



SHELL NEWS

JANUARY 1953



Our United Voice

This address was delivered by H. S. M. Burns, President of Shell Oil Company, during the 32nd Annual Meeting of the American Petroleum Institute in Chicago last November. Mr. Burns' speech was made before a Group Session on Government Relations.

IN the course of the past 20 years, the oil industry has traveled a bumpy road in its relations with government. All through the 1930's, you will remember, we were the target of a steady barrage of brickbats and dead cats. There was the Madison case—the Gillette divorcement legislation—the long-drawn-out TNEC hearings—the suit against 79 pipe line companies. And, in 1940, the Mother Hubbard suit accused us of 69 different transgressions—a catalog of offenses that included everything except kidnapping.

Today, once again we seem to have come full circle. Divorcement has been revived—cartel suits are the order

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

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MARDI GRAS ROYALTY

Throughout the year, the people of New Orleans look forward to the period of carnival which ends with Mardi Gras. Shown on the cover of this month's SHELL NEWS are beautiful girls and breath-taking costumes, important features of this annual carnival. Coralie Guarino, right, in satin, tulle and sequins, and Claire Courrege, in satin trimmed with ermine tails, have both been queens of Mardi Gras celebrations. Miss Guarino is a draftsman of Shell Oil Company's New Orleans Land Department, while Miss Courrege is a clerk in the Production Department there. The story of Mardi Gras begins on page 6.

of the day—we're accused of stealing the Tidelands away from the American people—and of evading our responsibilities through so-called tax loopholes. Every week or two, somebody reaches into the closet and gives the skeleton of old Mother Hubbard another rattling.

Of course, all of us hope that this is merely the sound and fury we have come to expect in an election year. We hope that, once the tumult and the shouting die, these irresponsible threats and charges will die, too.

But we had better not let it go at that. We had better indulge in a little analysis—analysis of our problems and analysis of ourselves.

It is worth noting, I think, that we had a respite from attacks and vilification during the war years. It was then, for example, that the Joint Chiefs of Staff said: "Because of the resourcefulness, untiring and unceasing efforts and outstanding accomplishments of the Petroleum Administration for War and the petroleum industry, not a single operation was delayed or impeded for lack of petroleum products. No government agency and no branch of American industry achieved a prouder war record."

You may say we earned this tribute. We did. For four years, we worked together, helping each other, borrowing, lending, and giving away our talent, ideas, patents, processes—all for the single-minded purpose of insuring the nation an adequate supply of aviation gasoline, motor fuel, lubricants, fuel oil, toluene and synthetic rubber.

But is this the whole answer? The oil industry has always met the nation's petroleum needs—in peacetime periods as well as during the war. If we earned the plaudits of the government during the war, why the brickbats in the years before and afterwards?

I think our answer lies in two areas—public relations and government relations.

During the war people learned more about the day-to-day operations of the oil business. The full force of the government was put behind an effort to help the industry tell its story. Through newspapers and magazines, people began to get an accurate impression of what the oil business was all about. And once people knew more about us and what we were doing, we found they liked us.

In this country, when the public likes you, you have a definite advantage in your dealings with government. And our continuing program of public relations should be of tremendous long-range assistance in improving our relations with government as well.

But there is another aspect of our wartime experience that was, in a sense, unique. Not only were government and the public brought into closer contact with us, but more oil men were brought into close contact with government—as active participants in the formulation of government policies.

What can we learn from this, from the standpoint of our future relations with government?

One thing we can learn, I think, is that we can no longer afford the luxury of forgetting about government in between elections. It might be

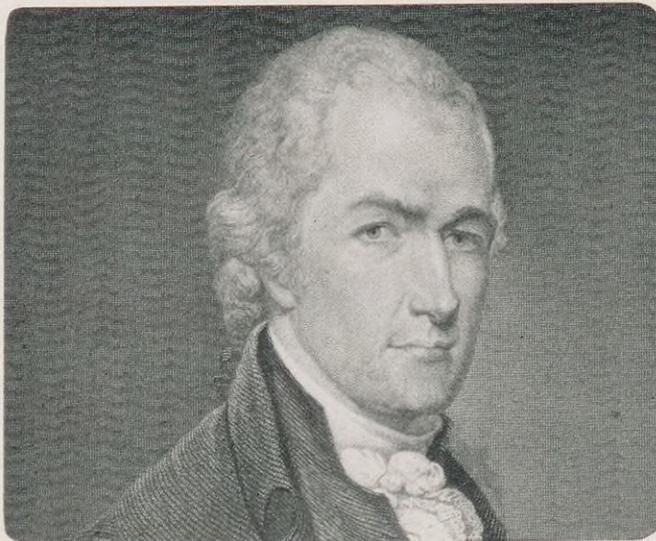
very pleasant to think we don't have to bother about government, but experience has given us clear warning that government fully intends to bother us. We must reciprocate government's evident interest in us by showing a greater interest in government—not in Washington alone but in the states, in the counties and townships and villages where government begins.

And we must do this not alone from a sense of duty. It is our duty to drive on the right side of the road. But it's a matter of self-preservation, too.

But our interest in government does carry with it a definite responsibility—a responsibility that applies to business generally as well as to the oil business. It is this: the only worthwhile interest in government is a constructive interest. Every American businessman might well adopt this motto: "We have no right to complain about an idea that comes from government unless we are willing to take the trouble to work out a better idea."

Does this sound like a revolutionary thought? It shouldn't. It fits right into the spirit of American business. Why should our attitude toward government be any different from our attitude toward our products? After all, government is the product of all of us.

Successful businessmen don't adopt a negative attitude toward their business. When our own industry first started



Alexander Hamilton

to sell gasoline, it was a very different type of gasoline. There were impurities—chemical defects. The octane rating was low.

Instead of complaining about our troubles, we carried on research. We sought out better ways. We developed improved techniques. We drove for more efficiency.

These methods brought us results in the form of a vastly improved gasoline. Using similar methods, we can continue to make progress in achieving improved govern-

ment relations.

If I may draw further on the parallel between our own industry and the present-day perplexities of government relations, I would like to point out what seems to be an inconsistency in our attitude.

To help build our industry, we have gone out of our way to encourage intelligent, ambitious, enthusiastic young people to make oil their career. We have rightly pictured our industry as progressive, efficient and well-managed. We have made it attractive to capable career-seekers.

When it comes to painting a picture of government service, however, we use a different type of brush. We picture government as a harbor for misfits and malcontents. I don't say we should refrain from criticizing where criticism is due. But I do say that the type of people needed in government will never be attracted by wholesale condemnation of public service and politics as a career.

In its early days, this republic benefited from perhaps the greatest concentration of brains and talent ever focused on one activity.

A financial wizard like Alexander Hamilton gave his life to government service, scorned opportunities to enrich himself and died poor. Why? Because he thought a government career offered the most inspiring challenge to his high ability. His contemporaries agreed with him.

An inventive genius like Benjamin Franklin was drawn to government service because he, too, felt this was the finest way to realize his exceptional talents.

Call the roll of early American government workers and you will include most of the great men of those times. Whatever else they did, they all worked in government.

Yet today there is an ever-widening gulf between government and the people. Public officials have come to feel a sense of isolation—a sense of being surrounded by hostility.

They have even developed a vocabulary of their own that further separates them from the public they serve. They seem to talk in a dialect that only other government officials can understand.

A case history in point concerns a plumber who accidentally discovered how quickly hydrochloric acid could clear a clogged drain. Being an earnest man, he wrote to the Bureau of Standards. He wanted to know what they thought about hydrochloric acid as a drain cleaner.

The bureau clerk who got the plumber's letter wrote back: "While the efficiency of hydrochloric acid is indisputable, the corrosive residue is incompatible with metallic permanence."

This puzzled the plumber. He sent another letter to the bureau saying: "I guess you mean hydrochloric acid

O.K.”

Naturally the bureau clerk was disturbed. He took the matter up with his superior, who dictated another letter, telling the plumber: “We cannot assume responsibility for the production of toxic and noxious residue with hydrochloric acid and suggest you use an alternative procedure.”

A few days later, back came another letter from the plumber, expressing delight that the bureau was so enthusiastic about his use of hydrochloric acid.

In a mood bordering on despair, the two government men took their problem to their bureau chief. He solved the problem by writing the plumber: “Don’t use hydrochloric acid. It eats hell out of the pipes.”

Now there is an example of government finally getting close to the people and making itself clear to them. But we don’t have many such examples. And, I submit, if some officials are to blame, so are some private citizens—so are we all, as a matter of fact. How can we expect an official to get close to us if we persist in blackening his eye or—worse—his reputation?

Summing up, then, perhaps we in the oil industry can profit from our experience with government over the last twenty years—both in the wartime “era of good feeling” and in the eras of “dead cats and brickbats” which preceded and followed. There are, it seems to me, these three lessons in this experience.

First—we should continue to tell people about our industry—how it operates—what it is trying to do—the progress it is making. Because the better the public understands us, the better will be our relations with lawmakers and public officials.

Second—we should take a greater direct interest in government as oil men—we should be “critical” in the best sense, always offering to help work out a better plan.

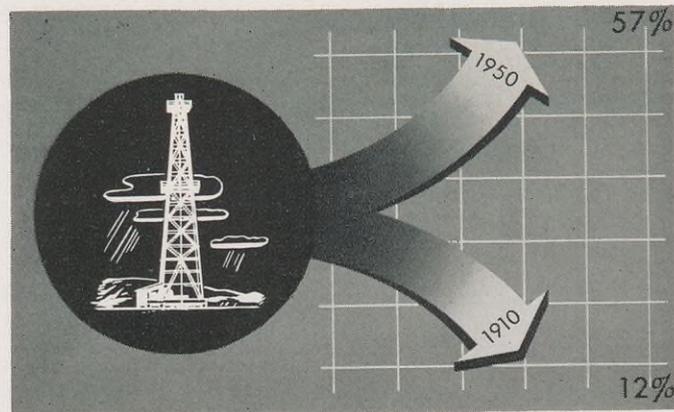
Third—we should throw the weight of our industry behind a drive to attract the best-qualified men and women into public life.

As our industry has grown in physical size, so also has it grown in maturity of outlook. And such future progress as we may make in serving the needs of this nation and the world will depend to a large degree on how well we wear this mantle of maturity.

Forty years ago the American oil business (which thought itself big-time stuff) supplied kerosene for lamps, lubricating oils and greases, some fuel oil, and gasoline for the small number of cars then in operation. Forty years ago, this country’s energy requirements were supplied 85 per cent by coal, three per cent by water power and only 12 per cent by oil and gas. If the whole oil business had suddenly disappeared, there would have been a momentary outcry but it probably would have died down in a few months. The country could have gotten along without us.

Look at the difference today. We have literally moved in with the customer. The shingles on his roof—the fuel tank in his cellar—the paint on his walls—the asphalt on his driveway—the automobile in his garage—all these are pretty important parts of what he calls home.

We couldn’t, if we wished, desert him now for we have succeeded far beyond our wildest expectations. We have sold him on the durability and cheapness of asphalt, on



In 1950, oil and gas supplied 57 per cent of the country’s energy requirements.

the cleanliness and efficiency of oil heat, on the convenience and economy of automobile transportation.

Over and above all this, we have committed ourselves to furnish fuels and lubricants for everything that flies or floats or travels overland on wheels. In 1950, oil and gas supplied 57 per cent of the country’s energy requirements—as against the 12 per cent of 40 years ago.

These figures, when the importance of them had first sunk in, left me in a cold sweat. We have asked for and been given one of the truly colossal industrial responsibilities of all time. And we are meeting those responsibilities as creditably as any supplier in the whole history of commerce—providing all the products the customer can use at prices he can afford to pay.

The industry—the whole system—which has accomplished all this is today under sharp attack. We must be prepared to man both ends of our defense line—through a vigorous program of public education and an equally vigorous program of government relations.

We must build a healthy climate of public thinking for the future and we must fight the running day-to-day battles for our freedom to serve the public without undue restriction and needlessly burdensome taxes.

We have two million men and women in this oil industry who together make up our united voice. They are the people who live next door to almost everyone. By telling our story to the public—by presenting our case—their case—to government—they are keeping our industry free to serve America and the world.

Shell People



P. L. Kartzke



W. F. Kenney



H. C. Reed



C. I. Wright

P. L. KARTZKE has been elected Vice President of Shell Oil Company in charge of the Calgary Exploration and Production Area. A graduate of California Institute of Technology where he majored in civil engineering, Mr. Kartzke began his Shell career in the Production Department at Ventura, California, in 1935. He subsequently held various positions there and at Long Beach prior to becoming Exploitation Engineer in the Los Angeles Office in 1940. Assignments at other California locations preceded his appointment as Division Manager of the San Joaquin, California, Division in 1947. Mr. Kartzke then served as Manager of the Rocky Mountain Exploration and Production Division from May, 1948, until his appointment as Area Manager in Calgary in 1952.

W. F. KENNEY has been elected Vice President and General Counsel of Shell Oil Company, succeeding C. S. Gentry who retired on January 1st of this year. Mr. Kenney, a graduate of the University of Michigan Law School, came to Shell in 1937 as a member of the Legal Department in St. Louis. In 1940 he was transferred to the Legal Department in New York. From 1941 to 1945 he was with the Legal Department at Houston after which he returned to New York as an Attorney in the Head Office Legal Department. In 1946 Mr. Kenney was named Manager of the Head Office Legal Department and Assistant Secretary of the Company, and three years later was appointed General Attorney and Assistant Secretary.

H. C. REED has been appointed Officer Service Manager in New York Head Office succeeding E. L. Helm who has retired. Mr. Reed came to Shell in 1923 at Santa Monica, California. After serving in various marketing positions at West Coast locations, he was named Manager of the Accounting Department in the San Francisco Office in 1944. The following year Mr. Reed was named Office Service Manager at the same location and in 1951 he was appointed Assistant Office Service Manager in New York Head Office.

C. I. WRIGHT has been made Chief Engineer of Shell Chemical Corporation's Dominguez Plant. Mr. Wright, a graduate of the University of California with a degree

In The News

in Electrical Engineering, joined Shell Chemical in 1934 at Pittsburg, California. From 1936 to 1946 he was at the Martinez Plant in engineering assignments, except for a short period at Shell Oil's Martinez Refinery in 1938 and 1939. In 1946 Mr. Wright was transferred to Shell Chemical's San Francisco Office as a Senior Engineer. In 1948 he was named a Senior Engineer in New York Head Office of Shell Chemical, which post he held until his recent appointment.

J. T. KIRK has been appointed Treasury Manager of the Minneapolis Marketing Division. A graduate of the University of Texas with a degree in Accounting, Mr. Kirk joined Shell Oil Company in 1942 at the Houston Refinery. In 1946 he was named Senior Cost Clerk there and subsequently served as Chief Accountant at the same location. Mr. Kirk was transferred to New York Head Office as an Auditor in 1950 and the following year he was made a Senior Auditor.

W. B. GAINES has been named Assistant Manager, Marketing Accounting in New York Head Office. A graduate of Washington University in St. Louis, where he majored in commerce and finance, Mr. Gaines came to Shell in 1936 in the St. Louis Office. He served in St. Louis and Houston in various accounting positions until 1942 when he was transferred to the Auditing Department in New York. In 1945 Mr. Gaines went to the Houston Exploration and Production Area as Administrative Assistant to the Exploration Manager. He moved to New Orleans in the same capacity in the following year and served there until late 1948 when he became Administrative Assistant to the Area Manager. In 1949 he was named Office Manager of the Exploration and Production Area in Calgary, Canada, and later that year was appointed Treasury Manager of the Minneapolis Marketing Division.

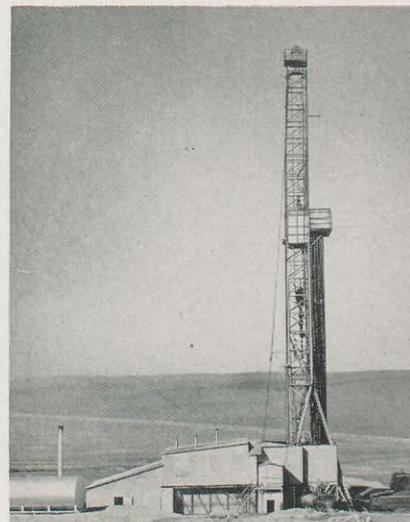


J. T. Kirk



W. B. Gaines

New Discovery In Montana



NW 21-33B, a wildcat well in the new Southwest Richey Field, was completed November 6.

SHELL brought in another new oil field in the Montana part of the Williston Basin last November 6 when wildcat well Northern Pacific 21-33B came in clear and strong.

The discovery well, which was spudded in back on August 17, 1952, is located thirteen miles southwest of Shell's Richey Field in McCone County in the northeast corner of Montana. It produced 1,677 barrels daily of 49.4 gravity clean oil, during the first tests, from a depth of nine thousand feet. The well is now producing 174 barrels daily, under restricted production, from intervals between 9,090 and 9,260 feet.

The new Southwest Richey Field is the seventh discovery in the Montana part of the Williston Basin. Shell has discovered four of the seven: Richey, Pine, Little Beaver and the new Southwest Richey.

NEW

Glitter and Gaiety

AFTER the Christmas season, most of us bid farewell to holiday merrymaking and settle down to face the new year. It's another story for the citizens of New Orleans. Carnival time begins in the first week of January. And for two months, festivities gain momentum steadily, culminating in the blazing pageantry of Mardi Gras.

The carnival period, which precedes the solemn ritual of Lent, is built around a series of balls and stree



Spectators with outstretched hands line the routes of the parades which take place at carnival time in New Orleans. Maskers riding on this float, left, which represents the sea, toss trinkets and souvenirs to the eager spectators, following the custom established years ago.

The Mid-City is one of the outstanding "krewes," or festival organizations, which are responsible for much of the gaiety during the period of carnival. Completely masked, ladies of the krewe, right, portray circus life. Here, in colorful costumes, the animal trainers enter the arena.



ORLEANS CARNIVAL

Fill the Crescent City from Twelfth Night to Mardi Gras

parades carried out by social organizations called "krewes." The balls—formal, elaborate and rich in dazzling costumes—are private, invitational affairs. But the street parades are seen by thousands who jam the city's main streets to cheer the gaily decorated floats.

Both balls and parades are dominated by mythical royalty in costumes which suggest the France of an earlier day. Masks are in order at the parties, and secrecy is carried still further

among those who participate in street parades. Many paraders do not know the decorative themes of the parades until they meet for the occasion.

The parades—which are works of art—are completely financed by krewe members, and there are no tickets, public subscriptions or assessments. It may take the better part of a year to plan individual parades, each built around a legendary theme. The average parade is made up of about 20 elaborate floats and takes from two to

three hours to cover the route which includes St. Charles Avenue, Canal Street, and the tiny lanes of the French Quarter.

These processions which characterize Mardi Gras came into being in the middle of the last century, but the origin of the festival is lost in antiquity. Historians mention the Roman ceremony of Lupercalia, a spring rite carried out to insure bountiful crops. After the birth of Christ, the church sanctioned celebrations early in the



Paraders like those shown above rack their brains for new costumes each year, and scarcely a year passes without the appearance of new krewes on the carnival scene. Many krewe functions are never seen by carnival visitors for they are simple neighborhood affairs.

A great sea of humanity jams famous Canal Street on Mardi Gras day as the mighty monarch of carnival, Rex, and his krewe move through the gaily decorated city on tinsel floats.





Spectacular settings and beautiful costumes highlight the many balls carried out at carnival time. Behind the affairs is a year's activity of krewe members under their captain, the supreme authority on all subjects pertaining to festivities such as costumes, decoration, and the guest list.



After the ball theme is selected, the krewe captain consults artists who submit sketches for the stage settings and costumes such as those shown above. The ceremony throughout New Orleans at Mardi Gras time is reminiscent of Europe's most glittering courts during past centuries.

year and from them we received our word "carnival," which means "Oh, flesh farewell," and refers to the last celebration before the period of Lenten fasting begins.

Because the original Orleanians were French people, the spring festival was probably established early in the history of the city. One tale tells of the early French explorers Iberville and Bienville who found themselves camped near the mouth of the Mississippi on Shrove Tuesday in 1714. They christened a small body of water "Mardi Gras Bayou." When Bienville founded New Orleans in 1718, it is said an impromptu Mardi Gras celebration was held by his men.

Before the street festivals, fancy dress balls and masquerades were the main events in Mardi Gras. Daytime parades, featuring elegant floats, were introduced in 1839, and the night marches began almost 20 years later. The first night parade featured the Krewe of Comus (still important in Mardi Gras season) representing the devils of Milton's "Paradise Lost." Satan, Mammon, Dagon and all the fiends of Hell threw trinkets, beads and ornaments into the outstretched hands of spectators. The custom of throwing trinkets remains today.

Currently, the carnival season picks up sharply 10 days before Mardi Gras (which means "fat Tuesday," the last day of feasting before Ash Wednesday which ushers in Lent). At this time visitors pour into the city to don masks, dance in the streets and take part in the festival. Near high noon on Mardi Gras day, Rex, the King of Carnival and his cohorts lead a glittering parade through the thronged streets. Following the king comes the Krewe of Orleanians—truckloads of maskers from various fraternities and sororities. Nightfall brings the carnival to its climax with the parade of Comus but the festivities continue to midnight when fat Tuesday gives way to Ash Wednesday and the Lenten season.

The Changing Scene

Wooden Derricks in Shell's California

Fields Being Replaced by Modern Units

WOODEN DERRICKS, a symbol of the Oil Industry for the last hundred years, are fast disappearing from the American scene. From 1859, when the famous Drake Well was brought in, to as late as 1925 when the last wooden rigs were built, oil fields across the country were literally covered with these pine board structures. The Industry has grown in the meantime and with growth came change. New and powerful drilling equipment, because of its weight and vibration, needed stronger rigs to support it. Steel was the answer. It was learned, too, that steel derricks were, in the long run, more economical due to their ability to withstand the ravages of weather and corrosion. Once a well has been dug, the steel rig can be removed

from the site and used to drill at another location. Thus, because of their efficiency and durability, steel derricks have gradually come to replace their cumbersome but more picturesque brothers.

Now, all across the nation when new wells are drilled, steel derricks are used and old wells, still producing, are being converted and streamlined. Shell, keeping pace with safety and modernization, is "cleaning up" its Gore and Western leases in the San Joaquin Division. The forest of skeleton-like wooden derricks that for many years had dotted the landscape around Fellows, California, is now undergoing a change. In crashing showers of timber and flying dust, the last of the Company's old wooden rigs are being demolished.

An old wooden derrick on the Gore Lease near Fellows, California, before it was dumped.

The simplest way to demolish a wooden derrick is to attach a cable to its top and connect it to a winch truck. As the truck moves forward, the derrick topples over. The termite-infested wood, too old and weathered to be of salvage use, is burned on the spot.

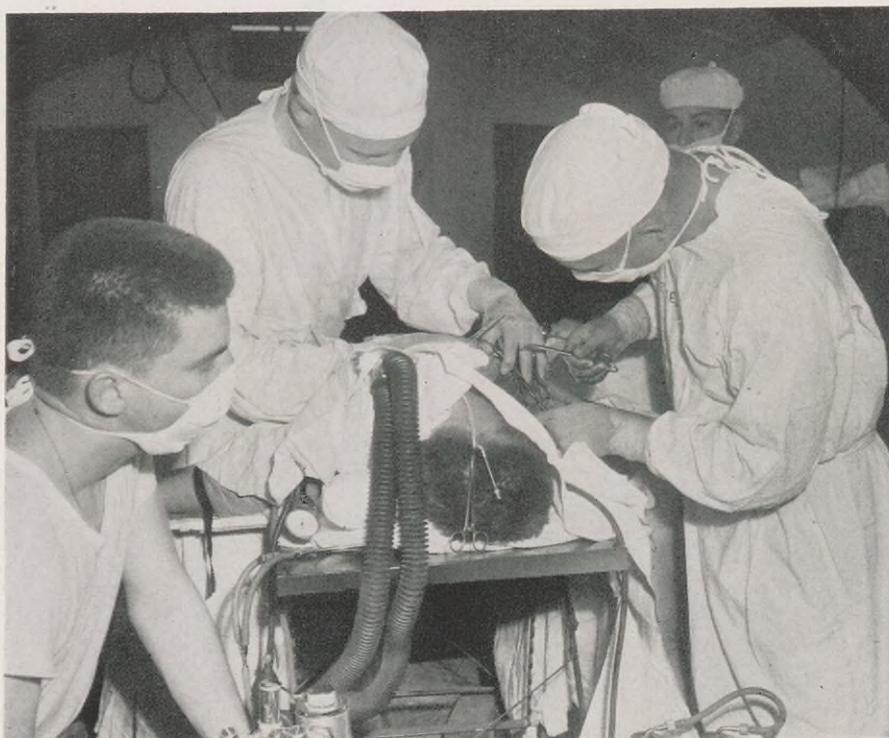
Once the ground around the well has been cleared of debris, a concrete mat is poured around the casing head. The modernized well is then ready for servicing by an efficient portable well servicing unit.



A winch truck, which is out of sight, has been connected to a cable tied to the top of this rig. As the truck moves away the cable tightens and in a matter of seconds, the rig starts to tilt preparatory to crashing.



And down she goes! This rig has been demolished by pulling it over with a cable. Another method often used is to jack up one side of the derrick until the structure becomes off balance and falls to the ground.



Chlorophyll is being used extensively by U.N. forces in Korea for treatment of combat wounds.

That Green Stuff



Popularly Known As Nature's Deodorant, Chlorophyll Also Provides Important Therapeutic Benefits For Mankind

IT wasn't exactly breath-taking news when Richard Willstatter, a German chemist, won the 1915 Nobel prize for figuring out the basic chemical structure of chlorophyll. But his discovery set the stage for the current boom in that wonderful green stuff that is taking everyone's breath away. In 1915 chlorophyll was little more than a scientific curiosity, something that had occupied the thinking and experiments of various men ever since Sir Joseph Priestley remarked in 1772 that he had "by accident hit upon a method of restoring air that had been injured by the burning of

candles and have discovered at least one of the restoratives Nature uses for the purpose. It is vegetation!"

Neither Priestley nor Willstatter could have had more than a whiff of what was to come. Now that it has emerged as the world's best known deodorant—and a therapeutic agent to boot—chlorophyll has become big business. Today there are more than 150 chlorophyll products on drug store shelves—tablets, toothpastes, lozenges, ointments, chewing gums, cosmetics, even impregnated textiles and shoe liners—and sales of these products topped a hundred million

dollars last year. Whole new companies and processing plants have been established to produce the green chemical and its derivatives as demands for them have increased by leaps and bounds.

But the boom in chlorophyll as a deodorant, which has been on only for about three years, is really a happy by-product of medical, surgical and dental experiments out of which are emerging more lasting and important benefits for mankind. This line of research has been going on for more than a century—and, as a result chlorophyll has been produced com-

Commercially in this country for the last 20 years.

Chlorophyll, which gets its name from the Greek *chloros* (green) and *phyllon* (leaf), has long been known as the key chemical of nature. It uses the energy of the sun to change water from the soil and carbon dioxide from the air into organic chemicals which plant life synthesizes to make organic matter. This fact has intrigued scientists, posing the possibility that perhaps the green stuff could be drafted to give a man a lift like it does his front lawn. Willstatter found that chlorophyll was a close cousin to the red hemoglobin in blood. And Emil Burgi, a Swiss doctor, discovered that it stimulates the growth of human tissue. Among other things, Dr. Burgi suggested chlorophyll as a tonic.

By the beginning of World War II enough progress had been made in revealing the therapeutic values of chlorophyll that the U. S. Army Medical Corps was interested in it. Army doctors first used chlorophyll during the war for the treatment of fungus infections and noted "almost immediate relief." From there they broadened the uses, reporting that chlorophyll did not always kill germs, but it checked their development. Too, the Army doctors found how chlorophyll's ambidextrous quality gives it a dual value in treating some patients. In one general hospital, for example, chlorophyll ointments and wet dressings were applied to the wide-open odorous wounds of GI's. Within 48 hours all the odor had faded from the treated wounds and healing was accelerated. Chlorophyll had given the patients psychological as well as medical assistance.

It has been found that chlorophyll sometimes closes stubborn wounds that have resisted treatment by sulfas, penicillin and other medicines. Recently the chief surgical consultant for the U. S. Army Surgeon General pointed out that chlorophyll is "the



Specifications of each run of chlorophyll are carefully checked. The chemist, left, is checking a water-soluble chlorophyllin at American Chlorophyll's plant located at Lake Worth, Florida.

Mrs. E. D. Leach, below, vice president and assistant secretary of American Chlorophyll, looks over chlorophyll samples with her son, John P. Leach, vice president in charge of production.



Chlorophyll manufacturing processes themselves are highly secret. The picture, below, however, does show the steam-heated kettles in which chlorophyll is mixed.





The finished products, chlorophyll A and B, are tiny, dark green or blue-green beads. They are packed in metal and fiber drums, left, for shipment.

Dr. Walter H. Eddy, below, was one who helped find a way to produce water-soluble chlorophyll commercially.



Shell Chemical Corporation supplies American Chlorophyll with acetone for its processing. Above, Don P. O'Connel, Shell Chemical Representative, talks with Vice Pres. Leach.

best available substance for speeding the closing of combat wounds," and, as a result, it is being used extensively by the U. N. forces in Korea. Chlorophyll is also being used by the Veterans' Administration for treatment of skin and dental infections. It recently became a standard supply item for all branches of the U. S. Armed Forces.

Actually, the therapeutics and deodorants now being made do not contain chlorophyll itself, but water-soluble derivatives known collectively as chlorophyllins. Until a method was discovered for manufacturing water-soluble chlorophyllin, the green leaf pigment was available only in its

natural, oil-soluble form—a condition that greatly limited its use. American Chlorophyll, Inc. claims credit for the discovery and to being the first and largest chlorophyll manufacturer in the world. Dr. Robert Van Sant, founder of the company, was intrigued by the possibilities of chlorophyll and gave up his position as head of a pharmaceutical company to make a full-time study of it. Late one night in a small laboratory in Washington, Dr. Van Sant and American Chlorophyll chemists extracted water-soluble chlorophyllin—a few beakers of it—from green vegetation. In doing so, they also established alfalfa as the most satisfactory source of commer-

cial chlorophyll. Today American Chlorophyll supplies about 80 per cent of the commercial chlorophyll used in this country.

No one has yet been able to synthesize chlorophyll. The process for producing it remains an extractive one—and a highly secret one at that. (When a Shell photographer visited American Chlorophyll's Lake Worth, Florida, headquarters recently, he was allowed to take only one picture inside the manufacturing section of the plant.) About all outsiders know about the process is that chlorophyll is extracted from alfalfa and is then converted to water-soluble chlorophyllin by addition of a caustic. Acetone is used somewhere along the line, and Shell Chemical Corporation delivers several tank carloads of acetone to American Chlorophyll each year. Shell Chemical also supplies acetone and alcohol to other chlorophyll manufacturers in Texas and the midwest.

From a ton of good alfalfa, American Chlorophyll gets about six pounds of chlorophyllin, plus lesser amounts of additional substances called carotene, xanthophyll and phytol. Two types of chlorophyllin are produced, usually called chlorophyll A and B. The finished product, a tiny bead-like material which is either dark green or blue-green in color, is packed in metal drums or fiber containers for shipment.

The other substances are yellow in color. Carotene, which was used during the war to combat night blindness, is now sold to margarine makers as a coloring agent, and to chicken raisers because it forms Vitamin A. Xanthophyll is also used by chicken raisers in broiler feeds to make a plucked chicken look a rich yellow. Phytol serves as one of the materials for synthesis of Vitamin E. A use is found even for the alfalfa after its green pigment has been extracted . . . it goes into a special cattle feed which is said to be rich in protein.

Books on the Move

*Rick and Barbara Farmer Take 1,500 Tried-And-True Friends
Along With Them Whenever They Move To a New Location*

IT'S a good thing for Barbara Farmer that Rick, her Midland Area husband, didn't live back in those ancient days when writers wrote their works on rock slabs. For every time they move . . . as Shell geologists do every now and then . . . it is Barbara's job to crate and ship Rick's collection of fine books, all 1,500 of them.

It adds up to a lot of work, but it's actually a labor of love because Barbara shares Rick's enthusiasm for the book collecting hobby. As Rick puts it: "When you go into a bookstore to browse, and come out with five or ten dollars worth of books, it's a nice feeling to know your wife will understand."

Since he took up the hobby, at age 14, Rick has collected books on many subjects, though books on history, psychology, romantic prose and poetry now predominate. Many are limited editions of unusual workmanship. One favorite is a red morocco leather bound copy of "Vathek." Only a limited number of copies of this translation of an old Arabian story were printed and illuminated.

Other Farmer favorites include limited-edition copies of "Thousand and One Nights" and a 10-volume set of "Pepys' Diary." Works of Lynd Ward and Thomas Wolfe, and first editions by Hemingway and Mark Twain also occupy prominent positions in the collection.

While Barbara catalogues each book, Rick calls on his college training in art to add to the value of the books by illuminating the black and white drawings that decorate many of them. Cleaning pages and restoring bindings are commonplace tasks to Rick, as they are to most collectors.

Rick keeps his eyes open for un-

usual works and now and then is rewarded with a real find. For example, he owns a fine, old copy of the "Rubiyat of Omar Khayam," which he picked up for ten cents. Recently,



Barbara has catalogued every one of the 1,500 prized books in the Farmer collection.

Sometimes, while Rick illuminates one of the prize items, 5-year old son Mike works on one of his own books.

he saw a twin of his copy on sale in a Kansas City bookstore for \$50.

A good start toward the hobby, according to Rick, is to begin collecting books about another hobby or interest of yours. Once you get started, your range of collecting interest will most likely grow. Trade around with other collectors, read up on the subject and check with dealers and you will soon be lost forever to a truly fascinating hobby.



Fellow collectors drop in on the Farmers frequently to talk over different books and prospects. The sessions go on for hours or until Barbara comes through with coffee and sandwiches.

Service



One of the many unusual customers of Shell's air service station at Miami's International Airport is the United States Border Patrol. Above, one of the patrol planes has just been refueled and a Shell employee checks the oil as the pilot watches.

In the Shell air service office at the Miami Airport, E. O. McGilvary chats with D. K. Eberwine from the Dade County Port Authority Office.



When a Shell refueling truck needs more aviation gasoline it drives to the Company's bulk depot located 1/2 mile from the terminal.

Station For The Sky

Shell Installation at Miami Airport Is Unique Venture in Refueling

Airways), British West Indian Airways, Aerovias Brazil and North American Airlines, the air station has many regular customers in small private planes who visit Florida every year and use their Shell credit cards like motorists.

One of its largest customers, however, is not an airline. Aerodex, Inc., one of the country's leading airplane maintenance centers, employs 900 men in the Aerodex shops located on the airport grounds and uses many different Shell products. One of its jobs is the overhauling of aircraft for the U.S. Air Force. Aerodex also converts surplus transport planes into private company ships equipped with everything from desks to sleeping facilities and television.

The air service station's work is certainly not all routine. Miami's location in the tropic belt makes it a target for

seasonal hurricanes. When the storm flags fly, everyone at Shell's service station works continuously refueling planes. All ships, commercial, private and military, leave the area if a hurricane is predicted to hit. This means that every ship must have an adequate supply of gasoline for its flight inland. In 1949 when a storm hit the West Palm Beach area, not a plane was on the field at Miami. All Shell employees began refueling the night before the storm and by two o'clock the following afternoon they had taken care of their portion of the job.

With the larger planes taking on large quantities of gasoline it isn't long before the Shell refueling trucks are emptied. The Company has a bulk depot conveniently located on the airport grounds. These facilities have recently been revamped and they can now provide storage space

for 50,000 gallons of aviation gasoline and 12,000 gallons of oil which is trucked from Shell's Marine Terminal at Point Everglades, 20 miles north of Miami. This deep water port on Florida's east coast receives automobile and aviation gasoline and oil by tanker from the Houston Refinery.

The Shell service facilities at Miami have kept pace with the rapid expansion of the International Airport where now there is a plane either taking off or landing on the average of every two and one-half minutes. This constant loading and unloading of passengers and cargo has made the terminal the nation's largest international passenger gateway. Shell's part in this bustle of activity is a big one. The Company furnishes over a quarter of a million gallons of aviation gasoline each month to its customers at this busy Miami airport.



L. O. McGilvary watches Ralph Bowen and Edward Wisowaty refuel one of Aerovias Brazil's ships before a flight to Rio de Janeiro.



The aircraft maintenance firm, Aerodex, Inc., one of Shell's many customers at the Miami Airport, overhauls 4 Air Force aircraft in front of their shop.



The eighteenth in a new series of
organization charts

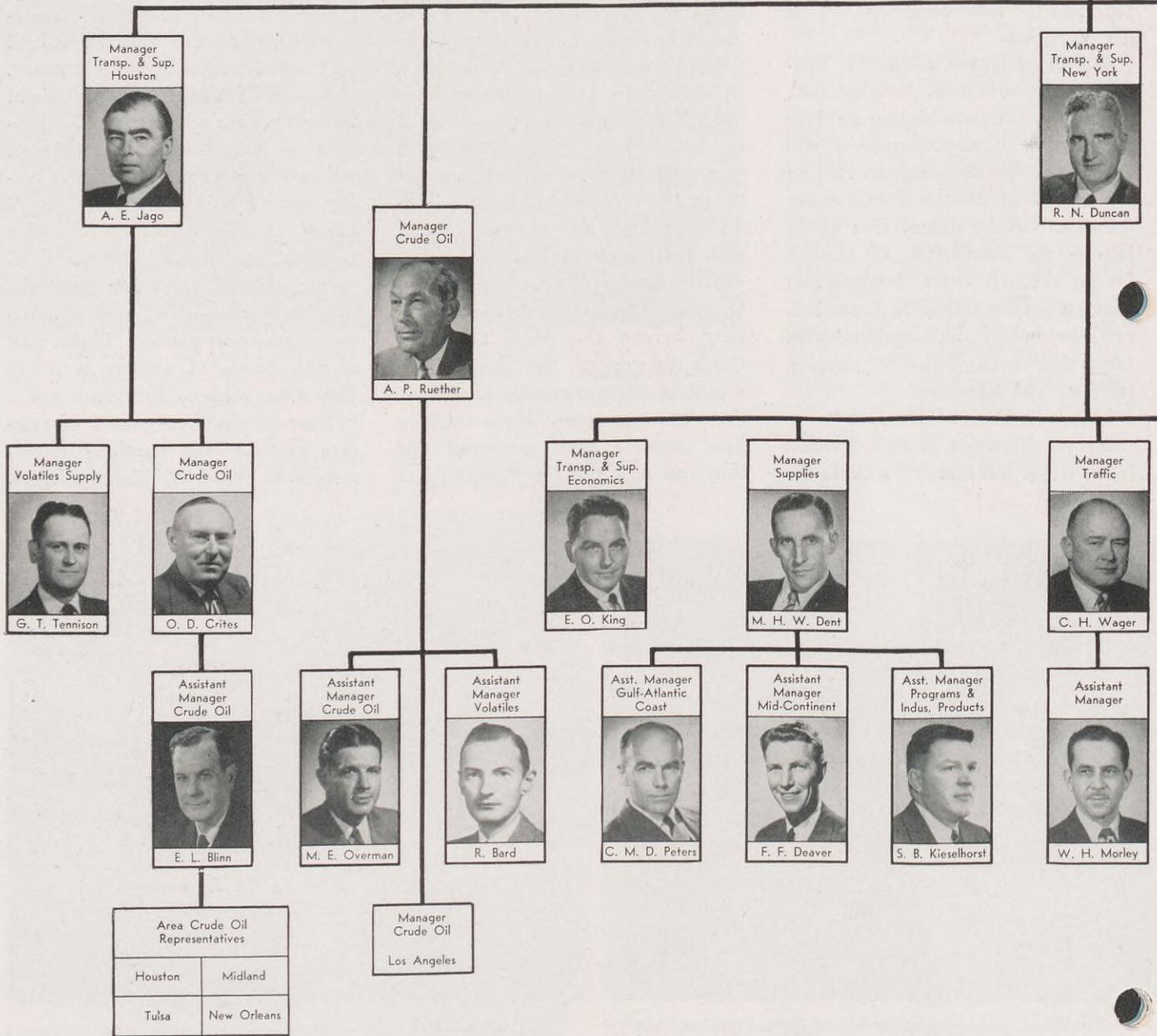
Shell Oil Company

January—1953

Vice President
Transportation
& Supplies



D. B. Hodges

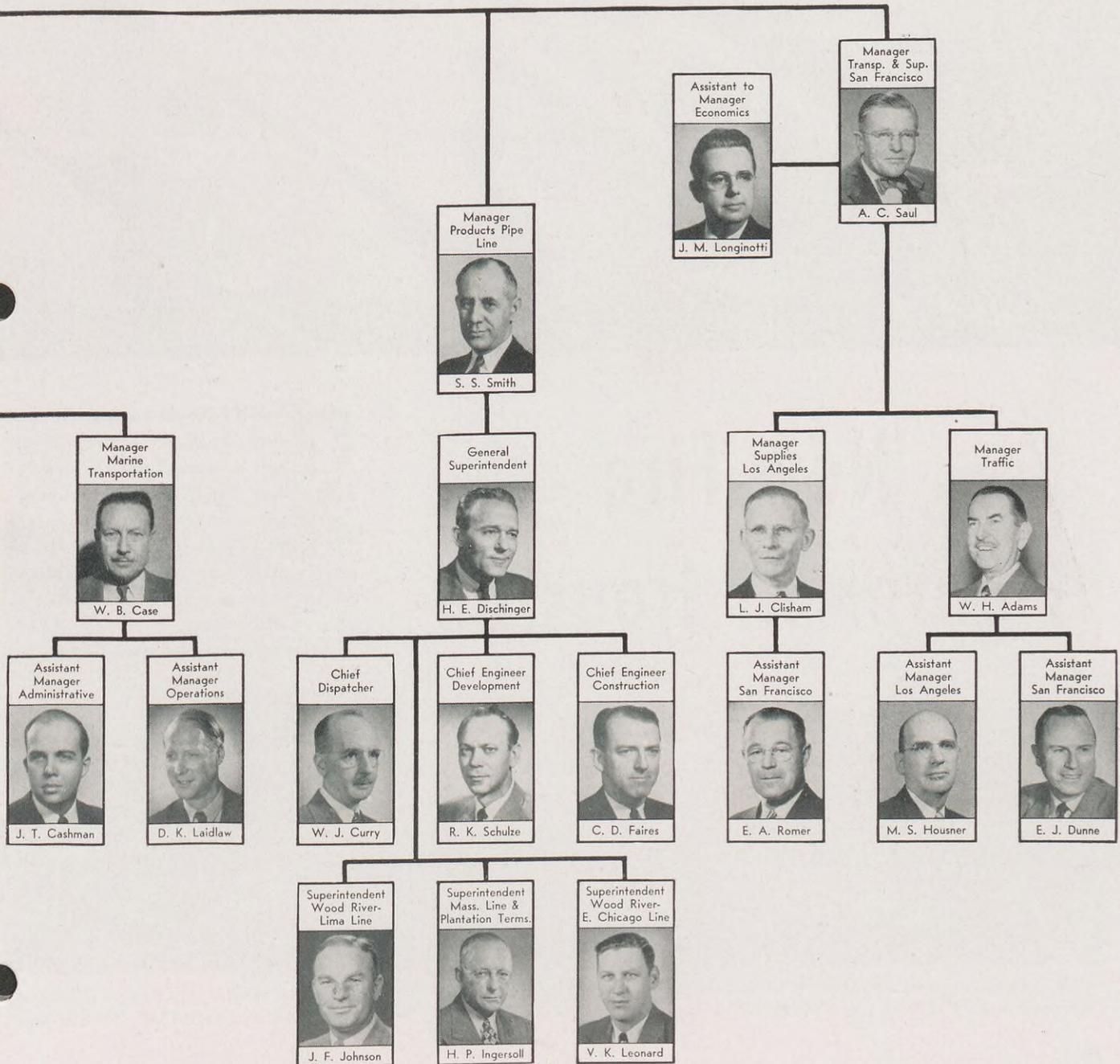


Transportation and Supplies Organization Chart

Administrative
Asst. to
Vice President



G. F. Freeman



A Portable "Foam House"
Provides Shell's Houston
Refinery With The Latest
In Fire Protection



New Fire Fighter At Houston

FIRE-FIGHTING is a science in the modern oil refinery. Refinery men, trained continually in the newest safety and fire-fighting techniques, are armed with the latest equipment for detecting and fighting fires. New developments are employed as soon as they become available and are proved satisfactory.

Something completely new in foam



fire-fighting equipment, for example, has been installed at the Houston Refinery. The new addition is a "foam house on wheels." Shell engineers think highly enough of the new addition to plan similar units at the Company's other refineries across the country.

Houston's fire protection needs are roughly comparable to those of any large, modern oil refinery: a system of fire protection versatile enough to protect the 2,400 employees and the 400 tanks and complex refining equipment spread over its 1,200-acre area.

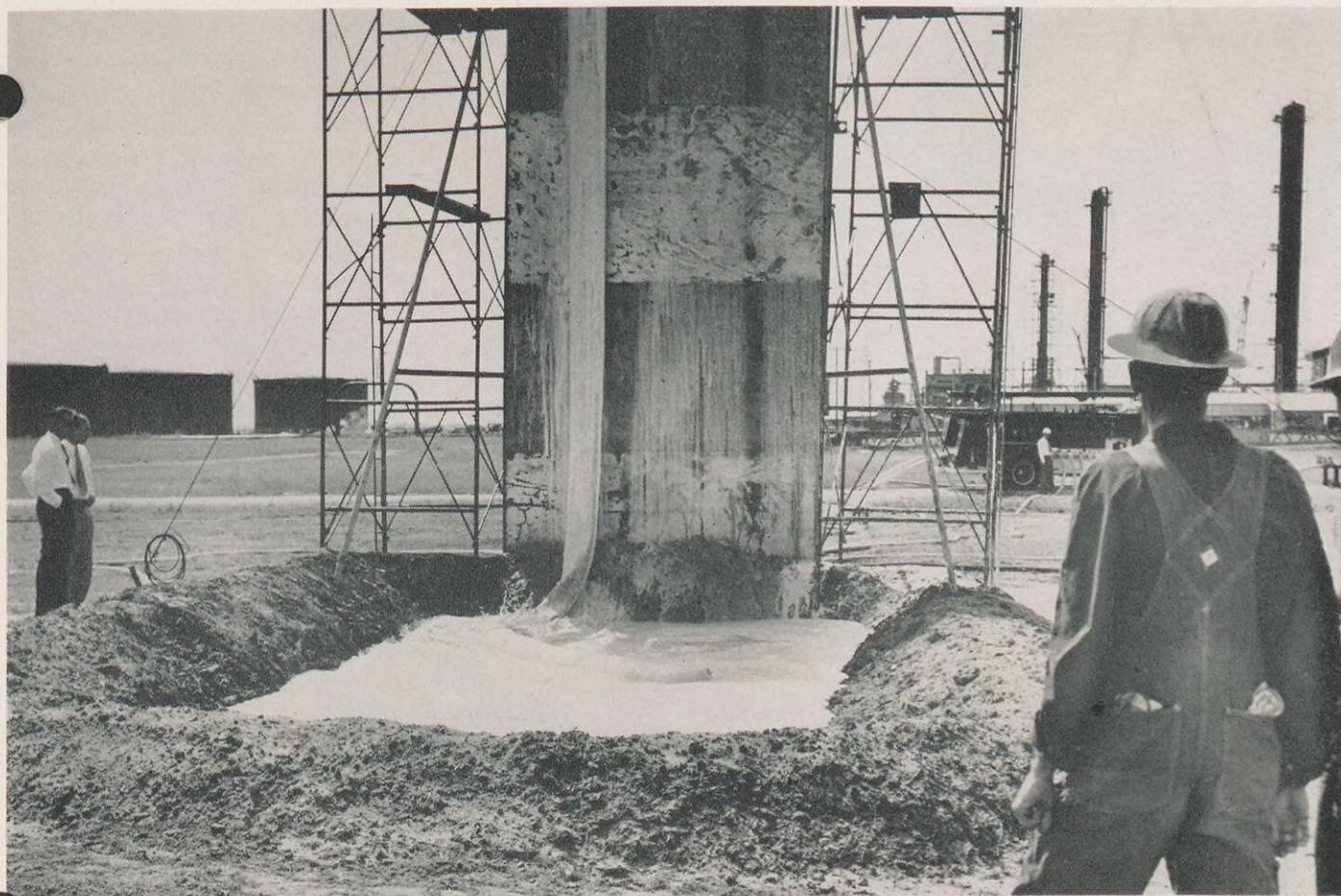
The new portable "foam house" was designed specifically to help meet these needs by National Foam System, Inc., of West Chester, Penn.

The new unit, in brief, consists of the two Mack trucks and the trailer pictured on these pages. All are specially fitted for their task. Each truck carries a 900-gallon tank for the Aer-O-Foam liquid and an array of pumps, hoses, portable nozzles, foam tower and other equipment. The trailer has its share of supporting equipment, along with a 900-gallon storage tank for Aer-O-Foam.

In operation, the fire crews rush with trucks and trailer to the scene of the fire. One unit is spotted close to the nearest of the water hydrants that are located strategically throughout the Refinery. After a hose is connected and water is flowing through the truck to the foam chambers, the

operator adjusts a special proportioning pump to inject Aer-O-Foam liquid into the water stream at the proper rate. The resulting stream of Aer-O-Foam and water is converted into fire-quenching foam by an air injector located at the hose nozzle. Throughout the operation, special flow meters provide a continuous check on the correct input of foam liquid and water flow.

The "foam house," carrying all its own chemicals and pumps, minimizes the length of pipe required for making foam available at the scene of a fire. Equally important, the streamlined self-contained unit reduces the number of men needed to fight a fire successfully.



In a recent demonstration, Houston Refinery's new portable foam unit, shown on the opposite page, swiftly carried pumps, hoses and chemicals to the scene of the fire. The Refinery unit used in the demonstration is shown, above, after it had been quickly blanketed by a stream of fire-quenching foam.

Ideas For Rent

By Licensing the Use of Many of Its Patented Inventions to Outsiders, Shell Obtains Royalty Income to Help Pay the Cost of Further Research

SAM WINSLOW, an enterprising Boston colonist, invented a process for making salt in the year 1641. To protect his discovery, he applied for and got from the General Court of Elections exclusive rights to the use of his process—and thus became the holder of the first patent issued in America.

Though Sam didn't know it, he set in motion a system which has played a vital role in the technological, cultural and economic development of this country.

The fundamental concept of his patent had not changed in 1789 when the framers of the Constitution gave Congress the power to "promote the progress of science and useful arts by securing for limited times to authors and inventors the exclusive rights to their respective writings and discoveries." Nor has it changed today—three centuries and 2,600,000 patents later—when, in return for a full dis-

Re. 22,379

Reissued Sept. 28, 1943

UNITED STATES PATENT OFFICE

22,379

RECOVERY OF PURE AROMATICS

Clarence L. Dunn, Berkeley, and Robert B. McConaughy, El Cerrito, Calif., assignors to Shell Development Company, San Francisco, Calif., a corporation of Delaware

Original No. 2,288,128, dated June 30, 1942, Serial No. 348,046, July 27, 1940. Application for re-issue October 19, 1942, Serial No. 462,479 1/2

10 Claims. (Cl. 260-674)

This invention relates to a process for the separation of pure aromatic hydrocarbons such as benzene, toluene, paraxylene, naphthalene or mixtures of aromatic hydrocarbons of identical molecular weight, such as xylenes and ethyl benzene, from petroleum hydrocarbon distillates. The isomeric hydrocarbon distillates are treated with a process where-

ther object to produce from petroleum fractions aromatic hydrocarbons of high purity, for example, benzene or toluene of sufficiently high purity to meet nitration specifications; and it is another object to produce these compounds in a substantially pure state by employing only physical processes.

We have discovered that it is commercially possible by the method of our invention to produce from petroleum distillates compounds of high purity. Our method comprises constituting a concentrate of the aromatic constituent to a concentration having specific properties and then separating the concentrate to a vapor phase which

Sept. 28, 1943.

C. L. DUNN ET AL

RECOVERY OF PURE AROMATICS

Original Filed July 27, 1940

Re. 22,379

Inventors: Clarence L. Dunn
Robert B. McConaughy
By their Attorney: *[Signature]*



The aromatics recovery process, left, was invented by C. L. Dunn, above left, and R. B. McConaughy, both of Shell Development Company. This process is one of the top royalty earners among Shell patents.

closure of his invention to the public, the inventor is granted the right to exclude others from making, using, or selling his invention for 17 years.

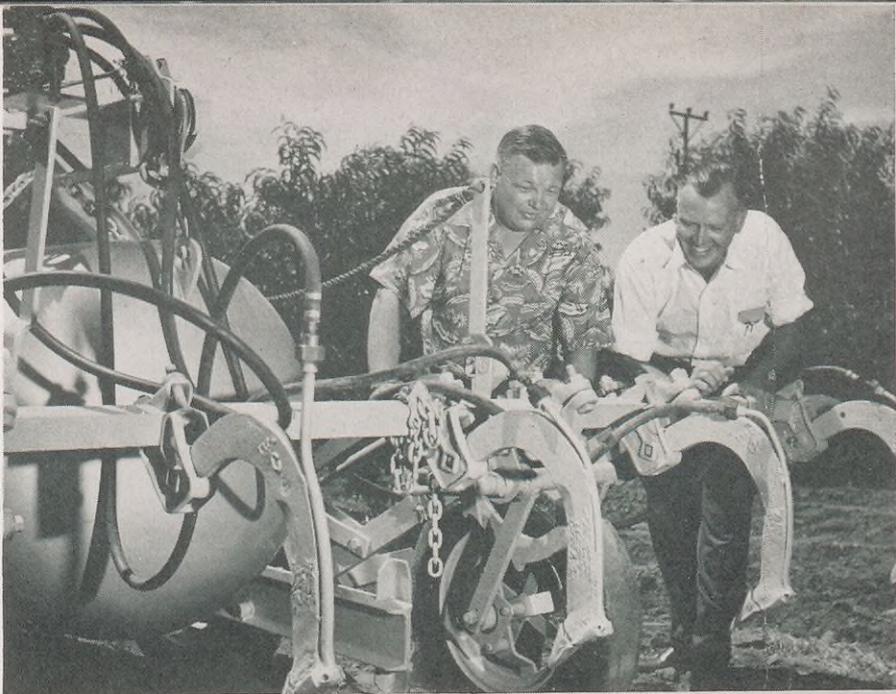
How can a patent, which limits the rights to a new discovery to the inventor, "promote the progress of science and useful arts"? In the first place, the lure of exclusive property rights serves more as a spur, rather than a hindrance, to many a budding inventor and researcher. The knowledge that he alone, or only those to whom he gives permission, will be allowed to exploit his brainchild encourages an inventor to develop his discovery commercially in a form where, directly or indirectly, it will benefit the public. Without patent protection, he'd probably be inclined to keep his discovery under wraps, resulting in delay in its adoption or perhaps its total loss.

Another reason why our patenting system serves as a spur to progress is that, while it gives the inventor an enforceable title to his invention, it doesn't necessarily limit its use—because the inventor can assign his rights to others and he or they can in turn license the use of the invention on an even broader scale. Persons or companies who want to put the invention to use can do so by paying the licensor a flat fee, a royalty, or both.

Licensing of company-owned patents has been a common practice with Shell for many years. As a result, several technical advances in refining processes which were developed to improve the quality and volume of Shell products are being used at the refineries of other companies as well. The same applies for licensed Shell inventions in exploration, production, marketing and transportation.

At the present time about 50 processes, machines, instruments, chemicals, special products and miscellaneous items are being licensed by Shell, some of them in countries scattered around the world. They range from probologs to pickling acid, smoke

* Registered Trademark, U. S. Patent Office.



Many small businesses are users of Shell patents. Nitrojection,* above, and Nitrogation,* right, both methods of fertilizing with ammonia, are licensed to independent distributors.

testers to silicone oil, corrosion test strips to catalyst. The variety also includes such unrelated items as a process for manufacturing penicillin and a forward-tilting truck cab. Perhaps the best known outside the Oil Industry is the Shell Combustion Head, a device which improves the performance of oil-burning heating units and saves up to 20 per cent on fuel. The Combustion Head was developed by Shell to help conserve fuel oil supplies and, to promote this public service, was offered to heater manufacturers royalty free.

Shell now has well over 2,100 U.S. patents in force. And they are being added to at a rate of about 200 a year as new patents are obtained on inventions by Shell personnel all over the country.

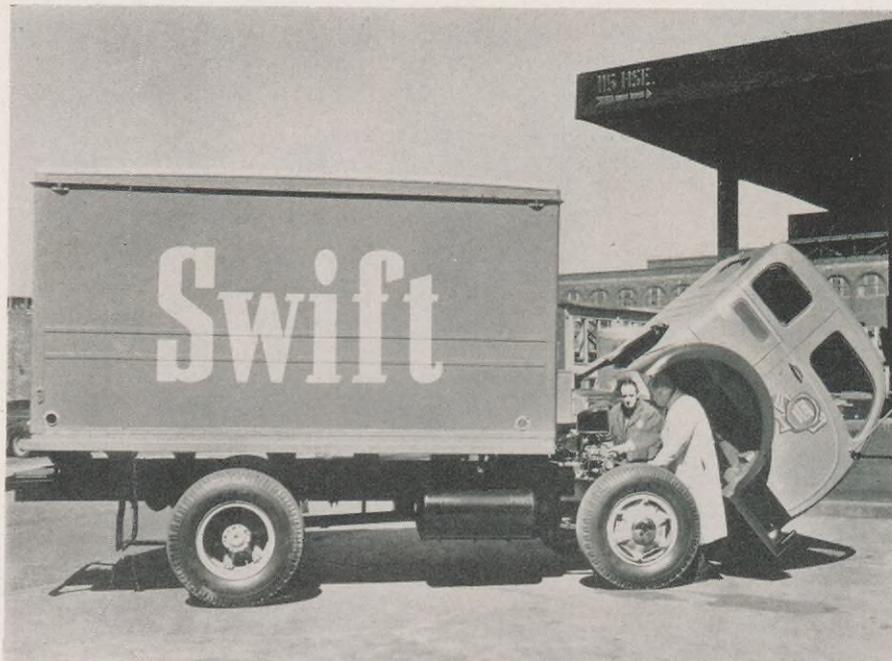
About half of the inventions originate with employees of Shell Development Company, and all Shell U.S. and Canadian patents, no matter where they originate, are processed and obtained by Shell Development. This makes that Company the No. 1 holder of patents on the Pacific Coast and one of a top dozen patent owners in



the nation.

Even for the experts, obtaining a patent is a tedious process—usually taking two or three years. When an employee believes he has a patentable idea, it is passed along through channels to Shell Development's Patent Division in Emeryville, where the invention is further investigated and assigned to experienced "searchers" who ascertain if the idea is a new one. These searchers check all the patents previously granted by patent offices of the U.S. and foreign countries in the particular field to which the invention relates.

If it does turn out to be a new and patentable idea, a patent application is prepared by a patent agent or patent attorney. The preparation includes careful study of "prior art"—the term used for all previous inventions or



A forward tilting truck cab, above, developed by a Shell automotive engineer, is now made by truck manufacturers under license. The truck shown above is made by The White Motor Company.

Vapor Corrosion Inhibitor, a Shell patent which is licensed to several paper manufacturers, now protects Army rifles from rust in place of cosmoline, extreme left.



Shell's patents include catalysts and catalytic processes. Besides using them in its own refineries, below, Shell licenses them to other refiners.



recorded knowledge in the same general field. He also discusses the new discovery with the inventor or inventors to determine its full range of usefulness and the features which are not already covered by the prior art. All this is carefully set down in the application, with particular attention paid to "claims," which define in precise language exactly what the invention covers. Here is where the patent specialist's skill comes into play. The claims must not be so narrow that useful features of the discovery are left unclaimed, nor so broad that they seriously overlap the prior art.

The application is then sent to Washington, where it is studied by an examiner in the U.S. Patent Office and either allowed or rejected. The odds are heavily in favor of the application being rejected on the first try. Shell's patent experts may then direct amendments to the application—withdrawing some claims, rewording some, and possibly adding others. In some cases, it may be acceptable to the Patent examiner on the second try; but many applications require three or four round trips between Emeryville and the Patent Office before they are finally allowed or rejected. The see-saw correspondence has its advantages, however. In the process of coming to agreement on the points a new invention covers, weak spots are eliminated and the result is often a better patent. According to Patent Office records, only about half of the applications submitted to it are finally allowed, but research organizations like Shell Development pride themselves on higher batting averages.

Once an invention does make the grade, the royalty income obtained by it helps foot the bill for further research and development. Thus knowledge feeds on knowledge, which is what the authors of the Constitution had in mind when they gave Congress power to "promote the progress of science and useful arts."

They Have Retired

C. S. GENTRY, Vice President and General Counsel of Shell Oil Company, retired January 1, 1953.

A native of Illinois, Mr. Gentry received his Bachelor's and Master's Degrees from McKendree College and the University of Illinois. He was awarded a Rhodes Scholarship at Oxford University in England where he studied law. After a number of years in private practice in Houston, Texas, he joined Shell in 1933 to organize and head its Legal Department in St. Louis. In 1936, he was appointed Secretary of Shell Petroleum Corporation. He was transferred to the New York Office the following year, and in 1941 was named General Counsel of Shell Oil Company. In 1944, he was elected a Vice President.

A member of the Bars of New York, Texas and Missouri,



C. S. Gentry

Mr. Gentry is recognized as a distinguished member of his profession. In the American Bar Association, he has been particularly active in its work on oil and gas law; and in 1951 he participated in the organization of the Association of General Counsel.

Mr. Gentry's concern for the interests of the Oil Industry has also been expressed in his long-time membership on the American Petroleum Industries Committee, of which he was Secretary for many years and was Chairman at the time of his retirement.

In addition to his numerous professional commitments, Mr. Gentry has found time to contribute toward the betterment of his community. He has been actively identified with church, hospital, library, Y.M.C.A., Boy Scouts and other religious and civic organizations.



P. R. ADAMS
Pacific Coast Area
Production



H. J. BAILEY
Chicago Division
Sales



C. C. BARNES
Wilmington Refinery
Engineering



C. W. BIRNBAUM
San Francisco Division
Operations



A. H. CHORLEY
Martinez Refinery
Cracking



J. M. COCKBURN, SR.
Detroit Division
Operations



C. E. COOPER
Baltimore Division
Operations



I. H. DAVIES
San Francisco Division
Sales



J. E. DAVIS
Martinez Refinery
Dispatching



O. H. DAY
Products Pipe Line
Clinton, Ill.



E. M. DERWIN
Wood River Refinery
Treasury



E. FELDMAN, JR.
Wood River Refinery
Operations



M. J. FREICHEL
Chicago Division
Operations



C. C. FREY
Wilmington Refinery
Engineering



H. N. GRAYBILL
Seattle Division
Sales



W. E. HASSELL
Shell Pipe Line Corporation
Texas-Gulf Area



E. L. HELM
Head Office
Treasury



O. HOLLAND
Wilmington Refinery
Marine Loading



S. HOLMAN
Wilmington Refinery
Catalytic Cracking



E. A. HULL
Pacific Coast Area
Production



R. H. HUMMELL
Albany Division
Treasury



L. JERVEY
Atlanta Division
Sales



M. M. MacKINNON
San Francisco Office
Marketing Service



J. H. MAULE
Seattle Division
Operations



F. W. McCOOK
Albany Division
Sales



J. F. MEEHAN
Boston Division
Operations



H. I. MILLS
Products Pipe Line
Sibley, Ill.



N. J. MORAN
Portland Division
Sales



J. P. MURRAY
San Francisco Office
Marketing



C. H. ORR
Pacific Coast Area
Production



P. S. PENDER, SR.
Wood River Refinery
Operations



J. J. RODMAN
New Orleans Area
Production



G. F. SHERMAN
Boston Division
Operations



V. E. STURGEON
Wood River Refinery
Engineering



J. H. WARE
Shell Pipe Line Corp.
Mid-Continent Area

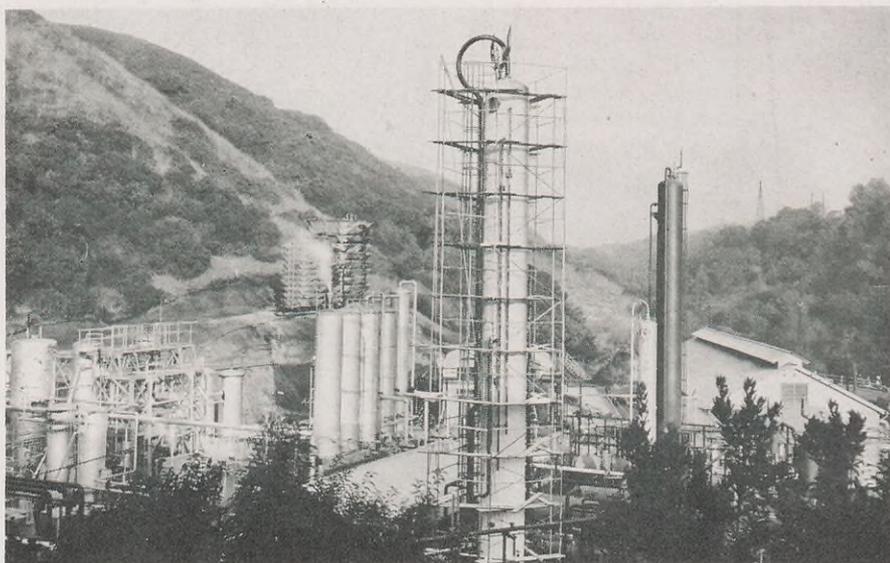


A. H. WILLIAMS
Midland Area
Land



H. T. WILLIAM
Albany Division
Marketing Service

Expansion in the Brea Canyon



Shell's enlarged absorption plant nestles in the Brea Canyon. The new absorption and distillation towers can be seen rising in the center, the new compressor plant is just at the left of them.

Shell Has Made Major Additions To Its Natural Gasoline Plant At The Brea Field

NEWLY completed expansion of Shell Oil's Brea Field Absorption Plant in California has increased that plant's gas-processing throughput from 4 million to 10 million cubic feet a day.

The new facilities were rushed to completion to keep pace with Shell's stepped-up drilling program in the Brea and Olinda fields. Gas from the 65 new wells being drilled under the program will be processed in the enlarged plant, in addition to the gas already being produced in the two

West Coast fields.

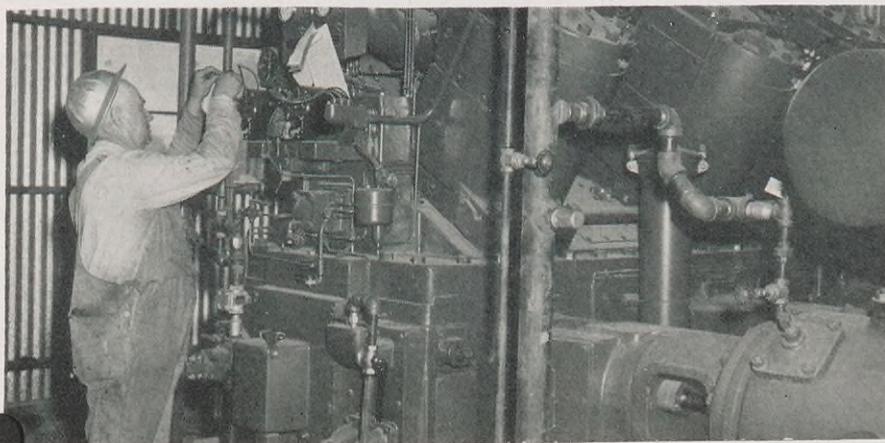
A completely new high-pressure absorption system has been installed in the plant, including a new compressor unit, an absorption tower and a distillation unit.

Like other absorption plants, the new Brea plant removes liquefiable fractions, such as natural gasoline, propane and butane, from the "wet" gas produced along with the crude oil from the oil wells. The wet gas is compressed and cooled in preparation for the extraction of the desirable

hydrocarbons. It is then fed to the bottom of the absorption tower. A special oil of high gas absorption quality, introduced at the top of the absorption tower, flows down toward the bottom through a series of plates or trays, in counter flow to the wet gas going up the tower. The oil absorbs the liquid fractions from the rising gas and carries them to the bottom and out of the column.

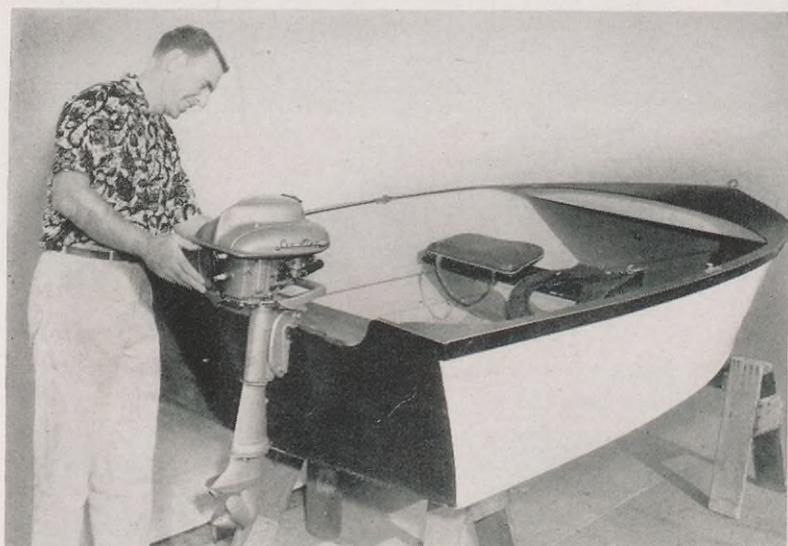
By the time the gas reaches the top of the tower, it is "dry" gas, ready for delivery by pipe line to consumers or for use as fuel at the plant.

The absorbed gasoline, butane and propane must then be recovered from the absorption oil. To get ready for this operation, the oil is heated and passed into the distillation column. In the column the absorbed liquid fractions, boiling at lower temperatures than the oil, escape from the oil in the form of vapors which are later condensed and stored in separate tanks. The absorption oil, stripped of the natural gasoline and other products is cooled and returned to the top of the absorption tower to start another round trip.



Mechanic Mark Phoenix is shown in the picture above checking over one of the two new compressors installed in Shell Oil Company's new Brea Absorption Plant compressor unit.

coast to coast

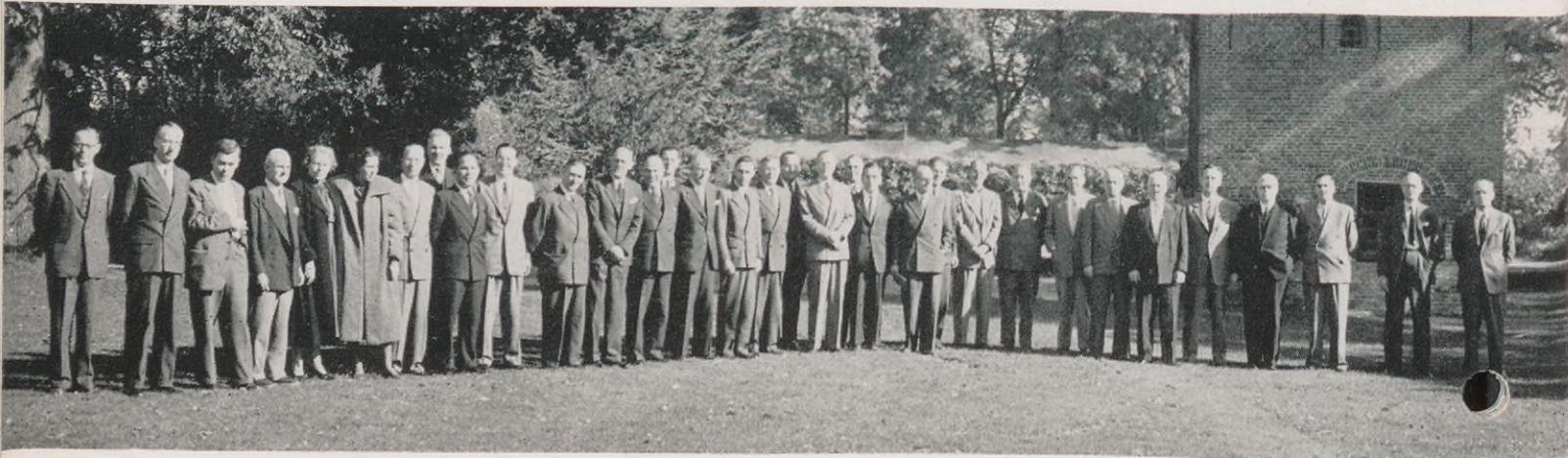


Hollis Wood of the Pacific Coast Expl. and Prod. Area is shown at left examining his 12-foot outboard motor boat which capsized in a squall, throwing him and his fishing companion into the Pacific. The men clung to the bottom of the boat for 18 hours and drifted 30 miles before being rescued by another fishing craft.

S. J. Beaubien, right, Chairman of Shell Development's United Crusade Drive, accepts for fellow employees a certificate of merit presented by Wayne Dukette, Chairman of the Commerce and Industry Division of the United Crusade.



The Seventh Royal Dutch-Shell Group Research Conference was held recently at The Hague, Holland. Attending the conference were (l. to r.) N. D. Smith, M. A. Matthews, H. H. Mooy, J. H. Doolittle (Conference Chairman), Miss G. M. Ottignon, Miss P. van Eldik, M. Buck, H. B. J. Schurink, A. B. Bakalar, T. W. Evans, J. H. Vermeulen, C. G. Williams, J. N. J. Perquin, C. F. Racké, G. H. Visser, C. B. Davies, A. J. Johnson, J. J. Broeze, F. S. Clulow, J. L. van Krimpen, H. Gershinowitz, H. Hoog, T. R. Hansberry, W. P. Gage, H. W. Slotboom, J. Anderson, M. J. Gattiker, W. J. D. van Dijck, M. E. Spaght, J. P. Werre, A. H. Boultsbee, J. E. Hardy and P. J. Garner.





Elmer L. Helm, Office Service Manager in New York Head Office, who retired the first of this year, is shown at left accepting the newly-established Annual Award for Distinguished Service to Business and Business Education in New York. The award was presented by Dr. C. F. Pertsch, Associate Superintendent of Schools of the City of New York.

Appearing in "Mardi-Gras Time," this season's show at the Sewaren Plant, were (l. to r.) John Egan, Frank Notaro, Nazareth Barcellona, Mildred Schiavo, Robert Jardol, Michael Sisolak, Joseph Allgaier.



Employees of the Exploration and Production Technical Division's Research Laboratory at Houston, Texas, have formed a Square Dance Club. At one of the recent dance gatherings Harmon Watts (at left, standing) watches Anne Brons, Ellie Robert, Mary Ellen Heesch and Frank Wells "break that ring with a do-si-do."



Hugh Burkhart, Calgary Area, and his family appeared on the "Welcome Travelers" radio show in Chicago while enroute to Calgary this winter in connection with his transfer from the New Orleans Area.





A Special Products Managers' Meeting was held recently at the New Weston Hotel in New York City. Attending this year's meeting were (seated, left to right) A. P. Ferrucci, E. Young, J. G. Gilbert, L. Frew, R. R. Clark, B. D. Asher and C. W. Irwin; (seated at table, left to right) A. E. Myers, A. W. R. Butterworth, W. Sundheimer, J. K. Dixon, R. D. Armsbury, F. Preu, T. F. Shaffer and N. H. Wulff; (standing, left to right) G. E. Carnahan, B. W. Conn, C. J. Smith, G. W. Waters, W. A. Kingsbury, W. H. Day, D. Van der Burch, E. Turnau, W. H. Hagans, L. Gridely and J. P. Thomas.



At a recent meeting J. R. Cooper, above, was elected to serve his second consecutive term of office as President of the Shell Employees' Activities Association's bowling league at the Wilmington Refinery.

Willie Williams and Melba Oakes, both of the Houston Refinery, were participants in a rodeo parade held this winter in Pasadena, Texas.



Service Birthdays

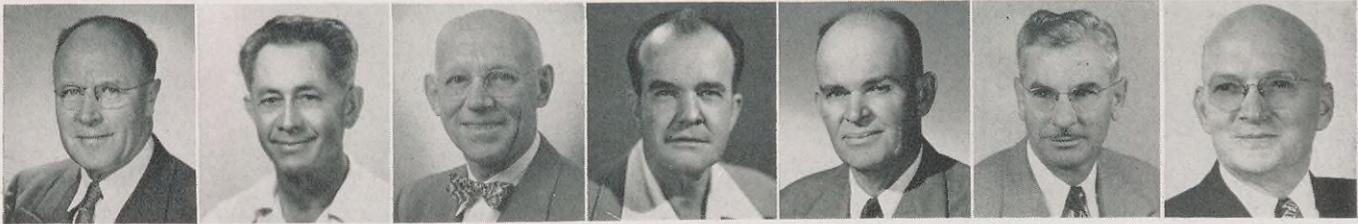
Thirty-Five Years



W. R. EDWARDS
Martinez Refinery
Engineering

W. N. ROBERTS
Pacific Coast Area
Production

Thirty Years



L. Q. BABCOCK
San Francisco Office
Treasury

E. A. BEBEAU
Pacific Coast Area
Production

O. E. BOSLAR
San Francisco Division
Treasury

B. G. BRAY
Pacific Coast Area
Production

L. F. BUSEY
Pacific Coast Area
Production

D. R. BUTLER
Martinez Refinery
Cracking

A. H. CALDERWOOD
Head Office
Manufacturing



H. F. COSTA
Martinez Refinery
Compounding

J. F. COURTNEY
Houston Area
Production

E. F. DERINGTON
Midland Area
Production

A. A. DUVALL
Martinez Refinery
Engineering

H. L. ELDER
Wood River Refinery
Distilling

I. GILLET
Los Angeles Division
Marketing Service



F. C. HOERNKE
Wilmington Refinery
Alkylation

C. M. KELLOGG
Head Office
Manufacturing

G. J. LOWRY
Pacific Coast Area
Production

G. T. MacDONALD
Agricultural Lab.
Modesto

E. A. MOHR
Los Angeles Division
Sales

W. J. PETRI
Wood River Refinery
Cracking

N. PLANK
Products Pipe Line
East Chicago, Ind.



E. A. RITZMAN
Pacific Coast Area
Production

J. H. RUGG
Seattle Division
Operations

E. J. STRAWN
Houston Area
Automotive

L. WALDRON
Pacific Coast Area
Production

G. W. WEBER
Pacific Coast Area
Production

K. R. WITTEN
San Francisco Div.
Operations

Twenty-Five Years



H. F. BASCOM
Portland Division
Operations



W. B. BOTTLER
Portland Division
Operations



Y. P. BRAUD
Norco Refinery
Engineering



J. O. CLARK
Wood River Refinery
Compounding



W. H. COLLMAN
Wood River Refinery
Operations



E. B. CROSON
Pacific Coast Area
Production



J. R. DAVIDSON
Wood River Refinery
Utilities



Z. C. FULTON
Wilmington Refinery
Engineering



H. C. GRAMMER
Wood River Refinery
Treating



A. F. GREEN
Shell Pipe Line Corp.
West Texas Area



W. D. GREGORY
Shell Pipe Line Corp.
Texas-Gulf Area



C. W. GROOS
St. Louis Division
Operations



L. M. HOLDER
New Orleans Area
Production



G. R. HOLTZMAN
Martinez Refinery
Lubricating Oils



W. IVERSON
Seattle Division
Operations



F. JANSEN
Los Angeles Division
Operations



M. M. JONES
Tulsa Area
Production



R. B. KERR
Head Office
Financial



K. O. LINHOFF
St. Louis Division
Marketing Service



V. J. MAREING
Wood River Refinery
Compounding



D. A. McDOWELL
Seattle Division
Operations



E. L. McGRAW
Wood River Refinery
Cracking



D. L. MEANS
Products Pipe Line
Bradley, Ill.



F. H. MONAHAN
Wood River Refinery
Engineering



A. J. MORESCO
San Francisco Division
Operations



N. R. OUBRE
Norco Refinery
Distilling



E. D. PARKER
Wood River Refinery
Compounding



B. F. PEYTON
Wood River Refinery
Compounding



I. L. PRICE
Houston Area
Production



F. W. RIDGWAY
Products Pipe Line
East Chicago, Ind.



C. O. SANDBACH
Wood River Refinery
Engineering



H. V. SAX
Martinez Refinery
Engineering



R. B. SILER
Tulsa Area
Land



H. A. SMITH
Wood River Refinery
Operations



M. C. SPITZE
Wood River Refinery
Dispatching



C. N. TODD
Pacific Coast Area
Production



I. M. WATKINS
Norco Refinery
Utilities



W. H. WILSON
Wood River Refinery
Engineering



L. WRIGHT
Wood River Refinery
Operations



T. YOUNG
Los Angeles Division
Operations

SHELL OIL COMPANY

Head Office

20 Years

F. C. Carter..... Personnel
C. H. Wager..... Transportation & Supplies
L. R. White..... Marketing

15 Years

J. R. Hinton..... Marketing
Helen M. Smithwick..... Personnel
E. W. Taylor..... Financial

10 Years

J. R. Childs..... Transportation & Supplies

San Francisco Office

20 Years

J. G. Dempsey..... Transportation & Supplies

15 Years

E. A. Breen..... Purchasing

Exploration and Production

HOUSTON OFFICE

20 Years

J. R. Willett..... Transportation & Supplies

TECHNICAL DIVISION

(HOUSTON)

15 Years

R. J. Haase..... Research

HOUSTON AREA

15 Years

C. N. Freeman..... Gas
J. C. Neal..... Production

10 Years

J. Hall..... Automotive

MIDLAND AREA

20 Years

R. T. Miller..... Gas

10 Years

O. B. Abbott..... Production

NEW ORLEANS AREA

20 Years

E. C. Shaw..... Production

15 Years

G. J. Bourgeois..... Production
G. L. Culpepper..... Production
A. J. Dupree..... Production

10 Years

J. B. Johnson..... Automotive
E. Murphy..... Production
N. J. Verret..... Production

PACIFIC COAST AREA

20 Years

G. L. Pope..... Production
J. A. Rentle..... Production

15 Years

W. E. McKittrick..... Exploration

10 Years

J. F. Dixon..... Production
D. A. McAllister..... Production
E. H. Mooney..... Production
J. E. Pounds..... Production
H. G. Speer..... Production
R. A. Standifer..... Production
E. E. Washburn..... Production
W. D. Watson..... Production

TULSA AREA

15 Years

H. I. Hicks..... Automotive
J. E. Shelton..... Production

10 Years

C. J. Mareburger.....Treasury
O. C. Nash.....Gas
W. M. Stafford.....Production

Manufacturing

HOUSTON REFINERY

20 Years

J. F. Farragher.....Automotive

15 Years

W. D. Antone.....Control Laboratory
H. C. Nannen.....Stores
T. J. Reed.....Automotive
S. M. Walker.....Engineering

10 Years

Hortense Barrell.....Treasury
J. Dawson.....Effluent Control
W. D. Dick.....Cracking
V. T. Gibson.....Engineering
M. E. Gremillion.....Stores
J. R. Jeter.....Lubricating Oils
E. M. Lawrence.....Control Laboratory
R. E. McAnally.....Effluent Control
J. N. McKinney.....Engineering
W. B. Musgrove.....Catalytic Cracking
W. L. Nutt.....Catalytic Cracking
W. B. Parker.....Automotive
C. J. Pridgen, Jr.....Engineering
A. G. Rains.....Automotive
E. Reese.....Engineering
B. A. Shallcross.....Treasury
F. Stewart.....Engineering
B. N. Stubbs.....Engineering
L. E. Traylor.....Cracking

MARTINEZ REFINERY

20 Years

V. C. Roteler.....Engineering
G. F. Sieg.....Control Laboratory
E. F. Tesche.....Control Laboratory

15 Years

H. G. Moe.....Engineering
B. A. Woodson.....Stores

NORCO REFINERY

20 Years

B. S. Graves, Jr.....Technological

10 Years

C. Farraro.....Engineering

WILMINGTON REFINERY

15 Years

E. E. Barnes.....Engineering

10 Years

F. L. Ayers.....Engineering
Georgia M. Donnelly.....Treasury
G. T. Fitzgerald.....Dispatching
L. E. Norbury.....Thermal Cracking

WOOD RIVER REFINERY

20 Years

J. W. Anschutz.....Compounding
J. J. Fratich.....Engineering
R. J. Greenshields.....Research Laboratory
E. R. Kahl.....Engineering
K. D. Matthews.....Engineering
E. D. McCallister.....Engineering
S. P. Monks.....Control Laboratory
A. E. Owens.....Engineering
R. W. Schwaab.....Control Laboratory
E. C. Shaw.....Dispatching
G. L. Stetson.....Products Application

15 Years

B. K. Branson.....Engineering
L. C. Scroggins.....Engineering
H. E. Smith.....Engineering
C. L. Sturgeon.....Engineering
G. E. Townzen.....Engineering
O. White.....Compounding

10 Years

D. B. Baits.....Engineering
R. W. Carnahan.....Alkylation
L. H. DeWall.....Engineering
P. J. Leininger.....Technological
W. J. Mejaskie.....Engineering
C. J. Semour.....Cracking

Marketing

MARKETING DIVISIONS

20 Years

G. E. Saunders.....Chicago, Operations
P. H. Kim.....Honolulu, Marketing Service
M. DeVera.....New York, Treasury
J. Weber.....New York, Sales
O. W. Olsen.....Sacramento, Sales
E. R. Humphreys.....St. Louis, Sales
S. E. Ellis.....Seattle, Treasury

15 Years

T. J. Manley.....Albany, Operations
R. F. Peck.....Albany, Sales
D. M. Morgan.....Baltimore, Treasury
E. C. McCaig.....Chicago, Sales
H. H. Dinkins.....Detroit, Operations
R. F. Cobb.....Los Angeles, Sales
E. L. Klinge.....Minneapolis, Operations
B. Doyle.....San Francisco, Sales

10 Years

P. Robinson.....Albany, Operations
H. Glaude.....Boston, Operations
B. R. Merrill.....Boston, Sales
R. M. Conley.....Chicago, Operations
M. E. Jeffries.....Chicago, Operations
Josephine M. Mocer.....Detroit, Treasury
D. Thompson.....Detroit, Operations
K. Nakayama.....Honolulu, Operations
E. A. Elmquist.....Portland, Operations
R. L. Justice.....Portland, Operations
W. E. Mason.....Portland, Operations

SEWAREN PLANT

20 Years

J. S. Bonk.....Asphalt

Products Pipe Line

20 Years

Elinor L. Gehring.....Each Chicago, Ind.
V. L. Martin.....Toledo, Ohio

10 Years

J. R. Childs.....New York, N. Y.
J. J. Umlauf.....East Chicago, Ind.

SHELL CHEMICAL CORPORATION

20 Years

C. Gaddis.....Houston
F. E. Smith.....Martinez
C. A. Patch.....Shell Point

15 Years

M. D. Anderson.....Head Office
F. T. Tymstra.....Head Office
J. W. Hyde.....Houston
M. Peccianti.....Martinez
R. G. Carscadden.....Shell Point
R. C. Siem.....Shell Point

10 Years

W. J. Raab.....Head Office
J. E. Stevens.....Head Office
W. C. Walker.....Head Office
M. D. Ayers.....Houston
C. E. Cummings.....Houston
H. D. Hicks.....Houston
B. F. Sanders.....Houston
R. Dagley.....Martinez
M. L. Gibson.....Torrance
E. R. Hankins.....Torrance
Marion G. Folsom.....Western Division

SHELL DEVELOPMENT COMPANY

15 Years

F. A. Rogers.....Service Engineering
G. C. Rounds.....Analytical
L. F. Seaback.....Chemical Physics
T. A. Wilson.....Service Engineering

10 Years

R. L. Maycock.....Physical Chemistry
W. G. Schlaffer.....Catalysis & Surface Chem.
T. R. White.....Physical Chemistry

SHELL PIPE LINE CORPORATION

20 Years

J. L. Buffington.....Mid-Continent Area
R. W. Parks.....Mid-Continent Area

10 Years

H. F. Copeland.....West Texas Area
J. R. Crumley.....West Texas Area
A. S. Deaton.....Bayou System
J. F. Everett.....West Texas Area
H. P. Young.....Bayou System

matters of
Fact

RESEARCH IS INVESTMENT

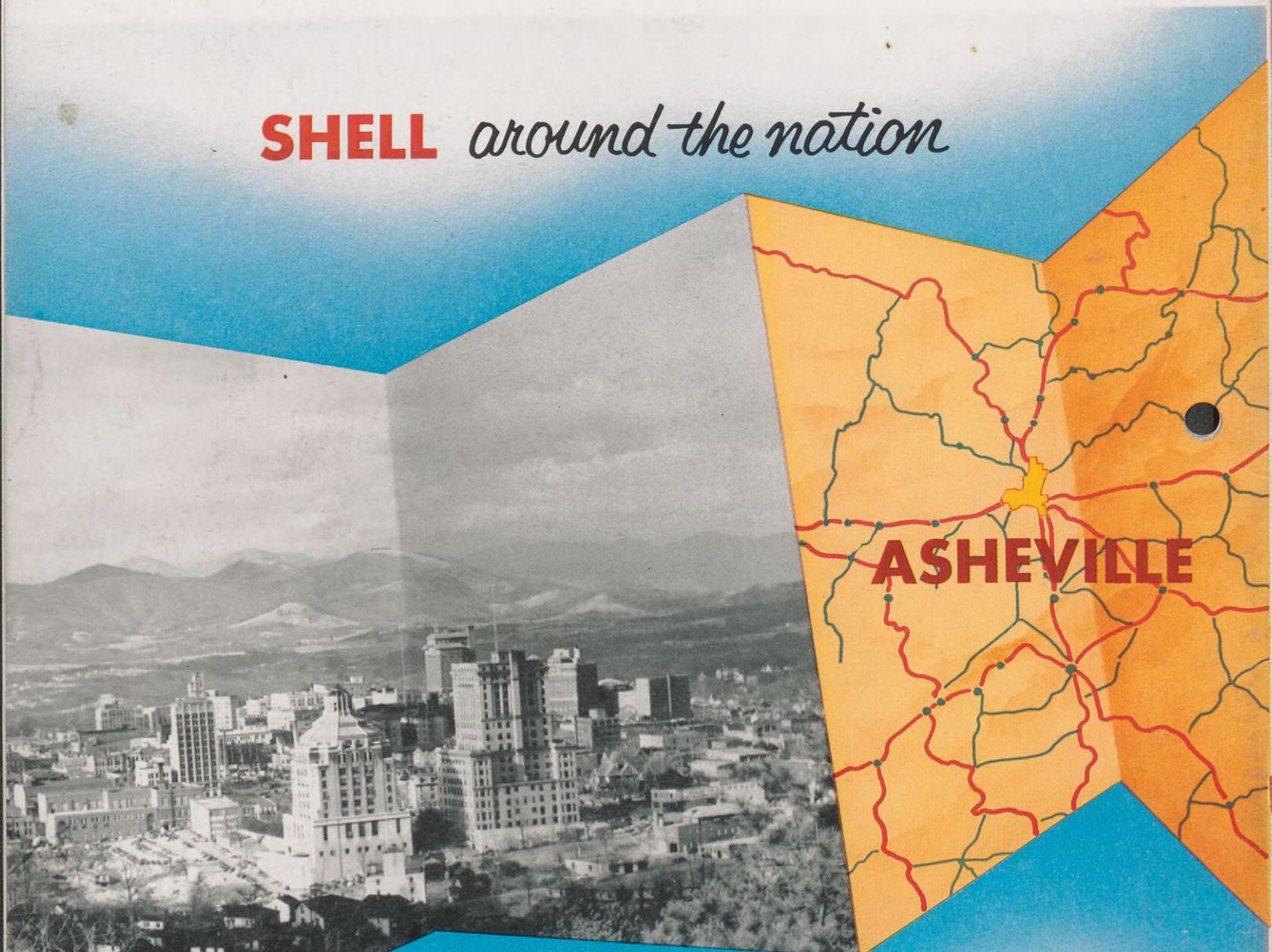
Research is investment for the future. The Oil Industry spent \$130,000,000 during 1952 to develop new exploration and production methods, and new oil and petrochemical processes and products. Shell's coordinated research program leads to better products from oil that mean progress for America.

SHELL OIL COMPANY

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One of the famous resorts in the South, the city of Asheville, North Carolina, nestles on a 2,300-foot plateau between the Great Smoky and the Blue Ridge Mountain Ranges. Cool summers and mild winters mean year-round sports, attracting numerous tourists to swell the mountain city's permanent population of more than 52,000.

For more than two decades, Shell Oil Company has served Asheville and neighboring communities. The present-day direct operation at Asheville comes under the Charlotte District of the Baltimore Marketing Division. Some 64 retail outlets are supplied from bulk storage facilities in Asheville; a staff of nine looks after Sales and Operating functions.