

# SHELL NEWS

DECEMBER 1959



CHRISTMAS 100 YEARS AGO



# Christmastide 1859

A look at Christmas  
100 years ago, when times were  
tense, customs modest

A BLANKET of cold air stretched across the United States as winter began in December, 1859. Most larders were well-stocked because four-fifths of the people lived on farms, and crops had been good that year.

The country—made up of 33 States, five Territories and a vast, unsettled frontier—was filled with the economic and political fervor of a fast-growing young nation.

Most people were already beginning to be affected by early industrial techniques. Economic growth was starting a shift in population toward the few but growing number of large urban centers. And cotton and tobacco were bringing profits to southern

plan  
A  
Pen  
und  
Dra  
earl  
the  
Nev  
ing  
boo  
Cor  
pre  
I  
nat  
Gov  
rol  
can  
mos

# SHELL NEWS

VOL. 27—No. 12

DECEMBER, 1959

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

Employee Communications Department  
New York, N. Y.

## contents

Christmastide, 1859.....	1
News and Views .....	5
Shell Women in Who's Who.....	7
Hands of Industry.....	8
Shell People in the News.....	10
Advertising Touchdown.....	12
Shell Oil Company—Head Office Marketing Departments Realigned .....	15
Marketing Organization Chart.....	16
Petroleum for a Power Project.....	18
Anacortes Citizen Engineers.....	22
Boom for Safety.....	25
Retirements .....	26
Coast to Coast.....	27
Service Birthdays.....	30

Published by Shell Oil Company (H. S. M. Burns, President; C. C. Combs, Treasurer; E. A. Hugill, Jr., 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 1959, by Shell Oil Company

## ABOUT THE COVER

The wood engraving on this month's front cover is entitled, "The Christmas Tree" and is the work of the famous American painter, Winslow Homer (1836-1910). It shows an American family gathered around a candlelit Christmas tree in 1859 as two of the men present pass out gifts. The engraving is reproduced here through the courtesy of the Metropolitan Museum of Art, Dick Fund, 1936. For additional details about Christmas in 1859, see article which starts at left.



**Holiday greetings**, such as the one reproduced here from the December 24, 1859, HARPER'S WEEKLY, were printed by most of the pictorial magazines 100 years ago. This one contrasts New York City's fashionable Fifth Avenue, far left, with the country atmosphere of 59th Street, above.

plantation owners.

Along Oil Creek in northwestern Pennsylvania, the first oil boom was under way, sparked by Colonel Drake's discovery three months earlier. Two thousand miles across the continent, at Six-Mile Canyon in Nevada, hundreds of men were arriving to take part in another type of boom—silver mining near the fabulous Comstock Lode mine, discovered the previous June.

In politics, the topic of the day was national affairs, although the Federal Government played a relatively minor role in everyday lives of most Americans. The big issue was slavery, and most families subscribed to a news-

paper to keep up with the latest news: Congress was still in session, embroiled in debate on slavery; Abraham Lincoln was making a series of political speeches in the Territory of Kansas; and John Brown was hanged in Charlestown, Va., for leading a raid on Harper's Ferry to force the liberation of slaves.

When Christmas finally arrived, it provided a temporary respite in the mounting tension between the North and South and the general tempo of the times. Because it was one of the most important days in the Christian year, problems were put aside to observe the occasion.

Christmas then, as now, was largely

# Christmastide 1859

a family-centered holiday celebrated in both church and home. Churches of the day generally were constructed of wood and were simply appointed, except in large cities where they had been built of brick or stone, with windows of stained glass. Almost half the homes were made of logs—usually with just one or two rooms. Most of the remainder were small frame houses, for only the wealthy could afford homes of brick or stone. Few houses had hot and cold running water or baths, and kitchen stoves usually did double duty during winter—cooking food and providing heat. Light was supplied by candles or lamps fueled with whale oil, coal oil or camphene.

While most families gathered in churches and homes to celebrate Christmas in 1859, the ways of observing the holiday varied widely in different sections of the country.

In New York and other parts of the North where immigrants had introduced European customs, Christmas was a time not only of reverence, but also of joy and good fellowship. In the South, where traditions of the French and early Virginia settlers were followed, the holiday also took on a festive air.

But in New England and other areas of the North formerly under Puritan influence, Christmas was still a solemn occasion in 1859. The Puri-



The toy shop of a city store is shown in the 1859 drawing at left. The hobby horse, shown in the lower right corner, was popular among children then as it is now.



Christmas trees were popular 100 years ago. This wood cut shows how a tree was trimmed so candles on it could be burned without causing a fire. Decorations usually were homemade and gifts were seldom wrapped.

tans had been opposed to the celebration of Christmas because of the revelry that had grown up around the season in Europe. At one time, they passed a law in Massachusetts making observance of Christmas a penal offense. The law eventually was repealed and Christmas celebrations resumed, but without the gaiety associated elsewhere with the holiday.

In the West, Christmas also was celebrated with a minimum of cheer in 1859. Only simple family dinners and religious services marked the day there.

Two prominent magazines of the day published editorials pointing out the lack of cheer in many American

Christmas celebrations. The most popular women's magazine, GODEY'S LADY'S BOOK, said, "Christmas pastimes appear now to be neglected by society . . . still, in many parts of our country, Father Christmas is invited to reign with a little of his former spirit."

And out West, the editor of HUTCHING'S CALIFORNIA MAGAZINE commented, "In America, Thanksgiving has partly won the palm from Christmas—this day of festivity, family reunions, generous hospitality and kindly actions of a better nature. . . ."

Both city and rural churches were crowded in all sections of the country at services Christmas Eve and Christ-



**The 1959 Christmas tree** is decorated with tinsel, factory-made ornaments and colored electric lights. Gifts now are more elaborate than in 1859 and there are usually many more of them under the tree.

mas Day in 1859. On Decemember 26, THE NEW YORK TIMES reported that New York City's Trinity Church had a service the previous afternoon for distribution of bread to the poor. This was a common practice among city churches since a large percentage of the poor lived in urban areas. After the service, children attending were taken to a large Christmas tree where Santa Claus distributed fruit and confections—a custom still practiced in many churches today.

Santa Claus was popular in 1859, but generally only where Christmas was a gay celebration. The legend of Santa Claus originated in Germany and was brought to the U. S. by early

settlers. Since that time, his legend—while growing steadily—has been subjected to periodic attacks. In 1859 the HOME JOURNAL, a major weekly newspaper, called Santa Claus “rude and senseless” and “nothing more than a kind of annual chimney sweep.” While Santa’s critics might have been larger in number 100 years ago than they are today, his supporters were in the majority.

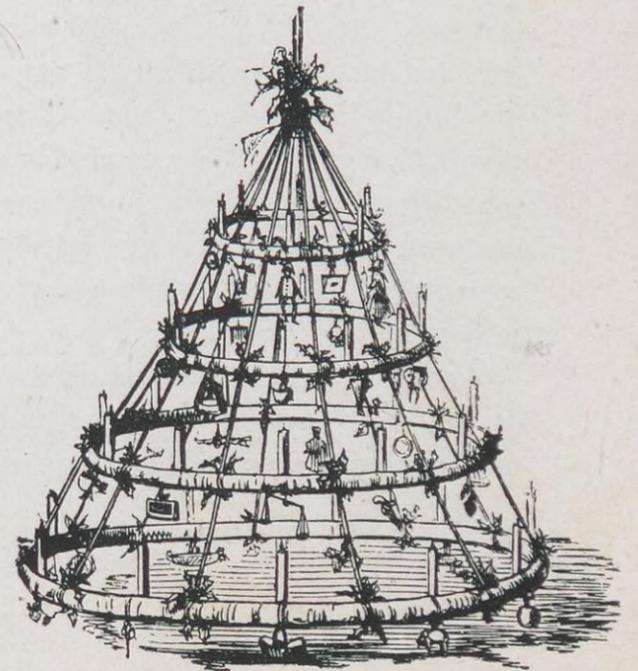
Exchanging gifts at Christmas, an English custom, was common in 1859 at more festive celebrations of the holiday. But the gifts given were simple—in keeping with the times. People just didn’t have the money to give expensive gifts. Unskilled indus-

trial employees earned between \$20 and \$35 a month and farm hands made about \$12 a month plus board. Even skilled workmen did well to earn \$50 per month. And nearly all of a family’s income was used for the necessities of life—food, shelter and clothing—partly because families were much larger then than they are now. Of course, farmers generally fared better because they raised most of their food.

Christmas gifts often were homemade, including wooden horses and rag dolls for children. Even if gifts were purchased at a city or country store, they were modest remembrances rather than elaborate presents, such as those found around many American Christmas trees today. Also, gifts of 1859 were not wrapped in gaily decorated packages because the only wrapping materials available were brown paper and twine. Thus, gifts were more attractive if placed under a Christmas tree unwrapped.

Christmas trees were introduced to the U. S. by German immigrants and were in use much earlier in this country than in England. (The first Christmas tree in England was put up by Queen Victoria’s German governess in 1840.) By 1859, Christmas trees were common in those American homes in which gifts were exchanged.

Since most people lived on farms and most city dwellers were not far



**The “crinoline” tree** at right ridicules hooped skirts worn by women in 1859. The artist who drew it said the tree would put the hoops to a “more useful purpose.”

## Christmastide 1859

from the countryside, families who used Christmas trees usually cut the one they wanted in a nearby woods. While customs varied, trees were usually decorated on Christmas Eve.

By common custom, the Christmas tree was held upright in a stone jar filled with damp sand. Then the jar was decorated with forest green chintz or sometimes topped with green moss to give the setting a realistic look.

The next step was to put candles on the tree—a delicate task. Fine wire was passed through the bottom of small candles and then each was wired to a branch. This was a slow and tedious process because the space above each wick had to be clear so the tree would not catch fire.

After the candles were made secure, the tree was decorated with ropes of bright red artificial holly berries and, when available, “fancy articles” especially made for Christmas trees and imported from France. Decorations on most trees also included such homemade items as small flags of colored ribbon, bouquets of paper flowers, strings of beads, lace bags filled with colored candies, ropes of popcorn, and gingerbread figures that had faces, hands and feet brightened with candied orange and lemon peel.

Christmas day for most families started with early morning chores around the farm. Then gifts were distributed, usually by father. Church was the next big event of the day, if the family had not attended Christmas Eve services. Then came Christmas dinner, which in most cases centered around a turkey and often ended with mince meat pie and plum pudding.

After dinner, the practice in many families was to sing Christmas carols and hymns. Some of them are still



**Plum pudding** was a favorite dessert served with Christmas dinner in 1859. The wood cut above shows one being brought to the table with a flaming brandy sauce.

popular today, such as “Silent Night,” “Hark! The Herald Angels Sing,” “God Rest Ye Merry, Gentlemen,” and an American carol composed in 1857, “We Three Kings of Orient Are.”

Singing still plays a major role in Christmas celebrations, but another custom common today was practically unknown in 1859—exchanging Christmas cards. This custom was introduced in England in 1846, but only a few Americans had seen Christmas cards by 1859. However, some of the pictorial magazines of the day printed large wood engravings of Christmas scenes with the familiar greeting, “A Merry Christmas and a Happy New Year” (as shown on the inside front cover and page 1).

While the celebration of Christmas in the U. S. has changed in many respects since 1859, our way of life has changed even more. Cow paths have been transformed into superhighways; one-horse shays into station wagons; root cellars into home freezers; coal oil lamps into electric lights; home-spun yarn into synthetic fibers; and

perhaps most important of all, back-breaking labor has been exchanged for power machinery.

One hundred years ago, farmers worked from sunup to long after sundown and their city cousins labored an average of 11 hours a day, six days a week. Even on Christmas, most people had to work at least part of the day. This year, most Americans will not have to work on Christmas. Of course, wives and mothers still face the prospects of preparing Christmas dinner, but modern kitchens make it easier and the results better—despite great grandmother’s recipes.

Much of the material progress of the last 100 years is the result of great advances in science and technology, as well as an industrious people making the most of their country’s natural resources. But even with this progress, only a rash man would say that Christmas, 1959, will be happier than Christmas, 1859. Because now, as then, the real joy of Christmas is found in the laughter of children and the spirit of peace on earth and good will to men ●

## MISCONCEPTION ABOUT OIL

H. S. M. Burns, President of Shell Oil Company, told the annual meeting of the American Petroleum Institute at Chicago in November that attacks on the oil industry are the result of a misconception that it is "some kind of gravy train."

Facts prove otherwise, he said. "Figures taken from the combined records of a group of the principal companies whose published accounts are readily available show that the oil industry earns about one per cent less on its total invested capital than general industry does."

During the three-day meeting, Mr. Burns stepped down after two successive one-year terms as the API's Chairman. He was succeeded by M. J. Rathbone, President of Standard Oil Company (New Jersey).

Mr. Burns said the misconception about the oil industry is due to two factors:

1. "The failure to see the relation between the amounts reported as earnings and the size of the capital behind these earnings. Admittedly, \$100 million sounds like an awful lot of earnings, but proportionately it's not much if you take into account that it is being earned on an investment of \$2 billion."

2. "There are too many glamorized news stories about the mere handful of individuals who have managed to parlay a grubstake into a fortune. Actually much more of this sudden access of wealth has taken place throughout the history of our country along lines other than oil!"

The job of staying in shape to continue supplying energy and of growing fast enough to meet increasing demand "cannot be done by an industry that is financially sick," Mr. Burns said.

"This applies to the jobs of finding and producing and transporting crude oil and to manufacturing and distributing products. It applies to the costly and long-drawn-out task of doing the research necessary to improve products and to develop new ones for needs which will arise in the future. And it applies to the industry's wish to continue playing its increasingly significant role as a good corporate citizen through support of education, health, and other projects of benefit to the community at large.

"In a free society, the strength of the whole must arise from the strength of all the parts. The surest evidence of strength in an industry is its ability to serve the nation and to do it well enough to earn a fair reward from those whose needs are served.

"This is what we mean by profit. That one word, more than any other, explains the industry's 100-year record of service to the nation and to the world. That same word holds the key to progress for the future."

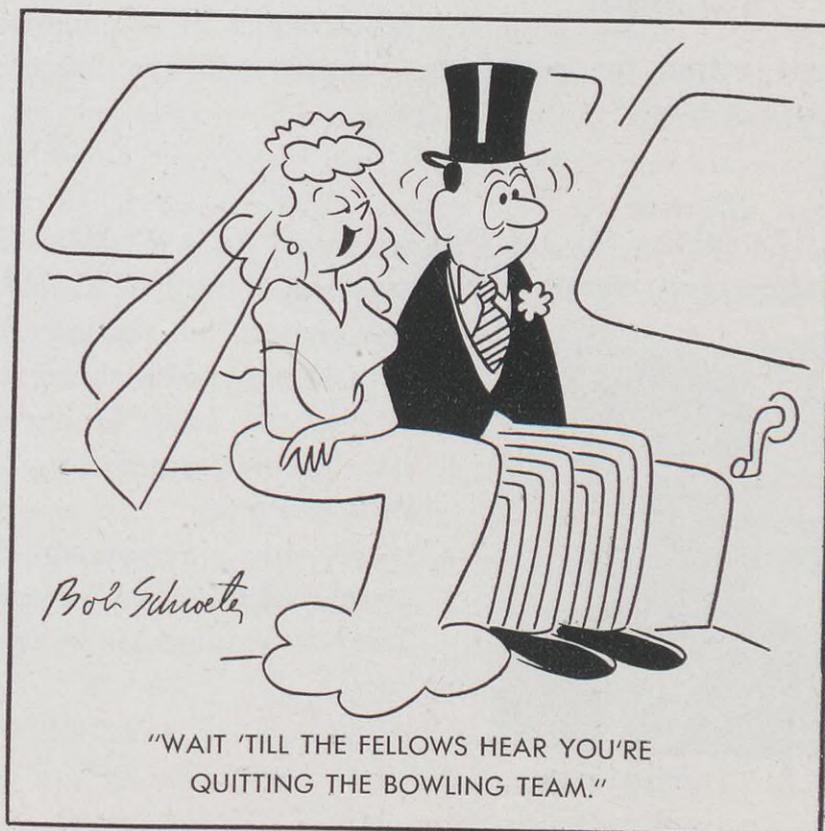
## APPOINTED CHAIRMAN



D. S. Coye

Attorney D. S. Coye of the Pacific Coast E&P Area Legal Department has been appointed chairman of the American Bar Association's Public Lands Committee.

This national committee points up problems and developments affecting Federal, state, Indian and offshore lands for possible action by the Association's Mineral and Natural Resources Law section. As Chairman, Coye will direct compilation of a report to the Association's annual convention next August in Washington, D. C.



# news and views

## A.P.I. HONOR AWARDS

Two Shell men were among 27 oilmen presented Certificates of Appreciation for outstanding contributions to the industry at the annual meeting of the American Petroleum Institute.

The Shell men are: A. A. Buzzi, Controller, who will become Vice President Finance January 1, 1960; and Joe T. Dickerson, President, Shell Pipe Line Corporation, who retires December 31.



**A. A. Buzzi**

tions within the petroleum industry and the business world at large.”

The citation for Mr. Dickerson said he is a “dedicated and energetic executive who has devoted much of his business career to serving the



**Joe T. Dickerson**

Mr. Buzzi’s citation said in part: “As A.P.I. vice president for finance and accounting, he gave wholeheartedly of his time and himself to the general welfare of this division. The forthright approach to his responsibilities, combined with the warmth of his personality, gained for this division many friends and new avenues of communication within the petroleum industry and the business world at large.”

petroleum industry above and beyond the duties he has so capably performed for his own company . . . a man whose quiet, unassuming personal qualities won him many friends among his associates. . . .”



**W. L. REED**

Ward L. Reed, formerly Manager of the Shell Provident Fund and Pension Trust, died suddenly November 4, 1959, in New York City. He was well known and highly respected both in Shell and in the banking and investment community.

Mr. Reed retired in September, 1958, after completing more than 27 years of distinguished service. He joined Shell in St. Louis in 1931 as General Credit Manager for the mid-continent territory and moved to New York in September, 1940, as General Credit Manager—East of Rockies Territory. He was appointed Vice President and Treasurer of International Lubricant Corporation at New Orleans in 1946 and assumed the position of Manager of the Shell Provident Fund and Pension Trust in 1948.

He is survived by his wife, Mrs. Mary C. Reed, of Scarsdale, N. Y.; a son, Ward L. Reed, Jr., of Philadelphia, Penn.; and a daughter, Mrs. Delos Pappas of Cambridge, Mass.



Thelma Hoffman



Ruth V. Wingfield



Marguerite Naps



Marion B. D. Minard



Anita S. Bayless

# Shell Women in Who's Who

**F**OUR Shell employees and one Shell wife are listed in the 1959 edition of "Who's Who of American Women." They are among more than 19,000 cited in the "biographical dictionary of notable living American women," compiled by the publishers of "Who's Who in America."

Three of the employees—Chief Librarian Thelma Hoffman, Assistant Chief Librarian Ruth V. Wingfield and Research Chemist Marguerite Naps—are at Shell Development Company's Emeryville Research Center; and the other, Supervisor-Library Marion B. D. Minard, is at Head Office. The Shell wife, a former Shell employee, is Anita S. Bayless, whose husband is Assistant Chief Dispatcher R. A. Bayless of Shell Oil Company's Pipe Line Department in Indianapolis.

Miss Hoffman holds a bachelor's and a master's degree in chemistry from the University of California. She is a member of the American Chemical Society and the Special Libraries Association. She was chairman of the Association's Science-Technology Division, which has more than 1,300 members around the world. She was also chairman of the Association's Recruitment Committee.

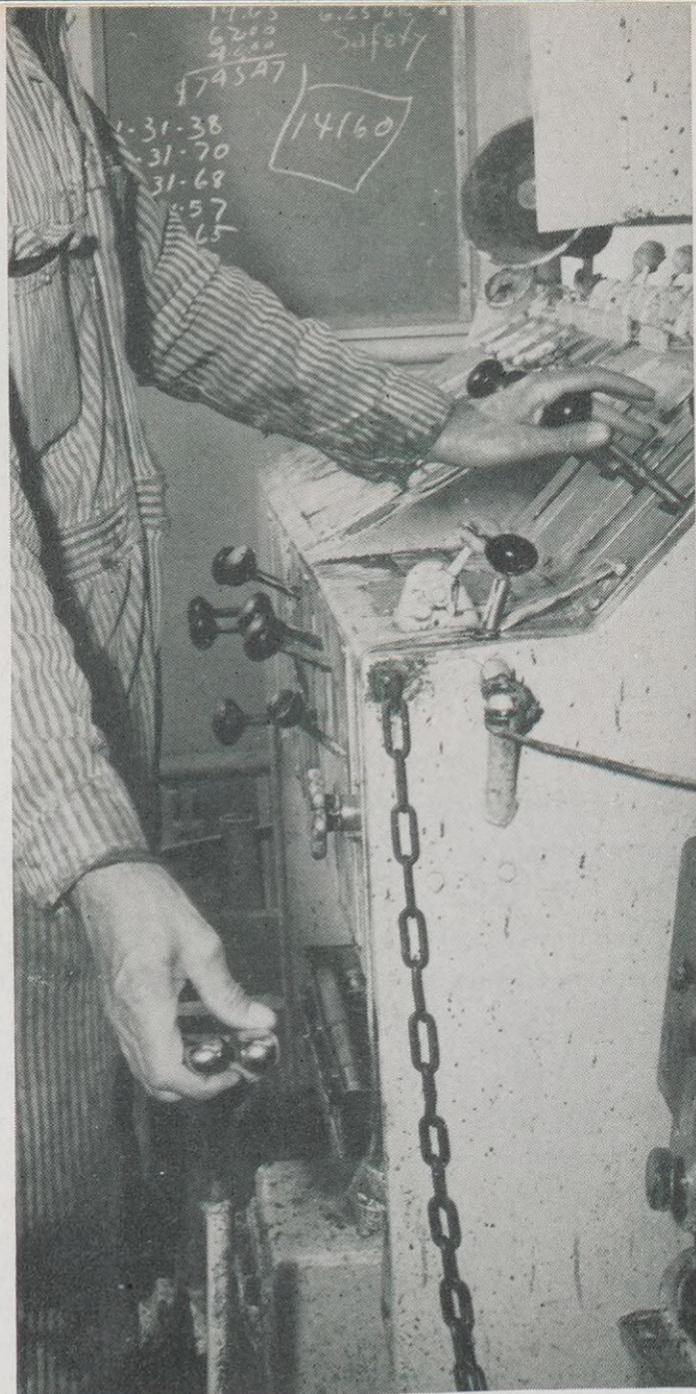
Miss Wingfield, who holds a bachelor's degree from the University of Nevada, is a member of the American Association of University Women, Delta Delta Delta Sorority, the American Chemical Society and the Special Libraries Association. She served as

president of the San Francisco Bay region chapter of the Libraries Association.

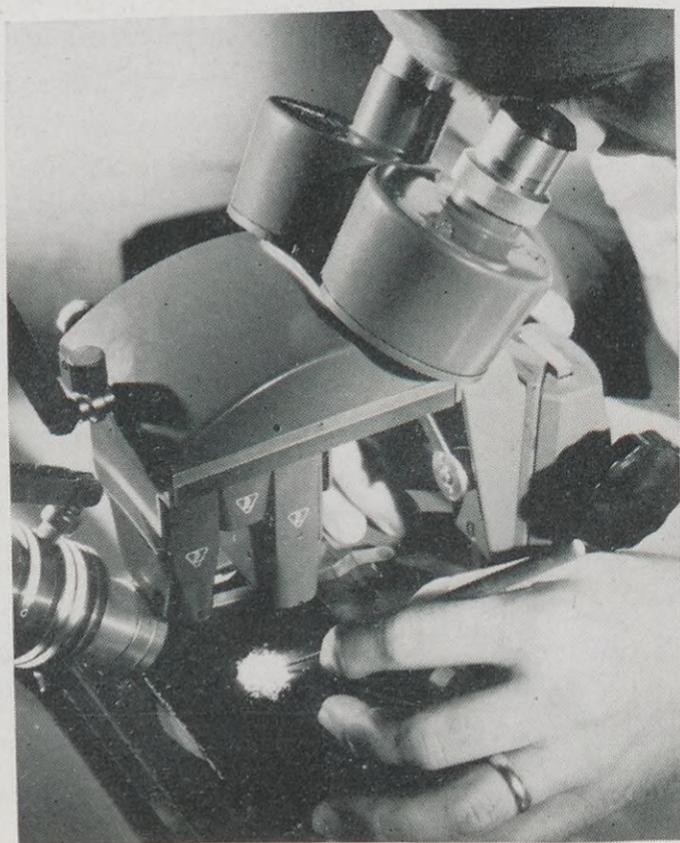
Miss Naps holds a bachelor's degree in chemistry from Milwaukee-Downer College, a master's degree from Wellesley College and a Ph.D. degree from Iowa State College. She was an instructor at Wells College, N. Y., and a research chemist with several firms before joining Shell. She is named as the inventor in nine patents in the fields of plastics and resins chemistry. She is a member of Sigma Xi, Phi Beta Kappa and the American Chemical Society, among other scientific organizations.

Mrs. Minard, who attended Skidmore College, N. Y., was a member of the American Association of University Women and the Special Libraries Association; she now is active in the Desk and Derrick Club. A noted sculptor also, she has participated in many public and private art showings and has won several awards. She is a member and a former vice president of the Rutherford (N. J.) Art Association.

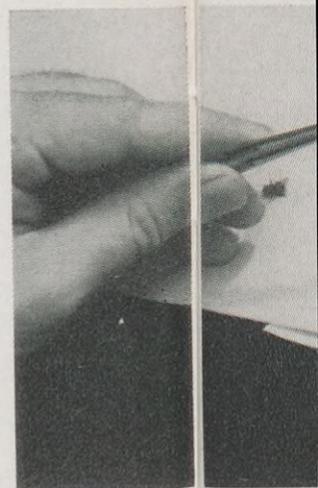
Mrs. Bayless, an accomplished actress, was employed by Shell from 1943 to 1950, four years of which were spent as Supervisor of Files in the Head Office Purchasing-Stores Department. She often travels to New York to appear on network television and radio shows. She also acts in educational and industrial motion pictures and in Indianapolis stage productions ●



**Guiding the search for oil**, these hands can control a drilling bit and many tons of steel pipe thousands of feet underground. They can also "feel" when a bit wears out and must be replaced.

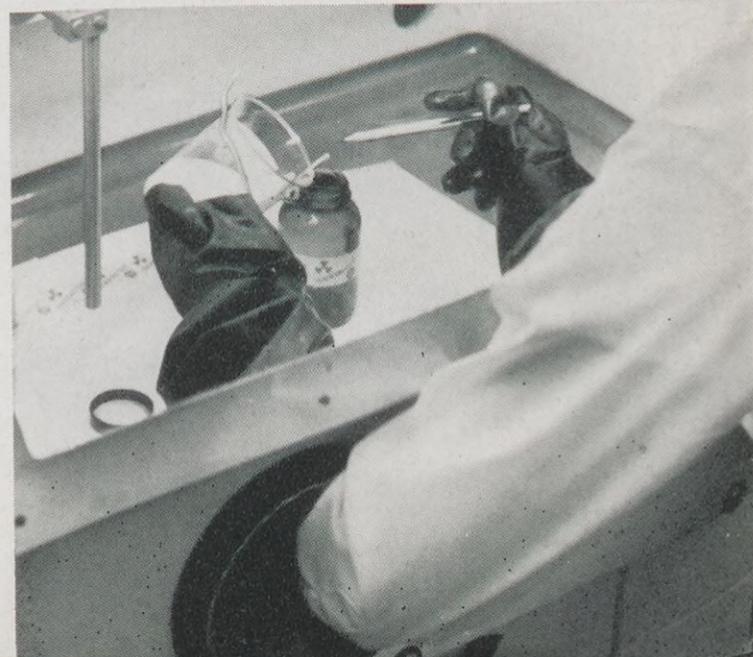


**The clues** that point to oil often are visible only under a microscope. At right, a paleontologist's steady hand picks out tiny fossils in a crushed well core for clues to the geological age of the strata from which the core has been taken. There is no substitute for the human element here.

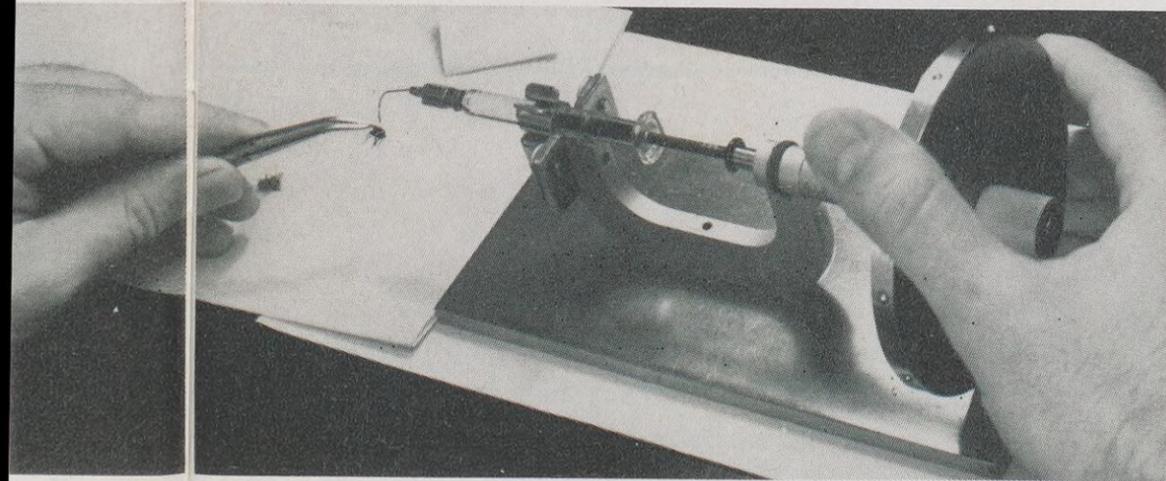


# Hands of Industry

**Protected hands**, inserted into an air- and moisture-tight box, hold a radioactive sample of strontium 90. A chemist at Emeryville Research Center handles "hot" material hand-in-glove with safety.



A scientist holds an insect gently with tweezers in his left hand at Modesto Research Laboratory. His right hand activates a micrometer syringe that deposits a droplet of insecticide as small as one-millionth of a liter to test a new formula.



The "brains" of electronic computers, used at many Shell locations, are a scramble of colored wires—except to experienced hands. Above, a new "program" is being wired into the "brain box" of a computer at the Martinez Refinery.

**M**ACHINES and instruments have simplified and speeded up many operations in Shell, and made new ones possible. Operating units in refineries today have many push-button controls; crude oil and petroleum products can be guided through pipe line systems by radio; and, in many instances, oil production is computed electronically.

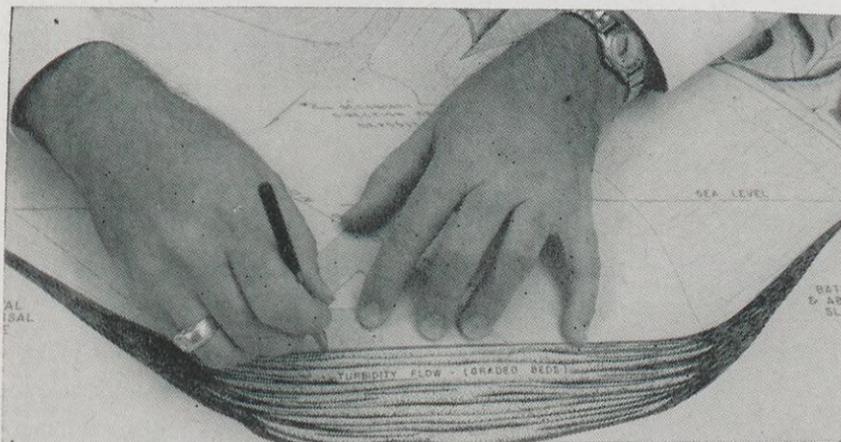
But Shell's success in the oil and chemical industries still rests in the hands of its employees.

Despite great advances in science and technology during

the last few decades, there still are hundreds of jobs in Shell calling for dexterous hands, such as drawing a map to interpret geologists' findings, wiring an electronic "brain," or separating tiny fossils from grains of sand.

Such jobs in Shell must be handled by men with knowledge in their fingertips.

The pictures on these pages show some "hand-tailored" tasks, some unique to the oil industry, some shared with other industries, all indispensable to Shell ●



A draftsman's hands transcribe the geologist's ideas into maps showing characteristics of the earth's crust, which help pinpoint potential oil deposits. No automatic device has been invented to replace a pen in the hand of an experienced man.

**Brush strokes** guided by artistic hands in the Head Office Advertising Department turn out eye-catching art and layouts that tell the public about Shell's many different products. There is no mechanical substitute for these skillful hands.



# SHELL PEOPLE in the news



A. G. SCHEI

## FINANCIAL ORGANIZATION

**A. G. SCHEI**, Vice President Finance, will retire December 31, 1959, after completing more than 35 years' service. Mr. Schei has played a major role in the growth of Shell's Financial Organization. He started his Shell career as a Clerk in Seattle in 1924 and during the next 11 years held positions of increasing responsibility at West Coast locations before being transferred to New York as Executive Assistant in the Financial Organization of the former Shell Union Oil Corporation. He returned to San Francisco in 1939 as Assistant Treasurer of Shell Oil Company and subsequently became Manager Auditing there. Mr. Schei served as Vice Chairman of the Post War General Planning Group formed in 1944. He became Treasurer of Shell Chemical Corporation in 1948, Treasurer of Shell Oil Company the following year, and assumed his present position in January, 1957.

The Scheis will make their home in Fort Lauderdale, Fla. Their many friends in Shell extend them best wishes for many years of health and happiness.



A. A. BUZZI

**A. A. BUZZI**, Controller, has been nominated as Vice President Finance to succeed Mr. Schei. He joined Shell Oil Company in 1923 as a Timekeeper at the Arkansas City Refinery. He served in various positions at that location, becoming Manager Treasury in 1930. In 1933 he was named Manager Treasury at the East Chicago Refinery, a position he subsequently filled at the Wood River Refinery from 1934 to 1941. In that year he moved to New York as Assistant Manager, Auditing Department, and in 1944 became Department Manager.

After an assignment of several months in the Post War General Planning Group, Mr. Buzzi became Manager, Financial Accounting, in 1946. He became Assistant Treasurer of the Company in 1948, Assistant Controller the following year, and Controller in 1954.

Mr. Buzzi served as a Director and as Vice President, Division of Finance and Accounting of the American Petroleum Institute in 1957 and 1958. He was elected a Vice President and Director of the Controller's Institute from 1953 through 1956 and again in 1959.



R. K. BURNS

**R. K. BURNS**, Assistant Controller and Assistant Treasurer, Shell Chemical Corporation, has been nominated to be Controller, also effective January 1, 1960. Mr. Burns joined Shell as an Office Boy at Wood River Refinery in 1930 and became Manager Treasury there in 1948. He moved to Head Office as an Auditor in 1949 and was named Assistant Manager, Manufacturing and Transportation Accounting, in 1950. He joined Shell Chemical Corporation in 1953 as Assistant Manager, Head Office Treasury Department, and two years later was named Manager of that department. He assumed his present position in 1958.



H. W. EGLIHT

**H. W. EGLIHT**, Special Assistant to Controller, has been nominated to be Assistant Controller and Assistant Treasurer, Shell Chemical Corporation. Mr. Egliht began his Shell career in 1924 as a Clerk in the San Francisco Office. He held positions of increasing responsibility at the Martinez Refinery and the San Francisco Office prior to being named Manager Treasury at Martinez in 1940. He assumed a similar position with the Sacramento Marketing Division in 1948 and was transferred to Head Office in 1954 as Manager, Manufacturing and Transportation Accounting. In 1956 he accepted employment in Europe with the Royal Dutch/Shell Group companies. He assumed his present position on his return to New York in June of this year.

**E. R. MUELLER** has been appointed an Assistant Controller of Shell Oil Company and will be responsible for Analysis and Statistics and Financial Accounting. Mr. Mueller joined Shell in 1923 as a Clerk in the St. Louis Office and served in various accounting positions there before moving to Tulsa as Division Accountant in 1933. He later became Assistant Treasury Manager and Chief Accountant there. He became Assistant Manager, Financial Accounting, in Head Office in 1943 and was appointed to the former Regional Staff in Houston as Treasury Representative in 1946. Mr. Mueller was named Treasury Manager of the Houston E&P Area in 1948 and returned to Head Office the following year as Manager, Financial Accounting.



E. R. MUELLER

**J. L. FORT**, Assistant Manager, Auditing Department, has been appointed Manager, Financial Accounting, effective January 1, 1960. Mr. Fort, who holds a B.S. degree in industrial engineering from Yale University and a Master's degree in business administration from Harvard Graduate School of Business, joined Shell in 1947 as a Senior Clerk at the Houston Refinery. He was transferred to Head Office Financial Organization in 1949 and in 1952 was assigned to the Tulsa E&P Area. He was named Supervisor-Utility in the Denver Area in 1954 and later the same year returned to Head Office as an Auditor. He was named Chief Accountant in the Tulsa Area in 1955 and two years later became Assistant Manager, Production Accounting, in Head Office. He assumed his present position in March, 1958.



J. L. FORT

### **SHELL OIL COMPANY EXPLORATION AND PRODUCTION ORGANIZATION**

**A. F. VAN EVERDINGEN** has accepted employment abroad with Bataafse Internationale Petroleum Mij., N.V. at The Hague. Mr. Van Everdingen, a graduate in mining engineering from a technical university at Delft, the Netherlands, joined the Royal Dutch/Shell Group in 1925 as a Hydrologist at Curacao in the Netherlands West Indies. He joined Shell Oil Company in 1937 and was named Area Production Engineer at Houston. After serving in several production and exploitation engineering assignments, he was named Chief Reservoir Engineer in the former Production Technical Services Division at Houston in 1952. He transferred to Head Office as Manager, Production Economics Department in 1956 and was named Consultant Production Economics in the Head Office Exploration and Production Economics Department early this year.



A. F. VAN EVERDINGEN

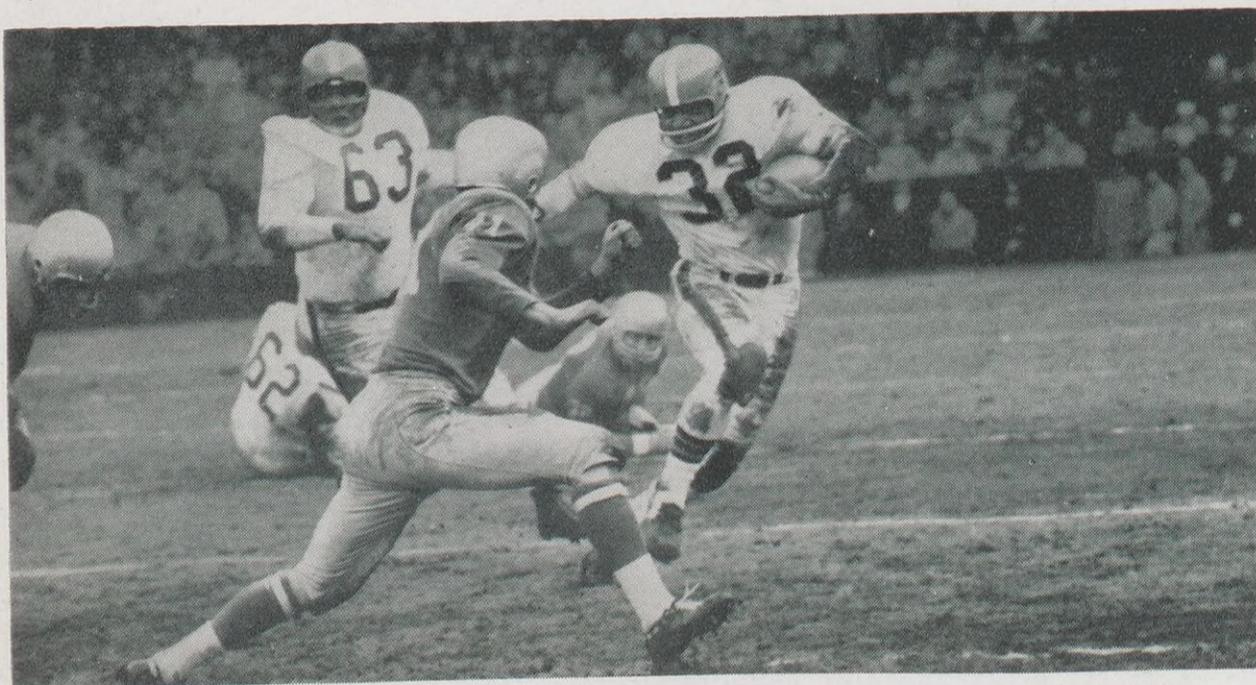
**R. E. CLARK** has been named Consultant Production Economics in the Head Office Exploration and Production Economics Department. Mr. Clark, who holds a bachelor's degree in engineering from Pennsylvania State College, joined Shell in 1941 at Tulsa. After production assignments in Oklahoma, Kansas, Texas and Louisiana, he was appointed a Senior Exploitation Engineer in the Midland Area in 1947 and Area Reservoir Engineer in 1949. After a brief term of employment with BPM at The Hague in 1953, he returned to Shell Oil Company in the Tulsa Area where he served as a Division Production Manager and then as Chief Exploitation Engineer. He moved to Head Office in 1958 as Senior Exploitation Engineer in the Exploration and Production Economics Department.



R. E. CLARK



**New York Giants'** action is described each week by sportscaster Chris Schenkel (above), who also gives Shell sales messages. At left, Frank Gifford (16) gains ground in a game televised earlier this year as tacklers of the Philadelphia Eagles converge on him. Shell is co-sponsoring 14 Giants' games this season.



**Cleveland's** powerful Jim Brown (32) snakes by a Detroit Lions tackler. Jimmy Dudley, below, broadcasts such action each week on Shell co-sponsored telecasts received in 25 midwest and southern cities. He also describes the merits of Shell products and introduces specially-prepared short filmed commercial messages.



#### ADVERTISING TOUCHDOWN *continued*

sions (within whose areas the Giants' games are televised) and to the Indianapolis, New Orleans and St. Louis Divisions (where the Browns' games appear).

When schedules and costs were approved and contracts signed with the television networks, the next step was to develop special commercials with a football flavor to be broadcast during the games. These were created to appeal to the sports-minded audience the games would attract. The commercials include those delivered by Chris Schenkel and Jimmy Dudley, who describe the Giants' and Browns' games respectively on television. In addition, the advertising agency produced commercials with endorsements of Shell products by several Giants

and Browns players.

Some of the commercials feature Robert Riger, a noted artist on the staff of *SPORTS ILLUSTRATED* magazine, who was assigned by Shell to prepare a series of drawings of Giants' and Browns' stars in action, some of which are shown on the preceding pages. These drawings were reproduced on art gallery paper and are given away at Shell service stations in the broadcast areas, as another way to attract motorists. Shell expects to give away about 1,200,000 copies of the drawings this season.

As a part of the advertising campaign, Shell arranged for 24-sheet outdoor posters and supplied dealers with swivel-frame signs, window streamers and other displays announc-

ing the football broadcasts. Some of this material offered the Riger drawings. Short messages on other Shell-sponsored television and radio programs also drew the public's attention to Company sponsorship of the games.

The Shell sponsorship began August 21 at a pre-season game between the Giants and the Baltimore Colts. The programs continue until December 13 when the Giants meet the Washington Redskins at Washington and the Browns engage the Philadelphia Eagles at Philadelphia.

Shell dealers in the areas receiving the programs have been enthusiastic about the advertising campaign. They have learned that sponsorship of the football broadcasts has brought many sales touchdowns ●

# Shell Oil Company—Head Office

## Marketing Departments Realigned

J. G. Jordan, Vice President Marketing, has announced a realignment of the Head Office Marketing departments under the direction of J. H. HALL, General Manager. The realignment has these principal objectives:

1. To give more effective service to the marketing divisions which, under the supervision of the three Vice Presidents—Marketing Divisions, carry the primary responsibility for the sale and distribution of Shell products.

2. To provide more effective coordination of products supply programs with the Manufacturing and the Transportation & Supplies organizations on a nation-wide basis.

Accordingly, it has been decided to group those departments having common marketing and service objectives as follows: Reseller Sales, Products & Commercial Sales, Operations, and Administrative Services.

### RESELLER SALES

Reseller Sales provides assistance to the divisions on matters concerned with sales to or through service stations, Shell Jobbers, Shell Distributors and Shell Tank Truck Dealers. This group consists of three departments: Retail, Sales Promotion-Advertising, Real Estate.

A Manager, Reseller Sales, will be appointed at a later date to direct the activities of these departments. Meantime, the managers of these departments will continue to report directly to the General Manager.

### PRODUCTS & COMMERCIAL SALES

Products & Commercial Sales provides assistance to the divisions in selling through channels other than Reseller Sales. Such assistance involves price, quality, supplies, product

development, sales assistance and services.

In addition to supporting the activities of the marketing divisions, the Products & Commercial Sales departments also have direct sales responsibility for certain major product lines and classes of trade.

J. S. HARRIS has been named Manager, Products & Commercial Sales, to direct the activities of the following six departments: Lubricants-Special Products (formerly Industrial Products), Fuel Oil-LPG, Asphalt Sales, Aviation Sales, National Sales, Railroad Sales. Mr. Harris has been succeeded as Manager, Aviation Sales, by R. M. ADAMSON, formerly Manager, Aviation, San Francisco.

Railroad Sales, formerly a division of the National Sales Department, is established as a separate department in recognition of the importance of this class of business.

A new division, Truck Fleet and Marine Sales, will be created within the National Sales Department in the near future to assist with sales to transport truckers and contractors, and to that part of the Marine market, excluding bunkering, which consists of commercial inland waterway vessels and to the rapidly expanding pleasure craft market.

A. A. MACKRILLE, Manager of the National Sales Department, and a Shell veteran of 29 years' service, has announced his intention to retire at the end of this year. F. W. SPOONER succeeds him as Manager, National Sales Department.

### OPERATIONS

The Engineering and Distribution functions of the former Operations Department will continue to operate as in the past, but have been estab-

lished as separate departments under the over-all direction of S. GOLDIN, Manager, Operations.

### ADMINISTRATIVE SERVICES

This group, under the direction of R. L. GERAGHTY, Manager, Administrative Services provides the Marketing Organization with staff, administrative and liaison services. It has three departments: Staff, Overseas Liaison, Administrative Office.

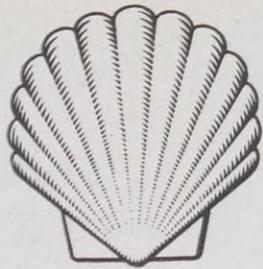
The Staff Department (formerly Employee Development Department) continues to handle employee development and training and, in addition, assists in all phases of staff administration.

The Overseas Liaison Department coordinates the exchange of product and trade information with other marketing organizations in the Royal Dutch/Shell Group and makes arrangements for the reception of Group customers visiting in the United States.

The Administrative Office continues with its present functions which embrace office activities, policy, procedure and organization matters, as well as analytical, statistical and research services on marketing matters.

The economic problems of marketing are steadily growing in size and complexity. A new department—Marketing Economics—has been established to study and evaluate economic problems related to Marketing and to work with other Head Office departments concerned. R. B. HARBOTTLE, formerly an Assistant Controller, has been named Manager of this department and will report directly to the General Manager.

*(See the revised Marketing Organization Chart on the next two pages. It reflects the realignment of the Head Office Marketing Departments.)*



# Shell Oil Company

## December—1959

Vice President  
Marketing



J. G. Jordan

Vice President  
West Coast  
Marketing Divisions



Selwyn Eddy

Vice President  
Midwest  
Marketing Divisions



P. C. Thomas

Vice President  
East Coast  
Marketing Divisions



J. L. Wadlow

Sales Assistant  
to  
Vice President



C. S. Garvin

Sales Assistant  
to  
Vice President



P. G. Drew\*

Special Assistant  
to  
Vice President



R. A. Paul

Sales Assistant  
to  
Vice President



C. W. McDowell

Sales Assistant  
to  
Vice President



S. C. Burnet

Manager  
Marketing Service



J. E. Morehouse, Jr.

Operations Asst.  
to  
Vice President



J. S. Morse

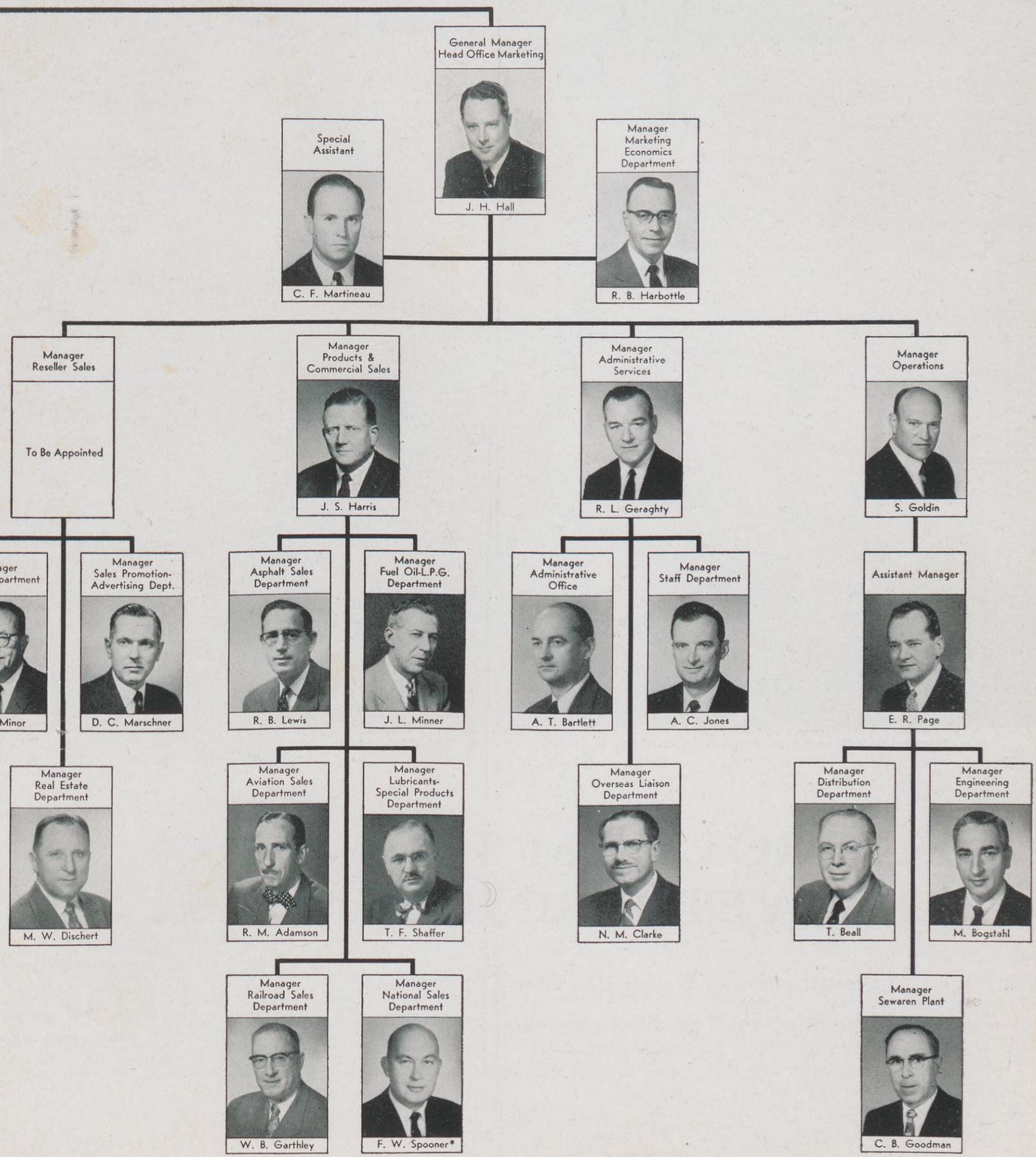
- West Coast Divisions
- Honolulu
  - Los Angeles
  - Northwest \*
  - Sacramento
  - San Francisco

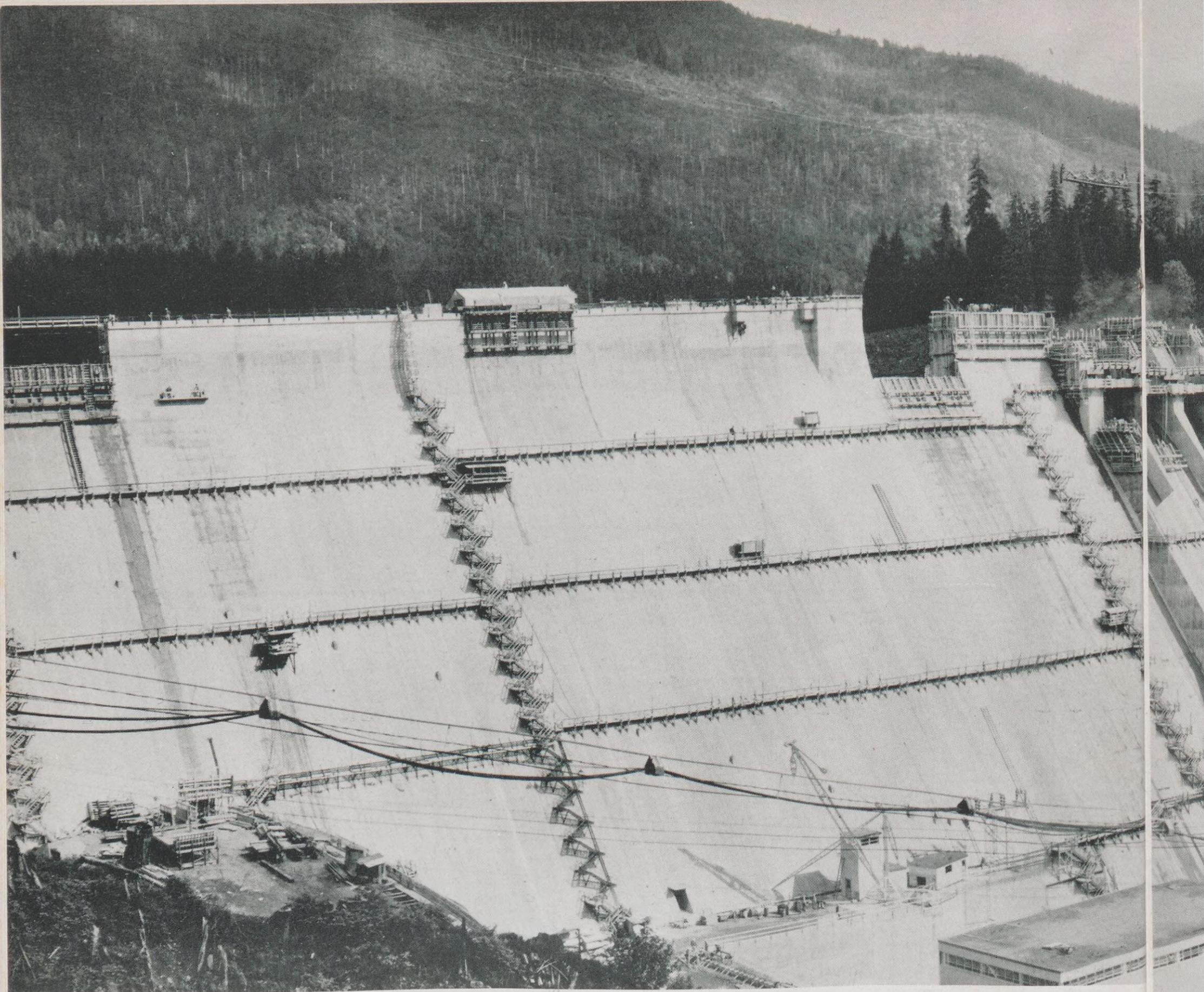
- Midwest Divisions
- Chicago
  - Cleveland
  - Detroit
  - Indianapolis
  - Minneapolis
  - St. Louis

- East Coast Divisions
- Albany
  - Atlanta
  - Baltimore
  - Boston
  - New Orleans
  - New York

\*Effective January 1, 1960

# Marketing Organization Chart





Braced between two rock hills forming a gateway between Baker Lake and Lake Shannon, the new 94,000-kilowatt Upper Baker

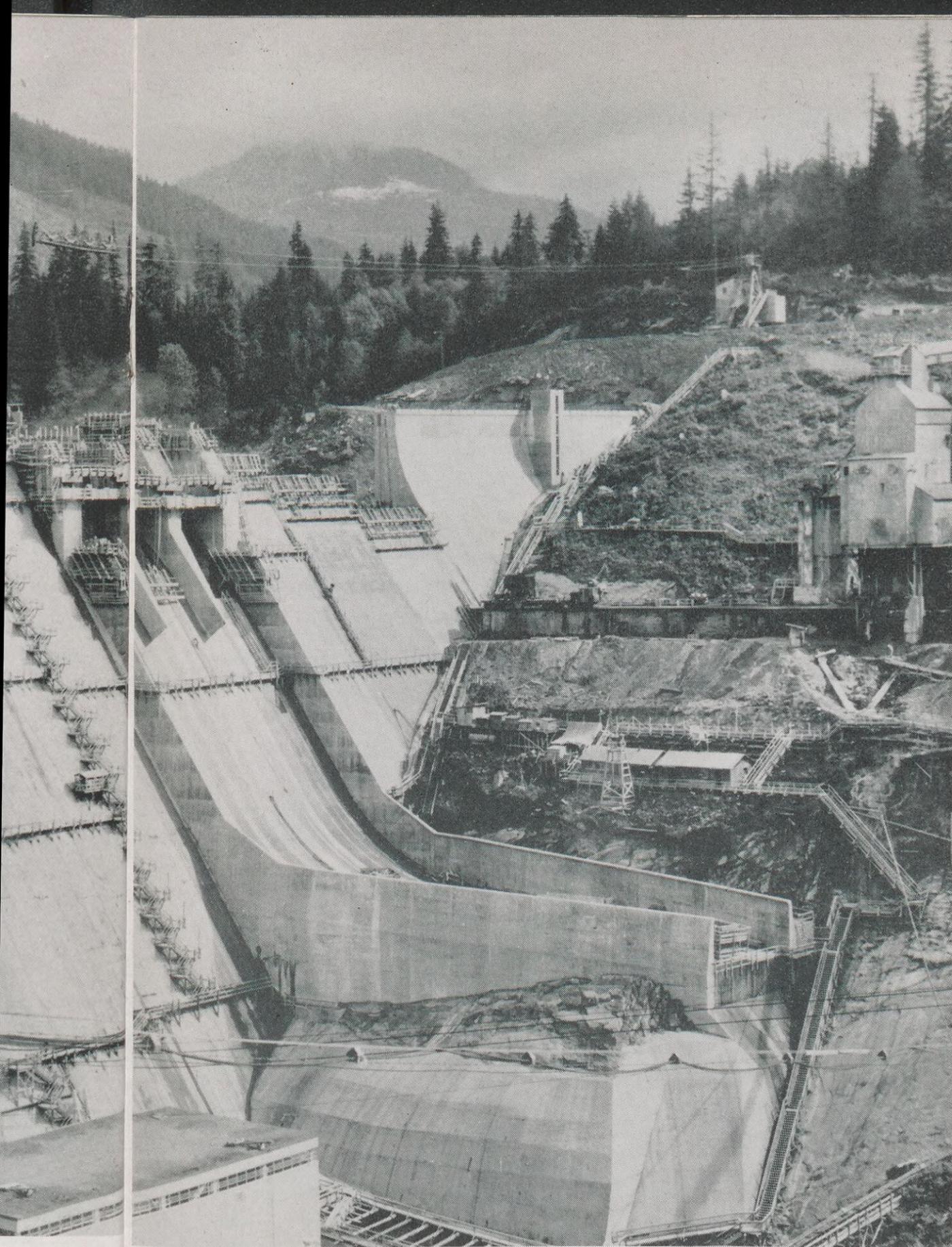
River

## PETROLEUM FOR A POWER PROJECT

In construction of Washington State's Upper Baker River Dam, Shell products were chosen for the job

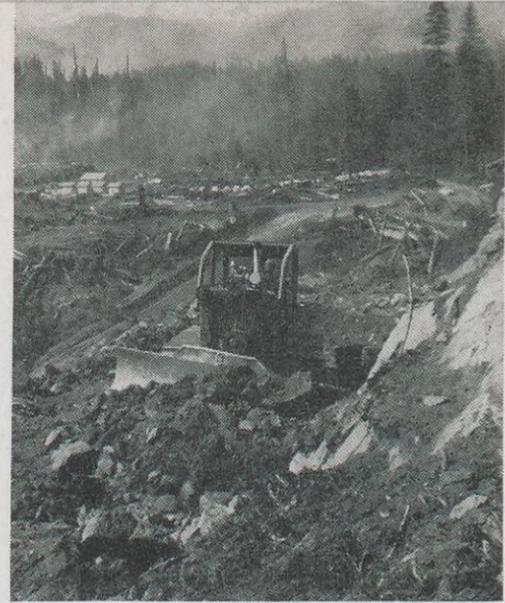
ONE evening almost four years ago in a small Washington town, Industrial Salesman E. J. Wood of Shell's Seattle Marketing Division stopped at a motel for the night, bought a local newspaper and settled down for an evening of reading.

Wood, like most Shell salesmen, knows that daily newspapers are one of the best sources of information



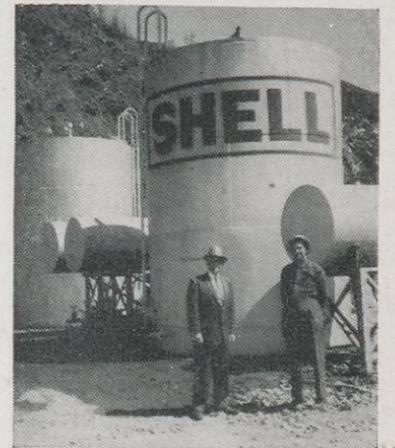
Upper Baker

River Dam is supplying northwestern Washington with additional power.

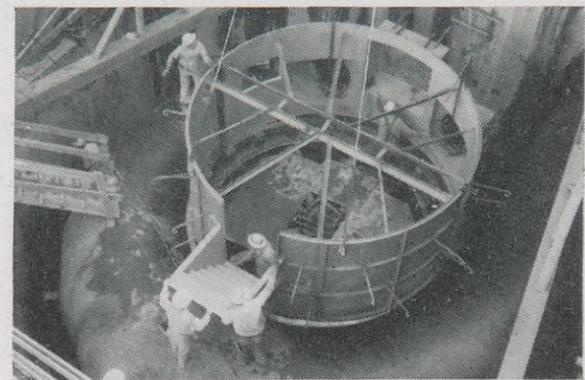


A combination of tree stumps, rocks and earth gives way to a bulldozer as the site for the dam is leveled, preparing the way for initial construction.

Standing before two storage tanks installed by Shell at the dam site are Industrial Salesman E. J. Wood, left, and N. D. McKenney, a Project Manager for the Stone and Webster Engineering Corporation. Each tank has 12,500 gallons capacity.



A section of a turbine is jockeyed into position in the powerhouse. Power will be generated when water flowing through the dam turns the turbines.



about potential markets. That night, he found a story that produced \$500,000 in sales for Shell.

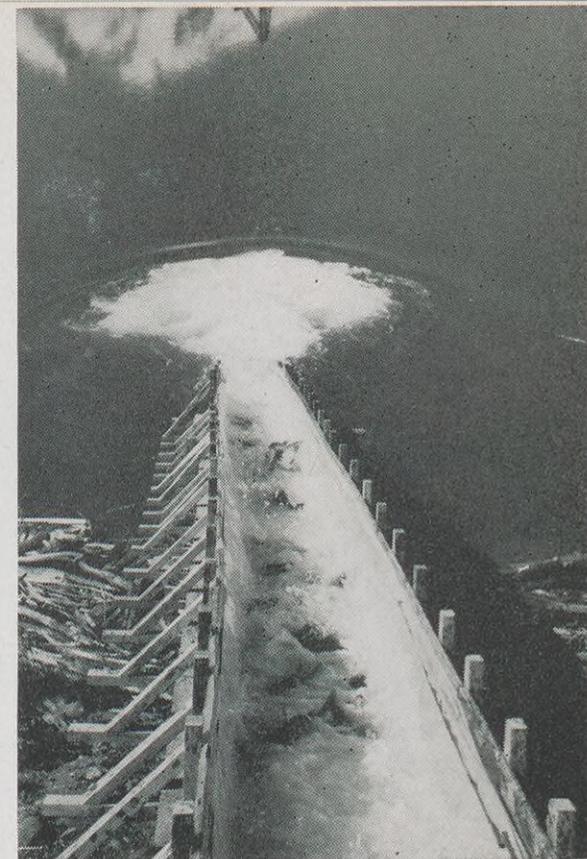
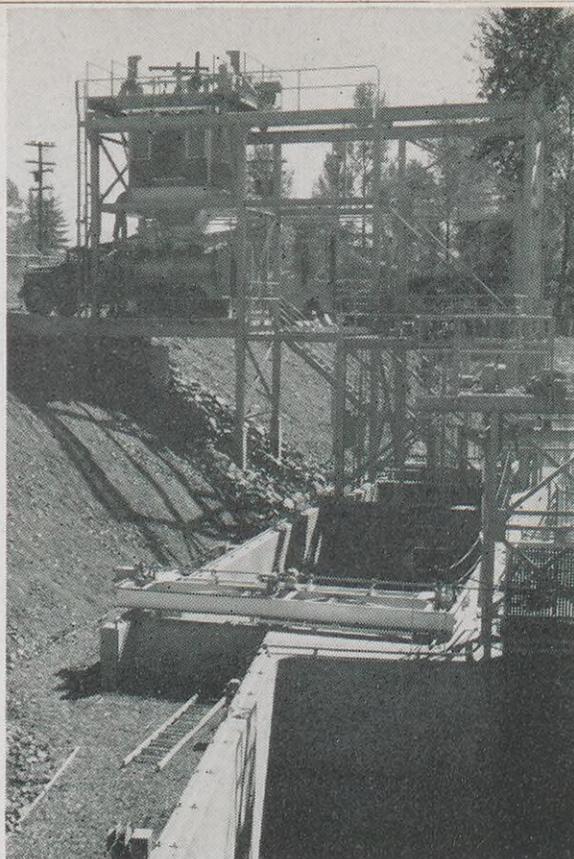
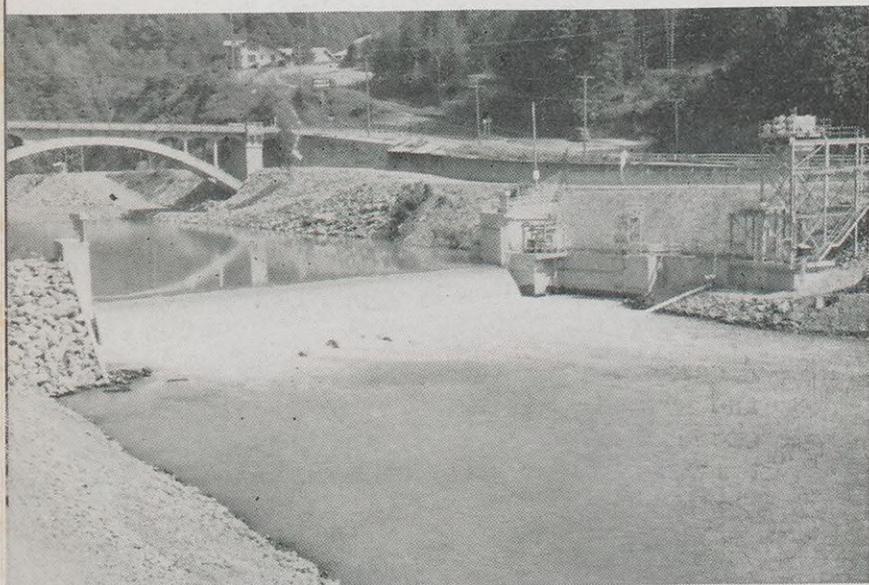
The paper carried the first announcement that Puget Sound Power & Light Co., of Seattle planned a 94,000-kilowatt dam at Upper Baker River, Wash., to be built by Stone & Webster Engineering Corporation. (Coupled with an expansion of the

previously-constructed Lower Baker River Dam powerhouse, the cost of the project was estimated at \$54 million.)

Wood realized a project of the size planned for the Upper Baker River would require plenty of petroleum products. As soon as he returned to Seattle, he called the Stone & Webster purchasing agent for an appointment.

"Look, I've just got to town, I'm trying to find a home for my family and I'm getting calls day and night," the purchasing agent told him. "Call me in two weeks and let me talk to you then."

Wood made no more calls until exactly two weeks later. The purchasing agent told Wood he was one of the few who had respected his request



**Salmon** returning to Baker Lake to spawn are carried past the dams by a special "chauffeur" service. In the photo at left, the "falls" divert the salmon into the enclosure at the right side of the river which contains an "elevator" tank. The fish are lifted up in the tank onto a loading platform (center photo) where they are transferred into tank trucks. After a 22-mile ride to Baker Lake, the fish are released down a plastic-lined chute (right picture). About 16,000 salmon were transported this way in 1958.

#### **Petroleum for a Power Project** continued

for time to get organized, and gave Wood an appointment.

That was the start of negotiations that led to an exclusive contract for Shell to furnish fuels, lubricants and all other petroleum products for the three-year construction project.

The project was planned to supply more power to the rapidly-growing Northwest. A graph showing the daily use of electricity in an urban area has two peaks. The first rise occurs in the morning when families prepare breakfast, turn on heat and use other electrical appliances.

The next and larger upsurge starts at 5 p.m. when lights go on in homes and retail firms, families prepare supper and heat may be turned up. By 6 p.m. most cooking is done and many retail businesses have closed, so the curve drops again.

To ease the impact of peak loads on Northwest utilities, 11 power companies covering Washington, Oregon, Idaho, Montana, Utah and British Columbia formed the Northwest Power Pool. Pool participants buy and sell power among themselves and sometimes share transmission facilities to meet the region's power needs. The

new Upper Baker River dam, completed this fall, provides added power for this Pool.

The new dam is located 11 miles northeast of Concrete in northwestern Washington, about 25 miles south of the Canadian-U. S. border. There, water created from snow and rain runoff from surrounding mountains, funnels between two rock hills into Lake Shannon, a long narrow lake that feeds into the Skagit River. The two rock hills made the site ideal for a dam.

However, the location was virtually virgin territory; loggers, miners and an occasional sportsman were the only frequent visitors. Before construction could be started, a road had to be carved through the forests to bring in the heavy construction equipment and supplies.

Stone & Webster built an office, maintenance facilities and dormitories for employees. Many employees, however, came in trailers and created a semi-permanent village on wheels. (Before the dam was finished, lawns, patios and porches had been added to most of the trailer homes.) Shell added to the facilities by cutting in

half a 25,000-gallon storage tank and reconstructing the two parts to make two 12,500-gallon tanks for gasoline and diesel fuel storage, installing four gasoline pumps and three 5,000-gallon tanks for Super Shell, premium diesel and kerosene.

Dam construction began in mid-1956. The dam stretches 1,200 feet across the top, stands 300 feet high and is 200 feet thick at its base. It required 1,800 tons of steel and 1,200,000 tons of concrete to hold back the water.

From a distance, the dam looked as if it were being constructed with 25 giant blocks of concrete side by side. Each block, about 50 feet wide, was made by filling a wooden form five feet high with concrete. The wooden form was raised and made ready for the next pour 72 hours later.

Stone & Webster set up its own concrete-mixing plant atop one of the rock hills, and ran it 24 hours a day. To get concrete from the mixing plant to the dam involved an airborne bucket.

The bucket was suspended from a cable 1,900 feet long, strung across the top of the dam. Filled with con-

crete at the mixing plant, it could be moved on the cable directly over any point on the dam, then lowered to be emptied into the form.

The man at the controls was in a small building—which also housed the bucket's power source—on the hill across the dam from the mixing plant. Although he could not see the bucket, constant telephone communication with men on the dam—plus years of similar experience—allowed him to put the bucket and load exactly where it was needed by pulling the right levers at the right instant.

The powerhouse—the heart of the dam—was finished and its two generators and water wheels installed while concrete still was being poured for the dam. While the powerhouse is the dam's heart, it could not function without its two arteries—the “penstocks.”

The penstocks are two curved passages through the dam that direct the lake water to the water wheels. The water turns the wheels, and the wheels turn the generators to produce power.

The amount of power produced can be controlled by the amount of water allowed to flow through the penstocks. (The new dam is controlled by microwave radio signals from the Lower Baker River dam, 11 miles downstream.) When the lake is full, any surplus water overflows down the spillway. The expression “water over the dam” means the passage of time to most persons, but to power companies it means wasted water and wasted power.

To the dam-builders, Baker Lake is latent power; to sportsmen, it means boating and fishing; to salmon, it is a marine maternity ward. Both silver and “sockeye” salmon—a relatively rare type—spawn in Baker Lake. As all salmon, they return to the place they were hatched to spawn. Getting spawning salmon upstream past the

two dams and returning the young fish downstream toward the sea meant building an unusual fish transporting system which cost over \$2,000,000.

Below its Lower Baker River dam, Puget Sound Power installed a special fish barrier (in cooperation with the State Department of Fisheries which supplied the functional design) to trap salmon swimming upstream in mid-summer to spawn. To move the fish, the trap is elevated out of the water, the fish are transferred into a tank truck and driven to Baker Lake. Two trucks were specially built for salmon chauffeuring; each holds from 70 to 100 fish. About 2,800 “sockeye” and 13,000 silver salmon were trucked to Baker Lake in 1958.

The salmon die after spawning, but

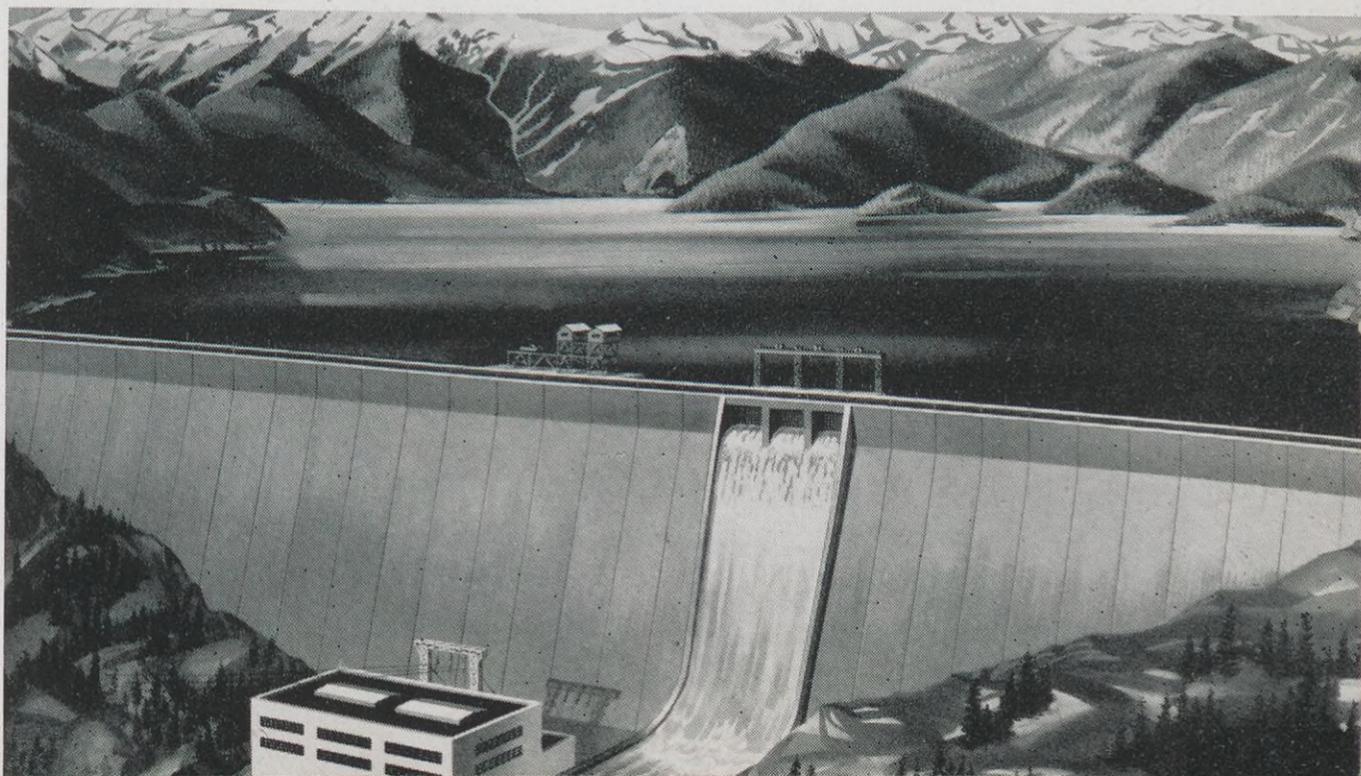
the young fish go to the sea the following spring. To get them downstream past the Upper Baker dam, they will be funneled into a pipe running through the dam and then diagonally down its face into Lake Shannon. Similarly, at the Lower Baker dam, the fish are carried by a pipe through the dam to the river below.

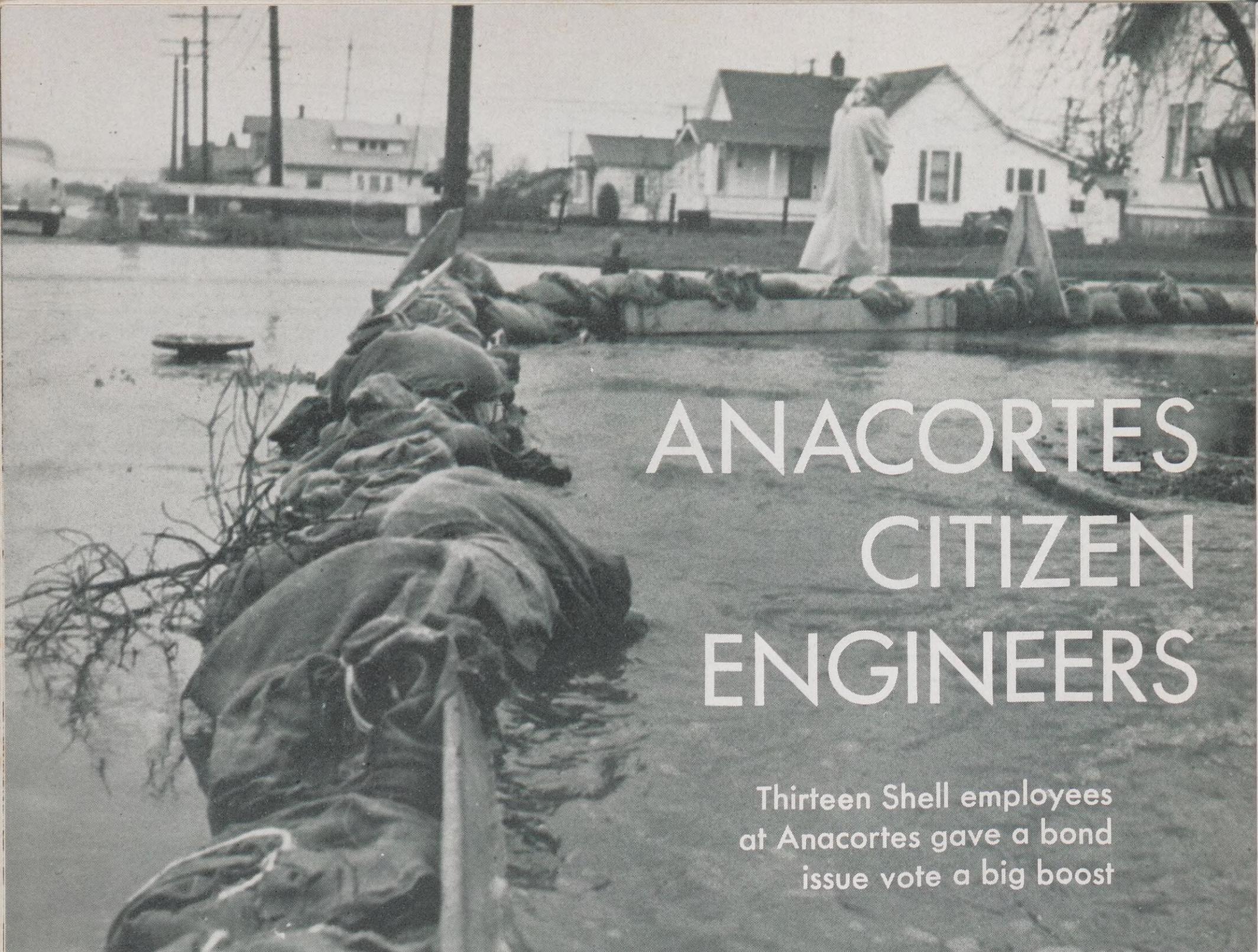
To help build the Upper Baker dam required more than 750,000 gallons of Shell gasoline, 1,163,000 gallons of diesel fuel, 81,000 gallons of industrial and motor oils, 53,000 pounds of greases, 11,000 gallons of antifreeze, 14,000 gallons of solvents and 7,800 gallons of kerosene. Industrial Salesman Wood, in search of new projects that can use Shell products, continues to read newspapers carefully ●

**The amount** of Shell products used on the dam to date is the subject of discussion between Wood, right, and H. S. Ingersoll, District Sales Supervisor, Seattle Division. The volume included more than 1,163,000 gallons of diesel fuel and 750,000 gallons of gasoline.



**An artist's conception** of the Upper Baker dam as it will finally appear when in operation, shows the new reservoir in the background and a view of the powerhouse at the lower left. Any surplus water overflows down the spillway of the dam.





# ANACORTES CITIZEN ENGINEERS

Thirteen Shell employees  
at Anacortes gave a bond  
issue vote a big boost

**Sandbags** had to be used during a flood last January in the city of Anacortes. A citizens' committee, composed largely of Shell employees, worked out an engineering survey which made possible a successful vote for a drainage system to eliminate floods. The Committee members contributed their skills over a two-year period to complete the project. The system will cost \$315,000.

**I**N March, 1957, only three months after heavy rains flooded downtown Anacortes, Washington, its residents rejected a \$200,000 bond issue for an engineering survey and preliminary construction on a drainage system.

In September, 1959, Anacortes voters overwhelmingly approved a bond issue that earmarked \$315,000 to install a complete drainage system.

City Manager Archie French gave credit for the election's success to a group of 23 citizens—13 of them from Shell's Anacortes Refinery. They had

contributed their time for two years to give the city the engineering survey it needed to know the cost and locations of the drainage system.

The 23-member citizens' group had named itself the "Anacortes Drainage Committee." It had no official status, nor did it have any city funds. And until its work was finished, most residents did not even know it existed.

"We wanted it that way," said Chairman H. G. Wilson, Jr., an Engineer at the Refinery, "because we couldn't be sure we would finish the job, and we didn't want people to be

counting on something we might not be able to provide."

Other Shell employees working with Wilson on the project were:

D. M. Bernard, Jr., Assistant Manager, Engineering Office; Senior Engineer A. S. Grundy (now a Special Engineer in Head Office); Engineers D. F. Randall and G. E. Roberts; Draftsman D. F. Reichardt; Fire and Safety Inspector G. E. Markel; Senior Analyst P. B. Kearns; Analyst R. D. Hanan; Chemist J. L. Wilkison; Technologist N. C. Samish; former Engineer J. D. Fredrickson (who left Shell

to study for an advanced degree), and W. C. Griffin, Supervisor-General Accounting.

The Committee got its start, Wilson recalled, the day after the 1957 vote, while he, Grundy and Bernard were discussing the reason the bond issue failed.

All three believed that the bond issue failed because it was too vague. No one knew how much either the engineering survey or the drainage construction would cost, and could not know until the survey was made. (Usually a survey's cost is determined by the total cost of a construction project, just as an architect's fee is a percentage of a building's cost.)

As residents of Anacortes, Wilson and Barnard wanted particularly to have more paved roads to replace gravel ones. As engineers, they knew it was impractical to pave more roads until a drainage system was installed. As residents and engineers, they decided to do something about it.

The nucleus of the Anacortes Drainage Committee had its first meeting that night. The original members were Wilson, Bernard, Grundy (who was replaced by Roberts when he was transferred to Head Office), Randall and A. C. Carlson, a chemical engineer with the Anacortes Veneer Company. They offered their services to the city council, were accepted, and started work immediately.

"If we had known what we were getting into, we might have had some second thoughts about it," Wilson said. "We had no idea of all the preliminary work we would have to do before we could even start on a survey for the drainage system."

They first realized the size of the job when they found the city did not have some fundamental information needed for the survey.

The major missing item was a contour map of the city, to show the elevations of every square foot of land

within the city and surrounding watershed area, all of which covers about six square miles.

"We had a U. S. Geodetic Survey contour map, but it had a contour interval of 50 feet," Bernard said. "It wasn't of much use to us, because there can be a lot of dips and rises in 50 feet of elevation, and we had to know them all to calculate the drainage. We had to have a contour map with two-foot contour intervals, and the only way to get it was to make it ourselves."

At least one member of the Committee was at work every night and every weekend, Bernard said. The engineers did the surveying and calculations; the other members of the committee held the surveying poles, ran the measuring tapes and helped in any way they could.

Even wives and children of the Committee members helped with the field work. One family member, 11-year-old James Wilson, was the only worker who realized any money for his efforts; he found a foreign coin

in a street one Sunday morning while helping his father!

A year after work started, the contour map was finished. Then the Committee began its drainage studies.

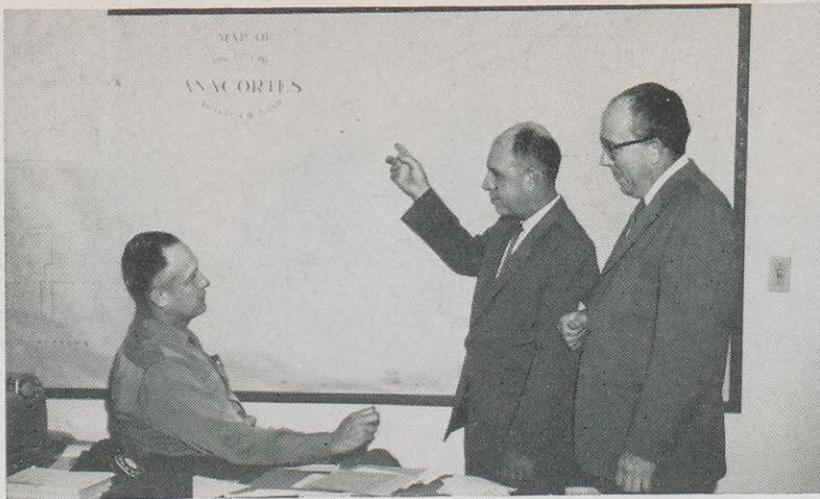
"Anacortes has only 25 inches of rain a year," Bernard said, "but the top soil is only 18 to 24 inches deep, and below that is hard clay. So it doesn't take long for the ground to get saturated, and the overflow is carried off down roadways and ditches."

To get accurate figures on rainfall intensity, the Committee spent two months compiling rainfall records covering every rainfall in Anacortes since 1936. Included in the data were the maximum amounts of rain for periods up to five days, the air temperature at the time, whether the ground was frozen, and other factors affecting the final drainage design.

The amount of rainfall and the slope of the land indicated six main locations would be adequate now. The Committee also planned drainage lines that may be needed in the next 15 years, as the city grows.



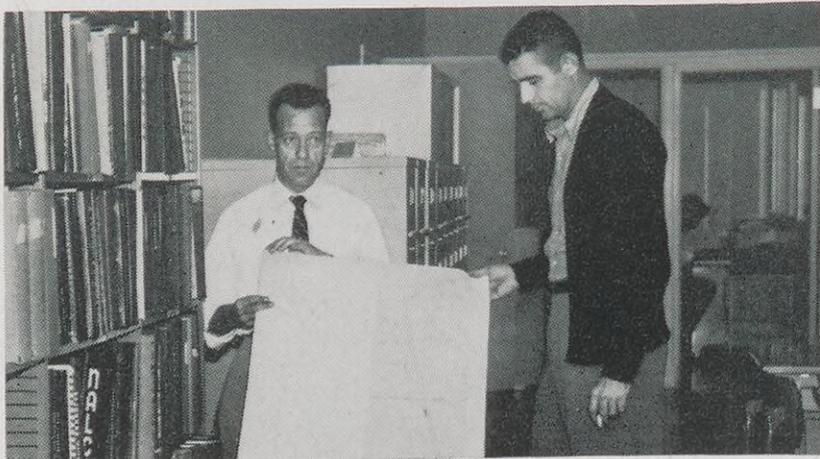
Preparing to do some week-end work on the engineering survey are members of the Anacortes Drainage Committee. They are, left to right: Engineers G. E. Roberts, H. G. Wilson, Jr. (Committee chairman), and D. F. Randall; D. M. Bernard, Jr., Assistant Manager, Engineering Office; A. C. Carlson of Anacortes Veneer Co.; and Draftsman D. F. Reichardt.



**Discussing** paving projects made possible by the drainage system are, l. to r., City Manager Archie French, J. W. Ford, Refinery Training Supervisor, and J. W. Rae, a State employee. Ford and Rae campaigned for the system.



**Completing** one of the maps for the drainage survey are, left to right, Refinery Engineers Bernard, Randall, Roberts and Wilson. The contour maps provided topographical elevations covering the whole city in two-foot intervals.



**The end** of a 50-foot profile map of the drainage system pipes is held by, left to right, Draftsman Reichardt and Engineer Wilson. Each night one man worked on a map and passed it the next day to another member.



**Examining** severe flood damage to dirt roads are City Manager French and Carlson. French gave credit for the bond issue election's success to the Drainage Committee's work in developing the engineering survey for the system.

#### ANACORTES CITIZEN ENGINEERS *continued*

Drawing the profile maps for five miles of drain pipes—showing their diameters, slopes, changes in elevation and other information—was the last major step in the survey. The maps were drawn on 50-foot rolls of special map paper; every night one of the men worked on the map, passing it to another committee member the next day for further work.

In March, 1959, the survey was finished. The data compiled—in addition to the profile maps—was provided in four volumes of material. These included: a bid proposal that could be given to contractors, survey notes, rainfall calculations and correspondence between the Committee and various federal and state agencies.

The city engineer confirmed the study's results, but a flood three months earlier had provided more dramatic confirmation. The Committee had picked a spot on Oakes Ave-

nue, a paved street, for one of the drains because calculations indicated the water flow there would be heavy. During the flood, waters washed out almost half the road—at the spot where the survey called for a drain.

With the survey in hand and the cost estimated, the city council decided to hold another bond election.

Another citizens' group—named the Citizens Advisory Committee—was organized to get support for the bond issue at the polls. Chairman was J. W. Rae of the local State of Washington Employment Security Office. Vice Chairman was J. W. Ford, Refinery Training Supervisor, and Treasurer was W. C. Griffin (who also was on the Drainage Committee).

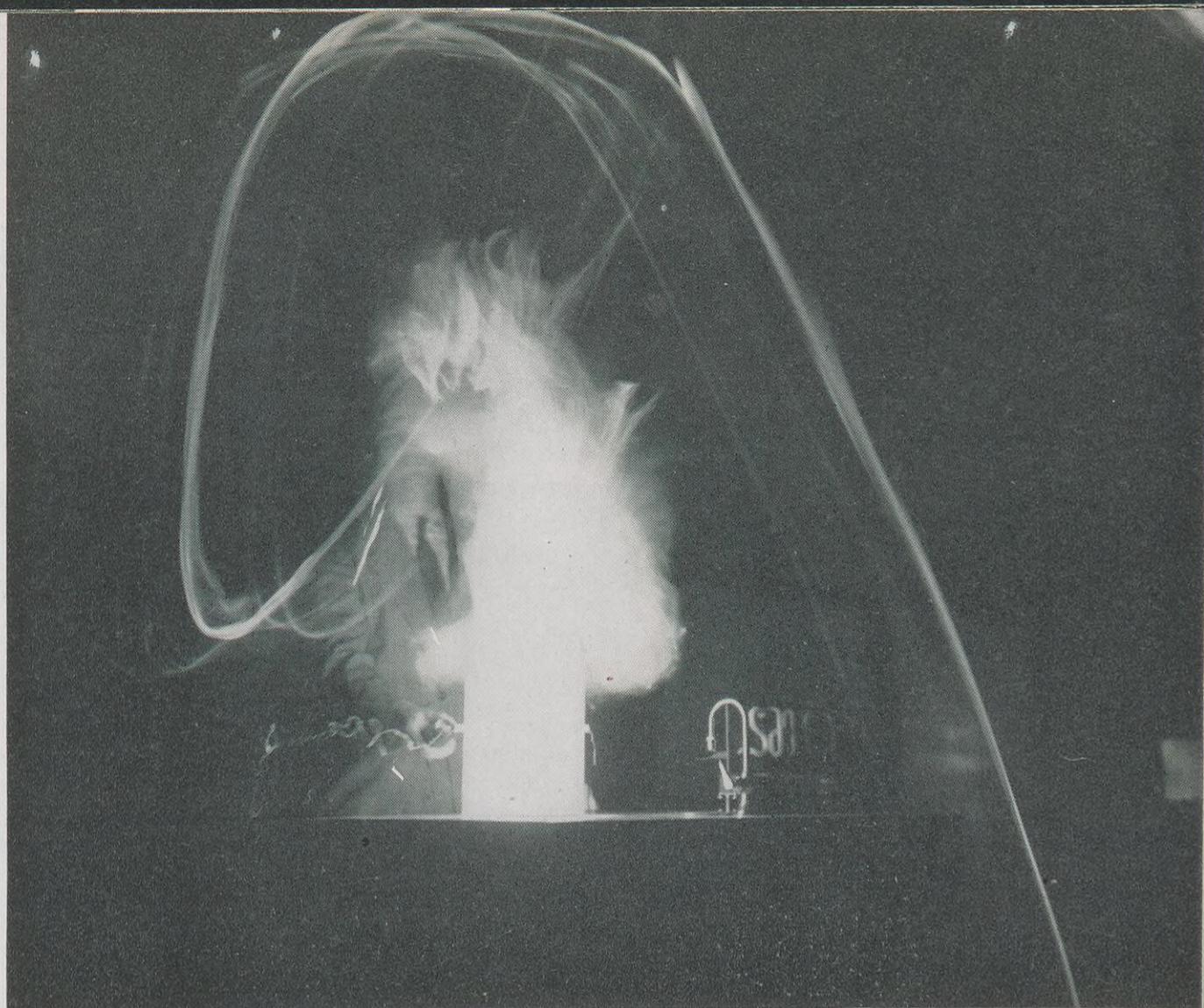
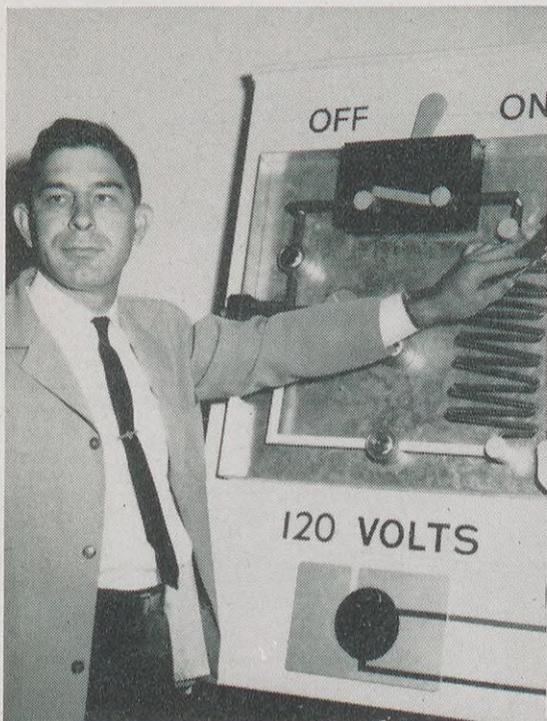
The Advisory Committee set up speeches and discussions on the proposal before every civic group in town. The group also issued maps and pamphlets explaining the project, ar-

ranged time on local radio station KAGT and news coverage in the *Anacortes American*, and put up signs in downtown store windows to reach every voter. The local Junior Chamber of Commerce also joined the campaign, organizing transportation and baby-sitters on election day.

When the polls closed, the bond issue had carried, with 89 per cent of the voters approving it.

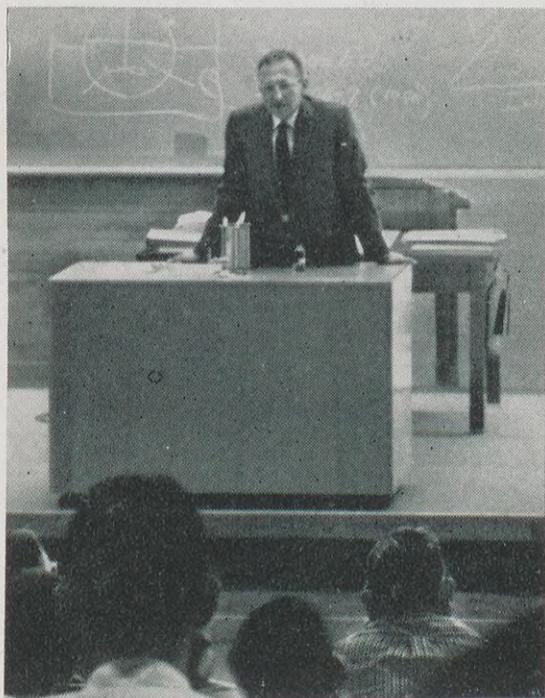
"There's no doubt the survey made by the Anacortes Drainage Committee was the major reason for the bond issue's success," City Manager French said after the election. "The survey would have cost the city at least \$25,000 by conservative estimate, and probably more. We had the survey when we went to the voters. And we had another important advantage—the committee's work gave a human-interest aspect to the election that caught the imagination of voters" ●

**Electrical safety** is shown to new Emeryville Research Center employees by Engineering Supervisor R. E. Dunn on a model of a laboratory circuit.



**An arc of burning gas** all but obscures Chemist H. P. Wallingford as he explains the techniques of the safe handling of flammable materials. The four-hour safety meetings included a session on the safe usage of pressure equipment. The lectures were augmented by dramatic demonstrations of common laboratory hazards and safeguards.

## BOOM FOR SAFETY



**On the podium** at Emeryville's lecture hall, Development Supervisor J. C. Rapean discusses and demonstrates chemical hazards. The lectures were part of a laboratory safety training program offered to new employees.

**T**HE lecture hall at the Emeryville Research Center recently was the scene of explosions and flames—all in the interest of providing dramatic yet realistic safety training.

The latest addition to Emeryville's continuing safety program was designed to familiarize new laboratory, plant and shop employees with the major elements of laboratory safety and to stimulate their safety consciousness—early in their Shell careers.

Common laboratory hazards and recommended safeguards were the focus of lectures enlivened by dramatic demonstrations which included motion pictures and slides as well as the flames and explosions.

The program, held for two hours on two consecutive days, was divided into four sections, each of which ex-

plored a category of laboratory safety practices. The sections were prepared and presented by the following Emeryville employees:

Flammable Liquids and Gases—Chemist H. P. Wallingford; Electrical Safety—Engineering Supervisor R. E. Dunn and Development Supervisor W. B. Milligan; Pressure Equipment—Engineer C. J. Kuhre and Chemist R. C. Castner; and Chemical Hazards—Development Supervisor J. C. Rapean and Research Supervisor E. A. Youngman.

Success of the program with new employees has encouraged plans to repeat the series for more experienced laboratory personnel and thus continue emphasis on an Emeryville motto: "Research safely conducted is better research" ●



# RETIREMENTS



H. E. BOGIE  
New Orleans Area  
Transport & Materials



O. F. BREGGER  
Wood River Refinery  
Compounding



C. W. BRYANT  
Wilmington Refinery  
Engineering Field



P. V. BRYANT  
Denver Area  
Production



L. BURNETT  
Houston Refinery  
Engineering Field



D. R. COLEMAN  
Wood River Refinery  
Engineering Field



R. S. CONVERSE  
New York Division  
Operations



J. M. COOK  
Tulsa Area  
Gas



O. M. CRAWFORD  
Pacific Coast Area  
Production



E. R. DOWNING  
Shell Chemical Corp.  
Houston Plant



W. W. ELLIS  
Pacific Coast Area  
Production



G. A. FOX  
San Francisco Division  
Marketing Service



F. A. GIACOMA  
St. Louis Division  
Sales



E. O. GROSS  
Wood River Refinery  
Engineering Field



A. R. HAVLIK  
Shell Development Co.  
Houston



T. A. HEAD  
Tulsa Area  
Production



H. I. HICKS  
Tulsa Area  
Production



MABEL E. HOSHALL  
Tulsa Area  
Treasury



R. C. HULL, JR.  
Tulsa Area  
Production



E. C. HYLAND  
Cleveland Division  
Operations



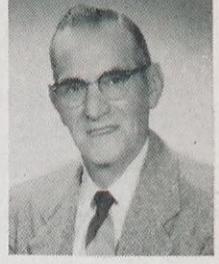
R. E. JARRETT  
Tulsa Area  
Treasury



J. O. LINDSEY  
Denver Area  
Purchasing-Stores



R. F. LITCHFORD  
Tulsa Area  
Treasury



T. MARKER  
Pacific Coast Area  
Production



M. P. MARRIE  
Houston Refinery  
Utilities



R. A. MATSON  
Cleveland Division  
Sales



L. L. McCRABB  
Tulsa Area  
Purchasing-Stores



A. E. PALMER  
Denver Area  
Exploration



W. L. PARKER  
Tulsa Area  
Gas



J. V. POCOCK  
Tulsa Area  
Production



W. E. PORTER  
New Orleans Area  
Production



I. A. REDFOX  
Pacific Coast Area  
Production



R. E. RIEFFER  
Pipe Line Department  
Willard, Illinois



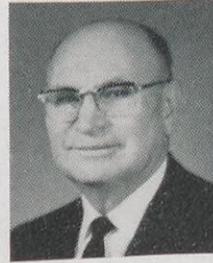
ETHEL I. SIERER  
Tulsa Area  
Land



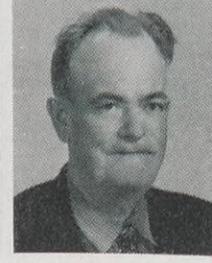
W. W. TRIPP  
Boston Division  
Operations



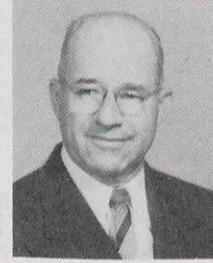
M. B. TUCKER  
Tulsa Area  
Production



G. M. WALKER  
Tulsa Area  
Gas



W. J. WATSON  
Tulsa Area  
Production

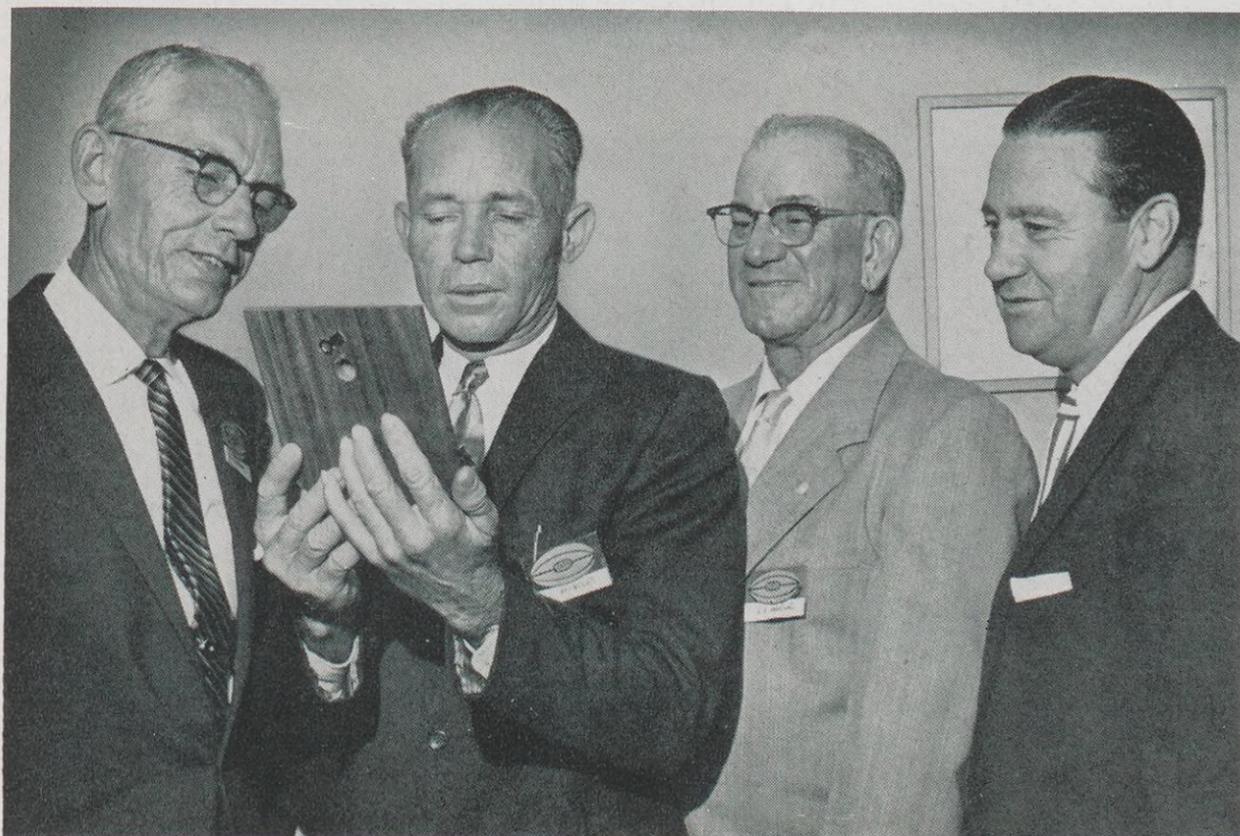


J. C. WITHERWAX  
New Orleans Area  
Transport & Materials



L. WRIGHT  
Wood River Refinery  
Utilities

# SHELL Coast to Coast



## SAFE DRIVERS

Three Driver-Salesmen of the Indianapolis Marketing Division were picked among the 11 safest truck drivers in Indiana by the Indiana Motor Truck Association and P. E. Tobin, President of the Graham Motor Sales Co. The Association and Tobin co-sponsor the annual awards. Shown admiring one of their trophies, in the photograph at left, are (left to right) W. F. Scheiman, R. L. Reynolds and E. E. Marshall. Tobin is at right. The three Shell drivers have a total of 73 years of accident-free driving.



## MRS. CENTRAL LOUISIANA

Maintenance Man J. A. Powell of the New Orleans E&P Area is extra proud of his wife, Linda. Not only is she a fine homemaker and mother, but she is officially the prettiest wife in central Louisiana. Left, she is crowned Mrs. Central Louisiana by Alexandria (La.) Mayor W. G. Bowden, Jr., at a recent pageant held there.

## THE CHIPS ARE DOWN DEEP

When the chips are down, Mechanic H. H. Bridge of the Boston Marketing Division goes diving for them. A skin-diving enthusiast, Bridge recently won a third and a fourth prize in events at the Fall River (Mass.) Skin Divers' Club Contest, by retrieving poker chips placed at underwater depths ranging from 10 to 70 feet. "Skin" divers sometimes use rubber suits, such as Bridge is wearing, right, to protect them against the cold.



## SHELL Coast to Coast

continued



### FAMILY-STYLE CONSTRUCTION COMPANY

Visitors to the Denver City, Tex., home of Electrician R. E. Essary of the Midland E&P Area are impressed with its spaciousness and custom construction. But they are even more impressed when they learn that the Essary family built it themselves.

Financed with the proceeds of two previous self-built homes in Midland, Tex., the house was built in eight

months of part-time labor.

With know-how garnered from watching other people do it, Essary did most of the work—from putting in the plumbing to laying the carpeting.

However, he did have some help from his "company" as he calls his wife, Marceline, and their six daughters (pictured above in front of the house, from left to right) Kay, Cheryl,

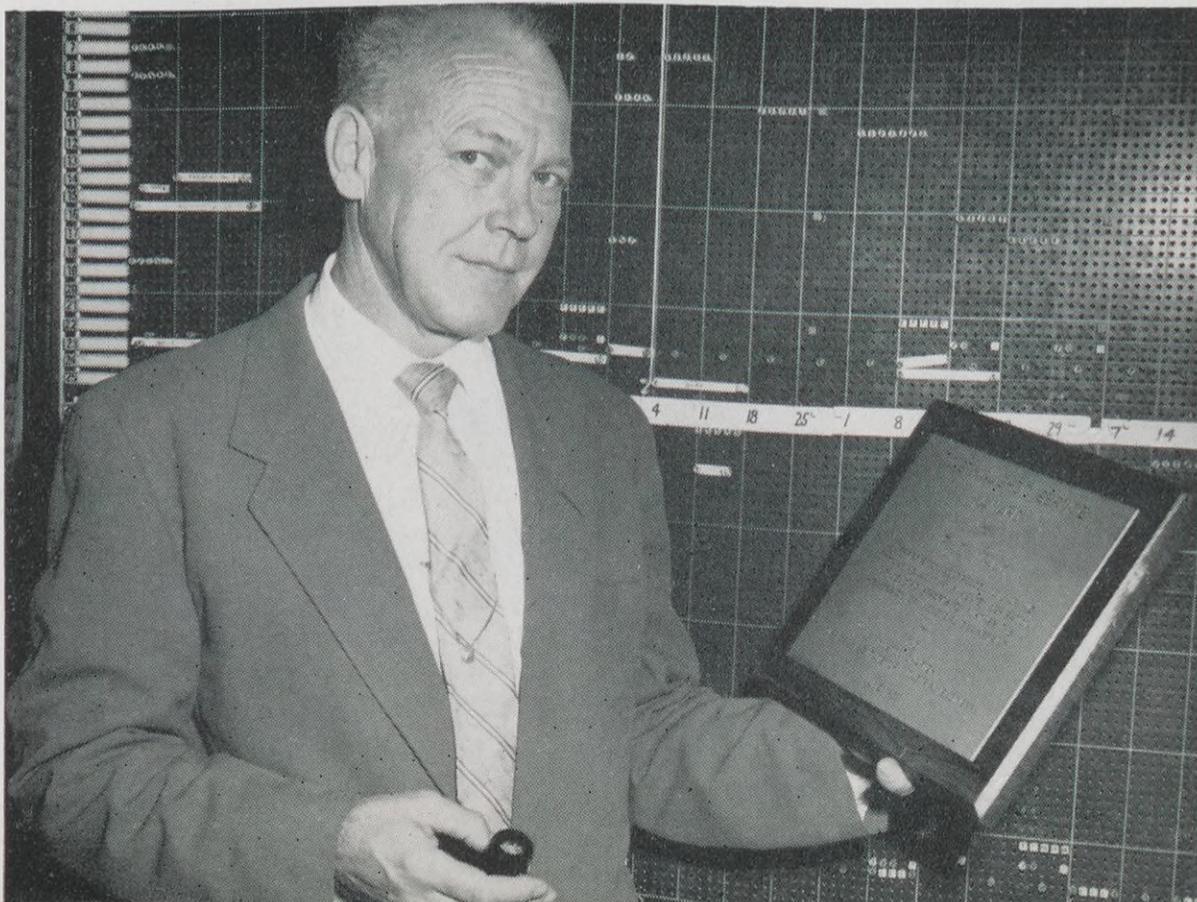
Pam, Melissa, Terry and Kimberly.

Each evening before Essary came home from work his wife would make preparations, such as mixing plaster and cement, so he could begin work on the house. The girls helped with many chores such as cleaning bricks.

The house has three bedrooms with built-in beds, a garage and a large family room, pictured above.

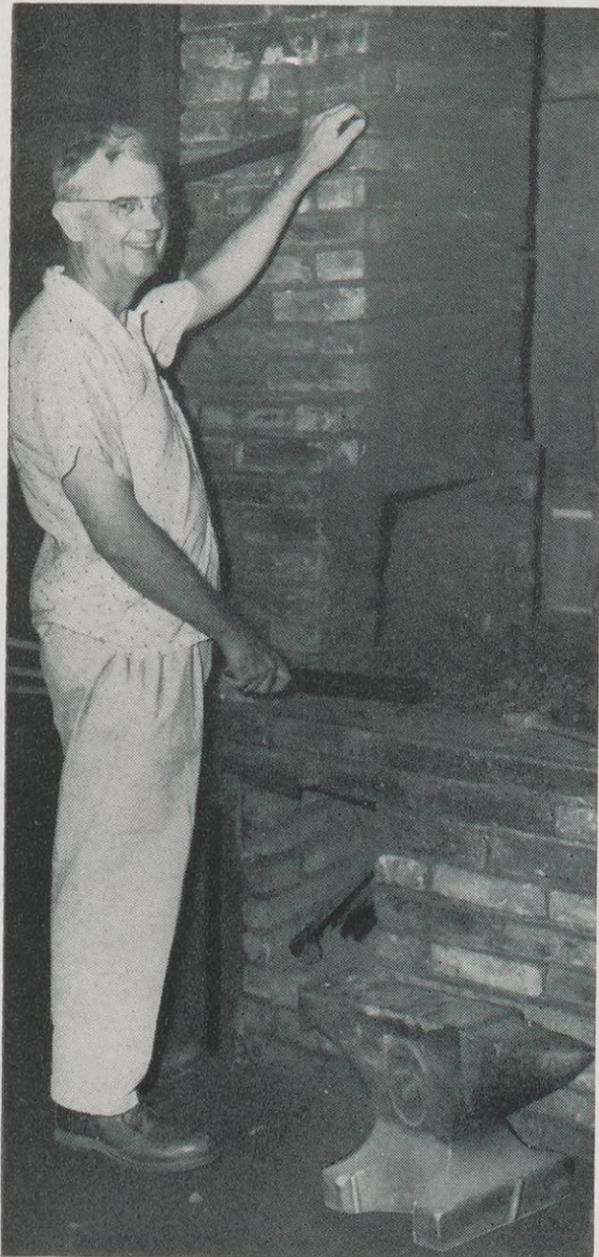
### SERVICE AWARD

Special Engineer F. D. Macy, of the Houston Refinery, was recently awarded a Distinguished Service Award Plaque to honor his 10 years of service to the Houston Chapter of the American Institute of Industrial Engineers. Macy, a charter member of the Chapter, is also a former president of the Houston group.



### METAL-BOUND TRADITION

Like his great-grandfather, grandfather and four uncles who were blacksmiths, Tinner E. L. Oldendorph of the Wood River Refinery follows a metal-working tradition. Below he stands at his great-grandfather's forge now located in a Chicago museum.



### MINIATURE MINIATURE GOLF

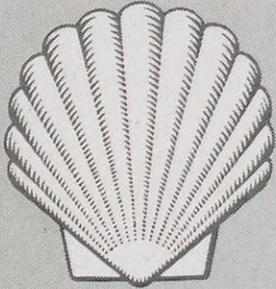
Ten-year-old Donald Parkhurst (right), son of Assistant Superintendent D. A. Parkhurst of the Argo (Ill.) Terminal, knows a good business deal when he sees one. He and a Hinsdale, Ill., pal, Charles King, built and operate a five-hole miniature golf course. Called the Stough (Street) Country Club, it boasts a dog's-leg fairway and "beautiful sand traps."



### RESERVE POLICEMAN

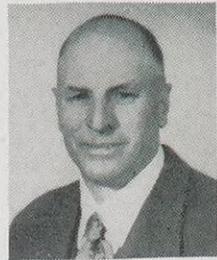
J. G. Sarkies leads a double life. During the day he is a Senior Credit Man in the Seattle Marketing Division. But on occasion at night he becomes Lieutenant Sarkies of the Seattle Police Reserve, which helps the regular police force. Sarkies first joined the reserve in 1941 and is now a training and inspection officer. Recently, he was awarded a commendation for alertness when he apprehended four juveniles riding in a stolen car; they had been responsible for 13 other crimes in the area.





Service  
BIRTHDAYS

*Forty  
Years*



L. J. ALMOND  
Martinez Refinery  
Engineering Field



E. B. NICHOLAS  
Norco Refinery  
Engineering Field



R. A. ROSS  
Pacific Coast Area  
Production



W. C. SHERRICK  
Denver Area  
Production



H. C. SHIPMAN  
Denver Area  
Production

*Thirty-Five  
Years*



H. C. BECKERMANN  
Houston Area  
Treasury



F. G. BRUNTON  
St. Louis Division  
Purchasing-Stores



E. S. HOBSON  
Pipe Line Department  
Doraville, Georgia



J. B. JONES  
Wilmington Refinery  
Alkylation



B. KEENEY  
Wilmington Refinery  
Engineering Field



C. E. MUELLER  
Head Office  
Financial



W. J. PAWSEY  
Martinez Refinery  
Compounding



C. A. ROSE  
Wilmington Refinery  
Dispatching



E. R. SHEETS  
Denver Area  
Production



E. B. TRUESDALE  
Sacramento Division  
Operations



E. WINTERS  
Denver Area  
Production

*Thirty  
Years*



L. ADKINS  
Wood River Refinery  
Distilling



J. J. BERSCHIED  
Chicago Division  
Sales



D. A. BOARDMAN  
Albany Division  
Operations



R. F. BOWERS  
Pipe Line Department  
Tranquility, Calif.



A. L. BURROW  
Shell Chemical Corp.  
Houston Plant

*Thirty  
Years  
continued*



U. W. CLARK  
Shell Pipe Line Corp.  
Mid-Continent Division



L. A. COPESTONE  
Portland Division  
Marketing Service



M. EMERSON  
Denver Area  
Gas



C. E. FAULKNER  
Midland Area  
Production



H. W. FISHER  
Shell Chemical Corp.  
Houston Plant



C. R. GATES  
Houston Refinery  
Thermal Cracking



R. G. GINLEY  
Chicago Division  
Treasury



R. S. GROVE  
Denver Area  
Production



A. A. HANDRICK  
Houston Refinery  
Lubricating Oils



R. L. HARDIN, JR.  
Houston Refinery  
Thermal Cracking



E. R. HARRIS  
Wood River Refinery  
Alkylation



H. J. HAYES  
Wood River Refinery  
Fire & Safety



P. T. HUGHES  
Shell Pipe Line Corp.  
West Texas Division



E. C. KERBER  
Chicago Division  
Operations



A. H. KRULL  
Head Office  
Transp. & Supp.



D. S. LEDONNE  
Wilmington Refinery  
Engineering Field



J. F. LEGG  
Head Office  
Financial



F. A. LOMBARDI  
Cleveland Division  
Sales



E. B. MADDEN  
Houston Refinery  
Thermal Cracking



J. R. MASSEY  
Shell Pipe Line Corp.  
Rocky Mountain Division



MARY E. McLAUGHLIN  
Indianapolis Division  
Treasury



O. F. MINOR  
Head Office  
Marketing



H. H. MULLER  
New York Division  
Operations



H. H. MURR  
Head Office  
Pers. & Ind. Rel.



T. J. NAGLE  
Boston Division  
Marketing Service



J. H. O'FARRELL  
Houston Refinery  
Dispatching



R. R. O'REILLY  
Atlanta Division  
Administration



H. E. PEACOCK  
Shell Pipe Line Corp.  
West Texas Division



J. S. POLLOCK  
Sewaren Plant  
Eng. & Maint.



H. T. RICHARDS  
Head Office  
Financial



EDNA P. RISTAU  
Cleveland Division  
Marketing Service



O. R. RITTGERS  
Cleveland Division  
Operations



A. V. ROCHE  
New York Division  
Operations



L. B. RYLAND  
Shell Development Co.  
Emeryville



C. R. SKELTON  
Pacific Coast Area  
Production



C. F. SPRAGGINS  
Houston Refinery  
Refinery Laboratory



J. J. STATON  
Houston Refinery  
Engineering Field



J. S. STRATH  
New York Division  
Operations



H. G. STRINGER  
Detroit Division  
Sales



M. L. TISHER  
Pipe Line Department  
Tracy, Calif.



S. TOTH  
Head Office  
Marketing



W. S. WENTWORTH  
Albany Division  
Marketing Service



R. WILLETT  
Wilmington Refinery  
Engineering Field



C. F. WORKMAN  
Wilmington Refinery  
Pers. & Ind. Rel.



E. F. ZIMMERMAN  
Head Office  
Marketing

*Twenty-  
Five  
Years*



R. L. BAKER  
Wilmington Refinery  
Refinery Laboratory



R. C. BARTON  
Anacortes Refinery  
Manager



D. U. BEAVER  
Wilmington Refinery  
Compounding



A. C. BIRD  
Denver Area  
Production



V. R. BJORKMAN  
Head Office  
Marketing



G. S. COOPER  
New Orleans Area  
Gas



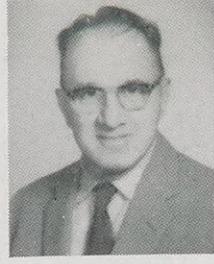
G. DERICKSON  
Norco Refinery  
Engineering



J. B. FAULK  
New Orleans Area  
Production



J. H. HARDY  
Pacific Coast Area  
Production



L. S. HEBERT  
New Orleans Area  
Production



P. I. HEBERT  
New Orleans Area  
Production



D. L. HICKEY  
New York Division  
Operations



C. R. JOHNSON  
Mfg.-Prod. Application  
Chicago



F. B. JONES  
Wood River Refinery  
Refinery Laboratory



C. T. KING  
Shell Pipe Line Corp.  
Texas-Gulf Division



H. J. KNAPP  
Shell Chemical Corp.  
Shell Point Plant



W. LaFLEUR  
Martinez Refinery  
Cracking



LENORE LeVAN  
Pacific Coast Area  
Treasury



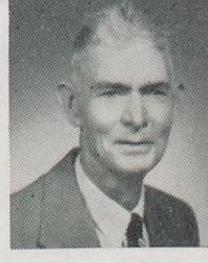
J. LeVORA  
Wood River Refinery  
Alkylation



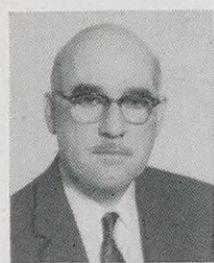
G. R. MARSHALL  
Pacific Coast Area  
Gas



E. J. McLAIN  
New Orleans Area  
Administration



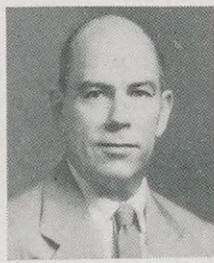
H. R. NEAL  
Denver Area  
Production



W. S. PIKE  
New Orleans Area  
Exploration



F. L. PLANTE  
Detroit Division  
Operations



L. E. PURDY  
Wood River Refinery  
Alkylation



C. B. RAMSEY  
Shell Pipe Line Corp.  
West Texas Division



D. ROGERS  
Denver Area  
Production



H. L. ROHRKASTE  
Wood River Refinery  
Engineering Field



O. E. SIMPSON  
Houston Area  
Production



A. V. SPENCER  
Baltimore Division  
Operations



ANNA MAE SNYDER  
San Francisco Division  
Administration



C. R. STEWARD  
Pacific Coast Area  
Treasury



A. L. SWALANDER  
Denver Area  
Production



W. M. THOMPSON  
Head Office  
Marketing



E. R. THRELKELD  
Chicago Division  
Operations



R. A. H. WIEKING  
Shell Development Co.  
Emeryville



H. C. WINFREE  
New Orleans Area  
Production



**matters of fact**

In an industry based on science and technology, research plays an important part. One of the reasons for Shell's continually growing strength in the oil and chemical industries is the emphasis it places on the development of new and improved products, processes and methods. Of all Shell employees, one out of every 16 is engaged in research activities. This is a heavy investment, but there is no better insurance for continued leadership for Shell and continued security for Shell employees.

**ONE IN**

**SIXTEEN**

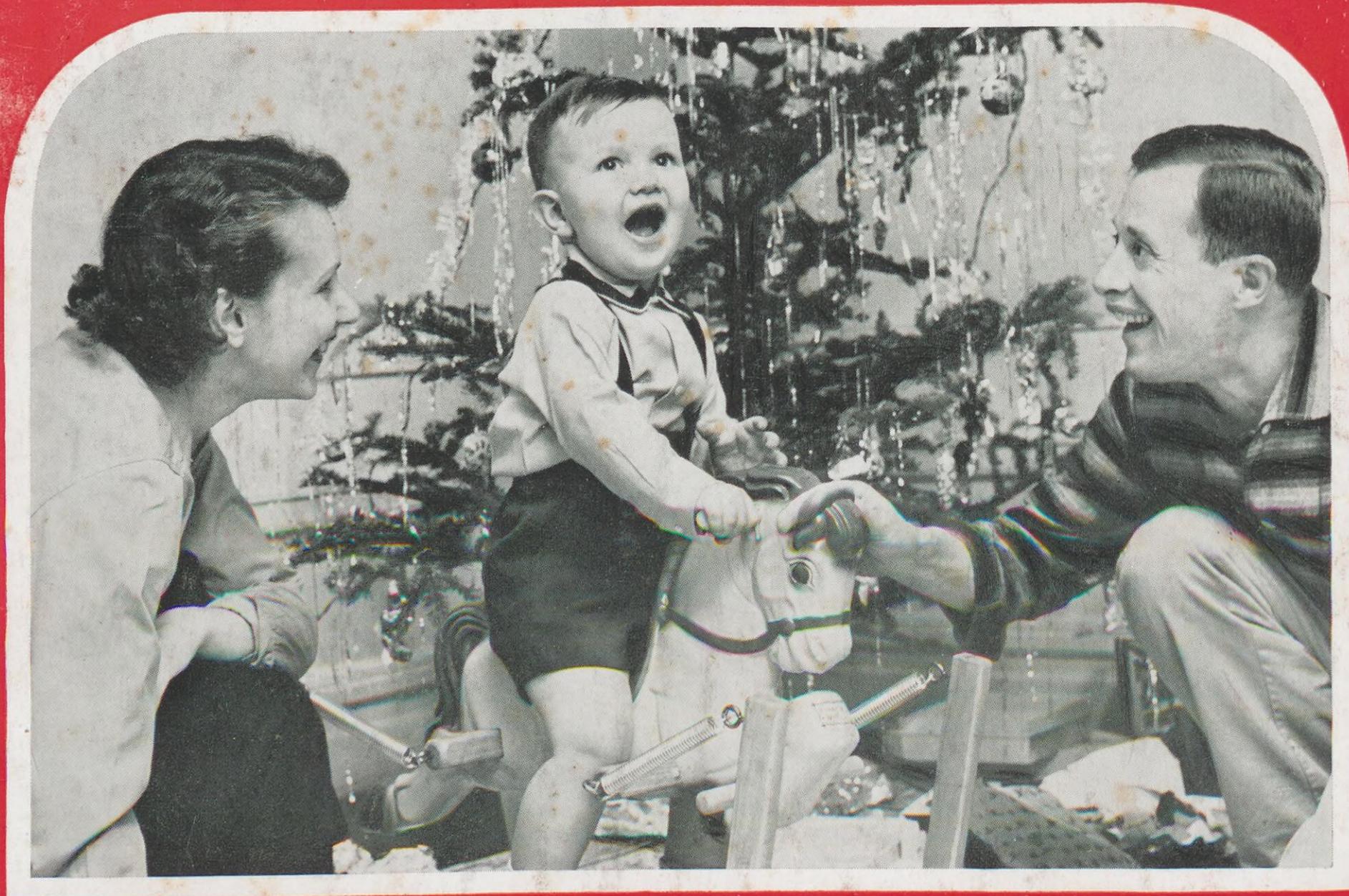


SHELL OIL COMPANY  
50 West 50th Street  
NEW YORK 20, N. Y.  
RETURN POSTAGE GUARANTEED

W. B. Platt  
3206 Alexander  
Shreveport, La.

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

NOA



The celebration of Christmas has changed in many ways since 1859, the year the petroleum industry got its start. But Christmas remains a day of religious observance . . . of good will among men . . . of childhood joys.

*Season's Greetings*