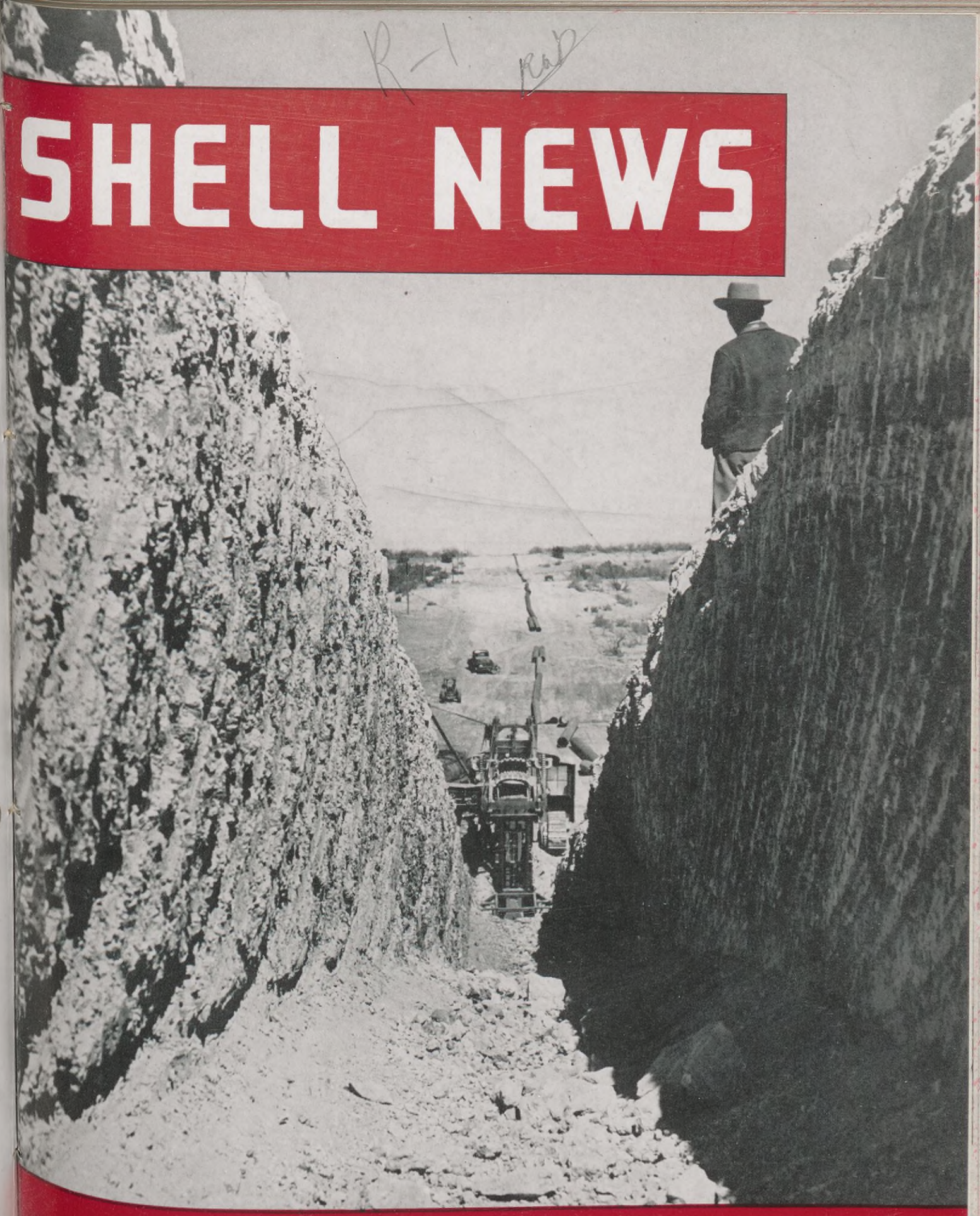
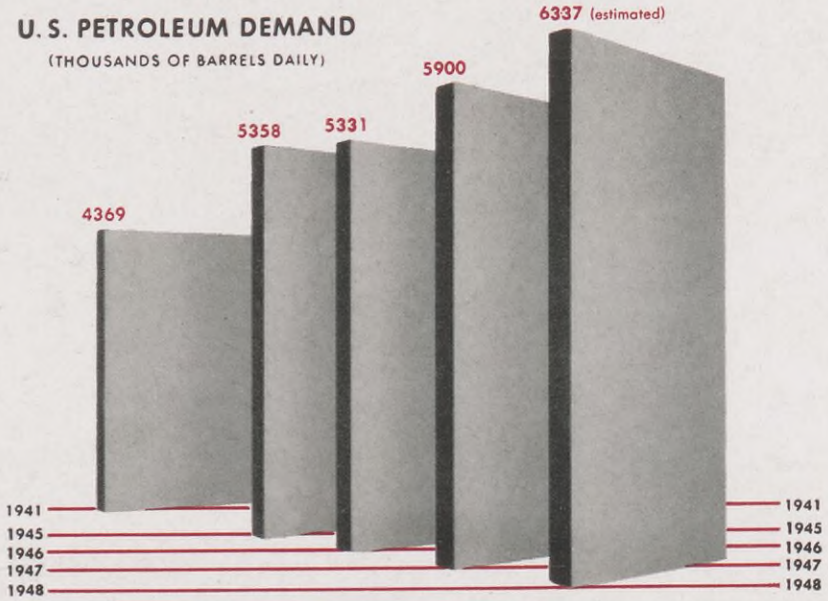
SHELL NEWS



AUGUST · 1948

PETROLEUM SUPPLY OUTLOOK BRIGHTER

By J. H. SALMON, Assistant to the President, Shell Oil Company, Incorporated



While pressure on the oil industry to meet increasing demands is still great, oil men are confident that it can and will be met.

THE oil industry is now confident that, barring unforeseen developments, it will be able to meet the growing demand for its products.

During the three years since V-J Day, there has been an unprecedented demand for petroleum—motorists have been using more gasoline than ever before; home oil heating units have been installed in great numbers; and railroads have been "dieselizing" extensively.

The industry has marshalled all of its resources to meet this rapid growth in demand. Crude oil production has risen markedly under the stimulus of accelerated exploration and drilling activity; new pipe lines have been and are being built; refineries have been expanded and bottlenecks removed; tankers and other transportation equipment have been provided, and marketing facilities expanded to serve the public better.

It has been a nip-and-tuck battle between supply and demand, but only spot shortages have developed and these only for short periods. While the supply problem continues to be difficult, the outlook is now brighter.

U. S. demand for the year 1948 including exports will average about 6,300,000 barrels daily, or almost 7% above that of 1947. As the world petroleum supply situation continues to be short, particularly as regards refining capacity, the U. S. will export about 400,000 barrels daily, chiefly in the form of products. The Caribbean and Middle East areas are expected to provide a large share of world demand outside of the U. S.

In addition to meeting the actual demand of the public and for export, the industry finds it imperative to accumulate additional working stocks of crude oil and products to fill new pipe lines and other transportation facilities and to satisfy increased refining and storage requirements.

With the capacity now available and expected in production, refining, transportation and marketing, the demands on the U. S. petroleum industry will be met from domestic production plus imports of about 500,000 barrels daily. Of particular interest is the fact that the U. S. has now become a net importer for the first time since 1922—imports will exceed exports in 1948 by about 100,000 barrels daily.

The peak summer gasoline demand is being adequately served and distillate fuel stocks are being accumulated satisfactorily to anticipate the 1948-1949 winter requirements.

As the industry will find it necessary to operate at practically full capacity in all departments over the coming year with only a limited cushion for unforeseen developments, all petroleum consumers should continue their commendable efforts to conserve. Restraint should also be exercised to avoid an inordinate increase in new fuel consuming equipment.

With continued public cooperation, and barring extreme contingencies or vastly expanded military requirements, the industry is now quite hopeful of meeting all essential needs over the next twelve months. There is more reason for optimism concerning the supply situation than at any time during the past several years.

SHELL NEWS

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

Employee Publications Division
Personnel Department, New York

contents

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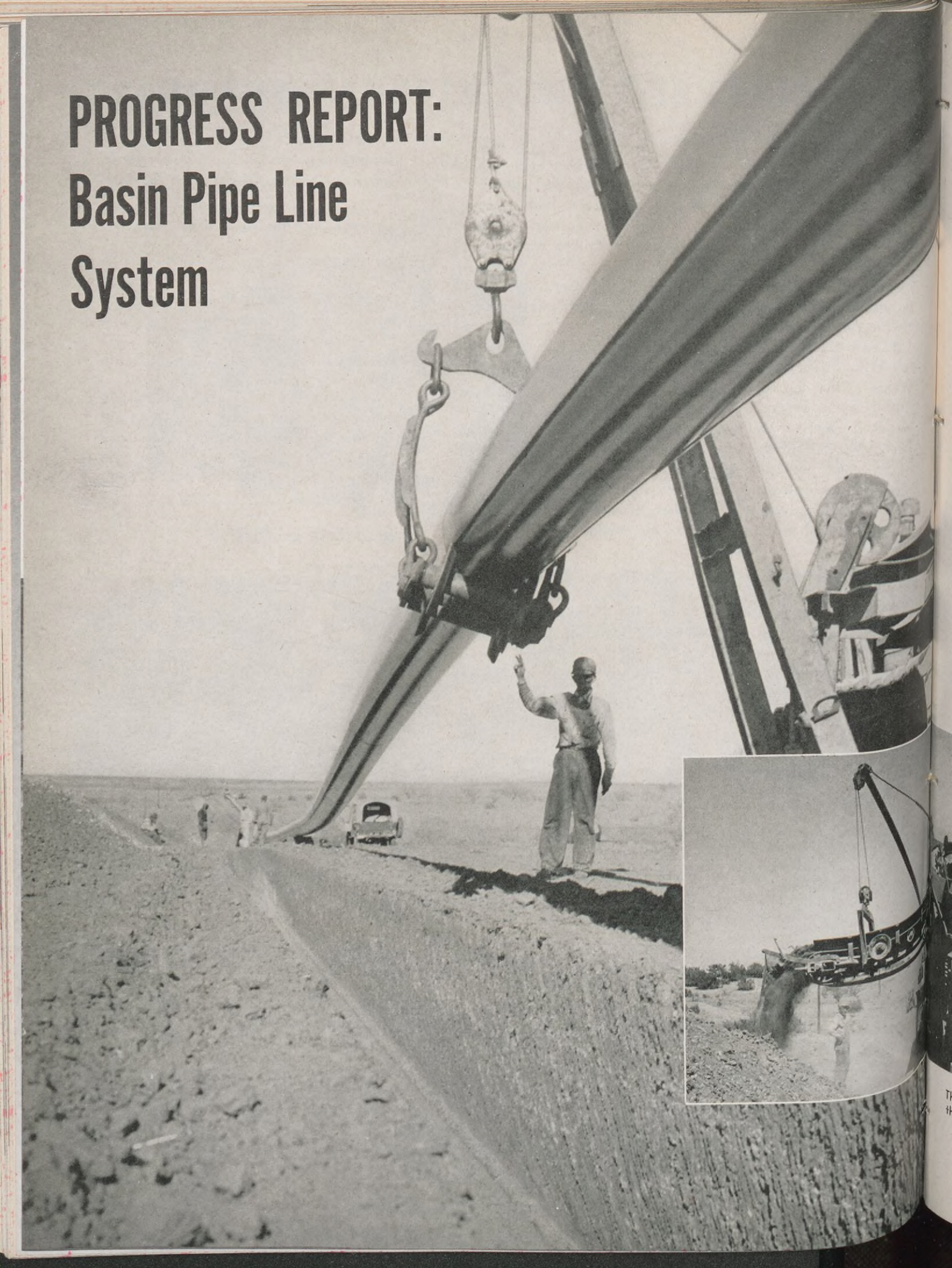
PROGRESS REPORT: Basin Pipe Line System



Two-thirds of its length is already in operation, and the final link from Wichita Falls to Cushing is scheduled for completion early next year.

HERALDING completion of the first links in the new Basin Pipe Line System, last month 70,000 barrels of crude oil per day began to flow through the earth from Jal, New Mexico into Wichita Falls, Texas—343 miles away.

Owned by Shell Pipe Line Corporation, the Texas Pipe Line Company, Empire Pipe Line Company and Sinclair Refining Company, and costing an estimated 27 million dollars, the Basin System will eventually terminate at Cushing, Oklahoma, 170 miles beyond Wichita Falls. Until completion of the Basin Line into Cushing and the Ozark Line into Wood River early next year, crude will move through loading racks at Wichita Falls into tank cars for rail transportation to refineries.

Pumping through the completed sections of the new line is being done by temporary equipment in the new stations now under construction at Jal, New Mexico, and Wink and Midland, Texas. When these are completed, the initial station at Jal will have two 600-h.p. engine-driven centrifugal pumps. At Wink, 20 miles from Jal, there will be one 400-h.p. and three 1,000-h.p. electrical-driven centrifugal units pumping 70 miles into Midland. At Midland, where the diameter of the line jumps from 20 to 22 inches, pumps will include one 500-h.p. and three 1,250-h.p. electrical-driven units to push the crude 253 miles into Wichita Falls.

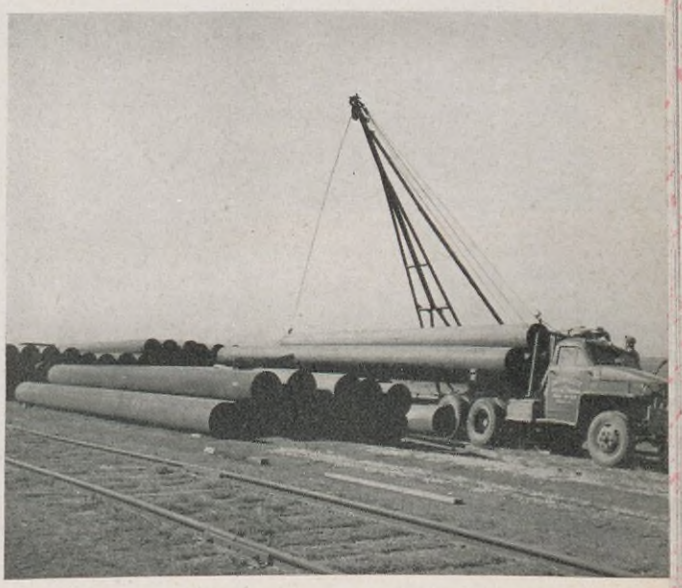
When the line reaches Cushing and the three stations are completed, throughput will be stepped up to the initial design rate of 165,000 barrels per day. About mid-1949 when three additional stations are completed, the daily line capacity will reach 241,000 barrels. Construction of the Basin System is being supervised by the Texas Pipe Line Company.

At Cushing, the Basin System will feed the projected 435-mile Ozark Pipe Line System which will be owned jointly by Shell Pipe Line Corporation and the Texas Pipe Line Company. The Ozark System will terminate at Wood River; however, an extension owned 100 percent by Texas will continue 54 miles into Patoka, Illinois. The Ozark System will be constructed of 22-inch pipe throughout. Its route north will generally parallel Shell's existing 10-inch lines to Wood River, except that it will skirt suburban St. Louis by way of St. Charles County. Design and construction of the Ozark System is being supervised by Shell Pipe Line Corporation.

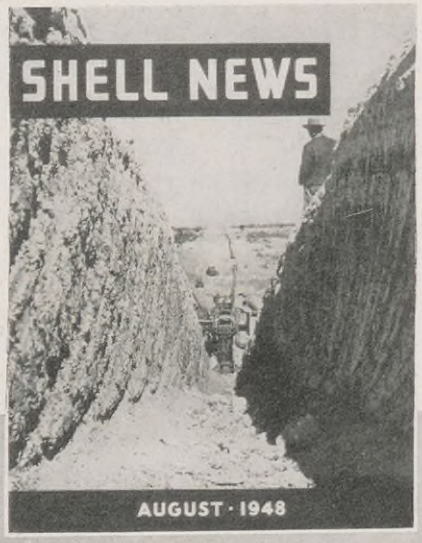
The need for new pipe line construction was set forth recently by H. H. Anderson, Vice President of Shell Pipe Line Corporation, when he spoke before a series of dinner meetings with employees in its Mid-Continent Area—"For some time our need for more pipe line capacity—particularly from New Mexico and West Texas into Wood River—has been critical. This is because the oil fields of Illinois, Oklahoma and Kansas have suffered declines in

The machine ditcher can chew its way through the earth at more than a mile per day.

Rock formations frequently impede the way. Then blasting crews have to use dynamite.



Truck trailers must often transport pipe as much as fifty miles from railroad sidings.

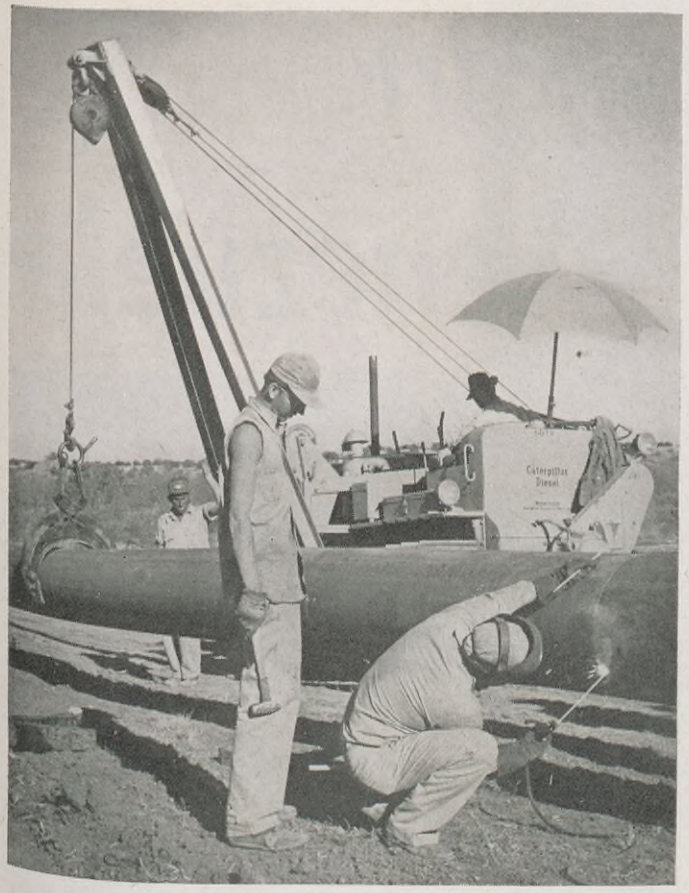


THIS MONTH'S COVER: A worm's-eye view of part of the Basin Pipe Line System during construction.

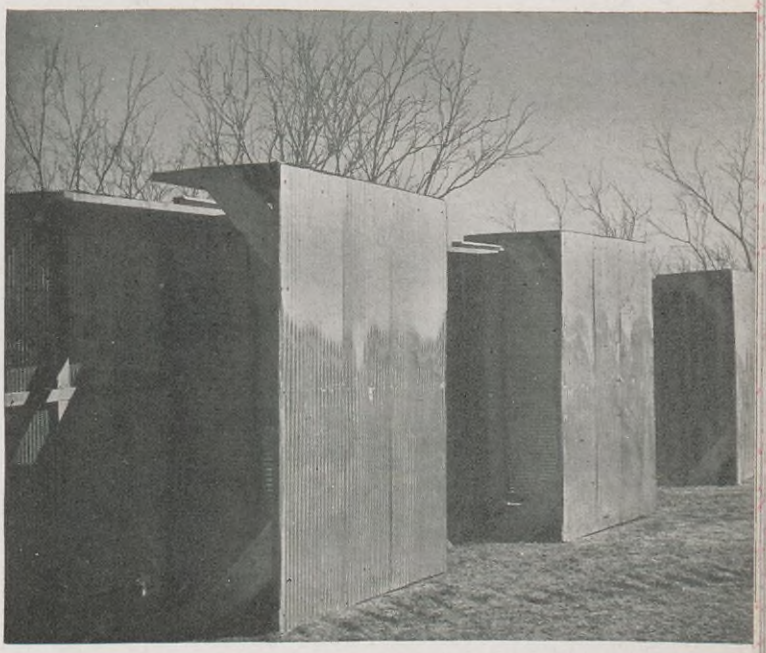
crude production, while Wood River —like all other East of Mississippi refineries—has received increased demands for refined products. Last month (March) the industry was forced to ship more than 100,000 barrels daily of crude oil out of West Texas by tank cars at a cost of at least three times that of pipe line movements."

The cost to Shell Pipe Line Corporation of its shares in the Basin and Ozark Systems, plus the required new feeder lines in West Texas—New Mexico, and alterations and additions at Cushing and Wood River will total approximately 31 million dollars. The completion of the combined Basin and Ozark Systems will mean a substantial increase in the capacity of transportation facilities supplying the St. Louis-Chicago areas.

The truck trailer must negotiate the back roads of the West Texas plains. When hilly country is encountered, the weight of the pipe makes it impossible for the truck unit to make the grade under its own power. Then, caterpillar tractors must lend a hand.



In joining the sections of pipe a welder makes several "tacks" between the joints to hold them until another welder makes two complete welding beads around the joint. Tests have shown that these beads are actually stronger than the pipe itself.



Corrugated aluminum shields like the ones above are used by welders when dust storms blow. They are placed to prevent dirt or grit from blowing into the weld.

Final operation before burying the pipe is wrapping it with coal-tar enamel, fiber glass and asbestos. The man with the pole at the left balances the wrapping machine; the man in the foreground uses a "holiday" detector to locate defects in the coating.

Shell Refinery In Venezuela

On Venezuela's Paraguana Peninsula, Shell is hard at work constructing a new refinery and building a complete new city for 2,000 employees and their families

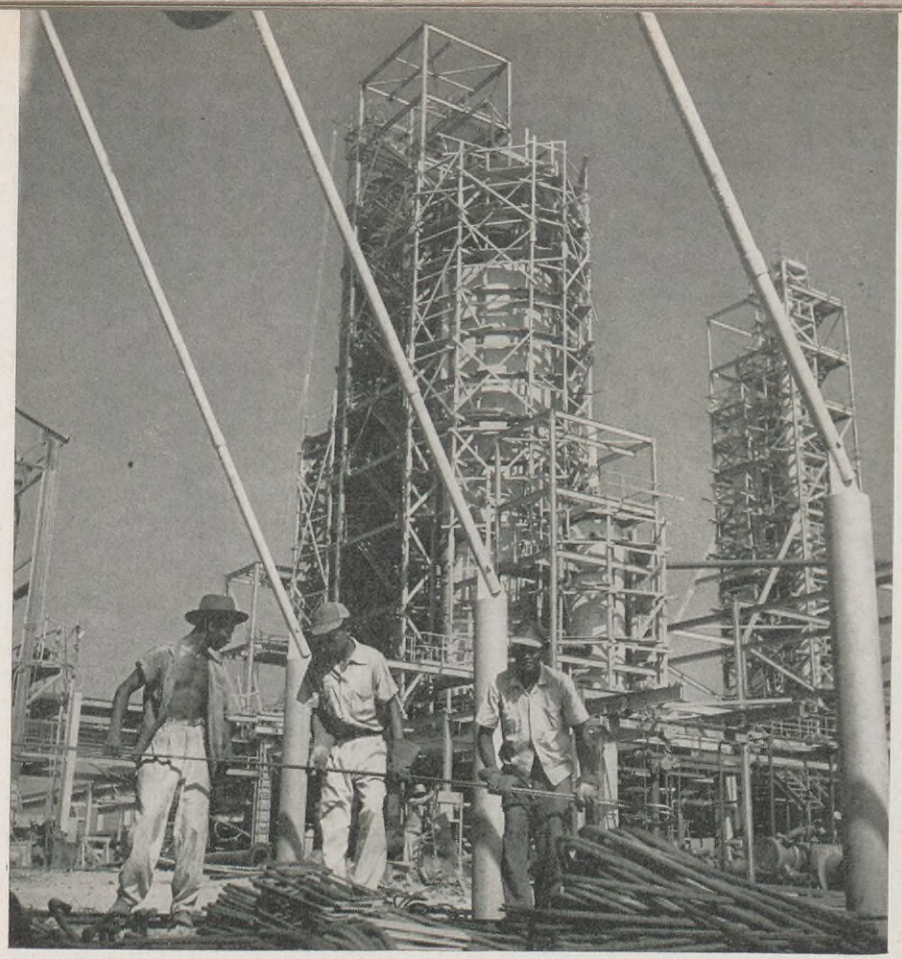
SHAPED like one of the sea urchins that abound in the Caribbean waters around it, the Paraguana Peninsula of northern Venezuela clings to the mainland by a long, thin tentacle. In the past three years, the Shell Company of Venezuela has transformed the Cardon section on the southwest coast of the peninsula from a barren, waterless area of sand, rock and cactus into a boomtown where 6,500 people are hard at work.

This modern community has nothing in common with the boomtowns that sprang up in the early days of the oil industry in the western United States. Instead, a modern city has blossomed out of the wasteland—a city of clean, attractive homes, churches, schools, and even a beauty shop, an outdoor movie house, tennis courts and beach clubs.

A city like that doesn't just get built from nothing without a good reason. The reason in this case is the new refinery being built by Shell at Cardon. When it is completed, Shell's plant will be the largest complete refinery in South America and will process more than 50,000 barrels of crude oil per day.

The Big Problem

When the decision to build the refinery at Cardon was made, the problem of the lack of fresh water had to be solved quickly and efficiently. Therefore, Shell installed four modern units for distilling sea water. To supplement the supply obtained from these units, large quantities of fresh water are brought into Cardon by



Above. Crude oil distilling unit under construction.

Below. The salt water evaporating plant which is used to convert sea water for domestic and industrial use.

Part of the new crude distilling unit in the foreground, with cracking unit No. 2 at the left and cracking unit No. 1 in the center.

The architecture of Cardon's new church is Spanish in style.

A view of some of the 550 dwelling units

tanker and pumped from tanks to both the refinery and residential areas. These measures are, at best, temporary, and are expensive and impractical in terms of a permanent source of supply. Therefore, in cooperation with the Creole Petroleum Corporation (Standard of New Jersey interests), which is also building a refinery on the peninsula, Shell is considering plans for the joint construction of a water pipeline from the mainland near the town of Coro, about 60 miles southeast. When this pipeline is built, it is expected to solve the water problem permanently.

The Refinery Area

The refinery area itself, covering some 810 acres, makes up about one-fourth of the total acreage of Cardon. Already completed at the refinery are 19 large storage tanks and 22 smaller tanks. An additional 37 tanks are now under construction, with 16 more still to be started. A number of the refinery units, such as the crude distilling plant, the vacuum distillation plant, the redistilling unit, the cracked products separation plant, two thermal cracking plants, and a thermal reforming plant, are in various stages of construction, together with a polymerization plant, a phosphate treating plant and a doctor treating plant.

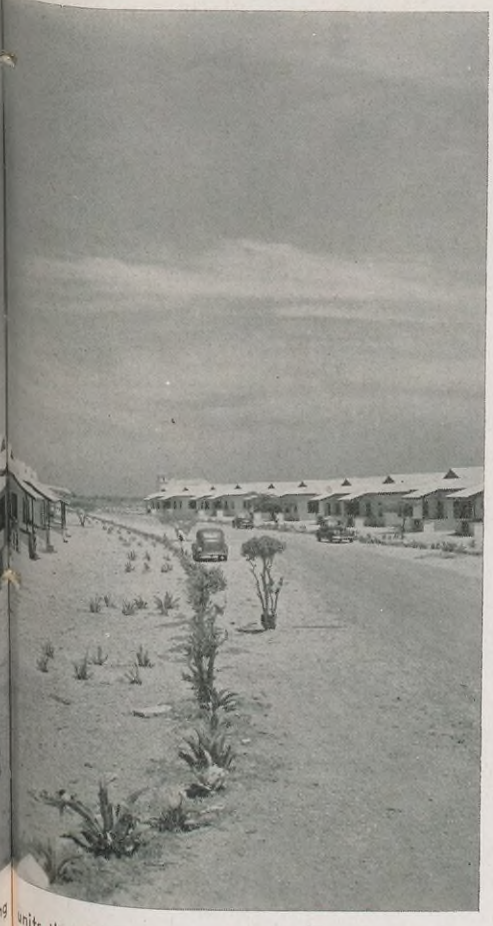
The materials storage area is conveniently located, both to the deep-water piers and to the refinery area. Three large warehouses — a main store, a bulk store, and a combined materials store—have all been in operation for some time. A railway, to connect the materials storage area with the concrete piers, is under construction. When the railway is completed, a considerable part of the incoming cargo will be handled by railway flatcars.

The workshop area is adjacent to both the warehouse area and the refinery plant area. Already completed and in operation are machine, electric and instrument shops, a welding and construction shop, carpenter and cabinetmaker shops, an office and toolroom building, a car repair shop, and a central garage building. An oxygen plant is also under construction in this area.

Auxiliary Facilities

Many of the important auxiliary facilities at Cardon have been in operation for some time. These include: a rock quarry and a rock-crushing plant which provides the rock for all concrete work; a concrete batch plant, and a concrete block-making plant where hollow concrete blocks for buildings are made; a pipe shop which manufactures the refinery's plant piping; a welding school for the training of locally engaged welders; and two barge slipways on which fourteen 200-ton freight barges have already been built.

Two modern concrete piers are



units that have been completed so far.

Cardon was a wasteland before construction began on Shell's new refinery.

already in service in anticipation of the day when the refinery goes into full operation. Each pier, 1,476 feet in length, is capable of handling two shallow-draft tankers and two ocean-going tankers of the largest capacity. Over 10,000 tons of materials are now being unloaded every month at these piers.

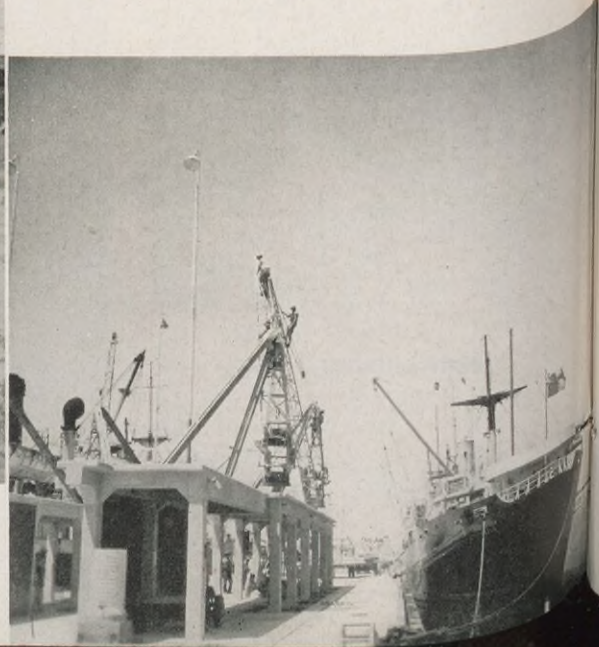
Along the ocean front between the two piers, other important facilities are being completed. These include a large electric power plant to provide power and light for the refinery and for the large living area; a salt-water pumphouse, which will provide cooling water for the refinery plants; a boiler plant; and a fifth saltwater distilling plant to increase the supply of fresh water.

The Residential Area

Everyone who is connected in any

This plant at Cardon crushes the rock for all Shell's concrete work in the area.

Above. Interior view of one of the classrooms at Cardon. *Left.* Exterior view of one of the two completed school buildings. *Below.* One of the two modern concrete piers already in service. Each is 1,476 feet long.

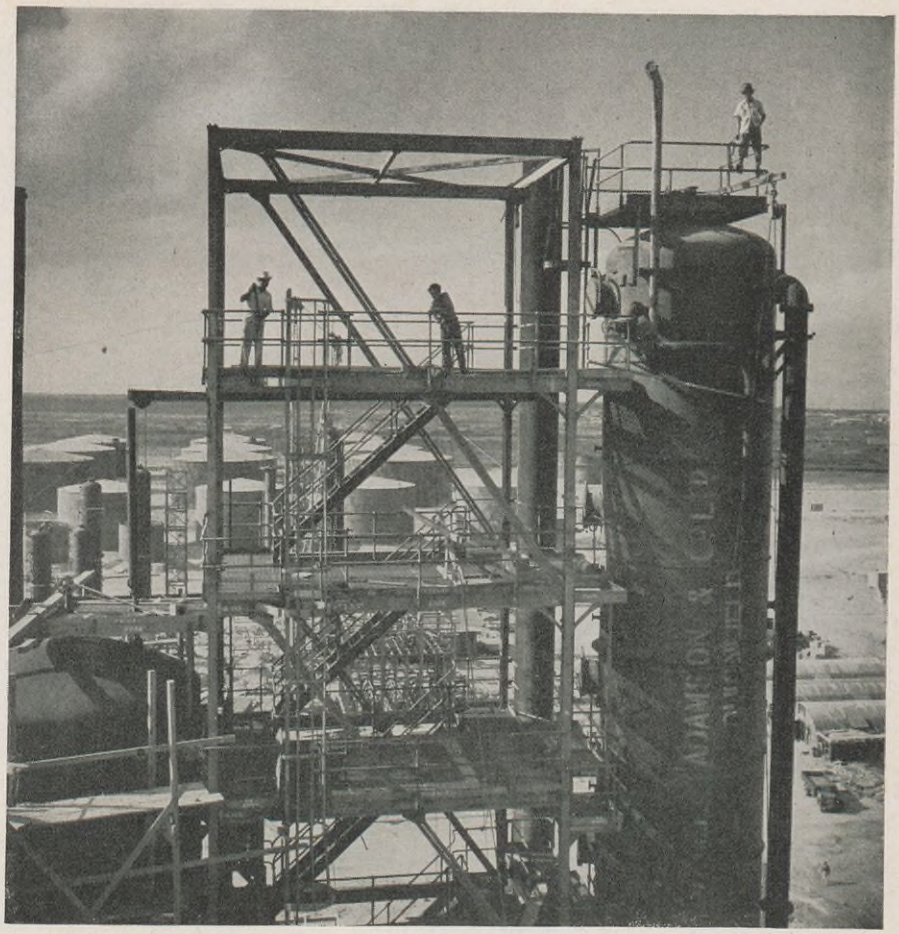


way with the new enterprise is justifiably proud of the beautiful residential area that is being built up out of the parched wastes of Cardon. The living quarters occupy an area of about 1,480 acres north of the industrial area, and have been designed and built with an eye to beauty as well as to utility. Of the 585 buildings completed so far, 550 are dwelling units. Eventually, however, there will be homes for from 10,000 to 12,000 inhabitants.

As much of the sparse, desert-type plant life as possible has been kept at Cardon, not only for its eye-appeal, but also in an attempt to reduce the amount of dust. Cardon is very sandy and since rainfall on this part of the Peninsula is almost non-existent, the heavy trade winds that blow across Paraguana stir up a lot of dust.

No feature of a modern, well-planned community has been forgotten at Cardon. Two large school buildings have been completed, and hospital, commissary, mess-hall, club and laundry buildings are under construction while these services are being carried on in temporary quarters. Sanitation and water systems have been built, and over 60 miles of roads connect the various sections of Cardon. Already built and operating are a barbershop, a beauty parlor, a bank, a post office, a church, a chapel, a restaurant, a commissary, a pharmacy and a movie theater. The central point of the residential area will be called the Plaza Bolivar and will contain a bust of Liberator Simon Bolivar in bronze, mounted on a marble base. On one side of the Plaza is the open-air theater built from locally-made hollow concrete blocks, and complete with stage, dressing rooms, and modern lighting fixtures.

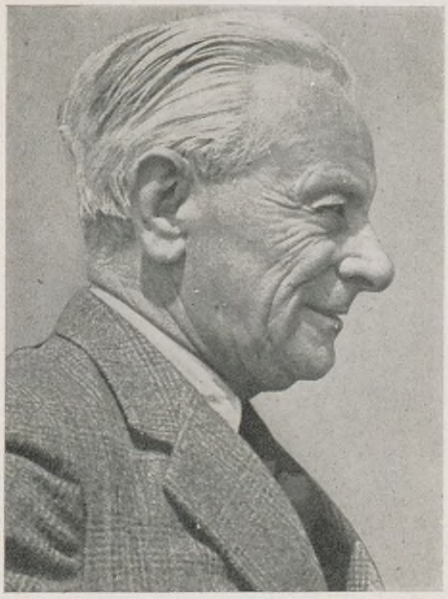
When Shell's Cardon refinery is completed and in full operation, more than 50,000 barrels of crude a day, or well over 18 million barrels of crude oil per year, will pour into its plants. The products refined from this crude will be an important contribution to the world's supply of petroleum products.



This view shows part of the crude distilling unit under construction, and some of the storage tanks in background.

The open-air theater is made of locally produced hollow concrete blocks and has a seating capacity of 1,200.

SHELL PEOPLE IN THE NEWS



J. B. August Kessler

J. B. AUGUST KESSLER, having reached retirement age, is resigning as Managing Director of the Royal Dutch-Shell Group of oil companies effective July 1, 1948. Mr. Kessler will continue to act as General Managing Director of the Royal Dutch Company and will remain on the boards of The B.P.M., Anglo Saxon Petroleum Co., and Shell Petroleum Co., Ltd.

At a general share holders' meeting of the Royal Dutch Company, held in Amsterdam on June 29, H. BLOEMGARTEN was elected a managing director of that company. Mr. Bloemgarten, who is already a managing director of The B.P.M., will succeed Mr. J. B. August Kessler as a managing director of the Anglo Saxon Petroleum Company and of the Shell Petroleum Company, Ltd., all effective July 1, 1948.

H. Bloemgarten

* * *

SELWYN EDDY, Manager of the New York Marketing Division, has been elected Chairman of the New York State Petroleum Industries Committee.This committee, an A.P.I. affiliate, is composed of representatives of all large oil marketers in New York State. Mr. Eddy began his career with Shell in 1925 as a service station attendant in San Francisco. After advancing through various Marketing Department assignments in the Pacific Coast territory, he was transferred to the East of Rockies territory in 1935 and, in 1940, became Manager of the Detroit Marketing Division. Mr. Eddy has occupied his present position since 1945 when he returned to Shell following nearly three and a half years in the Navy.

T. B. RENDEL has been appointed Assistant Manager-Automotive and Aviation in the Marketing Lubricants Department, Head Office, New York. A graduate of Cambridge University, Mr. Rendel came to Shell in 1927 as Motor Testing Engineer at the Wood River Refinery, becoming Chief Research Engineer there in 1939. From 1942 to 1944 he was with the British Air Mission in Washington, D. C., in an advisory capacity. He returned to Shell in 1944 as Assistant to the Vice President-Manufacturing, and in 1945 was appointed Technical Assistant to the Manager of the Marketing Aviation Department in Head Office, serving in that position until his new assignment.

Helicopters Hunt For Oil

ABOVE the lonely and treeless Louisiana marshes south of Lake Charles, Shell geophysicists now travel by helicopter in their search for oil. The Exploration Department is finding the helicopter method increasingly useful for exploration prospecting in marshy areas.

The helicopters, chartered by Shell from the Bell Aircraft Corporation, carry equipment for the gravimetric method of exploration. The gravity meter is placed within the tiny cabin, while its tripod extends down through a hole in the plane floor. The Shell operator rides next to the pilot.

Leaving the base camp, the helicopter flies to its designated position and descends. The operator then lowers the tripod into the marsh, places the gravity meter upon the tripod, and makes his observation without leaving his seat. The sensitive gravity meter measures slight variations in the attraction of gravity at the surface of the earth. These variations, when analyzed, furnish evidence of the existence of favorable structures beneath the earth which may contain oil.

After the meter reading, the tripod is raised and secured for transportation, and the location of the observation is plotted on an aerial photograph of the region. If there are no distinguishing landmarks which can easily be identified on the aerial photographs, surveyors who also travel by helicopter establish the exact location of the reading by triangulation.

The compact little planes are supplementing the work of the cumbersome marsh buggies usually used to penetrate wet and mushy sections of the lowlands. Large, drum-like wheels provide the marsh buggies with traction on soft ground and buoyancy in watery places but these advantages are somewhat offset by the slow speed of the vehicles. Their use often means that half the working day is taken up in transportation to and from the scene of operations. Helicopters, carrying the necessary equipment, can cover large marsh areas in a matter of minutes. Cutting the transportation time to a minimum, the small aircraft are reducing exploration costs by making possible more work in less time.

Air exploration has good-will value, too. The Louisiana marshes support thousands of muskrats which are trapped by local inhabitants who sell the pelts. Heavy marsh buggies may smash the muskrat nests, but helicopters equipped with pontoons can land precisely at a given spot with a minimum of disturbance to local wild life—a fact thoroughly appreciated by swampland trappers.

Gravity Meter Operator P. E. Duplantis releases the tripod, carried between the pontoons of the plane, and plunges it firmly into the waterlogged earth, after the helicopter has landed on a designated section of marshland.

The sensitive gravity meter is then removed from its special carrying attachments and placed on the leveling head of the tripod. A storage battery, used to supply current to the gravity meter, is carried under the pilot's seat.

Although neither the gravity meter nor its tripod touches the helicopter while Duplantis takes his reading, the motor and rotor blades must be completely stopped as the vibration shakes the marsh, preventing the meter from coming to rest.

When the gravity observation has been taken, the meter is removed and placed in its carrying position and the tripod is retracted. The operator then examines aerial photographs to determine the course for the flight to the next station.

Pontoons instead of wheels adapt helicopters (left) for work in the flat, wet marshes of Louisiana. Use of the versatile aircraft not only saves a great deal of time but is eliminating most of the foot-slogging through marshy ground (below) which was necessary in the past.

Surveyors, flown in by helicopter to determine gravity observation positions, use folding, 12-foot aluminum towers to raise themselves and their transits above the tall reeds and marsh grasses.

Throughout the exploration period, the helicopters are based on a dry strip of land in the marsh country. Portable equipment from tractor-trailers is used by aircraft mechanics for repair work and maintenance at this temporary base.

The eighteenth in a series of organization charts

Shell Oil Company, Incorporated (East of Rockies Territory)

August—1948

Division Manager
R. T. Seidel

Operations Manager
D. F. Sutton

Marketing Service Manager
F. J. Rodney

Real Estate Manager
H. T. Vietor

Operations Assistant Engineering
I. B. Hart

Operations Assistant Plant
W. L. Lindsley

Jobber-Distributor Manager
P. B. Caldwell

Employee Relations Supervisor
E. L. Day

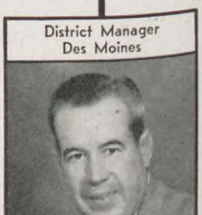
Transportation & Supplies Supervisor
A. W. Hammond

Purchasing-Stores Supervisor
W. G. Eberle

Retail Manager
W. D. Kerr

District Manager Burlington
R. M. Baker

District Manager Moline
A. J. Sewing



District Manager Des Moines
W. P. Byrne

MINNEAPOLIS MARKETING DIVISION

Sales Manager

R. B. Ruyle

Office Manager

F. C. Reeve

Fuel Oil Manager

S. H. Mitchell

Lubricants Manager

R. O. Erickson

Shellane Manager

A. W. Kyndberg

Chief Accountant

K. J. Larson

Credit Manager

L. T. Ritzel

Special Products Manager

G. E. Carnahan

Commercial Representative

V. C. Elmquist

Aviation Representative

J. M. McLaughlin

District Manager Waterloo

G. E. Marker

District Manager Winona

W. G. Walsh

District Manager St. Paul

F. G. Allyn

District Manager Duluth

J. G. Cribbs

Mileage Marathon

Shell Fuel Wizards Achieved Top Performance With Family Cars in This Revival of a Wood River Classic

DEFEATING 28 other contestants, R. J. Greenshields averaged 74.22 miles per gallon of gasoline last June 26 to take top honors in the postwar revival of one of the nation's most novel contests, the Mileage Marathon conducted by personnel of the Research Laboratory at Shell's Wood River Refinery. The winning run in this unconventional race, in which staying power triumphs over speed, was made in Greenshields' tried and true 1937 DeSoto.

First place in the Class B contest, run under a different set of rules, was captured by V. E. Yust who made a 71.55 mile per gallon average in a 1946 model Pontiac. Class A entrants were allowed to make

The gallon jug in the hands of W. H. Chandler, official Lap Timer for the Marathon, holds the carefully measured fuel allotment for one of the contestants who will receive it just before the race.

changes in the basic design of their cars, but competitors in Class B had to depend on driving skill and ingenuity alone. All cars were stock models, all used the same grade of fuel, and no car was lightened below its normal weight.

The sole reason for the contest is the challenging question: "How many miles can *you* get on a gallon of gasoline?" In the recent race, engineers whose regular jobs concern improvement of fuel and lubrication performance for the average driver, gave their own professional answers. But, the engineers pointed out, this kind of mileage is not for the ordinary motorist. Since the only object of the marathon is to get maximum mileage from a given amount of fuel, the rules of normal driving are almost all scrapped in the effort to gain distance.

Actually, the gasoline allotted in each case was less than a gallon, and there were variations in the amount doled out to each driver. Carefully figured for each vehicle, the fuel allowance was determined by formulas based on car weight and the performances of other cars in past races. The contest rules theoretically provided enough fuel to drive each car 26 miles and 385 yards — the exact distance covered by Pheidippides in his famous run from Marathon to Athens.

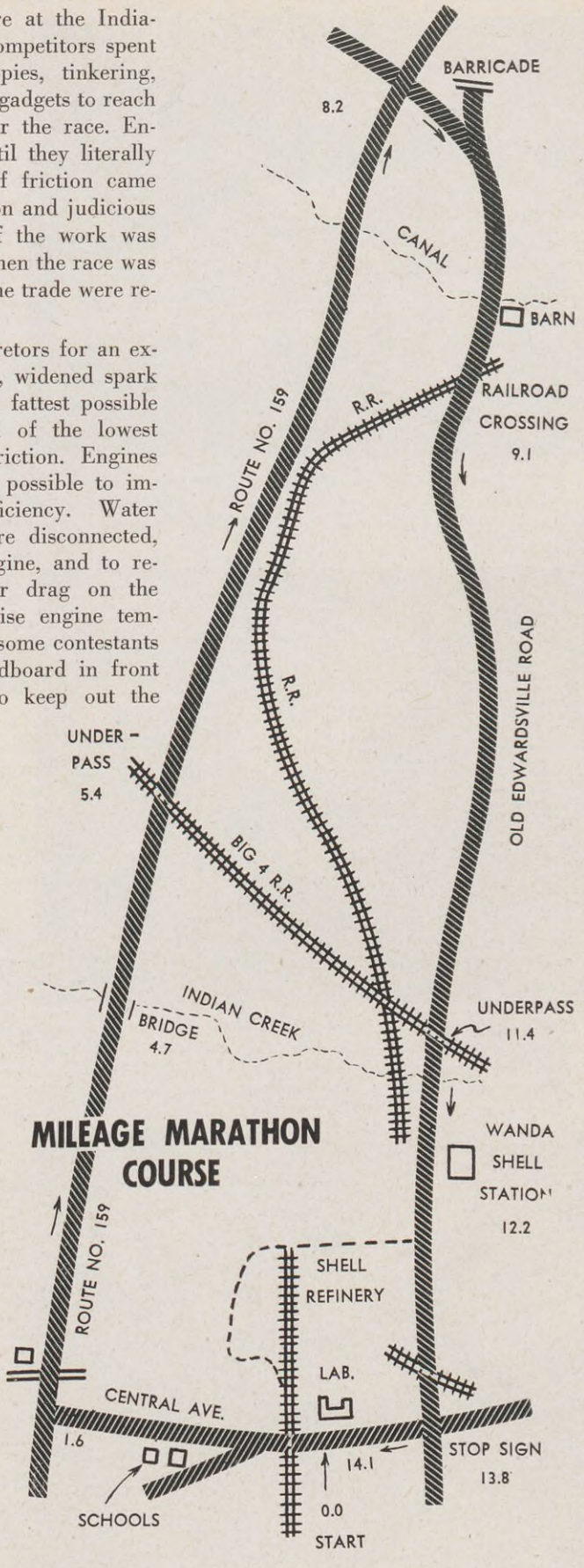
The 14-mile closed course, through the country near Wood River, was a far cry from the regulation oval track used for more common auto races. Starting in front of the Research Laboratory, contestants ran over hills and through valleys on concrete and black top, coped with traffic lights and railway crossings, and generally encountered the petty annoyances of regular driving. Reaching their starting point, they went around the course again, repeating the process until their gasoline was exhausted, when they drove their cars onto the shoulder of the road. Throughout the run, all traffic rules were obeyed to the letter.

For days before the marathon, after hours activity around the Research Laboratory suggested the pre-race week atmosphere at the Indianapolis Speedway. Competitors spent hours on their jalopies, tinkering, tuning and adjusting gadgets to reach peak performance for the race. Engines were tuned until they literally purred. All points of friction came in for minute attention and judicious lubrication. Much of the work was done in secret. But when the race was run, many tricks of the trade were revealed.

Entrants set carburetors for an extremely lean mixture, widened spark plug gaps to get the fattest possible spark, and used oil of the lowest viscosity to reduce friction. Engines were kept as hot as possible to improve operating efficiency. Water pumps and fans were disconnected, both to heat the engine, and to reduce the horsepower drag on the power plant. To raise engine temperature even more, some contestants rigged sheets of cardboard in front of their radiators to keep out the cooling air.

Tires were over-inflated to decrease road friction, some carrying as much as 80 pounds pressure. The Class A winner went even further, filing most of the tread off his tires and leaving only a small strip on each to give traction on the highway. Other Class A tricks included increasing engine compression ratios and changing rear axle gear ratios.

Driving technique, all contestants agreed, was the most important single factor in the race. Here, in choice of methods, was plenty of room for individuality. Greenshields, for instance, accelerated up to 30 miles per hour at

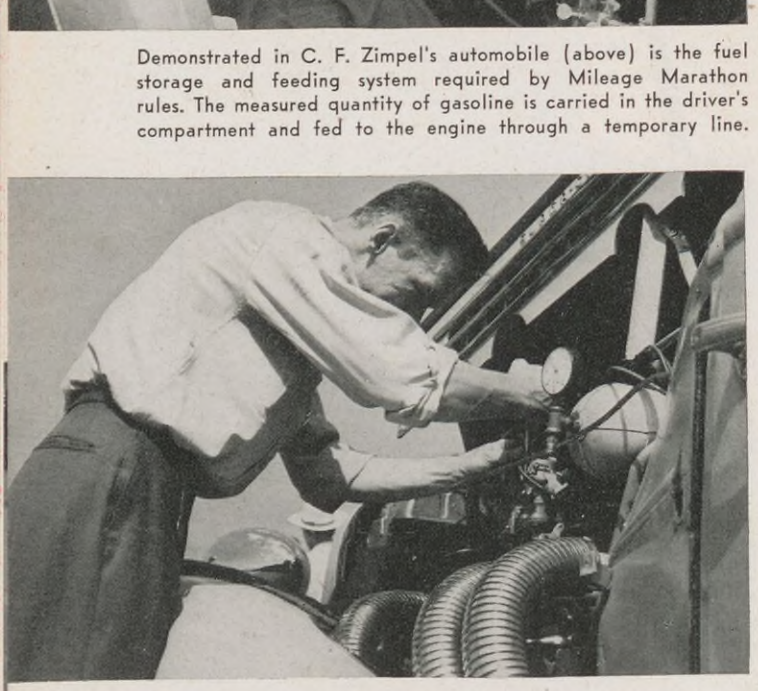


V. E. Yust, who took home a trophy and $30 in cash for winning the Class B event, covers his car's radiator with cardboard before the race, to keep out air and increase the heat of the engine.

Driver R. G. Tuell and team-mate J. T. Watson wait expectantly as a group of girls, who had heard tall tales of lubrication miracles, try to set a car in motion by lung power alone.

Demonstrated in C. F. Zimpel's automobile (above) is the fuel storage and feeding system required by Mileage Marathon rules. The measured quantity of gasoline is carried in the driver's compartment and fed to the engine through a temporary line.

Following the rules to the letter, entrants C. C. Van Horne (left) and T. E. Land pull their vehicle off the road after their fuel is exhausted. From here on in, they will depend on the smile and the upraised thumb to solve their transportation problems.



Just before the contest, General Marathon Chairman D. L. Berry, (left) makes delicate adjustments on the engine of his 1936 Auburn which brought him home in fourth place in Class A.

full throttle, then shut off the ignition and let his car coast until it had slowed to six MPH. At this point he turned on the ignition, stepped on the starter, and repeated the process.

The same general technique was followed by Yust, using different critical speeds, but instead of depending on the starter he threw in the clutch to re-engage the engine. Upon such fine points as these — starter vs. clutch—the experts disagreed sharply. Contestants in general preferred the speed up and slow down system to the maintenance of a steady average, although the regular motorist in a stock car is said to get his best mileage at a steady speed of around 25 MPH.

The recent contest was the first of its type since 1942 when the war brought the annual event to a halt. In that year, Greenshields, driving the same car he used this year, was also the winner. His record for 1942 was 88.3 miles per gallon, the highest figure ever set in the history of this contest. The explanation of the drop in distance in the 1948 race lies in the increased age of Greenshields' car, plus traffic conditions which forced him to stop twice for railroad trains, and once to reduce speed sharply near the scene of an accident.

The winning figure for 1948, however, was well ahead of the 58.8 mile per gallon average made by the 1941 winner in a 1936 Auburn. The marathon was won in 1940 by a 1940 Ford which piled up 55.7 miles per gallon, and in 1939 it was a 1933 Plymouth in first place with 49.7.

Greenshields, winner in Class A, is Chief Research Engineer of the Wood River Research Laboratory, and has been with Shell for 15 years. Yust, Class B winner, is a veteran of 11 years Shell service and at present is Group Leader in the Engine Section of the Research Laboratory.

Runner-up in Class A were the teams of C. C. Mayfield and M. C. Franich with 71.37, and R. G. Tuell and J. T. Watson, with 70.26. Second and third places in Class B were taken by W. D. Sims who averaged 65.87, and the team of S. R. Sprague and V. T. Welch which made 57.81.

From start (above) to finish, winner Greenshields drove a carefully planned race. His preliminary preparations included such details as filing most of the tread from his tires (right) to reduce friction. In addition to a trophy, he was presented (below) with a $75 cash prize by C. E. Davis, Vice President-Manufacturing.

PLANNING FOR RETIREMENT

by

DR. GEORGE LAWTON

(This is the second in a series of articles dealing with general aspects of retirement which the author, a consulting psychologist, has written for SHELL NEWS. The first appeared in May.)

WHAT would you think of a man who said he was going on a trip but didn't know where he was headed or what his journey would cost? Retirement that is not planned is likely to be just like that. Plan your retirement as you would a trip. Select first your route and stopovers, then estimate the cost and set aside the money, anticipate the probable weather, decide on the clothes you will need and whether there should be a traveling companion, and, if so, whom.

I know you'll tell me "When I retire, I'll set up a woodworking shop for myself and make furniture"; to which I say, "That's grand, and I wish you all the luck in the world." But in case you expect to open this shop the day after you retire, may I point out that you are not going to carry out your plans with the greatest of ease.

To make sure you do the things after retirement you had planned, you must get a running start. Five years prior to retirement you should have worked out the main details of your post retirement life and have actually started on certain phases of it.

When a man is thirty-five, what with trying to get ahead on the job, raising a family, keeping up with the Joneses and trying to have some fun, he is pretty busy. Talk to him about retirement and endless spaces in his life and the chances are that his mouth will water at the prospect. At thirty-five, time is what a man needs; time to rest, to sleep, to play. At sixty, however, the appeal of retirement won't lie in its being one long stretch of idleness. The problem for a man then will be how to be busy in a way that will be interesting to himself and useful to others, preferably both. At sixty, or at eighty, we will want some kind of a plan for our lives and some kind of daily program or routine. We will still want to use our minds and bodies, seek to exercise our wits and skills in meeting some challenge. We will want our days to be stimulating and interesting to us.

Our jobs represent a very important part of ourselves. We should give our job our best energies and best thoughts while we are working at it. But when the day's work is over, a man should have a life outside his plant or office.

Every organization wants its men and women to retain their individuality—it realizes a man must reserve some part of himself for the pursuit of his own personal interests. To achieve a well balanced outlook on life, a man needs interests outside his job.

It is in our spare time then that we must consider our retirement program and set one up for ourselves on a scale that won't interfere with our present job. Every man (and every woman) from the early forties on, needs to start working on himself and expanding his interests.

We all have to learn two things: First—no one is

indispensable to his job . . . organizations that depend entirely on one individual are built on quicksand. Second—no job is indispensable to any man . . . a man can and must find a way to live even though deprived of a particular vocation or a job. That is the only way there is to make a success of retirement. There is no other way. We must learn how to work and how to retire. Job time and leisure time are equally important parts of life, require thoughtful consideration and both furnish comparable rewards.

There are many styles of life after retirement—as many as there are types of people around. The things these different people need to have and to do in order to be happy are available. Retirement means more time to be what you always wanted to be and to do what you always wanted to do. It doesn't mean that you have to become a totally new person and must make radical changes in your customary activities, *unless that is what you want.*

The case of Mr. Stewart Nash is one which shows a very interesting example of post-retirement activity. Mr. Nash was an executive in a West Coast shipbuilding firm. A hard-working, busy man, he had developed as a form of recreation the hobby of collecting ship models.

Despite his hobby, he felt that it was not entirely adequate as a post-retirement activity. After discussion, it was suggested that instead of collecting ship models, he make them. In pursuing this suggestion, he came into contact and became acquainted with a group of West Coast hobbyists. He soon perceived an opportunity to be of service to these folks through the establishment of hobby shops, to supply materials and ideas for them. Mr. Nash not only began to set up such shops, but he also organized a company to make the materials sold in the shops. According to my latest information, although now retired, he is directing 300 hobby shops on the West Coast. His major problem is to avoid during his retirement, becoming too actively involved in a big business.

In addition to his hobby shop activities, he has, as a side-line, a weekly radio program on a San Francisco station. Called "The Old Craftsman," the object of the program is to explore, develop and advertise creative activities for older people. Sponsored by a non-profit association in San Francisco, Mr. Nash pays the weekly program budget out of his own pocket, writes the script himself and usually plays the part of "The Old Craftsman" when it goes on the air.

While Mr. Nash, of course, is an exceptional case, his example does demonstrate that retirement can be a time when you can be of great service to others and lead a happy and useful life.

On the other hand, I have in mind the case of a man who rose from a clerk's job to that of vice-president and general manager in the same firm. During his working years, he was almost completely absorbed in his occupation. He had few extra curricular activities and interests. Golf and fishing furnished his only sidelines outside his work and his interest in them was perfunctory.

When he retired, much against his will, although he recognized that it was necessary for him to do so, he had made no plans. Because of his health, he was prohibited from playing golf or engaging in any strenuous physical activity.

Within a month following his retirement, he moved from the city where he had spent all his adult life to live with his children. In doing so, he severed all his ties with his customary environment and associates. He did not take into consideration that his children, occupied with their own lives, interests and children, might have little to offer him.

Lack of plans, lack of hobbies, and lack of desire to make plans or develop hobbies, left him disillusioned and broken. Though he is still alive, his plight is far from happy and his prospects for rehabilitating himself become more remote as he sinks deeper into discouragement.

I know an old lady who lives in California. At 87, she is mentally ac-

tive and alert. She has a large circle of friends and acquaintances, both young and old. She is happy and contented.

The widow of a man who had spent his career in the United States Diplomatic Service, her husband's work had taken him all over the world and she had traveled with him. As a younger woman, she noticed how both her mother and grandmother had complained terribly of loneliness in their old age because of the lack of friends and interests. She resolved that if she too lived to be old, her life would be different.

She got herself an address book and kept it with her. When she met an interesting person and became acquainted, she took his or her name and address. As soon as convenient thereafter, she would write to this new acquaintance and start up a correspondence. Throughout her married lifetime, she had a heavy correspondence. At times, it was somewhat of a burden and she occasionally regretted her choice. But now, at her advanced age, she spends much of her time at work writing letters to her friends who are scattered around the world. When friends and correspondents died, she continued with the children and grandchildren.

The letters she writes are most interesting and so are those that she receives. From the news in one letter, she has something she can pass on to another person and enliven her own letters. She had planned for her old age and has solved a large part of its problems.

A man who likes sports has to plan for a life after retirement which includes opportunities to satisfy such active interests. But two popular books of recent years are called "To Hell With Fishing" and "To Hell With Hunting," just to show that not *all* men want to spend their retirement years in sporting activities. One man's bliss after retirement is another man's poison.

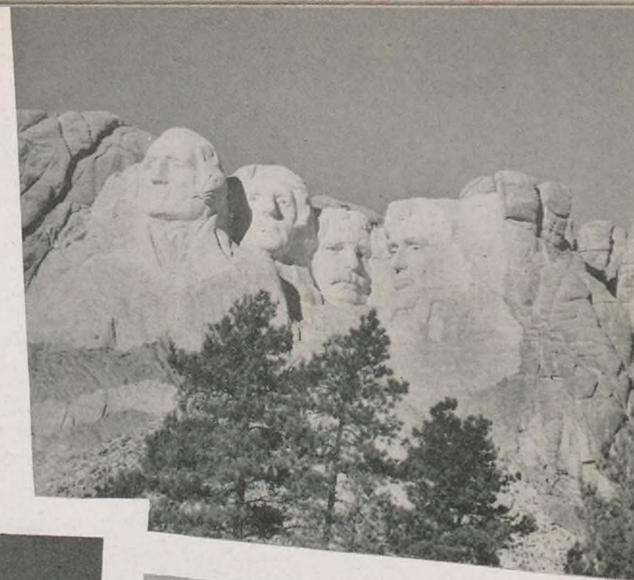
Many men make the big mistake of thinking that retirement means abandoning all the activities and interests, all the clubs and organizations that they knew before. Changes in budget and changes in location may necessitate some withdrawals. But growing older is not a question of withdrawals and abandonments—a jet-plane flight into the void. It means transferring from one activity to another, from one interest to another. When a man retires from his job there is no law which rules that he must also retire from such life long interests as clubs, business and professional organizations. He should, in fact, keep up his interests in these organizations.

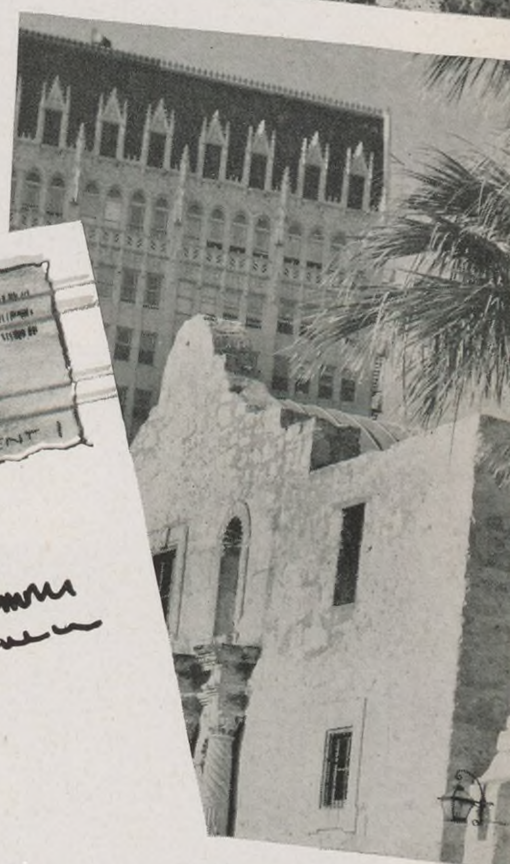
However, in the course of growing up, all of us have dreams or ideas of things we would like to do. Because we were short of opportunity, time or daring, we may never have tried ourselves out on these possible occupations. So none of these dreams or ideas had a chance to become a reality. Retirement has this great advantage. It can put us back again at the crossroads; and if properly planned for, we can spend the rest of our days doing the things we've always wanted to do, or else in trying our hand at something else that is a close imitation of the original.

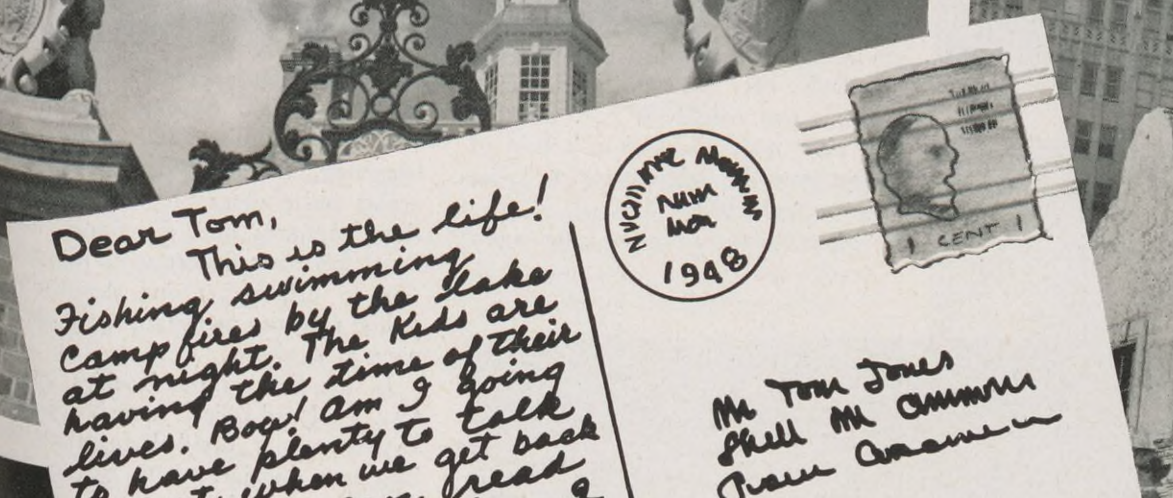
We often come across stories in the papers, magazines or over the radio about different men and the occupations and hobbies which they pursue. Every once in a while we read about a particular activity and there is a click of assent in our minds: "Now that is something I would like to do." Retirement can be the time for us to put such a plan into effect.

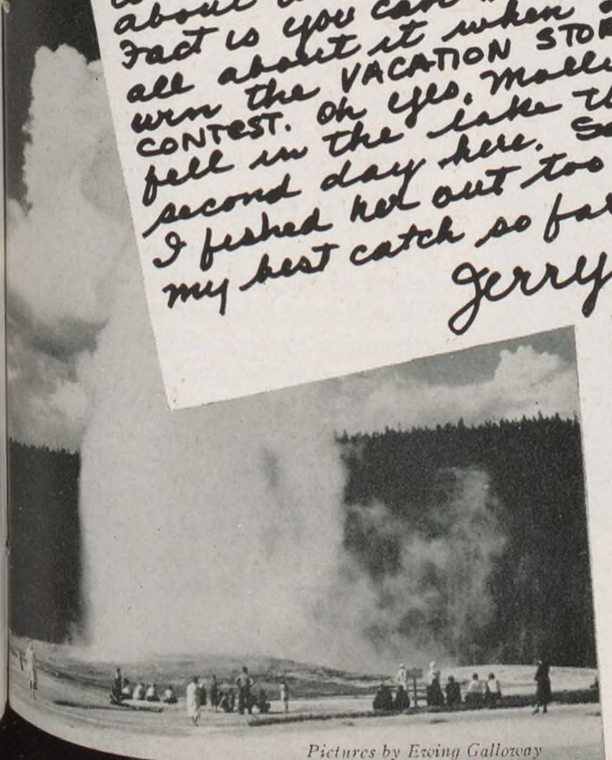
Again and again, I must say that retirement can be a success only if planned for—and that planning has to be done while we still have a daily job. In order to take care of your material needs in old age, you set aside a portion of each day's income in the Provident Fund, and Shell assists with its contribution and also provides the Pension Plan. In the same way, you should take a little of each day's thought and energy to create a program of interests and activities that will provide for your mental, your emotional and social needs after retirement.

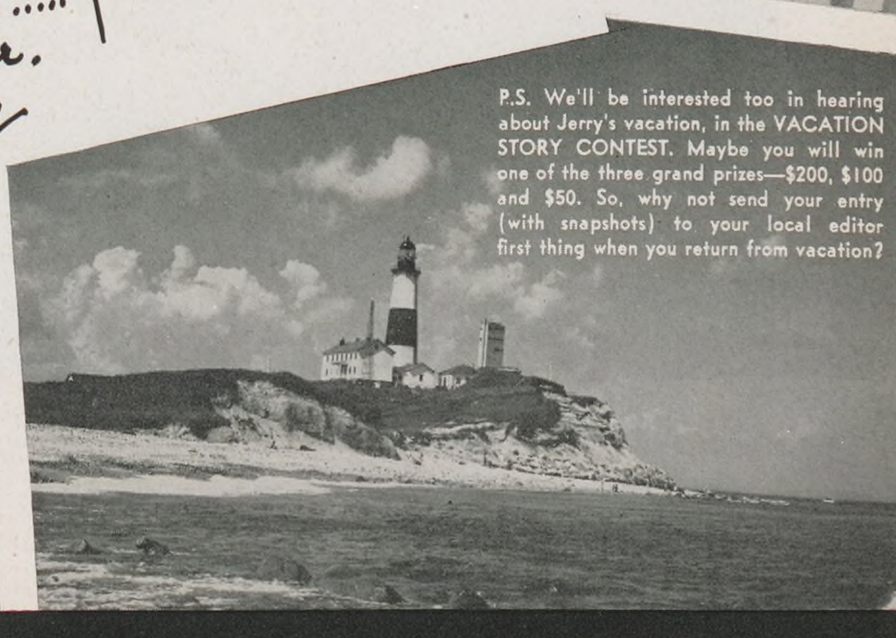
For the man who believes that retirement means walking his last mile, that's just the way it will turn out. Retirement is a red letter day—the symbol of a major event in our history. It introduces something different from what has gone before—that is why we need to get ready for it.











P.S. We'll be interested too in hearing about Jerry's vacation, in the VACATION STORY CONTEST. Maybe you will win one of the three grand prizes—$200, $100 and $50. So, why not send your entry (with snapshots) to your local editor first thing when you return from vacation?

Pictures by Ewing Galloway

Public Relations For Shell

BUILDING good will for a company and its products is nothing new in the business world. It goes almost without saying that those companies with a reputation for standing behind their products are the most successful. And it is well known that the more people know about a company, the more likely they are to accept it and its products.

In the life of countless communities, we in Shell are engaged everyday in dealing with the public—the consumers we serve, the dealers and jobbers who sell our products, our suppliers, stockholders and others, and the communities in which they live.

Public Relations Objectives

To create a favorable atmosphere in which to do business, Shell has certain objectives for its public relations program. Broadly speaking, those objectives are: To make Shell better known and liked as a good corporate citizen; to obtain public understanding that the Company recognizes its economic and social responsibilities; to be known for what it is —a progressive member of a progressive industry; and, finally, to achieve public recognition for good products, good service and fair treatment.

One way or another, every Shell employee has a part in that program as an ambassador of good will. He is Shell to the people he meets. And through his daily contacts with friends and neighbors . . . through his civic activities, and in a host of other ways the public comes to know more about Shell.

Since the early thirties, new conditions have come to the forefront in the field of public relations. No longer is it enough merely to supply good products at fair prices. The public has developed an interest in knowing more about American business and through new and improved means of communication is in a position to have questions answered better than ever before. In view of these developments and to secure the desired benefits for Shell, the Public Relations Department has been made responsible for the guidance of the company's organized public relations activities.

To reach the public, all means of communication are utilized, including newspapers, national magazines and trade publications, radio and television, motion pictures, special events and photographs. Public Relations prepares and distributes material for other departments in addition to originating and developing public relations material for the company as a whole.

In the East of the Rockies territory, the Head Office Public Relations Department is divided functionally into two divisions, both under the direction of the Assistant to the President in charge of Public Relations. One division arranges special programs and projects; the other is concerned with publicity and information on Company activities.

Design, layout and art work for public relations releases and projects are the work of the Production Section

Special Projects Division

Programs in connection with the opening of the Exploration and Production Research Laboratory and the forthcoming opening of Shell Chemical's new glycerin plant at Houston . . . the Soap Box Derby . . . industrial shows and expositions, banquets, plant celebrations and tours . . . these are but a few of the special events participated in or sponsored by the Special Projects Division. And whether it takes place in Massachusetts or

Carol Lane, Women's Travel Director, gives women the country over the benefit of her wide travel experience.

Texas; whether it concerns a Shell employee or one of our many products, each special event program is designed to foster better understanding of Shell and its activities.

Through its Motion Picture Section, Special Projects also supervises the distribution, promotion and general use of the movies produced by the Company to obtain the good will of the general public for the company and the industry. Soon to be distributed generally is the technicolor production "Birth of an Oil Field"—the latest addition to Shell's film library of 12 films covering a wide variety of subjects related to the oil business.

As its name suggests, the Photographic Section of Special Projects handles the picture angle of public relations. It maintains up-to-date photographic equipment and has built up a large and constantly expanding picture file covering Shell people and Shell operations. It takes pictures for public relations projects and as a service to other departments; and promotes the use of "Shellfotos" by outside organizations and publicity media.

Working closely with women's clubs, magazines and radio, Special Projects also doffs Shell's service cap to the ladies—the 50 million American women who make up an influential segment of the general public. It provides travel information of special interest to women and manages the lecture tours and other public relations activities of the Women's Travel Director.

Publicity and Information

The Publicity and Information Division produces and distributes all written public relations material, including stories for newspapers, magazines and other publications, and handles Shell's press relations. It prepares brochures, picture stories, and publicity in connection with special events, and supplies outside editors and writers with background material for feature articles.

The Educational Information and Clipping Service handles requests from schools, colleges and private individuals for information about the Company and the petroleum industry in general. This section also gathers published items pertaining to Shell and maintains a permanent record of

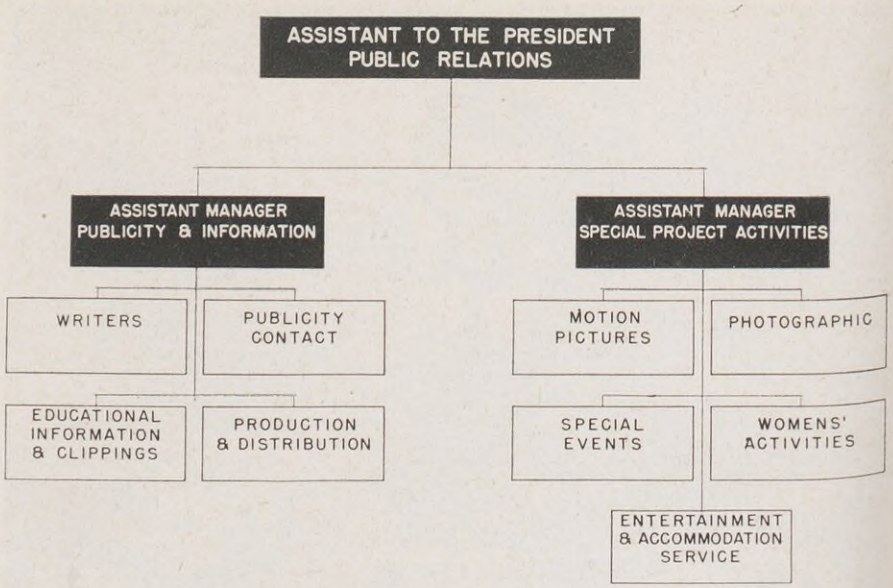
Shell's motion picture libraries contain 12 films which, so far this year, have been seen by over 3,000,000 people. Their distribution is supervised by the Motion Picture Section.

public notice about the Company to help in planning the most effective approach for future publicity.

Design and layout for all public relations material—from one page leafs to full length books—are the province of the Production and Distribution Section. It prepares the displays and exhibits used by Shell in its public relations activities. It is also responsible for distributing all releases and other publicity material outside the Company.

Public Relations in the Field

Working in both the editorial and the special projects phases of public relations are two Head Office field representatives. One is assigned to the East Coast and one covers the Midwest. A public relations staff at Houston covers the Southwest. Within its territory, the Houston office functions much as does the Head Office Public Relations Department.



Organization Chart

Head Office Public Relations Department

Shell Oil Company, Incorporated (East of Rockies Territory)

In addition, each refinery, area and division office has one person assigned to public relations duties. For some of them it is a full time job; others engage in public relations work as one phase of their assignment, the rest of their time being devoted to other duties, for example, advertising or personnel work.

Assisted by the field representatives or, in the Southwest, by the Houston office, and co-ordinating their activities with those of Head Office Public Relations Department, these men issue local press releases. They also see that news releases concerning the Company receive effective distribution and maintain contact with civic organizations and editors of locally published magazines and newspapers. They provide stories and news items of general interest concerning the Company to the field representatives, and bear the responsibility for guiding all public relations programs, functions and activities within their respective localities.

At one time or another, every aspect of Shell operations is covered in publicity put out by Public Relations Department writers.

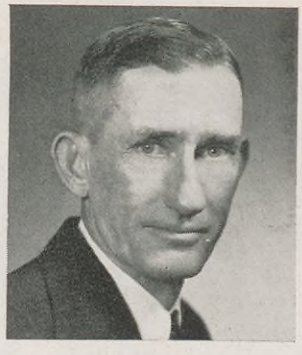
SERVICE BIRTHDAYS

TWENTY-FIVE YEARS

J. M. BOKER
Wood River Refinery
Engineering Field

A. A. BUZZI
Head Office
Treasury

J. F. COONTZ
St. Louis Division
Operations



E. C. DAVIS
Tulsa Area
Production

M. W. DISCHERT
Chicago Division
Real Estate

D. EUBANK
Wood River Refinery
Engineering Field

T. L. FULLER
Midland Area
Production

R. GILLIS
Wood River Refinery
Engineering Field

H. M. HOVIS
Shell Pipe Line Corp.
Texas-Gulf Area

H. P. INGERSOLL
Products Pipe Line
East Chicago, Ind.

P. M. LUDWIG
Shell Union Oil Corp.
New York

N. J. PAINTER
Wood River Refinery
Control Laboratory

J. L. ROLLER
Wood River Refinery
Engineering Field

W. P. SHOULTS
Head Office
Purchasing-Stores

O. P. SNOW
Tulsa Area
Production

R. D. WILSON
St. Louis Division
Sales

TWENTY YEARS

E. ADRIAN
Houston Area
Treasury

R. E. BRENNEMAN
Chicago Division
Operations

H. CALLAWAY
Shell Pipe Line Corp.
Texas-Gulf Area

E. R. CROSS
St. Louis Division
Operations

J. O. DUNLAP
Houston Area
Production

B. EVANS
Houston Area
Production

H. F. FEARN
Shell Pipe Line Corp.
Texas-Gulf Area

H. L. FIELD
Atlanta Division
Marketing Service

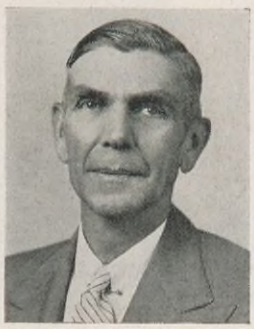
H. R. FLEMING
Midland Area
Treasury

M. W. GABLE
Houston Refinery
Engineering

L. E. HEBL
Head Office
Manufacturing

C. P. HITCH
Wood River Refinery
Treating-Light Oil

J. JENKINS
Tulsa Area
Production



J. H. MILLER
Wood River Refinery
Engineering Field

C. A. MORGAN
Houston Area
Production

M. W. PAPE
Houston Area
Production

L. V. PHEGLEY
Shell Pipe Line Corp.
Texas-Gulf Area

M. T. POLLARD
Wood River Refinery
Engineering Field

R. W. RABB
Houston Area
Gas-Gasoline

J. H. RITTER
Chicago Division
Treasury

A. C. ROOS
Wood River Refinery
Gas

H. M. RUFUS
Wood River Refinery
Lube Extraction

L. E. SAWYER
Wood River Refinery
Engineering Field

M. P. SEXTON
St. Louis Division
Marketing Service

E. R. STAUBER
Indianapolis Division
Marketing Service

A. W. WATTS
Products Pipe Line
East Chicago, Ind.

J. M. WILSON
Wood River Refinery
Lube Operating

L. A. WINSHIP
Wood River Refinery
Cracking

V. F. YATES
Tulsa Area
Production

J. L. YOUNG
Wood River Refinery
Topping

F. E. ZAPF
Wood River Refinery
Control Laboratory

H. J. ZERINGUE
Norco Refinery
Laboratory

Head Office

15 Years

M. Blumenthal ..... *Per. & Ind. Relations*
E. L. Griffith ..... *Manufacturing*
Mae M. Hamer ..... *Shell Union Oil Corp.*
Charlotte N. Morrison *Shell Union Oil Corp.*

Products Pipe Line

15 Years

A. D. Blades ..... *Barnett, Ill.*
R. Edmunds ..... *Harristown, Ill.*
W. T. Hutchinson ..... *East Chicago, Ind.*
E. H. Johnson ..... *Casey, Ill.*
I. T. Marburger ..... *Wood River, Ill.*
E. W. Miller ..... *DeWitt, Ill.*
W. A. Roseberry ..... *Wood River, Ill.*

10 Years

J. R. Barry ..... *Waltham, Mass.*
C. L. Daniels ..... *Zionsville, Ind.*
D. E. Funk ..... *Terre Haute, Ind.*

Shell Chemical Corporation

15 Years

C. E. Freeman ..... *Houston*

Shell Pipe Line Corporation

15 Years

L. M. Beyer ..... *Mid-Continent Area*
J. A. Bronson ..... *Mid-Continent Area*
P. R. Dalrymple ..... *Texas-Gulf Area*
J. D. Flickinger ..... *Mid-Continent Area*
O. C. Engle ..... *Mid-Continent Area*
E. M. Jordan ..... *Mid-Continent Area*
R. L. Lake ..... *Mid-Continent Area*
A. B. Livingston ..... *West Texas Area*
C. C. Moss ..... *Texas-Gulf Area*
F. J. Sayre ..... *Mid-Continent Area*
E. E. Senter ..... *West Texas Area*
D. D. Stewart ..... *Texas-Gulf Area*
E. R. Watson ..... *West Texas Area*

10 Years

F. W. Alexander ..... *Texas-Gulf Area*
R. C. Frayser ..... *West Texas Area*
W. J. Morris ..... *Mid-Continent Area*
W. R. Yates ..... *Texas-Gulf Area*

Sewaren Plant

15 Years

J. Pentek ..... *Compound*
J. C. Shine ..... *Compound Office*
J. E. Zehrer ..... *Terminal*

Houston Refinery

15 Years

W. E. Brandes ..... *Technological*
B. F. Coffman ..... *Cracking*
K. J. Kitzmiller ..... *Cracking*
T. S. Lighthouse ..... *Engineering*
E. J. Newton ..... *Engineering*

10 Years

J. J. Cunningham ..... *Research Laboratory*
G. E. Roberts ..... *Control Laboratory*

Norco Refinery

15 Years

A. J. Roussel ..... *Stores*

Wood River Refinery

15 Years

W. B. Beeler ..... *Lube C. & S.*
E. W. Bergesch ..... *Alkylation*
D. A. Brazel ..... *Utilities*
C. D. Byford ..... *Control Laboratory*
J. C. Conley ..... *Engineering Field*
A. M. Fielder ..... *Engineering Field*
L. P. Jenkins ..... *Control Laboratory*
O. J. McNeilly ..... *Lube Vacuum*
J. G. Metzger ..... *Loading Racks*
T. A. Narup ..... *Control Laboratory*
L. A. Opel ..... *Control Laboratory*
H. Peek ..... *Lube C. & S.*
F. T. Radecke ..... *Engineering Office*
M. E. Schramm ..... *Research Laboratory*
L. I. Smith ..... *Cracking*
M. D. Smith ..... *Control Laboratory*
H. C. Stover ..... *Cracking*
J. W. Stumbough ..... *Loading Racks*
C. W. Swarringim ..... *Lube C. & S.*

10 Years

C. L. Baker ..... *Engineering Office*
R. E. Bridgewater ..... *Engineering Field*
L. H. Brown ..... *Engineering Field*
M. W. Curtis ..... *Engineering Field*
S. E. Dalton ..... *Engineering Field*
G. C. Grange ..... *Engineering Field*
F. E. Isaminger, Jr ..... *Engineering Field*
W. T. Kubicek ..... *Engineering Field*
V. W. LaMarsh ..... *Engineering Office*
C. M. Loper ..... *Engineering Office*
H. H. McDonald ..... *Engineering Field*

Exploration and Production Houston Area

15 Years

H. A. Bowlin ..... *Production*
M. A. Broussard ..... *Production*
E. E. Hillhouse ..... *Gas-Gasoline*
W. S. Jones ..... *Production*

Midland Area

15 Years

J. L. Fulton ..... *Gas-Gasoline*
M. H. McKinsey ..... *Exploration*
D. A. Pusley ..... *Gas-Gasoline*
Nell E. Shaw ..... *Land*
J. F. Smith ..... *Exploration*
Adin Smith ..... *Gas-Gasoline*

10 Years

J. A. Arnold ..... *Production*
C. R. Patterson ..... *Production*

New Orleans Area

15 Years

D. K. Buhler ..... *Production*
E. Bouquet ..... *Production*
W. W. Cole ..... *Production*
J. W. Crotty ..... *Production*
A. Gary ..... *Production*
J. E. Landry ..... *Production*
E. Miller ..... *Production*
F. E. Wilson ..... *Production*

10 Years

D. D. Davis ..... *Exploration*
H. A. Engle, Jr ..... *Production*
E. J. Sand ..... *Production*
F. M. Stewart ..... *Production*

Tulsa Area

15 Years

B. A. Armer ..... *Gas-Gasoline*
A. J. Boling ..... *Production*
W. D. Carter ..... *Production*
E. W. Cook ..... *Production*
H. O. Donham ..... *Production*
B. Drake ..... *Production*
R. M. Fruits ..... *Production*
L. E. Goodison ..... *Administration*
C. L. Hunter ..... *Gas-Gasoline*
E. S. Kent ..... *Production*
G. J. Maddox ..... *Production*
J. E. Owens ..... *Exploration*
L. G. Reim ..... *Production*
W. D. Simms ..... *Legal*
R. H. Trompeter ..... *Exploration*
W. C. Williamson ..... *Treasury*

10 Years

S. Gamble ..... *Production*
J. F. Hunt ..... *Production*
J. P. Reeves ..... *Exploration*
F. A. Toedte ..... *Exploration*

Marketing Divisions

15 Years

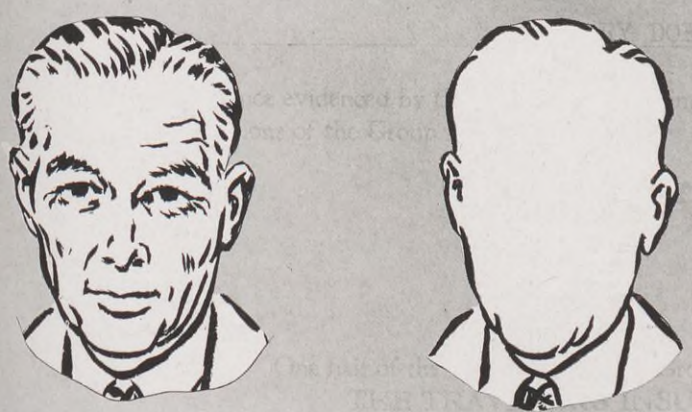
H. F. Lovejoy ..... *Albany, Operations*
J. T. Sheehan ..... *Albany, Operations*
J. L. Bowman ..... *Atlanta Operations*
M. Brazzil ..... *Atlanta, Sales*
W. E. Bryan ..... *Baltimore, Operations*
C. E. Cooper ..... *Baltimore, Operations*
P. R. Phenix ..... *Baltimore, Sales*
C. Chaves ..... *Boston, Operations*
H. T. Conee ..... *Boston, Operations*
W. E. Daggett ..... *Boston, Operations*
A. Degoriao ..... *Boston, Operations*
F. C. Gofton ..... *Boston, Operations*
E. M. Murch ..... *Boston, Operations*
E. A. Parnham ..... *Boston, Operations*
A. F. Pero ..... *Boston, Sales*
M. W. Schoen ..... *Boston, Sales*
R. J. Thorpe ..... *Boston, Operations*
H. C. Donnelly ..... *Detroit, Operations*
M. F. Stagg ..... *Indianapolis, Treasury*
F. R. Swickard ..... *Indianapolis, Sales*
J. C. Blundell ..... *New York, Sales*
J. A. De Caro ..... *New York, Operations*
E. J. Fellows ..... *New York, Operations*
J. F. Genova ..... *New York, Operations*
R. C. Geoghegan ..... *New York, Operations*
T. T. Ireland ..... *New York, Sales*
P. E. Mulhern ..... *New York, Sales*
P. Spickler ..... *New York, Operations*
H. I. Weeks ..... *New York, Operations*
E. R. Page ..... *St. Louis, Operations*
A. O. Schwieder *St. Louis, Marketing Service*

10 Years

Elizabeth R. Hanna ..... *Cleveland, Treasury*
M. H. Quenemoen ..... *Minneapolis, Operations*
W. G. Brewer ..... *Indianapolis, Operations*
G. Trainer ..... *Indianapolis, Operations*
A. Gorechlad ..... *New York, Operations*
B. V. Kennedy ..... *New York, Operations*
C. F. Weeks ..... *New York, Sales*

matters of *Fact*

3 OUT OF 4



Three out of four Shell employees have protected their dependents by joining the Group Life Insurance Plan.

The 24,319 men and women who hold certificates have a total coverage of $99,000,000.

The maximum cost of Group Life Insurance is 60 cents a month for each one thousand dollars of insurance.

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INCORPORATED
50 West 50th Street
NEW YORK, N. Y.
RETURN POSTAGE GUARANTEED

FAMILY PORTRAIT

DRIVER SALESMAN

HERMAN MULLER

Wheeling his heavy tank truck out of the bulk depot every morning, Herman H. Muller, Driver Salesman, starts his round of service stations in the Inwood section of Long Island, New York. For 18 years, dealers in the New York Marketing Division have been exchanging greetings with Herman as he fills their storage tanks with gasoline. Testifying to his skill and judgment while using heavily traveled routes, a 15 year Safe Driving Award adorns his cap.

Herman owns a comfortable home at Springfield, Long Island where he and Mrs. Muller live with their daughters Lorele, Ann and Eileen. The yard accommodates a 4,000 square foot vegetable garden which is Herman's pride. Next to gardening, fishing and bowling (his average is 180-190) are favorite pastimes.

From coast to coast, more than 1,800 Driver Salesmen like Herman are delivering and helping sell Shell products to dealers and other customers. They personify the Company to the people they meet, and make virtually thousands of personal contacts every day. Their courtesy and efficiency, on the road and on the job, create good will for Shell in the minds of motorists and other consumers.