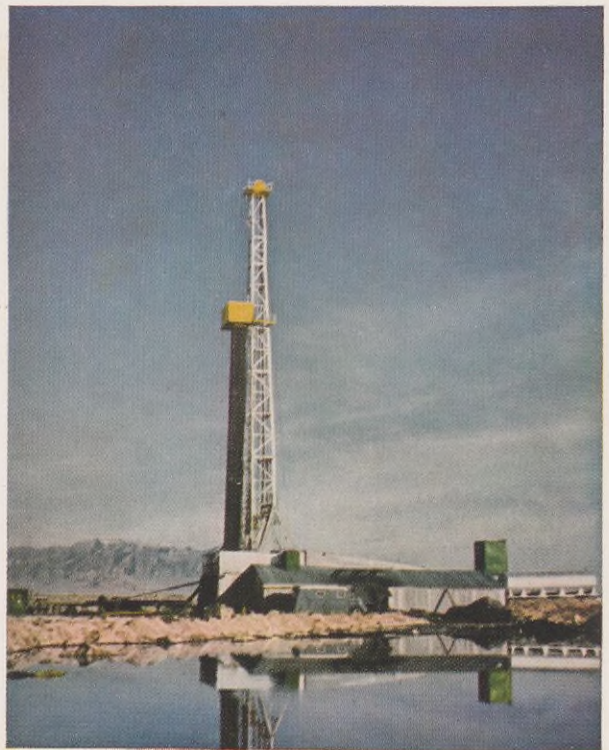




SHELL NEWS

MAY 1954

the



The search for oil has few geographical limits. This map shows five locations (arrows) of significant Shell exploratory activity. They include wildcat drilling in South Dakota, Nevada, Arizona and Mississippi, leasing along the Texas Gulf coast. The Nevada wildcat is shown in color above. The South Dakota discovery is silhouetted at left.

calculated

RISK

*You Have To Take A Chance If You Want Results,
Say The Oil Men, And Successful Results Mean
Greater Oil And Gas Reserves*

MODERN technology has taken a lot of guess work out of oil exploration and drilling. But the law of averages hasn't been repealed and oil companies still chalk up a high percentage of dry holes as total losses.

New oil reserves are a constant necessity, however, and as the industry searches for them it accepts as a calculated risk the unwelcome probability of dry holes or poor producers. Last year alone, Shell drilled 168 expensive dry holes, finally abandoning them as dusters after weeks and sometimes months of drilling and testing. Some of the holes had oil in them, it is true, but in such small amounts and so reluctant to leave the ground that to produce it would have been unprofitable.

Nevertheless, if new oil is to be found, calculated risks must be taken. And the oil industry will take them wherever there is the faintest possibility of success.

For example, take several calculated risks currently ranking high among Shell's exploratory activities. Separated by thousands of miles, ranging from arid desert land to the waters

of the Gulf of Mexico, they are of considerable interest to the oil industry because, if successful, they may help open whole new oil provinces.

One, which has already received widespread attention in the nation's press, is a promising Shell wildcat now being drilled and tested in east-central Nevada—in a region where 75 dry holes have already been drilled by various operators. Shell's Eagle Springs No. 1, as the wildcat is called, gave up about 24 barrels of oil in a four-hour production test. This isn't much as oil wells go, but the test indicates that Eagle Springs No. 1 may yet become the first commercial producing well in the State of Nevada. News of the oil show at a depth of about 6,500 feet set off a fevered lease play on lands in the vicinity of the wildcat. Meanwhile, Shell is drilling deeper, searching for what might possibly be more prolific production. Only time and further expense will tell.

A calculated risk which added another state to the nation's list of oil producers early this year was taken by Shell in the northwest corner of South Dakota. Called Shell-State No.

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

Employee Publications Department
New York, N. Y.

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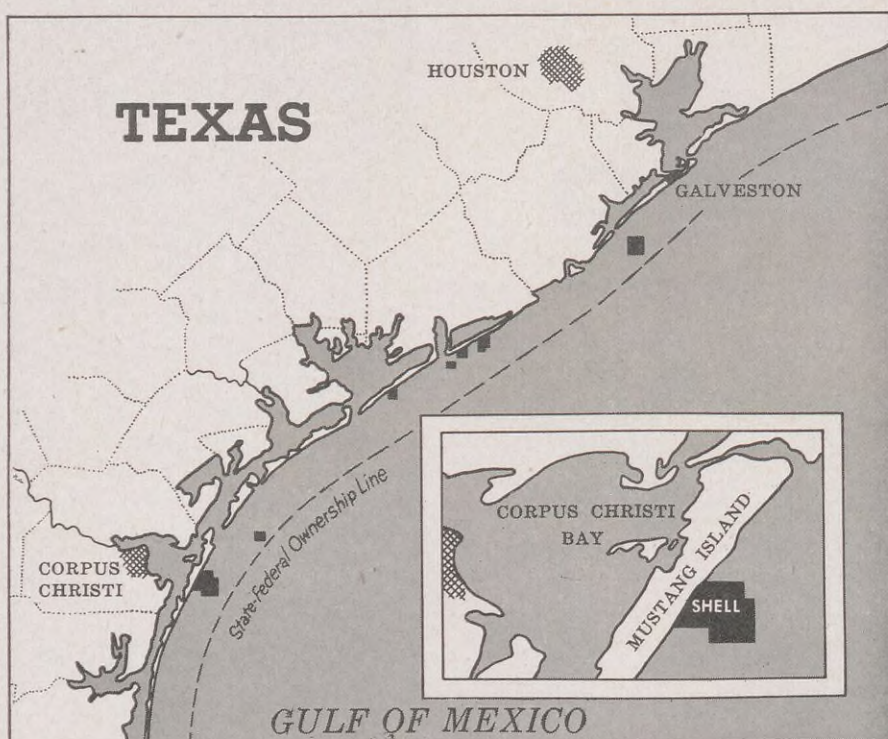
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SHORT WAVE ROMANCE

Radio contact between Glenna Philley, Clerk in the Portland Marketing Division and her fiancé in Hawaii illustrates one use of amateur radio on this month's cover. "Ham" Radio Operator Ralph W. Bedwell, Supervisor in the Portland Marketing Division's Treasury Department and one of 80 known radio operators among Shell employees, plays cupid by establishing the contact through his licensed amateur station, W7BAN. Glenna discussed marriage plans with Sergeant Tom Stacey at Hickam Field, Honolulu. A story and additional pictures of other Shell "hams" begins on Page 18.



The general locations of offshore leases acquired in the State of Texas lease auction last December are shown on this map. The inset shows the Shell block off Mustang Island near Corpus Christi, where a new type portable drilling platform may be used later this year.

1-A, and located in a hitherto untested portion of the Williston Basin, the wildcat produced oil through perforated casing from 8,587 to 8,599 feet. The well is 30 miles from Shell's nearest production in the Little Beaver Field of Montana. Here is a case where a wildcatting venture paid off with a producer—but Shell had already put almost two and a half years of seismic work into the Dakotas, and after selection of this first drilling site another six months were required to drill, test and complete the well. What's more, a calculated risk is still involved in finding out if the surrounding area holds enough oil to make a profitable field. Shell is drilling a second well to help answer the question.

Still another venture which points up the risks involved in finding oil is the leasing of 37,721 acres of submerged land off the coast of Texas. Shell paid more than \$3½ million in bonuses to the state for them.

Shell acreage, acquired at a state auction last December, includes 32

tracts off the shores of four counties. The largest holding, 14,000 acres, is south and east of Mustang Island near Corpus Christi, and Shell contemplates starting at least one well there this year.

A great deal of money must be risked in these first ventures off the shore of Texas. One of the biggest risks lies in the choice of equipment capable of drilling in 30- to 50-foot water depths. Until now, drilling in water deeper than 20 feet called for a special type of mobile equipment or a stationary platform. Shell, however, has entered into a drilling service contract with the C. G. Glasscock Drilling Company whereby Shell will share the drilling time of a new mobile platform. First of its kind, the platform can drill in water depths up to 100 feet and can be moved from one drilling site to the next.

Another Shell venture, with fewer drilling problems but large sums in risk capital involved, is the acquisition of leases on Navajo Indian lands

in Arizona and Utah. Following two years of geological and geophysical study of an area sprawling across the line separating the two states, Shell made bids on 65 tracts in what turned out to be the largest oil and gas lease sale ever made by the U. S. Indian Service. The Company was successful in its bids on 46 of the tracts and thus acquired leases on 115,000 acres. A wildcat is currently being drilled in the northeast corner of Arizona, a mile south of the Utah line.

How does Shell come to take these calculated risks? First, let it be understood that oil exploration men are as systematic as census takers. While they may seemingly tend to congregate in the known oil territories, they are at the same time considering unproven areas and are methodically exploring these lands in precise patterns. At times they may go over the ground again and again before drilling—if, indeed, they drill at all—for it is here that they calculate and recalculate the risk.

Take, for example, the Warrior Basin of Mississippi. Here, more than a thousand miles east of the Arizona wildcat well, Shell recently discovered a new gas field in the northeast part of the state. This is in a basin that has known oil and gas production for 20 years or more, though up to the date of its discovery near Aberdeen, Shell had no wells there.

There's always the possibility that new producing formations may turn up in land that has been drilled and produced before. Oil men say the bottom of the earth's oil-bearing crust hasn't yet been reached. With this in mind, they can even drill "wildcat" wells smack in the middle of producing fields. Once the drill passes the depth of the deepest well, it starts exploring new ground.

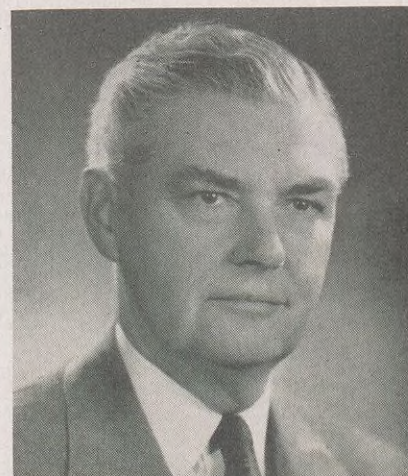
Will it pay off in new oil reserves? It is paying off in some places. In others, it's resulting in the customary number of dry and dusty holes. It's all part of the calculated risk.

P. E. Lakin Retires

P. E. LAKIN, Vice President and Director of Shell Oil Company, retired on March 31, after 39 years of service. At the time of his retirement, Mr. Lakin was serving as senior Shell officer on the Pacific Coast, with offices in San Francisco.

After attending the University of California, Mr. Lakin began his Shell career at Seattle in 1915. For almost two decades, he held positions of increasing responsibility in such Pacific Coast locations as Seattle, Portland and Vancouver, British Columbia. In 1933, Mr. Lakin was appointed Sales Manager of Shell Petroleum Corporation, with headquarters in St. Louis, and in 1936, he was made Vice President-Marketing.

Mr. Lakin came to New York in 1942 as Vice President-Marketing, Shell Oil Company, and was appointed a Company Director in 1945. In 1949, he returned to San Francisco.



P. E. LAKIN



E. C. PEET

E. C. Peet Elected Director

E. C. PEET, Vice President in charge of finance, Shell Oil Company, has been elected a Director of Shell Oil Company, to fill the vacancy created by the retirement of P. E. Lakin.

Mr. Peet was born in St. Louis, Missouri, and began his Shell career there in 1919 as a Clerk after graduation from St. Louis University where he majored in commerce and finance. He became an Accountant and then Assistant Controller in St. Louis before moving to San Francisco as Manager of the Auditing Department in 1933. He subsequently became Assistant Treasurer in San Francisco prior to going to New York as Assistant Secretary and Assistant Treasurer in 1940. During 1942, he was on loan to the War Pro-

duction Board in Washington. In 1944, Mr. Peet was elected Vice President and Treasurer of Shell Oil Company, Inc. Upon consolidation of the Shell operations East and West of the Rockies on January 1, 1949, he was made senior financial officer of Shell Oil Company.

Mr. Peet is head of financial administration and a director of Shell Petroleum Company, Ltd., and a director of Anglo-Saxon Petroleum Company, Ltd.; both companies having headquarters in London.

J. G. Jordan Named to Industry Committee

J. G. JORDAN, Vice President-Marketing, Shell Oil Company, has been appointed a member of the American Petroleum Industries Committee. The Committee has recently been expanded to include representatives of the marketing branch of the oil industry and Mr. Jordan becomes one of the three new members. He comes to the Committee with a background of 29 years of service with Shell Oil Company in the marketing field.



J. G. JORDAN

ART for Odor's Sake

ODORLESS paint, that boon to the housewife's nostrils, came on the market in 1947 with fanfare heralding it as something that might revolutionize the paint industry. But that wasn't what it turned out to be when the paint showed characteristics that dissatisfied both users and paint manufacturers. Most serious were thickening of the paint and separation of the thinner and other components after the paint had been in storage for a while. No amount of stirring by hand could bring the quality up to what it had been when it left the manufacturer.

However, it stirred up a research program for Shell who entered the odorless paint thinner market in 1952 with its own Shell Sol 72. As odorless paint sales languished at a meager percentage of their predicted potential market, Shell researchers decided to see what could be done to boost the quality of the paint that had no smell. It is no coincidence that ART came to the rescue.

ART is the abbreviation and nickname of *Alkyd Reduction Technique*, a new method for formulating oil-base paints worked out by Shell. It is putting new life into the odorless paint business—and into the sales of Shell Sol 72 as well as competitive odorless thinners. Odorless paints which will be moving more and more into the



Shell Technology Has Contributed to the Paint Industry As Well As to the Production and Sale of Shell Sol 72, an Odorless Paint Thinner Being Welcomed by Home Owners

market will retain all the advantages of regular oil-base paints and in many ways will provide better qualities than ever before seen in any interior coating.

In general, paint is a mixture of three main components: *pigments*, which give it color; a *vehicle*, which

can be likened to glue, that binds the pigments to the wall, and finally a *solvent* or *thinner*, which is used in large quantities to keep pigments and the vehicle in suspension and makes the paint easy to apply.

Most paint odor comes from the evaporation of the thinner. Many

years ago turpentine was commonly used and most people can recall the overpowering smell of paint in those days. Next came mineral spirits, a marked improvement over turpentine. Then, not long after World War II, a few oil companies hit on a solvent completely free of odor. It is a higher boiling fraction resulting from the production of high octane aviation gasoline. It looks and *smells* like water, but there the similarity ends.

When the early odorless paints first appeared, it was found that these odorless thinners were not entirely compatible with alkyd resins, the best and most widely used vehicles or binders used by paint manufacturers. The thinners, Shell Sol 72 included, simply were not potent enough to keep the vehicle in suspension to the extent that the paint industry desired. Except for the lack of odor, the paints generally were inferior to other coatings used for interior painting.

Shell's Alkyd Reduction Technique, introducing another element into paint formulation, takes care of this impor-

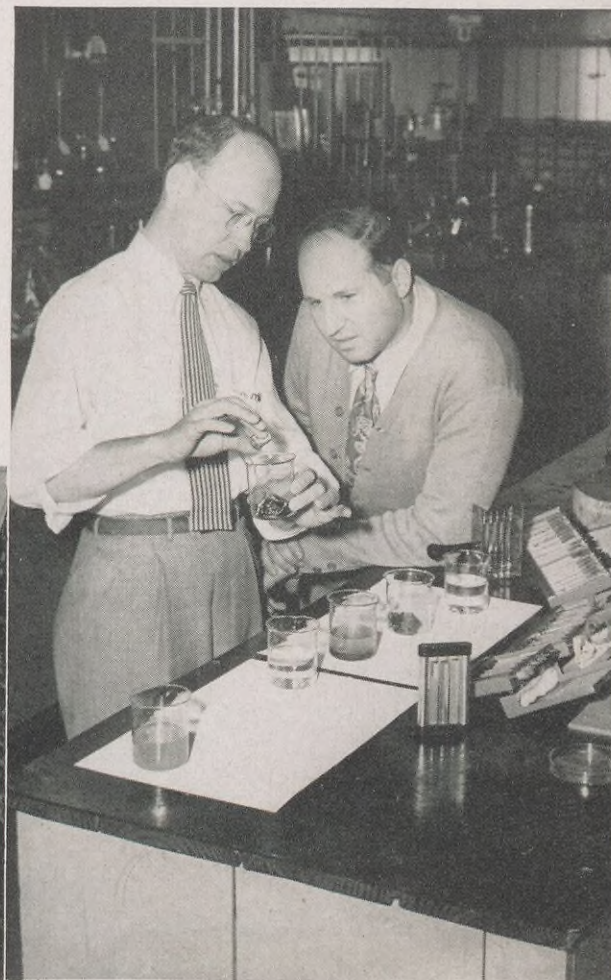
tant objection. It involves the use of glyceryl mono-oleate—a compound derived from vegetable oil and glycerine. When added to alkyd resins, "GMO" makes these binders compatible with Shell Sol 72, or similar odorless thinners. ART was developed by the Wood River Research Laboratory and was given extensive field tests under the supervision of the Products Application Department. PAD men and representatives of Marketing's Special Products Department are working closely with paint manufacturers in applying the technique to their needs.

Though they are called "odorless," paints containing smell-proof thinners still give off a faint odor—after the thinner has evaporated and the air oxidizes the film to its hard, permanent state. Even now, however, paint formulators are working toward complete elimination of the smell. Meanwhile, odorless thinners have eliminated most of the disagreeable smell, as well as the characteristics that cause the eyes to smart and burn.

Shell's ART is offered at no cost to all paint manufacturers. Several already are using it and the production of odorless paints is being boosted.

The new odorless paints are being welcomed eagerly by home owners. There will be no more long periods of time with rooms out of use. Although requiring a reasonable amount of ventilation when applied, the paint's lack of odor makes it feasible to apply it during the winter without stifling or freezing out the household. It will be an equal boon to hospitals, restaurants, hotels, offices or other buildings where rooms previously had to be vacated, sometimes for days, after fresh paint jobs.

The effectiveness of ART in making odorless paint is discussed, below, by Dr. G. W. Waters, left, of Shell's Products Application Department, and Carl L. Engelhardt, technical director, Brooklyn Paint and Varnish Company, Inc., shown at a pigment grinding mill.



The process that helped revitalize the odorless paint business is demonstrated, above, in the Wood River Research Laboratory by Chemists E. C. Larson and Hans Low. The glyceryl mono-oleate that Larson is adding to a typical alkyd makes it possible to use the best resins with Shell Sol 72 or other odorless paint thinners.



E. W. MASTERS



B. P. EASTIN



J. G. WILSON



C. C. WUTH



A. M. FLINT



T. H. MOORE



T. D. BROWN

E. W. MASTERS has been named Executive Assistant to the Vice President, Pacific Coast Exploration and Production Area. A graduate of Stanford University with a B.S. degree in Geology and Mining, Mr. Masters came to Shell Oil Company in 1926 at Los Angeles, California. He served in the Production Department in various positions of increasing responsibility until 1938 when he was appointed Manager of the San Joaquin Division at Bakersfield, California. In 1944, Mr. Masters became Production Manager of the Pacific Coast Area.

B. P. EASTIN has been appointed Production Manager of the Pacific Coast Exploration and Production Area, succeeding E. W. Masters. Mr. Eastin, who holds a M.S. degree in Mechanical Engineering from the University of California, first came to Shell in 1937 as a Roustabout at Bakersfield, California. After serving in various production capacities at West Coast locations, he was made a Senior Exploitation Engineer at Ventura in 1944. Three years later, Mr. Eastin became an Administrative Assistant in the San Francisco Office. In 1949 he was appointed Chief Exploitation Engineer for the Pacific Coast Area, and in 1951 was made Manager of the Coastal Division. Since August of 1953, he has been attached to Head Office on special assignment.

J. G. WILSON has been appointed Manager of the Manufacturing-Engineering Department in Shell Oil Company's Head Office to succeed W. F. Court who has retired. A graduate of the University of Michigan with a B.S. degree in Mechanical

Engineering, Mr. Wilson joined Shell Development Company at San Francisco in 1938 as an Engineer after several years with associated companies outside the United States. In 1948, Mr. Wilson transferred to Shell Oil Company as Assistant Manager of the Manufacturing-Engineering Department in New York Head Office. In 1952, he was named Chief Engineer at the Wood River Refinery and held that post until his new assignment.

C. C. WUTH has succeeded J. G. Wilson as Chief Engineer at the Wood River Refinery. After graduating from the University of California with a B.S. degree in Mechanical Engineering, Mr. Wuth joined Shell Oil Company in 1929 at the Martinez Refinery. He served in various capacities at Martinez and in 1946 moved to the San Francisco Office as a Senior Engineer. From 1950 to 1952, Mr. Wuth undertook foreign assignments for associated Shell companies. After returning to Shell Oil Company, he was named a Senior Engineer in the Head Office Manufacturing Department before going on special assignment in connection with the construction of the Anacortes Refinery.

A. M. FLINT has been named Manager of the Personnel and Industrial Relations Department at the Martinez Refinery. Mr. Flint joined Shell in 1927 in the Personnel and Industrial Relations Department at the Wilmington Refinery. He was transferred to

the Los Angeles Office in 1935 where he handled various personnel assignments, prior to becoming Assistant Manager of Personnel and Industrial Relations at the Martinez Refinery in 1941. Mr. Flint was promoted to Assistant Manager of Industrial Relations in the San Francisco Office in 1946 and three years later was transferred to Head Office as Manager of the Policy and Research Division of the Personnel Department. In 1951 he moved to the Houston Refinery as Manager of the Personnel and Industrial Relations Department.

T. H. MOORE has been appointed Manager of the Personnel and Industrial Relations Department at the Houston Refinery. A graduate of The Pennsylvania State University where he took a prelegal course and of the University of Michigan Law School, Mr. Moore joined Shell Oil Company in 1945 as a member of the Industrial Relations Department in Head Office. In 1949 he was appointed Manager of the Personnel and Industrial Relations Department of the Houston Exploration and Production Area.

T. D. BROWN has been named Manager of the Personnel and Industrial Relations Department of the Houston Exploration and Production Area of Shell Oil Company. After attending the University of Texas, Mr. Brown joined Shell Pipe Line Corporation in 1942 at Houston, Texas. Subsequently he served in various capacities

Shell People In The



J. D. RAMSEY



G. J. SPRUILL

News

and in 1952 was named Assistant to the Manager of the Mid-Continent Area at Cushing, Oklahoma. In 1953 he was made Assistant to the Manager of the Personnel and Industrial Relations Department at Houston and remained in that post until his move to Shell Oil Company.

J. D. RAMSEY has been appointed Manager of the newly established Utilities Department of the Norco Refinery. A graduate of the University of Tennessee with a B.S. degree in Electrical Engineering, Mr. Ramsey joined Shell in 1947 at the Wood River Refinery as an Electrical Engineer and was named a Senior Engineer in 1948 at the same location. In 1952, he transferred to the Norco Refinery as a Senior Engineer.

G. J. SPRUILL has been named Manager of the newly established Economics and Scheduling Department of the Norco Refinery. Mr. Spruill, a graduate of the University of Houston with a B.S. degree in Chemistry, joined Shell Oil Company in 1925 at Arkansas City, Kansas. Four years later, he moved to the Houston Refinery as a Shift Foreman and later served as a Chief Inspector and a Technical Assistant at the same location. In 1944, Mr. Spruill transferred to Head Office, serving first as a Technologist and then as a Senior Technologist, holding the latter post at the time of his new assignment.

L. V. Steck Awarded Medal

L. V. STECK, Vice President—Marketing of Shell Chemical Corporation, has been awarded the Commercial Chemical Development Association Medal for 1954. This award, made annually by the Association for "outstanding accomplishments in the field of commercial chemical development," was presented to Mr. Steck at a dinner in his honor following the annual meeting of the Association this Spring.

Mr. Steck, a graduate of the University of California and a pioneer in the commercial development of materials manufactured from natural gas and cracked petroleum gases, joined Shell Development Company twenty-four years ago as a Research Chemist at Emeryville, California. He became an Assistant Director of Shell Development Company in 1938 and four years later joined Shell Chemical Corporation as Vice President—Marketing.

Mr. Steck, left, is shown receiving the award from Dr. W. E. Kuhn, President of the Commercial Chemical Development Association. R. C. McCurdy, President of Shell Chemical Corporation, center, witnesses the ceremony.





"I'll Look It Up . . ."

To the Scientist, Embarking On a Highly Technical and Lengthy Research Problem, a Specialized Center of Information Like Shell's Emeryville Library Can Be a Great Time Saver

A SCIENTIST would be the first to admit that he doesn't know everything. The inquiring nature of his work makes him singularly aware that there are a lot of new things yet to be discovered and that man can't possibly retain in his memory all that has been discovered before him.

To help him in his investigations, and to give him a head start in particular research projects, the scientist turns to libraries and collections of technical facts and periodicals where

he can systematically glean the writings of his predecessors and contemporaries. It's like Samuel Johnson, the 18th century author once wrote:

"Knowledge is of two kinds; we know a subject ourselves, or we know where we can find information upon it."

This observation has become more appropriate through the years. It is now the custom of large research organizations, such as Shell Development Company, to establish and main-

In the spacious library reading room, below, Chief Librarian Thelma Hoffman chats with a member of the Emeryville staff as others search for facts. At left, Esther Petzoldt, a literature searcher, carries some tools of her trade.



tain their own technical research libraries in which prior studies on given subjects can be ferreted out—thus avoiding the waste of time and effort in duplicating research already accomplished. Such a library is also of great assistance to patent attorneys checking similarities—or the lack of them—between new Shell discoveries and other scientific developments.

In Emeryville's extensive collection of books, papers, magazines, journals, pamphlets, bulletins and microfilms, Shell Development researchers can pore over almost everything known about the subjects with which they are concerned. What's more, since no busy scientist likes to neglect the advancement of his own work in order to search through prior literature on the subject, the Emeryville library maintains a staff especially trained to catalogue scientific subjects, inform the scientists of new developments, and to dig out special references from the mass of printed matter on file.

The library was established at Emeryville in 1928, when the Company was first organized. Today the library contains more than 10,500 bound volumes, 30,500 photostats, and 1,500 translations of foreign technical papers. There are 2,150 microfilms of scientific information. There are extensive files of bound volumes of old technical periodicals, and the shelves receive and discharge a constant flow of 430 current periodicals. Additional thousands of items in the library's collection include trade literature, bulletins of associations and societies, government publications, theses and other material from universities. Though a variety of scientific subjects are covered, the strongest fields in the collection are chemistry, chemical engineering and petroleum technology.

What you don't know, somebody else is getting paid for knowing. — George Santayana

Many shall run to and fro, and knowledge shall be increased. — Daniel: XII, 4

Every library should try to be complete on something. — Oliver Wendell Holmes



This group of young women, all literature searchers in the library, hold Bachelor of Science degrees or above and, between them, can translate six foreign languages. Above, left to right, are: Lies Nijssen, Phyllis Hamilton, Esther Petzoldt and Joan O'Keefe. At right, Marilyn Johnson takes notes from foreign journals.



In addition, if still more information is desired on a given subject, the Emeryville librarians have access to the library facilities of the University of California and other universities throughout the nation.

The Emeryville library offers five distinct services:

1) It acquires new publications to keep up to date on scientific developments and to expand the library collection to cover new interests of the Emeryville Research Center. This material is made readily

available through detailed indexing and cataloguing.

2) The library informs staff members of new scientific developments and literature. A daily library guide of new acquisitions is distributed, since current scientific publications far exceed the reading time any one researcher can afford to spend unless they are outlined in advance so that he may select subjects of special interest to his work. A monthly report on industrial and patent developments is

Master, master! News, old news, and such news as you have never heard of! — William Shakespeare

Index-learning turns no student pale, yet holds the eel of science by the tail. — Alexander Pope

also compiled and distributed.

3) The library staff find the answers to a multiplicity of questions that arise in connection with laboratory research, correspondence, speech and technical paper preparation, and laboratory administration.

4) The library prepares literature searches on particular phases of various scientific and patent fields that have direct bearing on the work of the research center and the developments on which patents are applied for.

5) The library provides comfortable, efficient study areas for the Emeryville scientists. Several quiet, semi-private alcoves have been designed for specialized study within the stack area, where the researcher is surrounded by publications on the subject or subjects he is probing.

*Three helping one
another will do as
much as six men
singly. — Spanish
Proverb*

*Talent is best nur-
tured in solitude. —
J. W. Goethe*

One of the most interesting services of the library is that provided by the literature searchers, who, given a particular subject under study, search through the library's files and sources of information and turn up everything available on the subject. This saves the scientist or the patent attorney a lot of time.

A literature search may take a week or less to complete. Or it can involve several months of intensive study in scores of research references located in several libraries throughout the country and dating back as far as the 1830's in obscure and out-of-print tomes.

There are currently half a dozen young women doing literature searches at Emeryville. All hold Bachelor of Science degrees or higher. They can all read French and German and between them they can translate Spanish, Italian, Dutch and Russian.

*How oft the highest
talent lurks in ob-
scurity! — Plautus*

It takes an inquiring mind and a love of the scientific to be a good literature searcher. The titles alone on the material these young women delve through would be unintelligible to the ordinary reader. Take a few examples from the library's daily bulletin: The Isomerization of Alkylbenzenes, The Conformational Analysis of Polycyclic Systems, or a tongue-twister like The Dehydrohalogenation of alpha-Halo-2,4-dinitrophenylhydrazones. They aren't exactly light reading, but to the researcher they tell matter-of-factly what the papers are all about.

Head of all this center of searching filing and informing is Miss Thelma Hoffman, the Chief Librarian who has been with Shell since 1930. Miss Hoffman holds a Master of Science degree from the University of California. She is a member of sev-

*I cannot say the crow
is white, but needs
must call a spade a
spade. — Humphrey
Gifford*

Cataloguing and indexing numerous publications and informing the staff of the new acquisitions are daily responsibilities. Below are: Clerk Mary Jo Keenan, seated, and Cataloguing Clerk Marjorie Werb.



Above, amid stacks of periodicals, translations, bulletins and trade journals, of which there are thousands in the library, are left to right: Typist Diane Pinkston, Stenographer Ethel Isaacs, and Clerk Eugenia Ironside.

eral library and scientific groups, including the Special Libraries Association and the American Chemical Society.

Speaking recently in New York at a meeting of the Special Libraries Association, Miss Hoffman gave, in effect, a capsule summary of the role of the Emeryville library—as well as other industrial research libraries—when she said:

“A library’s value to an organization is in direct proportion to the degree to which the librarian keeps abreast of new developments and anticipates future requirements. In the long run, the effectiveness of any library is an aggregate of large and small pieces of information held together in a useful form by the experience and ingenuity of the library staff and the special tools and records they have developed.”

May blessings be upon the head of Cadmus, or the Phoenicians, or whoever invented books.—Thomas Carlyle

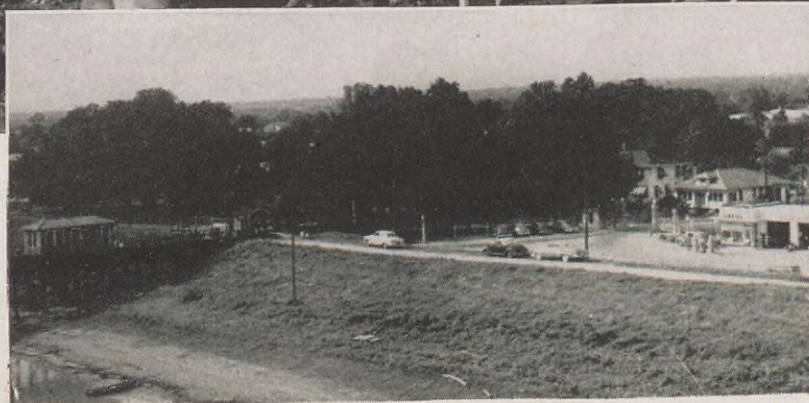


Mail stacked two feet high—and on subjects a hundred times deep—is not unusual for a morning’s delivery. Above, Marjorie Werb separates the incoming mail for distribution.

Stenographer Theresa Boccio, below left, delivers a reel of microfilm to Marilyn Johnson, who is using the microfilm projector in a search of technical literature. More than a thousand microfilms are on file.



Several quiet, semi-private alcoves are provided in the library for the use of the Emeryville staff. Above are Assistant Librarian Ellen Phillips of the searching group, Chemists Merrill Muhs, left, and Russell Hodgson.



Trying to beat the bulldozer, Lyle Kendall, Senior Engineer, Mrs. B. S. Graves, wife of B. S. Graves, Technologist, and Mrs. W. N. Day, wife of W. N. Day, Chief Chemist, finish their oil paintings of the doomed oak tree.

The new levee will not affect the entrance to the Refinery. Some of the oak trees shown in the left background have been felled, however, to make room for the construction work.

Last-Minute Artists

PAINTING pictures is usually considered a leisurely pastime, suited to vacations and Sunday afternoons. This was hardly the case at Shell's Norco Refinery a short time ago, however, as three aspiring amateur artists raced against time to get the image of a huge oak tree on canvas before a bulldozer uprooted the ancient giant.

The great tree and five companions were casualties of a flood control program. Last year, the levee which protects the Norco Refinery from the Mississippi River weakened and U. S. Engineers, responsible for flood con-

trol, planned a new levee several hundred feet farther inland. To prepare the land for the new levee, the oak trees, most of them at least 200 years old, had to be destroyed despite the fact that tree surgeons in recent years had managed to save them from disease and rot.

The oaks, heavily draped in moss and reaching 100 feet upward, have been a source of delight and welcome shade to Shell employees since the Norco Refinery was constructed in 1918. But Norco folks, having grown up on the banks of the Mississippi

River, have seen it reach out on other occasions to destroy favorite landmarks. The battle to control the river is centuries old and is slowly but surely being won. But every once in a while the river wins a skirmish and casualties result—in this case the great oaks of Norco.

Just before the trees were due to be toppled by bulldozers, Shell artists tried their hand at preserving them—in oils. Now the trees are gone, but several paintings of them remain to remind Norco of how it looked before the Mississippi River moved inland.

Shell Oil Company

Marketing

Personnel Changes

THE following personnel changes in Shell Oil Company's Marketing Organization became effective May 1, 1954:

Name	New Position	Former Position
E. J. GRIFFIN	Assistant to Vice President-Marketing, Head Office	Manager, Cleveland Division
J. H. HALL	Manager, Cleveland Division	Operations Manager, Head Office
P. W. ENGELS	Operations Manager, Head Office	Assistant Operations Manager, Head Office
E. R. PAGE	Assistant Operations Manager, Head Office	Operations Manager, Boston Division
W. L. SHAW	Operations Manager, Boston Division	Operations Manager, Albany Division
E. F. McGEE	Operations Manager, Albany Division	Manager, Plant Division, Head Office Operations



E. J. GRIFFIN



J. H. HALL



E. F. McGEE



W. L. SHAW



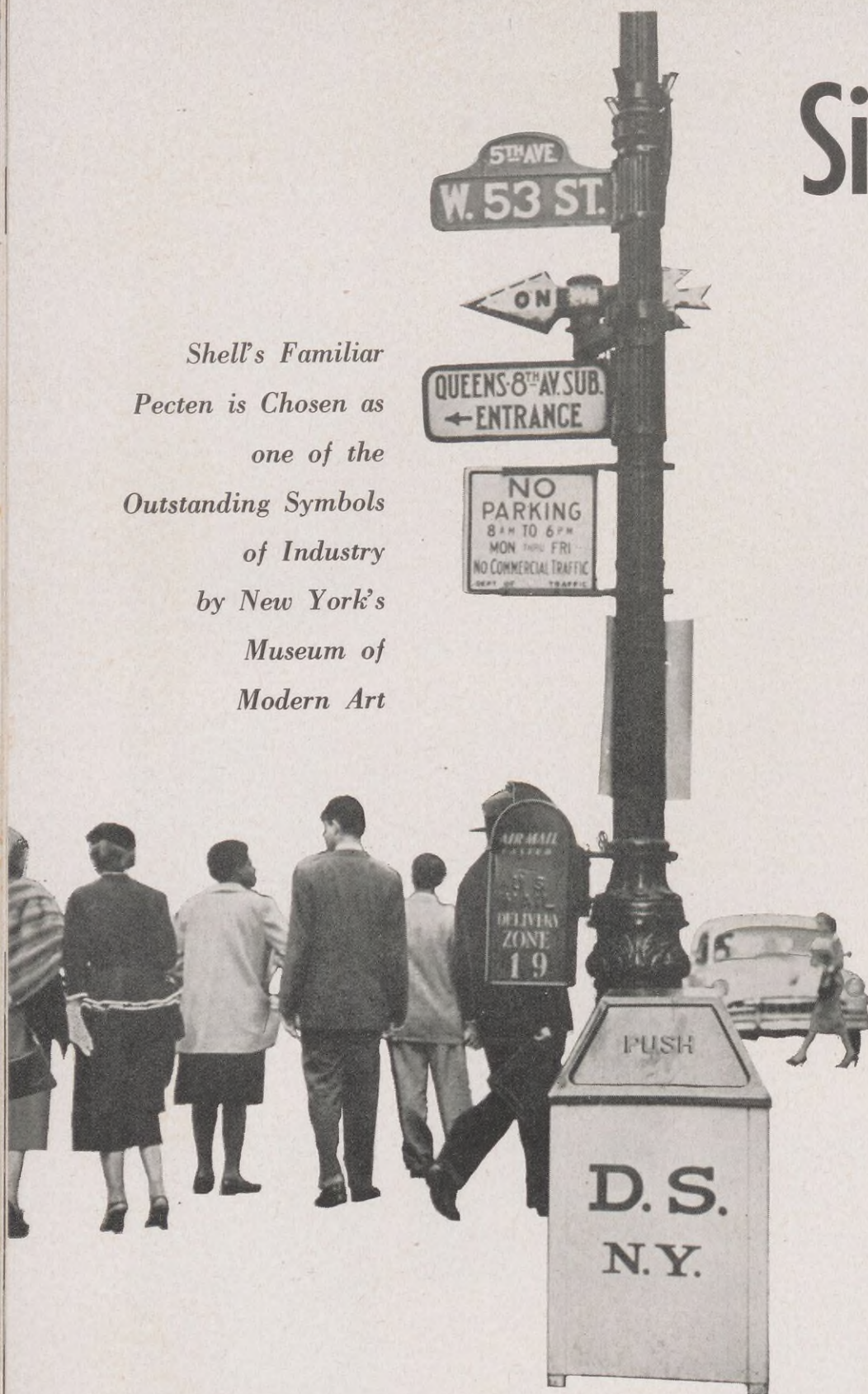
E. R. PAGE



P. W. ENGELS

Signs Make

*Shell's Familiar
Pecten is Chosen as
one of the
Outstanding Symbols
of Industry
by New York's
Museum of
Modern Art*



As a typical example of chaotic sign displays often seen in American streets, the Museum of Modern Art's exhibit featured a photographic reproduction of this New York City street corner.

BUSY American streets are often cluttered with signs, each competing for the attention of the passerby. In the effort to attract, many of these can be over-bold, garish and confusing. Here and there, however, are signs and symbols which are notable for taste, distinction and effectiveness.

A group of these outstanding examples was recently featured in a spring show at New York's Museum of Modern Art, called "Signs in the Street." Among the signs honored by the museum was Shell's red-and-yellow pecten.

Shell's emblem was shown twice—as it looks in daylight and at night. In the Museum's garden, an actual three-dimensional pecten was mounted on one wall in an array of other widely-seen signs, including the CBS Television Eye and F. W. Woolworth Company insignia, chosen for their legibility and attractive appearance.

In an indoor gallery, visitors saw six colored-slide examples of lighted signs, one of them picturing a Shell service station, in a simulated night-time setting.

The result of a student project last fall at the Yale School of Art and a professional conference sponsored by the Museum and Yale University, the exhibit regarded a sign's eye-appeal as depending largely on simplicity of message, color choice and unity of sign design with the architecture.

But a sign has double pulling-power when, because of standardization of color, shape and lettering, it is immediately associated with a quality product or service.

Shell has such standardization, as the use of the trademarked emblem is closely regulated by the Company's Committee on Art, Design and Color.

News

This group promotes the accurate and exact reproduction of the official pecten, trade name and colors wherever they are used.

This wasn't always so. Though a scalloped yellow-and-red shell has been the Company's symbol since it entered the oil business, its shape and color have been periodically streamlined to fit the times.

However, variation in a company's symbol can lead to product confusion among customers. Besides, if several shapes are used, each would have to be registered with the U. S. Patent Office and used, in order to secure exclusive rights for its use.

As Shell grew, it became evident that uniform treatment of the trademark would make Shell products and installations more easily recognized and more eye-catching.

Beginning in mid-1946, the Company set forth the rigid code that now governs the pecten's design and color. Not only were an official Shell emblem and Shell aviation emblem (the same pecten with added wings) designated and registered as trademarks, but simplified versions for special uses were outlined.

Virtually every Company rule on art, design and color, from lettering of the trade name SHELL to the proportions of red, yellow and cream paint that may be put on service stations, has been incorporated in an official manual. Through standardization of its emblem, trade name lettering and colors, Shell is visually assuring consumers of products that consistently meet the Company's high standards of quality.



A three-dimensional Shell pecten of this type was shown on one wall within the Museum's garden. In an indoor gallery, visitors saw six colored-slide examples of good lighted signs, one the Shell sign illuminated at night.



Displayed with the Shell sign in the Museum's garden, as examples of attractive and attention-getting signs, were the F. W. Woolworth Company insignia, below, and the Northland directional display, designed for a new shopping center in Detroit.



An import from Britain was the London Transport sign shown at right. The entire exhibit resulted from a student project in the Yale School of Art and a professional conference, sponsored by the Museum and Yale University last fall.

F. W. WOOLWORTH CO.

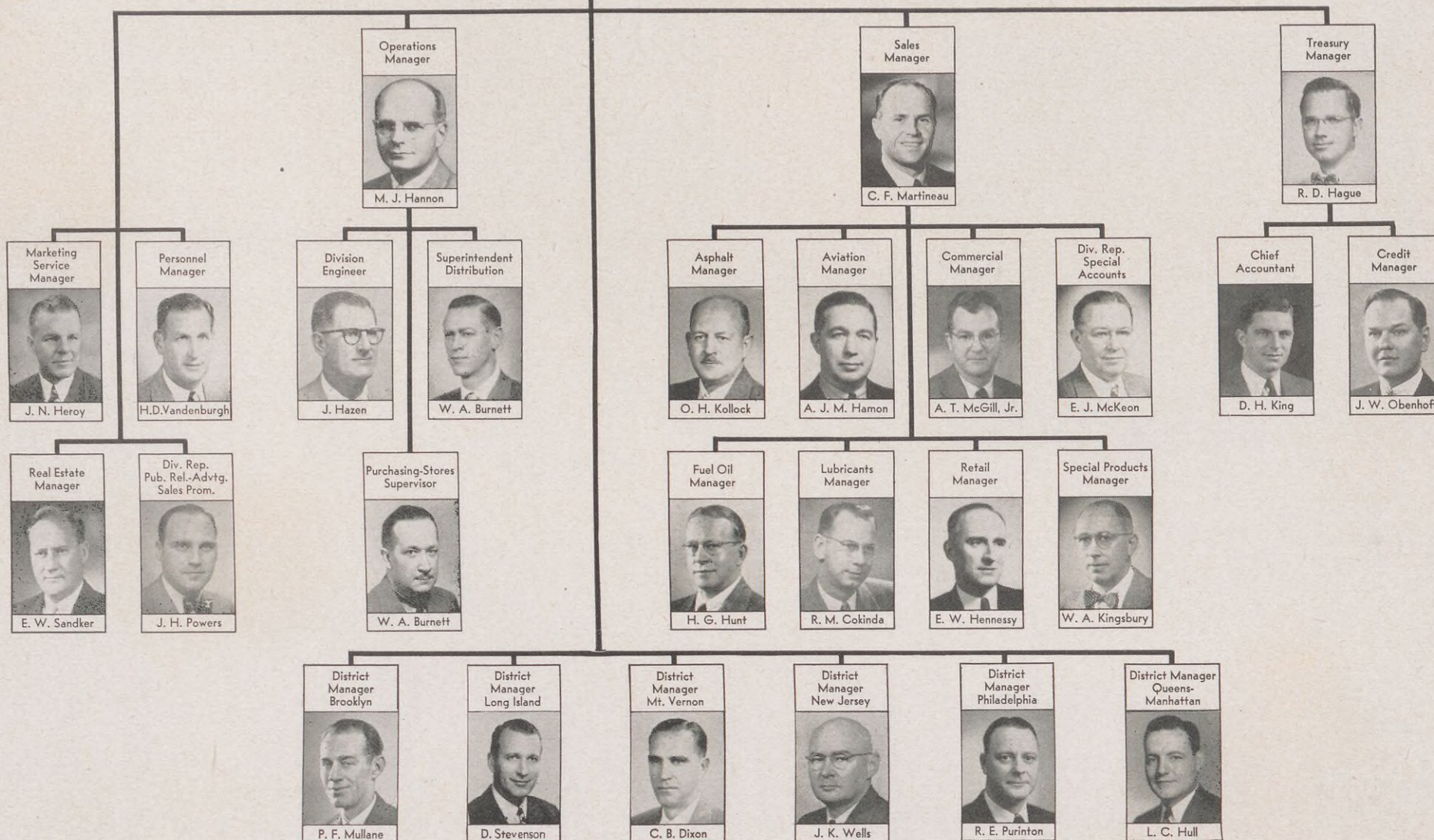


The sixth and seventh in a new series
of organization charts

Shell Oil Company

May — 1954

NEW YORK MARKETING DIVISION ORGANIZATION CHART



PORTLAND MARKETING DIVISION ORGANIZATION CHART



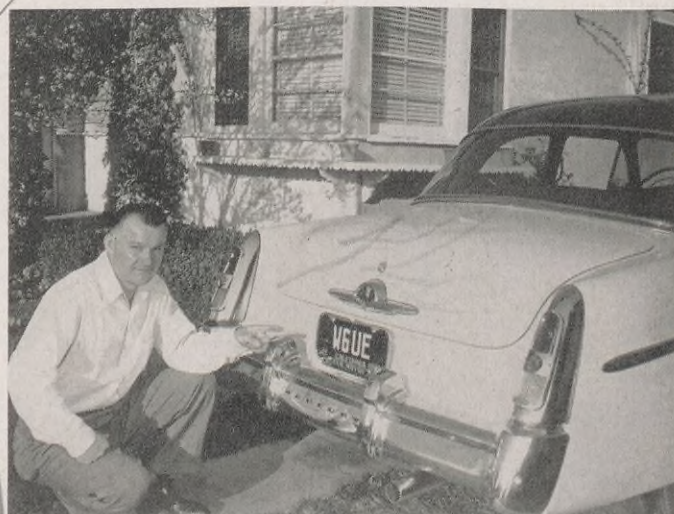
HAMS ACROSS THE NATION

*Many Shell Employees
Roster of Amateur Radio*

*Are Listed on the Growing
Operators in the United States*



Charles V. Bednar, above, Houston Refinery Research Laboratory Technician, sometimes aids police with his mobile automobile set. J. S. Whitely, center, of the Martinez Chemical Plant, perches atop his huge antenna.



Many states permit licensed hams to purchase automobile tags bearing their radio call letters. Shift Foreman L. C. Beckman, above, of the Wilmington Refinery, points to his. Beckman operates both mobile and fixed stations, like many Shell hams.

"T HIS peanut whistle is clobbered up so with QRM that I'm about ready to swap it for a cold 807."

Sounds like so much double talk? To Shell's many amateur radio operators it's plain enough. The speaker is so fed up with interference on his low-powered set that he's considering trading it for a chilled bottle of beer.

In America there are more than 110,000 licensed "hams," as amateur operators are called. Their jargon is an interesting feature of a fascinating

hobby that has given countless hours of pleasure to hams over the nation and in many instances contributed invaluable service to their communities.

The jargon is a holdover from the early ham days when messages were laboriously pecked out by CW (Morse Code). Code transmitting keys ("bugs") still are used by amateur operators but voice is the most popular method of communication.

Few hobbies are as universal as amateur radio. Advocates include

women as well as men, the young and the old. To take up the pastime can cost as little as \$10 for a basic code unit or thousands can be spent on a layout. Many hams have both stationary and mobile equipment.

Just a receiver is needed if a fan wishes only to monitor broadcasts of other hams. But he needs additional equipment and must obtain a license from the Federal Communications Commission if he wants to transmit and thus get fullest enjoyment from

Much of the enjoyment in amateur radio is derived from the many crafts it affords the hobbyist to practice. Keith Eaton, below, Merchandising Representative in the Boston Marketing Division, solders on his equipment as his children look on.



Shell Development's Exploration and Production Lab in Houston has several hams. A group, below, photographed late last year, includes, from left: front, J. W. Franks, C. F. Rogers, J. R. Niles, C. B. Vogel; rear, J. P. Jameson, M. I. Palmer, Jr., R. M. Brougher, R. J. Grabowski, and B. J. Nance.



Newest means of communication between ham operators is through RTTY hookups, which make use of radio teletypewriter machines. Senior Technician Roger Wixson, below, of the Emeryville Research Center, types out a message on his machine that will emerge in printed form on similar equipment operated by another RTTY advocate.



With mobile equipment housed in a tent atop a South Pasadena hill, Los Angeles Marketing Division Dispatcher H. G. Wheeler, in background, and his son take part in Amateur Radio Relay League competition. They vie with other hams to see who can make the most contacts in a 24-hour period.



SHELL "HAMS"

Shell Oil Company

Name	Address	Call Letters
Arnold, R. C.	Long Beach, Calif.	W6FSP
Beckman, L. C.	Compton, Calif.	W6UE
Bednar, Charles V.	Houston, Texas	W5UMC
Bedwell, Ralph W.	Portland, Oregon	W7BAN
Bowlby, S. F.	San Marino, Calif.	W6FYZ
Cadel, F. H.	Martinez, Calif.	W6DEX
Clark, Walter J., Jr.	Concord, Calif.	W6NOW
Clear, Leonard P.	Long Beach, Calif.	K6BGY
Cook, Ivan	Long Beach, Calif.	W6KEB
Craig, George	New Orleans, La.	W5MUD
Dannenberg, R. M., III	Houston, Texas	W5RMX
Doherty, Arthur J.	Long Beach, Calif.	W6AAD
Droemer, D. R.	Corpus Christi, Texas	W5KUV
Eaton, F. R.	Compton, Calif.	W6KXC
Eaton, A. Keith	Needham, Mass.	W1YFR
Edrington, T. S.	Midland, Texas	WN5ZGM
Essig, Charles H.	Alameda, Calif.	W6DUA
Fraga, J. W.	El Cerrito, Calif.	W6DNX
Gardenhire, Lyle	Martinez, Calif.	W6RUZ
Hart, J. C.	Midland, Texas	Receiver only
Herrmann, J. R.	La Porte, Texas	W5FZP
Hill, Elmer F.	Concord, Calif.	W6QEP
Hilton, R. C.	Houston, Texas	WN5CED
Hocker, K. K.	Paducah, Texas	Receiver only
Hoffman, Roy C.	Houston, Texas	W5MRY
Howell, W. L.	East Alton, Ill.	W9TSS
Jochens, E. H. M.	Seagraves, Texas	Receiver only
Lagucki, E. B.	Houston, Texas	W5SCJ
Lord, Eldred L.	Long Beach, Calif.	W6QYZ
McCardle, K. Raymond	Louisville, Ky.	W4BTA
McClurkin, Justus L.	Venice, Calif.	KN6DAH
Mick, E. J., Jr.	Bethalto, Ill.	W9DCY
Mims, R. L.	Midland, Texas	W5BZT
Mizenko, John W.	Channelview, Texas	W5KAZ
Pape, Stanley E.	Houston, Texas	W5ZVM
Post, John J.	Martinez, Calif.	W6MZZ
Raarup, W. P., Jr.	Houston, Texas	W5IGS
Ramalho, Francis	Ventura, Calif.	W6AWY
Redmond, John F.	Oklahoma City, Okla.	W5VDO
Rorem, Harold	New Orleans, La.	W5YLZ
Ruska, A. J.	Metuchen, N. J.	W2KCP
Slape, W. M.	Concord, Calif.	W6QEN
Swearingen, S. B.	Denver City, Texas	W5GTD
Thompson, L. K.	Edwardsville, Ill.	W9VZG
Thompson, Wallace C.	Salt Lake City, Utah	W7WVG
Wenck, A. W.	Midland, Texas	W5UKW
Wheeler, Howard	Temple City, Calif.	W6GRW
Zitzman, Elmer	Alton, Ill.	W9NYD

Shell Chemical Corporation

Brueggeman, Karl O.	Denver, Colorado	W0CDX
Brunlow, James A., Jr.	Long Beach, Calif.	W6KAJ
Douglas, Murray J.	Concord, Calif.	W6CUG
Flint, Harvey F.	Long Beach, Calif.	W6FUM
Krenger, Robert A.	Concord, Calif.	KN6DGP
Kunstal, John A.	Pittsburg, Calif.	*
Lewis, Jack R.	Concord, Calif.	W61HR
Ludlum, Robert L.	Concord, Calif.	W6NHT
Martin, Lincoln C.	Pittsburg, Calif.	*
Morrison, R. E.	Irrington, N. Y.	K2CXB
Parker, J. A.	Glenrock, N. J.	K2E0G
Potts, Elza A.	Oakland, Calif.	W6UGO
Short, Robert Q.	Concord, Calif.	KN6DEL
Whitely, James S.	Martinez, Calif.	W6LTI

Shell Development Company

Bowers, Richard C.	Richmond, Calif.	W6KYD
Breen, Conrad J.	Oakland, Calif.	W6EQG
Brougher, Roy M.	Houston, Texas	W5HPB
Cook, J. R.	Walnut Creek, Calif.	W6DKL
Gable, C. M.	El Cerrito, Calif.	W6WPX
Grabowski, R. J.	Houston, Texas	W5TKP
Holmes, Donald C.	LaFayette, Calif.	W6VKJ
Jameson, J. P.	Houston, Texas	W5KKG
McCracken, William C.	Oakland, Calif.	W6LGN
Nance, B. J.	Bellaire, Texas	W5GYK
Niles, J. R.	Houston, Texas	W5BEZ
Palmer, M. I., Jr.	Houston, Texas	W5LGR
Poenisch, Arthur	El Cerrito, Calif.	W6ICA
Rudy, T. P.	El Cerrito, Calif.	W9JXC
Stewart, Horton E.	Alameda, Calif.	W6MJM
Vogel, Charles B.	Houston, Texas	W5LHO
Wixson, Roger L.	Oakland, Calif.	W6FDJ

Shell Pipe Line Corporation

Putnam, W. C.	Colorado City, Texas	W5D8
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Retired

Helms, C. T.	Wink, Texas	W5MZK
Peterson, Oscar W.	Alamo, Calif.	W6LGW

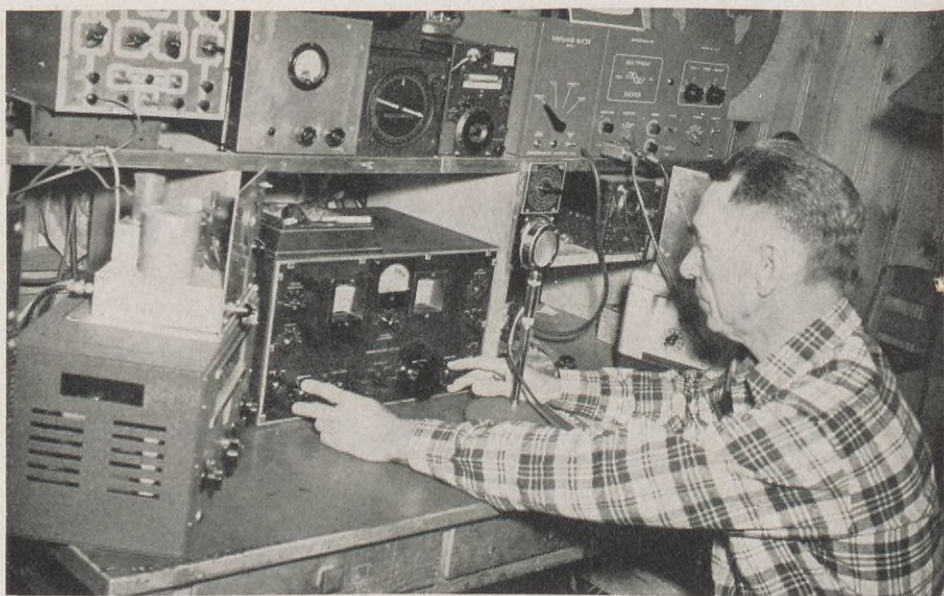
* Now training for a license.



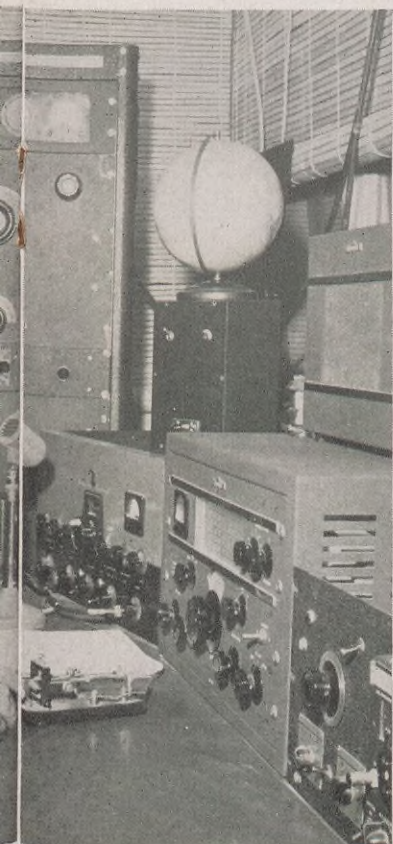
John F. Redmond, above, Oklahoma Division Production Manager in the Tulsa Exploration and Production Area, studies the 46-foot directional antenna in the backyard of his residence. He spent 15 months designing and constructing the antenna.



With his high-powered equipment, land Exploration and Production Area, talked with Admiral Byrd's last expedition times with Ahmed Zaidan, a Saudi



Francis Ramalho, above, a District Gauger in the Pacific Coast Area, has been a licensed ham since 1926. In recent years, his "phone patching" has earned him the gratitude of many servicemen overseas and their families. By using some special equipment, he ties his radio in with the telephone and makes direct communication possible between the servicemen and their families.



R. L. Mims, Geophysicist in the Mid-specializes in foreign contacts. He dition to the South Pole and several Arabian prince who is also a ham.



Many Shell amateur radio operators are active in Civil Defense and disaster network groups. Among them is James A. Brumlow, above, Technologist at the Shell Chemical-operated Torrance Plant in California. His station is important in the area.



Fred R. Eaton, above, Instrument Repair Shop Foreman at the Wilmington Refinery, used his mobile radio equipment in a West Coast forest fire fight.



W. L. Howell, above, a Wood River Refinery Instrument Man, goes in for foreign contacts. But like all hams, he's available in emergencies. He helped with emergency communications after a tornado struck Illinois in 1949 and during 1950-51 floods.

the hobby. This U. S. government agency has established different types of license classifications, permitting hams to progress in their hobby at a rate in keeping with their skill. To obtain a license, a ham must pass a test which requires knowledge of Morse Code, radio fundamentals, and FCC rules and regulations.

Chief interest of many amateur operators is what they and non-hams alike often refer to as "rag chewing." They merely chat with other hams about subjects of mutual interest. Some hams specialize in contacting foreign amateur operators. To verify this reception, they exchange "QSL" cards which bear their names, call letters and locations.

A more recent ham interest has grown up around what is called "phone patching." In this, amateur operators in the U. S. pick up radio calls from servicemen overseas and either relay messages to the servicemen's families or, by use of special equipment, allow the men to talk directly to their families by telephone.

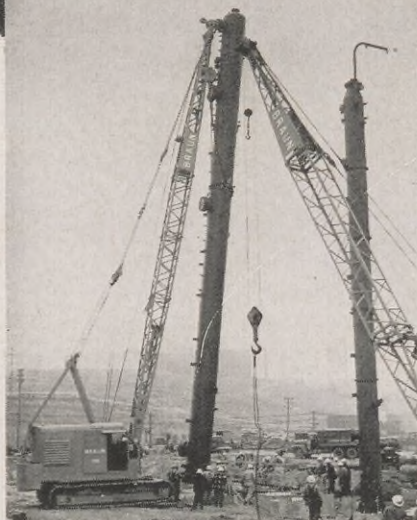
Still other hams communicate back and forth through RTTY hookups, which employ teletypewriter machines operating on radio beams.

Of greatest importance, by far, in amateur radio is its use during emergencies—when normal means of communication are knocked out or where none exists. Innumerable are instances where hams have stepped in with mobile equipment to fill these crucial needs. A large number of them, including many Shell employees, are members of emergency networks, as well as networks set up for Civil Defense. These groups have regularly scheduled radio drills. Afterwards, they discuss their procedures to correct mistakes.

With the knowledge of their invaluable helpfulness, and the fact that amateur radio is a fascinating pastime, hams are confident of the continued growth and popularity of their hobby. It's an FB—a fine business.



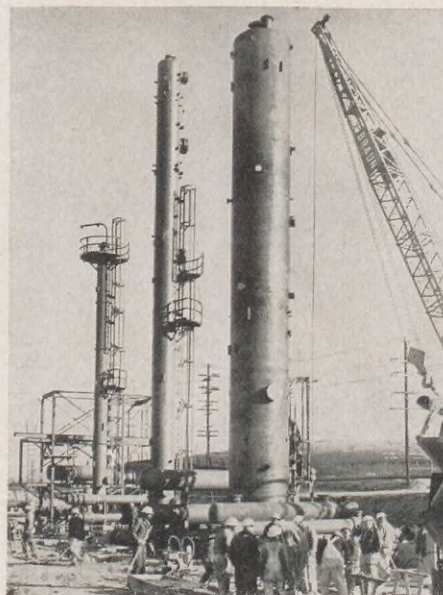
UP goes column No. 1. It's the reactor.



UP goes column No. 2. It's the absorber.



Precious Progress At Martinez



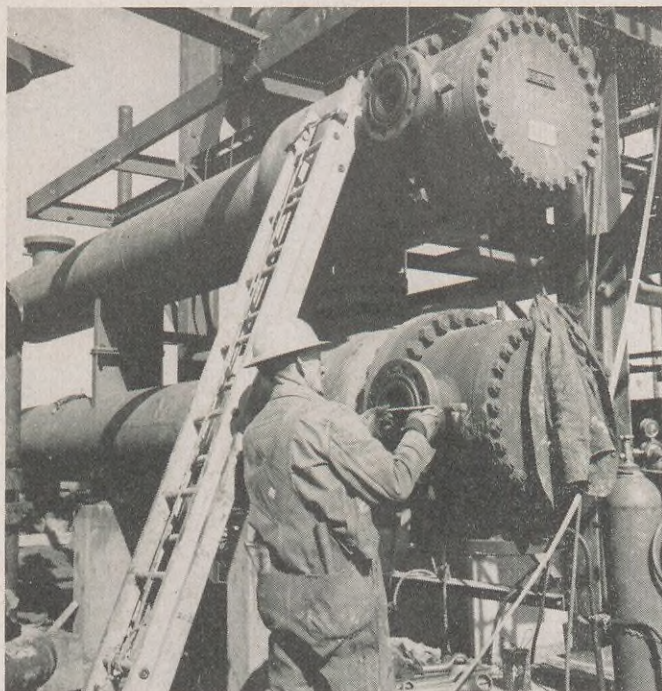
UP goes column No. 3, the prefractionator.

... and UP goes column No. 4, the stabilizer.

HIGH octane Shell gasoline, good as gold, gets that way because a lot of it hobnobs with another precious metal—platinum. Refining units at Wood River and Houston use platinum catalysts in manufacturing high octane gasolines and now a third such unit is under construction at the Martinez Refinery. It will go on stream at mid-year, manufacturing up to 4,500 barrels a day.

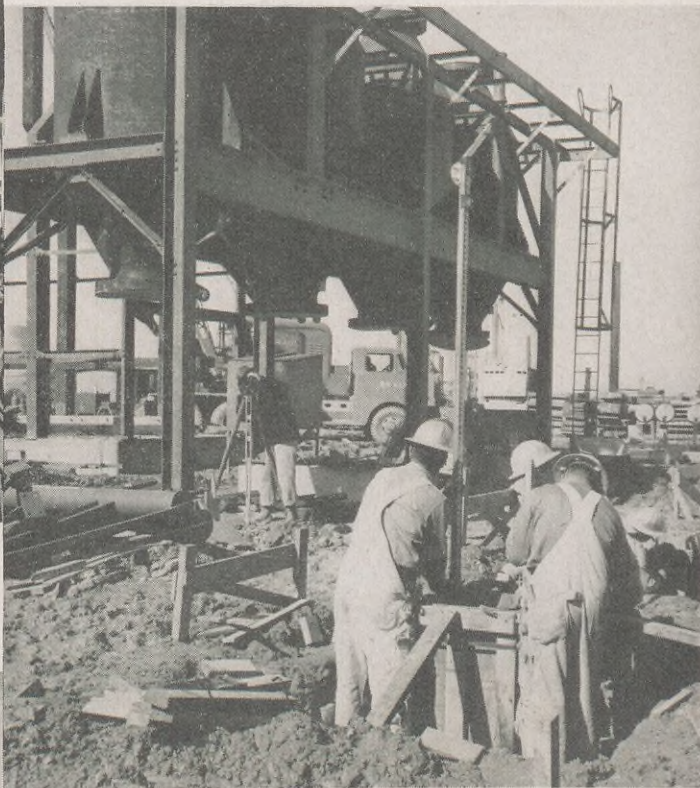
The new unit will take low octane gasoline stocks, reform them and boost their quality as much as 25 octane numbers. The use of *platinum* catalyst in the *reforming* process gives the unit its name: "platformer."

These pictures show some of the stages of construction at Martinez.

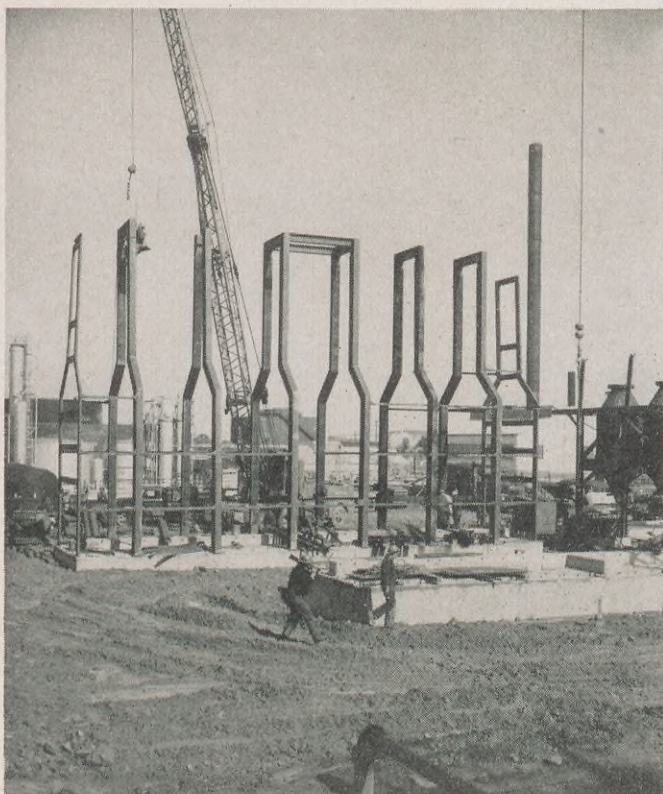


Meanwhile, above, a variety of accessory equipment is attached to the columns. These are heat exchangers. The columns themselves were prefabricated and hauled over 400 miles over the mountains.

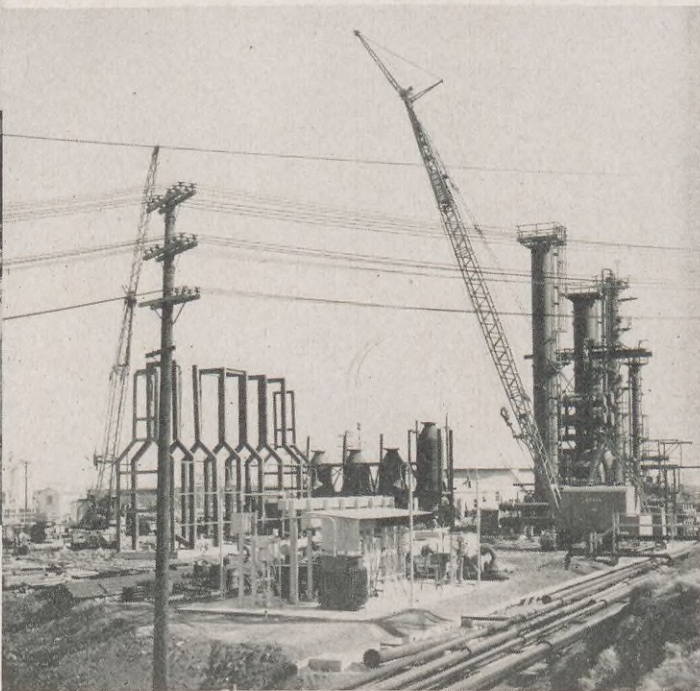
In these four reactor vessels, below, low octane feed stocks, mixed with hydrogen, will pass over quantities of tiny ceramic beads containing platinum, then pass on to other processing sections of the unit. Combined heat, pressure, hydrogen gas, and contact with the platinum catalyst, rearrange structure of the molecules and increase the stock's octane number.



In this over-all view of the partially-completed platformer, below, electrical transformers servicing the unit have been installed in the center foreground. When completed, the entire platformer unit will cover 20,000 square feet.



The framework of one of two furnaces goes up, above. Insulation will be poured on steel panels and the panels will be bolted to the furnaces. This method, faster than firebrick construction, is just as effective.



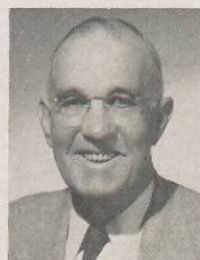
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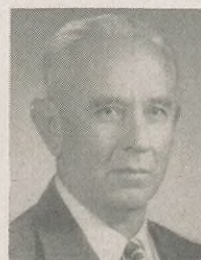
E. E. BOHLEN
Seattle Div.
Operations



G. W. BOWMAN
Pacific Coast Area
Production



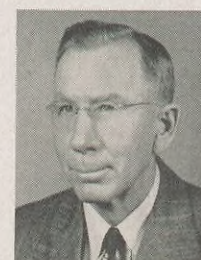
C. W. BOZEMAN
Pacific Coast Area
Production



J. A. BRONSON
Shell Pipe Line Corp.
Mid-Continent Area



W. F. BUCHANAN
Shell Pipe Line Corp.
Mid-Continent Area



L. C. CALLESEN
Tulsa Area
Production



E. J. CHAMBERS
Tulsa Area
Production



W. F. COURT
Head Office
Manufacturing



L. B. DEAN
San Francisco Office
Marketing



T. M. DINSDALE
Portland Div.
Operations



C. S. DUCA
Martinez Refy.
Compounding



D. B. ELLIS
Houston Refy.
Dispatching



R. H. GIBSON
Shell Pipe Line Corp.
Texas-Gulf Area



P. D. HARKINS
Shell Pipe Line Corp.
West Texas Area



H. A. HAYNES
Shell Pipe Line Corp.
West Texas Area



J. HODSON
Pacific Coast Area
Production



O. E. HUTCHINSON
Houston Refy.
Engineering



N. C. JEPHCOTT
Pacific Coast Area
Production



J. KINLOCH
Portland Div.
Marketing Service



C. I. KLUCK
Head Office
Marketing



J. W. LUCAS
Wood River Refy.
Engineering



I. O. MARTIN
Shell Pipe Line Corp.
Mid-Continent Area



W. H. MCCOWEN
Martinez Refy.
Engineering



R. T. MCINTYRE
New York Div.
Operations

Have Retired



R. L. MISEGADES
Wood River Refy.
Distilling



J. L. MOONEY
Shell Pipe Line Corp.
Mid-Continent Area



L. M. MOTTIER
Wilmington Refy.
Engineering



P. L. MOYNIER
Sacramento Div.
Operations



E. NEITZEL
Martinez Refy.
Engineering



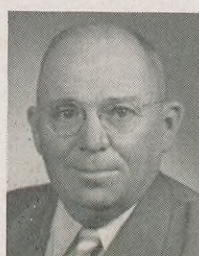
T. J. PATTERSON
Wood River Refy.
Engineering



R. J. PEARCE
Tulsa Area
Production



G. A. QUEIROLO
San Francisco Div.
Operations



W. G. REEDER
Shell Pipe Line Corp.
Texas-Gulf Area



E. R. RHODES
New York Div.
Sales



J. J. ROARK
Houston Refy.
Utilities



G. N. SABINS
Albany Div.
Sales



R. B. SAY
Tulsa Area
Production



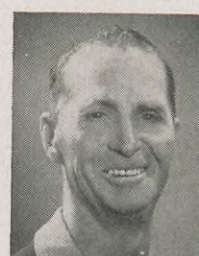
P. E. SCHUTZ
San Francisco Div.
Operations



A. J. SESMA
Pacific Coast Area
Production



H. E. SLINGERLAND
Wood River Refy.
Engineering



R. K. STEWART
Pacific Coast Area
Production



H. C. STOKES
Shell Pipe Line Corp.
Mid-Continent Area



W. THOMPSON
Wood River Refy.
Engineering



H. H. TREDE
Pacific Coast Area
Automotive



H. C. VINCENT
Wood River Refy.
Engineering



F. V. WHITEHOUSE
Wilmington Refy.
Engineering



Shell New Yorkers, a club for employees of the New York Marketing Division Office, recently elected new officers. They are: (top, l. to r.) R. L. Rovegno, President; B. C. Sanjek, Vice President; J. J. Nichols, Entertainment Com.; (bottom, l. to r.) A. L. Dickinson, Entertainment Com.; Patricia A. Coby, Secretary; and R. J. Canavan, Treasurer.

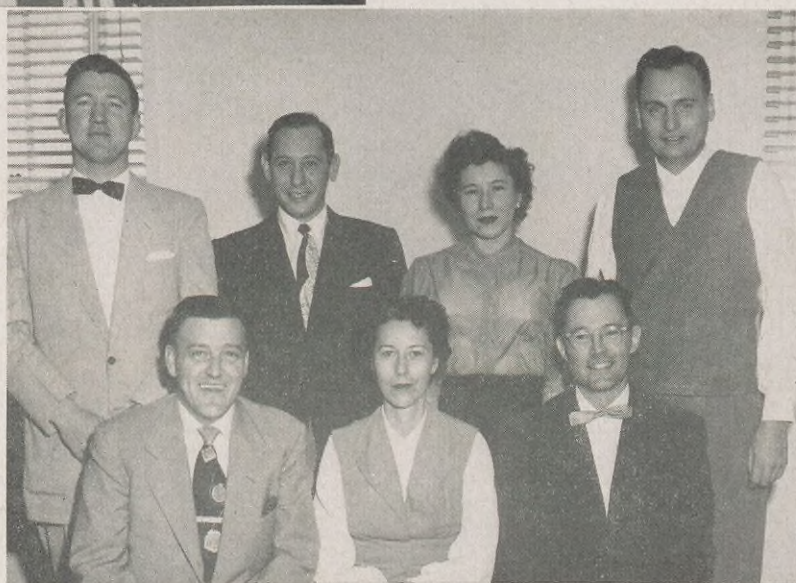
The new officers of the Shell Employees' Activities Association Golf Club of the Wilmington Refinery and Dominguez Chemical Plant are: (l. to r.) G. W. Jones, Jr., Secretary; W. A. Malseed, Chairman; R. E. Engler, Treasurer; and K. C. Sisemore, Co-Chairman.





The Noel Davis Trophy, one of the oldest continuous awards for aviation achievement, has been presented to H. S. Wagner, Toledo Sales Supervisor; as Commander of Reserve Attack Squadron 735. Wagner's squadron was named the top unit of its kind within the U. S. Naval Air Reserve. Wagner, right, is pictured receiving the award from Major General R. A. Grusendorf, Commanding General of the 10th Air Force.

O. F. Minor, Acting Manager-Retail, has been awarded the Gold Certificate from the New York-New Jersey District of the Oil Industry Information Committee. Mr. Minor, who has headquarters in Head Office, was chosen from among hundreds of oilmen to receive this honor in recognition for his outstanding services to the Committee.



Members of the Hyco Recreational Association at Denver, Colorado, have elected their 1954 Board of Directors which includes: (front row, left to right) G. G. Haag, Maxine D. Sherrill, Bruce Masterton, (top row, left to right) R. M. Stager, Walter Degginger, Frances D. Gensheer and L. H. Beneke.

At right are five employees who are members of the Shell TXL Basketball Team which finished in second place in the Junior Chamber of Commerce City League of Odessa, Texas. They are: (l. to r.) G. W. Stevens, F. K. Hopper, G. R. Pearce, Billy Simpson and Brainard Bardwell, Jr.



Coast to Coast (cont'd)



For the third consecutive year, employees of the Wood River Refinery have donated more than their quota in the Red Cross Drive. At left, Leo Bethards, Refinery Red Cross Chairman, presents a check to L. P. Gleiber, Red Cross Division Chairman. Along with Bethards are committee members who helped the drive. They are: l. to r., H. C. Vincent, Melora Sackett, R. H. Sanders, D. W. McLean, Bethards and Gleiber, H. C. Dolan, Jeanne Konzen and H. D. Anton.



< Members of the Berkeley, California, Police Reserves undergo constant training. G. D. Lym, right, Martinez Chemical Plant, an instructor for the group, coaches D. G. Norton, Shell Development Company, on the pistol range.

Claude Douglas, Shell Development Company, Houston, breeds prize-winning German Shepherds. He is shown, above, in front of a cabinet of trophies won by his dogs. With him is Jena, a show dog and family pet.



Service Birthdays

Thirty-Five Years



R. A. ELDRIDGE
Head Office
Manufacturing



E. GOURGUES
Norco Refinery
Dispatching



E. G. SIMON
Norco Refinery
Utilities

Thirty Years



E. L. ANSELL
Pacific Coast Area
Purchasing-Stores



P. L. BRISCOE
Pacific Coast Area
Production



D. J. CIOCHETTI
Wilmington Refy.
Distilling



A. L. COOK
Pacific Coast Area
Production



E. COTNER
Wood River Refy.
Utilities



G. C. CUNNINGHAM
Wood River Refy.
Superintendent



A. H. CURRY
Denver Area
Production



H. W. EGLIHT
Sacramento Div.
Treasury



J. P. FRIEDMAN
New Orleans Div.
Sales



O. W. HOLLINGSWORTH
Midland Area
Gas



E. W. JOHNSON
Wood River Refy.
Engineering



F. KORTLANDT
Shell Chemical Corp.
Head Office



H. R. LENHARDT
Wood River Refy.
Distilling



V. A. LEROUX
Pacific Coast Area
Production



H. E. MCCARTHY
Wood River Refy.
Distilling



G. MCKINLEY
Pacific Coast Area
Production



G. C. MERRIS
Portland Div.
Treasury



H. E. NATION
Pacific Coast Area
Production



C. A. NEVLIN
Wood River Refy.
Control Laboratory



J. E. PENDERGAST
Seattle Div.
Manager



T. G. PURINTON
Sacramento Div.
Operations



S. G. ROGERS
Wilmington Refy.
Dispatching



B. K. VANDEVEER
Pacific Coast Area
Production



O. A. WOHLWEND
Wilmington Refy.
Engineering

Twenty-Five Years



L. AARON
Houston Refy.
Utilities



R. W. ALCOCK
Wilmington Refy.
Control Laboratory



L. K. ALLEN
Pacific Coast Area
Production



J. S. BABIN
Norco Refy.
Gas



C. L. BATEMAN
Seattle Div.
Sales



F. M. BEALS
Wilmington Refy.
Distilling



C. W. BEEBE
Tulsa Area
Exploration



W. J. BENSINGER
Head Office
Financial



E. F. BETTNER
Seattle Div.
Operations

Twenty-Five Years (cont'd)



C. M. BIDDICK Shell Chemical Corp. Dominguez Plant
A. T. BUECHNER Boston Div. Treasury
E. F. BULLARD Shell Development Co. Emeryville
G. CAUDLE Wood River Refy. Engineering
W. R. CHAPPELL Houston Area Gas
J. J. CHIVERS Martinez Refy. Compounding
J. H. COOK Pacific Coast Area Production
W. H. CRAIG Seattle Div. Operations
W. E. DEHART Houston Refy. Engineering



C. E. DEY Wood River Refy. Distilling
R. EIKEMA Pacific Coast Area Production
A. J. ENGLISHBY Houston Refy. Engineering
D. H. FORD Head Office Financial
E. GEHRES Seattle Div. Sales
S. J. GENNUSA Houston Refy. Dispatching
W. M. GEORGE Houston Refy. Dispatching
E. L. GIBSON Wilmington Refy. Compounding
R. C. GRANUCCI Los Angeles Div. Operations



J. T. GRIFFIN Boston Div. Operations
G. GUERRI Boston Div. Operations
H. H. HALE Wilmington Refy. Economics & Sched.
S. H. HALL Houston Refy. Distilling
C. V. HANSON Martinez Refy. Engineering
W. E. HARRINGTON Head Office Marketing
W. V. HARRIS Seattle Div. Treasury
E. M. HEEREN Wood River Refy. Cracking
P. C. HICKEY Portland Div. Treasury



N. S. HINE Shell Pipe Line Corp. Texas-Gulf Area
L. B. HOLT Portland Div. Operations
J. HOWARD Tulsa Area Gas
A. W. JAHNS Tulsa Area Treasury
W. C. A. JOHNSON Wood River Refy. Engineering
A. B. JONES St. Louis Div. Operations
B. KECK Tulsa Area Production
F. O. KENNEDY Shell Pipe Line Corp. Mid-Continent Area
L. O. KNIGGE Shell Chemical Corp. Houston Plant



A. LOMBARDI Shell Chemical Corp. Shell Point Plant
C. E. LYNCH Portland Div. Operations
H. A. MATTHEWS Norco Refy. Stores
S. W. MCCARTHY Boston Div. Sales
J. H. McELROY Minneapolis Div. Operations
W. McPHERSON Sacramento Div. Treasury
D. E. McREYNOLDS Seattle Div. Operations
G. H. MILLER Shell Pipe Line Corp. Head Office
F. A. NELSON Head Office Expl. & Prod.



E. M. ODEN Wood River Refy. Engineering
E. E. OGLESHPORPE Houston Refy. Automotive
M. L. ORD Shell Chemical Corp. Torrance Plant
G. A. OSBORN Portland Div. Operations
W. H. PATTLOCK San Francisco Div. Treasury
A. R. PERRY Wilmington Refy. Engineering
E. A. PETIT Norco Refy. Engineering
A. J. PFAFFLIN Wood River Refy. Compounding
W. PISTOCHINI Martinez Refy. Treasury

Twenty-Five Years (cont'd)



H. E. RANKIN
Midland Area
Exploration



W. B. REYNOLDS
Los Angeles Div.
Operations



O. ROBERTS
Houston Refy.
Treating



R. ROBERTSON
San Francisco Office
Pers. & Indus. Rel.



W. A. SADLER
Pacific Coast Area
Production



J. SILVIA
Boston Div.
Treasury



J. H. SIMONEAUX
Houston Refy.
Treasury



B. W. STANGER
Wilmington Refy.
Treasury



L. M. SUTHERLAND
Shell Pipe Line Corp.
West Texas Area



W. R. WALKER
Los Angeles Div.
Sales



M. W. WALSH
Norco Refy.
Cracking



H. M. WATCHERS
San Francisco Office
Marketing



C. P. WOODWARD
Los Angeles Div.
Operations



R. J. WRASPIR
Seattle Div.
Operations



E. C. YARWOOD
Seattle Div.
Operations



W. K. YOUNG
Honolulu Div.
Operations

SHELL OIL COMPANY

Head Office

15 Years

D. Capasso.....Manufacturing
E. F. Reichard.....Marketing
Marie A. Robinson.....Marketing
J. P. Williams.....Marketing

10 Years

W. T. Brown.....Marketing
Ruth M. Franz.....Marketing
J. P. Lindner.....Purchasing-Stores
Marion D. Minard.....Financial

San Francisco Office

15 Years

Evelyn L. Watso.....Purchasing-Stores

10 Years

E. C. Perotto.....Financial

Exploration and Production

TECHNICAL SERVICES DIVISION (HOUSTON)

10 Years

J. M. Payne.....Mechanical Engineering

CALGARY AREA

10 Years

C. F. Williams.....Production

DENVER AREA

20 Years

C. C. Ludwick.....Exploration

HOUSTON AREA

20 Years

R. C. Brunson.....Production
E. R. Jones.....Production
J. H. Jones.....Production
E. McKee.....Production
J. W. Myers.....Production
G. B. Smith.....Production

S. C. Thompson.....Production
J. C. Tucker.....Personnel & Indus. Rel.

15 Years

R. H. Hurd.....Production
J. Justice, Jr.....Production
J. F. Richardson.....Production

10 Years

K. B. Levy.....Treasury
H. A. Poppe.....Gas
L. A. Sonntag.....Gas
A. F. Vavrusa.....Production

MIDLAND AREA

20 Years

B. Hawkins.....Production

15 Years

F. C. Fyffe.....Production
J. M. Gist.....Production

10 Years

R. G. Crum.....Gas
O. A. Goforth.....Production
H. C. Kimbrow.....Personnel & Indus. Rel.
J. N. Slaughter.....Exploration

NEW ORLEANS AREA

20 Years

G. R. Reed.....Gas
J. L. Smith.....Production
E. K. Tuthill.....Production

15 Years

R. C. Cole.....Purchasing-Stores

10 Years

I. E. Brooks.....Production
F. H. Dickinson.....Treasury
J. Drago.....Production
R. C. Teague.....Production

PACIFIC COAST AREA

20 Years

J. E. Flacy.....Production
F. M. Haslam.....Production
G. T. Peters.....Production

10 Years

J. P. Bird.....Purchasing-Stores
H. F. Cornelius.....Production
J. A. Gasaway.....Production
S. C. Maynard.....Production
Elizabeth P. McGinn.....Production
T. R. Monson.....Production
Dorothy G. Woodward.....Treasury

TULSA AREA

20 Years

E. B. Gyer.....Production

15 Years

L. K. Mock.....Production

10 Years

K. Sleamaker.....Treasury

Manufacturing

HOUSTON REFINERY

20 Years

E. J. G. Mitchell.....Engineering
S. P. O'Neal.....Gas

15 Years

M. A. Engelbrecht.....Engineering
G. P. Lively, Jr.....Lubricating Oils

10 Years

F. D. Dunham.....Engineering
F. L. Knighton.....Engineering
G. N. Moore.....Engineering
A. Pouncy.....Engineering
J. J. Scott.....Engineering
B. L. White.....Gas

MARTINEZ REFINERY

20 Years

C. Dawkins.....Research Laboratory
C. R. Dawson.....Cracking

15 Years

J. N. Martins.....Engineering

NORCO REFINERY

20 Years

P. Barraco.....Engineering
R. M. Lowry.....Personnel & Indus. Rel.
L. P. Waguespack.....Engineering

10 Years

H. V. Brady.....Engineering
P. J. Conrad.....Engineering
R. L. Keller.....Engineering
M. Lane.....Engineering
G. Wempren.....Engineering

WILMINGTON REFINERY

10 Years

C. L. Bray.....Distilling
E. Chapman.....Engineering
J. Fessel.....Engineering
W. R. Highsmith.....Engineering
P. G. Jacobs, Jr.....Compounding
R. H. Taylor.....Catalytic Cracking

WOOD RIVER REFINERY

20 Years

E. E. Benecke.....Engineering
J. M. Crouch.....Engineering
C. J. Hudson.....Engineering
H. L. Kays.....Lubricating Oils
W. J. Lascoe.....Engineering
J. W. Leavell.....Alkylation
D. C. McLain.....Gas
P. Reeves.....Engineering
C. H. Tuetkin.....Engineering
C. J. Wenger.....Engineering

15 Years

C. C. Beyer.....Engineering
L. L. Bilyeu.....Engineering
W. F. Bird.....Engineering
M. J. Bleier.....Engineering
E. G. Buckshot, Jr.....Engineering
H. Carson.....Engineering
C. R. Chamness.....Distilling
C. M. Cochran.....Utilities
W. W. Culp.....Engineering
R. M. Davis.....Engineering
H. W. Eller.....Engineering
E. G. Englemann.....Cracking
J. H. Fencel.....Engineering
E. E. Franklin.....Stores
E. Fry.....Engineering
S. M. Fulkerson.....Engineering
H. G. Gallatin.....Engineering
M. F. Graham.....Fire & Safety
O. E. Heigert.....Engineering
H. J. Highlander.....Cracking
W. W. Jones.....Engineering
C. A. Kessinger.....Engineering
H. C. Laatsch.....Experimental Laboratory
F. A. Lamm.....Engineering
W. H. Lamm.....Engineering
R. H. Legate.....Control Laboratory
E. D. Locke.....Control Laboratory
C. B. McGaughey.....Engineering
L. R. McNabney.....Engineering
E. B. Meek.....Engineering
W. F. Meyer.....Distilling
C. I. Murphy.....Engineering
H. L. Newnom.....Engineering
I. E. Nuernberger.....Dispatching
W. I. Olive.....Engineering
V. A. Oltmann.....Engineering
G. W. Prante.....Engineering
G. W. Richardson.....Control Laboratory
W. E. Romine.....Engineering
F. W. Ruehrup.....Engineering

E. V. Scheibal.....Engineering
E. W. Schmidt.....Distilling
R. A. Schmitt.....Engineering
R. W. Smith.....Engineering
T. F. Stadelman.....Engineering
G. E. Thompson.....Engineering
E. J. Trendley.....Engineering
J. E. Unterbrink.....Engineering
A. M. Wallace.....Engineering
G. A. Waters.....Engineering
L. C. Williams.....Engineering

10 Years

E. W. Allen.....Dispatching
E. A. Depping.....Utilities
E. E. Eudy.....Dispatching
R. E. Fielder.....Engineering
C. Foster.....Engineering
R. E. Griebal.....Engineering
L. E. Halliday.....Treasury
E. D. Hamilton.....Aromatics
E. L. Hatfield.....Dispatching
J. J. Lorch.....Engineering
G. W. McDonough.....Engineering
J. L. Medler.....Dispatching
P. T. Pike.....Aromatics
J. B. Rull.....Engineering
H. C. Schwalb.....Cracking
E. Wargo.....Lubricating Oils

Marketing

MARKETING DIVISIONS

20 Years

R. R. McDonald.....Albany, Operations
J. A. Hardy.....Atlanta, Treasury
C. B. Schulz.....Baltimore, Real Estate
F. E. Patten.....Boston, Operations
J. F. Winters.....Boston, Operations
T. J. Gaston.....Detroit, Operations
N. B. Cooper.....Los Angeles, Operations
Lucy M. Papac.....Los Angeles, Sales
E. L. Thompson.....Los Angeles, Sales
C. P. Gajdosik.....New York, Operations
E. F. Bartnik.....Portland, Operations
R. H. Gillette.....Portland, Treasury
L. F. Soares.....Sacramento, Sales
G. O. Wright.....San Francisco, Operations

15 Years

E. W. Bilbo, Jr.....Atlanta, Operations
J. A. Greco.....Boston, Operations
Frances C. Bevins.....Cleveland, Treasury
A. R. Cudlip.....Los Angeles, Sales
J. F. Klausman.....Los Angeles, Sales
C. E. Hendrickson.....New York, Operations
C. H. Short.....Portland, Treasury
W. K. Hiatt.....San Francisco, Operations
R. C. Eldore.....Seattle, Treasury

10 Years

S. M. Boulter.....Atlanta, Treasury
C. S. Sims.....Atlanta, Operations
R. M. Wright.....Atlanta, Operations
P. E. Caddell.....Baltimore, Sales
A. G. Cox.....Baltimore, Sales
E. J. Heether.....Baltimore, Operations
W. E. Krause.....Chicago, Sales
P. L. Rank.....Cleveland, Sales
C. F. Gieg.....Detroit, Sales
H. I. Kendall.....Detroit, Operations
R. E. Wiersema.....Detroit, Sales
P. Bradford.....Indianapolis, Operations
H. W. Hannay.....Minneapolis, Sales
L. E. Dockery.....New Orleans, Operations
A. Lengenfelder.....New York, Operations
A. A. Mickle.....New York, Sales

C. W. Ward.....New York, Operations
H. E. Swartz.....Portland, Operations
R. E. Sanders.....St. Louis, Operations

SEWAREN PLANT

10 Years

H. Jakupczak.....Engineering & Maintenance

Products Pipe Line

20 Years

R. W. Hardy.....Kankakee, Ill.

15 Years

J. W. Keller.....Lima, Ohio
C. F. Schmollinger.....Greenville, Ill.
H. B. Shacklett.....Harristown, Ill.

SHELL CHEMICAL CORPORATION

20 Years

H. F. Flint.....Dominguez
L. E. Hall.....Dominguez
Evelyn A. Glascock.....Head Office

15 Years

D. D. Douglas.....Martinez

10 Years

K. B. Cofer.....Houston
S. R. Deaton, Jr.....Houston
R. W. Proggess.....Houston
Anna L. Fritter.....Torrance

SHELL DEVELOPMENT COMPANY

20 Years

Ida F. A. Duggan.....Houston
C. O. Hurd.....Emeryville

15 Years

R. F. Harman.....Emeryville
D. G. Roddick.....Emeryville

10 Years

Betty A. DeCoe.....Emeryville
M. B. Fallgatter.....Emeryville
W. K. Lim.....Emeryville
C. S. Matthews.....Houston
D. A. Normington.....Houston
Evelyn M. Ramirez.....Emeryville
W. C. Simpson.....Emeryville
Minnie E. Turner.....Emeryville
H. Voegeli.....Emeryville

SHELL PIPE LINE CORPORATION

20 Years

T. A. Burt.....West Texas Area
G. D. Fields.....Mid-Continent Area
J. C. Pepper.....Texas-Gulf Area
V. W. Tipton.....Texas-Gulf Area

15 Years

C. M. Buzzard.....Mid-Continent Area
A. J. Dikes.....West Texas Area
J. Kingston.....West Texas Area
F. N. Taylor.....Head Office

10 Years

B. E. Brunson.....Head Office
D. M. Collins.....West Texas Area
H. S. Rech.....Texas-Gulf Area
W. E. Riddle.....Mid-Continent Area

matters of *Fact*

Saturday

Dear Frank,

As the attached snapshot
will show, this new life of leisure
suits me fine. The South
Carolina climate can't be beat
and Mary and I love the
cottage. It's a great feeling,
when the alarm goes off
in the morning, to
know that . . .



John Peterson
25 Duryea St.
Greenville, S.C.

Mr Frank Miller
220 Cannon Drive
Los Angeles, California



Payments to Shell pensioners, and to beneficiaries

named by pensioners, passed the fifteen million dollar

(\$15,000,000) mark on May 1.

SHELL OIL COMPANY

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Houston 23, Texas

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Permit No. 1101

microscope master

AUSTIN M. CRAVATH, of Shell Development's Emeryville Research Center, works in an almost fantastic laboratory world — so small that a pinch of fine dust looks like a mountain of jagged boulders. Master of one of Shell's two electron microscopes in the U. S. (the other is in the Wood River Research Laboratory), Electron Microscopist Cravath assists fellow-scientists on knotty problems. Given tiny samples of grease, catalyst or other material, he works out appropriate techniques and comes back with photographs that may magnify the original structure as much as 100,000 times, often furnishing clues to the material's behavior.

