U. S. economy.

Large industrial units thus have grown up in response to the needs of the U. S. economy and, in turn, have led it forward to new heights of productivity and efficiency. Besides, in times of war, the resources of large corporations have been particularly welcome and valuable in meeting sudden, large-scale increases in production. The oil industry's record in World War II was an excellent example of this.

Nevertheless, criticism of bigness in business continues. Most of the attacks boil down to a charge that with concentration of industry into big units, competition is deadened and monopoly is encouraged. The facts prove otherwise.

Critics of large companies sometimes base their arguments on a single aspect of competition: that competition exists only if there are many small competitors with prices as the major, if not the only, competitive issue. Under this theory, if there is no difference in price there is no competition. This completely overlooks the fact that many businesses (of which oil is a good example) are so fiercely competitive in price that, at a given time and place, products in direct competition with each other tend to be priced alike. If they were not, competition of

any kind would soon disappear, for the manufacturer with comparable quality and service *and* a lower price would get all the business.

NEW DIMENSION OF COMPETITION

Behind these traditional factors of price, quality and service, a new dimension of industrial competition has developed which is greatly affecting all three of them. This new dimension in competition includes these elements:

1. Competition in Research—The search for new and better products and for new and improved techniques in production, marketing and management, is perhaps the most important part of the new competition. If monopoly were a fact, there would be little or no need for innovations. Yet U. S. industry's investment in research grew from $1,180 million in 1950 to $3,250 million in 1956. And, as noted previously, large corporations are putting up 70 per cent of the research outlays. An example of product improvement stemming from research was Shell's introduction of TCP* additive to Super Shell gasoline several years ago. This innovation set off a still-continuing round of competitive gasoline innovations by other oil companies.

A noted economist, Professor Sumner Slichter of Harvard University, put it this way in an article in THE NEW YORK TIMES Magazine: "The strength of competition in American industry will to an increasing extent be determined by the scale of technological research and development. Research will grow as rapidly as engineers and scientists can be found to man the laboratories. Therefore, one can predict with confidence that competition in American industry will continue to gain in intensity. And large enterprises, far from being a menace, will, to a growing extent, be the instruments by which the country is given the benefit of large-scale technological research and of increasingly vigorous competition."

2. Competition of Alternatives—This is the competition of different types of products for the same uses. For example, at one time cotton and wool were the leading fabrics; now there is a host of man-made fibers competing with them. Similarly, coal was once supreme in the heating of homes; now coal, oil, natural gas and electricity all battle for customers in this market. And another alternative among the energy industries is on the horizon—atomic energy.

3. Competition of Newcomers—In the last decade or so, many companies which operated only in one field of endeavor, have become active in other fields as well. One example is that of a large distilling company which stepped from liquor to pharmaceuticals on the basis of knowledge and experience of bacteria and molds useful in both fields. In a similar manner, Shell started competing in new markets by broadening its scope: first, from oil products to chemicals made from petroleum, and then to chemicals not made from petroleum, such as the insecticides—aldrin, dieldrin, endrin and PHOSDRIN®.

It is evident then that modern competition fulfills, even more than the old competition, a major function of the competitive system—to give consumers a wide choice at the lowest possible price. Competition among large-scale industrial units—which carefully watch every move of their competitors in order to maintain their positions—is likely the most intense of all.

TABLE 1

GROWTH OF NUMBER OF BUSINESSES	
YEAR	FIRMS IN OPERATION (ALL INDUSTRIES)
1950	4,050,700
1951	4,108,500
1952	4,167,400
1953	4,205,700
1954	4,196,700
1955	4,232,300
1956	4,301,000

SOURCE: Statistical Abstract of U.S. Department of Commerce, 1957

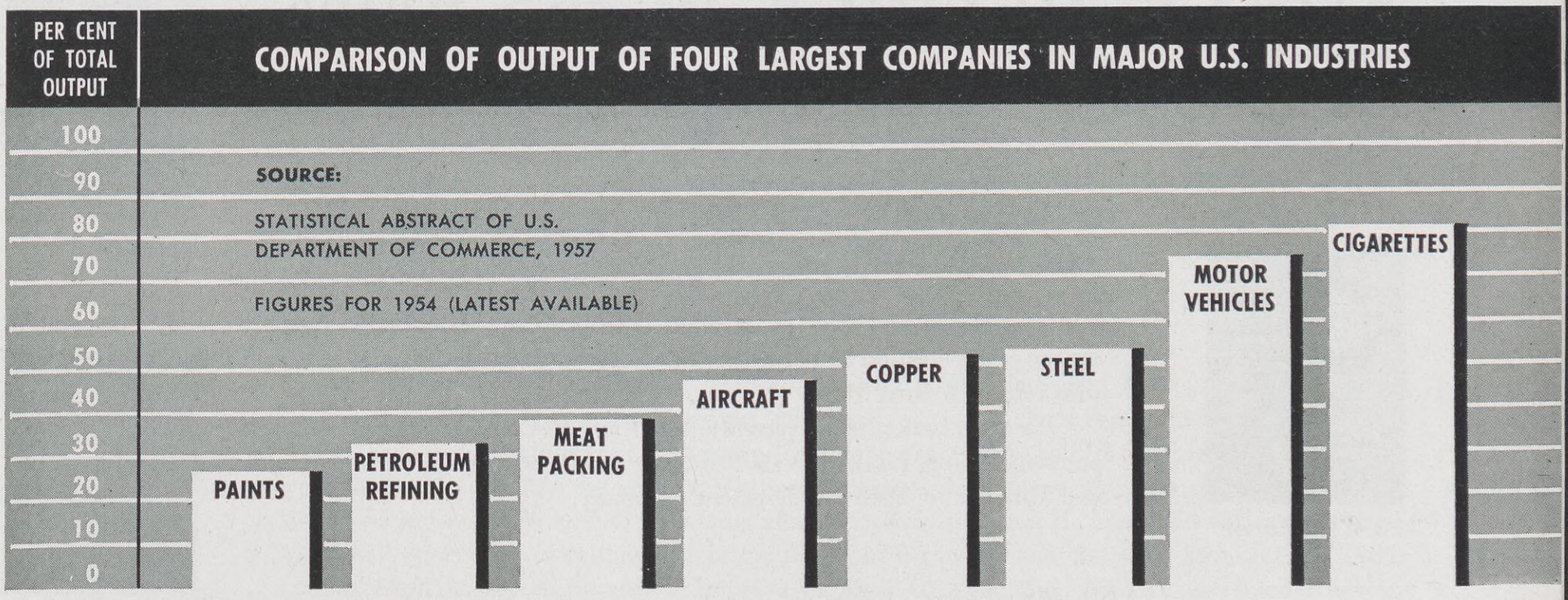
GROWTH OF SMALL BUSINESSES

What effect has this development had on the growth of small business? Paradoxically, it has stimulated the start of new businesses: The total number of firms operating in all industries in the U. S. grew from 4.05 million in 1950 to 4.3 million in 1956, approximately at the same rate of growth as population. (See Table 1.) This increase in the number of businesses can be attributed, at least in part, to the fact that large corporations depend on small businesses for many of the goods and services the latter can handle more efficiently. Shell, for example, buys about $500 million worth of merchandise and services annually from thousands of concerns—usually in the locality where the merchandise or services are needed.

In addition to being important customers of small businesses which serve a variety of industries, large corpora-

* Trademark Shell Oil Company

TABLE 2



The percentage of total output in the U. S. by the four largest oil companies in the field of refining is lower than the percentage of total output in the U. S. by the four largest companies in most major industries. The percentages of the four largest oil companies in the fields of production and marketing are even less than refining.

tions—because of their special needs and products—often stimulate the creation of specialized small businesses, both as suppliers, and as marketers of the large companies' products. For example, the large automobile manufacturers depend on thousands of automobile parts makers; they also depend on thousands of independent dealers to sell the automobiles; and the automobile, in turn, creates the demand for accessories such as seat covers, ski and clothes racks, and other accessories—made by small manufacturers and sold by independent retailers.

Large oil companies' special needs for raw materials and supplies, and for marketing outlets, also create thousands of small businesses. In oil drilling alone, there are hundreds of specialized firms selling drilling equipment services such as oil-well cementing. Large refineries depend on independent producers for much of their crude oil. And the oil industry's major products are sold both at wholesale and retail levels through small and medium-sized independent businesses.

In Shell's case, for example, there are more than 850 independent jobbers selling Shell service station products and handling nearly 40 per cent of Shell's gasoline sales. The overwhelming majority of the 23,000 service stations in the U. S. where Shell gasoline and motor oil are sold are independent dealerships. In addition to the 850 jobbers selling service station products, there are another 550 independent jobbers handling Shell fuel and heating oils.

Is business in the oil industry more concentrated than in other major industries? As noted, there are 33 large, integrated oil companies operating in the U. S.—a larger number of big companies than is found in most major industries, including steel, automobiles, electrical appliances, meat packing, tobacco, synthetic fibers. Also, the percentage of the total business done by the top four oil companies is lower than that done by the top four companies in most other major industries. (See Table 2.)

A further indication of how total business is spread among a great number of oil firms: In 1957 the largest oil producer had only 6 per cent of total domestic crude oil production; the largest refiner had only 9½ per cent of refinery intake; and the largest marketer had only 11 per cent of refined products sales. Shell, considered to be a large company, in 1957 had the following percentage: crude oil production—4.4 per cent; refinery intake—6.4 per cent; refined products sales—6.3 per cent.

Yes, there are big oil companies—and thousands of smaller ones, too. The oil industry illustrates the indispensable partnership of large and small business that has become a distinctive feature of the American economy. Considered in this context, not even the largest oil company can be called "too big."

Demand for oil in the U. S. is expected to climb almost 50 per cent by 1966. If that demand is to be satisfied with a wide choice of continually improved products at the lowest possible prices, new oil companies must be born and large, as well as small, oil companies must continue to grow ●

SHELL PEOPLE in the news

D. B. KEMBALL-COOK

SHELL OIL COMPANY

The Board of Directors has elected **D. B. KEMBALL-COOK,** Executive Vice President in charge of exploration and production, a Director of Shell Oil Company, replacing A. J. Galloway, who retired August 31.

In other action taken recently, Mr. Kemball-Cook was elected a Director of Shell Oil Company of Canada, Limited; Vice President and Director of Shell Canadian Exploration Company; and Director of Shell Development Company.

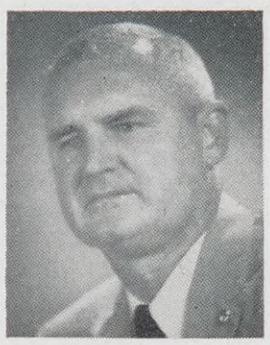
M. P. L. LOVE

M. P. L. LOVE, Vice President Manufacturing, Shell Oil Company, has been elected to the Board of Directors of Shell Development Company.

H. M. GULLICKSON

SHELL OIL COMPANY EXPLORATION AND PRODUCTION ORGANIZATION

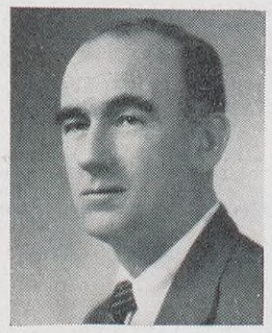
H. M. GULLICKSON has been appointed General Attorney and Legal Manager for the Pacific Coast Exploration and Production Area, effective January 1, 1959, succeeding R. T. Patton, who is retiring December 31, 1958. Mr. Gullickson, who received an LL.B. degree from the University of Montana, joined Shell Oil Company in 1947 as an Attorney in the Los Angeles Office. He was named Division Attorney of the Rocky Mountain Division at Casper, Wyo., in 1950 and became General Attorney and Legal Manager for the Denver Exploration and Production Area in 1954. He has been on special assignment in the Head Office Legal Organization since June, 1958.



R. R. HURD

R. R. HURD has been named Transport Manager of the Houston Exploration and Production Area. Mr. Hurd, who holds a Bachelor's degree in electrical engineering from Alabama Polytechnic Institute, joined Shell in 1939 as a Junior Engineer at New Orleans. He served in various sales functions in the Atlanta Marketing Division from 1945 to 1948, when he was assigned to the Houston Area Office as a Mechanical Engineer. In 1949 he moved to the East Texas Division and to the Corpus Christi Division in 1954.

SHELL PROVIDENT FUND AND SHELL PENSION TRUST



J. P. McKEON

J. P. McKEON has been appointed Manager of the Shell Provident Fund and Shell Pension Trust, succeeding W. L. Reed who retired September 30. Mr. McKeon joined Shell Oil Company in 1929 as a Credit Clerk in the St. Louis Office. He became Division Credit Manager at Jacksonville, Fla., in 1932 and later served in the same capacity at Detroit. In 1945, after three years military leave of absence, he became Administrative Assistant in the Head Office Credit Department. He was named Assistant General Credit Manager in 1946. In 1952 he was appointed to the staff of the Manager of the Shell Provident Fund and Shell Pension Trust and in 1954 became Assistant Manager.

F. R. HUMMERT

F. R. HUMMERT has been named Assistant Manager of the Provident Fund and Pension Trust succeeding Mr. McKeon. Mr. Hummert, who received a Bachelor's degree in business administration and accounting from Valparaiso (Indiana) University, joined Shell in 1933 as a Clerk in the St. Louis Office. In 1940 he was named Assistant Treasury Manager of Shell American Petroleum Company, a Shell marketing affiliate in Kokomo, Ind. He later held various positions at Shell American, including Treasurer, Assistant Secretary and Assistant Manager. In 1956, when Shell American became a Division of Shell Oil Company, he was appointed Division Sales Manager. Later that year he became Assistant Manager, Auditing, Head Office, and in March, 1958, he was named an Assistant Treasurer.

SHELL OIL COMPANY FINANCIAL ORGANIZATION

J. E. PECK

J. E. PECK has been named an Assistant Treasurer succeeding Mr. Hummert. Mr. Peck, who holds a Bachelor's degree in commerce from the University of Iowa, and a Master's degree in accounting from Oklahoma A. & M., joined Shell Oil Company in 1935 as a Production Clerk at Lucien, Okla. He served in various Treasury positions in the Tulsa Exploration and Production Area and in 1947 was named Chief Accountant of the Midland Area. In 1952 he became Midland Area Treasury Manager. He was appointed Assistant Manager of the Head Office Auditing Department in January, 1956, and later that year became Manager of the Refinery Accounting Department. He was named Manager, Analysis and Statistics, in 1957.

H. T. RICHARDS

H. T. RICHARDS has been named Manager, Analysis and Statistics, succeeding Mr. Peck. Mr. Richards, a graduate of San Francisco State College where he was an accounting major, joined Shell Oil Company in 1929 as a Clerk in the San Francisco Office. He served in various financial and accounting positions there, and in 1949 was named Chief Accountant of the Cleveland Marketing Division. Moving to Head Office in 1952, he became Chief Statistician in the Analysis and Statistics Department. In 1955 he was named an Assistant Manager, Financial Accounting, and the following year became Assistant Manager, Analysis and Statistics. He was appointed Assistant Manager, Marketing Accounting, in February, 1958.

K. L. BAKER

K. L. BAKER has been appointed an Assistant Manager, Marketing Accounting, succeeding Mr. Richards. Mr. Baker, who attended the University of Pennsylvania, joined Shell Oil Company as a Clerk in the Baltimore Marketing Division in 1947. He was named Chief Accountant in the Albany Division in 1951 and transferred to the Detroit Division in the same capacity three years later. He became a Chief Accountant in the Head Office Financial Accounting Department in 1957.

SHELL PEOPLE in the news *Continued*

R. G. LARSEN

SHELL OIL COMPANY MANUFACTURING ORGANIZATION

R. G. LARSEN has accepted employment with The Shell Petroleum Company Limited as Head of the Thornton Research Center at Chester, England. Mr. Larsen, who holds a Ph.D. degree in chemistry from Harvard University, joined Shell Development Company in 1937 as a Research Chemist at the Emeryville Research Center. In 1946 he was named Head of the Lubricating Department at Emeryville and continued in that post until he went on an assignment at Thornton in 1949 for seven months. In 1953 he joined Shell Oil Company as Research Director at the Martinez Refinery.

F. G. BOLLO

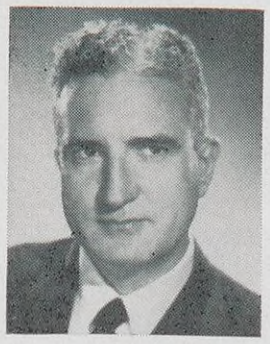
F. G. BOLLO has been named Director of Research of the Martinez Refinery Research Laboratory, succeeding Mr. Larsen. Mr. Bollo, who holds a Bachelor's degree in electrical engineering from the University of California, joined Shell Development Company in 1938 as a Junior Engineer at the Emeryville Research Center. Following a series of engineering assignments of increasing responsibility, he was appointed Acting Assistant Head of the Lubricants and Fuels Department there in 1953. The following year he accepted employment with B.P.M. in the Netherlands. He joined Shell Oil Company in 1957 as Technical Advisor in the Manufacturing-Research Laboratory at the Wood River Refinery.

SHELL OIL COMPANY TRANSPORTATION AND SUPPLIES ORGANIZATION

D. B. Hodges, Vice President Transporation and Supplies, has announced the establishment, effective September 1, of a Supply Programming Department in Head Office. This new department will assume responsibility (previously divided among other supply departments in New York and San Francisco) for the formulation, integration and continuing analysis of supply programs for crude oil, volatiles and products on a coast-to-coast basis. It will also encompass T&S activities with respect to compilation and analysis of industry statistitcs. It will report to R. N. DUNCAN, who is now named General Manager Supplies.

Recent developments, such as the two pipe lines out of the Four Corners Area and the importation of crude by tanker, have brought about a closer interrelationship between Pacific Coast supply operations and those East of the Rockies. This consolidation of the programming function as the prime responsibility of a single department will facilitate better integration and analysis of transportation and supply programs.

The Products Supply Department (formerly Products Department) in Head Office will be responsible for the efficient and economical implementation of the products supply program East of the Rockies, while the Crude Oil and Products Supply Department on the Pacific Coast will fulfill the same function with respect to that area.



R. N. DUNCAN

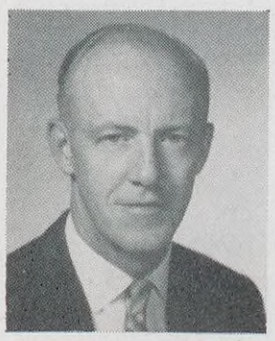
The Crude Oil and Volatiles Supply Department in Head Office will have the over-all responsibility for the implementation of the raw materials program through Houston T&S and Crude Oil and Products Supply Pacific Coast.

A. E. Jago, Manager T&S, Houston, and A. C. Saul, Manager, T&S, San Francisco, will each continue as senior representative and administrative head of T&S in his location.

The following changes of assignment are being made as a result of this reorganization:

NAME	NEW POSITION	FORMER POSITION
R. H. TUBMAN	Manager, Supply Programming	Manager, Products
G. F. FREEMAN	Manager, Products Supply (East of Rockies)	Assistant Manager, Products (East of Rockies)
J. R. HURLEY	Assistant Manager, Supply Programming (West Coast), New York	Assistant Manager, Products, San Francisco
C. M. D. PETERS	Assistant Manager, Supply Programming (East of Rockies)	Assistant Manager, Products
W. J. CURRY	Assistant Manager, Products Supply	Manager, Oil Movements, Head Office Pipe Line

W. F. SCHOENTHALER



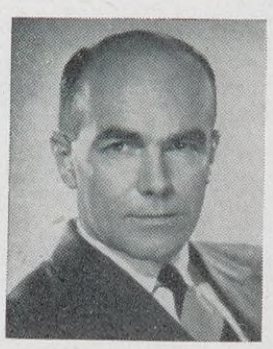
R. H. TUBMAN

Through further consolidation, the functions of Manager, Oil Movements, will be taken over by the Indianapolis pipe line office.

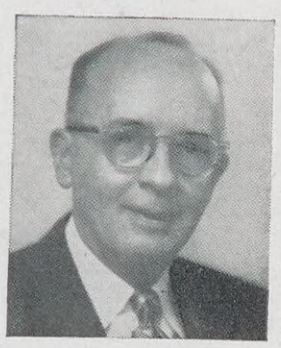
As an additional step in reorientation, the name of the T&S Economics Department is changed to Transportation Economics as more descriptive of its province. Its responsibility includes West Coast as well as East-of-Rockies facilities. **E. O. KING** will continue as Manager, and will report to **W. F. SCHOENTHALER**, who is now named General Manager Transportation.

G. F. FREEMAN

J. R. HURLEY

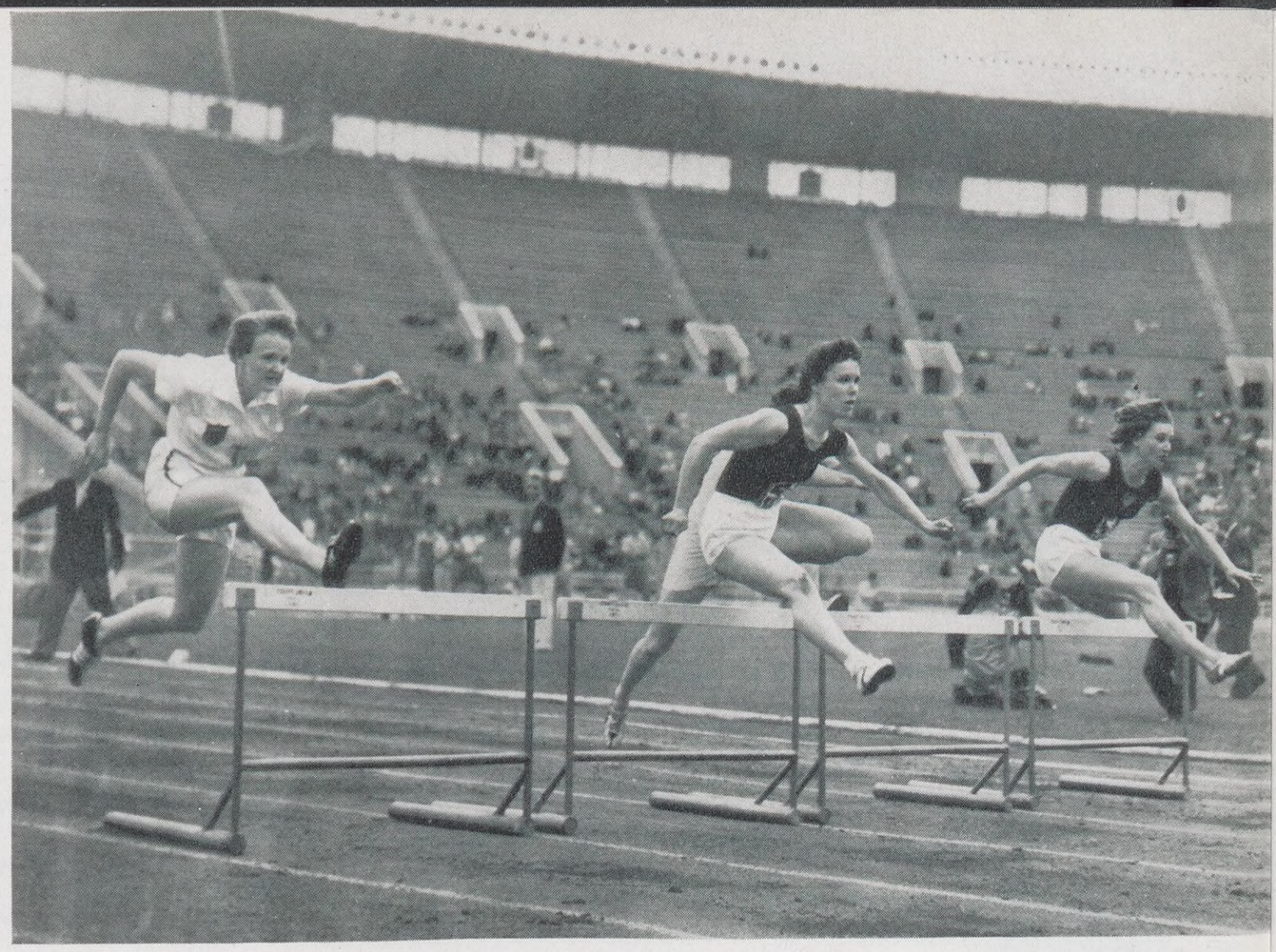


C. M. D. PETERS



W. J. CURRY

E. O. KING



Up and over in the 80-meter hurdles at Lenin Stadium in Moscow goes Shell's Lauretta (Rae) Foley, left. Miss Foley, who ran third, works in Manufacturing - Technical Files at Head Office. She was a member of the U. S. track and field team which competed in four European capital cities as part of a cultural exchange program.

80 Meters to MOSCOW

A Shell Head Office employee dons track shoes as part of a cultural exchange program with four European countries

A PETITE, blonde Head Office employee went on a cultural mission to Moscow last summer without books, music or art. But she didn't forget to take her track shoes.

Lauretta (Rae) Foley, who joined Manufacturing-Technical Files in 1956, was a member of the United States track and field team which also went to Warsaw, Budapest and Athens. The 3½-week tour was part of a cultural exchange program arranged by the Amateur Athletic Union and the U. S. State Department with the governments of the four countries visited.

A track devotee since the age of seven, Miss Foley, now 19, is a member of the Queens (New York) Mercurettes, an independent team of eight girls who take part in track and field meets in New York, New Jersey and Pennsylvania.

One of four Mercurettes to make the U. S. squad, Miss Foley won her berth by placing second in the 80-meter hurdles at the Women's National Track and Field Championships held in July at Morristown, N. J. (80 meters is about 87½ yards.)

Leaving New York July 20, the team, composed of 44 men and 18 women, flew to Moscow for their first meet at Lenin Stadium. The U. S. men won their half of the two-day competition, 126-109. The women, as predicted, lost 63-44.

"The American girls won four out of 10 events and set two world records, which was better, really, than anyone expected," Miss Foley said in an interview. She came in

third in the hurdles, in 11.9 seconds, her best time of the trip. The Russians won the over-all meet, 172-170, by the unconventional scoring of women's and men's events together.

Miss Foley found the Russian athletes very friendly. "We went on several tours through Moscow with them and they couldn't have been nicer. They wouldn't discuss politics, but were glad to answer any other questions we had. On the field they showed a tremendous amount of sportsmanship."

Other than the athletes, she thought Russia appeared "drab." "There were no bright colors in Moscow, just blacks, grays and dark reds. The city itself is very clean, and even the subways are spotless."

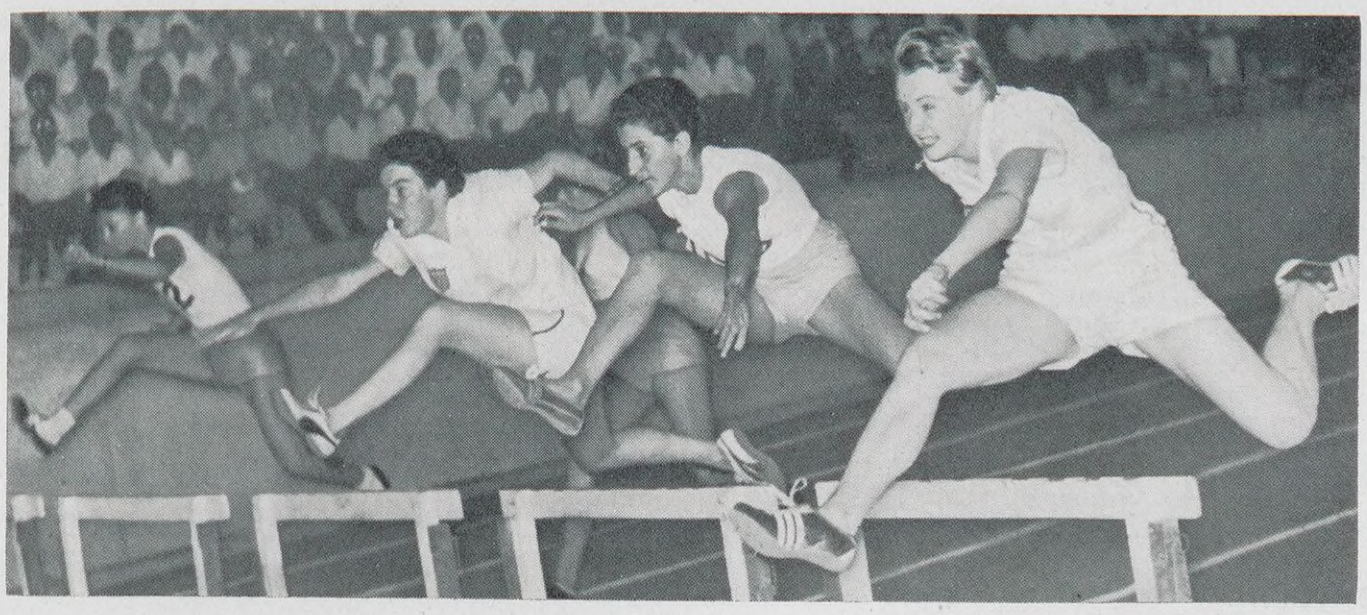
From Moscow, the squad flew to Warsaw for another two-day meet. "There was a bigger and more enthusiastic crowd in Poland than in Russia. The Tenth Anniversary Stadium—built to commemorate the Nazis' withdrawal from Warsaw—had more than 100,000 spectators each day. Our men won their meet, 115-97, but the girls lost again, 54-52." Miss Foley came in second in the 80-meter hurdles in 12.2.

During a farewell dinner, Miss Foley was surprised to see the Polish athletes jitterbugging to American jazz "just about as well as we do here."

At the U. S.-Hungary-Czechoslovakia meet in Budapest, Miss Foley ran sixth in her event with a time of 12 seconds flat. "No official score was kept of the games, but our team won most events. I didn't see very much of the city because our schedule there was so tight." She did, however, see some battle scars of the recent revolution.

A victory in her event and a visit to the ruins of the Acropolis were the high points of her trip to Athens. "The Greeks went out of their way to make use feel at home. I would have liked to have stayed there longer."

Now, she looks forward to next year's return meet with Russia, which will be held in July at Franklin Field, Philadelphia. Looking further ahead she added: "I guess I'd like to go to the 1960 Olympics in Rome, but it's really a little too early to think about it" ●



In the lead, Miss Foley speeds toward a victory in Athens, Greece. Although the U. S. women's team lost in Russia and Poland, the American men's squad remained undefeated in the AAU-sponsored 3½-week tour through Europe.

Warsaw farewell party is enjoyed by Miss Foley, second from left, and three fellow athletes. From Warsaw, the U. S. team flew to Budapest for competition against athletes of Hungary and Czechoslovakia.

On the sidelines, Miss Foley rests after running second in Warsaw's Tenth Anniversary Stadium in a time of 12.2 seconds. More than 100,000 Polish spectators filled the stands each day of the two-day meet.

A lonely rig, silhouetted against the West Texas sky, drills an offset well to the first successful wildcat on the U Lazy S Ranch. For 33 years, wildcatters searched unsuccessfully for petroleum under these sprawling acres of rugged country, thus creating the legend of a Wildcatter's Waterloo. The picturesque Cap Rock escarpment, which rises from 300 to 1,000 feet and zig-zags across the ranch, can be seen in the background.

Rotting timbers of the first wildcat drilled on the U Lazy S Ranch in 1925 are examined by V. J. Kennedy, Geologist of the Midland Area's Northern District. The sprawling ranch is spotted with the debris of several dry holes left by wildcatters. Shell decided to drill on the ranch only after extensive exploratory work.

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y work.

Examining chart of the U Lazy S Ranch to check where leases are located are Leon Fisher, Midland Division Geophysicist, left; V. J. Kennedy, center; and A. N. Sharrick, Division Exploration Manager. Shell holds leases on more than 45,000 acres on the ranch.

SHELL DISPROVES

The Legend of a WILDCATTER'S WATERLOO

The U Lazy S Ranch Had Attracted Oilmen for 33 Disappointing Years

THEY called the U Lazy S Ranch in West Texas a Wildcatter's Waterloo. Starting in 1925, wildcatter after wildcatter had drilled for oil there, but rotting rig timbers were the only evidence of their efforts when Shell decided to try in 1956.

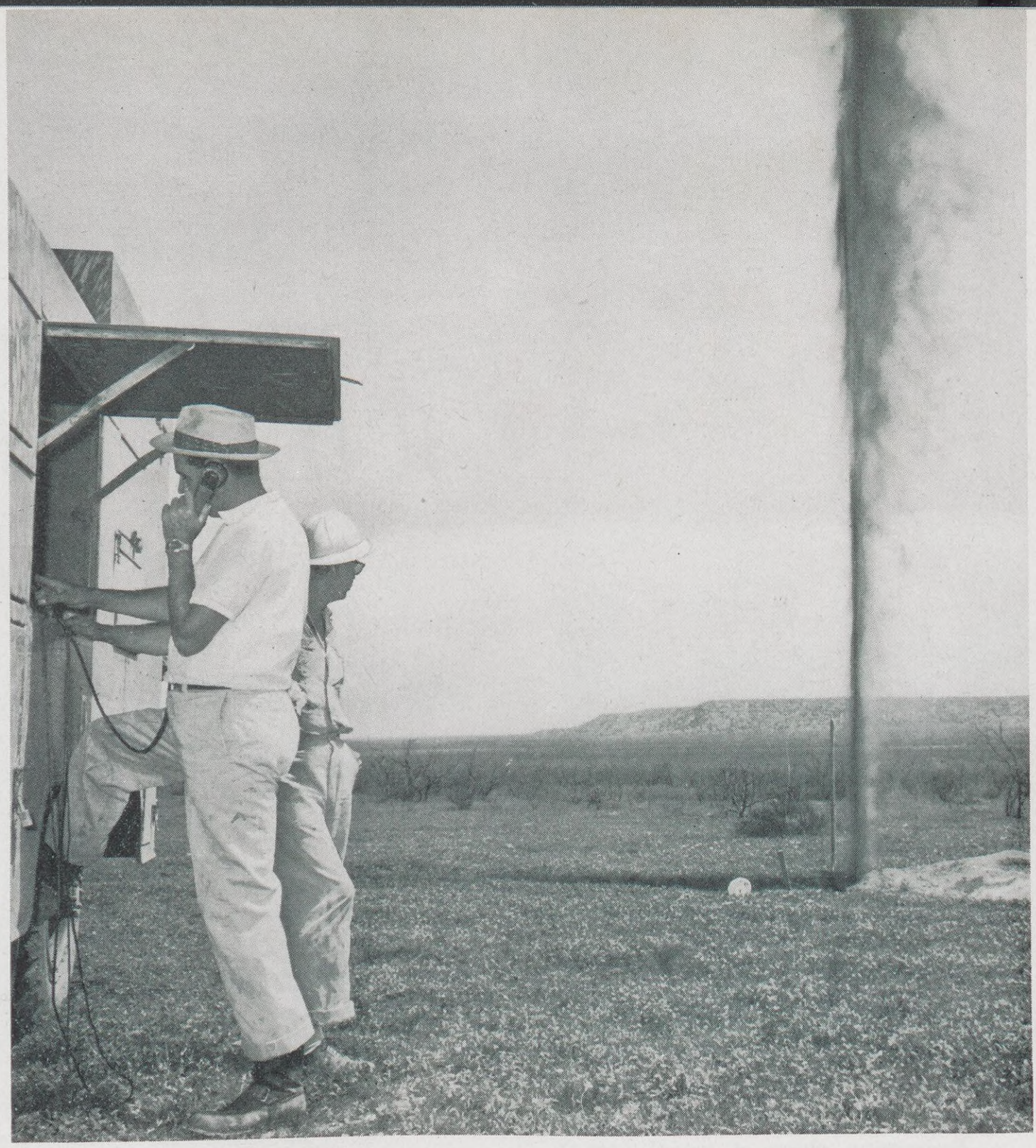
Despite the frustrating record on the ranch, geologists of Shell's Midland Exploration and Production Area believed the locale held promise. This optimism stemmed from detailed studies of subsurface information derived from dry holes which had been drilled in the area, from more recent geophysical surveys, and from the presence of commercial production in a nearby field.

Deciding to drill on the ranch meant taking a gamble—but wildcat operations always carry a risk, and Shell's decision was based on a logical weighing of the chances of failure against the reward of possible success.

Leasing 640 acres and taking a 120-day exploratory option on an additional 45,000 acres, Shell began the first U Lazy S wildcat in October, 1956. By December, Slaughter A-1—named for the family that founded the ranch—reached 8,423 feet and strengthened the Waterloo legend when it proved to be a duster.

However, indications of oil—including recovery of substantial amounts of fluid on drill stem tests—kept hopes high. When a competitor discovered shallow production only a half-mile from Shell's acreage, Midland Area personnel were again encouraged.

SHELL DISPROVES THE LEGEND OF A WILDCATTER'S WATERLOO



Mud spray erupts from a seismic shot-hole as J. P. Stephenson, Shooter for Seismic Party 22, calls the recording truck to learn if a clear reading was received. Assistant Shooter E. C. Shields watches the eruption.

Exercising the exploratory option, Shell leased the additional 45,000 acres—all the remaining U Lazy S land not leased to other companies—and early in 1957 prepared to drill Slaughter B-1, five miles south of the unproductive first site. The new location was selected as a result of a detailed seismic survey, conducted by Seismic Party 22, which indicated several promising sites.

In October, 1957, oil was discovered at 8,100 feet where the well tested 207 barrels a day. Five hundred feet deeper, another pay section produced an additional 210 barrels of oil per day. Within three months, four offset wells to Slaughter B-1 had been drilled, three by Shell, and all turned out to be dual producers. South of this field Shell has a one-half interest in another discovery well.

Another wildcat, Slaughter C-1, was completed in January, 1958, eight miles northeast of Slaughter B-1 and only half a mile away from a competitor's 1947 dry hole. This third wildcat turned out to be another dual producer and the best well on the ranch thus far, with a potential of 858 barrels a day from the two horizons.

After completion of Slaughter C-1, subsurface studies were speeded up and a large area in Garza, Borden, Lynn, and Crosby counties was delineated where prospects for accumulations similar to those on the U Lazy S Ranch were indicated to be good. An aggressive leasing campaign was begun to maintain the competitive advantage which Shell had gained in the area. Leases were obtained on an additional 86,700 acres of land in the favorable portion of the four-county area. Seismic effort was expanded and drilling of additional wildcats and development wells was accelerated.

The site chosen for the fourth Shell wildcat, Slaughter D-1, was near the ranch's first dry hole drilled in 1925. But in April, 1958, Slaughter D-1 was tested at 225 barrels a day. The next wildcat, Slaughter E-1, was a failure, but Slaughter F-1 was completed as a small oil well.

Shell's discoveries touched off a wave of wildcats by other companies holding leases on and near the U Lazy S Ranch. Shell gained valuable drilling information from these companies in exchange for "dry hole contributions" —an arrangement under which Shell agrees to pay cash if the wells drilled by others are dry, but pays nothing if the wells produce. The three wildcats Shell supported turned out to be producers, and the information cost Shell nothing. Had they been dry holes, Shell would have obtained the information on their nearby leases at a fraction of the cost of drilling.

The ranch lies in ruggedly handsome country between the towns of Post and Gail. It was founded in 1900 by the late John Bunyan Slaughter, whose father was the legendary sole survivor of the Alamo. John Lott, grandson of the founder, is the manager and majority owner of the ranch. In contrast to the early days when cowboys used only horses for cattle roundups, Mr. Lott uses two airplanes to assist in present day roundups on his ranch. The town of Post, county seat of Garza County, was named for C. W. Post, the "Post Toasties" cereal king.

Headquarters for production and seismic operations on the ranch are in Post. M. L. Pierce, Production Foreman, said the local people received Shell employees warmly. "They recognize the importance of the recent oil discoveries to their community's economy," he said. "They have been extremely helpful in finding quarters for our men."

The natural features of the countryside, however, have not been helpful. Among the problems is lack of fresh water for drilling mud. The only subsurface water supply contains salt which cannot be used in engines and around a drilling rig. To solve this problem, Shell has to pump water from branches of the Brazos River which cut across the ranch, and deliver it by truck to the drilling rigs, often miles away.

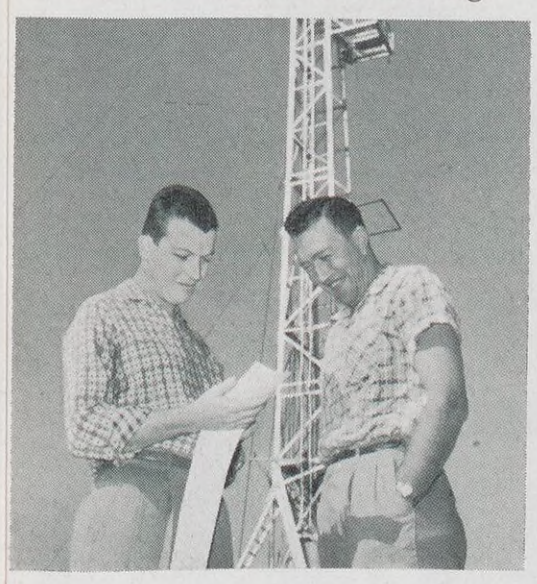
Another difficulty is caused by lack of public roads to move drilling equipment in and oil out. Heavy rains often turn the rough ranch roads and trails into impassable quagmires. Since Shell is drilling among the branches of the Brazos River, the transportation problem is further increased, particularly after sudden downpours.

Plans are under way, however, to build a road, including a bridge over a major branch of the Brazos River, between Gail and Post. And Shell Pipe Line Corporation is soon to begin construction of an extension of its present facilities in the region to serve the new field.

The legend of the Wildcatter's Waterloo has been disproved. But the job at the U Lazy S Ranch has really just started. The exploration phase has opened the way to the long job of drilling additional development wells, producing oil, and starting it on the way to consumers.

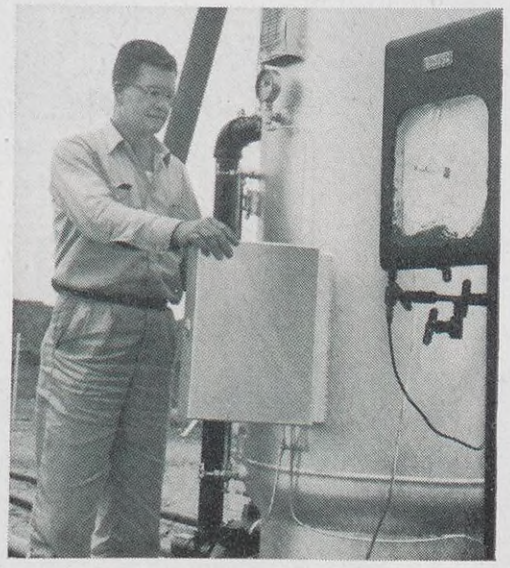
Midland Area personnel, although highly pleased, are not content with the success achieved at U Lazy S. They are confident that much more oil will be found in many other parts of the Area through careful analyses of all available subsurface information, through the development of new ideas, and through improved techniques. These efforts have been spurred by disproof of the legend of the Wildcatter's Waterloo ●

Drilling log of the first successful wildcat, is read by Geologist D. R. Posey of the Northern District, left, and foreman on the contract rig.

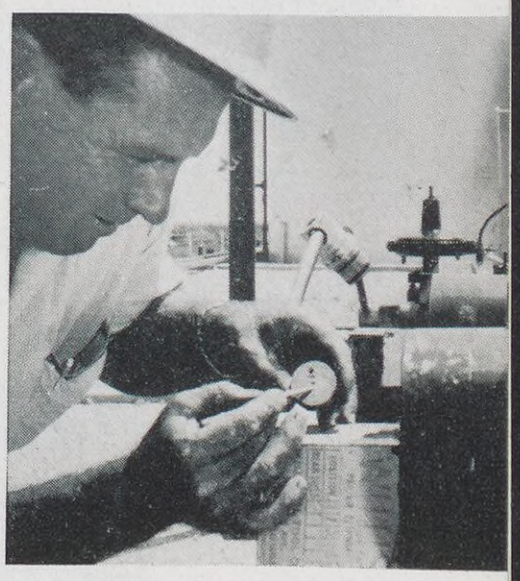


Drilling progress of wells on the U Lazy S is discussed by Production Foreman M. L. Pierce, left, and H. H. Crim, Midland Division Drilling Foreman.

Adjusting controls on the sparkling new tank battery which stores production from Shell's "C" lease on the ranch is Lease Operator J. W. Gist.



Inspecting choke from the manifold of the tank battery is Lease Operator Nuel Landreth. Oil flows through the opening at 180 barrels a day.



Shell Oil Company

October—1958

Vice President

C. P. Bristol

Manager
Personnel & Industrial
Relations

L. H. Humphrey

Manager
Exploration

G. S. Corey

Legal Manager
& General Attorney

R. L. Hughston

Manager
Gas

J. L. Brown

Manager
Land

J. V. Lindsey

Area
Geophysicist

L. F. Uhrig

Area
Geologist

T. S. Edrington

Area
Geologist

L. A. Lewis

Area
Gas Engineer

S. M. Sisley

Area
Land Agent

E. R. Godbout

Area
Land Agent

R. D. Monkress

Senior
Geologist

T. R. Barnes

Senior
Geologist

C. G. Cooper

Senior
Geologist

B. J. Ferris

Senior
Geologist

J. E. Galley

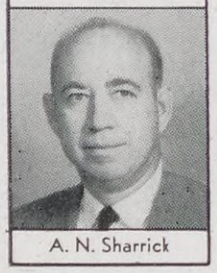
Senior
Geologist

J. L. Lindner

Senior
Exploitation
Engineer

E. G. Shakely

Div. Exploration
Manager
Midland



A. N. Sharrick

Div. Exploration
Manager
Roswell

R. L. Fay

Senior
Geologist
Abilene

V. W. Rogers

Division Land
Manager
Midland

J. R. Cantrell

Division Land
Manager
Roswell

O. V. Lawrence, Jr.

District Land
Agent
Abilene

R. J. Oliver

Midland Exploration and Production Area Organization

Manager Purchasing-Stores

J. W. Benn

Manager Transport

N. Wallace

Manager Production

E. N. Van Duzee

Manager Treasury

W. B. Gaines

Area Public Relations Representative

F. E. Davis

Crude Oil Representative

M. T. Smith

Chief Exploitation Engineer **

E. N. Durham

Chief Exploitation Engineer *

R. J. Woodward

General Superintendent

M. A. Sherwood

Chief Mechanical Engineer

R. P. Moscrip

Senior Exploitation Engineer

E. G. Shakely

Senior Exploitation Engineer

J. R. Curry

Area Reservoir Engineer

P. F. Chapman

Area Production Geologist

B. Nevill

Area Petrophysical Engineer

S. H. Rockwood

Area Drilling Superintendent

J. C. Smith

Senior Mechanical Engineer

C. J. Scheffler

Area Drilling Engineer

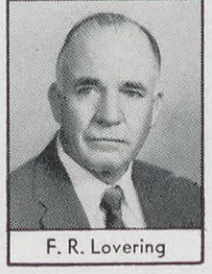
W. E. Schultz

Area Development Engineer

R. L. Geer

District Land Agent Abilene

R. J. Oliver

Div. Production Manager Northern

F. R. Lovering

Div. Production Manager Roswell

P. A. Dennie

Div. Production Manager Southern

J. E. R. Sheeler

*Acting

**Special Assignment

TOMORROW AND O

ECONOMISTS, scientists, engineers and other experts predict great things for the atomic age, the jet age, the space age or whatever you want to call tomorrow. And American industry already is hard at work planning ahead and developing new products to meet its needs.

The oil industry, which always has an eye on the future, is going to talk about it during Oil Progress Week, October 12-18. The theme for the week, which marks the industry's 99th year of progress, is "Today—Oil Builds for Your Tomorrow."

Armed with facts and figures of the present, today's prophets look into the crystal ball and find that the future will bring more of just about everything: more people, jobs, schools, homes, automobiles, and more opportunities for travel, recreation and cultural activities. Within the next 25 years, the experts say, science will produce nuclear-powered ships and planes; manned rockets; telephones with TV attachments; typewriters that respond to the spoken word; radios powered by the sun; movies with circular screens that surround the audience; automobiles that steer themselves and supersonic jet airliners.

More than 170 million people are now living in the United States and by 1965 this number will have increased by about 18 million and by the 1980's the population will approach the 250 million mark. The number of automobiles and trucks is expected to increase by 14 million to a total of 70 million in 1965 and will reach a total of 130 million by the 1980's.

As the population grows, so does the use of oil—the nation's primary source of energy. The additional cars and trucks will increase the demand for motor fuels and lubricants. The construction of new highways will boost the need for both fuel and asphalt. New homes, churches and schools will create a greater market for heating oil.

ND OIL PROGRESS

More factories and farm equipment also will increase the use of fuels and lubricants. And the mechanical marvels of the future will contain plastics, rubber and other materials made from oil.

The effect of nuclear power on the use of oil was discussed recently in a report by the National Planning Association, a nonprofit research organization. The NPA estimates that only 10 per cent of this country's energy will be supplied by nuclear power by 1980. The report also predicts that domestic oil consumption will reach 16 million barrels daily by 1980—about double the amount used today. Even by 1965 the U. S. is expected to be using an additional three million barrels of oil every day —one-third more than now.

The oil industry must plan further ahead than most other industries to meet the nation's growing needs because it must find and develop its own sources of raw material. And finding new oil reserves is becoming more and more difficult and, as a result, more expensive.

To satisfy the expected demand for about 12 million barrels of oil daily in 1965, oil companies will invest a total of $80 billion, a study by the Chase Manhattan Bank estimates. The money will be needed for such uses as: exploring new frontiers in search of oil reserves; production equipment for developing old and new oil fields; increased refining and storage facilities; new pipe lines; new marketing outlets; research programs for developing new and better products, processes and techniques.

The theme for Oil Progress Week this year has special significance for men and women in the oil industry because as the industry builds for tomorrow, the security of its employees increases. And, one way you can help is by taking an active part in Oil Progress Week and speaking up about your industry's role in our nation's future ●

ONIONS and OIL PRODUCTS

Shell Oil markets about 2,500 refined products — about 45 through service stations.

Shell Credit Cards pro- vide
Credit card holders may charg
pay for large purchases of ti

A MAN who "knows his onions," as the old expression goes, is a man who knows his business thoroughly—and then some. The saying may not be heard as often today but "knowing your onions" is as important now as ever, regardless of whether a person is a banker, carpenter or oilman.

In some respects, the expression has added significance for an industry as complicated and technical as the oil business. An important part of "knowing your onions" as an oilman is knowing something about your company's products.

Most people, when they think of oil company products, usually think only in terms of automotive gasoline and motor oil. This is readily understandable since two of the most important products of any oil company *are* gasoline and motor oil. Today's diversified oil companies, however, market numerous other products besides automotive gasoline and oil.

Shell Oil Company, for example, currently markets about 2,500 refined products. Many of these products have completely different uses, but a large number of them are variations of the same basic products. Shell Oil's major products include asphalts, aviation gasoline, industrial oils and greases, solvents and fuel oil. Shell Chemical Corporation markets an additional number of major products including synthetic rubber, agricultural chemicals, plastics and resins, industrial chemicals and solvents.

The majority of Shell Oil's products are sold for commercial or industrial use. But many are available to retail consumers too. About 45 Shell branded products are sold through Shell service stations. Some of the lesser-known products available at most Shell stations include:

Shell Handy Oil—a high-quality household oil with many uses.

Shell Lighter Fluid—a non-staining fluid which leaves no objectionable odors.

Shell Tox Aerosol Insecticide—an insecticide which offers 25 per cent more area coverage than most aerosol bombs.

Shell Retinax K—a stainless, dry-stick lubricant useful in both the automobile and the home.

Shell Outboard Motor Oil—specially manufactured for outboard motor boats and two-cycle engines such as those in power lawn mowers. Its convenient new container makes it easy to mix with Shell gasoline and assures proper oil-fuel lubrication.

Shell Haze Cream—an automobile cleaner and polish which restores paint gloss and can be used on all lacquered and enameled finishes.

Shell Speedy Flush—a safe radiator cleaner which effectively removes rust, sludge and scale and requires no spe-

t **Cards** pro- holders may ge purchases

vide a convenient way to obtain all service station products. charge motor tune-ups and minor repairs up to $50 and may of tires, batteries and accessories by monthly installments.

micals, nts. r com- retail ts are lesser- clude: l with leaves offers ombs. useful ed for ch as con- ssures polish uered effec- o spe-

cial flushing techniques.

Shellzone Anti-Freeze—a one-shot anti-freeze sold with a written guarantee that it will protect your automobile the entire winter.

The two biggest sellers in any Shell station, of course, are gasoline and motor oil. These two products accounted for about 55 per cent of Shell Oil's sales revenue in 1957.

Shell gasoline enjoys a strong competitive position because of TCP*, the exclusive additive developed by Shell scientists after years of research. TCP, which helps counteract the pounding of high compression automobile engines and reduces spark plug fouling, is found in both Super Shell and Shell Regular. Thanks to TCP, and other

* Trademark Shell Oil Company

power ingredients, Shell is able to meet all the requirements of modern car engines with only two grades of gasoline.

The newest motor oil to join the Shell line of products is X-100® Motor Oil-Premium, a year-round oil with built-in "thermostatic control" which permits it to meet the requirements of changing temperatures. This multi-grade oil meets all lubricating requirements regardless of whether engine temperatures go up or down. Shell stations also offer Golden Shell Motor Oil and X-100 Motor Oil to provide a wide range of protection for automobile engines.

Whether it's a tankfull of Super Shell with TCP or a can of Shell Handy Oil, one of the easiest ways to obtain any service station product is with a Shell credit card. Some of the advantages of having a Shell credit card are:

1. Credit card holders may charge motor tune-ups and minor repairs up to $50.

2. A new Tires-Batteries-Accessories installment plan allows credit card holders to pay for large TBA purchases in convenient monthly installments.

3. Shell will provide additional credit cards for every driver-member of the family.

4. Shell credit cards serve as a means of ready identification at banks, hotels and business establishments.

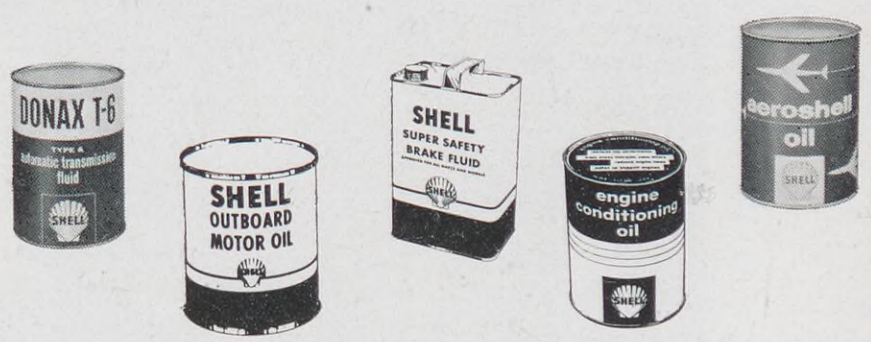
5. A Shell credit card provides a convenient and accurate record for budgeting monthly purchases and is helpful in computing individual income tax returns.

6. A credit card eliminates the necessity of carrying extra money for service station purchases.

Shell credit cards can be used in 30,000 Shell outlets in the United States and Canada. They also may be used in the stations of leading companies with which Shell has credit card exchange arrangements (names of these companies are listed on the reverse side of the credit card). These arrangements have been made in areas where Shell products are not readily available and thus give customers coast-to-coast credit convenience ●

HOW TO GET A SHELL CREDIT CARD

All an employee has to do is ask his supervisor for a credit card application, fill it out and return it to him. The credit card will be speedily prepared and will be received usually within a week.

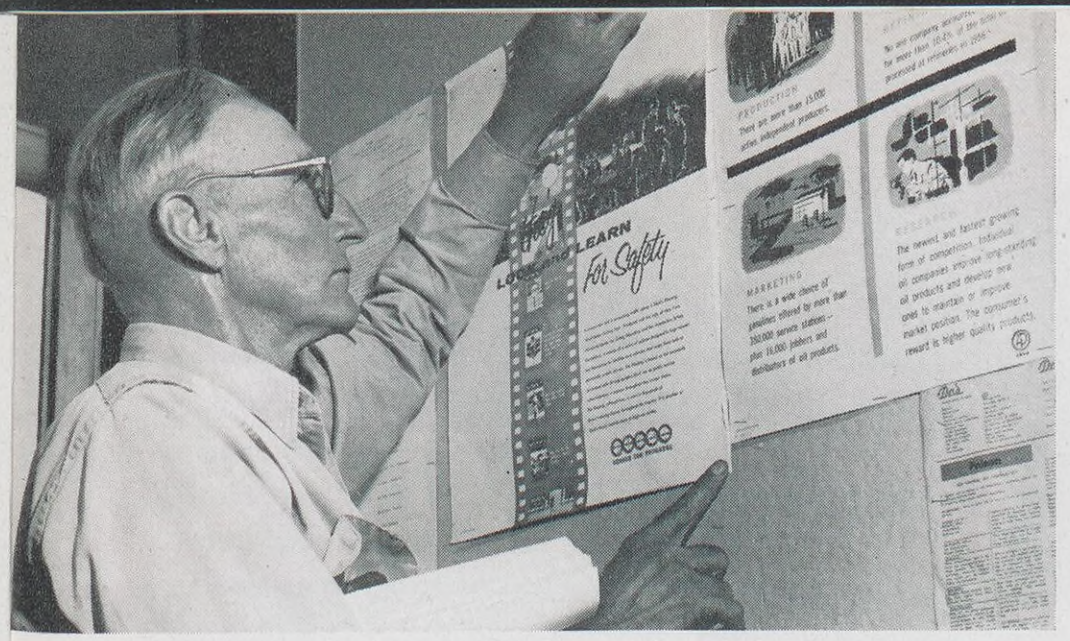


Snake bite kit is explained by Safety Representative C. H. Thrash (left) to Maintenance Man A. Hodges and Maintenance Leadman R. A. Goff at the Voshell Field in the Tulsa E&P Area.

More than 100 Shell employees are engaged solely in helping employees to safeguard themselves and others

Safety First—and Always

Safety glasses and their use are discussed by Safety Representative C. H. Thrash, right, with Maintenance Leadman W. R. Sawdey and Lease Operator E. R. Hicks at the Ploog Lease in Kansas. Thrash, who has been with Shell for 19 years, holds meetings at installations throughout Kansas and in Oklahoma, explaining the latest safety techniques and teaching first aid.



Safety posters, which are supplied by Safety Representatives, are displayed on bulletin boards. Maintenance Leadman R. W. Lemmon posts a new bulletin at the Deane Lease in Kansas.

SAFETY is everyone's business, but for C. H. Thrash, everyone's safety is his business.

As a Safety Representative in the Tulsa Exploration and Production Area's Oklahoma Division, he conducts meetings at installations throughout Kansas and in Oklahoma.

"I explain the latest safety techniques and answer questions about Shell's safety programs," Thrash says. "But I constantly emphasize that the ultimate responsibility for maintaining safe conditions lies not with me, but with employees and supervisors themselves."

Thrash finds each location a challenge because "safety material and its presentation must be adapted to suit local problems and conditions." He must know not only all phases of accident prevention, but also their application to various exploration and production functions.

When Thrash encounters an unusual problem, he combines his special knowledge of safety with 19 years of Shell experience to reach an answer. Before becoming a Safety Representative in 1952, he worked as a Laborer, Roustabout, Clerk and Storekeeper.

Knowledge of safety and Company experience are not, however, the only qualifications of safety men—described once as "combination preachers, businessmen, firemen, psychologists and super salesmen." Thrash says he learned some of the wide range of information he uses when he attended the University of Oklahoma and more of it while working for Shell.

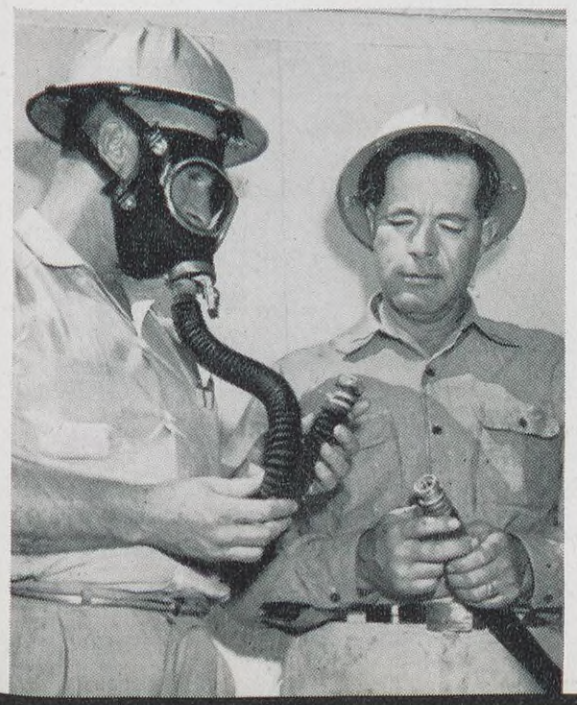
Safety is based on several elements, Thrash says, including: safety features built into equipment; carrying out operations in correct and safe ways; and safety education. Thrash helps keep these elements fresh in employees' minds by discussions emphasizing safe habits and the proper use of safety equipment.

Among the subjects covered by Thrash in his visits are: head, eye and foot protection and the prevention of fire, back strain, gas poisoning, electric shock, heat prostration and snake bite. He recognizes, however, that accidents do happen and thus it is necessary to teach first aid.

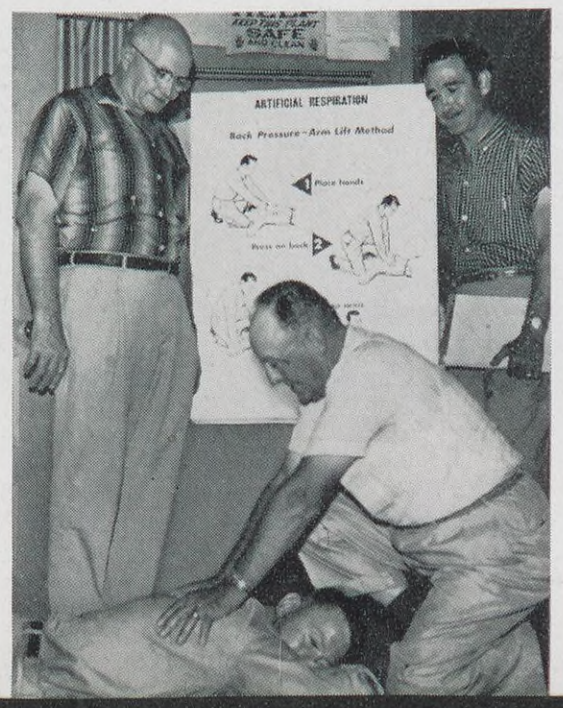
But helping prevent the need for first aid is Thrash's main job—and the job of more than 100 other employees of Shell Oil Company, Shell Chemical Corporation, Shell Development Company and Shell Pipe Line Corporation.

By their full-time activities, these safety men are helping Shell supervisors to maintain safe working conditions and to emphasize that safety is everyone's business ●

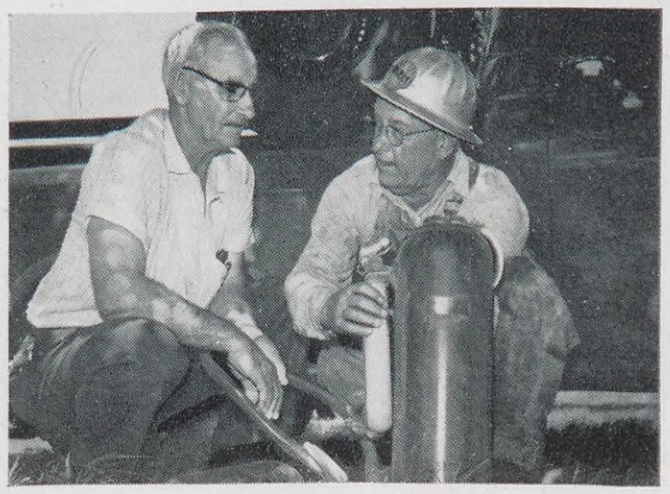
Gas Masks for supplying oxygen, made available to workers in locations where they may be needed, are inspected by Thrash, left, and Maintenance Man O. C. Studler at the Clafin Lease in Kansas.



Artificial respiration is practiced on Maintenance Man R. D. Brown by Lease Foreman H. Winters as A. W. Weber, District Production Superintendent, left, and L. E. King, Tulsa Area Safety Representative, watch.



Fire extinguisher maintenance insures readiness. Lease Operator W. L. Cannon, left, and Lease Foreman C. D. Lee make their semi-annual inspection of a unit on a company truck at the Ploog Lease in Kansas.

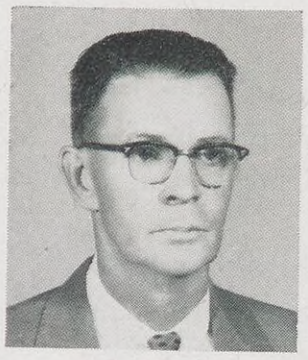


They have RETIRED

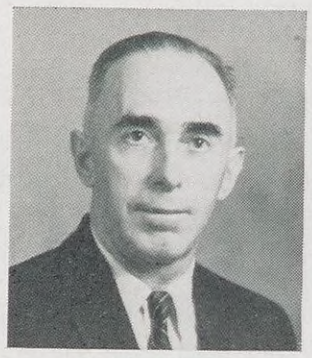
W. L. REED

W. L. REED retired September 30 after 27 years of Shell service. He had been Trust Manager of the Shell Provident Fund and Shell Pension Trust since 1948.

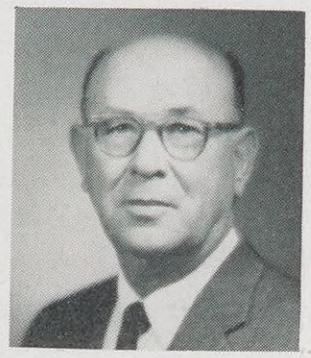
Ward Reed joined Shell in St. Louis in 1931 as General Credit Manager. He moved to New York in September, 1940, as General Credit Manager-East of Rockies Territory. In 1946 he was appointed Vice President and Treasurer of International Lubricant Corporation, New Orleans, which position he held until 1948.



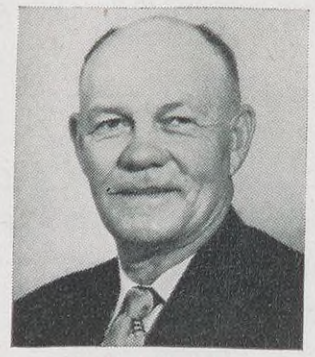
L. L. BILYEU
Wood River Refinery
Research Laboratory



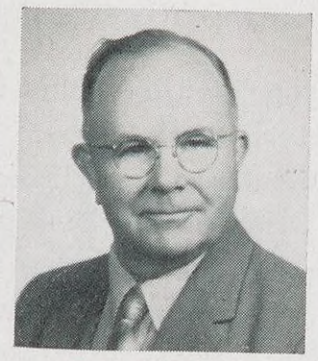
J. M. BOKER
Wood River Refinery
Engineering



L. L. BUTCHER
Chicago Division
Railroad Sales

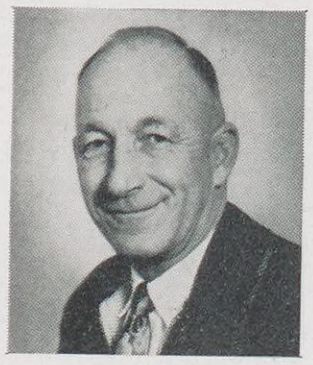


J. H. CAMPBELL
Wilmington Refinery
Engineering

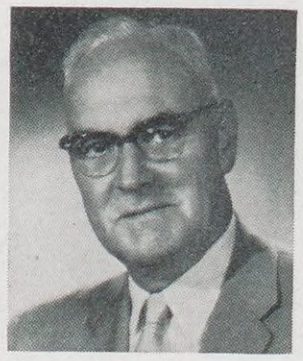


F. C. CONRADSON
Shell Pipe Line Corp.
Texas-Gulf Division

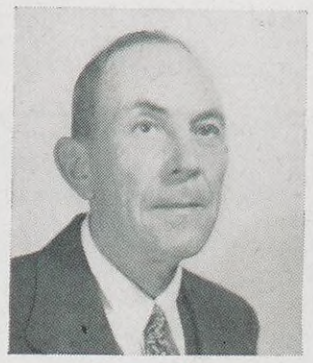
P. DARO
Shell Development Co.
Emeryville



J. ELLIOTT
Shell Chemical Corp.
Houston Plant

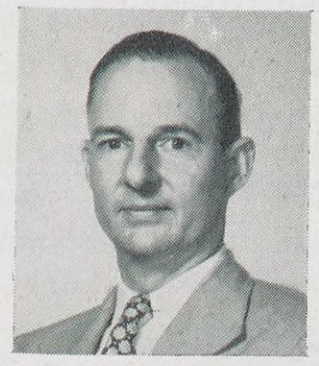


S. E. ELLIS
Seattle Division
Treasury

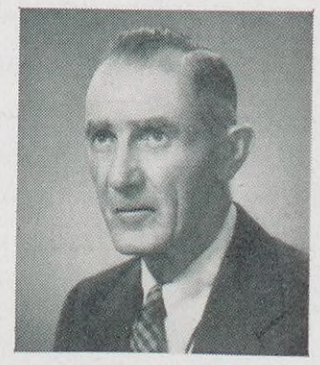


D. E. ERVIN
Pipe Line Department
East Chicago, Ind.

A. I. FINDLEY
Tulsa Area
Production

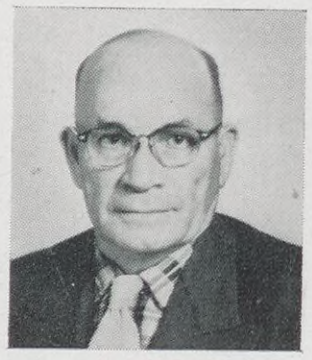


P. N. FULLER
Shell Chemical Corp.
Head Office



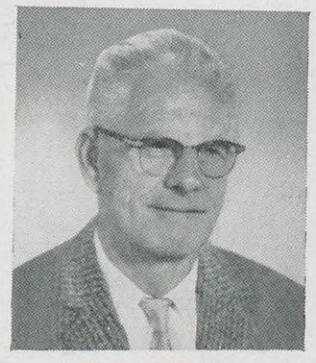
E. A. FULLRIEDE
Wood River Refinery
Engineering

A. S. GARDENHIRE
Houston Area
Transport

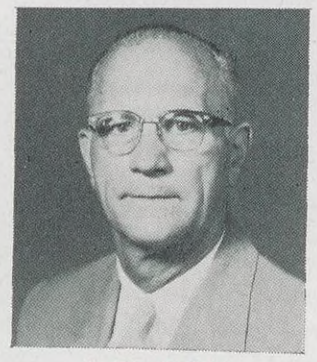


A. GUILLROY
Shell Pipe Line Corp.
Texas-Gulf Division

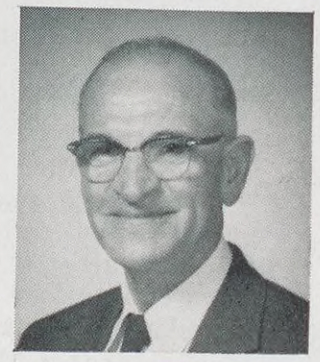
R. HILL
Wood River Refinery
Engineering



H. L. JOHNSTON
Pacific Coast Area
Production



G. W. KRANTZ
Wood River Refinery
Engineering

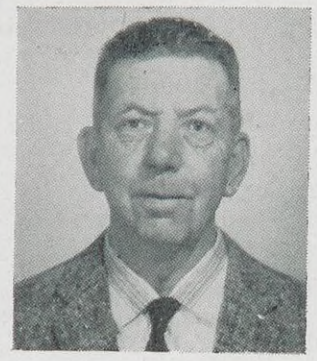


E. LEE
Wood River Refinery
Engineering

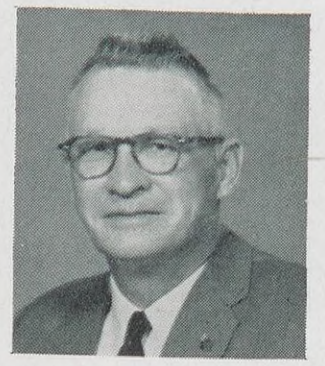
W. F. O'HAIR
Wood River Refinery
Engineering

H. J. ROBRECHT
New York Division
Operations

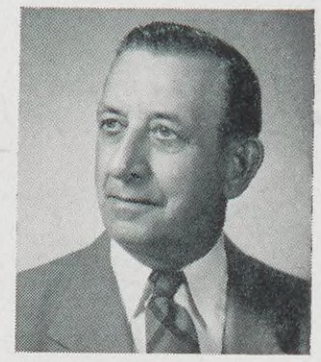
O. E. SCHOLZ
Head Office
Marketing



A. F. SCHWARTZ
Shell Chemical Corp.
Shell Point Plant



F. P. WADDELL
Tulsa Area
Production

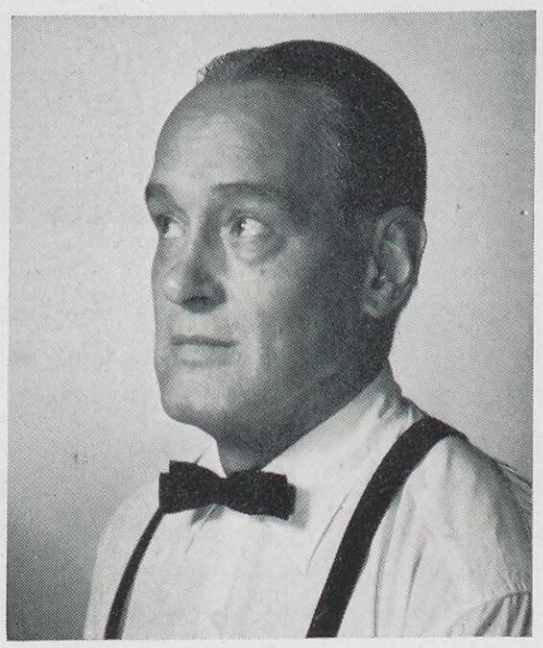


G. F. WAFFENSMITH
Wood River Refinery
Engineering

SHELL Coast to Coast

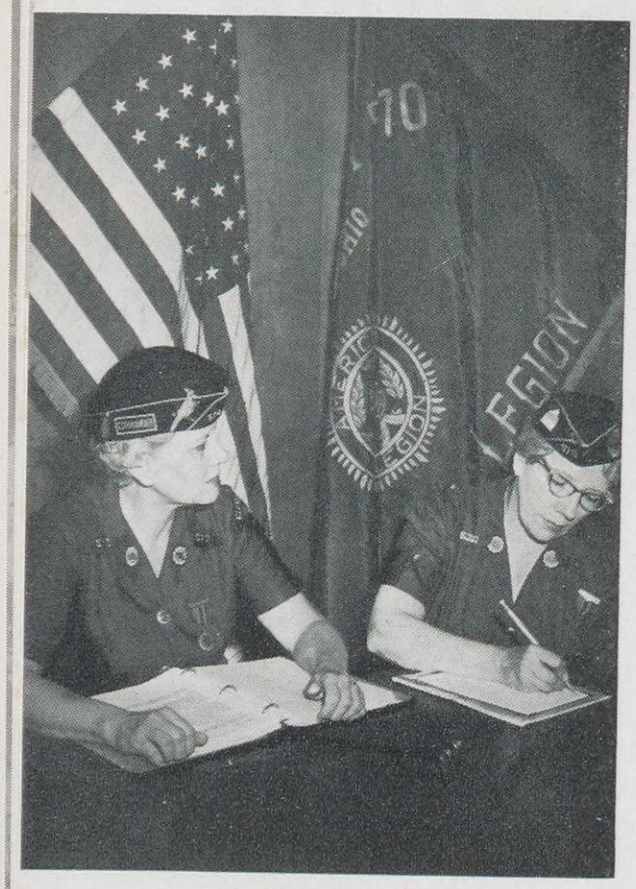
OIL SCHOOL

Thirty science and mathematics teachers attended a three-week Petroleum Workshop at the University of Houston sponsored by 30 oil industry firms. The project was headed by R. E. Dobyns, above, Crude Oil Representative in the Houston E&P Area. During one of their field trips (photo at right), the teachers learned about a distillation project at Shell's Houston Refinery Research Laboratory from R. H. Hunt, the Laboratory's Physics Group Leader, far right.



MAGUIRE MEETS HOPE

For 20 years, E. T. Maguire, right photo, had wanted to meet comedian Bob Hope. People often mistake him for Hope and ask for his autograph; some won't believe him when he explains that he's a Shift Foreman at the Wood River Refinery Research Laboratory. Maguire finally met Hope backstage at the St. Louis Municipal Opera. He shook the comedian's hand and said, "I've been looking forward to meeting you for a long time." Hope smiled and answered, "I can see why. Look at that profile, it's perfect!" The two men were born in the same year, a month apart, both are 5′ 11″ tall and they possess similar physical characteristics and mannerisms.



LEGION LEADER

Esther Bentley, left, Head Stenographer at the Cleveland Marketing Division, presides at a meeting of American Legion Corregidor Post 570, made up of 45 women veterans. Miss Bentley, a WAC veteran, recently was elected Post Commander.

OPERA STAR

Celina Sanchez, Typist in the Baltimore Marketing Division, recently had the leading soprano role in the Baltimore Civic Opera Company's production of Puccini's one-act opera, "Gianno Schicchi." This was her first major role with the Baltimore Civic Opera. Earlier this year she sang in the chorus of "Carmen" and "Madame Butterfly." She has a degree in music education from Millikin University at Decatur, Ill., and is studying under Rosa Ponselle, one of the nation's best-known voice instructors. Miss Sanchez' hometown is Albuquerque, N. M.

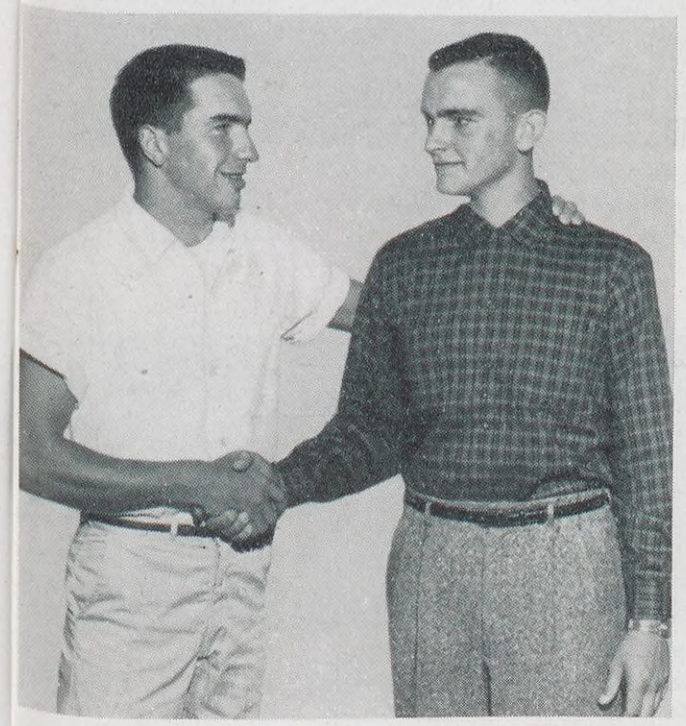
PRIDE OF THE IRISH

Galway, Ireland, is proud of its native son, W. J. Fahy of Shell Chemical Corporation's Union, N. J., Technical Service Laboratory. His efforts helped bring transatlantic passenger ships back to Galway after an absence of 18 years. Fahy writes a column called "Willie Fahy Reports" about Galwegians in the U. S. for the GALWAY OBSERVER, a weekly newspaper. His editor asked him to use his influence to get the Galway port reopened to ocean liners. With two other Galwegians residing in the U. S., he contacted shipping lines to spur their interest in providing service to Galway. The Holland-American Line agreed to undertake the venture if guaranteed that 200 passengers would disembark at Galway. Fahy and his friends addressed meetings of the Galwaymen's Association in New York, Philadelphia, Hartford and Boston and two weeks later 300 passengers had signed for a trip to Galway. The S.S. Ryndam arrived in Galway July 31 and Fahy was there on his vacation as a member of the committee that welcomed the ship. Members of the committee are shown above, left to right: Pat Dow of the Holland-American Line; Peter Green, Mayor of Galway; Fahy, and Jim Philbin, President of the Ancient Order of Hibernians in Queens, New York. In appreciation of his efforts, Fahy was presented the famous Claddagh Ring and a set of Galway-made Tara bone china. Space is expected to be filled on another Holland-American liner sailing for Galway this month.

SHELL ARTISTS

In the photo at right, Mrs. Kay Stoesz, wife of L. W. Stoesz, Division Exploration Manager in the Denver Exploration and Production Area's Casper Division, displays some of her unusual "paintings." The picture she is holding is made of small pieces of colored paper and was chosen to be part of the Wyoming Traveling Art Show. The skyline scene is made of cardboard, paper clips, rubber and other items. The picture of the fish is a pen-and-ink drawing and won a prize at Wyoming State Fair.

Below, Mrs. E. T. Waldman, Secretary in Head Office and Chairman of the Head Office Art Class, adjusts a painting by Rena Mihalich in a window of Alfred Norton, Inc., a men's shop in the RCA Building, where Shell's offices are located. The other painting in the photo is by Adrienne Camilli. The store recently displayed these and other works by Shell employees in its windows and has offered to show paintings in the future.



NEW GOVERNOR

Han Swyter, right, 17, son of H. W. Swyter, Assistant Department Manager of Zone B-Alkylation at the Anacortes Refinery, was recently elected governor of Boy's State and is being congratulated here by his predecessor. Boy's State is sponsored by the American Legion in the state of Washington to help educate high school students about state government.

RINGMASTER

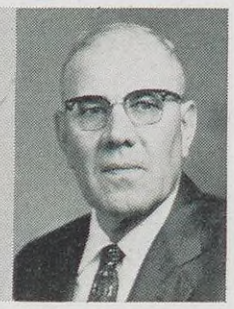
F. C. Carter of Head Office Personnel and Industrial Relations fooled panelists recently on the TV show, "To Tell the Truth." Four panelists question contestants to try to guess which of three is the real person described by the master of ceremonies. Carter, right in photo above, posed as Clarence "Honey" Craven, well-known ringmaster for horse shows. The real "Honey" is in the center and Garven Dalglish, a public relations man, is at left. Two panelists thought Carter was "Honey," and their wrong votes gave contestants a total of $500.

Service BIRTHDAYS

Forty Years

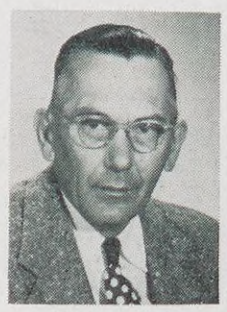
W. A. KELLER
Wood River Refinery
Engineering

Thirty-Five Years



E. A. ELLIOTT
Wood River Refinery
Lubricating Oils

A. F. HAGEN
Shell Pipe Line Corp.
Vice Pres. & Treas.



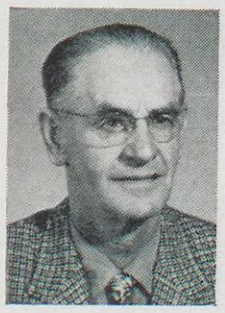
V. R. KILE
Wilmington Refinery
Distilling

E. R. MUELLER
Head Office
Financial

J. P. NIGRA
St. Louis Division
Operations

H. W. RICE
Tulsa Area
Production

W. E. SCOGGINS
Wood River Refinery
Engineering



B. SHAW
Wilmington Refinery
Distilling

S. D. SURTEES
Martinez Refinery
Lubricating Oils

G. M. WALKER
Tulsa Area
Gas

A. J. WESTENRIDER
Wilmington Refinery
Treasury

H. L. WOODWARD
Wilmington Refinery
Distilling

Thirty Years

F. C. BECK
Wilmington Refinery
Alkylation

H. E. BRINER
Martinez Refinery
Cracking

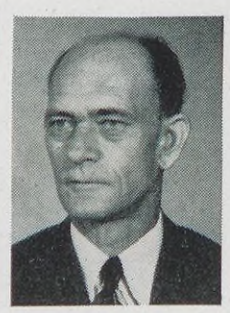
W. R. BRIOT
Portland Division
Operations

R. C. CARLOS
Pacific Coast Area
Gas

L. N. COSTILOW
New Orleans Area
Production

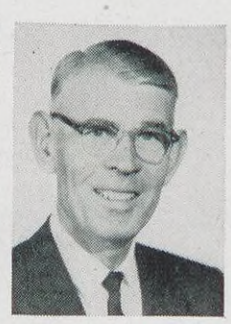
C. W. COLSTON
Wood River Refinery
Aromatics

L. W. CRULL
Wood River Refinery
Aromatics



T. F. DINSMOOR
Wilmington Refinery
Effl. Cont. & Util.

J. B. DUNLAP
Martinez Refinery
Superintendent



J. E. FRANK
Martinez Refinery
Engineering

R. C. GILMAN
Wood River Refinery
Engineering

J. L. GRIFFANTI
Martinez Refinery
Compounding

A. M. GRUENEWALD
Chicago Division
Operations

S. HARRISON
New Orleans Area
Land

C. M. HESS
Martinez Refinery
Engineering

P. F. HOFMEIER
Wood River Refinery
Alkylation

H. K. JOHNSON
Norco Refinery
Dispatching

H. F. KENT
Wilmington Refinery
Compounding

F. A. KOCHER
Los Angeles Division
Operations

S. A. KOLP
New Orleans Division
Treasury

Thirty Years continued

M. K. KOPP
Houston Refinery
Lubricating Oils

F. F. KUEHNEL
Wood River Refinery
Engineering

A. E. MARTIN
Shell Chemical Corp.
Torrance

W. L. MARTIN
Pipe Line Dept.
Zionsville, Ind.

C. S. MAXWELL
Detroit Division
Treasury

R. C. McFARLANE
Houston Area
Exploration

F. MILLER
Shell Development Co.
Houston

W. J. MONTZ
Norco Refinery
Engineering

. E. SCOGGINS
od River Refinery
Engineering

D. J. POMPEO
Shell Development Co.
Emeryville

P. PRZENICZNY
Pipe Line Dept.
East Chicago, Ind.

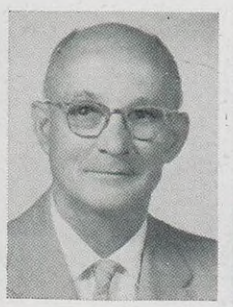
F. R. RILEY
Wilmington Refinery
Effl. Cont. & Util.

E. S. ROBB
Shell Chemical Corp.
Head Office

L. SAVIONI
Martinez Refinery
Dispatching

C. R. SCHRIBER
New Orleans Area
Production

R. SEARES
Wilmington Refinery
Dispatching



A. A. SMITH
Indianapolis Division
Operations

E. SNODGRASS
Wilmington Refinery
Alkylation

H. E. BRINER
artinez Refinery
Cracking

R. B. THOMPSON
Wood River Refinery
Engineering

H. J. TREBELHORN
Portland Division
Operations

C. O. WHITE
Midland Area
Treasury

J. A. WILEY
Los Angeles Division
Operations

P. F. WORLEY
Wilmington Refinery
Engineering

Twenty-Five Years

V. ANASTASOFF
Houston Refinery
Research Laboratory

J. F. ANDERSON
Los Angeles Division
Treasury

C. GILMAN
River Refinery
Engineering

A. G. ASHLEY
Tulsa Area
Production

G. B. BELL, JR.
Houston Refinery
Purchasing-Stores

M. J. BRADLEY
Head Office
Transp. & Supp.

A. J. BUCHHOLZ
Wood River Refinery
Engineering

W. E. BURNS
Houston Area
Production

C. BUTTERFIELD
Tulsa Area
Transport

C. J. CAMBRE
Norco Refinery
Thermal Cracking

J. W. CARTER
Shell Chemical Corp.
Houston Plant

C. D. CHESNEY
Pacific Coast Area
Gas

A. KOLP
rleans Division
Treasury

J. W. CHILTON
Pacific Coast Area
Production

I. S. CLIFF
Wood River Refinery
Technological

O. A. DAVIS
Wood River Refinery
Engineering

F. W. GIBSON
Tulsa Area
Production

V. H. HAMMANN
Wood River Refinery
Alkylation

G. W. HART
Baltimore Division
Sales

D. C. HAUSCH
Head Office
Manufacturing

H. F. HEAD
Wood River Refinery
Engineering

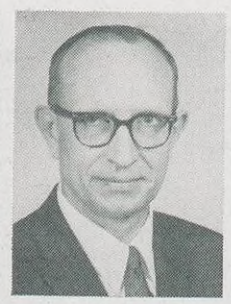
T. P. HEFTER
Shell Chemical Corp.
Dominguez Plant

Twenty-Five Years
continued

E. D. HISE
Tulsa Area
Production

W. J. HUBBARD
Wood River Refinery
Railroad Section

V. C. IRVINE
Shell Chemical Corp.
San Francisco



C. W. JUDD
Wood River Refinery
Research Laboratory

W. F. KUETHE
Wood River Refinery
Refinery Laboratory

A. A. LAMB
New Orleans Area
Production

H. LAMBERT
Shell Development Co.
Emeryville

D. LAUGHLIN
Martinez Refinery
Distilling

G. E. LIEDHOLM
Shell Development Co.
Emeryville

J. A. LUNT
Indianapolis Division
Sales

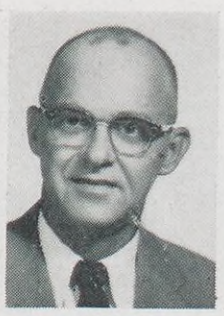
P. W. MALLOY
Pacific Coast Area
Gas

D. A. MAXEY
Detroit Division
Operations

M. A. McCLINTOCK
Wood River Refinery
Refinery Laboratory

J. R. McGEHEE
Denver Area
Exploration

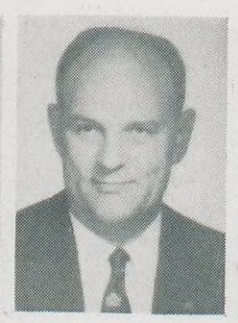
L. H. MEYERS
Pacific Coast Area
Gas



E. R. MIKEWORTH
Wood River Refinery
Lubricating Oils

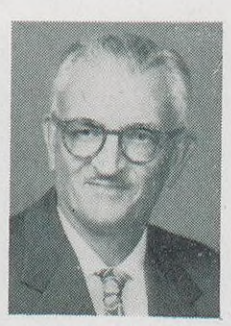
A. NORMAN
Martinez Refinery
Lubricating Oils

B. E. NORWOOD
Houston Refinery
Effl. Cont.



D. M. OBERMIER
Denver Area
Production

C. E. OETTING
Wood River Refinery
Alkylation



H. K. PYOTT
Pipe Line Dept.
Bakersfield, Calif.

G. RIDLEY
Shell Chemical Corp.
Shell Point Plant

J. C. RILL
Pacific Coast Area
Production

A. E. ROBINSON
Pipe Line Dept.
Tracy, Calif.

J. W. ROBINSON
Shell Chemical Corp.
Houston Plant

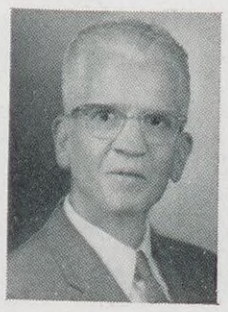
R. W. SCHWARZMAN
Baltimore Division
Operations

I. M. SHORE
Shell Chemical Corp.
Houston Plant

C. G. SIMMONS
Pipe Line Dept.
Sibley, Ill.

H. F. SPARKS
Wood River Refinery
Treasury

P. R. STONE
Pacific Coast Area
Purchasing-Stores



K. L. TETER
Wood River Refinery
Research Laboratory

A. J. UELK
Chicago Division
Treasury

C. L. WALTER
Shell Chemical Corp.
Houston Plant

C. N. WEGER
Wood River Refinery
Engineering

C. C. WHALEY
New Orleans Area
Production

M. S. WHITSON
Pacific Coast Area
Treasury

R. WILLIAMS
Wood River Refinery
Compounding

G. M. YOUNG
Houston Area
Production

LAMB
ans Area
ction

GEHEE
Area
ation

DLEY
ical Corp.
nt Plant

TONE
st Area
-Stores

UNG
Area
on

SHELL OIL COMPANY

Head Office

15 Years

J. J. Reilly.....Transp. & Supp.

10 Years

Athena Cokkinos.....Marketing
E. S. Fitzgerald.....Expl. & Prod.
G. J. Kelly.....Financial
G. H. Lind, Jr.....Financial
R. W. Repper.....Financial
C. J. Wenthen.....Financial

Houston Office

15 Years

V. J. McCoy.....Public Relations

10 Years

J. B. Heafer, Jr.....Transp. & Supp.
R. C. Oliphant.....Transp. & Supp.

San Francisco Office

20 Years

D. C. McMacken.....Manufacturing

Exploration and Production

DENVER AREA

10 Years

E. C. Egbert.....Production

HOUSTON AREA

15 Years

L. W. Price.....Production
L. E. Richardson.....Production

10 Years

H. J. Killian, Jr.....Treasury
D. S. Von Heuvel.....Exploration
W. R. Wyatt.....Gas

MIDLAND AREA

20 Years

J. P. Stephenson.....Exploration

15 Years

E. C. Covey.....Land

10 Years

H. M. Baud.....Production
V. E. Hartwig.....Exploration
C. M. Hayes.....Production
W. P. Scaife.....Exploration

NEW ORLEANS AREA

20 Years

D. Domingue.....Transport & Materials
I. H. Flores.....Gas

15 Years

R. P. Arceneaux.....Production
C. F. Chauvin.....Production
W. L. LeBlanc.....Production
C. J. Ourso.....Production
L. E. Slagle.....Transport & Materials

10 Years

L. C. Doiron.....Production
F. N. Landaiche.....Production
E. A. Luke.....Production
B. E. Matthews.....Transport & Materials
S. M. Paine.....Production

PACIFIC COAST AREA

20 Years

F. Brons.....Production
R. A. Malott.....Production
C. W. Prewett.....Exploration

15 Years

B. R. Holmes.....Exploration
R. C. Smith.....Production

10 Years

R. C. Bensor.....Exploration
Martha P. Berner.....Treasury
B. W. Bradley.....Production
E. R. Horton.....Production
W. W. Morford, Jr.....Exploration
J. V. Rosica.....Exploration
R. P. Thomas.....Exploration

TULSA AREA

20 Years

E. W. Cox.....Production
C. W. Meeks.....Production
C. R. Phillips.....Production
S. J. Poindexter.....Production

15 Years

H. J. Markley.....Transport

10 Years

E. S. Fitzgerald.....Gas
O. L. Hannah.....Exploration
R. M. Hill.....Treasury
C. L. Hutcheson.....Treasury
J. W. Merlyn.....Production
V. L. Myers.....Exploration
E. Stramel.....Exploration

Manufacturing

ANACORTES REFINERY

15 Years

E. G. Schumacher.....Refinery Laboratory

HOUSTON REFINERY

20 Years

A. M. Vana.....Engineering

15 Years

S. W. Chalmers.....Engineering
A. H. Cherry.....Refinery Laboratory
O. A. Cox.....Engineering
A. C. Doughtie.....Engineering
W. E. Hall.....Engineering
H. B. Jarrett.....Engineering
I. W. Land, Jr.....Gas
J. B. Lanier.....Engineering
W. D. Murtishaw.....Catalytic Cracking
E. W. Page.....Engineering
M. S. Smith.....Catalytic Cracking

10 Years

G. D. Baldauf.....Utilities
J. W. Barber.....Engineering
J. C. Baumbach.....Engineering
H. E. Boeer.....Engineering
M. H. Borden.....Engineering
L. Byrd.....Engineering
J. Carson.....Aromatics
L. A. Drewery.....Engineering
H. W. Harp.....Engineering
E. B. Jones.....Engineering
A. B. McClintock.....Engineering
V. E. Skrabanek.....Engineering
H. Woodard.....Engineering

MARTINEZ REFINERY

15 Years

C. Agostino.....Compounding
T. Harrington.....Compounding
V. A. Summers.....Distilling

10 Years

J. A. Kamberg.....Research Laboratory
L. K. Lopey.....Cracking

NORCO REFINERY

15 Years

H. A. Duhe.....Engineering
L. P. Martin.....Gas
F. J. Rome.....Thermal Cracking

10 Years

A. J. Robert.....Treasury

WILMINGTON REFINERY

20 Years

W. J. Javens.....Effl. Cont. & Utilities

15 Years

G. P. Boss.....Catalytic Cracking
B. J. Brummett.....Engineering
J. H. Hawkins.....Engineering
H. C. Laurence.....Engineering
R. Raab .....Dispatching

WOOD RIVER REFINERY

20 Years

E. A. Borchers.....Alkylation
P. Casna .....Engineering
H. R. Gower.....Engineering
L. J. Kelly.....Engineering
J. E. McConnell.....Engineering
A. C. Rezabek.....Engineering
G. R. Ruyle.....Engineering
H. J. Schenk.....Catalytic Cracking

15 Years

S. E. Brzostowski.....Engineering
H. A. Harris.....Engineering
L. Krumeich .....Engineering
M. E. Wolf.....Engineering

10 Years

J. W. Carmody.....Engineering
F. J. Cordera.....Research Laboratory
M. L. Lopez.....Aromatics
E. B. Marak.....Engineering
A. S. Wilson.....Research Laboratory
L. L. Yerkes.....Engineering

Marketing

MARKETING DIVISIONS

20 Years

E. G. James, Jr.....Atlanta, Sales
R. E. Carney.....Boston, Sales
J. T. Sullivan.....Los Angeles, Sales
V. J. Dillon.....St. Louis, Treasury
B. E. Babcock.....Seattle, Treasury
C. W. Durham.....Seattle, Operations

15 Years

Eileen R. Carroll.....Boston, Operations
G. C. Headley.....Chicago, Operations
G. M. Sargent.....Chicago, Sales
E. G. Minar.....Cleveland, Operations
D. L. Wentura.....Minneapolis, Treasury
W. B. Yadon.....Portland, Operations
Stella Kasper .....Sacramento, Treasury
Doris D. Stark.....Sacramento, Treasury
W. L. Herron.....St. Louis, Operations
N. T. Nelson.....Seattle, Operations

10 Years

J. D. Deigert.....Baltimore, Sales
J. C. Dillow.....Baltimore, Operations
G. J. Mahoney.....Boston, Operations
G. Brumis .....Chicago, Sales
J. C. Kleber.....Chicago, Sales
W. N. Finical.....Cleveland, Operations
E. R. Summerlee.....Cleveland, Operations
A. J. Liggett.....Indianapolis, Sales
Helen E. Kratzer.....Los Angeles, Treasury
R. A. Zbylicki.....Minneapolis, Sales
A. B. Bierman.....New Orleans, Operations
C. H. Grigg.....New Orleans, Operations
W. R. Humes, Jr.....St. Louis, Sales
Virginia A. Preble...San Francisco, Treasury
B. E. Frost.....Seattle, Treasury

SEWAREN PLANT

20 Years

E. C. Carstensen.....Asphalt

10 Years

J. J. Brija.....Terminal
W. A. Geis.....Depot

Pipe Line Department

20 Years

H. W. Carter.....Zionsville, Ind.
R. Smith .....Bourbonnais, Ill.
W. A. Stark.....Effingham, Ill.

15 Years

F. S. Brown.....Doraville, Ga.
A. J. Cormier.....Waltham, Mass.
C. A. Lyon.....Coalinga, Calif.

10 Years

D. W. Meyer.....Zionsville, Ind.
H. E. Schaller.....Indianapolis, Ind.
L. H. Whitworth.....Wood River, Ill.

SHELL CHEMICAL CORPORATION

20 Years

M. H. Thurmond.....Dominguez
C. W. Herbert.....Martinez
Helen R. Hanson.....Syn. Rubber Sales Div.

15 Years

C. F. Brice, Jr.....Chem. Sales Div.
E. O. Geraths.....Dominguez
N. J. Campbell.....Houston
A. A. Jaeger.....Houston
F. Lynch .....Houston
D. R. Nelson.....Houston
W. C. Sims.....Houston
R. L. Clough.....Martinez
M. J. Petty.....Martinez
K. R. C. Blair.....Shell Point
M. L. Dry.....Shell Point
J. W. Summers.....Shell Point
L. R. Donkle.....Torrance
S. E. Golambiewski.....Torrance
T. T. Cutshall.....Ventura

10 Years

C. A. Bremer.....Head Office
Marcella M. Noble.....Head Office
F. S. Swackhamer.....Head Office
J. E. Bivin.....Houston
J. V. Bunjes.....Houston
R. S. Cox.....Houston
A. Hebert .....Houston
H. C. Wilson.....Houston
R. S. Zawistowiski.....Houston
D. Walls .....Norco
Frances J. Satre.....Shell Point

SHELL DEVELOPMENT COMPANY

20 Years

A. F. Bohle.....Emeryville
B. M. Burchard.....Emeryville
J. R. Morrison.....Emeryville

15 Years

G. A. Arel.....Emeryville
E. G. Baker.....Emeryville
P. A. Devlin.....Emeryville
Cora E. Gilsenan.....Emeryville
Jean J. Pesko.....Emeryville
Ethel G. Pitotti.....Emeryville
C. W. Smith.....Emeryville
M. K. Hubbert.....Houston

10 Years

R. L. Daugherty.....Emeryville
G. Holzman .....Emeryville
F. J. Barr.....Houston
R. J. Boyer.....Houston

SHELL PIPE LINE CORPORATION

20 Years

V. L. Burress.....West Texas Division

15 Years

W. A. Hillhouse.....West Texas Division

. . Houston
. . Houston
. . Houston
. Martinez
. Martinez
Shell Point
Shell Point
Shell Point
. Torrance
. Torrance
. . Ventura

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(This advertisement will appear in national magazines this month)

MASONITE CORPORATION, world's first and largest producer of hardboard, found that a Shell solvent improved the finish of "Duolux" board.

Tailored Timber takes new shapes

WOOD, one of our most useful materials, has natural limitations. It splits, splinters and cracks. It took the imagination and skill of Masonite Corporation to re-shape wood into valuable hardboard.

When Masonite engineers were developing top-quality "Duolux" board for television cabinets and wall tile, however, they encountered difficulties in impregnating the board with resins needed for its extra tough smooth surface.

The key to better results was discovered at Shell. The resins are now carried deeper into the board in shorter time by the use of a special Shell solvent.

This provides a more lasting, moisture-resistant, smoother surface than ever before.

Shell's ability to work hand-in-hand with industry toward the common goal of better products is another reason why so many people turn with confidence to the Shell name and trademark.