

# SHELL NEWS

FEBRUARY 1957

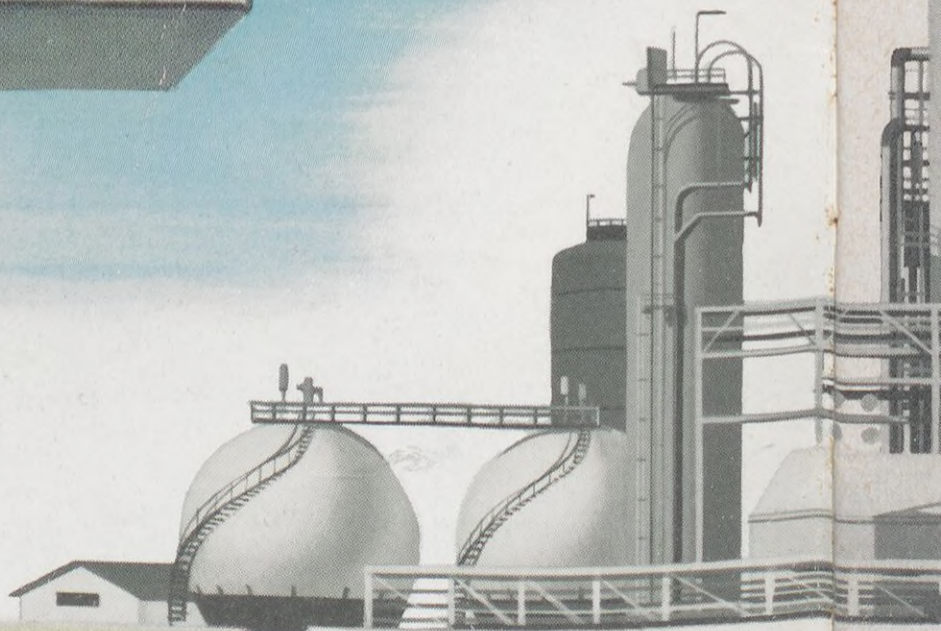
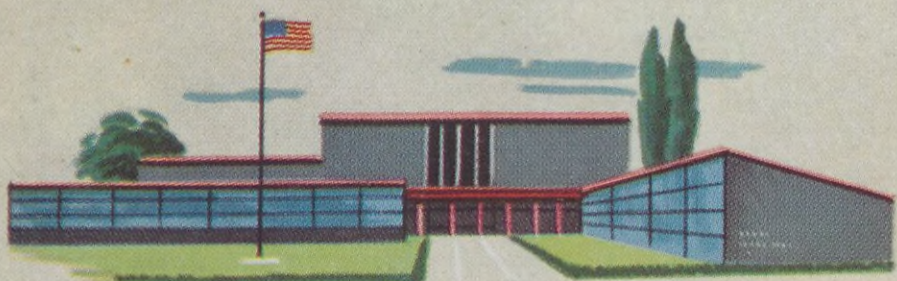
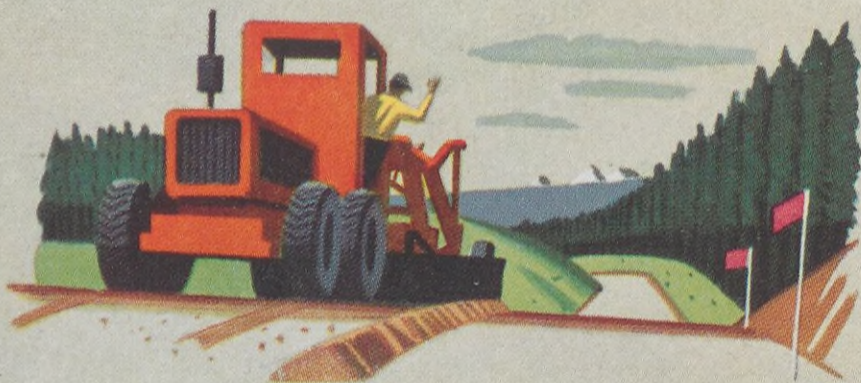
CALGARY EXHIBITION & STAMPEDE **CURL 10**

			3	6	9									
SCORE	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	1	2		4		5		7	8					



A STONE'S THROW

# The Community and Shell they g

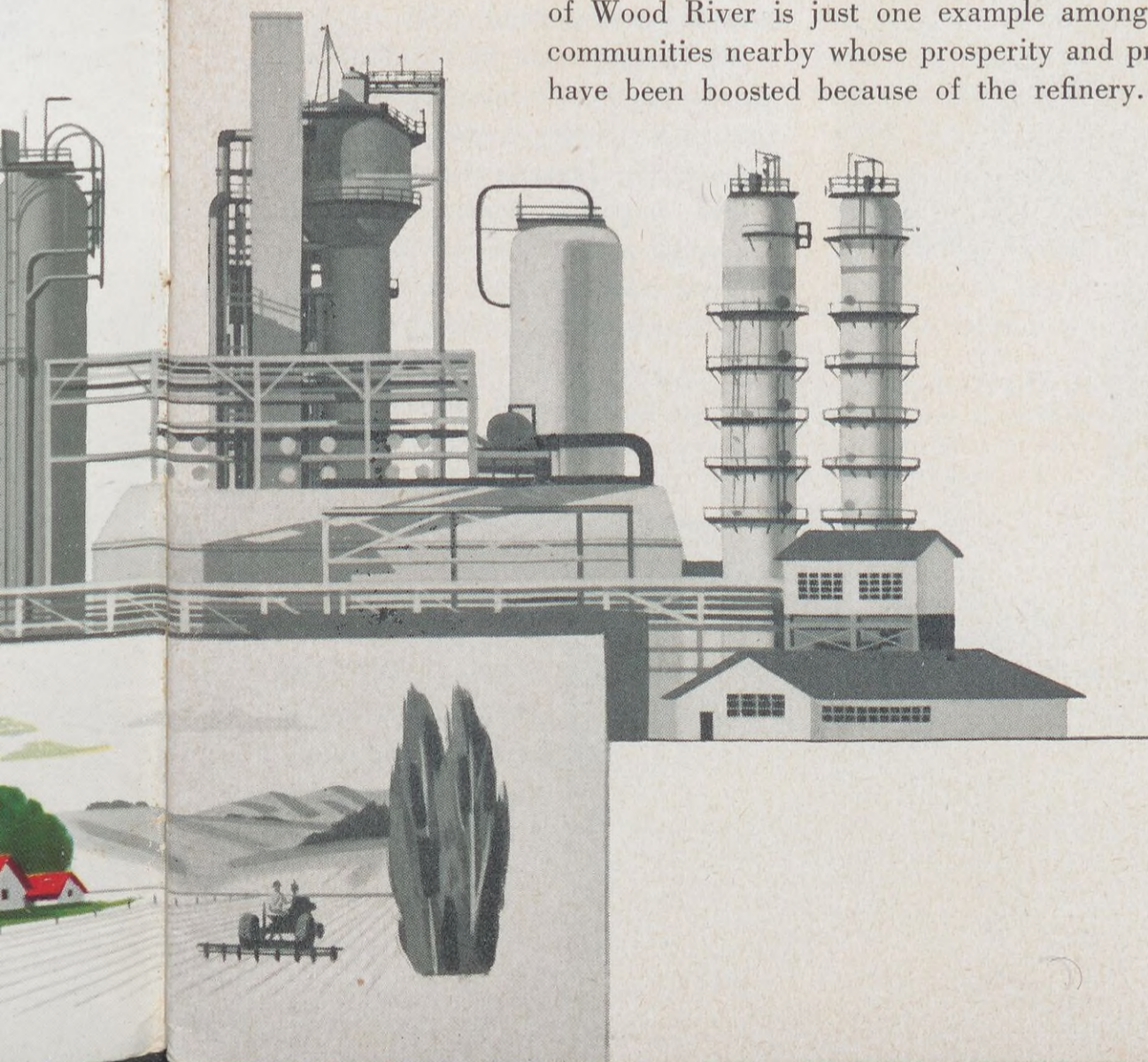


# ey grow together

*Shell People, And the Installations Where  
They Work, Such As the Wood River Re-  
finery, Help Make Local Businesses Hum*

IN 1918, when the last livery stables were becoming garages, Shell fired up the boilers of a 20,000-barrels-a-day refinery near Wood River, Illinois, population 3,500. In 1957, mechanized horsepower having long since surpassed horses, the refinery has grown to 175,000 barrels a day and the town of Wood River to almost 11,000 persons.

Shell people and the refinery they run are big factors in the growth of Wood River. But the town of Wood River is just one example among many communities nearby whose prosperity and progress have been boosted because of the refinery. These



## SHELL NEWS

VOL. 25—No. 2

FEBRUARY, 1957

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

Employee Communications Department  
New York, N. Y.

### contents

The Community and Shell They Grow Together.....	1
Atom-Powered Research .....	4
The Roarin' Game.....	6
Shell People in the News.....	9
California's River of Gold.....	12
Keep Busy and Enjoy Life.....	14
Portland and St. Louis Marketing Division Organization Charts.....	16
Communications—Big Link of the Oil Business .....	18
20,000 Miles Without Moving.....	22
They Have Retired.....	24
Coast to Coast.....	26
Service Birthdays .....	29

Published by Shell Oil Company (H. S. M. Burns, President; C. C. Combs, Treasurer; J. A. Horner, Secretary) for its employees and those of Shell Chemical Corporation, Shell Development Company and Shell Pipe Line Corporation. Address communications to Employee Communications Department, Shell Oil Company, 50 W. 50th St., New York 20, N. Y.

Copyright 1957, by Shell Oil Company

### A STONE'S THROW

The pretty lass on this month's front cover is Lillian Gordica, a typist in the Calgary (Canada) Exploration and Production Area office, who is delivering a stone or "granite" across a sheet of ice in the ancient Scottish game of curling.

One of the earliest organized sports in North America, curling is popular today in Canada and northern sections of the United States. Although the game originated in Scotland in the 16th Century, Canada has become the world's greatest curling domain. For more about this unusual winter sport, turn to page 6.



*The main street of Wood River, Ferguson Avenue, is the center of the shopping district of the town. Wood River has grown from 3,500 to 11,000 population in the 39 years since the refinery first went on stream nearby. Other nearby towns have expanded too.*

are some of the reasons:

- The refinery's annual payroll is more than \$20 million, most of which pours into the economic bloodstreams of the communities near it. Although Shell people go home to 103 towns and villages up to 50 miles from the refinery, most of them live within 25 miles of it, in such Madison County towns as Roxana (the site of the refinery), Wood River, Edwardsville, Bethalto and Alton.

- Shell pays about \$880,000 annually in taxes in Wood River Township (which includes Roxana, East Alton and Wood River), Chateau Township and Madison County.

- Each year the refinery buys more than \$2.5 million worth of goods and services from local businessmen.

- Shell employees and the refinery willingly fulfill their

responsibilities as good neighbors and good citizens in their communities.

The Wood River Refinery is in southwestern Illinois, just north of St. Louis, Missouri, in an area which was largely farmland at the turn of the century. The area's locale on two major rivers (the Mississippi and the Missouri), its population and other factors, make it a natural site for industrial plants. Oil, steel and other industries now have installations there employing more than 17,000 persons—almost one quarter of them

employees at Shell's refinery.

The Shell man's income—and outgo—are factors for stability as well as growth in the economic life of the community where he lives. For the refinery provides not only good wages, but also steady jobs.

The money spent by the Shell employee in his community becomes part of a complex economic cycle involving the farmer and the grocer (Shell employees consume produce from the equivalent of 7,000 acres of local farmland), the manufacturer and the merchant, the banker and the borrower, the buyer and the seller.

Shell people and the refinery are also part of another cycle—that involving taxes and community services.

About \$570,000 of the money which the refinery pays annually in taxes is used for school pur-

*Plant Guard L. A. McBroom checks the pass of a concrete mixing truck at the refinery gate. Refinery expansion in recent years has brought vastly increased business for local contractors and others who supply Shell with a wide variety of goods and services.*



poses. During the last three years alone, Wood River township has been able to spend more than \$4 million on new school buildings and improvements. In addition to physical progress, the school districts can afford to pay good salaries to their teachers.

The taxes Shell people and the refinery pay also help to take care of hospital, fire and police departments, sewage, municipal swimming pools, parks and modern libraries. Taxes to the county pay for sanitariums, old people's homes, bridges and roads.

Businessmen of the nearby towns look to the refinery as an important customer with its \$2.5 million annual local spending for goods and services. Many receive substantial contracts from Shell for such services as trucking, excavating and piping; they sell Shell large quantities of such materials as lumber, concrete, food, auto parts, nuts and bolts, office supplies. In turn, Shell supplies the communities near the refinery with gasoline, motor oil, fuel oil, lubricants and many other petroleum products.

A variety of other purchases by the refinery are in the "country store" category. They include such items as towels and tile, cups and clothing, cardboard for signs, pins and thumbtacks for bulletin boards, pipe cleaners for laboratory glassware, and snow shovels.

The refinery and its employees are not only good customers, they are also good neighbors and good citizens. Shell people take a leading role in civic work — school boards, Boy Scouts, Junior Achievement companies, and local government (Shell men currently serve as mayors of six communities in and near Madison County—Roxana, Edwardsville, Glen Carbon, Worden, Bunker Hill and Elsah). School children and teachers are welcomed at the refinery on scheduled tours. Shell people and the refinery contribute generously to the Community Chest and the American

Red Cross. They help in local safe driving campaigns.

Shell people and the refinery have been good neighbors and good cus-

tomers since the livery stables were disappearing 39 years ago. The ascendancy of mechanized horsepower has made them more so.



*The Roxana swimming pool is one of many municipal improvements made possible by the taxes paid by individuals and industries like Shell in the area.*



*Cafeteria Manager J. V. Geluso, right, watches milk delivered by a local dairy. Shell consumes a huge quantity of local products — from candy to concrete.*

*Shell is a supplier of a variety of petroleum products, such as the fuel oil being delivered here by a local oil company, to the Wood River area. The refinery supplies gasoline, oil, greases and other products to local retail dealers.*



# ATOM-P

A NEW research tool at Shell Development Company's Emeryville Research Center is expected to hasten the development of plastic materials that can take the place of steel.

Dr. Harold Gershinowitz, President of Shell Development Company, predicts that the new research machine, a 3,000,000-volt Van de Graaff accelerator, will lead to production of plastics tough enough for automobile and airplane bodies and structural members of buildings.

"Electron bombardment will do for plastics what forging did for iron and what vulcanizing did for rubber," Dr. Gershinowitz says. "It changes the nature of the ordinary material, gives it extraordinary new properties and opens the way for new products and new industries."

The most powerful radiation source in use today in any industrial laboratory, this accelerator bombards test materials with electrons travelling at 184,400 miles per second. The transformation of the materials exposed to this powerful beam of atomic particles is spectacular. Sticky synthetic rubber is changed into a smooth, elastic product; liquid resin is transformed into a rigid plastic and white salt becomes vari-colored.

A chief advantage of the machine is that it speeds research. Its high energy electron beam permits studies to be made in minutes or hours that would take too long even to be attempted with other radiation sources.

The accelerator is installed in a newly-constructed radiation labora-

*Chemists E. R. Bell, left, and V. A. Campanile adjust the vacuum tube of the Van de Graaff accelerator in preparation for a test at the Emeryville Research Center.*

*Experiments with  
Atomic Particles at the  
Emeryville Research Center  
Aid Shell Scientists in  
Developing Future Products  
for the Atomic Age*

# A-POWERED RESEARCH

tory at Emeryville which has four rooms—a generator room where the accelerator is housed in a cylindrical tank 11 feet high and six feet in diameter, a target room where materials are exposed to radiation, a control room and a chemical laboratory.

A fast-moving rubberized belt in the accelerator carries electrons to an electrically-isolated terminal at the top of the machine. As electrons are deposited at the terminal, it is brought to a 3,000,000-volt potential. The electrons move from the terminal to a heated filament and from there are hurled through a vacuum tube to the bottom of the machine. Here they are directed through a thin aluminum membrane to the target in a room on the floor below. The beam of electrons is "scanned," TV fashion, to ensure even distribution on the target and to avoid melting the aluminum membrane.

A closed television circuit and a system of mirrors are used in watching the operation of the machine from the control room.

To ensure the safety of personnel and the absence of radiation in nearby areas (the slightest trace of radiation would upset the operation of delicate instruments for radioisotope detection in nearby buildings), the key area of the Radiation Laboratory is built like a fortress. Concrete walls 4½ feet thick separate the target room from the control room; the concrete ceiling in the target room is three feet thick, and the walls of the generator room are two feet thick.

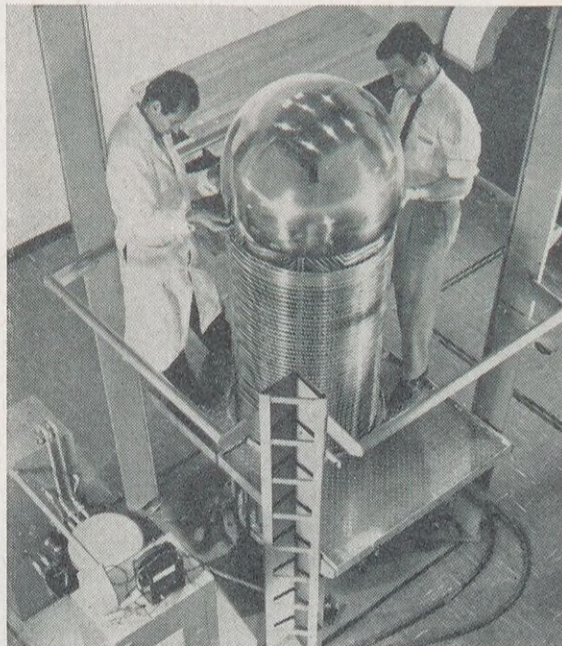
Chemist C. D. Wagner (pointing) explains the operation of the accelerator to a group of visiting science reporters from newspapers throughout the United States.

Personnel are given additional protection by an interlocking key system, warning lights and horns, emergency stop buttons on each wall, door interlocks to cut off power and an intercommunications system—all to ensure that power will not be applied while personnel are in the generator or target rooms. Also, monitoring devices such as Geiger counters and radiation-sensitive film badges keep a constant check on rooms and personnel to protect employees from possible radiation exposure.

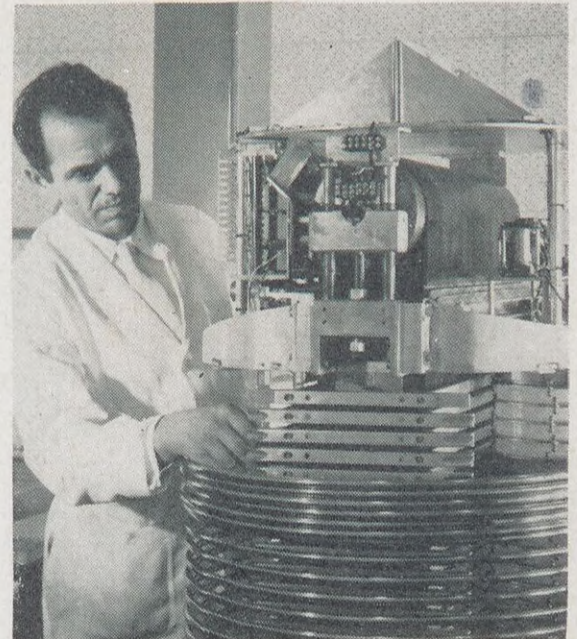
The accelerator tests being conducted at Emeryville are part of a new

branch of science called radiochemistry—so new, in fact, that its future in industry has not been fully determined. However, it is already giving scientists a look into the future of the atomic age.

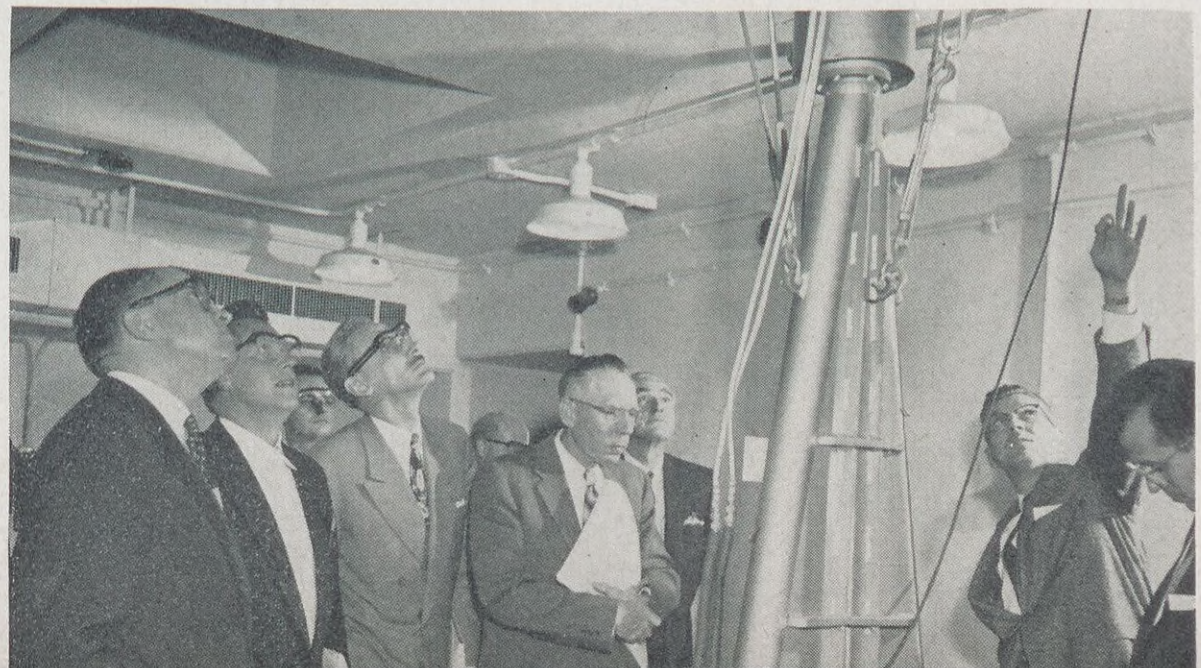
In addition to plastic and synthetic rubber research, Shell scientists now are able to develop fuels and lubricants for atomic power plants. Since the accelerator generates the same kind of radiation given off by atomic reactors, petroleum products can be studied under the operating conditions that will prevail in the atomic power plants of the future.



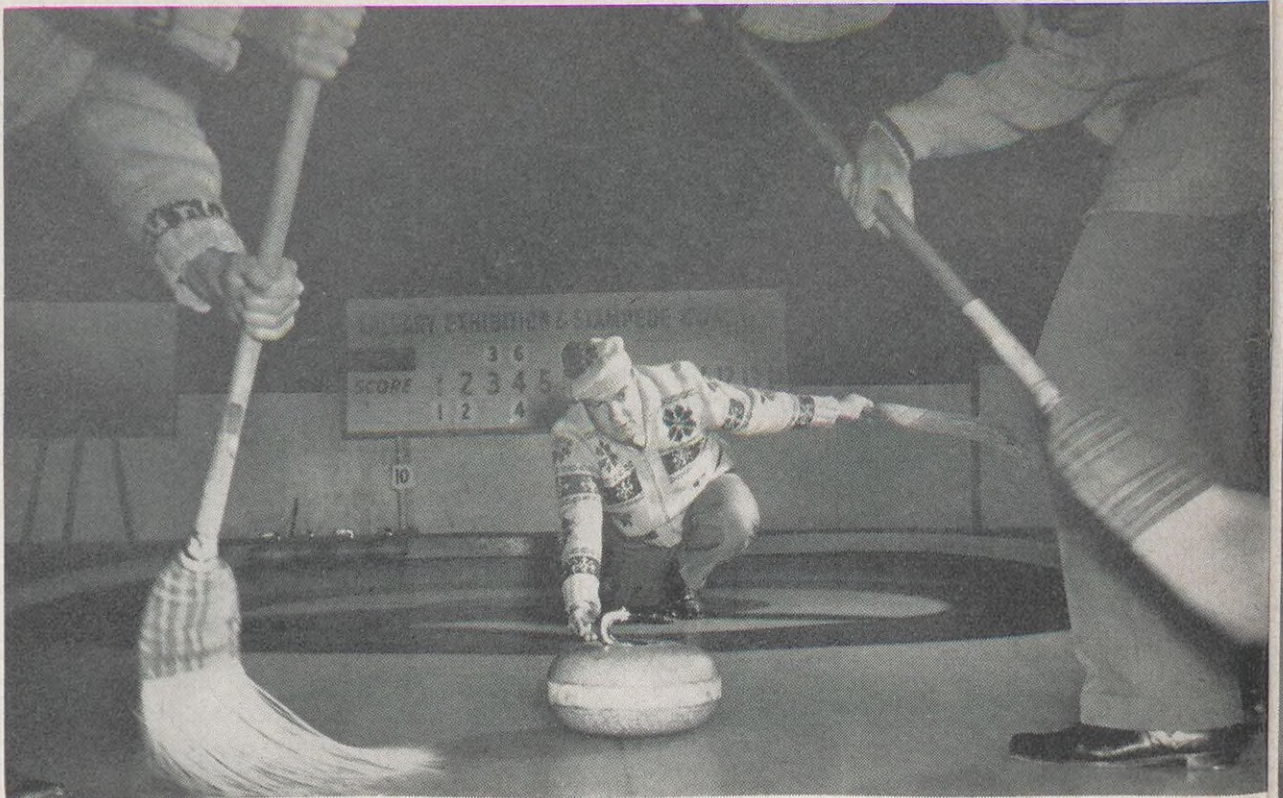
With the protective cover of the accelerator removed, Campanile, left, and Bell check over the machine in the generator room.



Campanile inspects the top of the accelerator where electrons are carried by the rubber belt before being hurled to the target.



As the "skip" of a curling team, C. E. Steilo, below, Clerk in the Calgary Area Treasury Department, yells "Sweep!" so his players will use their brooms to urge a stone into the bull's-eye.



Sweepers are ready to sweep in front of a moving curling stone to increase its run along the ice as Steilo makes his delivery.

## THE R

ONCE the most popular winter sport in North America, the old Scottish game of curling long ago took a back seat to ice skating, hockey and skiing. But today its popularity is increasing rapidly again as both a participant and spectator sport.

More than 175,000 persons in North America are active curlers, including 15,000 women and 25,000 school boys. The majority of these curling enthusiasts are in Canada, which boasts more curlers than any other country in the world—even more than Scotland.

Several thousand American curlers have organized clubs in New York, Massachusetts, Connecticut, Rhode Island, New Hampshire, Michigan, Illinois, Wisconsin,



The fast, rhythmical sweeping is the most colorful part of the game of curling. Here A. L. Oliphant, left, a Supervisor in the Calgary Area Land Department, and K. R. Stevens, Senior Clerk in the Area's Transport Department, demonstrate how it's done.



Skip J. B. McIlveen, Clerk in Calgary Division Production, gives a player a "Well Done!" signal by holding up his broom.

# THE ROARIN' GAME

*Curling, an Ancient Scottish Pastime, is Again Becoming a Leading Winter Sport in the United States and Canada*

Minnesota, North Dakota, Washington and Alaska. As a result of the increasing number of curlers and curling clubs in the United States, the first U. S. Men's National Curling Championship event will be held next month in the Chicago Stadium.

In the game of curling you slide a curling stone or "granite" down a 146-foot strip of ice called a "sheet." You aim to get the stone to come to rest as close as possible to the center of a three-ring bull's-eye (called a "house") at the far end of the sheet. In this respect, the game resembles shuffleboard or bowling on the green, but here the similarity ends.

Curling stones, which weigh about 40 pounds, are made from granite and shaped somewhat like fat tea-kettles. A handle on the top side is used to slide the stone. After taking instructions from the team captain or

"skip," the curler delivers an "in-turn" or "out-turn." This is done by giving the handle a twist toward the body or away from the body as the stone is released, helping the granite to "curl" around stones that might be in its way.

"Sweep!" the skip yells and two members of his team armed with their brooms start fast, rhythmical sweeping of the ice in front of a traveling stone. The experts say sweeping produces a vacuum in front of the moving stone, causing it to travel farther than it otherwise would. Tests have proved that sweeping extends a stone's run up to 15 feet.

A curling team or "rink" has four members—a lead, second, third and the skip. In play, each member of

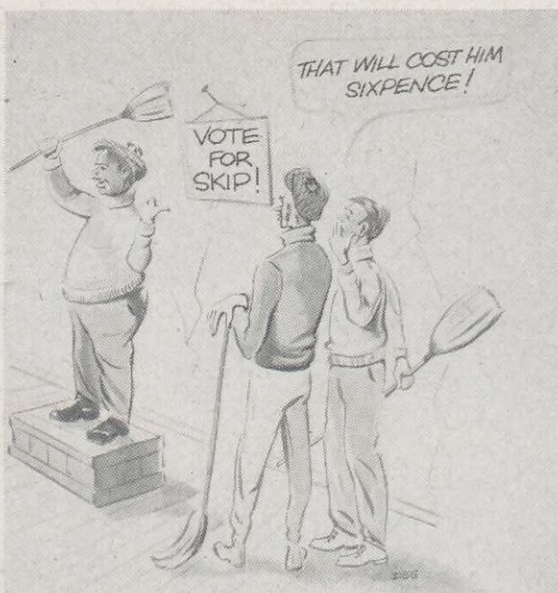
Steilo, left, and Stevens, center, are discussing where to aim the next stone as Skip Oliphant of the opposing team looks on.

a team delivers two stones alternately with the opposing players to complete an "end." Ten ends complete a friendly or league game while 12 ends complete a tournament or "bonspiel" game. At the close of each end, the score is taken by giving one point for every stone that is nearer the center of the "house" than any stone of the opposing side.

The game involves various maneuvers by the opposing teams—to block the position of one stone with another, to move the location of one stone by



## Old Scottish Curling Club Rules



*Duddingston Club (1795), Rule 5: "Any member introducing a political subject of conversation shall be fined in the penalty of sixpence, to be paid immediately." The Adouch Club (1750) went further by adding religion to the forbidden subject list.*



*Coupar Angus and Kettins Club (1776): "If any brother in the course of play shall be guilty of swearing or giving bad names to a member, he shall pay twopence for the first offense, and be at the mercy of the court for repeated acts of said crimes."*



*Old Peebles Curling Club (1881): "When a member falls the rest shall not laugh, but render him every assistance to enable him to regain his former erect position."*



*Old Peebles Club (1881): "When the club, according to use and wont, beats their opponents they shall not exalt too much as to wound the feelings of a fallen foe."*

bumping it with another, or to knock an opponent's stone out of play.

All signals are called by the skip who stands at the scoring end of the sheet until it is his turn to curl, at which time the "vice-skip" takes over. The skip or vice-skip signals with his broom where he wants a stone to come to rest and uses his hands to signal the kind of spin he wants in the delivery. He also shouts instructions to his players, which is one of the reasons curling is called the "roarin' game." Another reason given for this nickname is the roaring sound the stones make as they glide across the ice.

The first written record of curling appeared about 1600, although the game was popular in Scotland many years before then. The earliest curling stone in existence is dated 1511. The game was introduced to North America by Celtic fur trappers and Highland regiments stationed here during colonial times.

The cold American winters were ideally suited to a game played on frozen ponds. Its popularity spread from Quebec to the western Canadian provinces and from Boston and New York to Michigan and points west. Although the game had been played

since colonial days, no clubs were founded or formal records kept in North America before the early 1800's.

During the 19th Century, curling reigned as the most popular winter sport and many clubs were organized in both the United States and Canada. But after 1900, as winters became milder, curling declined — especially in the United States.

The remarkable growth of the game in Canada and the U. S. in recent years can be attributed to indoor rinks equipped with artificial ice. Outdoor ponds are still used, however, in rural districts of Canada. Many oldtime curlers object to indoor rinks, saying: "One doesn't have th' exhilaration of th' outdoor bonspiel in cauld, cauld icy weather."

Shell employees in the Calgary Exploration and Production Area have organized 39 teams or rinks into three Shell Curling Leagues. Twenty-four rinks are in the leagues at Calgary and Edmonton—12 at each center—and 15 rinks are in the league at Regina. Each of the three leagues hold regular weekly sessions during the winter months. Many of the Shell rinks are entered in the numerous bonspiels held every year. Shell is always well represented at the Petroleum Club Bonspiels which bring Shell curlers against the best rinks from other oil companies.

One curling organization is international in scope, with the purpose of "uniting curlers throughout the world in one brotherhood of the rink." It is called the Royal Caledonian Curling Club and was organized in Scotland in July, 1838. Nearly 500 curling clubs in Scotland, England, Wales, Sweden, Canada, New Zealand, United States and Switzerland are under its wing.

These clubs often pay homage to their Scottish origin by toasting the Royal Club as "our auld respectit mither." And traditionally curlers hail their comradeship with the Scottish expression: "We're brithers a'."

# Shell People in the News

## General Tax Department Reorganized



R. V. MILLER



R. M. WALTON



R. B. KERR



L. R. WAGGONER



R. R. MCGREGOR

In recognition of the growth and importance of the tax responsibilities of the Shell Companies, the Head Office General Tax Department has been reorganized with the following staff changes.

R. V. MILLER, Manager, General Tax Department, has been named General Tax Manager and will continue in general charge of all tax functions.

R. M. WALTON, Assistant Manager, General Tax Department, is on an extended foreign assignment.

R. B. KERR, Supervisor of Property Taxes, has been named Assistant to the General Tax Manager. He will handle special assignments and tax legislative matters. He will also assist in the general administration of the Department.

The functions of the reorganized department will be divided into three divisions: Financial, Tax Research, Property and Excise. Each division will act directly within the scope of its designated responsibilities with all Head Office Departments and field locations. General policy matters will continue to be cleared through the General Tax Manager.

L. R. WAGGONER, Assistant Manager, General Tax Department, has been named Manager of the Financial Tax Division and will act for the General Tax Manager in his absence.

R. R. MCGREGOR, Chief Tax Analyst, General Tax Department, has been named Manager of the Tax Research Division.

I. S. MAXWELL, Tax Representative, Chicago Marketing Division, has been named Manager of the Property and Excise Tax Division.

C. W. THOMAS, Senior Tax Analyst, has been named Assistant Manager, Financial Tax Division, in charge of Tax-Engineering.



I. S. MAXWELL



C. W. THOMAS



K. R. FITZSIMMONS

## Shell Chemical Sales Division Reorganized

A realignment of Shell Chemical Corporation's Sales Division has been made to enable the Division to operate more efficiently. The Solvents, Resins and Plastics and Industrial Chemicals Departments have been discontinued and their functions transferred to other units in the new organization.

The Sales Department under the direction of K. R. FITZSIMMONS as Sales Manager and W. Q. MOONEY as Assistant to the Sales Manager has been enlarged in staff to assume certain of the responsibilities with regard to logistics and the more current problems formerly handled by the product departments.



W. Q. MOONEY

## Shell Chemical Sales Division Reorganized (cont'd)

F. S. SWACKHAMER has been named Manager of a newly-organized Sales Development Department, which will assume the sales development activities of the former product departments. T. F. MIKA, formerly Assistant Department Head (Acting), Plastics and Resins Department, Shell Development Company's Emeryville Research Center, has been named Assistant to the Manager, Sales Development Department.

W. E. KEEGAN has been named Manager of the new Sales Services Department, which will embrace the functions of Trade Analysis and Marketing Services. A. JONNARD will continue as Manager, Trade Analysis, and T. A. MONCURE, formerly Supervisor-operations, Agricultural Chemical Sales Division, has been named Manager, Marketing Services. In addition to the Trade Analysis and Marketing Services, Mr. Keegan will handle employee development, recruitment and related functions.

The present Export and Treasury Departments of the Sales Division will remain as presently staffed.



F. S. SWACKHAMER



T. F. MIKA



W. E. KEEGAN



A. JONNARD



T. A. MONCURE

## Shell Oil Company Financial Organization

R. B. HARBOTTLE has been named Assistant Controller of Shell Oil Company, replacing A. HOWARD who has taken an extended leave of absence because of illness. Mr. Harbottle, who holds a degree in business administration from the University of Southern California, joined Shell Oil Company in 1933 as a Clerk at the Wilmington Refinery. He transferred to the San Francisco Office in 1936 and served in various financial and accounting positions there. He was named Manager of the Economics and Statistics Department at San Francisco in 1946. Mr. Harbottle moved to Head Office in December, 1949, and was named Staff Assistant in the Economic Development Department. In July, 1956, he was appointed Manager of the Head Office Economics and Statistics Department.



R. B. HARBOTTLE

J. E. PECK has been named Manager of the Economics and Statistics Department of Shell Oil Company's Head Office Financial Organization. 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, Oklahoma. 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 February, 1952, he was named Midland Area Treasury Manager. Mr. Peck was appointed Assistant Manager of the Head Office Auditing Department in January, 1956, and the following September was named Manager of the Head Office Refinery Accounting Department.



J. E. PECK

H. M. SPINNING has been named Manager of the Refinery Accounting Department of Shell Oil Company's Head Office Financial Organization. Mr. Spinning joined Shell Oil Company in 1929 as a Clerk in the Treasury Department of the Los Angeles Office. He served in various Treasury positions in California and in 1949 was named Chief Accountant in the Midland Exploration and Production Area. Mr. Spinning was appointed Treasury Manager of the Sewaren Plant in 1953 and in January, 1955, was named Assistant Manager of the Head Office Marketing Accounting Department.



H. M. SPINNING

### **Personnel and Industrial Relations Organization**

R. A. PRATT has been named Personnel and Industrial Relations Manager of Shell Pipe Line Corporation, succeeding L. C. GEILER who has been named Industrial Relations Manager. Mr. Pratt, who holds a Bachelor's degree in business administration from the University of Houston, joined Shell Oil Company in 1933 as an Office Boy at the Wilmington Refinery. He was transferred to the Shell Chemical Plant at Dominguez, California, in 1935 as a Clerk and after holding positions of increasing responsibility was named Department Manager, Industrial Relations, at the Chemical Plant in 1945. Mr. Pratt then served as Personnel and Industrial Relations Manager at the Houston Chemical Plant, the Wilmington Refinery and the Torrance Chemical Plant before joining Shell Development Company in 1950 as Assistant Personnel Director of the Emeryville Research Center and was named Manager of the Personnel and Industrial Relations Department there in 1954.



R. A. PRATT

R. W. McDONALD has been named Manager of the Personnel and Industrial Relations Department at Shell Development Company's Emeryville Research Center, succeeding Mr. Pratt. Mr. McDonald, who holds a Bachelor's degree in political science and a J.D. degree in law from the University of Illinois, joined Shell Oil Company in 1947 as a Law Clerk in the Head Office Legal Department. He was appointed Attorney the following year, and in 1950 became Administrative Assistant in the President's Office. In 1952 he was named Industrial Relations Representative in the Head Office Industrial Relations Department.



R. W. McDONALD

### **Kenney Elected Committee Chairman**

W. F. KENNEY, Vice President and General Counsel of Shell Oil Company, has been elected 1957 chairman of the American Petroleum Industries Committee of the American Petroleum Institute. He has been a member of the committee since 1953 and has served as vice chairman since 1955. Mr. Kenney also has been elected president of the Association of General Counsels, an organization made up of general counsels and assistant general counsels of large industrial corporations.



W. F. KENNEY

### **Bowlby Named Association President**

S. F. BOWLBY, Vice President, Pacific Coast Exploration and Production Area, has been elected president of the Western Oil and Gas Association for 1957. The organization is the regional association for oil producers, refiners and marketers west of the Rocky Mountains.



S. F. BOWLBY



Ben F. Poduska, Industrial Representative at Shell's Stockton District Office, looks out over Beardsley Dam site.

## CALIF O

Water Which Once Washed Go

IN March of 1850 the cry "Gold!" sent nearly 6,000 miners clambering over the Sierra Nevada foothills into the Columbia diggings, located on what had been a peaceful flat just north of Sonora, California.

The man who touched off this assault on the legendary Mother Lode country is known as Captain Avent, a lucky 49'er who panned two and a half pounds of gold his first day in the area and averaged 12 to 15 ounces a day until the water dried up in July.

Columbia's population dried up with the water that month and little growth was noted again until a year later when a flume was completed to the diggings from the nearby Stanislaus River.

Today, high in the Sierra about 30 miles from the once thriving gold fields, men are again showing their dependence upon the Stanislaus. There, deep within granite-walled canyons of the Stanislaus National Forest, two giant dams are rising to hold the waters which once washed the soil in miners' pans and sluice boxes. This liquid gold, as Californians call it, will be stored for irrigation of 143,000 acres of valley farmland.

The dams, each with an accompanying powerhouse, are Beardsley and Donnells. On the middle fork of the river, they are separated by 12 miles of cascading water and pine-timbered slopes. Beardsley and Donnells are part of what is known as the Tri-Dam Project, a \$42,000,000 investment being made by two irrigation districts located in California's Central Valley about 90 miles east of San Francisco. A third dam, Tulloch, is being built



The Stanislaus River has been important in California's history for many years. In 1850 gold miners depended upon the water to wash the precious mineral from the soil. Today, huge dams are being built to store the river's water for irrigation of 143,000 acres of land.

dict  
site.

# LIFORNIA'S RIVER OF GOLD

Washed Gold From the Soil Will Be Stored Behind Tri-Dam Project to Produce New Riches

under another contract about 45 miles down river from Beardsley.

Shell moved into Tri-Dam along with the first construction men during the Summer of 1955. Four major construction companies, Morrison-Knudsen Company, Inc., Peter Kiewit Sons' Company, Stolte, Inc. and Macco Corporation, known as the Tri-Dam Constructors, are doing the work. Shell's contract, which is being serviced by the Company's Stockton District Office, calls for a total of 8,650,000 gallons of product. Of this total, 6,000,000 gallons is diesel fuel, 2,400,000 gallons gasoline, and 250,000 gallons of lubricants.

At the construction sites, facilities have been built for storing and dispensing Shell products to the millions of dollars of equipment. At Beardsley alone, there are more than 100 pieces of major equipment. To keep the trucks, cranes and tractors working around the clock six days a week, a mobile lube station, called the "candy wagon," is constantly on the go.

Beardsley, at 3,150 feet elevation, bridges the canyon with an earth, gravel and rock-fill-type dam, 850 feet across at its crest and 255 feet high at the maximum section. Behind it a lake covering 720 acres will be created.

From what was an almost inaccessible canyon at 4,630 feet elevation, Donnell's Dam is rising 285 feet above the river bed. This project, more spectacular than Beardsley, is a thin-wall concrete arch behind which a lake will stretch for three miles.

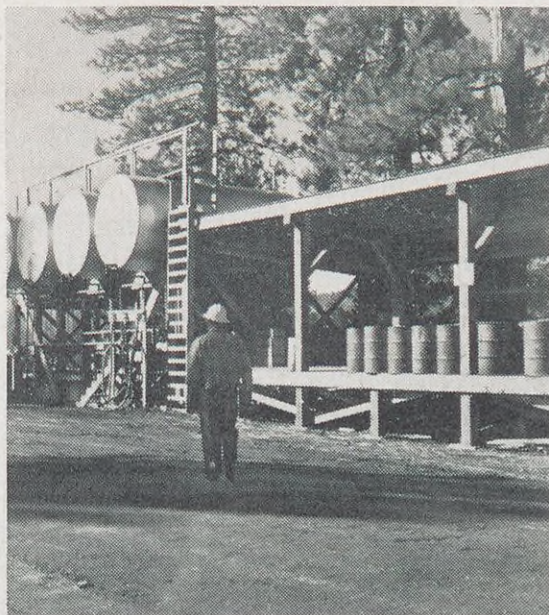
Water behind Donnell's will rush through a tunnel carved through more

than seven miles of granite, then drop 1,200 vertical feet in a penstock to the powerhouse. Electricity produced at this and the two other powerhouses in the Tri-Dam Project will eventually pay for the construction. The project was financed through the sale of revenue bonds by the Oakdale and South San Joaquin Irrigation Districts. These bonds are payable solely from power revenue derived through a 50-year contract entered into between the

Districts and the Pacific Gas and Electric Company.

Man has changed his ways since the days of Captain Avent, as is being witnessed in California's high Sierra. Where once he used mountain streams to wash precious gold from the soil—leaving as his only reminder great expanses of sun-bleached gravel and ghost towns—he now harnesses these same rivers to increase the fertility of his lands.

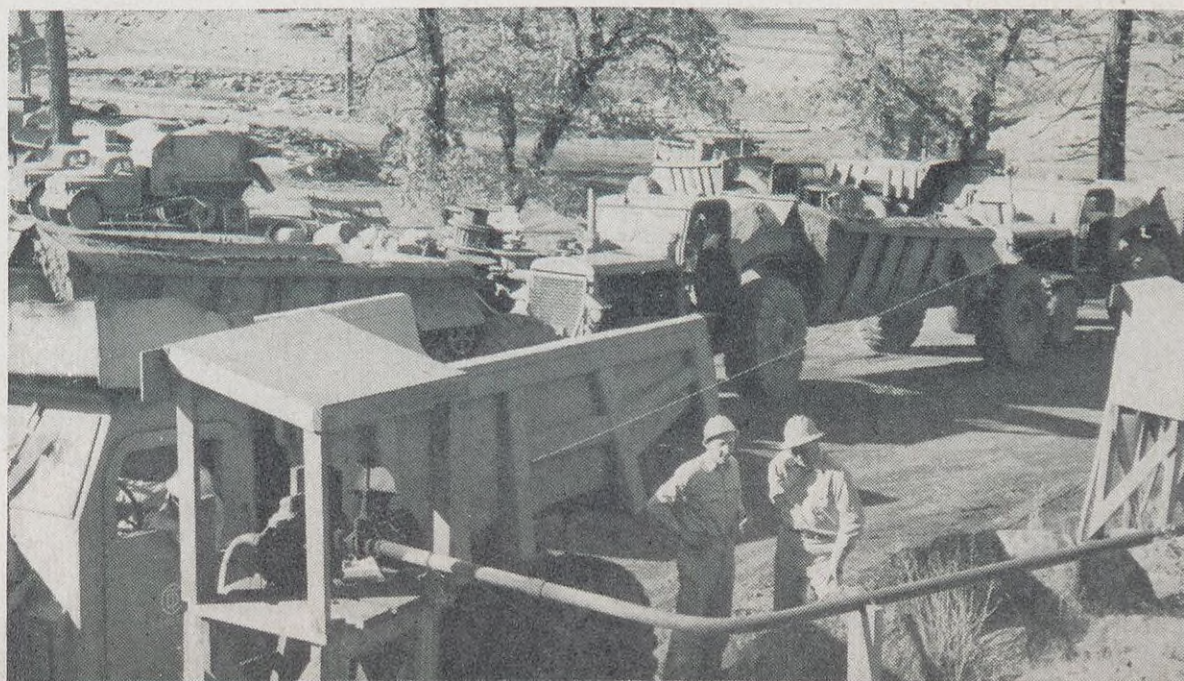
Shell products are stored in this depot at the Donnell's Project's construction camp.

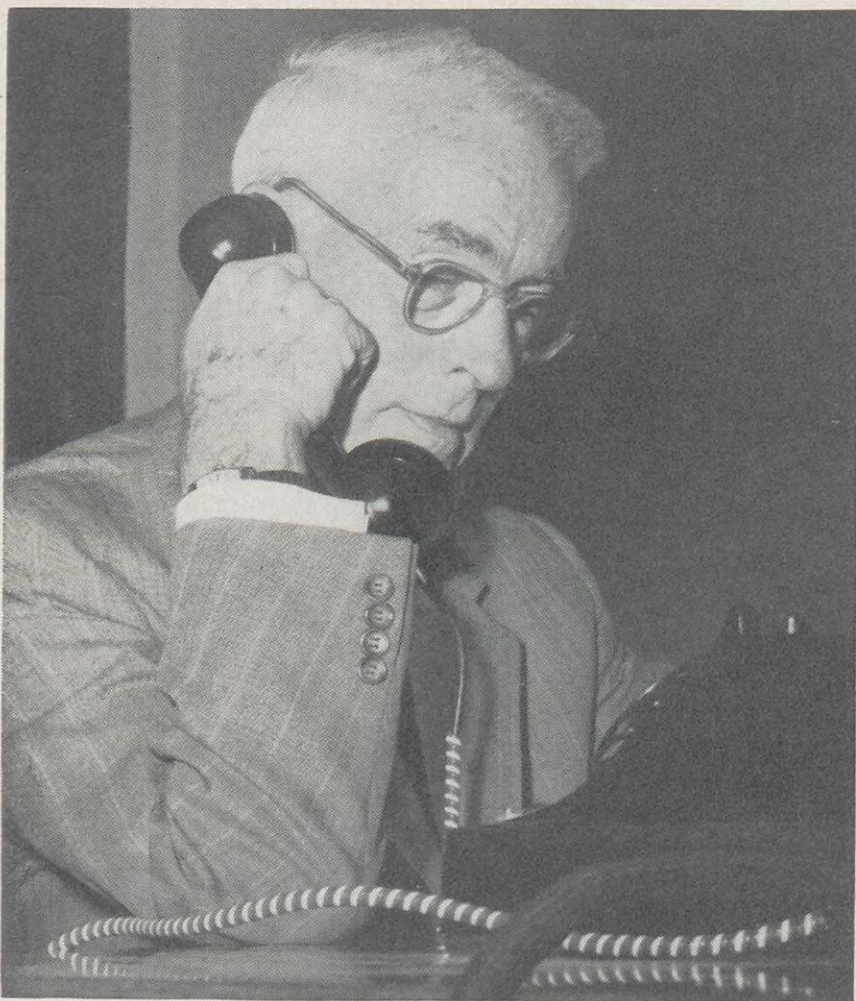


Giant hoist delivers materials to gate-controlled overflow spillway at Donnell's Dam.



Poduska, right, with Project Lube Superintendent J. R. Williams, watches as one of more than 100 pieces of major equipment is filled with Shell diesel fuel at Beardsley Project.





*As Church Manager and Church Secretary of the Trinity Presbyterian Church in St. Louis, Missouri, Jim Bone does everything from answering hundreds of telephone calls to taking dictation for the Sunday sermon.*

## KEEP BUSY and ENJOY LIFE

### *Former Shell Employment Manager Jim Bone Applies Success Formula to Retirement*

THE white-haired gentleman sat a little farther back in his chair, pursed his lips and said, "I have to be busy in order to be happy, and a hobby just isn't enough." He shifted his weight quickly, adding, "And it's not only doing the kind of work I enjoy — doing something which deserves financial reward is important too."

P. James Bone, better known to his many friends as "Jim," has always lived by these standards and finds that they also apply to successful retirement. For over two years, Jim has been Church Manager and Church Secretary for the Trinity Presbyterian Church in St. Louis, Missouri. He has been active in church work throughout his

life, and has been particularly interested in church youth groups in St. Louis and New York.

Managing a large church like Trinity with 1,200 active members is much the same as running a business,

and, according to Jim, his daily responsibilities are not too unlike those he experienced with Shell during his 31 years with the Company. Jim is still dealing with people—and he still enjoys it.

*Jim and Dr. E. Clay Frye, left, Minister of Trinity Presbyterian Church, discuss the program of coming events which appears on a sign in front of the building.*



Jim Bone retired as Employment Manager in Head Office in October, 1953, and now lives with his wife and 21-year-old daughter, Patricia, in St. Louis County.

He works approximately 55 hours a week, and his duties range from serving as editor of the weekly church magazine to supervising the church janitorial staff. He helps organize the Wednesday night church dinners and greets visitors to the church office with the

diplomacy the position requires. He makes additions and deletions to the mailing list and operates the addressograph machine. He receives hundreds of phone calls weekly, and takes dictation for the Sunday sermons.

In between, Jim serves as advisor and organizer for the various functions taking place at Trinity almost every day and night, such as church plays, meetings, and weddings. The Wednesday evening dinners, for instance, require him to be on hand from 6 to 8:30 p.m., handling accommodations for the 350 people usually present.

Jim's activities at Trinity range over a wide area. In addition to the main sanctuary, Trinity's quarters include a large dining room, a fully-equipped kitchen, a spacious auditorium, a chapel for weddings, and of course, the church office. The office opens officially at 8:30 a.m., but Jim is there at 8.

Having long been interested in church work, it was quite natural that Jim chose this field for his retirement livelihood. He originally accepted the position of Youth Director at Trinity in March, 1954, but after working for a few months, Jim felt that the job did not justify full-time attention and resigned.

He turned to his hobby of hooking rugs, but this did not lessen the feeling of frustration. Although he thoroughly enjoys hooking rugs, Jim tired of it quickly when he devoted full time to the hobby. "I've hooked 22 rugs in the past 10 years," Jim says. "Before I retired, this was enough to occupy my spare time, but after retirement, the hobby just wasn't enough."

Also interested in singing, Jim is active in the St. Louis Shrine Chanters, an organization of 50 men which has gained area-wide popularity singing at various functions throughout the city. His work in the Chanters includes the group's frequent visits to the Shriner's Crippled Children's Hos-



*When he finds time, Jim works at his hobby of hooking rugs. This one is his 22nd since he took up the hobby in 1946. Advising him are his daughter, Patricia, left, and his wife, Doris.*

pital in St. Louis.

Several weeks after Jim had resigned as Youth Director, the pastor, Dr. E. Clay Frye, offered him the job of Church Secretary. Jim accepted, confident that he could fill the position adequately. Prior to joining Shell, Jim had been a court reporter, and he had wide secretarial experience with Shell, both as secretary to the General Manager of the Shell Company of Venezuela, and as Assistant to the President of Shell Oil Company.

When Jim agreed to take the job, Trinity's Board of Elders voted to

expand his title to include "Church Manager," suspecting that he would quickly assume a major role in assisting Dr. Frye with administrative duties.

Jim insists his story is not unusual, though he will admit that a 55-hour work week is not typical. But he believes that similar opportunities — in or outside the church — are open to retired men throughout the country. "Practically every large church could use the services of someone like myself," Jim declares. "The jobs are there for those who want them."

*Dr. Frye dictates sermons and letters to Jim regularly. On his first day at Trinity, Jim took down a long sermon although he hadn't taken a word of shorthand in over 20 years.*



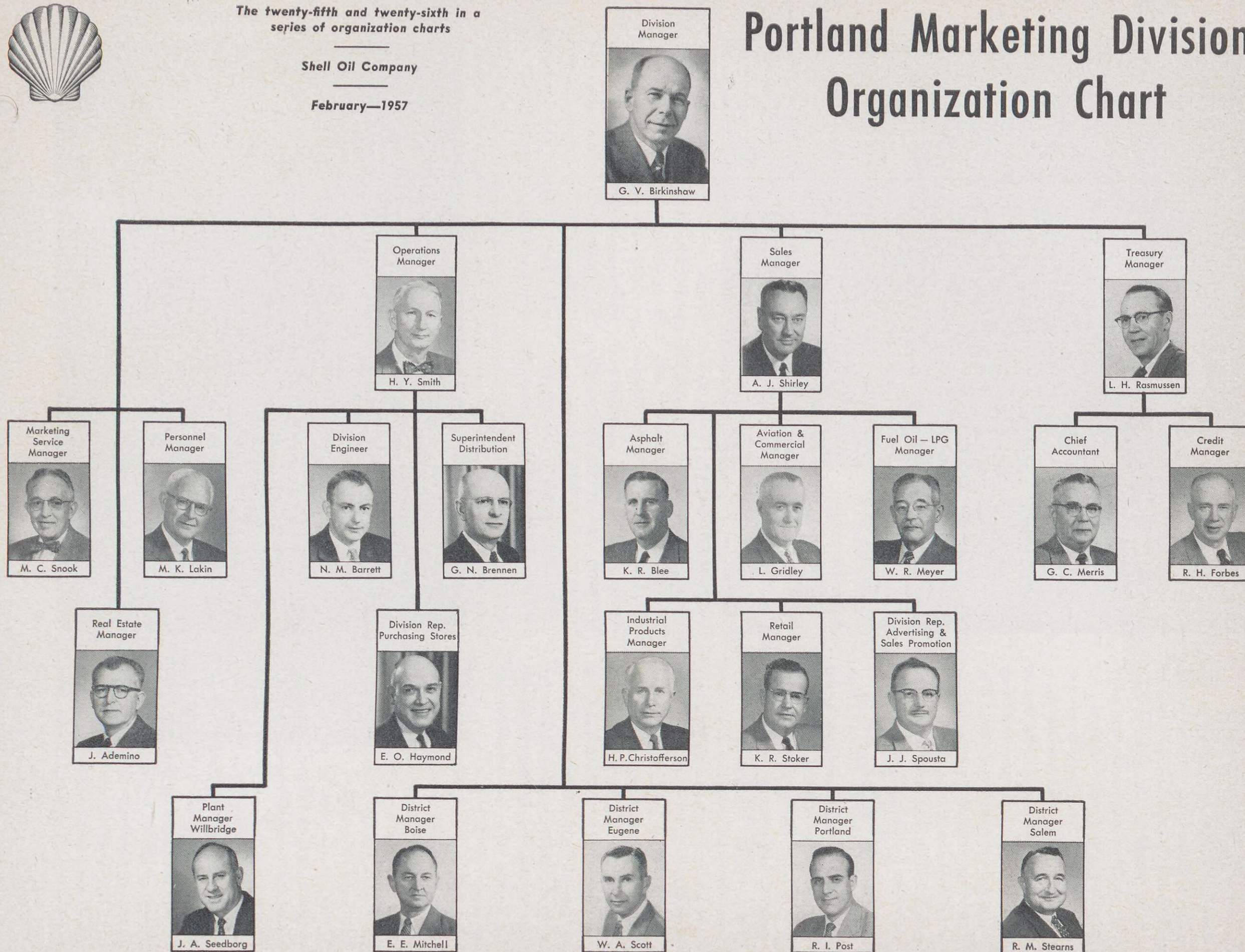


The twenty-fifth and twenty-sixth in a  
series of organization charts

Shell Oil Company

February—1957

# Portland Marketing Division Organization Chart

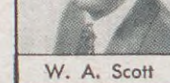




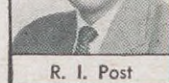
J. A. Seedborg



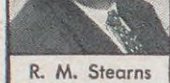
E. E. Mitchell



W. A. Scott



R. I. Post



R. M. Stearns



# St. Louis Marketing Division Organization Chart



Division  
Manager

R. S. Mitchell



Operations  
Manager

J. S. Hoppock



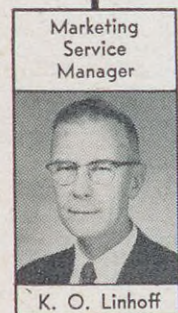
Sales  
Manager

G. S. Maxson



Treasury  
Manager

C. F. Abbott



Marketing  
Service  
Manager

K. O. Linhoff



Personnel  
Manager

F. E. Fisher



Real Estate  
Manager

W. G. Walsh



Division  
Engineer

E. A. Stobbe



Superintendent  
Distribution

J. W. Schaper



Asphalt  
Manager

E. E. Scholer



Aviation  
Manager

F. X. McAdam



Fuel Oil—LPG  
Manager

C. F. Dexheimer



Industrial  
Products  
Manager

C. W. Kuhlman



Chief  
Accountant

J. L. Fosher



Credit  
Manager

R. W. Mautz



Division  
Representative  
Public Relations\*

R. B. Fisher



Tax  
Representative\*\*

R. W. Russell



Division  
Representative  
Purchasing-Stores

J. A. Fitton



Retail  
Manager

N. K. Schuermann



Division Rep.  
Advertising &  
Sales Promotion

E. S. Schulman



District  
Manager  
Cape Girardeau

W. S. Mantle



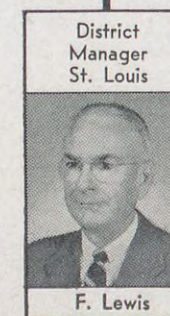
District  
Manager  
Columbia

J. R. Dunson, Jr.



District  
Manager  
Decatur

P. A. Houser



District  
Manager  
St. Louis

F. Lewis



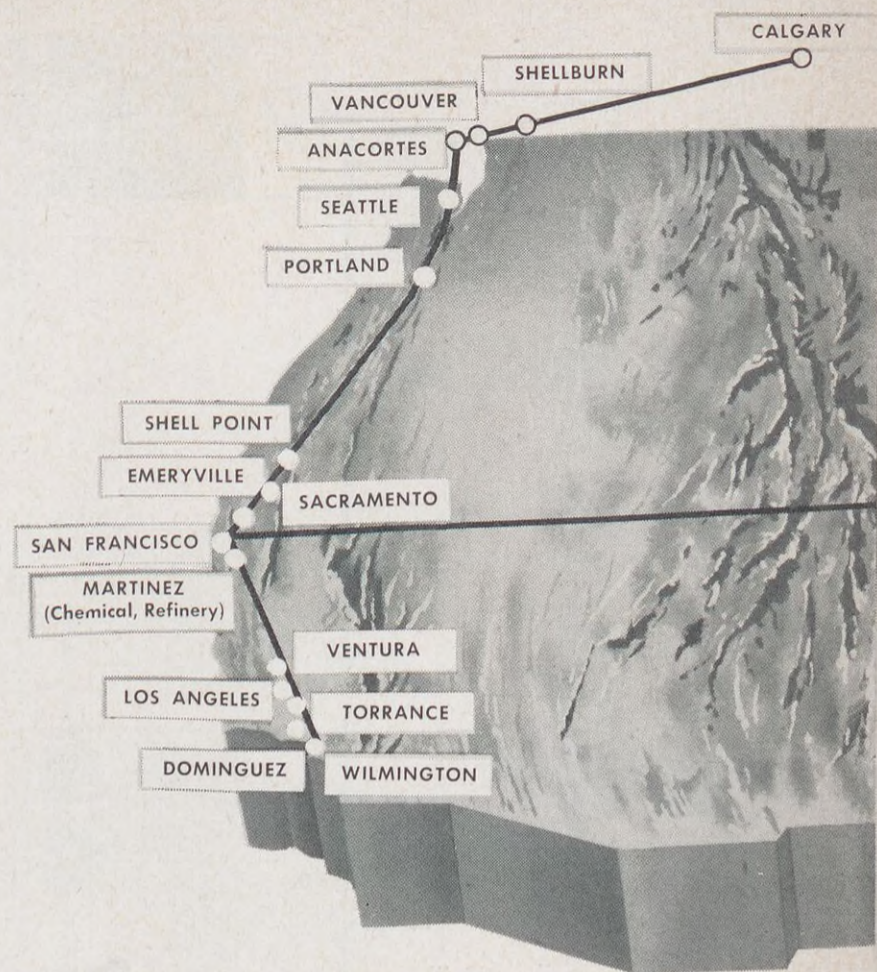
District  
Manager  
Wood River

R. P. McAlpin

\*Also serves Wood River Refinery

\*\*Also serves Wood River Refinery, Indianapolis Division  
and Products Pipe Line

*Shell Transacts Long  
Distance Business  
Quickly Through Leased and  
Company-Owned Teletype  
and Telephone Facilities*



## COMMUNICATIONS—

### *Big Link of the Oil Business*

IN the communications room of Shell's New York office, a teletype operator feeds a perforated tape into a complicated mechanism called a transmitter. As the machine swallows the tape, the message is simultaneously recorded in a similar room in San Francisco 3,000 miles away.

Messages between Shell locations across the country keep the wires humming throughout the business day on Company-owned and leased teletype lines. These lines carry the major part of the message load in Shell's communications system. For quicker communications between distant points, Shell telephone operators complete long distance calls on both Company-owned and leased telephone lines. In the New York office, 15 switchboard operators complete an average

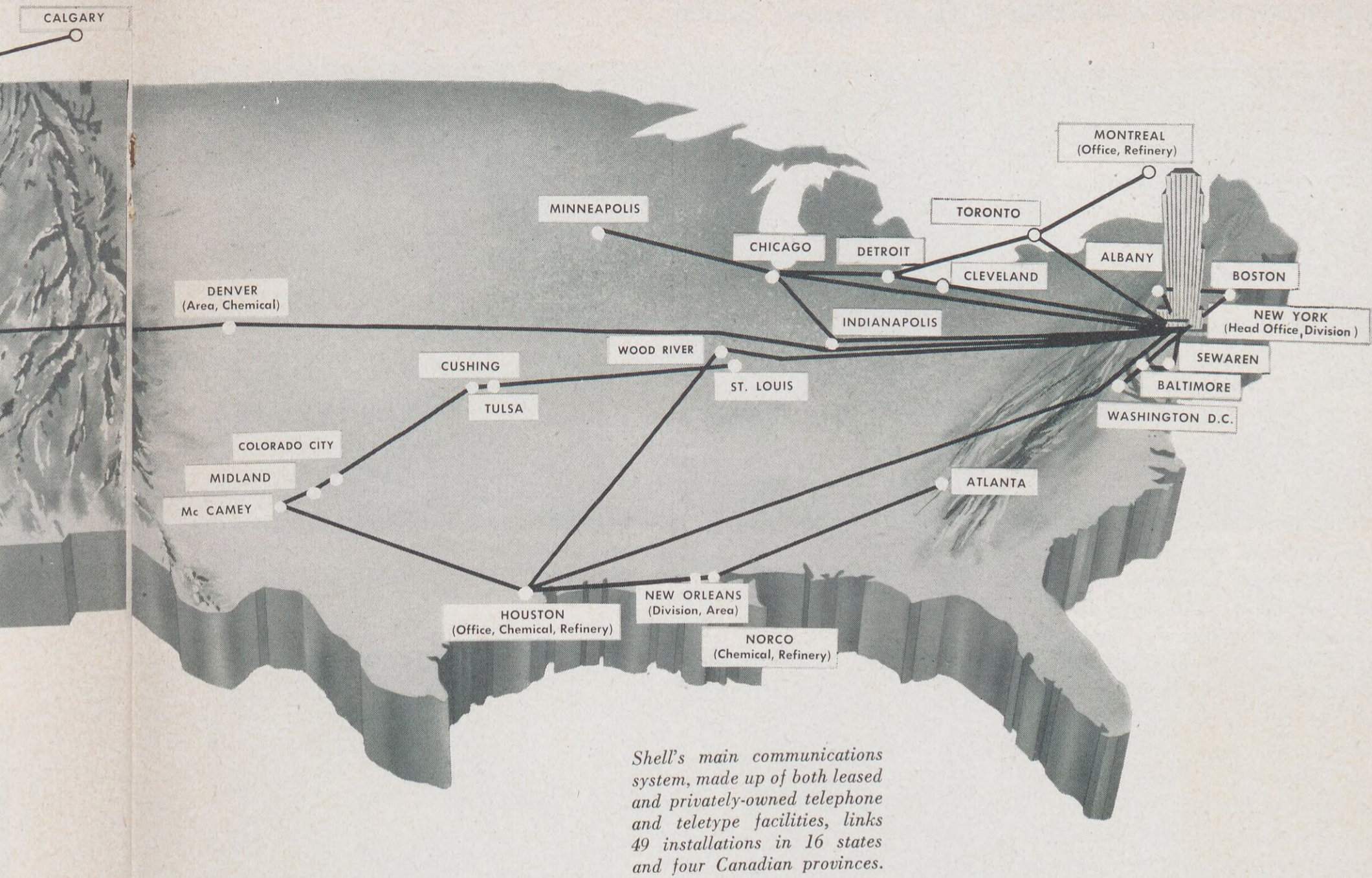
of 600 long distance calls daily.

The growth of Shell's communications system parallels the growth of the Company. It started in Oklahoma in 1917 with the construction of the Healdton-Cushing pipe line. Since the necessary facilities could not be leased at that time, Shell had to build and operate its own communications system. A single iron-wire telephone line was strung on poles above the ground as the pipe was buried beneath the soil.

During the years that followed, communications progress kept pace with the over-all growth of the Company. Today Shell is engaged in the many phases of the petroleum and chemical industries with employees in virtually every state. These diversified operations rely heavily on fast, versatile and convenient communications.

To do the job, Shell leases or owns about 35,000 miles of telephone and teletype lines, plus the intricate equipment which sends and receives the messages.

Shell's leased facilities include 12,000 miles of teletype lines and 10,000 miles of telephone lines. (A leased line is one rented for private use and differs from a commercial line in that only the lessee is permitted to use it.) In addition, Shell Pipe Line Corporation owns and operates 9,000 miles of telephone lines and 3,600 miles of teletype lines. Also, Shell Oil Company owns and operates private telephone lines from Wilmington in southern California to the Martinez Refinery near San Francisco. In the San Joaquin Valley this line runs along the Company's pipe line system.



*The hub of Shell's teletype system is this room in Head Office. Teletype messages are not only sent and received here, but also are relayed between points which are not connected by direct wire.*



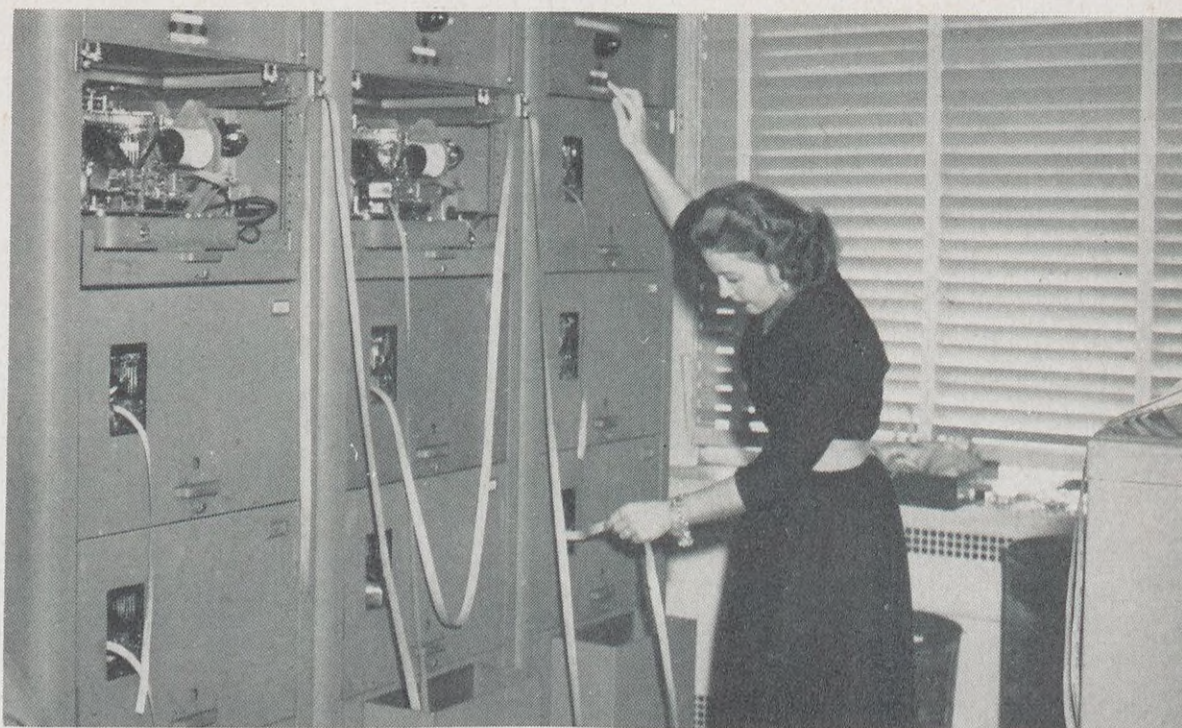
*From this modern switchboard in Head Office, 15 telephone operators complete an average of more than 600 long distance telephone calls daily, plus several thousand local telephone calls.*

## COMMUNICATIONS — Big Link of the Oil Business (cont'd)

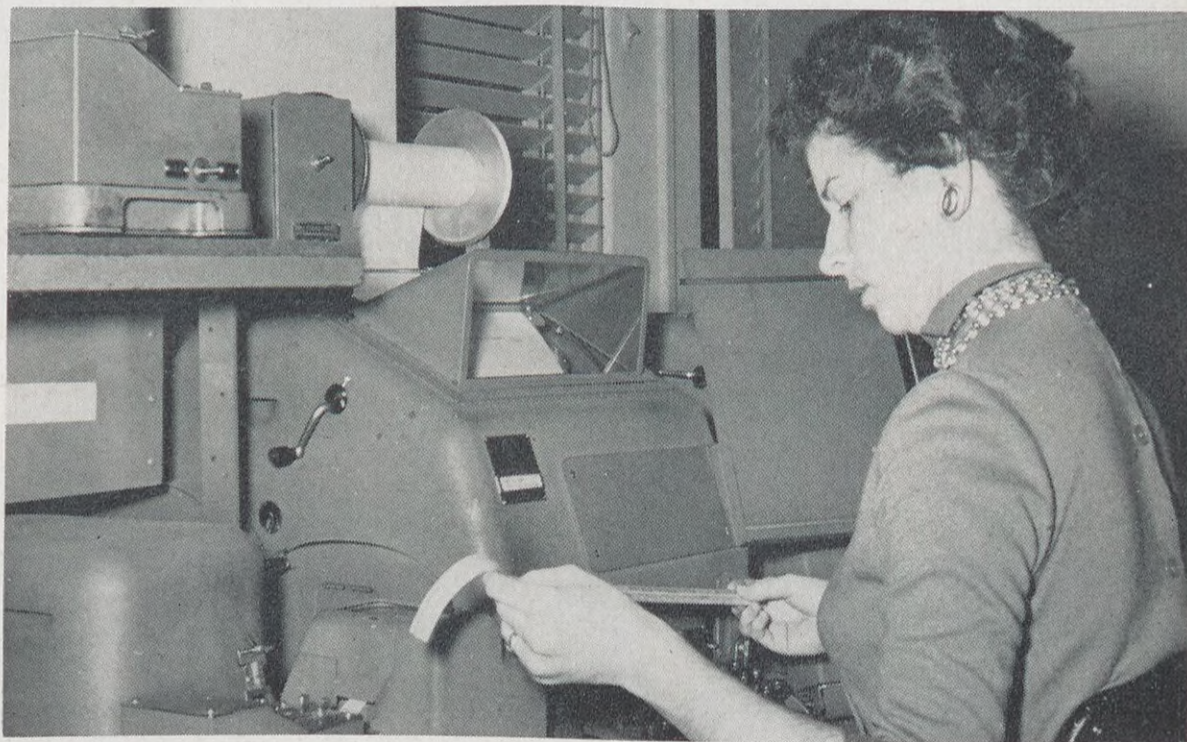
The 35,000 miles of leased and Company-owned telephone and teletype lines make up Shell's main communications system. However, some of the major Shell installations have their own communications systems, which usually include leased telephone and teletype lines to their Division or District offices. Also, radios or radio telephones are used in the field by salesmen, pipe line crews, drilling foremen, seismic crews and other personnel. Shell Pipe Line uses a microwave radio service between Elk City and Cushing, Oklahoma; between Maryland Heights, Missouri, and the Wood River Refinery, and between Lawrence and Springfield, Missouri.

Shell's main communication lines serve 49 offices in 16 states and four Canadian provinces, with the teletype lines carrying the heaviest message load. Any office on the main line can send teletype messages to any other office on the line even though the route may not be direct. One of the functions of the New York, Houston and San Francisco teletype installations is to "switch traffic" or relay messages between locations not connected by direct line. For example, wires from Denver to Houston are sent to New York and then automatically relayed to Houston. Since the messages are relayed mechanically, a wire can be transmitted through the relay stations without being retyped.

Direct and continuous contact is maintained throughout the business day on the New York-Houston and New York-San Francisco sections of the teletype system. All other offices on the line send and receive messages on an average of every 20 minutes during the day. The heaviest load on the leased teletype circuit is between New York and Houston. This section of the circuit has what is called a "duplex line," which permits an exchange of 150 words per minute between New York and Houston. It is



*An important phase of Head Office communications work is relaying messages between Shell installations which are not connected by direct line. It is called "switching traffic," which Teletype Operator Rita Smith is doing here at this large machine.*



*Betty J. French, Teletype Operator in Shell Pipe Line's communications office at Houston, checks a tape before relaying a message to New York. The "duplex circuit" between New York and Houston permits the exchange of traffic at the rate of 150 words per minute.*

possible to send and receive as many as 1,300 individual messages over this line in an eight-hour day.

The modern teletype equipment leased by Shell transmits messages at the rate of 75 words per minute, while commercial lines handle only 60 words per minute. From a single machine in the New York communi-

cations room, more than 650 wires can be sent daily, using 54 words per wire as an average number.

Since Shell's installations are located throughout the various time zones, the communications system is equipped so that messages can be received in some offices after business hours. For example, a message can be



*Shell Pipe Line Telephone Operator Julia E. Davis completes one of Shell's 500 long distance calls handled daily at Houston.*



*Teletype Operator Selma Zober starts a message on its way from the Head Office communications room. She prepares the teletype message on a perforated tape which is then fed into a transmitter and simultaneously received at the intended destination.*



*Operator Dorothy Fraser pushes a button to send a teletype message from Head Office. Here she notes the time a message is sent.*



*Mrs. Elaine Halliday, Teletype Operator in Shell's San Francisco office, sends a message over a transmitter-distributor machine. This complicated instrument transmits messages to different Shell locations which are selected on the push-button board on the right.*

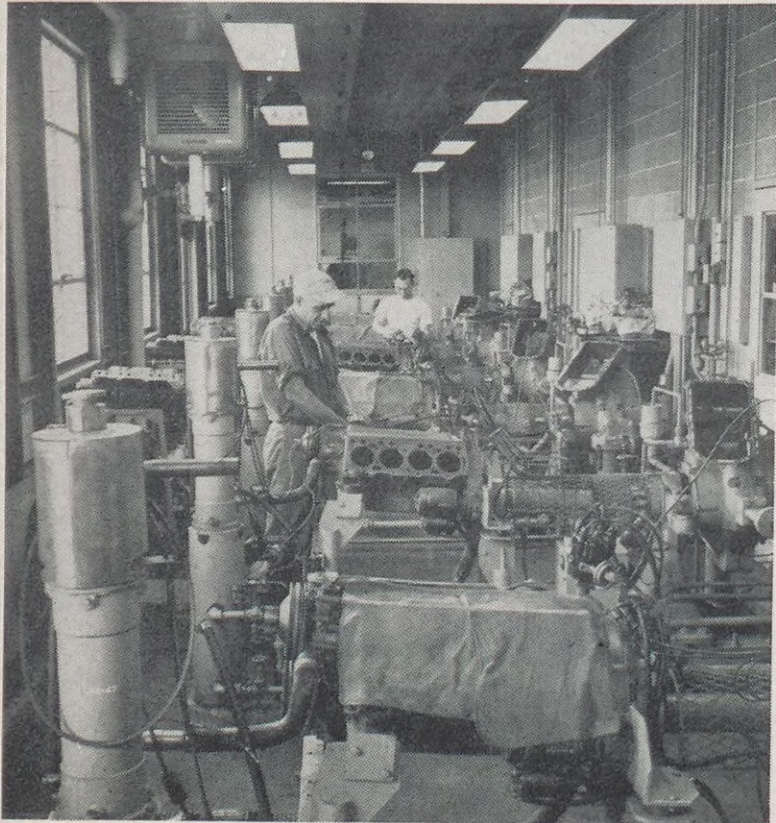
sent to New York from San Francisco at 5 p.m. (8 p.m. New York time) and is ready for delivery the following morning. If this "unattended service" were not available, the message could not be sent until the San Francisco office opened the following morning (11 a.m. New York time).

Although Shell spends more than

\$400,000 annually for leased telephone and teletype facilities on the main communications system, the cost is far less and the speed much greater than that of commercial services. Volume increases commercial telegram cost, but lowers leased cost per message since Shell pays a flat fee for line usage. Telephone calls made over

leased lines are similarly more economical than calls made over commercial lines. A comparison between leased and commercial lines shows that Shell spends approximately one-third of what commercial facilities would cost by using the leased lines. In a single year, this reflects a saving of more than \$800,000.

# 20,000



Mechanics C. C. Mayfield, foreground, and William Mejaski prepare a Wood River Research Laboratory engine facilities test.

TWO rows of automobile engines in the Wood River Research Laboratory are turning dials instead of wheels to point the way toward fuels of the future.

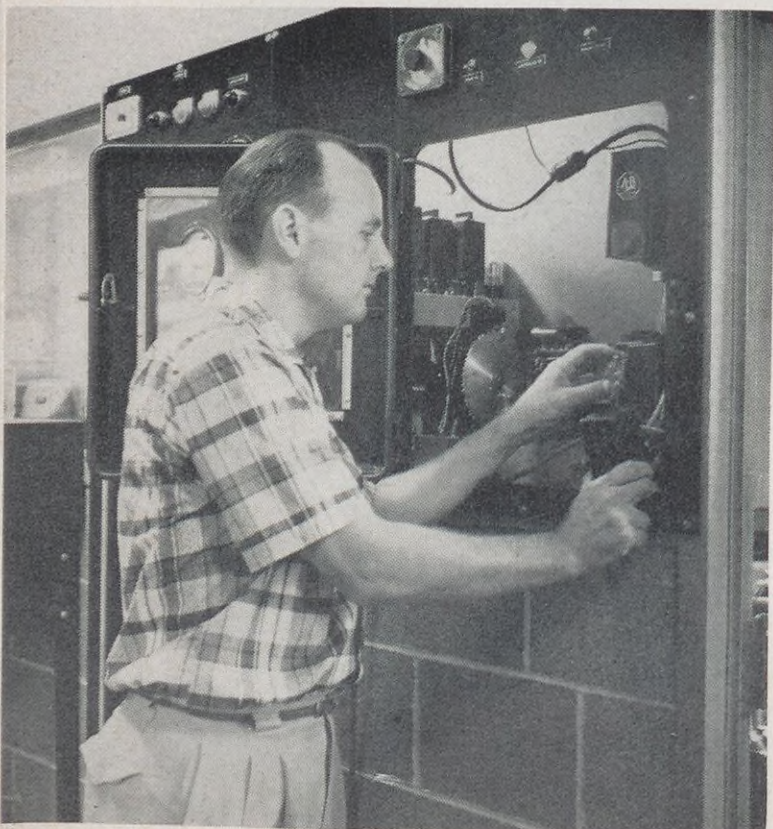
The dozen engines in the testing battery are running 16 hours a day comparing and contrasting gasolines and motor oils under all kinds of driving conditions. It's a new approach to the old task of finding out how good a product is by testing it on the job.

Shell engineers set up the engine laboratory—the only one of its kind in the oil industry—two years ago to get complete facts on performances of both fuels and lubricants. The engines are started and stopped, speeded up and slowed down, run hot and

cold — all automatically — to simulate all possible ranges of driving. Measurements of their performances—some made automatically, others made by laboratory specialists — add a third check to Shell's cycle of pre-testing automotive products before putting them on the market.

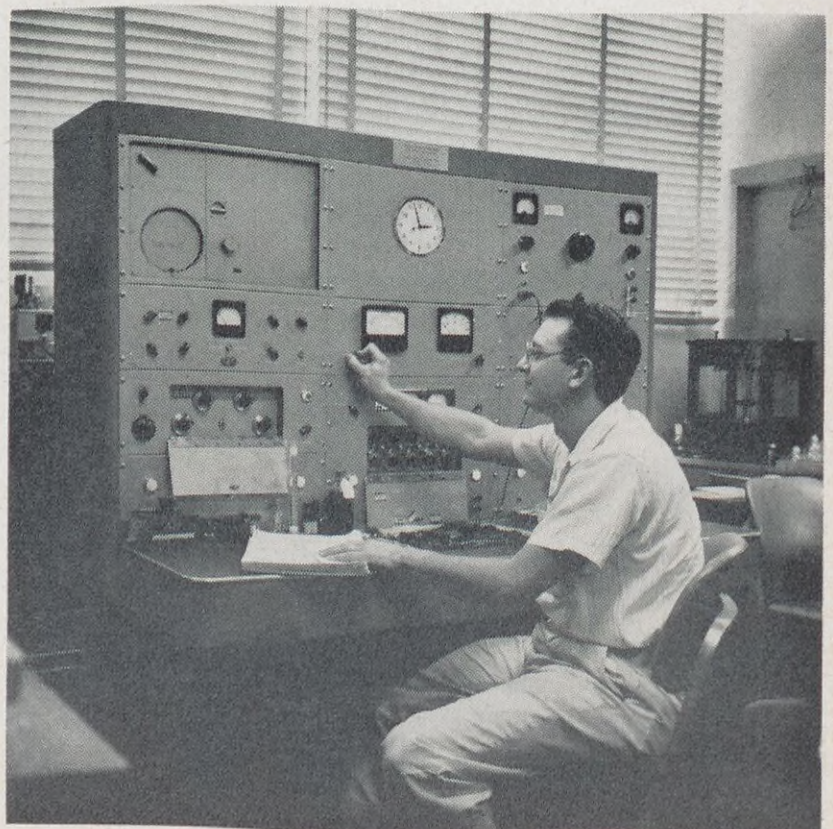
Formerly a new gasoline or motor oil was road-tested in a fleet of cars, then tested in the laboratory under extreme conditions of heat and speed to see if it stood up under rough work. But while these two methods gave most of the performance answers, they still left some gaps.

Road tests were hard to compare exactly because of differences in drivers and driving conditions; the extreme conditions of the laboratory



G. D. Chambliss, Research Engineer at the Research Laboratory, inspects one of a bank of instrument panels which record data from the dozen engines running tests on new fuels and lubricants.

A mass spectrograph, operated here by Laboratory Assistant G. D. Hussey, gives information on the chemical characteristics of different fuels to add to the information gained in engine testing.



laboratory Is Testing New Fuels by Running

## 0 MILES WITHOUT MOVING

tests did not always tell the full story because no one drives that way. The added cycle of tests in the new engine laboratory is Shell's solution to the testing problem.

The laboratory can test several gasolines and three motor oils at the same time, under the same conditions and in the same type of engine. The usual procedure is to install 12 identical automotive engines (the laboratory can test any type, large or small) and operate them 16 hours a day at varying speeds and loads. The test span covers an equivalent of 20,000 miles of driving and takes four months to complete. Engineers then need another four weeks to analyze all the information on product performance collected by technicians.

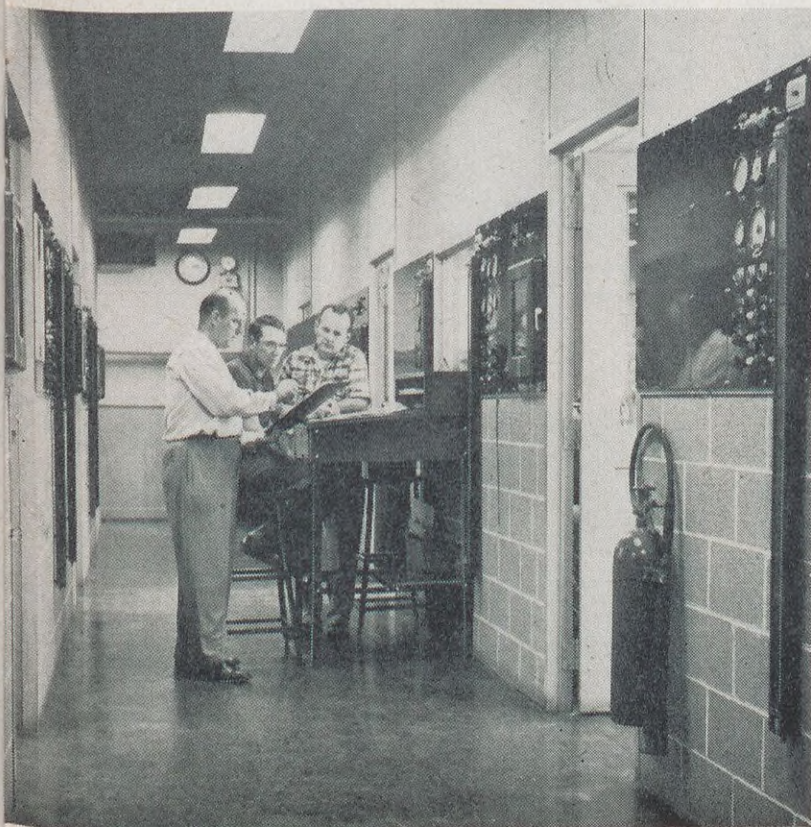
After the laboratory engine tests are over, each engine is stripped down for thorough studies of each part. Every part is weighed, measured and checked for deposits and amount of wear, and those figures are part of the final report.

While the laboratory tests are being conducted, a fleet of latest model automobiles cruises out of Wood River 16 hours a day testing fuels and lubricants. The engines in the laboratory, however, often are advanced designs that will not reach the market for two or more years. Recently, for example, the laboratory has been working with Pontiac engines considered two years ahead in design, with compression ratios that can be set as high as 11-to-1 (the highest compression ratio

among 1957 engines is 10-to-1).

When all the test information is gathered, laboratory specialists such as the motor fuel and motor oil groups and others submit separate reports of conclusions based on the data. A final report on one recent test series totaled over 200 pages.

Such reports help tell Shell the requirements of automobiles of the future, and insure that proposed products will be market leaders in quality. New products such as Super Shell with TCP®, introduced after a similar series of evaluations in the laboratory and on the road, are examples of the success of the testing series in helping Shell remain a leader in meeting the changing needs of modern motoring.

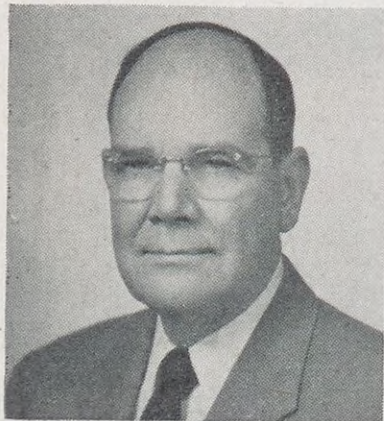


Product Development Group Leader L. W. Holtman, left, Laboratory Assistant John Benjey, center, and Chambliss discuss the readings of the instrument panels recording engine temperatures, speed and other information during a 20,000-mile test. Shell engineers designed the facility.

When a testing cycle equivalent to 20,000 miles of highway driving is completed, Mayfield strips down each of 12 test motors. Technicians then measure and weigh each part to determine wear, amount of deposits and other facts. The engines then are rebuilt for further test cycles.



# They Have Retired



B. L. RYAN

B. L. RYAN, Executive Assistant to the Vice President, Houston Exploration and Production Area, has retired after 36 years of service with Shell Oil Company.

Born in Louisiana, Mr. Ryan joined Shell as a Land Man at Shreveport in 1920 and in 1924 moved to Dallas in charge of the Land Department. He became Manager of the Texas Gulf Area Land Department in Houston in 1933. In these positions, Mr. Ryan was instrumental in acquiring many of the properties east of the Rocky Mountains which have helped make Shell a leading oil producer.

He was named Manager of the Midland Exploration and Production Area in 1949 and returned to Houston in 1951 in the dual capacity of Land Manager and Assistant to the Vice President. He was named to his present position in 1954.

Mr. Ryan is widely known and highly respected throughout the petroleum industry, and his many Shell friends wish him many years of happy retirement.



A. W. ALEXANDER  
Shell Development Co.  
Emeryville



C. S. BABIN, SR.  
Norco Refinery  
Stores



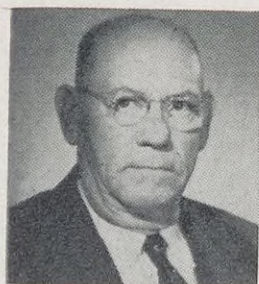
J. L. BERRY  
Pacific Coast Area  
Exploration



C. A. BILYEU  
Pipe Line Dept.  
Bradley, Illinois



E. G. BRAND  
Wilmington Refinery  
Engineering



F. T. BROOME  
Baltimore Division  
Operations



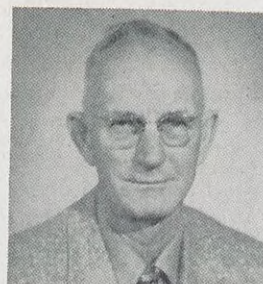
A. C. BUESKING  
St. Louis Division  
Operations



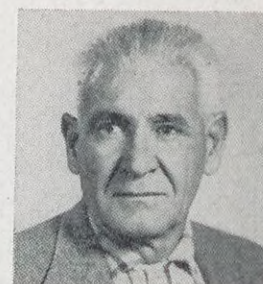
R. J. BURTON  
Wilmington Refinery  
Pers. & Indus. Rel.



J. G. CHIAPPINO  
Martinez Refinery  
Engineering



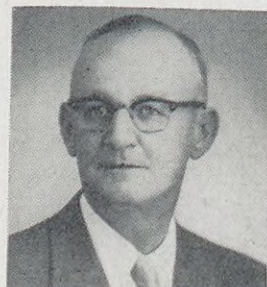
M. C. CLARK  
Martinez Refinery  
Compounding



E. J. CLARKE  
Pacific Coast Area  
Production



O. D. CRITES  
Houston Area  
Crude Oil



A. X. DAVIS  
Los Angeles Division  
Operations



C. M. DEAN  
Martinez Refinery  
Technological



W. T. DOLAN, SR.  
St. Louis Division  
Operations



J. B. DORR  
New Orleans Area  
Exploration



E. L. ERICKSON  
Head Office  
Purchasing-Stores



T. M. ESTELL  
Shell Pipe Line Corp.  
Texas-Gulf Area



G. M. FLICKINGER  
Pacific Coast Area  
Production



Z. C. FULTON  
Wilmington Refinery  
Engineering



F. C. GARNER  
Los Angeles Division  
Treasury



H. J. GOMEZ  
Norco Refinery  
Engineering



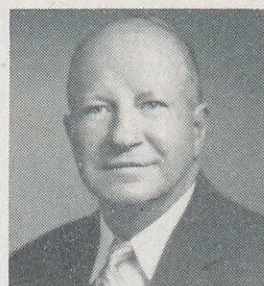
B. P. GOODMAN  
Houston Office  
Transp. & Supplies



L. M. HARRIS  
Portland Division  
Operations



T. D. HARRIS  
Houston Refinery  
Catalytic Cracking



B. F. HOLT  
Atlanta Division  
Treasury



J. C. JENSEN  
Pipe Line Dept.  
Coalinga, Calif.



W. C. A. JOHNSON  
Wood River Refinery  
Engineering



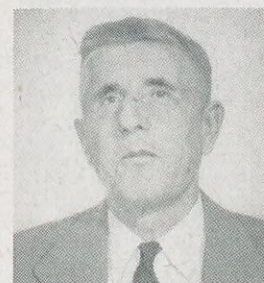
V. L. JONES  
Indianapolis Div.  
Operations



J. C. KENNICK  
Pacific Coast Area  
Treasury



R. F. KING  
Los Angeles Division  
Operations



J. G. LAKETICH  
Shell Chemical Corp.  
Shell Point



S. LARSON  
Martinez Refinery  
Engineering



C. L. LEE  
Martinez Refinery  
Engineering



W. P. MCFATRIDGE  
Indianapolis Div.  
Treasury



F. MIRAMONTES  
Martinez Refinery  
Engineering



E. H. MORGAN  
Martinez Refinery  
Engineering



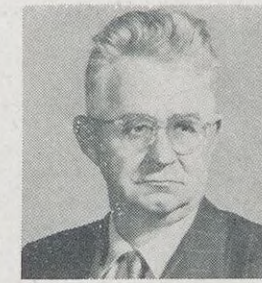
L. B. PELTON  
Wilmington Refinery  
Catalytic Cracking



R. L. PRINCE  
Pacific Coast Area  
Production



J. A. REID  
New Orleans Division  
Treasury



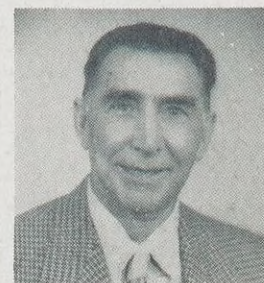
E. R. RILEY  
Wood River Refinery  
Engineering



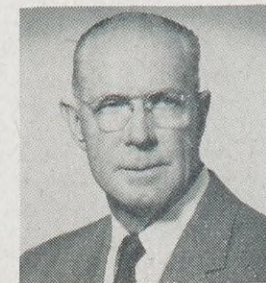
C. E. SCHOENDUBY  
Shell Chemical Corp.  
Head Office



W. J. SIMMONS  
Wood River Refinery  
Compounding



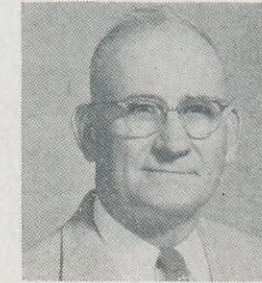
W. SKIPPER  
Martinez Refinery  
Dispatching



M. G. SOOTER  
Pacific Coast Area  
Production



D. J. TRICHE  
Norco Refinery  
Engineering



R. E. WANKEL  
Wood River Refinery  
Engineering



# SHELL COAST TO COAST

## Modern Buffalo Hunt

**B**UFFALO herds still roam some Indian reservations on the great western plains. Though buffalo meat is not the staple of the Indian diet today, the tribes still go buffalo hunting once each year to augment their food supplies. H. H. Kelso, Draftsman in the Billings, Montana, Exploration Department of the Denver Exploration and Production Area, was one of the few guests invited

recently to attend one of these rare buffalo hunts.

The hunt took place on the Crow Indian reservation about 60 miles southeast of Billings. More than 1,000 buffalo graze in the area, and the Indians were given a quota of 16 to kill.

Kelso and the other guests on the hunt used jeeps to drive the buffalo herd past seven Indian shooters. There was some danger that the herd might reverse its direction when the firing started and charge back at the jeeps, but that did not happen.

The Indian marksmen killed 16 buffalo and wounded two others which also were killed later. Kelso and the other visitors helped the Indians skin and butcher the 2,000-pound animals, and the meat was frozen for distribution to Indian schools.

Kelso and the other guests were given buffalo steaks, and Kelso also got a pair of buffalo bull's horns as souvenirs of the hunt. They are too large to mount in his home, so he plans to put them on the front of his garage.



H. H. Kelso, center, hatless and holding a plate, prepares to eat at the guests' camp at an Indian buffalo hunt in Montana.



Kelso, a Draftsman in the Billings Exploration Department, kneels beside one of the 18 buffalo brought down by the Indian hunters. He received a buffalo's horns.

## Homage for Homers

F. A. Giacoma, left, Salesman in Shell Oil Company's St. Louis Marketing Division, joins in presenting an honorary membership in the Professional and Business Men's Club of The Hill in St. Louis to Yogi Berra, catcher and World Series hero of the New York Yankees. Others are C. I. Hanneke, second from right, and Dr. Angelo George, far right.





### Management Course

Participants and staff of the second Shell Management Course, held for four weeks at the Columbia University campus at Harriman, New York, were: seated, left to right, W. J. Williamson, Houston; E. S. Martin, Torrance; F. W. Steckmest (Staff), Head Office; H. S. M. Burns, President of Shell Oil Company; F. C. Cutting (Staff), Head Office; A. C. Hogge, Jr., Montreal; E. R. Page, Head Office; E. C. McCaig, Head Office. Second row: R. J. Dobson, Houston; K. R. Fitzsimmons, Head Office; R. S. MacIntire, Sewaren; H. M. Spinning, Head Office; N. Altstedter (Staff), Head Office; W. H. Morley, Head Office; H. E. Hughes, Denver; R. C. Hensel, Los Angeles; C. H. Plomteaux, Jr., Head Office; J. D. Davis, Norco; A. F. Smith, Los Angeles. Third row: R. L. Hughston, Midland; E. R. Godbout, Midland; C. A. Foster, Jr., Albany; C. H. Fay, Houston; J. E. Gallagher, Head Office; R. H. Tubman, Head Office; W. R. Hancock, Vancouver, Canada; L. R. Newfarmer, Los Angeles; W. D. Price, Washington, D. C.; K. E. Marple, Denver; H. S. Hicks, Anacortes; T. F. Shaffer, Head Office; W. L. Grossman, Calgary; T. Baron, Emeryville, and F. W. Spooner, Sacramento.

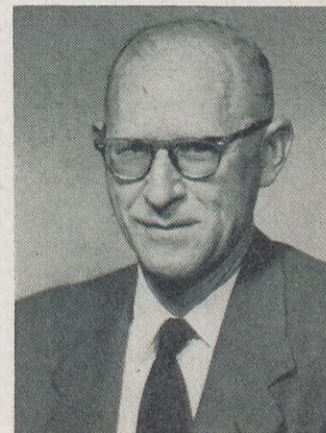
### Sharpshooter

THE top award all marksmen aim for has been won by E. J. Shook, at right, Craft Foreman at Shell Oil Company's Wilmington Refinery.

Shook, a sharpshooter since 1932, has been awarded the Distinguished Marksman Designation Badge by the Department of the Army for his accuracy in competitive firing.

To qualify for the Distinguished Marksman badge, a marksman must win three Army Excellence in Competition Awards in national trophy matches or any Armed Forces command match. Shook, who does his shooting with a .30 caliber rifle, won the first of these three Competition Awards in 1940, as a member of the California team in the National Rifle Matches at Camp Perry, Ohio. He won his second in 1955, and completed the trio in the South Pacific Regional Service Rifle Match at Camp Pendleton, California, in 1956.

Though he has attained the goal he has been shooting for, Shook plans to continue tournament firing because "the thrill of competition is still there."

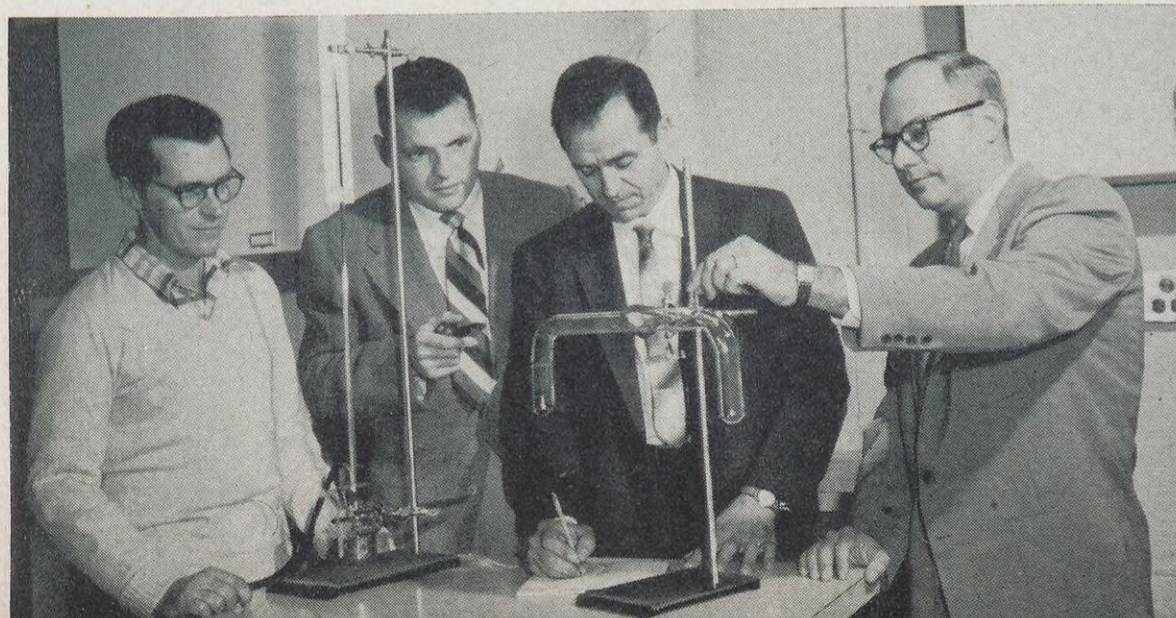



### New Officer

C. J. Boissonou, Technical Salesman in the Pacific Coast District of Shell Chemical Corporation's Ammonia Division, has been elected president of the Northern California Entomology Club in San Francisco. The club is composed of personnel in federal, state, university and commercial entomologic work. He serves through 1957.

### TV "Tempest"

Laboratory Assistant D. R. Ramsey and Chemists H. Sello, V. A. Campanile and H. A. Benesi, left to right, prepare a chemistry experiment for a TV series titled "Tempest in a Test Tube." The Ford Foundation gave \$52,000 to pay for 26 half-hour TV films.



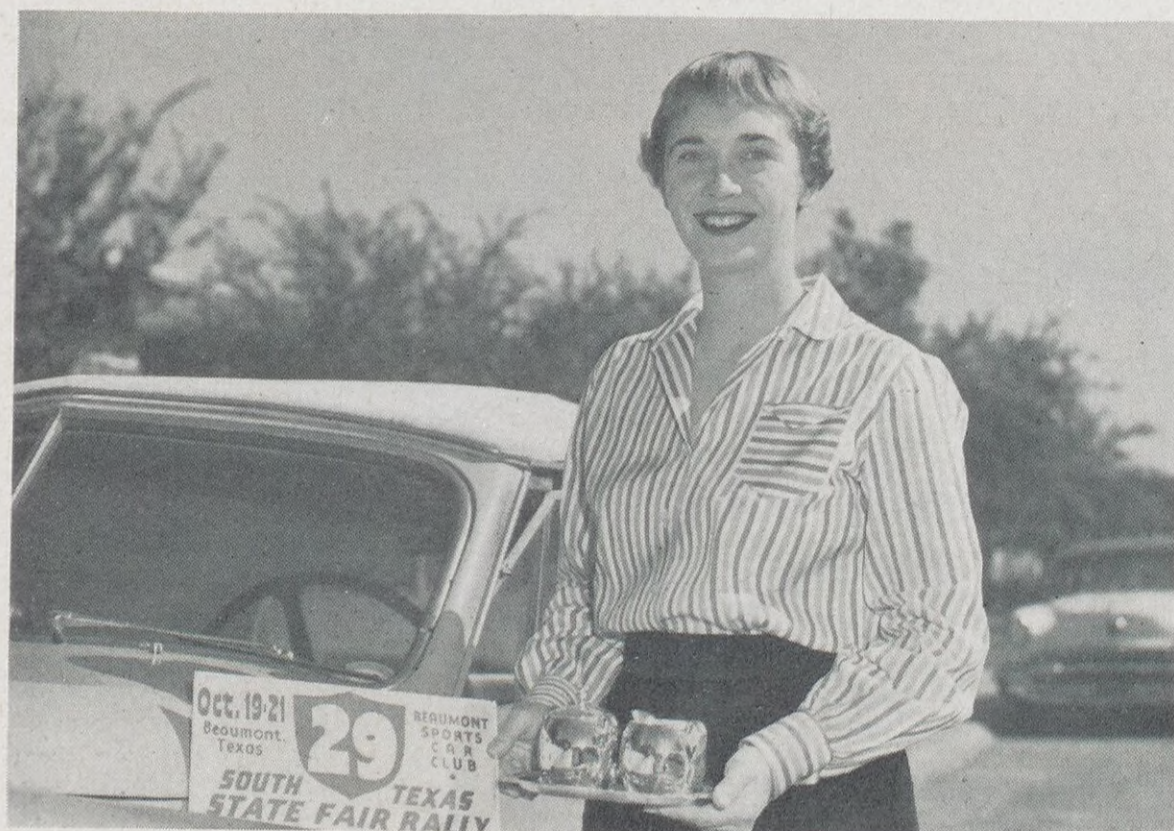
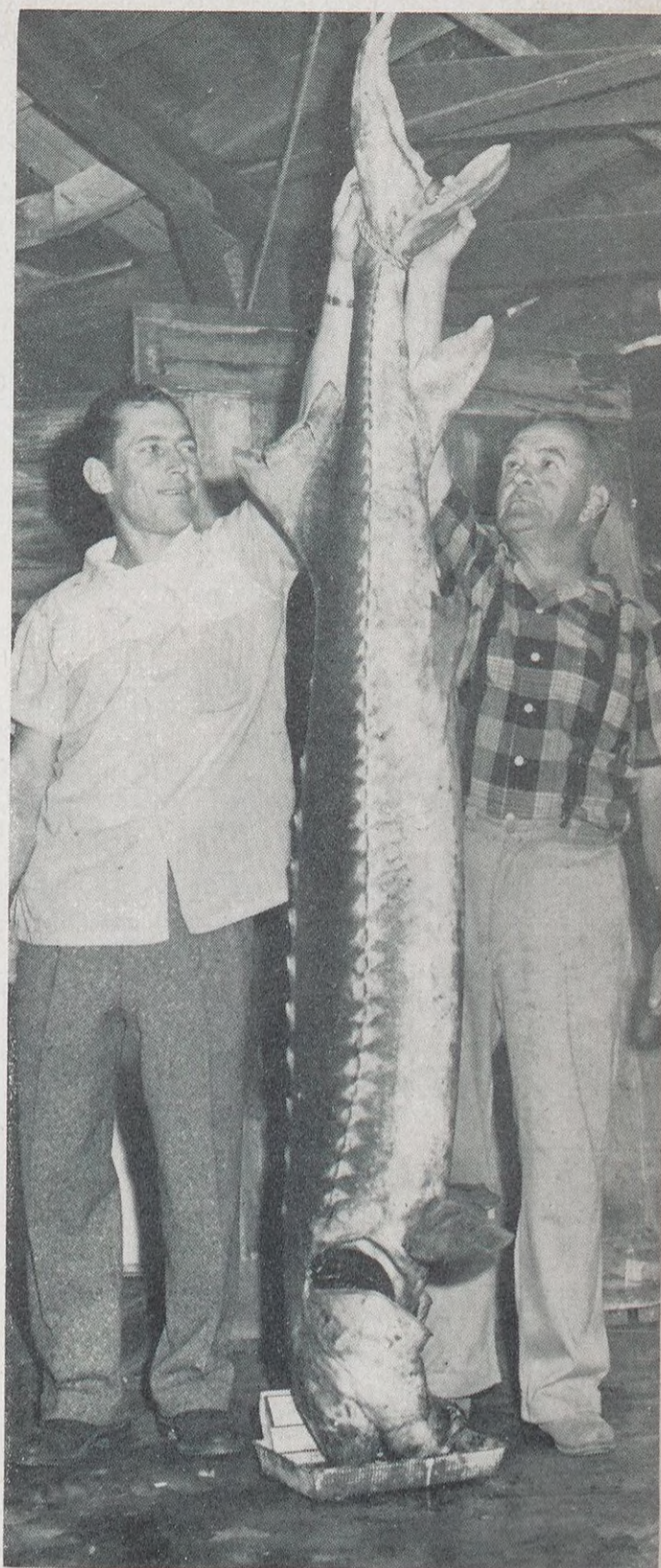


# SHELL COAST TO COAST

(continued)

## Fish Story

J. L. Peacock, left, and A. O. Woodyard, both Operators in the Products Department at Shell Chemical Corporation's Shell Point Plant, exhibit the 146-pound result of their two-hour battle recently in Suisun Bay, California. Woodyard hooked the fish, a seven-foot-four-inch sturgeon, using anchovy bait and a 45-pound line. The fish towed their boat toward shore several times, then headed out to sea against the tide before the two anglers subdued it. ▶



## Winning Racer

Carol Moss, Laboratory Assistant in the Chemical Department of Shell Development Company's Houston Exploration and Production Research Division, holds the silver tray with cream and sugar bowls she won for finishing first in the women's division of the Beaumont Sports Car Club. Competing against 50 other drivers over an 800-mile course, she won by driving the course closest to the allotted time set by officials.

## Single Shot

R. T. Seidel, at left, Manager of Shell Oil Company's Minneapolis Marketing Division, recently shot a hole-in-one during a golf game at the Minikahda Club in Minneapolis. He made his single shot with a No. 7 iron on a 136-yard hole.



## Gold Award

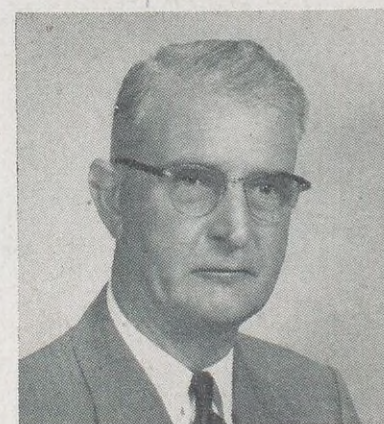
Dorothea Kercher, Film Librarian in Shell Oil Company's Chicago Film Library, has been presented with the Gold Award of the American Petroleum Institute for her work in exhibiting the "Magic Suitcase" before clubs and civic groups. Since she started in September, 1954, she has made more than 100 demonstrations—more than anyone else in the country—of the "Magic Suitcase" and the many products in it made with petroleum. She also received a special award from the Oil Industry Information Committee for her demonstration work.



## Forty Years



# Service Birthdays



B. W. STEINCAMP  
Tulsa Area  
Production

## Thirty-Five Years



M. BERTA  
Midland Area  
Gas

F. D. DeGROOT  
San Francisco Office  
Marketing

H. F. DORSETT  
Martinez Refy.  
Engineering

M. S. EUBANK  
Pacific Coast Area  
Production

H. T. HEIMILLER  
Pacific Coast Area  
Purchasing—Stores

L. J. ROPER  
Wood River Refy.  
Control Laboratory

P. J. RUPLE  
Seattle Div.  
Operations

W. W. WOOD  
Head Office  
Manufacturing

## Thirty Years



J. B. BURTON  
Pacific Coast Area  
Production

S. F. BOWLBY  
Pacific Coast Area  
Vice President

T. COBINE  
Wood River Refy.  
Engineering

A. M. FLINT  
Martinez Refy.  
Pers. & Indus. Rel.

H. M. FRITTS  
Head Office  
Expl. & Prod.

W. B. GARTHLEY  
Head Office  
Marketing

H. D. KAMMERLOHR  
Head Office  
Personnel



M. O. KNIPPLE  
Shell Chemical Corp.  
Torrance

C. E. LOSEY  
Shell Pipe Line Corp.  
Texas Gulf Area

W. H. MORRISON  
Tulsa Area  
Administrative

B. PAYNE  
Shell Pipe Line Corp.  
West Texas Area

G. L. REMMERS  
Tulsa Area  
Production

C. H. ROBB  
Tulsa Area  
Production

G. A. ROE  
Wood River Refy.  
Compounding

## Thirty Years (cont'd)



H. C. RUTTER  
Los Angeles Div.  
Treasury



R. W. SMITH  
Houston Refy.  
Lubricating Oils



J. L. SUMMERS  
Shell Pipe Line Corp.  
Head Office



M. H. TURNER  
Tulsa Area  
Production



F. W. WEBER  
Wood River Refy.  
Lubricating Oils



A. D. WEBSTER  
Pipe Line Dept.  
Baton Rouge, La.



H. L. WINELAND  
Pacific Coast Area  
Production

## Twenty-Five Years



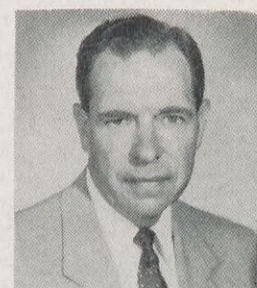
G. R. ADAMS  
Wood River Refy.  
Engineering



N. J. BALL  
Baltimore Div.  
Operations



R. S. CONVERSE  
New York Div.  
Operations



H. EICHNER  
Martinez Refy.  
Distilling



W. L. HAHN  
Cleveland Div.  
Administration



J. H. HALL  
Head Office  
Marketing



T. HIGGINS  
Boston Div.  
Operations



P. HOSSACK  
Pacific Coast Area  
Production



L. R. HUDSON  
Tulsa Area  
Production



G. K. JOHNSON  
Denver Area  
Production



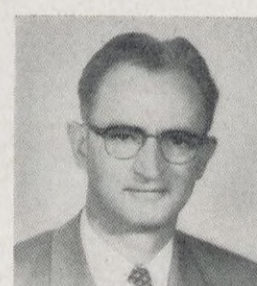
M. J. KRAMER  
Houston Area  
Production



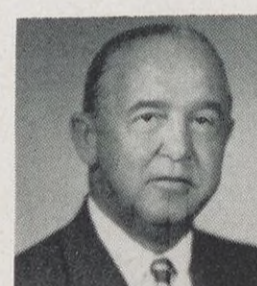
E. G. LABERER  
Wood River Refy.  
Engineering



T. A. LAUDERDALE  
Shell Pipe Line Corp.  
Texas Gulf Area



G. P. NELSON  
Martinez Refy.  
Compounding



K. H. NONWEILER  
Atlanta Div.  
Sales



L. C. PITTWOOD  
Portland Div.  
Sales



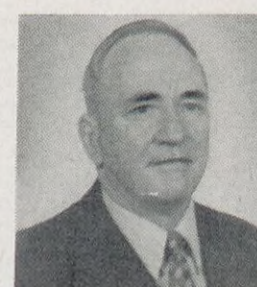
F. J. ROTH  
Head Office  
Marketing



W. T. RUSHING  
Los Angeles Div.  
Operations



H. N. F. SCHWALL  
Head Office  
Gen'l Executive Office



L. F. TRIPLETT  
Shell Pipe Line Corp.  
Mid-Continent Area



V. L. WARDEN  
San Francisco Office  
Marketing



A. W. YEARGAIN  
Head Office  
Purchasing-Stores



W. T. ZUCKVA  
Wilmington Refy.  
Distilling

# SHELL OIL COMPANY

## Head Office

### 20 Years

G. H. Barrett.....Public Relations

### 15 Years

Marjorie M. Golden.....Financial  
Irma E. Johnson.....Marketing  
J. T. Kirk.....Financial  
Mary E. Laird.....Transp. & Supplies  
I. S. Larkin.....Manufacturing  
Eleanor A. Mozzi.....Financial

### 10 Years

Barbara M. Conlin.....Purchasing-Stores  
W. M. Conlon.....Purchasing-Stores  
Annette Falabella.....Financial  
G. F. Fausset, Jr.....Employee Communications  
R. P. Foster.....Marketing  
Elizabeth M. McCloskey.....Personnel  
R. Nickelhoff.....Marketing  
C. E. Parker, Jr.....Public Relations  
E. L. Schlesinger.....Organization and Salary  
F. W. Steckmest.....Employee Communications

## Exploration and Production

### TECHNICAL SERVICES DIVISIONS (HOUSTON)

#### 20 Years

E. H. Rainwater.....Production

### CALGARY AREA

#### 10 Years

R. K. Pettigrew.....Production

### DENVER AREA

#### 20 Years

J. T. Lamb.....Legal

#### 15 Years

A. E. Cordray.....Production  
L. A. Fite.....Pers. & Indus. Rel.

#### 10 Years

C. L. Jenks.....Exploration

### HOUSTON AREA

#### 20 Years

C. R. Evans.....Treasury  
H. A. Larson.....Purchasing-Stores  
H. W. Mitchell.....Production  
W. Warren.....Production

#### 15 Years

E. M. George.....Land  
M. G. Russell.....Production

#### 10 Years

C. M. Ballard.....Production  
L. C. Fortner.....Exploration  
W. W. LaBove.....Production

R. A. Miller.....Gas  
D. D. Paynter.....Production  
M. G. Sanders.....Production

### MIDLAND AREA

#### 20 Years

G. S. Corey.....Exploration  
G. G. McNary.....Exploration  
A. N. Sharrick.....Exploration  
O. Young.....Exploration

#### 15 Years

C. Scheffler.....Production

#### 10 Years

F. R. Akers.....Production  
C. H. Chambers.....Production  
J. P. Franklin.....Gas  
J. R. Garrison.....Production  
J. W. Hammond.....Production  
P. K. Harris.....Production  
K. W. Kinard.....Production  
C. W. Kiser.....Gas  
J. S. O'Neal.....Gas  
D. W. Peterson.....Exploration

### NEW ORLEANS AREA

#### 20 Years

F. L. Cooper.....Production  
C. E. Dube.....Production  
G. J. LeBoeuf.....Production  
H. J. Louviere.....Production

#### 10 Years

F. F. Canik.....Exploration  
C. P. Isenmann.....Treasury  
C. L. Ishmael.....Production  
A. W. Green.....Treasury  
D. E. Morris.....Exploration  
H. L. Parsons.....Pers. & Indus. Rel.  
L. J. Peters.....Treasury  
H. E. Rimmer.....Production  
J. D. Ryan.....Production  
A. B. Turner.....Exploration  
J. E. Turner.....Production

### PACIFIC COAST AREA

#### 20 Years

G. G. Senffleben.....Exploration

#### 15 Years

C. E. Draper.....Production  
W. A. Morris.....Production

#### 10 Years

A. G. Duvalian.....Production  
R. L. Evans.....Production  
C. Graves.....Production  
Winnifred M. Lawley.....Treasury  
A. L. Morrison.....Production  
A. L. Nieto.....Gas

### TULSA AREA

#### 20 Years

J. N. Forbes.....Gas  
R. F. Goodwin.....Production

H. E. Nachtigal.....Production  
O. C. Studler.....Production

#### 15 Years

P. G. Thompson.....Production  
J. W. Zoller.....Production

#### 10 Years

G. L. Allen.....Gas  
E. J. Black.....Exploration  
G. L. Hayslip.....Transport  
T. W. G. Richardson, Jr.....Production  
L. K. Young.....Transport

## Manufacturing

### ANACORTES REFINERY

#### 15 Years

G. V. Anderson.....Zone B

### HOUSTON REFINERY

#### 20 Years

B. R. Cole.....Engineering  
R. T. Effinger.....Engineering  
O. C. Eugene.....Effluent Control  
R. Fisher.....Engineering  
A. J. King.....Thermal Cracking  
C. R. Shenton.....Engineering  
J. S. Walker.....Dispatching

#### 15 Years

T. B. Brown.....Engineering  
J. T. Foulds.....Research Laboratory  
C. A. Hargis.....Thermal Cracking  
A. D. Kohler.....Engineering  
H. L. Leonard.....Engineering  
E. M. Lewis.....Engineering  
C. T. Love.....Engineering  
L. B. McAdams.....Engineering  
H. A. McElroy.....Engineering  
E. D. Polk.....Engineering  
J. W. Schroeder.....Engineering  
I. L. Smith.....Dispatching  
C. Sudduth.....Engineering  
H. M. Theiler.....Engineering  
G. D. Yeary.....Engineering

### MARTINEZ REFINERY

#### 20 Years

G. R. Berggren.....Research Laboratory

#### 15 Years

J. O. Harvey.....Engineering  
W. E. May.....Distilling  
I. L. Parks.....Engineering  
W. Scoiggins.....Engineering  
L. W. Stewart.....Lubricating Oils  
R. A. Winge.....Research Laboratory

#### 10 Years

J. Andrade, Jr.....Distilling  
D. F. Joost.....Engineering

## NORCO REFINERY

### 20 Years

A. A. Robichaux.....Control Laboratory

### 15 Years

J. H. Cleveland.....Control Laboratory  
F. E. Dufresne.....Control Laboratory  
I. J. Keller.....Engineering  
C. J. Kugler.....Engineering

### 10 Years

P. H. Madere.....Engineering

## WILMINGTON REFINERY

### 20 Years

J. E. Moore.....Engineering

### 15 Years

L. D. Moore.....Engineering

### 10 Years

J. C. Hunter.....Engineering

## WOOD RIVER REFINERY

### 20 Years

H. E. Knecht.....Alkylation  
J. D. Metcalfe.....Research Laboratory  
G. E. Sample.....Effluent Control

### 15 Years

H. E. Bruley.....Engineering  
U. K. Coalson.....Gas  
J. H. Compton.....Engineering  
W. J. Dover.....Engineering  
D. R. Eaker.....Engineering  
J. D. Hake.....Engineering  
C. L. Hokenson.....Engineering  
L. A. McBroom.....Fire & Safety  
R. A. Mueller.....Engineering  
E. Neibel.....Engineering  
A. Perry.....Engineering  
P. K. Schoenleber.....Engineering  
F. Soltes, Jr.....Engineering  
G. O. Willman.....Engineering  
G. Zika.....Engineering

### 10 Years

N. G. Mozley.....Engineering  
J. L. Schell.....Engineering

## Marketing

### MARKETING DIVISIONS

#### 20 Years

C. J. Mason.....Boston, Operations  
C. L. Towers, Jr.....Indianapolis, Sales  
C. C. Tuthill.....Los Angeles, Sales  
R. D. Hague.....New York, Treasury  
C. J. Hallinan.....New York, Operations  
G. M. Hodge.....New York, Operations  
E. I. Jensen.....New York, Sales

D. G. Peterson.....Portland, Operations  
R. H. Jones.....St. Louis, Operations  
D. B. Clark.....Seattle, Sales

#### 15 Years

G. D. Gates.....Los Angeles, Treasury  
E. G. Button.....Portland, Operations  
R. D. Benefiel.....Seattle, Operations  
G. O. Lovejoy.....Seattle, Operations  
D. R. Winans.....Seattle, Operations

#### 10 Years

R. A. Smith.....Albany, Operations  
R. S. Bowen.....Atlanta, Operations  
T. E. Greeley.....Boston, Operations  
R. G. Hietsch.....Boston, Operations  
J. P. Hilton.....Boston, Operations  
W. L. Reddy.....Boston, Sales  
S. E. Kelly.....Chicago, Operations  
W. G. Pannier.....Chicago, Sales  
R. E. Skinner.....Chicago, Treasury  
E. T. Hardulak.....Cleveland, Operations  
B. H. Stoddard.....Cleveland, Operations  
C. E. Evenson.....Detroit, Sales  
June C. Winters.....Detroit, Treasury  
T. Low.....Honolulu, Operations  
R. G. Boswell.....Indianapolis, Sales  
H. L. Irish.....Indianapolis, Public Relations  
J. S. Michell.....Indianapolis, Sales  
V. P. Wilhoit.....Indianapolis, Operations  
E. L. Haydon.....Los Angeles, Operations  
N. Maloof.....Los Angeles, Treasury  
C. B. Erickson.....New Orleans, Sales  
W. B. Howells.....New Orleans, Mktg. Service  
H. E. H. Klein.....New York, Operations  
C. F. Eckert.....Portland, Operations  
H. Krupczak.....Portland, Operations  
R. W. Reynolds.....Sacramento, Sales  
E. S. Isenmann.....St. Louis, Operations  
J. H. Prater.....St. Louis, Sales

## SEWAREN PLANT

#### 20 Years

C. H. Finch.....Depot

#### 15 Years

G. P. Commerton.....Laboratory

#### 10 Years

R. B. Counterman.....Laboratory  
G. Karol.....Eng. & Maint.

## Pipe Line Department

#### 20 Years

L. L. Russell.....Tracy, Calif.

#### 15 Years

W. J. Wagert.....Indianapolis, Ind.

#### 10 Years

S. Furubotten.....Los Angeles, Calif.  
F. G. Kasprzak.....East Chicago, Ind.  
L. Ratley, Jr.....East Chicago, Ind.  
H. E. Wells.....Muncie, Indiana

## SHELL CHEMICAL CORPORATION

#### 20 Years

M. S. Faith.....Shell Point

#### 15 Years

W. S. Hunt.....Chem. Sales Div.  
S. G. Abernathy.....Houston  
F. M. Butler.....Houston  
H. C. Crowder.....Houston  
M. H. Ford.....Houston  
F. E. Boyd.....Martinez  
C. J. Colombo.....Shell Point  
I. N. Fluitt.....Shell Point

#### 10 Years

F. E. Lawson.....Dominguez  
R. A. Beaman.....Houston  
R. Bragg.....Houston  
V. C. Cockran.....Houston  
M. L. Cox.....Houston  
H. A. Gigstad.....Houston  
R. H. Hand.....Houston  
E. H. Lovering.....Houston  
J. D. Patterson.....Houston  
G. C. Schnitzer.....Houston  
J. R. Pierce.....Martinez  
K. E. Roush.....Martinez  
L. R. Wayment.....Martinez  
R. A. Denoux.....Norco  
W. A. Gabig.....Norco  
R. E. Morrison.....Norco  
Grace Paulson.....San Francisco  
J. F. Woicik.....Torrance

## SHELL DEVELOPMENT COMPANY

#### 15 Years

G. L. Carter.....Emeryville  
Florence S. Jorgensen.....Emeryville  
H. E. Melling.....Emeryville  
J. M. Mullen.....Emeryville  
D. L. Shepard.....Emeryville

#### 10 Years

E. F. Feichtmeir.....Denver  
G. W. Brown.....Houston  
M. M. Robinson.....Houston

## SHELL PIPE LINE CORPORATION

#### 20 Years

H. L. Payne.....Mid-Continent Area  
H. O. Pipkin.....West Texas Area

#### 15 Years

H. A. Devilbiss.....Texas Gulf Area  
W. S. Powe.....Texas Gulf Area

#### 10 Years

J. R. Black, Jr.....Head Office  
C. E. Laughlin.....West Texas Area  
D. W. Jackson.....Rocky Mountain Div.

matters of

*fact*

# Trust

Your family puts its trust in you.

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

SHELL OIL COMPANY  
50 West 50th Street  
NEW YORK 20, N. Y.  
RETURN POSTAGE GUARANTEED

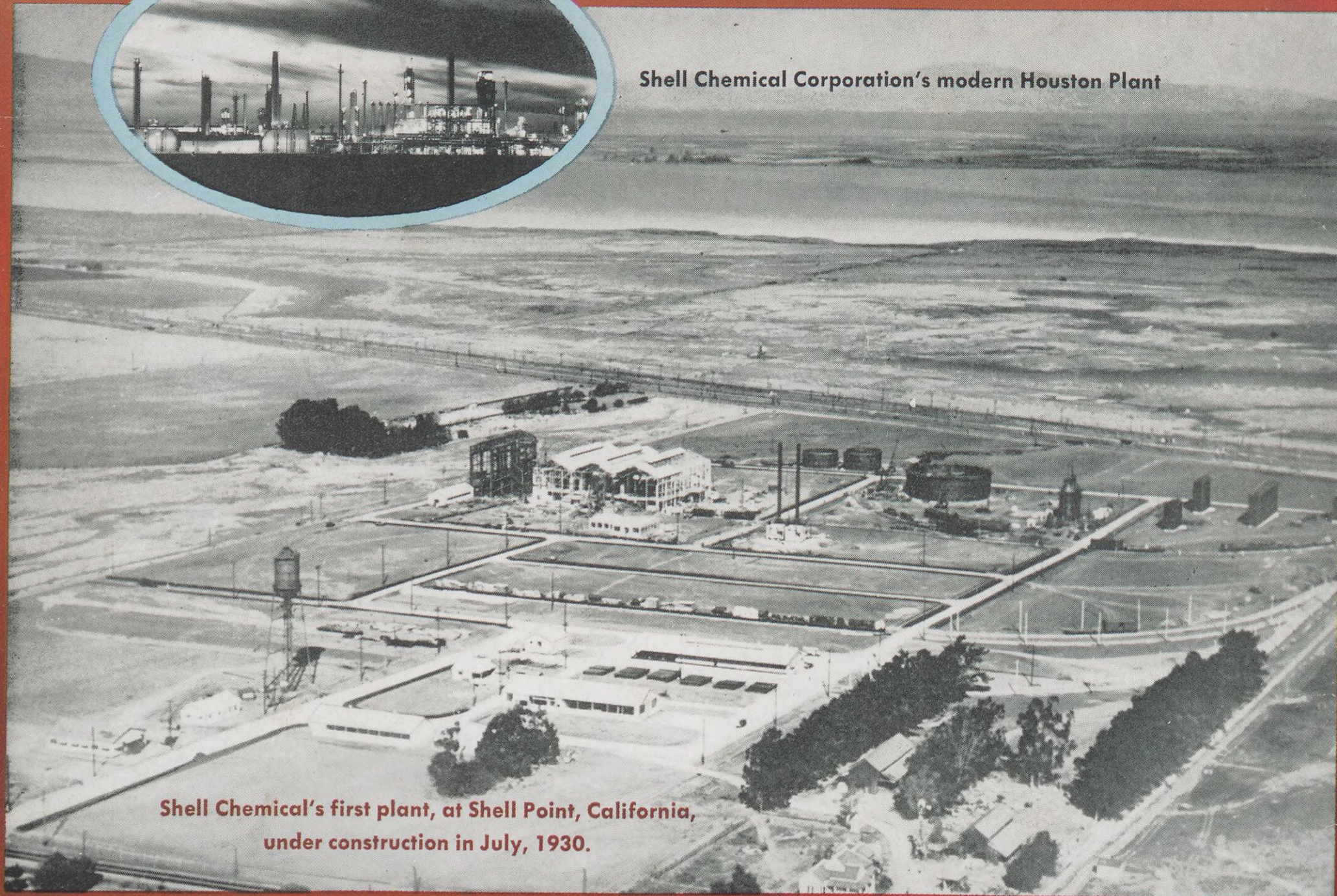
J. B. Bradshaw  
4710 Bell  
Houston, Texas

SCC

BULK RATE  
U. S. POSTAGE  
PAID  
New York, N. Y.  
Permit No. 1101



Shell Chemical Corporation's modern Houston Plant



Shell Chemical's first plant, at Shell Point, California,  
under construction in July, 1930.

## SHELL CHEMICAL CORPORATION . . .

More than 28 years ago, in February, 1929, Shell Chemical Corporation was organized and the next year began constructing the Shell Point Plant near Pittsburg, California. In August, 1931, the Shell Point Plant began production of Shell Chemical's first products, ammonia and ammonium sulfate.

Today Shell Point is one of eight Shell Chemical manufacturing plants in the United States. Shell Chemical sold more than 1,000,000 tons of products last year from Shell Point and other plants at Martinez, Ventura, Dominguez and Torrance, California; Denver, Colorado; Houston, Texas; and Norco, Louisiana. These products included synthetic rubber, agricultural chemicals, glycerine and many of the other chemical products vital to modern living.

Shell Chemical's annual sales increased from \$21 million in 1945 to about \$212 million in 1956. These sales have made Shell Chemical the 10th largest chemical firm in the nation—partner in progress with agriculture and industry.

**SHELL'S**  
*beginnings*