

SHELL NEWS

MAY 1958



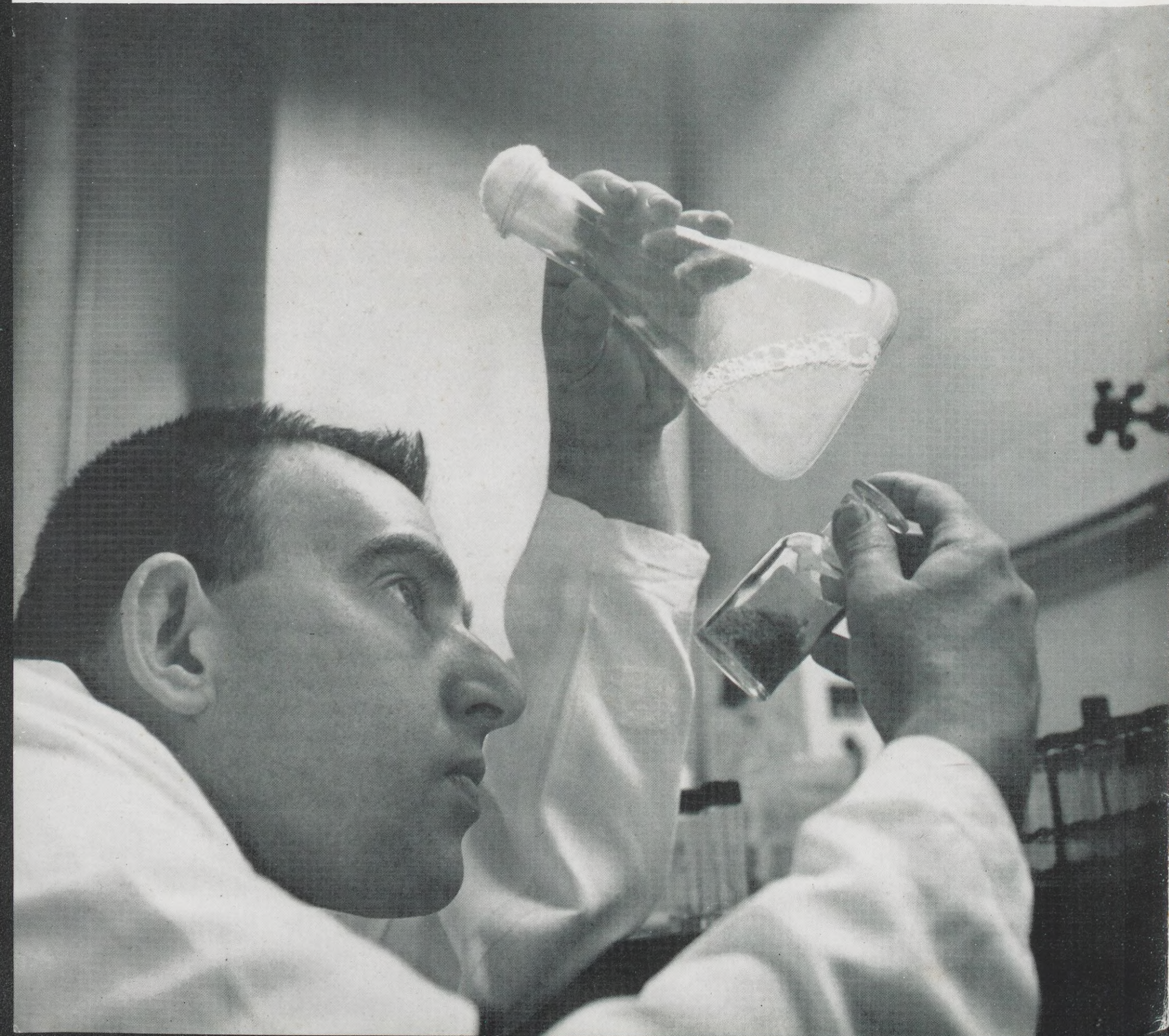
BRIGHT BEACON
FOR NIGHT DRIVERS



Main entrance to the Modesto Laboratory.

MILESTONE

Shell Development's expanded Agricultural Research Laboratory



Plan
up a
Path
most

NE AT MODESTO

Labora tory at Modesto is a boon to the farmer

A SCIENTIST with a mathematical bent once figured out there are as many insects in one square mile of land as there are people in the whole world. When he passed this information on to his family at dinner one night, his wife remarked, "My goodness, aren't we lucky the creatures are so small."

Since insects outnumber man about 50 million to one, the human race undoubtedly is "lucky" that insects are relatively small. Despite the minute size of insects, however, some of the problems they cause people are strictly man-sized. Insects destroy one third of all the food man grows, or an estimated \$4 billion worth of crops every year in the United States.

Other destroyers of man's food—weeds, fungi and plant diseases—cause additional losses estimated at \$9 billion annually. These losses would be much greater if it weren't for one of man's most powerful weapons—agricultural chemicals.

The agricultural chemicals now marketed by Shell Chemical Corporation, such as NEMAGON® Soil Fumigant and PHOSDRIN® Insecticide, were developed by the Agricultural Research Division of Shell Development Company.

One of Shell Development Company's major arsenals in the continuing war against insects and plant diseases is its newly-expanded Agricultural Research Laboratory at Modesto, Calif. The Modesto Laboratory, located on a 142-acre farm in the heart of rich California farmland, now ranks as one of the best-equipped agricultural research centers in the world. The expansion, which tripled the size of the original facilities, includes new chemical and biological laboratories, administrative offices, greenhouses, a library and a cafeteria.

Plant Pathologist Marvin Legator sets up a fungus research test at Modesto. Pathologists study fungi growth because most plant diseases are caused by fungi.

SHELL NEWS

VOL. 26—No. 5

MAY, 1958

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

Employee Communications Department
New York, N. Y.

contents

Milestone at Modesto.....	1
News and Views.....	5
Oil and Indonesia.....	6
Texas-type Open House.....	8
People in the News.....	11
Gasoline Battle Cry.....	14
Financial Organization Chart.....	16
They Took A Giant Step.....	18
Diamond Clinic	22
They Have Retired.....	24
Coast to Coast.....	26
Service Birthdays.....	28

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

Copyright 1958, by Shell Oil Company

ABOUT THE COVER

The lights, the Shell colors and signs, and the clean lines of the latest-design Shell service station are an attractive beacon to night drivers. This Shell station is at Monroe Avenue and Winton Road in Rochester, N. Y., where Shell began operating again last year after a 17-year absence. (See "Return to Rochester," SHELL NEWS, July, 1957.) Shell dealers in that region gathered on April 14 at Utica, N. Y., to get the latest information on Shell products and the best ways to attract customers. An article about the spring dealer meetings around the country starts on Page 14.



MILESTONE

AT MODESTO continued

Modesto's expansion program fulfills three objectives:

1. Provides up-to-date research facilities to solve increasingly complex plant pest, disease, nutrition and growth control problems facing modern farmers as agriculture becomes more technical and specialized.
2. Provides space for work formerly done at the Denver Agricultural Research Laboratory, which was recently consolidated into the Modesto Laboratory.
3. Encourages even closer teamwork among Shell's chemists and biologists engaged in the various areas of agricultural research.

The Modesto Laboratory now is organized into four main groups—Physical Sciences, Biological Sciences, Products Application, and Services. Their responsibilities include:

Physical Sciences: This group is divided into two departments, Organic Chemistry, and Physical and Analytical Chemistry.

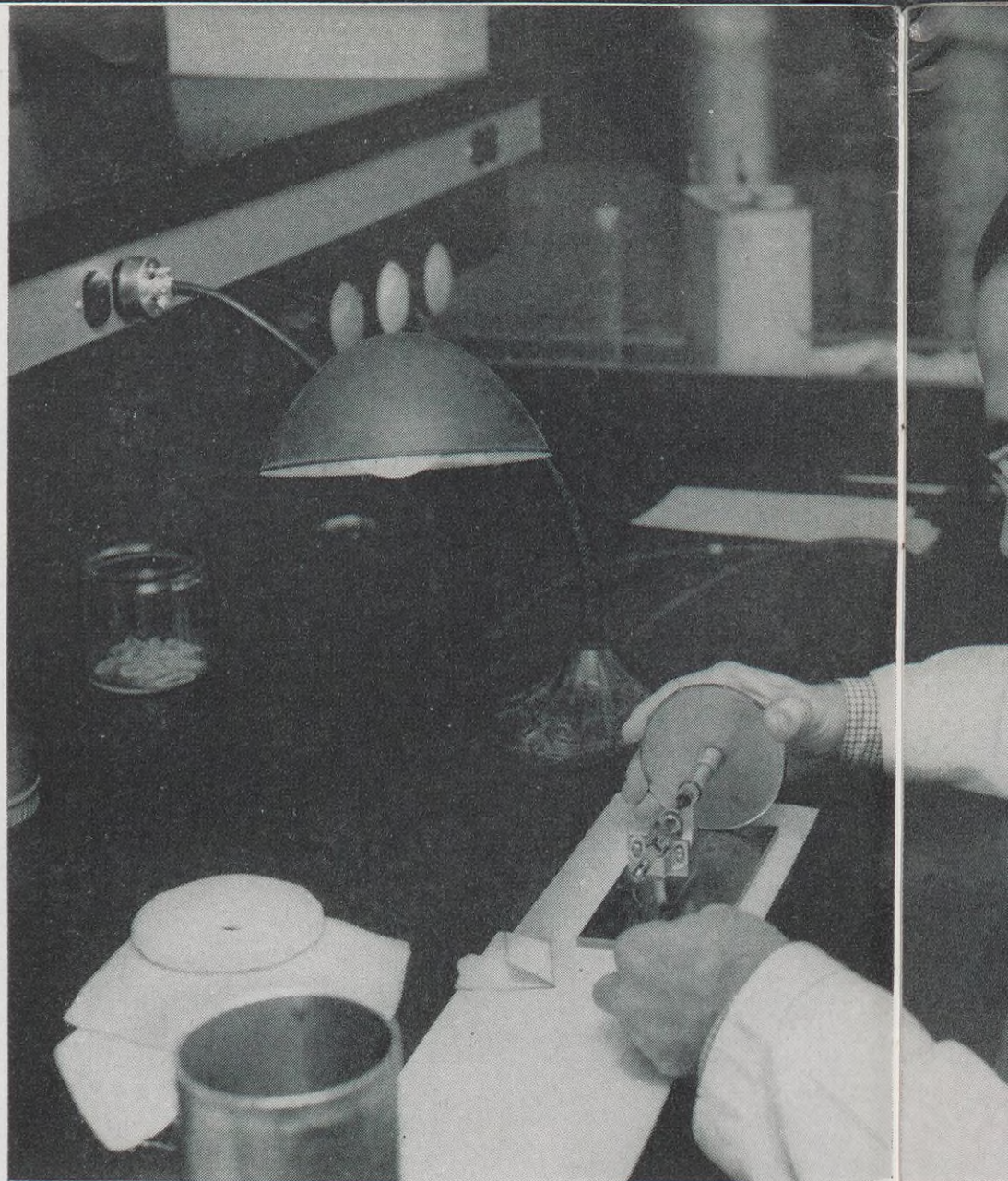
The Organic Chemistry Department is concerned primarily with finding and synthesizing new chemical compounds for use in agriculture. In addition to screening its own compounds, Modesto also evaluates other new chemicals as they become available from other Shell laboratories or other sources.

The Physical and Analytical Chemistry Department determines the exact nature of new chemical compounds and tries to find the best way to use them. This department also tests the residues left by new chemicals in field trials. Before any new chemical is marketed these tests must show that the residue left on crops after treatment is far below the minimum that would carry any harmful effects to humans or animals.

Biological Sciences: This group conducts laboratory and field test work on insecticides, herbicides, fungicides, fertilizers and nematocides. Biologists are concerned not only with combating insects and plant disease, but also seek new chemicals which will nourish plants and regulate their growth.

Products Application: The Products Application group at Modesto field-tests new compounds with the help of experimental stations and cooperating research groups around the nation. If the testing proves satisfactory, the product then is turned over to Shell Chemical Corporation for manufacturing and marketing.

Services: This group oversees the operation of the experimental farm and is responsible for the operation of the laboratory's physical plant, including the cafeteria and library. An Agricultural Engineering Section develops



special equipment for applying new chemicals during field tests.

One of the busiest buildings at Modesto is the entomological laboratory. It usually contains about two million insects of six to 10 different species. A normal testing program may use as many as 30,000 insects a day. This elaborate testing is necessary because effective insect control is becoming more complex as insects develop tolerances. Insecticide research may involve anything from spraying the foot of a mosquito with a new chemical to counting the number of flies killed by a test insecticide.

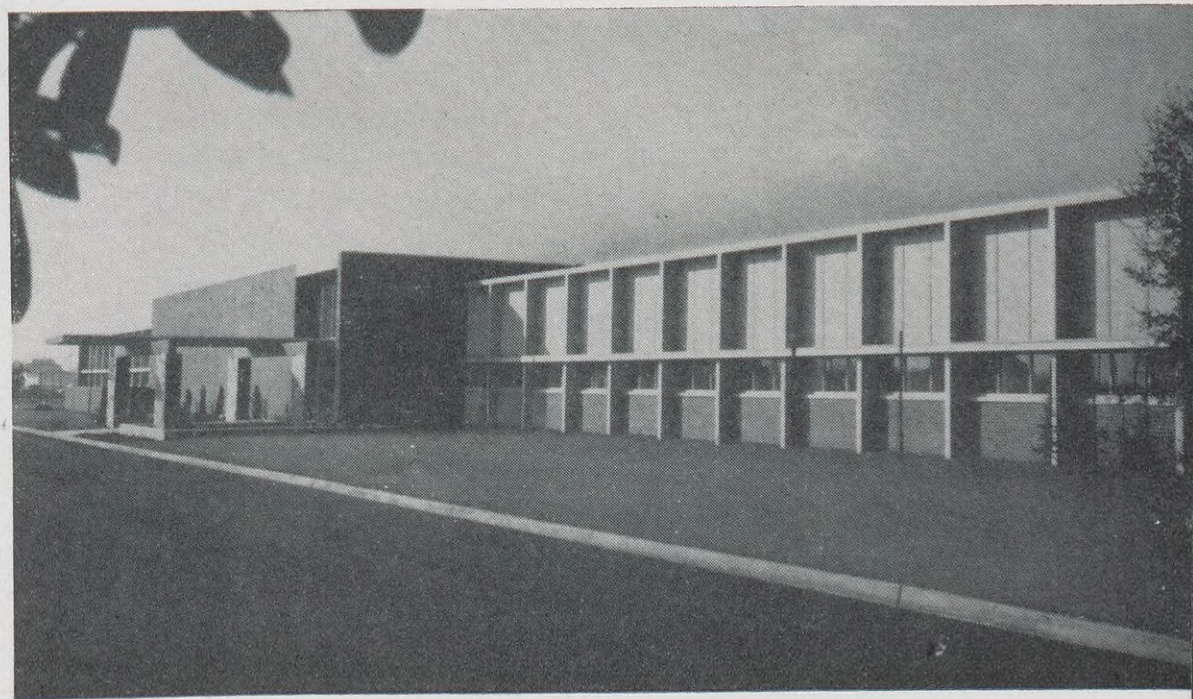
Whether it be a new insecticide, fungicide or weed-killer, each promising chemical compound synthesized at Modesto is carefully tested and evaluated. Biologists and chemists may test as many as 2,000 new compounds searching for one with commercial promise. This is one reason why a new chemical may cost a million dollars before the first ounce is sold.

Shell Chemical Corporation is a leader in the agriculture chemical business. Its products are used around the world to fight insects that threaten man's health and his food supply—such as malaria-bearing mosquitos, grasshopper plagues and fire-ant invasions. Shell Chemical soil fumigants, in controlling nematodes, also play a major role in helping farmers grow more profitable crops. In addition, Shell Chemical fertilizers help farmers grow more food on less land.



Entomologist John Sanjean uses a micrometer-syringe in one of the new biology laboratories at Modesto to apply a tiny dose of experimental toxicant to a house fly. Sanjean is holding the fly with a pair of tweezers in his left hand. The flies are placed under anesthetic before the test.

The new facilities at Modesto, shown in the photograph below, are grouped around a central patio and connected by shaded walkways. The buildings — which have 50,000 square feet of floor space — are all air-conditioned. The entire construction project was finished in just 10 months.



Modesto's "Operation Suitcase"



Tom Reneau, President of the Modesto Chamber of Commerce, welcomes Mrs. R. R. Stringham and her two children to Modesto. Mrs. Stringham is the wife of Chemist R. R. Stringham, one of the employees transferred from Denver. Modesto officials cooperated with Shell in helping transferred employees get settled in California.

TAKE 47 Shell employees and their families, plus their household possessions; add several tons of laboratory equipment, including 75 lockers full of frozen residue samples; toss in several thousand insects, and you have some idea of the problems faced in moving a laboratory and staff a distance of 1,300 miles.

The move from Denver to Modesto, known unofficially as "Operation Suitcase," was planned to avoid unduly disrupting work operations and, at the same time, to make the transfers as convenient as possible for the employees and their families.

In most cases, employees were notified four to six weeks in advance of their scheduled moving date. The actual transfers were carried out in three stages. The first group of Denver employees moved to Modesto in September; the second group moved in October; and the final group transferred early in December.

Well in advance of the move, Shell employees in Denver were provided with as much information as possible about housing in Modesto. Shell also arranged with Modesto



MILESTONE

AT MODESTO continued

officials for the children of employees to register in school districts where their families were likely to buy or rent homes. As a result of this planning, only a few Shell children had to transfer to a different school after they began attending classes.

Thanks to the preparations, the moving of personnel and equipment was carried out almost without a hitch. Probably the biggest problem was moving thousands of insects—used in laboratory experiments—from one state to another. Twelve species were involved and each species required its own specially-designed packing case. All insects had to be inspected by Colorado authorities on departure, and again by California officials on arrival. Some insects, such as boll weevils and southern army worms, couldn't be taken into California because of state quarantine. These were destroyed.

Since it wasn't practical to move all of the Denver laboratory equipment to Modesto, considerable equipment and supplies were donated to the University of Denver and the University of Colorado ●



Chemist R. E. Hanson unpacks a scale in Modesto's new Formulation Laboratory, where technicians determine the best way to use agricultural chemicals. Some of the laboratory equipment moved from Denver to Modesto was so delicate it had to be shipped in specially-built crates.

A "Welcome Wagon" receptionist, right, extends a Modesto greeting to Mrs. Rene Blondeau and her three children. Mrs. Blondeau is the wife of Technologist Rene Blondeau, one of the employees transferred from Denver. Shell's employees had little trouble relocating, thanks to the advance planning on the part of both Company and Modesto officials. Contract movers moved three families a day.



news and views

ATOMIC ENERGY AND OIL



J. H. DOOLITTLE

J. H. Doolittle, Vice President and Director of Shell Oil Company, sees no threat to the future growth of the oil industry in the peaceful development of nuclear energy.

He told the Pipeline Contractors Association of Canada in an address that it will be much longer than some at first thought before the widespread, every-day economic use of nuclear energy is realized, at least in North America.

"And when that time comes . . . nuclear energy will be used principally as a source of or replacement for electrical power," he added.

In the meantime, so many new, sought-after products will have been developed from petroleum that it may no longer be economic to use oil for such tasks as stationary generation of electrical energy, he said. Nuclear energy may aid the oil industry by eventually replacing heavy residuals which, in turn, will be converted to lighter and more valuable products through improved technology.

Because of the high costs of building and operating atomic generating stations, electricity can now be produced from coal, oil or gas for half the costs of nuclear-generated electricity. And hydroelectric power is even cheaper because there are no fuel costs.

"Obviously until the costs of nuclear-generated electricity are reduced, or until conventional fuels become so expensive that the relative costs of the two methods are more nearly in balance, this new power source will not be widely used."

Lt. Gen. Doolittle, retired from the U. S. Air Force, is Chairman of both the National Advisory Committee for Aeronautics and the Air Force Scientific Advisory Board, and a member of the President's Science Advisory Committee among other appointments on national science and military committees.

CITATION FOR SHELL

The editors of WHO'S WHO IN AMERICA have cited Shell Oil Company and the Shell Companies Foundation, Incorporated, for "their foresighted efforts to improve the teaching of science and mathematics in the nation's high schools."

The citation to Shell was among those in the WHO'S

WHO Second Biennial Citations for Corporate Educational Philanthropy covering the period July 15, 1955 to June 30, 1957. The citations are in recognition of "substantial and significant giving to education in America."

The citation said in part: "To help offset the dangerous cutback in science teaching, at the secondary school level—a basic cause of our critical shortage of graduate scientists—Shell Oil Company and Shell Companies Foundation, Incorporated provide what are known as Shell Merit Fellowships for High School Science and Mathematics teachers. Sixty teachers, chosen on the basis of merit and demonstrated leadership qualities, are given travel allowances, all tuition and fees, living expenses and \$500 in cash to attend summer seminars at Cornell and Stanford Universities."

(Since the citation was made, the Shell Companies Foundation has increased the number of Merit Fellowships to 100. Other academic support by the Shell Companies Foundation includes: 20 research grants to 15 colleges and universities; Fellowships for 52 graduate students; Shell Merit Scholarships for 25 [100 by 1961] high school seniors who plan to prepare for teaching careers in high school science or mathematics; Shell Assists to 50 privately-supported colleges and universities for faculty professional development; and donations to leading national educational associations.)

SHELL FUELS ROCKET

A Shell fuel was used as the first stage propellant in the U. S. Navy's Vanguard rocket which placed a satellite in orbit around the earth March 17 from Cape Canaveral, Fla.

The fuel is Shell UMF* Grade B, a special grade of kerosene produced at the Wilmington Refinery in a closely-controlled operation that gives it the characteristics needed for liquid rocket fuel.

General Electric Company, builders of the first stage of the Vanguard rocket, used the Shell fuel during development work also. The first stage is 44 feet long and 45 inches at its widest point and uses Shell UMF Grade B as its fuel.

The rocket reached an altitude of 38 miles and a velocity of 3,700 miles an hour within 145 seconds of launching. Then the first stage burned out and dropped away. The second stage used a high-energy fuel called unsymmetrical dimethyl hydrazine. The third stage was powered by a solid propellant.

*Trademark Shell Oil Company

OIL AND INDONESIA

Four Shell Oil Company Men Have Accepted Assignments in Indonesia

INDONESIA is a part of the world with which the Royal Dutch/Shell Group has had long and close associations. Recent news from that country has therefore been followed by Shell people with much concern.

Group operations in Indonesia are continuing normally and no measures have been taken against Shell people of Dutch nationality working there.

About 23,000 Shell people are employed in Indonesia—about 19,000 in production and refining and over 4,000 in marketing activities. Of these, about 750 are expatriates, mainly of Dutch nationality.

staff available for assignment to Indonesia.

In the past few weeks four men from Shell Oil Company have accepted important assignments with the Royal Dutch/Shell Group company operating in Indonesia:

Bruno Stolley, Manager, Martinez Refinery, who will be General Representative of the Group company operating in the territory of Kalimantan (Indonesian Borneo).

R. J. Dobson, Houston Area Production Superintendent, who will be Exploration and Production Manager at Pladju, Southern Sumatra.

L. L. Sarchett, Assistant Manager, Head Office Auditing Department, who will be Controller at Jakarta, Java.

C. L. Lory, Treasury Manager, Norco Refinery, who will be Assistant Controller at Jakarta.

The country to which they are assigned—the Republic of Indonesia—is the sixth most populous country in the world. The four major territories—Java, Sumatra, Kalimantan and Sulawesi (Celebes)—together with some 3,000 small islands, comprise a total land area of about 575,000 square miles (more than twice the size of Texas). The total population

is about 80 million, (nearly half the population of the United States), of whom 50 million live in Java (about the size of Alabama).

For more than 300 years these islands were developed by the Dutch and were known as the Netherlands East Indies. They were occupied by the Japanese during World War II. During the occupation there was much propaganda against the West, encouraging the development of a strong national movement. After discussions which extended over several years, the Netherlands and Indonesia reached an agreement in 1949 whereby Indonesia was set up as an independent sovereign state. The western part of the island of New Guinea (West Irian) was excluded from the transfer of sovereignty and remained Dutch territory. At the end of November, 1957, the General Assembly of the



The regionalization of staff has made rapid progress in recent years and there are now six times as many Indonesian staff as in 1950. This has been made possible by the Company's training program.

The Indonesian Government recognizes that the Group company operating in Indonesia is an internationally-owned enterprise vital to Indonesia's economy. The Government has, however, indicated that it would welcome increased tangible evidence of the international aspect of the company and, as one important way of meeting this wish, the plan—which has been in progress for some time—for internationalizing the overseas staff in Indonesia, has been accelerated.

Various Group companies in other countries have therefore been asked to make certain members of their

United Nations rejected a resolution inviting the Netherlands and Indonesia to discuss the future status of West New Guinea. This rejection resulted in the government of Indonesia taking various actions against Dutch interests.

The inhabitants of Indonesia are primarily farmers and are of many racial origins, although for the most part of Malay stock. Dutch citizens in 1952 numbered about 140,000, of whom about half were Eurasians. The total number of Dutch citizens in the middle of 1957 was estimated at 50,000. In addition, there are over two million Chinese.

OIL IN INDONESIA'S ECONOMY

Indonesia is the principal producer of petroleum in the Far East and this industry plays an important part in the country's economy. It provides employment for some 50,000 people and Indonesian oil, in addition to supplying most of the domestic needs, is exported to all the principal ports in the Far East, where it supplies some 20 per cent of the total demand. In 1956 these exports accounted for 25.5 per cent of the total value of Indonesian exports compared with 40 per cent for rubber, 7.2 per cent for tin and 5.1 per cent for coconut products.

The total production of crude oil in 1956 was about 99 million barrels. This oil comes from Sumatra, Java and Kalimantan. It is produced largely by Royal Dutch/Shell, two American companies (Caltex and Stanvac), and NIAM, a company owned jointly by the Royal Dutch/Shell Group and the Indonesian Government. There are three major refineries, two of them owned by Royal Dutch/Shell and the other by Stanvac, processing a total (in 1956) of over 85 million barrels.

INDONESIA AND THE ROYAL DUTCH/SHELL GROUP

The first oilfields ever owned by either of the Group's parent companies were in Indonesia. The Royal Dutch Petroleum Company was formed in 1890 to develop discoveries in Sumatra, and two years later the Royal Dutch refinery at Pankalan Brandan, Sumatra, came on stream. In 1896 Marcus Samuel (founder of The "Shell" Transport and Trading Company) obtained a concession in Borneo and started a refinery there at Balikpapan.

After the integration of Royal Dutch and Shell interests in 1907, the oilfields in Sumatra, Borneo and Java continued to be among the Group's most important sources of supply. In 1938 the Group's production there (about 42 million barrels a year) accounted for nearly one-sixth of all Group production, but as a result of the devastation of the war years, production suffered a sharp decline. By the end of 1956, however, it had been restored to about 41 million barrels a year, as compared with almost 34 million barrels by Caltex and almost 24 million barrels by Stanvac.

Of the two major Group refineries in Indonesia, the

largest is at Pladju, with a capacity of some 39 million barrels a year. The refinery at Balikpapan has a capacity of over 23 million barrels annually and there are two very small Group refineries in Java.

The Group marketing organization in Indonesia handles 68 per cent of the inland trade and 93 per cent of the ocean bunkering. The most important products for the domestic market are kerosene and gasoline, and in 1957 Shell marketed almost eight million barrels of these throughout Indonesia.



BRUNO STOLLEY

BRUNO STOLLEY, who received a degree in civil engineering from Tulane University, joined Shell in 1930 as an Engineer at the Norco Refinery. After serving at the Houston and Wood River Refineries he became Assistant Manager of the Head Office Personnel Department in 1946. He was named Manager of the Laboratories of Shell Development Company's Emeryville Research Center in 1949 and became Manager of the Martinez Refinery in 1955.



R. J. DOBSON

R. J. DOBSON, who received a B.S. degree in mining engineering from the Missouri School of Mines, joined Shell in 1935 as an Exploitation Engineer in the Houston Area. He became Division Exploitation Engineer in 1948 and, following an assignment at The Hague, was named Chief Exploitation Engineer in the Houston Area in 1951. He was appointed Division Production Manager in 1953 and Area Production Superintendent in 1955.



L. L. SARCHETT

L. L. SARCHETT, who received a B.S. degree in commerce from the University of Iowa, joined Shell in 1936 as a Clerk at Des Moines. After serving in Minneapolis and New York he was named Chief Accountant at the Wood River Refinery in 1948. He became Treasury Manager at Wood River in 1949, Treasury Manager in the Tulsa Area in 1956 and Assistant Manager of the Head Office Auditing Department in 1958.



C. L. LORY

C. L. LORY, who received a degree in accounting from St. Louis University, joined Shell in 1928 as a Clerk at St. Louis. After serving in production and financial positions in Texas, Louisiana and California, he became a Senior Accountant in New York in 1951. He became Chief Accountant at the Norco Refinery in 1954 and Treasury Manager there in 1956.



◀ **C. H. Shelton** of the Houston Refinery, his wife **Norma June** and children, **Mike** and **Diane**, arrive for the Refinery Open House.



Refinery Manager John Tench greeted the Sheltons in the new Administration Building where guests first assembled.

Texas-type **OPEN HOUSE**

TALK to any of the 2,700 employees of Shell's Houston Refinery and chances are they will mention the Open House held recently at the refinery.

Press them for details and they will likely tell you the affair was attended by more than 3,500 persons and that it lasted over a period of six weeks!

The Houston employees aren't spinning a tall Texas tale.

Many of them had expressed an interest from time to time in having an Open House so they could show their families where they work. The suggestion was welcomed and the event was scheduled for this spring, following completion of the new Administration and Research buildings. Employees not only asked for the

Open House; they made the plans and carried them out.

There was one big question: How to accommodate 2,700 employees — and their families—without cramping the guests or disrupting operations? The problem was solved by holding not just one Open House but a series of them. (The idea of a series of Open Houses is in the Texas tradition of bigness but is not original. They have been held at other Shell locations, but not before on as large a scale.)

The series worked out this way: Several departments were hosts for each of six successive weekends from 9 a.m. to 2 p.m. each day. About 350 staff and hourly employees—proud of their units and the equipment they operate—volunteered to be guides and

hostesses, to pass out souvenirs, and to carry out the countless tasks needed to make the event a success.

Typical of the employees who attended the Open House with their families is Charles H. Shelton, a refinery blacksmith who has been with Shell almost 10 years. The letter of invitation to the event was received enthusiastically at the Shelton home. His wife, Norma June, had not visited the refinery since 1949, when the Central Shops building was completed. Their children Diane and Mike, were eager to visit for the first time where their Dad works.

The pictures on this and the following two pages show the Sheltons' tour of the refinery's Texas-Type Open House.



ed
on
ed.

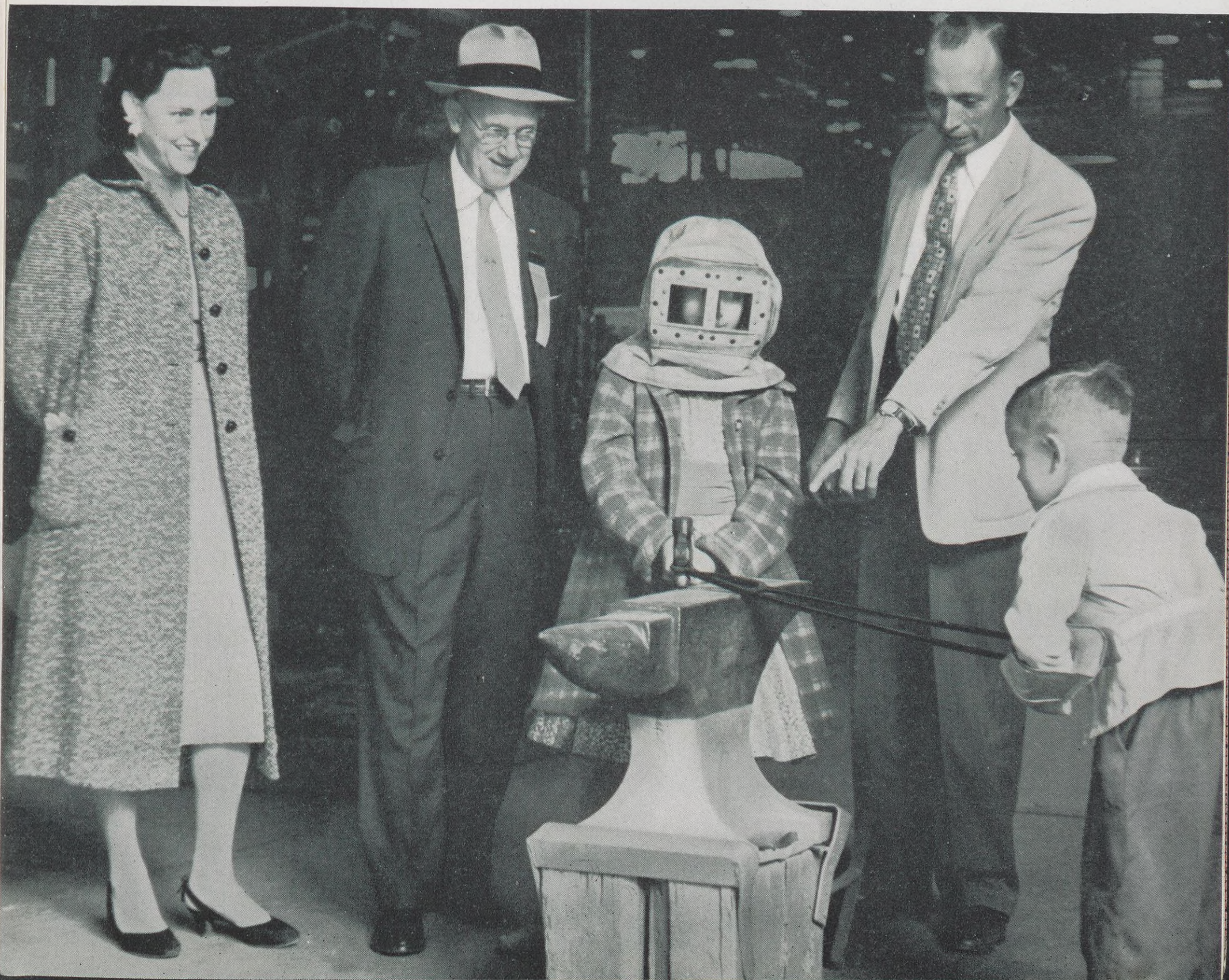


Volunteer guide Betty Traber shows the Sheltons the tabulating room where the refinery's monthly \$1½ million payroll is prepared. She is pointing out the paycheck printing machine.



A tour of the refinery's various departments started from the Administration Building. Here L. C. Feray of the Engineering Department helps the Sheltons' group aboard.

Diane (in asbestos hood) and Mike got their biggest thrill seeing where their Dad works in the air-conditioned Central Shops Building. F. J. Olexa, Machinist Craft Foreman, admires the youngsters' technique with hammer and tongs on a forging job.



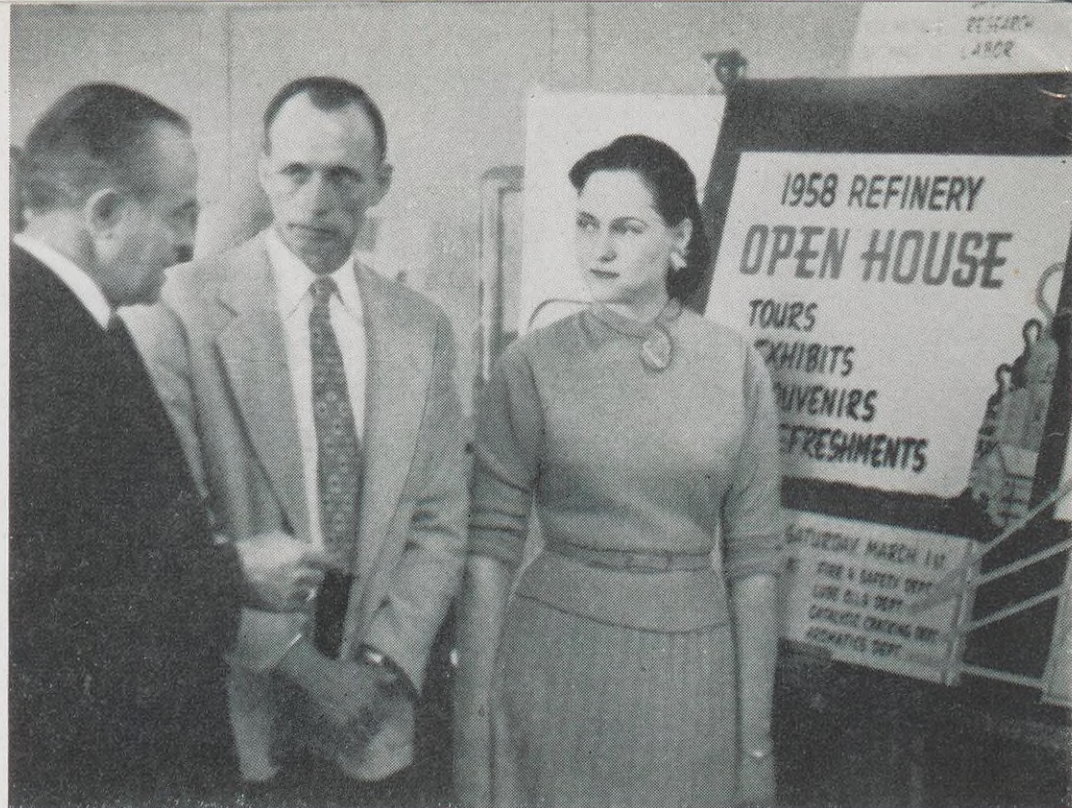
and
ded

at-
their
re-
with
of
ved
me.
ited
Cen-
ted.
were
ere

ow-
our
pen

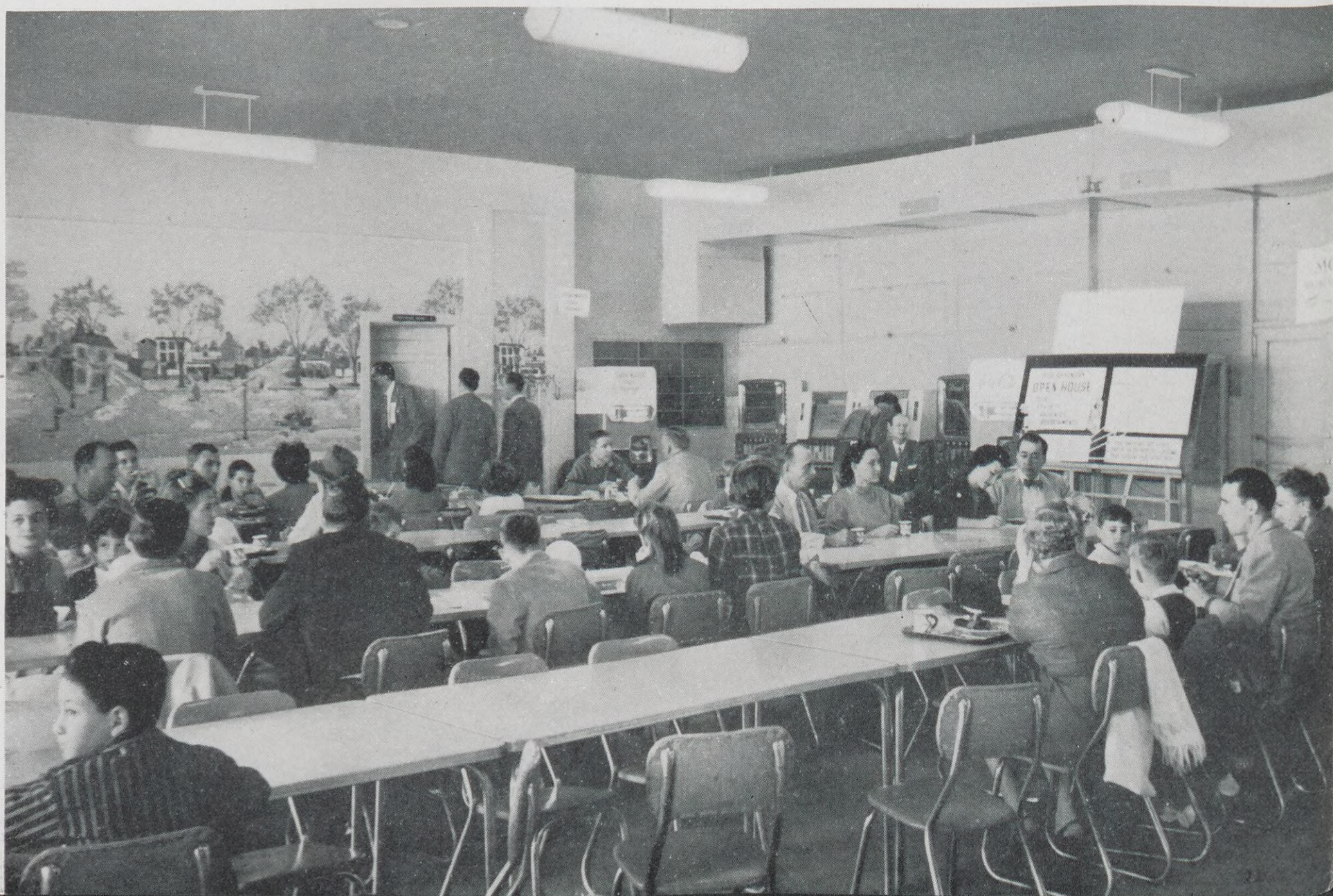
**TEXAS-TYPE
OPEN HOUSE** continued

Later, the bus took the Sheltons to the refinery docks, where four tankers can be loaded simultaneously. The docks are on a slip leading to the Houston Ship Channel.



After the tour, the Sheltons and other guests went to the Refinery Cafeteria where they attended a showing of the film "Boldness Pays Off." Here, Fay Hilliard, Personnel Representative, Employee Activities, discusses the refinery tour with the Sheltons before the start of the film.

The last stop in the Open House program was for refreshments in the refinery cafeteria. Mr. and Mrs. Shelton, third and fourth from the right end of the second table, enjoyed a snack before going home. As souvenirs of their refinery tour, children received balloons and adults got pencils.



SHELL PEOPLE in the news

SHELL OIL COMPANY MANUFACTURING ORGANIZATION



P. J. MERKUS

P. J. MERKUS has been named Manager of the Wood River Refinery, succeeding H. D. Dale, who retired April 30 after more than 33 years' service with Shell. Mr. Merkus, who holds a Ph.D. degree in chemical engineering from the University of Michigan, joined Shell in 1934 as a Technologist in the Manufacturing Department at St. Louis. In 1939 he became Chief Technologist at the Norco Refinery, and the next year was named Assistant Manager of the Head Office Manufacturing-Development Department. He became Manager of that department in 1943 and in 1946 was named Assistant to the Vice President Manufacturing. He became Manager of the Wilmington Refinery in 1953.



G. C. MONTGOMERY

G. C. MONTGOMERY has been named Manager of the Wilmington Refinery, succeeding Mr. Merkus. Mr. Montgomery, who holds a Bachelor's degree in chemistry from the University of Missouri, joined Shell in 1926 at the Wilmington Refinery. In 1929 he was named a Chemist there. He became Manager of the Cracking Department in 1937 and Assistant Superintendent in 1945. Mr. Montgomery was made Superintendent at Wilmington in 1953.



J. B. ST. CLAIR

J. B. ST. CLAIR has been named Superintendent of the Wilmington Refinery, succeeding Mr. Montgomery. Mr. St. Clair, who received a Bachelor's degree in chemical engineering from Tulane University, joined Shell in 1940 as a Technologist at the Houston Refinery. In 1945 he became a Senior Technologist in the Head Office Manufacturing-Development Department. He went to the Wood River Refinery as a Senior Technologist in 1948 and became Manager of the Aromatics Department there in 1953. Mr. St. Clair was named Assistant Manager of the Head Office Manufacturing-Technological Department in 1954 and Assistant Superintendent of the Martinez Refinery in 1956.



E. A. BALLMAN

E. A. BALLMAN has been named Assistant Superintendent of the Martinez Refinery, succeeding Mr. St. Clair. Mr. Ballman, who received a Bachelor's degree in chemical engineering from the Missouri School of Mines, joined Shell in 1938 as a Technical Assistant in the Wood River Refinery's Technological Department. In 1946 he was named Assistant Manager of the Refinery's Gas Department, and the following year he held a similar post in the Cracking Department. He joined Shell Oil Company of Canada, Limited, in 1951 as Manager of the Montreal Refinery's Cracking Department. He was named Assistant Manager of the Shellburn (Vancouver, British Columbia) Refinery in 1954.



P. N. HEALD

P. N. HEALD has been named to a newly-created position as an Assistant Superintendent at the Wood River Refinery. He will be attached to the Superintendent-Operations' office and will handle special and specific assignments through that office. Mr. Heald, who received a Bachelor's degree in chemical engineering from the University of California, joined Shell in 1938 at the Martinez Refinery. He became Assistant Manager of the Compounding Department at Martinez in 1947 and, two years later, a Senior Engineer in the Head Office Manufacturing Operations-Process Division. He has recently returned from a seven-year foreign assignment.

SHELL PEOPLE in the news continued



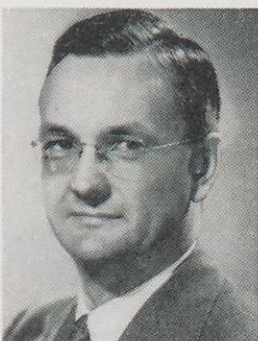
R. S. DOUGLASS, JR.

R. S. DOUGLASS, JR., has been named Manager of the Martinez Refinery, succeeding Mr. Stolley (see page 6). Mr. Douglass, who received a Bachelor's degree in mechanical engineering from the Missouri School of Mines, joined Shell Oil Company in 1927 as a Junior Engineer at the Wood River Refinery. Following engineering assignments there, at the Houston Refinery and the former St. Louis Office, he became Chief Engineer at the Norco Refinery in 1937. He was named to a similar position in 1942 at the Houston Refinery. He was appointed Assistant Manager of the Head Office Manufacturing-Engineering Department the following year. In 1955 he became Superintendent of the Norco Refinery.



J. W. SHEEHAN

J. W. SHEEHAN has been named Superintendent of the Norco Refinery, succeeding Mr. Douglass. Mr. Sheehan, who received a Ph.D. degree in chemical engineering from the University of Texas, joined Shell Oil Company in 1947 as a Senior Technologist at the Houston Refinery. In 1952 he was named Assistant Manager of the Gas Department there, and two years later went to Head Office as a Senior Technologist in the Manufacturing-Technological Department. He was named Chief Technologist at the Wood River Refinery in 1957.



H. K. SUTHERLAND

H. K. SUTHERLAND has been named Chief Technologist at the Wood River Refinery, succeeding Mr. Sheehan. Mr. Sutherland, who received a Ph.D. degree in organic chemistry from the University of Illinois, joined Shell Development Company in 1938 as a Chemist at the Emeryville Research Center. In 1951, following assignments in Head Office, he was named Assistant Director of the Agricultural Research Laboratory at Modesto. In 1953 he was appointed Technical Assistant to the President of Shell Development Company. Two years later he was named Assistant Manager of Shell Oil Company's Head Office Manufacturing-Technological Department.



A. S. LEHMANN

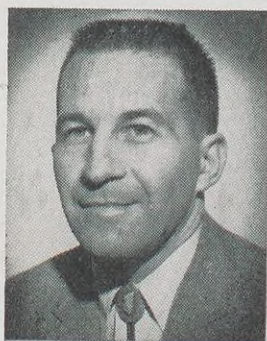
A. S. LEHMANN has been made Assistant Manager of Shell Oil Company's Head Office Manufacturing-Technological Department, succeeding Mr. Sutherland. Mr. Lehmann, who received a Ph.D. degree in chemistry from Brown University, joined Shell Development Company in 1946 as a Chemist at the Emeryville Research Center. In 1953 he was appointed Technical Assistant to the President of Shell Development Company, and in 1954 he joined Shell Oil Company as a Senior Technologist at the Wood River Refinery. Later that year he was named Assistant Chief Technologist at Wood River. In 1957 he became Manager of the Wood River Refinery's Aromatics Department.

SHELL DEVELOPMENT COMPANY



H. T. BYCK

H. T. BYCK has been named Assistant to the Vice President of Shell Development Company at the Exploration and Production Research Division in Houston. He will assume his assignment about the middle of the year. Mr. Byck, who holds a Ph.D. degree in chemistry from Johns Hopkins University, joined Shell Development in 1936 as a Research Chemist at the Emeryville Research Center. In 1948 he joined Shell Oil Company as a Section Leader in the Chemical Department of the Exploration and Production Research Division at Houston. He was named Technical Assistant to the President of Shell Development Company in 1953.



T. M. DOSCHER

T. M. DOSCHER has been named Technical Assistant to the President of Shell Development Company, succeeding Mr. Byck, Mr. Doscher, who received a Ph.D. degree in colloidal chemistry from the University of Southern California, joined Shell Oil Company in 1951 as a Chemist in the Exploration and Production Technical Services Divisions at Houston. He joined Shell Development Company in 1953 as a Chemist in the Exploration and Production Research Division, and was named a Senior Chemist the following year.



J. E. HARMAN



J. L. FORT



R. S. MacINTIRE



E. B. COLLINS



G. E. NINDE



R. F. LANTER



T. L. RECKER



N. J. CLARK

SHELL OIL COMPANY FINANCIAL ORGANIZATION

Shell Oil Company has announced the following changes in its Financial Organization, effective March 1:

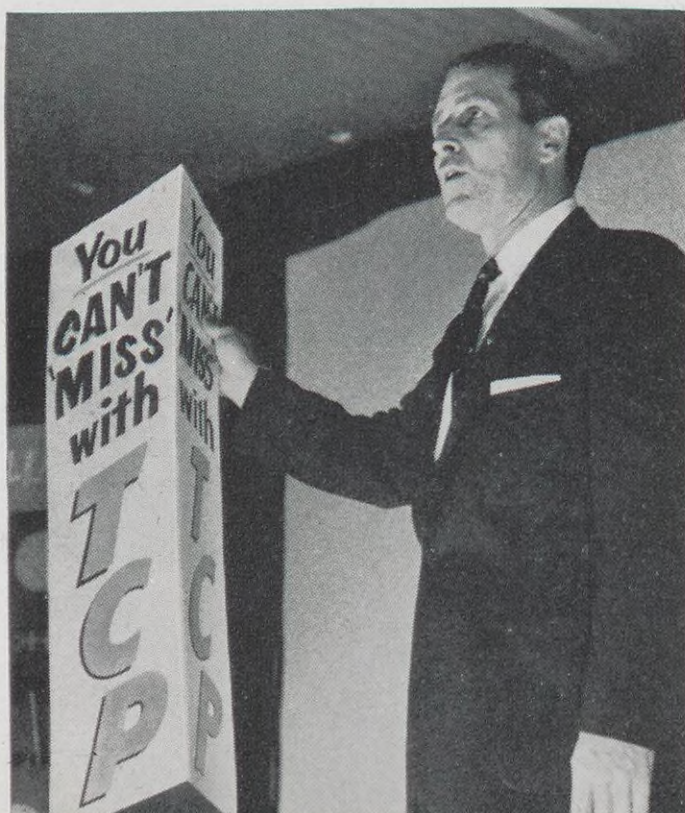
NAME	FORMER POSITION	NEW POSITION
J. E. HARMAN	Assistant Manager, Production Accounting Department	Manager, Production Accounting Department
J. L. FORT	Assistant Manager (Acting), Production Accounting Department	Assistant Manager, Auditing Department
R. S. MacINTIRE	Assistant Manager, Marketing Accounting Department	Assistant Manager, Production Accounting Department
E. B. COLLINS	Treasury Manager, Cleveland Marketing Division	Assistant Manager, Marketing Accounting Department
G. E. NINDE	Chief Accountant, Chicago Marketing Division	Treasury Manager, Cleveland Marketing Division
R. F. LANTER	Treasury Manager, Sewaren Plant	Treasury Manager, Norco Refinery
T. L. RECKER	Chief Accountant, Sewaren Plant	Treasury Manager, Sewaren Plant
N. J. CLARK	Chief Accountant, Chemical Sales Division, Shell Chemical Corporation	Treasury Manager, Honolulu Division



At Miami, where one of the first Spring Dealer Meetings of this year's series was held in January, Shell dealers and jobbers heard them of the latest developments in Shell products and new advertising campaigns. Similar meetings were held at 163 different

water
local

GASOLINE BATTLE CRY



The men who sell Shell gasoline at more than 23,000 service stations around the nation heard a new slogan at Spring Dealer Meetings

R. C. Higginbotham, Sales Promotion-Advertising Representative, Atlanta Division, tells Miami dealers about Super Shell.



nd jobbers
3 different

watch and listen to a skit that entertained and informed locations during the period from January to April.

"SUPER Shell with TCP* adds anti-miss to anti-knock!"

That's the battle cry these days of the dealers and jobbers selling Shell gasoline in the most keenly competitive market in many years. They picked up the slogan at the 163 meetings Shell staged around the country during the last three months, from Florida to Oregon and from Maine to California. This year's "Spring Dealer Meetings" started at Jacksonville, Fla., January 20, and ended at Glen Island, N. Y., April 30.

These annual meetings help inform dealers and jobbers of the latest developments in Shell products, outline future advertising and other merchandising campaigns, give tips on service station operation, and provide a get-together for discussion of mutual problems.

The men who sell Shell gasoline and motor oil at more than 23,000 service stations in the United States are

*Trademark Shell Oil Company

customers of Shell. If motorists are to be enthusiastic about buying Shell products, dealers and jobbers must be enthusiastic about selling them. The spring dealer meetings help develop this enthusiasm while giving dealers and jobbers information they can use to improve their businesses.

The dealer meetings reflect a major idea behind Shell's marketing policy: to develop strong dealers who can provide the best service. Other similar ways in which Shell carries out this policy include Dealer Councils (see SHELL NEWS, December, 1957), where Shell dealers and Shell management iron out mutual problems, and Retail Training Centers, where Shell retailers learn the latest techniques of service station operation.

About 90 per cent of all Shell retailers attended the spring dealer meetings which were held in groups of from 75 to 500 persons. The major theme of the meetings was the success they can look forward to in the oil business if they provide top service to match the top products they sell.

Service stations, the dealers were told, must be prepared to handle the much greater volume of business that will develop with growth of population and of the economy. It is estimated that the number of passenger cars in use in the U. S. will increase 20 per cent from an estimated 52½ million in 1957 to 63½ million in 1962.

Another highlight of every meeting was a dramatization of the reasons behind the new battle cry: "Super Shell with TCP adds anti-miss to anti-knock!"

The audience was told that TCP, a Shell discovery introduced in 1953, now is more important than ever because of the large increase in average automobile horsepower—a rise from 133 five years ago to 259 today.

During ordinary city driving, larger engines remain cool and their low temperature leads to a build-up of harmful deposits on sparkplugs and on walls of combustion chambers. Then, when driving pace increases on the highway, the deposits cause loss of power and rough operation. Deposits on the plugs cause cylinders to misfire. Deposits on the walls of the combustion chambers ignite fuel prematurely.

TCP overcomes these problems by neutralizing deposits so that on sparkplugs they cannot conduct electricity and on cylinder surfaces they cannot ignite the charge.

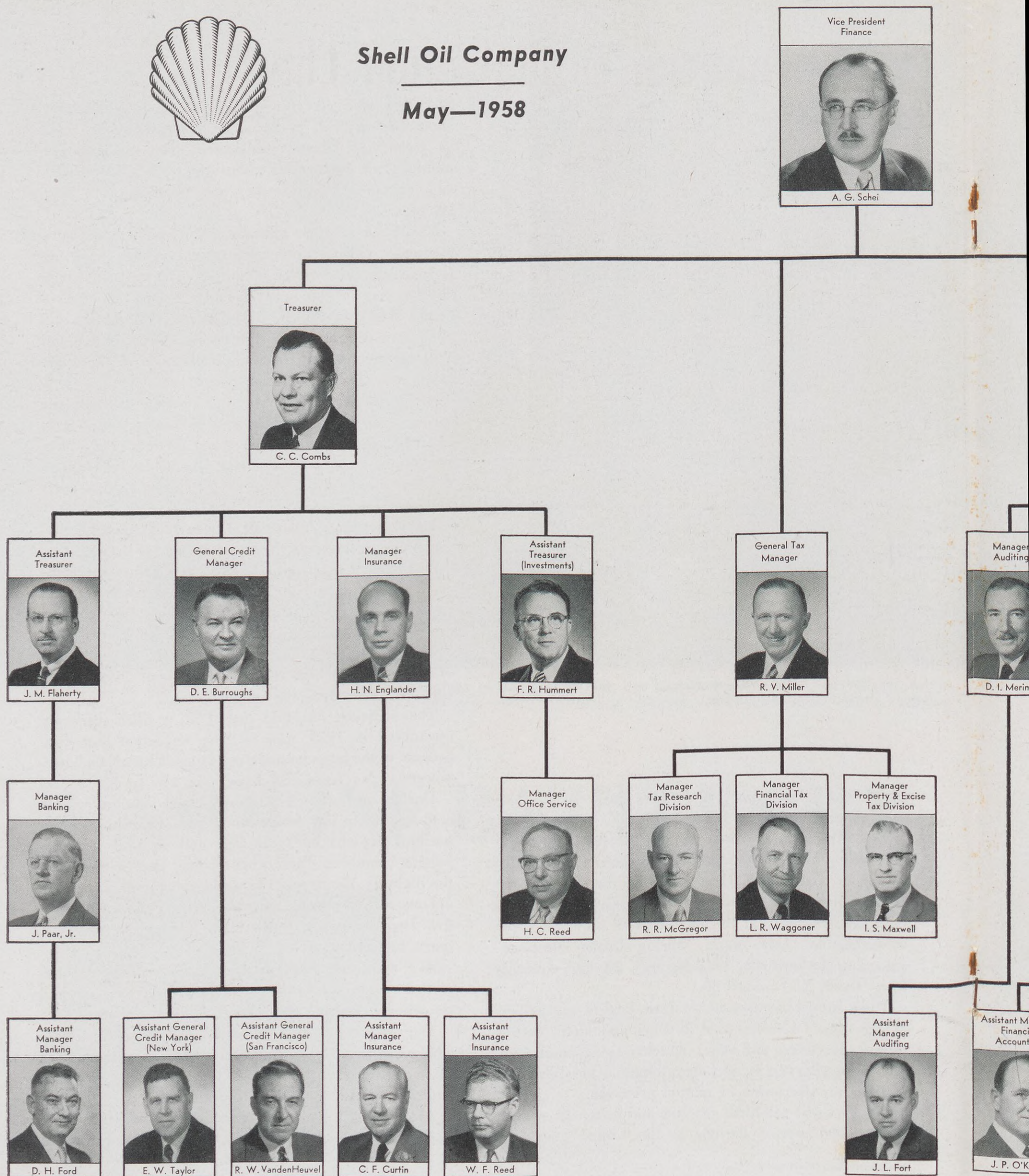
The dealers and jobbers learned that Super Shell with TCP gives protection against knock because it is so high in octane number that knock is no longer a problem. And TCP adds "anti-miss" to anti-knock.

Armed with these facts, Shell dealers and jobbers are ready to put selling punch behind their new "battle cry" ●

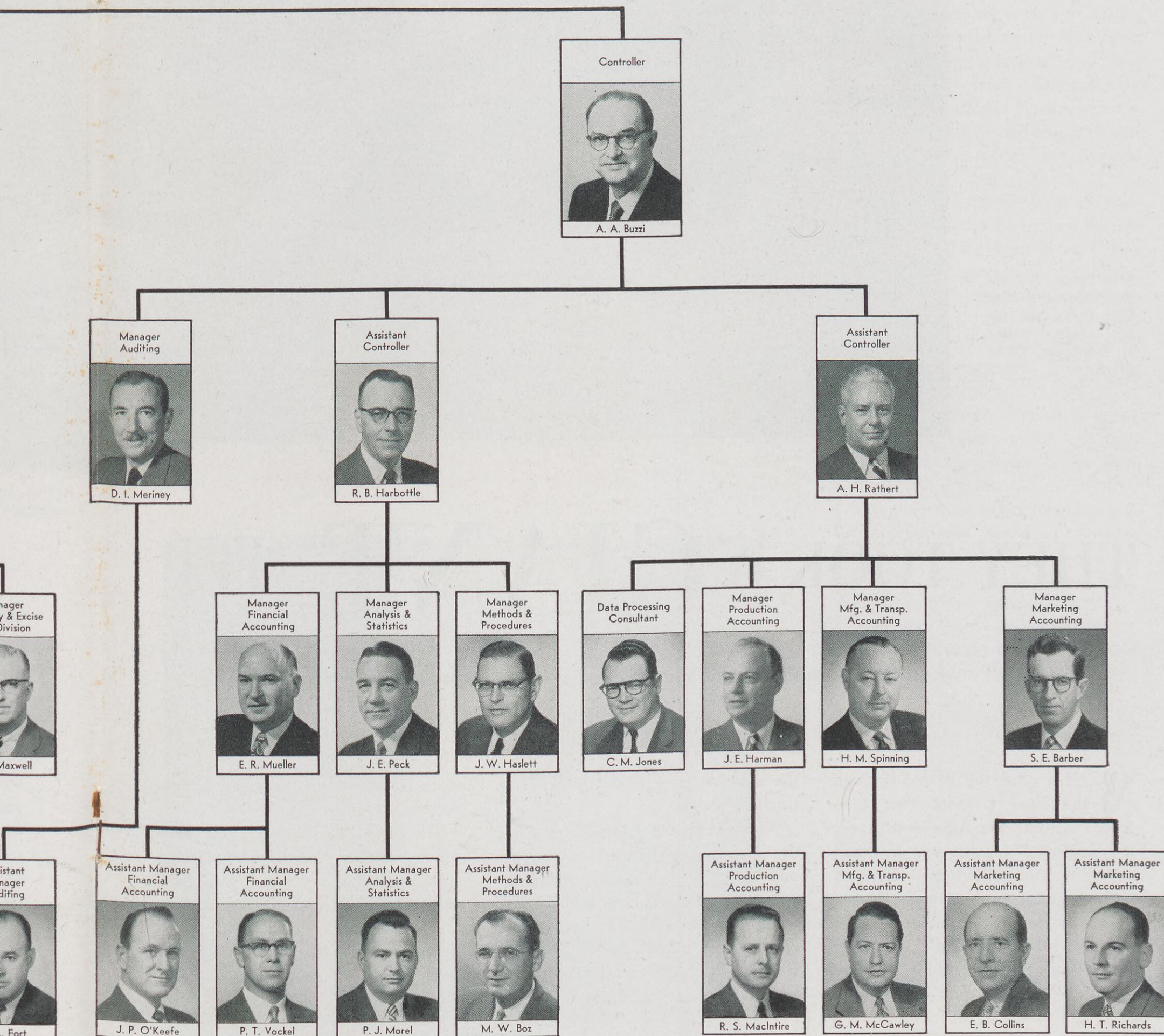


Shell Oil Company

May—1958



Financial Organization Chart



Steel pipe for the Four Corners Pipe Line looks like rubber before it is laid at Anaheim, Calif.



THEY TOOK A GIANT STEP

when they completed the Four Corners Pipe Line from Utah to Los Angeles

WHEN crude oil flowed through the Four Corners Pipe Line from Utah into Los Angeles in April, it represented a giant step by Shell people and other industry members toward solving two big problems.

One is the long-term demand for more oil in the Far West. The other is the lack of transportation to move

the new oil reserves from the Four Corners region.

Nowhere in the United States has the discrepancy between oil supply and demand grown more in recent years than in California and the rest of the Far West. And nowhere in this country have oil fields with the potential of those in the Four Corners been

more isolated from the markets they need to serve.

The new Four Corners line — in which Shell Oil Company has 25 per cent ownership and which was built and is being operated by Shell Pipe Line Corporation as agent for the Four Corners Pipe Line Company — helps meet both problems.



Years ago it was believed that the growing production of oil in California could supply the West and the state itself indefinitely. But those who held this view couldn't foresee the enormous growth in population and, with it, the boom in the area's economy.

About 1950, six western states — Oregon, Washington, Idaho, Utah, Nevada and Arizona — began to require more oil than California production could provide. Today, about 900,000 barrels of oil are produced in California each day—plenty for the state itself but not enough for the rest of the Far West formerly supplied by California. In 1957, the Pacific Coast market consumed about 85.8 million more barrels of oil than it produced.

When this problem became apparent, Shell and other companies began planning to meet it.

A new distribution pattern was developed, relieving California of much of the supply burden beyond

its borders. Hundreds of miles of crude and products pipe lines were constructed to supply the populous areas of the Far West.

The Pacific Northwest is becoming a refining area. New plants like Shell's Anacortes Refinery were linked by pipe line to new oil fields in Canada. They began furnishing the Northwest with oil products formerly supplied almost entirely from California. By 1961, nearly all the Northwest's requirements are expected to come from refineries there or in the Rockies region.

By then, also, the Far West will consume an estimated 1.6 million barrels of oil daily. This demand may then be met from sources in California (including offshore oil), Colorado and Wyoming, the Four Corners region and the Canadian fields, with the possible assistance of overseas imports, if necessary.

While the new distribution plans were being made by the oil companies, their exploration people were busy discovering new oil.

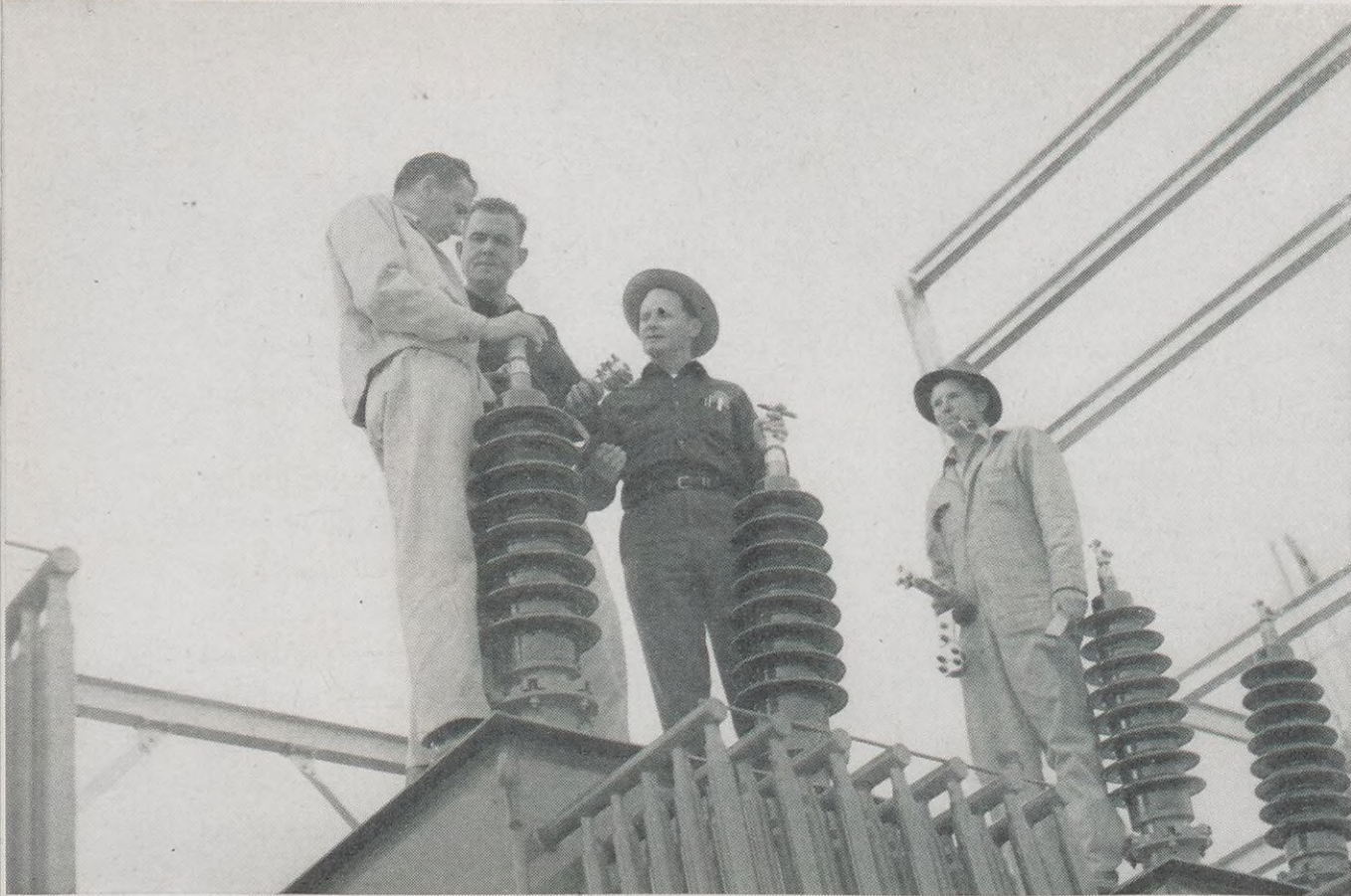
One place where they met spectacular success was the Four Corners region — where Arizona, Utah, Colorado and New Mexico meet. Shell pioneered in the search there.

Shell had discovered seven of the 16 new fields in the Four Corners and had drilled about 100 wells by April of this year.

Until now, though, production in



Palm trees on the right and eucalyptus trees on the left form a stately setting for the Four Corners Pipe Line on a road in Olive, California, before the pipe was placed underground.



Discussing equipment atop the transformers installed to supply electric power for the Line's Cameron Station are, left to right: Material Checker E. W. Travis, Shell Pipe Line; T. Woodward of Engineer's Limited; E. L. Martin, Senior Inspector, Shell Pipe Line; and H. T. Smith, Storey Electrical Co.

THEY TOOK A GIANT STEP *continued*

both the Paradox Basin and in New Mexico's San Juan Basin has been comparatively low. Some wells have been shut in and others have been producing at far below normal rates due to lack of transportation for the oil.

The new Four Corners Pipe Line changes that.

The 600-mile pipe line which now

moves much of the Four Corners oil to market took nearly a year to build and cost about \$50 million. From the center of its sprawling gathering system, near Bluff in southeast Utah, it was wrestled westward across some of the most difficult land in America.

The pipeliners found the weather almost unbearably hot in summer and bitterly cold in winter. But finally,

after crossing deserts, rivers and mountains, there was Los Angeles.

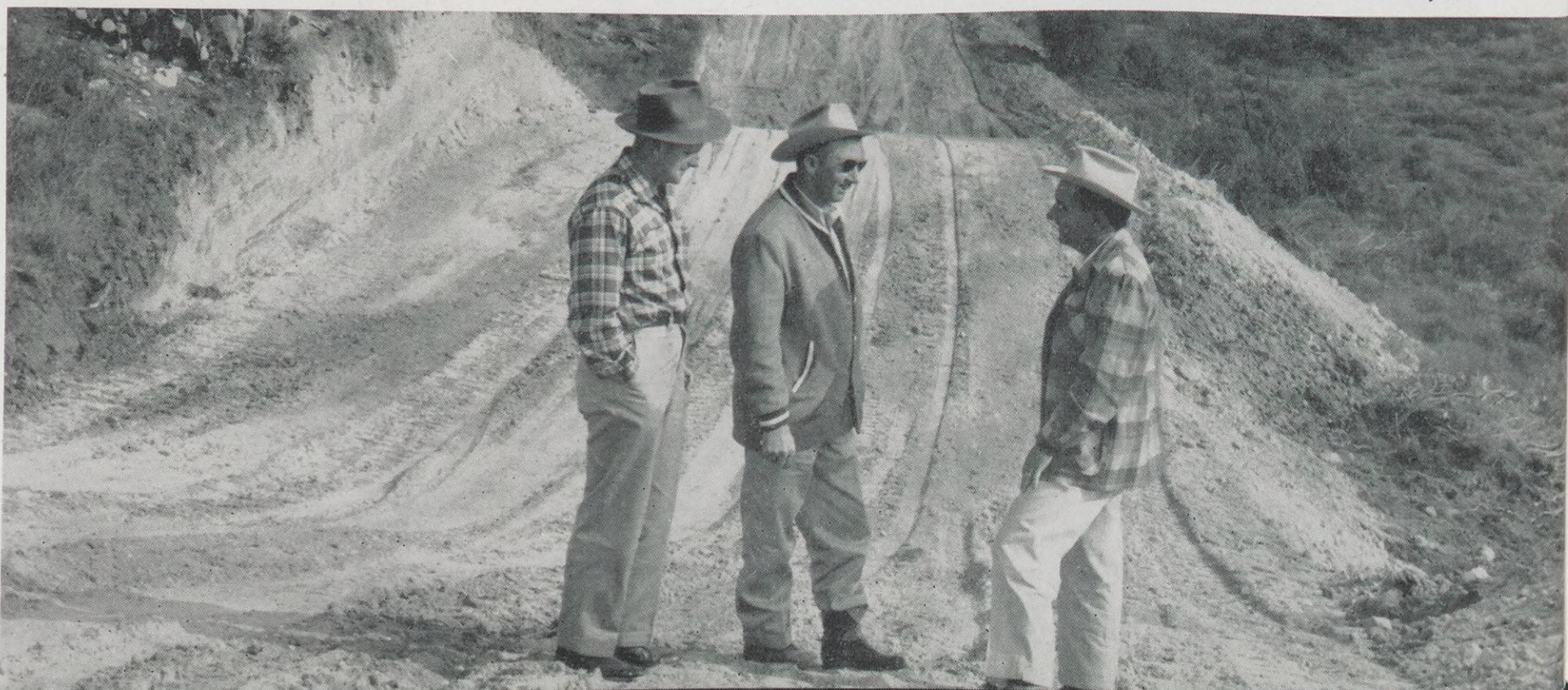
Here the problems multiplied. On top of ticklish right-of-way work (the line follows railroad, city utility and power line rights-of-way wherever possible) and tough river and flood-control channel crossings, there was the bugaboo that helps make Los Angeles famous: traffic.

As one Shell Pipe Line man put it: "You don't just walk out on a freeway and halt the cars." So where the line had to cross freeways and other busy thoroughfares, there was no ditching. The pipe was pushed through casing placed in tunnels bored under the streets. This was also done at railroad tracks and at some river crossings.

Where the line paralleled city streets, construction crews tried to permit at least one-way traffic, and they were careful to keep their heavy equipment from interfering with the flow of vehicles.

(In Anaheim, off-duty city policemen were hired by the contractor, with the consent of the city, to direct traffic during construction. They were paid no more than the contractor would have paid his own men for the same work, but the drivers respected

In the mountains near Corona, California, three Shell Pipe Line Corporation men discuss some pipe-laying problems. They are, left to right, Material Checker E. E. Mathis, J. L. Waddell, Right of Way and Claims Agent, and Chief Inspector C. W. Wyatt.



the uniformed officers, whereas they might have reacted differently to men in "civvies.")

Complying with municipal safety regulations, the crews sometimes kept no more than 100 feet of open ditch ahead of the pipe-laying. And they "stovepiped"—welded the pipe in the ditch rather than alongside it.

In April, Four Corners oil was dispatched by Shell Pipe Line personnel through the Los Angeles Terminal to a number of delivery points.

Most of the tank farms and refineries receiving the crude have installed lateral lines to carry oil away from the trunk line. In some cases, existing tanks are used for storage; elsewhere, new ones have been built.

At the Wilmington section of the Wilmington-Dominguez Refinery, 3,200 feet of 16-inch and 400 feet of 12-inch pipe have been installed by Shell. The crude is stored in two existing 80,000-barrel tanks. A de-salting unit has been constructed to remove corrosive impurities from the oil before processing.

Three and one-half miles north of Wilmington at the Dominguez section of the Refinery, Shell has put in 800 feet of 16-inch pipe, permitting the use of three existing 114,000-barrel tanks.

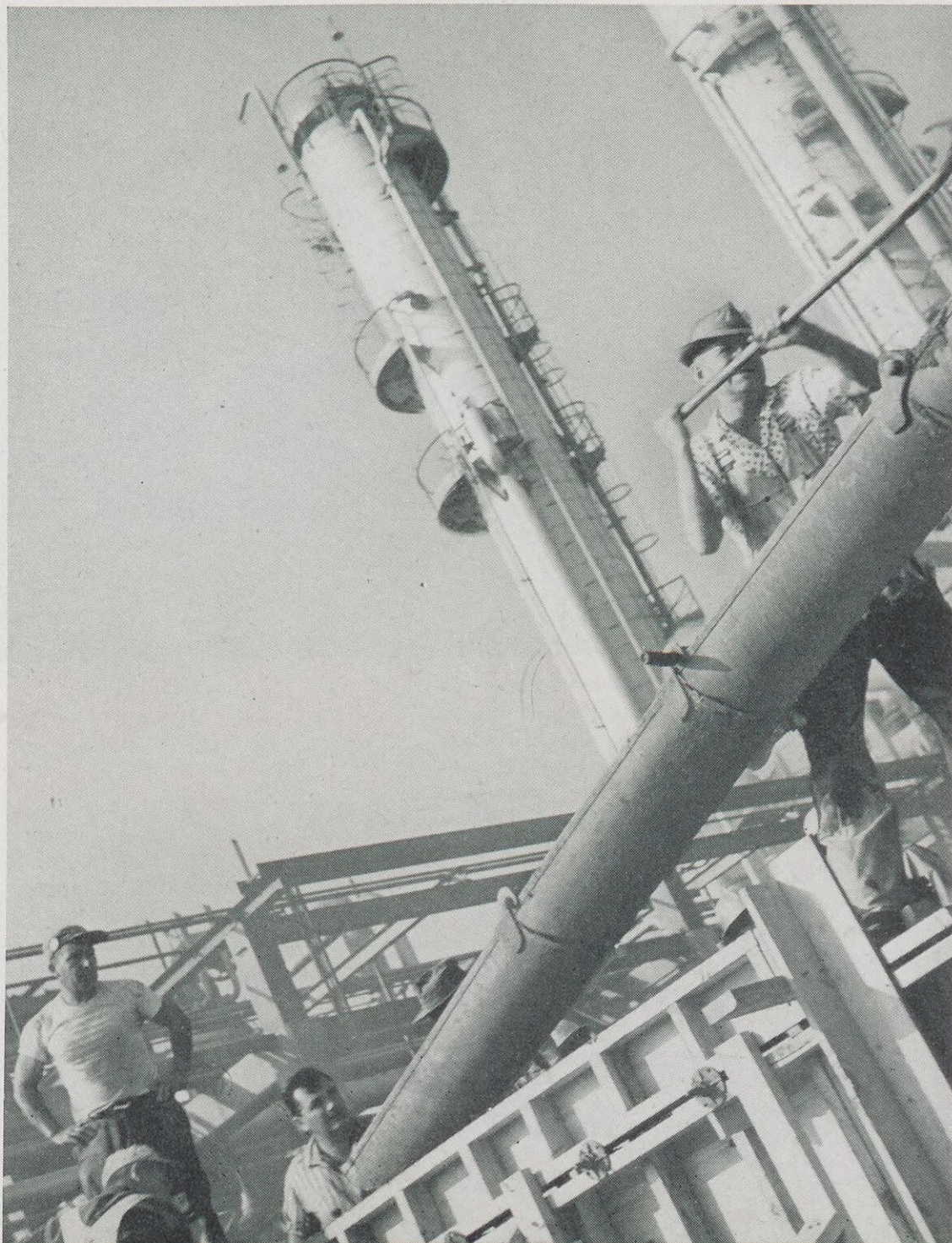
Four Corners crude also has its effect on oil marketing. To keep pace with competition in the expanding economy, Shell's marketing operations in the West are geared to a steady yearly increase, which oil from the Four Corners will help to sustain. Other companies, too, now will be able to supply more oil and oil products to the region.

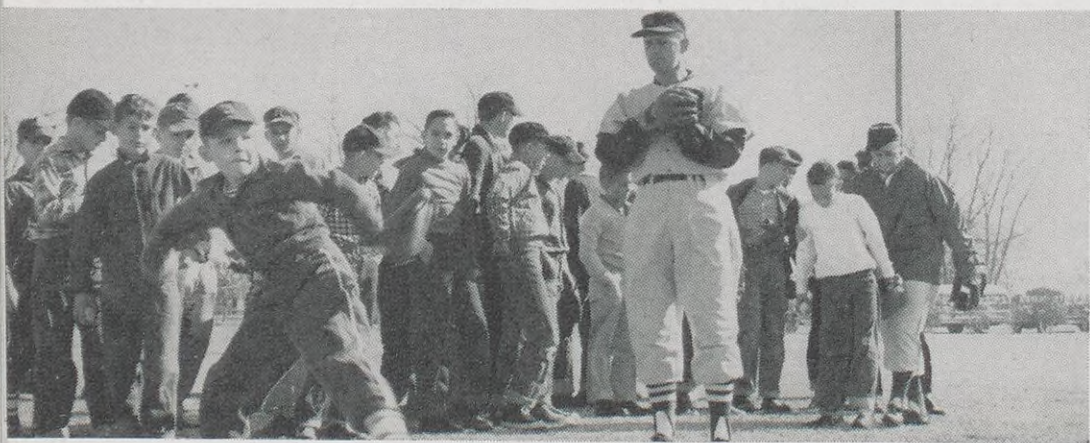
Completion of the giant step from Utah to California has provided the Pacific Coast region with one of the basic needs for continuing its phenomenal growth ●



A **flagman** gives signal instructions as pipe is pulled across the Colorado River near Needles, Calif. The pipe now rests in a ditch on the river's bottom.

The **foundation** for a de-salting unit was constructed, below, at Shell Oil Company's Wilmington-Dominguez Refinery. The unit will remove salts from the Four Corners Pipe Line crude oil before it is processed by the refinery.





Boston's Mel Parnell watches Robert Roussel, Jr., son of Rack Foreman R. J. Roussel, practice his pitching.



Los Angeles Dodgers trainer Doc Wendler answers adults' queries.



Mel Ott, former New York a member of baseball's Hall of



Giant of Fame, c



Infielder Frank Thomas of the Pittsburgh Pirates emphasizes a point on third-base strategy to the crowd of youngsters surrounding him. Norco's first baseball clinic attracted boys ranging in age from eight through 18.

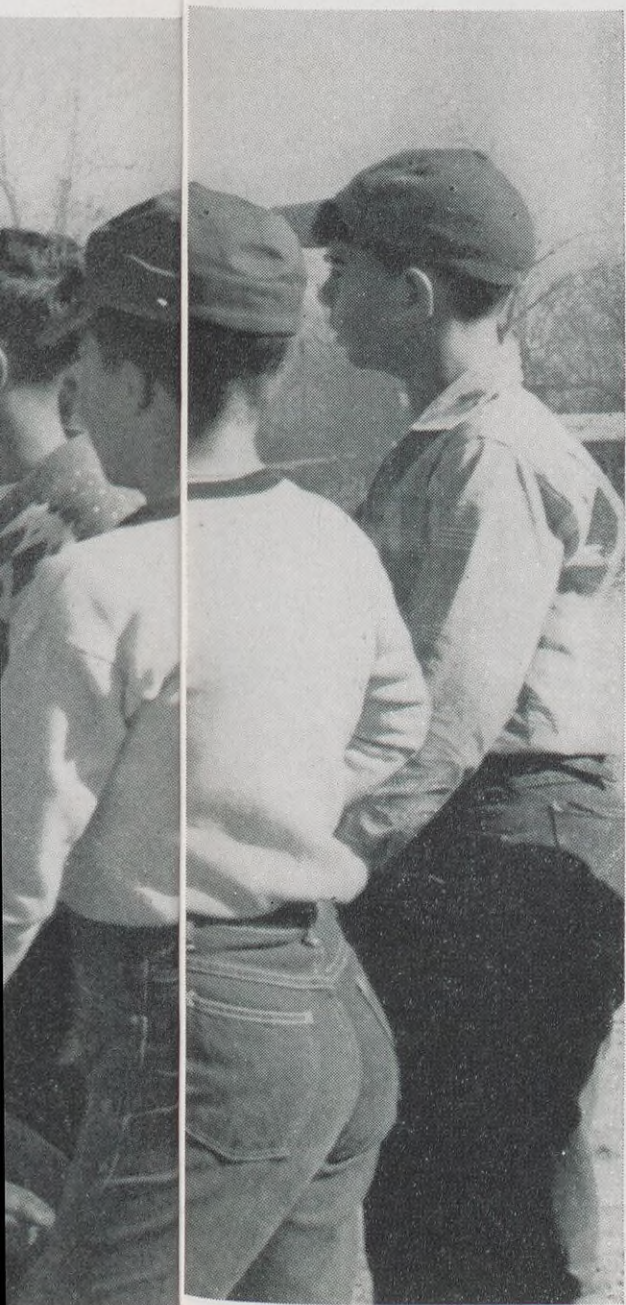
The 24-man teaching staff of Norco's one-day baseball clinic lines up for introductions. The staff members included both active and retired major and minor league players, along with officials, scouts and other experts.





New York
Hall of

Giant outfielder and manager,
Fame, draws the largest crowd.



DIAMOND CLINIC

The Norco Refinery's first baseball clinic made a hit with 800 ambitious youngsters

IN one corner of the field, former New York Giant slugger Mel Ott was showing how wrist action means power hitting. A few yards away, Boston Red Sox pitcher Mel Parnell demonstrated how to follow through, while Pittsburgh Pirates infielder Frank Thomas taught how to field a bunt.

The scene and subjects resembled a major league training camp. But the students were about 800 boys from eight to 18, and the occasion was a one-day baseball clinic held at the Norco Refinery.

Planning for the clinic began last year, when A. J. Robert, of the Refinery Shipping Department, was one of the group that took 50 boys to a similar clinic in Baton Rouge, La.

"I wondered why we couldn't put on a clinic in Norco," Robert said. "With the help of V. L. Smith, who helped with the Baton Rouge clinic, and L. J. Yochim, who used to play with Pittsburgh, the clinic began taking shape."

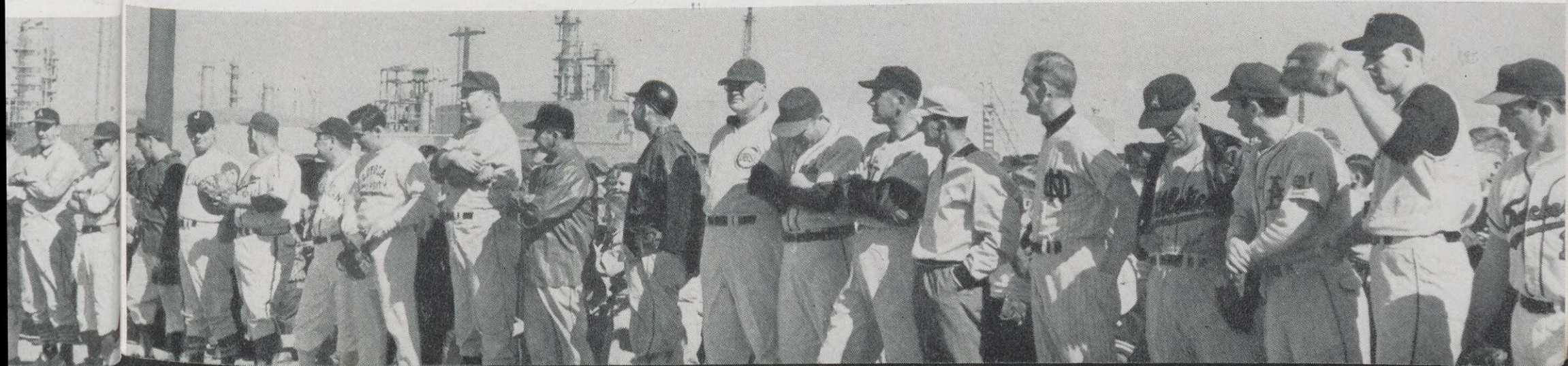
Refinery Manager R. W. Faulk, Employee Club Chairman T. O. Hendry and Employee Club Athletic

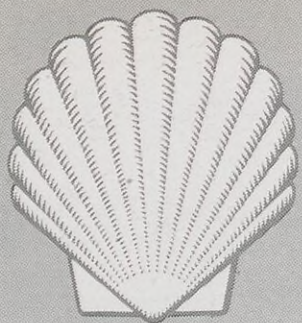
Director L. J. Stein all thought a baseball clinic at Norco would be a good idea, and gave it their active support. Yochim, of the Gas Department, and Robert contacted major and minor league ball players and officials in the area. Smith, also of the Gas Department, and M. O. Brookey, of the Catalytic Cracking Department, contacted schools in the area to arouse interest.

On the cool, clear morning of February 2, the day of the clinic, 24 players and officials were on hand to instruct the almost 800 boys as well as the adults who handle various schoolboy leagues in the Norco area.

In addition to Ott, Parnell and Thomas, the 24 instructors included Gene Freese, Pirates infielder; George Strickland, Cleveland Indians infielder; Bill Lee, former Chicago Cubs pitcher; "Doc" Wendler, trainer for the Los Angeles Dodgers; Charles Hurth, president of the Southern Baseball Association, and Buddy Hankins, Pittsburgh scout.

The first Norco baseball clinic was so successful that plans are under way for an even bigger clinic next year ●





They have RETIRED



H. D. DALE

H. D. DALE retired effective April 30 after 33 years' service with Shell Oil Company, the last 11 as Manager of the Wood River Refinery.

Horace Dale began his Shell career in 1924 as a Gauger at Wood River. He was named Assistant Superintendent in 1934 and Superintendent in 1941. He transferred to Head Office in 1944 as Manager of the Manufacturing Operations Department and in 1945 became Assistant to the Vice President Manufacturing. He was named Manager at Wood River in 1946. Since then, the capacity of the Refinery, Shell's largest, has been more than doubled.



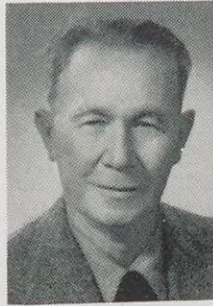
L. E. AXTELL
Pacific Coast Area
Gas



P. BERDELLA
Shell Chemical Corp.
Shell Point Plant



C. C. BRASHER
Shell Pipe Line Corp.
West Texas Area



C. A. BROWN
Pacific Coast Area
Production



M. C. BRUNNER
Head Office
Exploration & Production



A. T. BULLARD
Houston Refinery
Fire & Safety



C. I. BURGESSON
Seattle Division
Operations



J. B. BURTON
Pacific Coast Area
Production



W. P. CARLSEN
San Francisco Division
Treasury



W. A. CARNAHAN
Head Office
Treasury



LEORA C. CLEM
Indianapolis Division
Treasury



JOHN W. CONNORS
Boston Division
Operations



J. H. COOK
Pacific Coast Area
Production



L. A. DuROCHER
Norco Refinery
Engineering



O. C. ENGLE
Shell Pipe Line Corp.
Mid-Continent Area



L. V. EVANS
Pacific Coast Area
Treasury



J. FOUNTAIN
Houston Refinery
Treating



S. J. FRILOUX
Norco Refinery
Engineering



R. D. FROWEIN
Martinez Refinery
Cracking



R. M. FRUITS
Tulsa Area
Production



R. L. GASSEN
Norco Refinery
Engineering



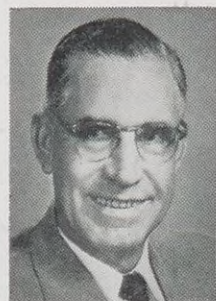
F. G. HAND
Pacific Coast Area
Production



MAY H. HARDY
Baltimore Division
Treasury



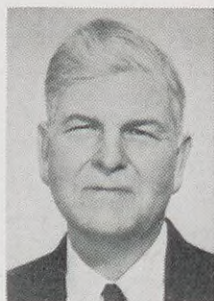
Y. E. HOLT
Wilmington Refinery
Engineering



O. HOWELL
Sacramento Division
Sales



R. C. JOHNSON
Wood River Refinery
Engineering



T. L. JUDY
Shell Chemical Corp.
Shell Point Plant



G. KNAUSS
Wood River Refinery
Engineering



B. LECHNER, JR.
Chicago Division
Operations



E. LEWIS
New Orleans Division
Operations



R. N. MADERE
Norco Refinery
Engineering



W. MAHAFFEY
Houston Area
Production

years'
anager

Gauger
endent
red to
turing
ant to
Man-
city of
ubled.



B. BURTON
ic Coast Area
roduction



V. EVANS
ic Coast Area
Treasury



E. HOLT
gton Refinery
gineering



MAHAFFEY
ston Area
oduction



H. E. MARTINET
Albany Division
Sales



J. H. McGHEE
New Orleans Area
Production



D. G. McGINTY
Shell Pipe Line Corp.
Mid-Continent Area



I. A. McWHIRT
Tulsa Area
Production



J. A. MEDEIROS
Shell Chemical Corporation
Shell Point Plant



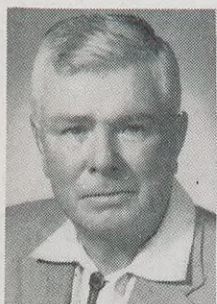
E. E. MILLER
Cleveland Division
Sales



J. W. MINTER
Wood River Refinery
Engineering



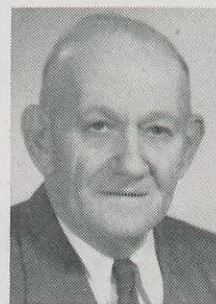
F. H. MOLLER
Tulsa Area
Production



V. MOON
Pacific Coast Area
Production



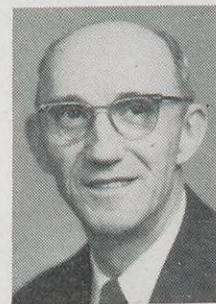
S. H. MORPHEW
Shell Pipe Line Corp.
Mid-Continent Area



A. A. MUELLER
Wood River Refinery
Compounding



WILLIAM J. MULCAHY
Pacific Coast Area
Production



A. G. NOONAN
Wood River Refinery
Compounding



GERTRUDE P. PARKER
Pacific Coast Area
Legal



F. PLESEK
Wood River Refinery
Engineering



LUCINDA M. RAMSEY
Head Office
Pers. & Ind. Rel.



E. R. RAPHAEL
San Francisco Office
Sales



O. R. REEVES
Wood River Refinery
Dispatching



G. ROBINSON
Houston Refinery
Engineering



B. F. RUFFIN
Head Office
Financial



W. L. RUSHING
New Orleans Area
Production



RUBY K. RUTH
Baltimore Division
Marketing Service



D. J. ST. PIERRE
Norco Refinery
Gas



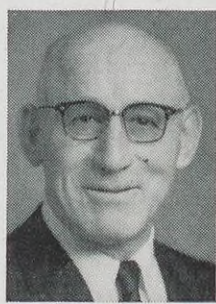
C. W. SCHMIEDERER
St. Louis Division
Operations



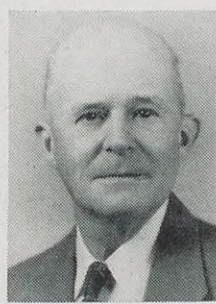
D. G. SCOTT
Los Angeles Division
Operations



F. M. SCOTT
Shell Chemical Corp.
Martinez Plant



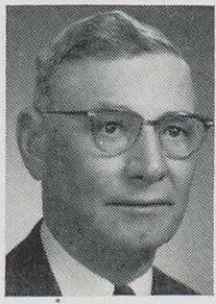
A. S. SEEGER
Wood River Refinery
Compounding



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



J. SENCHAK
Wood River Refinery
Engineering



A. A. SHASHEK
Wood River Refinery
Engineering



C. C. STAATS
Tulsa Area
Production



W. A. STANTON
Wood River Refinery
Engineering



P. TAMEZ
Houston Area
Production



J. H. TEMPLE
Wood River Refinery
Engineering



G. M. WALKER
Los Angeles Division
Sales



P. B. WALKER
Tulsa Area
Production



R. M. WALTON
Head Office
Treasury



G. F. WATTS
Wood River Refinery
Engineering



Y. A. WILSON
Wood River Refinery
Engineering



E. N. YOUNG
Shell Development Co.
Emeryville

SHELL Coast to Coast

NET RESULT

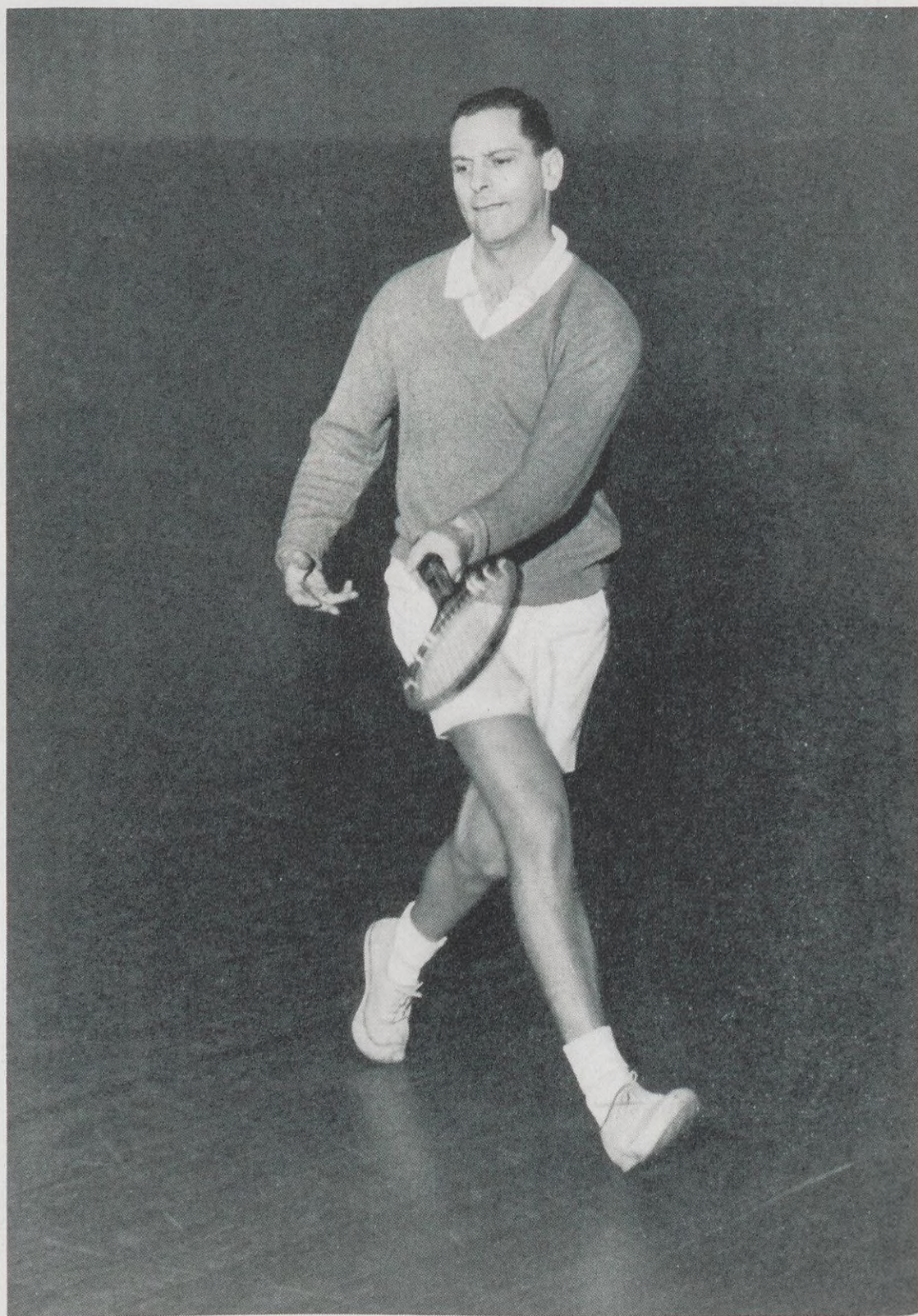
J. D. Heldman, Assistant Manager of Shell Oil Company's Head Office Manufacturing Research Department, won a major upset victory in the National Indoor Tennis Tournament in New York City recently.

Heldman, shown at right during tournament play, defeated second-seeded Barry MacKay in the quarter-final round, 6-3, 2-6, 6-4. MacKay was one of only four seeded players in the 32-player tourney, and is the United States' No. 1 Davis Cup player. Heldman's play against MacKay on the lightning-fast wooden courts was described by *THE NEW YORK TIMES* as "a remarkable achievement."

Heldman was defeated in the semi-finals by Budge Patty, who lost in the final round to Dick Savitt. Patty is rated Europe's best amateur, and Savitt is considered the best amateur player in tennis today.

Heldman, a left-handed player, won his first tennis tournament in 1933. Three years later he won the national junior championship. He now enters about one tournament a year.

Tennis is more than an avocation in the Heldman family. His wife, Gladys, is editor of *WORLD TENNIS*, the nation's largest tennis magazine. Their daughter Carrie, 13, was Canadian national 13-and-under girls champion in 1956-57, and their daughter Julie, 12, is now the U. S. national 13-and-under girls indoor champion.



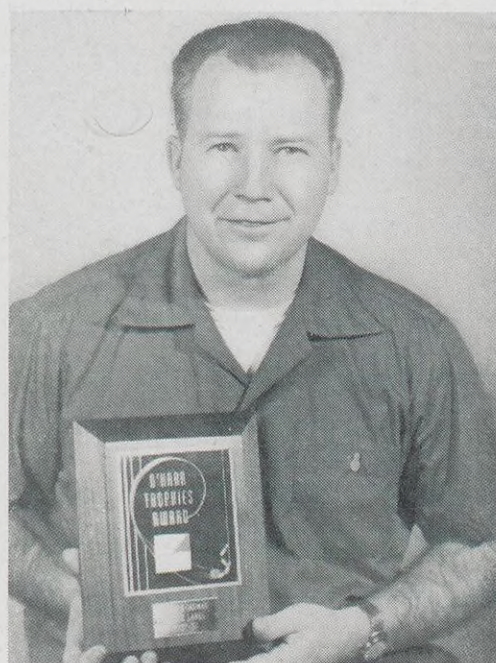


HOUSTON WINNER

Doris Winner, Secretary to the Manager of Shell Chemical Corporation's Houston Plant, recently was named Houston's Secretary of the Year by the local chapter of the National Secretaries Association. She competed with Houston's best.

PINS TO SPARE

W. A. Cadman of the Martinez Refinery's Stores Department won \$250 and the plaque he is holding by bowling an all-spare game. The cash prize came from the manufacturer of the bowling shirt he wore, and the plaque from the Diablo Bowling Association. His all-spare score was 185.



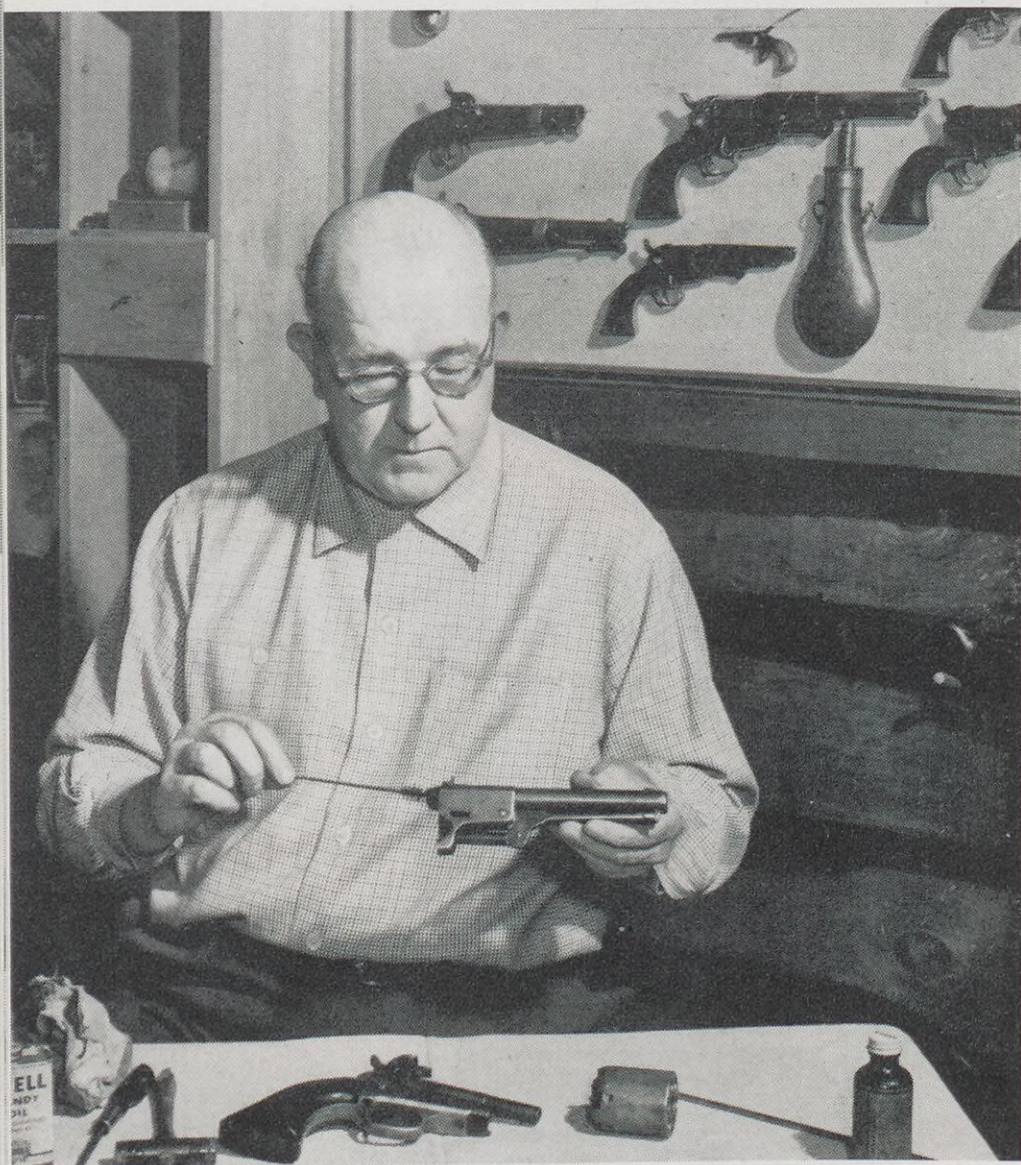
PETROLEUM PANEL

Ralph Floyd, second from left, Land Manager of the Denver Area's Casper, Wyo., Division, leads a rehearsal of a radio panel of oil men from various companies discussing aspects of the oil business. Floyd helps select panel members and plan the format of the 15-minute show, titled "This Fascinating Oil Business," once each week.



SHELL Coast to Coast

continued

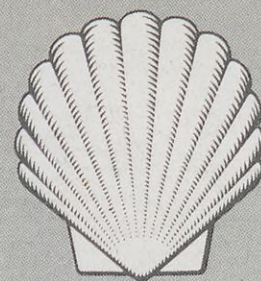


HISTORY THROUGH A HOBBY

Collecting old weapons serves as a double-barreled hobby for MacLaren Richards, Albany Marketing Division Asphalt Manager. His search for additional items for his collection brings him both rare guns and the opportunity to study the history of upper New York State and its settlers.

A book on antique guns given to him by his wife six years ago first fired Richards' interest in collecting old weapons. By trading with other collectors, checking out-of-the-way antique shops and by other means, Richards brought together a sizeable collection—so sizeable, in fact, that he remodeled an old woodshed behind his home to house the weapons.

His oldest piece of equipment is a powder horn dated 1757 and used in the French and Indian War battles in upper New York. His 18 pistols cover the evolution of the pistol from flintlocks (including one of the first models made in 1806) through percussion cap and cap-and-ball revolvers to cartridge-firing weapons.



Service BIRTHDAYS

Thirty-Five Years



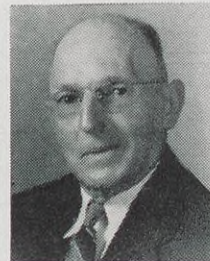
O. W. BARDELEMER
Wood River Refinery
Compounding



L. N. WILMINGTON
Wilmington
Administration



D. L. HARVICK
Wood River Refinery
Railroad Section



H. C. HOWELL
Sacramento Division
Operations



F. L. LAWRENCE
Los Angeles Division
Treasury



G. W. LINDSEY
Shell Chemical Corp.
Shell Point Plant



A. B. PA.
Shell Pipe
West Te



E. F. BIERLEIN
Denver Area
Production



J. BOLOTTE
New Orleans Area
Production



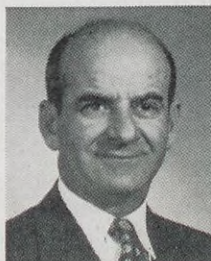
E. F. BRISTOL
Pacific Coast Area
Treasury



C. CARLSON
Martinez Refinery
Refinery Laboratory



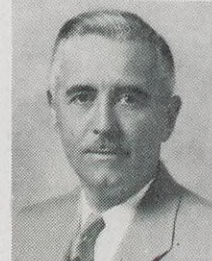
M. B. C.
Houston
Produ



V. HALLAIAN
Wilmington Refinery
Catalytic Cracking



O. G. HARVEY
Shell Pipe Line Corp.
Texas-Gulf Area



R. J. HOWARD
Head Office
Personnel



J. N. HULL
San Francisco Office
Administration



H. L. J.
Shell Pipe
Texas-Gu



H. C. VENNING
Martinez Refinery
Engineering

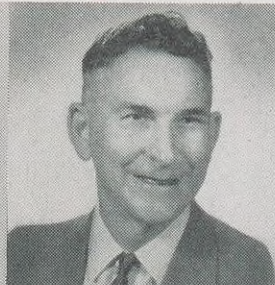


E. J. G. WAIGHT
San Francisco Office
Marketing Service



R. L. WILLIAMS
Chicago Division
Administration

Forty Years



G. R. COLES
San Francisco Division
Treasury



G. MATTHEUS
Martinez Refinery
Treasury



J. W. BARDELMEIER
Wood River Refinery
Compounding



L. N. BOOHER
Wilmington Refinery
Administration



F. F. BROWN
Pacific Coast Area
Production



J. C. BROWN
Wood River Refinery
Engineering



L. F. CAMPBELL
Wood River Refinery
Engineering



F. M. COX
Midland Area
Production



E. J. DAY
Wood River Refinery
Distilling



F. H. FERBER
San Francisco Division
Treasury



L. FROST
Pacific Coast Area
Production



A. W. HACKER
Pacific Coast Area
Production



G. W. LINDSEY
Shell Chemical Corp.
Shell Point Plant



A. B. PARKHURST
Shell Pipe Line Corp.
West Texas Area



E. A. RINTOUL
Wood River Refinery
Utilities



U. S. SHEWMAKER
Shell Pipe Line Corp.
Mid-Continent Area



R. J. SHIREMAN
Wilmington Refinery
Dispatching



E. F. SMITH
Shell Pipe Line Corp.
Texas-Gulf Area

Thirty Years



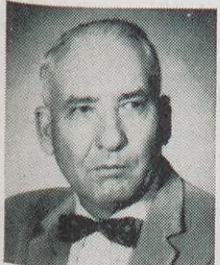
C. F. ALLEY
Martinez Refinery
Lubricating Oils



R. W. BERRY
Denver Area
Administration



C. CARLSON
Martinez Refinery
Refinery Laboratory



M. B. CARWILE
Houston Area
Production



N. M. CLARKE
Head Office
Marketing



A. CORTES
Martinez Refinery
Engineering



W. J. CURRY
Head Office
Transp. & Supp.



S. C. DICKEY
Tulsa Area
Production



W. C. DOMBROW
Chicago Division
Operations



M. W. ELLIOTT
Wood River Refinery
Engineering



E. T. FARIA
Martinez Refinery
Engineering



D. W. GRINNELL
Chicago Division
Operations



J. N. HULL
San Francisco Office
Administration



H. L. JONES
Shell Pipe Line Corp.
Texas-Gulf Area



J. E. JONES
Houston Area
Pers. & Ind. Rel.



L. V. KARKER
Portland Division
Treasury



L. D. KELLER
Norco Refinery
Dispatching



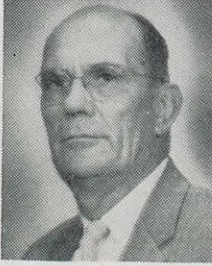
L. L. KELLER
Norco Refinery
Engineering



J. KLEEMAN
Anacortes Refinery
Zone D



R. L. NORBURY
Pipe Line Dept.
Fall River, Mass.



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



T. H. TURNER
New Orleans Area
Production

Twenty- Five Years



A. BAK
Sewaren Plant
Engrg. & Maint.



W. E. BALDWIN
Shell Pipe Line Corp.
Texas-Gulf Area



J. R. BOWEN
Head Office
Marketing



C. S. BROUSSARD
New Orleans Area
Transport & Materials



E. BURNETT
Houston Area
Land



R. J. CLARK
Cleveland Division
Sales



O. G. COONS
Shell Pipe Line Corp.
Mid-Continent Area

Twenty-Five Years *continued*



S. COSTA
Houston Refinery
Engineering



J. COSTLEY
Wilmington Refinery
Experimental Laboratory



A. C. DAHL
New Orleans Area
Production



A. R. DELICIO
Boston Division
Operations



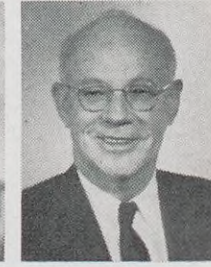
R. B. DITTON
Albany Division
Operations



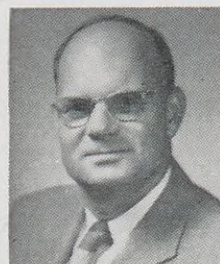
J. A. EDGAR
Martinez Refinery
Research Laboratory



W. P. ELLIS
Shell Pipe Line Corp.
Texas-Gulf Area



W. FOTHERGILL
Martinez Refinery
Pers. & Ind. Rel.



E. E. FREE
Shell Pipe Line Corp.
Mid-Continent Area



A. R. FREY
New York Division
Operations



H. R. GLICK
Tulsa Area
Production



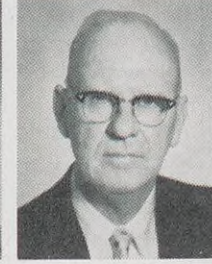
E. L. GREEN
Wood River Refinery
Engineering



H. GUZMAN
New Orleans Area
Production



ELSA HANSEN
Seattle Division
Treasury



J. D. HUNNICUTT
New Orleans Area
Land



R. U. IRVINE
New York Division
Operations



H. W. JETT
Wood River Refinery
Engineering



M. L. KERLIN, JR.
New Orleans Area
Exploration



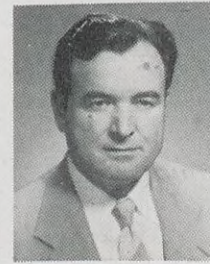
H. R. LARSEN
Sewaren Plant
Compound



C. R. LILLY
Shell Pipe Line Corp.
Texas-Gulf Area



J. J. LOFY
Shell Chemical Corp.
Dominguez Plant



R. E. McDONNELL
Sewaren Plant
Terminal



G. S. MCKINNEY
Houston Area
Production



C. W. MUNDINGER
Chicago Division
Operations



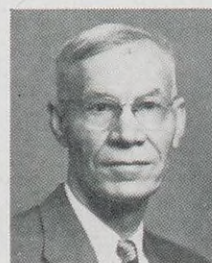
E. O. OVERHULTZ
Shell Chemical Corp.
Houston Plant



C. W. PIVERNETZ
Wilmington Refinery
Refinery Laboratory



C. A. PRICE
Wood River Refinery
Engineering



W. M. PUNNEO
Wood River Refinery
Engineering



M. G. REID
Shell Pipe Line Corp.
Texas-Gulf Area



J. RIVETTE
Detroit Division
Operations



E. E. ROBERTS
Seattle Division
Sales



G. S. RONAY
Shell Development Co.
Emeryville



G. W. RULFS
E. & P. Tech. Serv.
Houston



D. B. SMITH
Anacortes Refinery
Zone B



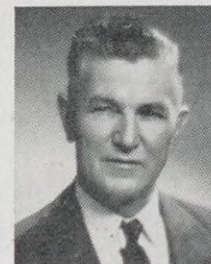
J. C. SMITH
Midland Area
Production



M. E. SPAGHT
Executive Vice President
Shell Oil Company



M. R. SPRINKLE
Shell Chemical Corp.
Head Office



J. W. STIDHAM
Seattle Division
Operations



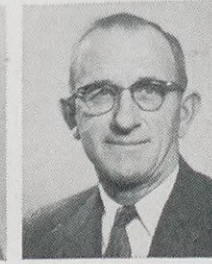
J. R. STRAFFIN
Boston Division
Operations



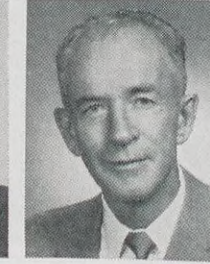
M. S. TERWILLIGER
Cleveland Division
Sales



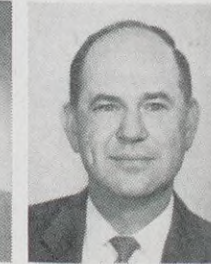
S. C. TESTA
New York Division
Operations



H. E. THOMAS
Shell Pipe Line Corp.
West Texas Area



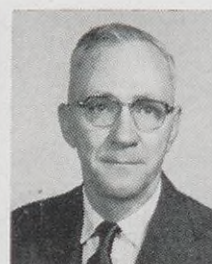
W. H. THOMAS
Pacific Coast Area
Exploration



A. P. TOWELL
Shell Chemical Corp.
Shell Point Plant



D. VAN ALDERWEREL
Los Angeles Division
Operations



L. VANDER
Wood River Refinery
Engineering



G. C. VARNDELL
Shell Pipe Line Corp.
Mid-Continent Area



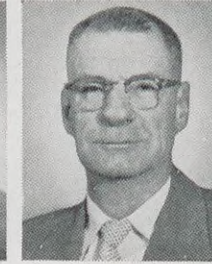
J. R. WARD
Martinez Refinery
Treasury



T. E. WEAVER
Pacific Coast Area
Gas



F. E. WERTZ
Shell Pipe Line Corp.
Texas-Gulf Area



K. A. WILLIAMS
Wilmington Refinery
Engineering



J. P. WYNNE
Atlanta Division
Sales



G. C. ZIRGES
Wood River Refinery
Engineering



FOTHERGILL
Martinez Refinery
& Ind. Rel.



W. JETT
River Refinery
Engineering



PIVERNITZ
Houston Refinery
Laboratory



C. SMITH
Midland Area
Production



P. TOWELL
Chemical Corp.
Point Plant



C. ZIRGES
River Refinery
Engineering

Head Office

20 Years

R. W. Concklin.....Transp. & Supp.

15 Years

W. Crowder.....Financial
J. A. Gonzalez.....Transp. & Supp.
H. D. Guthrie.....Manufacturing
E. Rewkowski.....Purchasing-Stores

10 Years

C. E. Bodendstedt.....Financial
V. E. Hungerford.....Financial
W. F. Richardson, Jr.....Marketing

San Francisco Office

15 Years

Mabel L. Wick.....Purchasing-Stores

10 Years

C. D. Walz, Jr.....Legal
J. M. Soto.....Marketing

Exploration and Production

TECHNICAL SERVICES DIVISIONS (Houston)

20 Years

G. Miller.....Administration

DENVER AREA

15 Years

E. W. Chandler.....Land

10 Years

G. B. Grove.....Land
A. T. Murphy.....Exploration

HOUSTON AREA

20 Years

W. W. Compton.....Gas

15 Years

S. L. Baque.....Production
T. Holland.....Production
A. E. Little.....Exploration
E. G. Morales.....Treasury

10 Years

R. R. Chrisman.....Land
R. B. Magruder.....Land

MIDLAND AREA

10 Years

M. C. Barton.....Purchasing-Stores
S. L. Camp.....Exploration
S. C. Cearley.....Exploration
C. D. Davis.....Pers. & Ind. Rel.

SHELL OIL COMPANY

M. J. Godfrey.....Treasury
C. G. Green.....Treasury
I. S. Hammack.....Gas
B. G. Ryals.....Gas
J. W. Yarbrough.....Gas

NEW ORLEANS AREA

15 Years

L. A. Giroir.....Production
H. A. Pellerin.....Production
F. J. Pustejovsky.....Production
P. J. Trial, Jr.....Exploration

10 Years

L. E. Barton.....Production
R. P. Bossier.....Production
E. C. Camacho.....Exploration
E. C. Kaufman.....Production
V. F. Malbrough.....Exploration
F. J. Michel.....Production
L. H. Wheeler.....Production

PACIFIC COAST AREA

20 Years

L. M. Charter.....Production

15 Years

C. A. Barkell.....Exploration
P. J. Bigler.....Production
M. A. Ferguson.....Production
A. K. Kolkman.....Production
Helen M. Nelson.....Administration
J. W. Reid.....Production
W. A. Snider.....Gas

10 Years

Margaret E. Bolmer.....Legal
J. D. Burich.....Gas
R. P. North.....Exploration
M. M. T. Smith.....Production
R. Van Dexter.....Treasury

TULSA AREA

20 Years

C. W. Koger.....Production
R. G. Mallander.....Production

15 Years

J. B. Knipe.....Production
J. E. Miller.....Production
G. A. Smith.....Production
D. M. Thralls.....Purchasing-Stores
V. Young.....Production

10 Years

H. V. Branson.....Exploration
W. H. Easter.....Exploration
J. C. Shelton.....Gas
O. L. Steele.....Exploration

Manufacturing

HOUSTON REFINERY

20 Years

G. W. Amonett.....Engineering
L. Hayes.....Stores

A. J. Lueckemeyer.....Engineering
J. C. May.....Refinery Laboratory
J. C. Miller.....Engineering
G. Obregon.....Engineering

15 Years

E. C. Boswell.....Engineering
A. Brooks.....Engineering
C. B. Catoe.....Engineering
M. R. Drew.....Utilities
C. L. Goehring.....Engineering
A. Grant.....Engineering
H. A. Halik.....Utilities
H. Lilie.....Engineering
A. C. Preiss.....Engineering
V. E. Smith.....Engineering

10 Years

O. H. Abbott.....Engineering
J. F. Baird.....Engineering
J. Blueitt.....Engineering
J. B. Bouse.....Aromatics
B. F. Byerly.....Engineering
T. C. Cardwell.....Engineering
J. M. Cathey.....Lubricating Oils
E. H. Clore.....Lubricating Oils
C. L. Collard.....Distilling
J. E. Cooke.....Utilities
W. F. Cryer.....Engineering
E. S. Ebel.....Dispatching
J. D. Flanigan, Jr.....Engineering
E. S. Frazier.....Refinery Laboratory
W. C. Fulton.....Thermal Cracking
W. Gallion.....Utilities
D. O. Goodson.....Engineering
G. R. Graybill.....Lubricating Oils
J. F. Gustine.....Engineering
H. O. Harper.....Engineering
G. E. Hastie.....Distilling
L. James.....Engineering
F. D. Jennings.....Pers. & Ind. Rel.
R. A. Johnson, Jr.....Refinery Laboratory
L. J. Kasmiersky.....Engineering
H. J. Krebs, Jr.....Engineering
F. M. Krupa.....Distilling
M. A. Lawson.....Refinery Laboratory
E. E. Lemm, Jr.....Engineering
J. F. Lieder.....Engineering
L. W. Lister.....Dispatching
E. A. Locke.....Research Laboratory
H. G. Locklier, Jr.....Lubricating Oils
A. L. McClain.....Catalytic Cracking
J. W. McIlroy.....Lubricating Oils
L. E. Milholland.....Engineering
H. K. Montgomery, Jr.....Research Laboratory
M. A. Rife.....Engineering
O. E. Shirley.....Refinery Laboratory
W. L. Shoults.....Engineering
E. R. Smith.....Engineering
R. T. Smith, Jr.....Distilling
H. H. Stall.....Engineering
A. L. Stanfield.....Engineering
G. L. Swain.....Engineering
F. M. Thomas, Jr.....Utilities
J. B. Vann.....Lubricating Oils
C. W. Vaughn.....Engineering
B. J. Walker.....Lubricating Oils
A. H. Washburn.....Lubricating Oils
D. E. Westergren.....Engineering

MARTINEZ REFINERY

20 Years

G. A. James.....Engineering

15 Years

W. Prestidge.....Engineering
Irene C. Ringuette.....Treasury

10 Years

W. Patterson.....Engineering

NORCO REFINERY

10 Years

W. J. Laiche.....Distilling
P. R. Weber.....Engineering

WILMINGTON REFINERY

20 Years

J. L. Brown.....Engineering
E. V. Lewis.....Dispatching

15 Years

O. W. MacQuiddy.....Engineering
R. A. O'Hare.....Thermal Cracking

10 Years

C. L. Bartlett.....Engineering
R. H. Coons.....Engineering
D. B. Swedling.....Engineering

WOOD RIVER REFINERY

20 Years

L. H. Ahlmeyer.....Engineering
R. F. Allen.....Engineering
F. E. Blasa.....Compounding
F. G. Bollo.....Research Laboratory
J. Bradich.....Engineering
O. E. Fulkerson.....Compounding

15 Years

W. E. Burgdorf.....Engineering
L. B. Corlew.....Engineering
L. I. Garner.....Engineering
W. H. Grigg.....Alkylation
C. C. Hoots.....Engineering
G. F. Martin.....Refinery Laboratory
L. A. Meininger.....Engineering
W. B. Miller.....Alkylation
D. H. Poag.....Refinery Laboratory
H. L. Pranger.....Fire & Safety
F. C. Seago.....Catalytic Cracking
R. W. Stoddard.....Lubricating Oils
G. E. Suhre.....Gas
L. M. Wilton.....Aromatics

10 Years

D. D. Clinton.....Treasury
B. R. Drevenak.....Alkylation
J. W. Evans.....Light Oil Treating
E. J. Fontana.....Engineering
J. W. Glover.....Aromatics
R. L. Goewey.....Dispatching
K. J. Heinemeier.....Alkylation
H. E. Kendall.....Engineering
R. L. Lenhardt.....Engineering
L. J. Lucas.....Engineering
C. E. Moultrie.....Utilities
R. J. Robinson.....Engineering
R. L. Schmidt.....Light Oil Treating
R. J. Sieve.....Engineering
W. A. Titus.....Engineering
R. A. Wittman.....Thermal Cracking
H. L. Young.....Engineering

Marketing

MARKETING DIVISIONS

20 Years

G. S. Lindley.....Los Angeles, Operations
H. L. Perl.....New York, Operations
J. G. Miller.....Portland, Sales

15 Years

B. C. Lewis.....Albany, Operations
H. V. McDowell.....Atlanta, Operations
P. A. Keller.....Chicago, Sales
H. Quade.....Chicago, Operations
Pauline Ivanciw.....Detroit, Treasury
Elizabeth P. Martin.....San Francisco, Treasury

10 Years

A. K. McCook.....Atlanta, Treasury
J. F. Connearney.....Boston, Operations
R. M. Bouse.....Chicago, Treasury
W. S. Lanthorn.....Cleveland, Operations
P. M. Hedderich.....Indianapolis, Treasury
D. F. Heather.....Minneapolis, Operations
L. B. Veeder, Jr.....New Orleans, Sales
J. Lindseth.....Seattle, Operations
J. J. Snyder.....Seattle, Treasury

SEWAREN PLANT

15 Years

Elizabeth C. Bulvanoski.....Laboratory
W. F. Ivan.....Treasury
J. Lopuszanski.....Chemical
Claire A. Meyers.....Laboratory

10 Years

J. A. Bandola.....Laboratory
Albert Marenchik.....Engrg. & Maint.
P. Pasnak.....Engrg. & Maint.
T. A. Straffey.....Fire & Safety

Pipe Line Department

20 Years

R. L. Hill.....Bourbonnais, Ill.
R. A. Bayless.....Indianapolis, Ind.
V. T. Caraway.....Lima, Ohio
D. A. Parkhurst.....Lima, Ohio
F. Plessa.....Wood River, Ill.
E. C. Clow.....Lima, Ohio

15 Years

R. E. Simpson.....Los Angeles, California

10 Years

W. H. Bullock.....Lima, Ohio
D. C. Fry.....Tracy, California

SHELL CHEMICAL CORPORATION

20 Years

E. F. Bashor.....Chem. Sales Division
L. F. Stayner.....Chem. Sales Division
C. H. York.....Chem. Sales Division
W. G. Hall.....Denver
H. R. Foster.....Houston

G. D. Lym.....Martinez
T. H. Conquergood.....Shell Point
A. H. Sulliger.....Shell Point

15 Years

R. Goodwin.....Dominguez
R. Holland.....Dominguez
R. Shaw.....Dominguez
S. P. Adams.....Houston
S. M. Schultz.....Houston
O. L. Willis.....Houston
W. Wyskocil.....Shell Point
Tillie Jacobson.....Torrance

10 Years

R. J. Solari.....Chem. Sales Div.
B. V. Hettich.....Denver
R. L. Rowe.....Head Office
J. E. Barnhill.....Houston
C. C. Bridges.....Houston
L. B. Celusniak.....Houston
C. R. Ford.....Houston
C. M. Frierson.....Houston
T. Jones.....Houston
W. D. Howell.....Houston
L. J. Kendall.....Houston
C. R. King.....Houston
J. C. Minter.....Houston
R. T. Palmer.....Houston
E. C. Ruff.....Houston
W. E. Sommer.....Houston
J. R. Froland.....Martinez
S. E. Del Monte.....Martinez
T. A. McKinnon.....Shell Point

SHELL DEVELOPMENT COMPANY

20 Years

E. F. Smith.....Emeryville
H. Gershinowitz.....President

15 Years

Z. F. Kucera.....Houston

10 Years

D. K. Furman.....Emeryville
D. R. Lewis.....Houston

SHELL PIPELINE CORPORATION

20 Years

W. W. Daniel.....Mid-Continent Area
T. L. Guthrie.....Head Office

15 Years

L. E. Creek.....Mid-Continent Area
H. E. Gazaway.....Mid-Continent Area
H. W. Krause.....Texas-Gulf Area
O. Ortego.....Texas-Gulf Area
L. Pond.....West Texas Area
R. M. Sizemore.....West Texas Area

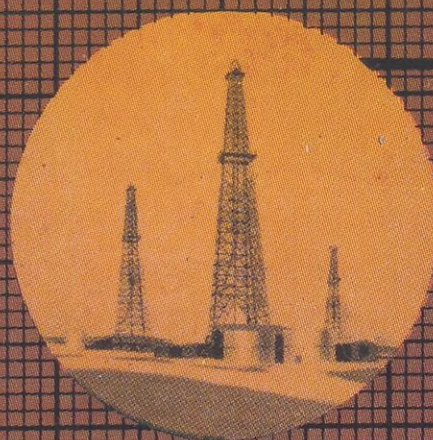
10 Years

E. L. Reeves.....Texas-Gulf Area
R. L. Waldron.....Texas-Gulf Area
L. R. Walters.....Texas-Gulf Area
W. A. Jessie, Jr.....West Texas Area
W. M. Rainwater.....West Texas Area

matters of
fact

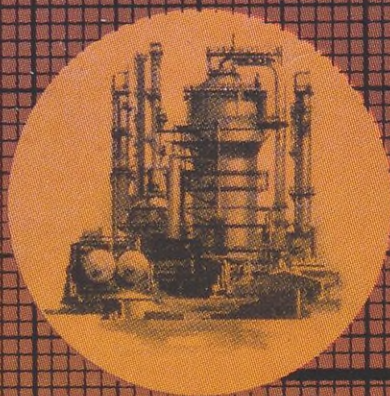
FOR Your Future, TOO

Job security and opportunity depend on Shell's strength and future growth. Last year, Shell prepared for the future by investing \$265 million in capital expenditures—the second largest amount in Shell's history. This money went into drilling wells, leasing land, and building refineries, chemical plants, pipe lines, laboratories and service stations. The amount Shell can continue to spend for the future depends to a large extent on earnings, which are running far below last year. By making every effort to improve efficiency, you can do your part to help overcome this condition and thus strengthen Shell's future—and your own.



DRILLING
and
PRODUCTION

\$182 MILLION



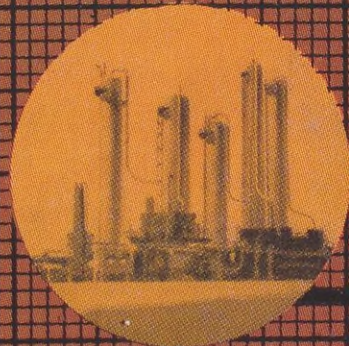
OIL REFINERIES

38 MILLION



MARKETING and
miscellaneous facilities

26 MILLION



CHEMICAL PLANTS

16 MILLION



PIPE LINES and other
transportation facilities

3 MILLION

1957 TOTAL CAPITAL EXPENDITURES \$265 MILLION

SHELL OIL COMPANY

50 West 50th Street

NEW YORK 20, N. Y.

RETURN POSTAGE GUARANTEED

J. B. Bradshaw

4710 Bell

Houston 23, Texas

SPL

BULK RATE

U. S. POSTAGE

PAID

New York, N. Y.

Permit No. 1101

There's no "love" in this game

TURF INSECTS give no quarter when they set their choppers chewing on your grass. But they'd better change their diet if they plan to reach old age. Shell Chemical Corporation now makes the lawns strike back.

Long-lasting *dieldrin*, made by Shell Chemical, now effectively protects the turf in lawns, parks and fairways against the ravages of grass-killing insects.

Easy to apply, this potent insecticide provides effective control for weeks against lawn foliage wreckers such as cutworms, lawn moths and chiggers. And dieldrin protects turf for *years* against root-destroying soil insects such as white grubs, ants, wireworms and Japanese beetle grubs.

Shell Chemical sells dieldrin to insecticide formulators who distribute it under their own brand names. The label on the package will tell you whether it contains dieldrin—another important product of Shell Chemical.

(A version of this Shell Chemical advertisement appears in five national magazines this month.)

