SHELL NEWS

FEBRUARY 1953

DETROIT

Production Is King in This Hard-working Midwestern City

Growth and perfection of the mass production assembly line have made the name Detroit synonymous with auto production.

A DETROITER is proud of his city because it gets things done. He will tell you of a charity drive which netted more than $12 million in three weeks, or mention the civic project which is putting a new face on the waterfront. Towns on the edge of the metropolis, the expanding school system, superhighways, supermarkets and next year's automobiles are all a part of Detroit conversation.

The bustling, fruitful energy which makes Detroit dynamic is apparent everywhere—in offices, factories and stores. This energy is captured and converted into positive activity because the city has, in profusion, the basic necessities of an industrial economy: intelligent planners, heavy capital investment, and an able and energetic working force.

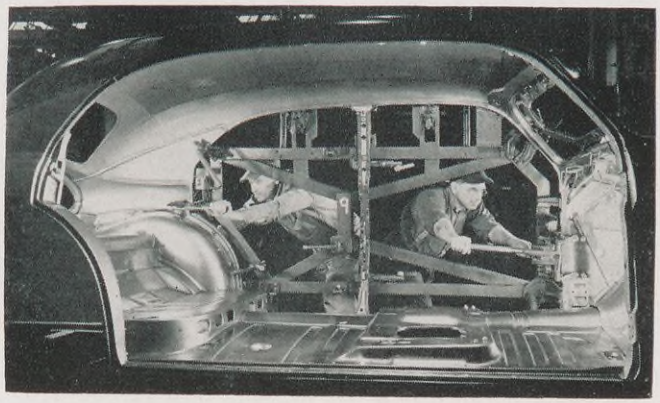
Detroit pays its workers well, and the people of the city lose no time in putting their money into circulation. The majority of this spending comes from working men's dollars, for 93 per cent of Detroit's income is from wages and salaries and only seven per cent from property income such as dividends, interest and rent.

High income and the liberal use of purchasing power created a high standard of living. Good wages have drawn a huge working force into Detroit and today, the city is literally bursting its seams. There is no longer room for major industrial expansion within the city limits and new communities are rapidly taking form in outlying areas.

Such communities spring up to house the workers employed in expanding shops and factories. And it is these factories, built around the miracle of mass production Detroit created, which are the life blood of this midwestern city.

Today, Detroit is the industrial capital of the world. On a per capita basis, no other major city has an equal number of factory workers or as large a volume of manufactured products. There are more than 4,700 factories in the Detroit area.

Nature has helped. The city's location on the Detroit River, which forms part of the world's greatest system of connecting fresh water lakes and rivers, means low transportation costs for iron ore, coal and other essential raw materials found in abundance in the Great Lakes area. An almost unlimited



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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.

contents

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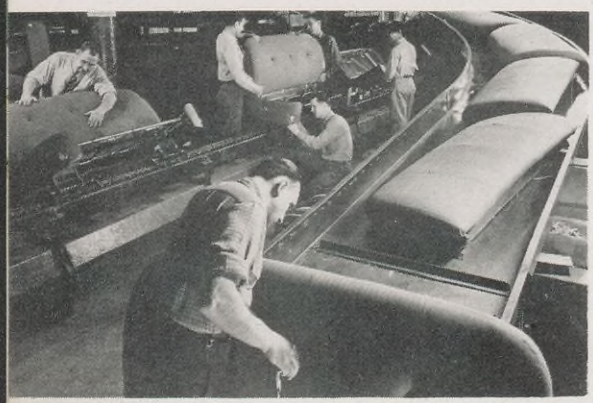
DITCHING BY DYNAMITE

It took 8,500 pounds of dynamite to create the mighty explosion pictured on this month's front cover.

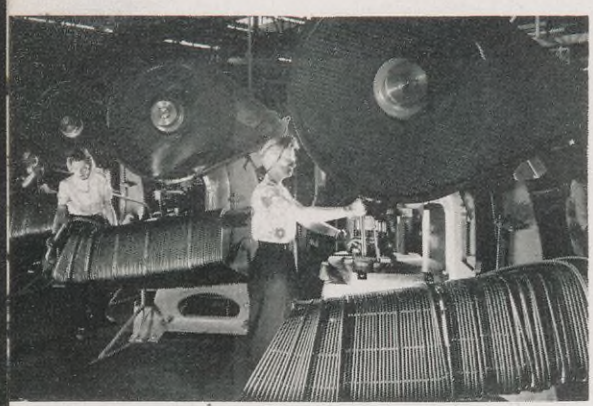
The occasion was the dynamiting of an underwater ditch in the rock bed of the Kankakee River in Illinois during the construction of Shell's new 14-inch North Products Pipe Line. Painstaking preparations assured the success and safety of the blast which raised a wall of water 400 feet high. Radio announcements both before and after the explosion informed the people of the surrounding communities as to what was taking place.

A picture story of the construction of the new line begins on page 18.

Body paint, trim and fabric are matched in this color studio.



Modern car upholstery contributes much to passenger comfort.



Engines, bodies, and thousands of other items which go into a modern automobile are mass produced in Detroit.

Much of Detroit's Prosperity Comes from the Constantly Moving Assembly Lines Which Pour Forth Automobiles.

supply of pure, soft water is especially attractive to those industries which use large quantities of raw water for cooling or other manufacturing processes. The combination of low-cost transportation and plentiful water has made Detroit an important steel and heavy chemicals center.

Varied Industries

To the world, Detroit is "Wheelburg," and the automobile is king. This is true, but Detroiters would have you know of the wide variety of products their city turns out. The many handmaids of industry—tools, dies, jigs, gauges and fixtures—are produced in the Motor City. Pharmaceuticals, stoves, furnaces, adding machines, and electric household appliances come from factories which are among the largest of their kind. There are large brass-rolling and copper mills. Detroit holds high rank in the making of heavy chemicals, paints, varnishes and cutting tools. And there is voluminous production of iron and steel, rubber tires, and machine shop products.

The prosperity of Detroit is largely measured, however, by production from the automobile plants. Companies with Detroit headquarters turn out 90 per cent of the six to seven million cars and trucks produced in the United States each year. Half the 750,000 employees in this, the nation's largest industry, work in plants in Detroit or nearby Michigan cities.

In half a century, the vehicle pioneered by Ford, Durant, Olds, Buick, the Fisher brothers, Chrysler and others has become a major factor affecting the social and economic life of the United States. It is hard, looking back, to say whether Detroit created the automobile or the automobile created Detroit. But this much is certain: Detroit put the nation on wheels.

More than 120 million motor vehicles have been produced in the last 50 years. To meet the needs of these cars, busses and trucks, we surfaced more than half of our three million miles of rural roads and most of our 300,000 miles of city streets. We built service stations, repair garages, roadside eating and sleeping places for tourists. It became possible to build homes, stores and factories outside of crowded city neighborhoods and away from railroad and streetcar lines. Remote farmland areas were put to use. There were more jobs, and greater income, because of the automobile.

Mass Production

Detroit's contribution to the nation's economy is based on the mass production principle. This depends on two major factors: precision-made, interchangeable parts and the assembly line. The intelligent combination of these factors, plus sufficient capital to purchase the necessary heavy machinery, put the early motor makers in business and enabled them to turn out a superior product at low prices. The automobile—an expensive toy built by hand in Europe for a relatively few buyers—became a commonplace part of the American scene.

The motor industry is gigantic. It is the world's largest user of steel. It employs 75 per cent of all the plate glass produced, 80 per cent of the crude rubber, 68 per cent of upholstery leather. The car you carefully put into your garage each night is made up of 15,000 separate pieces which in turn are made up of raw materials from all 48 states and foreign countries.

Because of this industry which it

stered and brought to maturity, Detroit is something of a giant itself. Since 1900, the city has passed 10 others in population and today ranks fifth in the nation with 1,915,000 people. The official Detroit Metropolitan Area, consisting of three counties, has a population of 3,175,000. In general design, the city is widespread and sprawling, covering 140 square miles. The distances separating home, office and factory make Detroit a great consumer market for the cars it manufactures.

Shell serves these cars and provides hundreds of products for the industry that makes them, through the Detroit Marketing Division. This is the only Shell Division with territory confined to a single state and has districts in Detroit, Dearborn, Saginaw and Grand Rapids. These four districts, together with seven water terminals strategically located throughout Michigan, make possible the efficient distribution of products to over 1,000 service stations. Products reach Detroit by tanker and barge from East Chicago, Indiana and Toledo, Ohio. Although this system has proven adequate for the past, the volume is now such that a pipe line supplying Detroit is in the planning stage. Construction will begin this year.

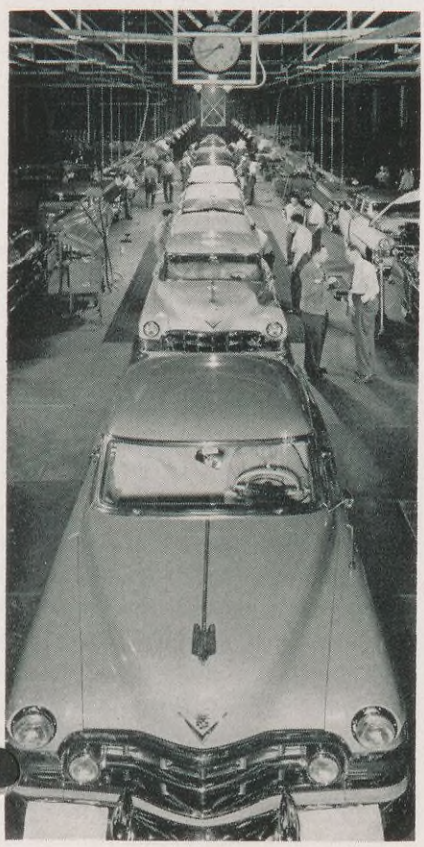
Its river location, moderate climate and general air of spaciousness make the Motor City a pleasant place to live. Belle Isle, a lovely island in the Detroit River, provides park land, bathing beaches, a zoo and aquarium, and a network of lagoons for canoeing in summer and skating in winter. To the northeast lies Lake St. Clair, a tiny link in the Great Lakes chain and the scene of summer regattas almost Venetian in their sparkle and color.

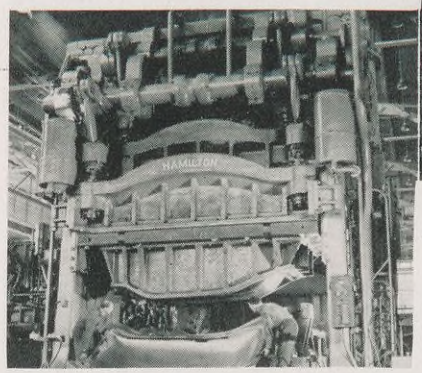
Detroiters love sports. They root for the Lions, a top professional football team, but currently refuse to discuss the Tigers, their baseball organization which last year wound up the season in the bottom slot of the American League. A crack hockey team draws big crowds, as do the annual speedboat races made famous by Gar Wood and a group of sportsmen-drivers. Joe Louis was idolized by

Steep hills dot the proving grounds where Detroit's automobiles undergo severe tests.

Bad roads, paving blocks and water hazards are all in the day's work for test drivers.

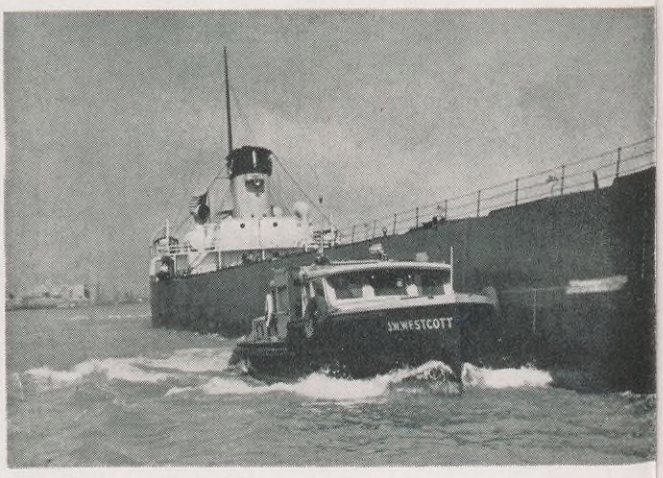
The enormous power of massive machines and delicate hand adjustments are both necessary in the creation of modern cars such as these Cadillacs shown below rolling down the assembly line.





The Detroit River Is an Important Highway of Commerce as Well as the Scene of Colorful Summer Regattas

This recently-launched iron ore carrier has been named for Cason J. Callaway who is a director of United States Steel Corporation as well as Shell Oil Co.



Lake freighters passing Detroit are promptly served by the floating post office J. W. Westco

At Greenfield Village, the first of Ford's production models passes the early home of Henry Ford.

Detroiters who have been ardent boxing fans ever since. Another great love of Detroiters is hunting and fishing, sports which take them north of the city into the Michigan woods and streams.

To the tourist, the Motor City shows off its assembly lines through guided tours of the major motor plants. It offers a portion of the nation's past in Henry Ford's Greenfield Village, the repository of early homes, shops, vehicles and everyday objects of another era. The Art Center includes the Detroit Institute of Arts, a handsome new building housing the Detroit Historical Museum, the Public Library and the Rackham Educational Memorial, center of the city's engineering societies. Young visitors to the city ride miniature railroad trains around the spacious zoo, where moats, not bars, separate animals from spectators. And in the summer, excursion steamers carry picnic parties to island playgrounds in the river.

It was the river which brought Detroit into being and gave the community its French name which means "City of the Straits." The city was founded in 1701 by Antoine de la Mothe Cadillac who was then traveling through the Great Lakes system seeking a strategic location for a trading post and a fort. A fort called Ponchartrain was built on a river site, log cabins appeared and colonial life began in this remote outpost of France.

In 1760, after the fall of Quebec and Montreal, the British hammered at the gates of Detroit which soon came under British rule. Three years later the inhabitants found themselves engaged in a bloody war against the Ottawa Indians under Chief Pontiac, emerged victorious, and continued under the British flag until the Stars and Stripes flew over the city for the first time in 1796. During the War of 1812, the city surrendered to the British forces but was recaptured o year later.

The settlement grew slowly, retain-

Photographs courtesy of General Motors Photographic Section; United States Steel; Chrysler Corporation; Greenfield Village, Dearborn, Michigan by Wm. Vandivert.

g its frontier town appearance until the year 1805 when a catastrophic fire razed the stockade and the wooden buildings it enveloped. The rebuilding of the city was guided by plans of Pierre Charles L'Enfant, the French engineer who designed Washington, D. C., but the Gallic feel for order and formal balance was soon lost as the growing community constantly expanded.

Shipping Center

By the mid-nineteenth century, Detroit had a population of 21,000 and Great Lakes shipping was its greatest industry. It was not until after the Civil War that the city became a major manufacturing center. Railroad cars—including the decorated palaces evolved by George Pullman—came from Detroit's foundries. Engines and locomotives were made in the city. Stoves and carriages, shoes and drugs, paints and lacquers were rapidly becoming local products. As the century drew to a close, the population topped 200,000 and the city was rapidly adapting itself to an industrial future.

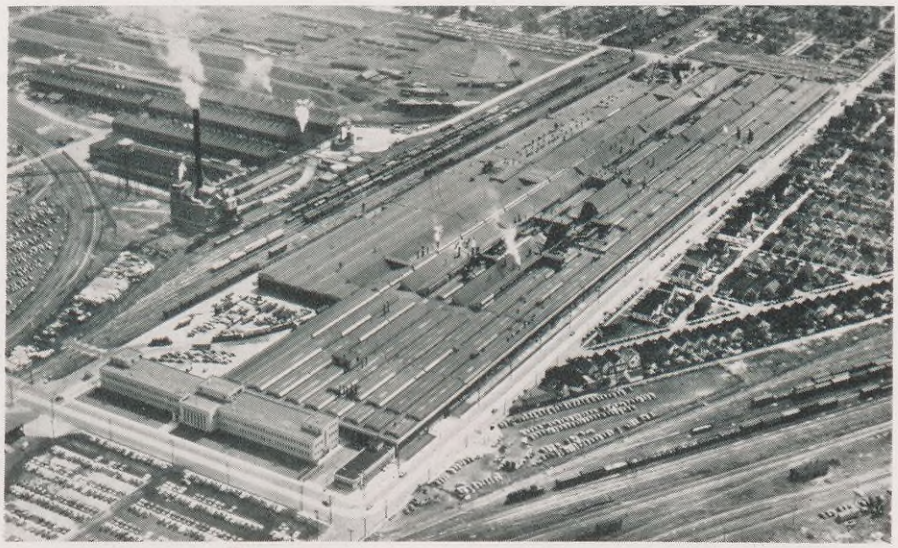
As the twentieth century opened, Detroit went to work on the horseless carriage. From bicycle shops, machine shops and carriage plants around the state, the pioneers of the automobile moved in. Restless, curious, deft, they applied their skills and made big plans. Waiting for them was a labor force getting larger every day and a group of technicians who already knew and understood heavy industry.

The first World War made Detroit a boom town; the second made it the Arsenal of Democracy. In between wars, the city made automobiles; changing, adapting, restyling so each year new models became more powerful, more efficient and easier to handle. The picture is the same today. Research and production still rule the Motor City. Whether the nation wants guns or butter, Detroiters will continue to get things done.

Belle Isle, in the river, is Detroit's playground.

The Veteran's Memorial Building is part of a project to beautify the city's waterfront.

Superhighways to join surrounding communities with downtown Detroit are being built.



The Plymouth Plant is one of the largest automobile assembly plants in the world.

M. E. Spaght

H. Gershinowitz

M. E. SPAGHT has been appointed to the newly-created position of Executive Vice President of Shell Oil Company. Mr. Spaght will act as the President's deputy and will have liaison and coordination responsibilities with respect to Shell Chemical Corporation and Shell Development Company—and executive responsibilities with respect to Shell Oil Company's Manufacturing, Transportation and Supplies, Economic Development and Purchasing-Stores Departments.

Mr. Spaght was born in Eureka, California. He received his A.B., M.A. and Ph.D. degrees in chemistry from Stanford University and studied at the University of Leipzig. He began his Shell career as a Research Chemist at the Martinez Refinery in 1933. By 1940 he had become Manager of Research and Development-Manufacturing in San Francisco. During the next five years, he supervised Shell's Pacific Coast refining expansion for wartime production. Early in 1945, Mr. Spaght went to Europe as a member of the U. S. Naval Technical Mission and later that same year to Japan as a director of the U. S. Strategic Bombing Survey. Upon his return to Shell in December, 1945, he was made Manager of Manufacturing—Pacific Coast. In 1946 Mr. Spaght was named Vice President of Shell Development Company and in 1949 was appointed its President.

HAROLD GERSHINOWITZ has been appointed President of Shell Development Company, replacing Mr. Spaght. His headquarters will be in New York. The Exploration and Production Laboratory in Houston, Texas, and the Agricultural Laboratory in Denver, Colorado—under which will be included the experimental farm in Modesto, California—will become part of Shell Development Company and the Directors of these laboratories will be responsible to Mr. Gershinowitz.

Mr. Gershinowitz was born in Brooklyn. He received his B.S. from City College of New York and his M.A. and Ph.D. degrees from Harvard University. He did four years of post-doctoral research work at Columbia, Princeton and Harvard Universities before joining Shell in 1938 as a Technologist in the Head Office Manufacturing Department of Shell Oil Company in St. Louis. Mr. Gershinowitz was named Chief Research Chemist at the Houston Refinery in 1940 and, two years later, he was made Director of Research there. In 1942 he was transferred to New York as Research Director in the Manufacturing Department. He was appointed Director of Exploration and Production Research in 1945 and six years later was named Vice President of the Exploration and Production Technical Division in Houston.

Shell

N. D. SMITH, JR. has been named Director of the Exploration and Production Research Division of Shell Development Company, with headquarters in Houston.

Mr. Smith, who graduated from the University of Texas and later received an M.A. and a Ph.D. in physics from Harvard University, joined Shell in 1935 as a Seismologist at Tulsa, Oklahoma. In 1945, after a three year Leave of Absence to serve in the U. S. Naval Ordnance Department, he was appointed Manager of the Physical Department—Exploration and Production Research at Houston, and in 1947 became Manager of the Exploration and Production Research Laboratory.

D. L. YABROFF has been appointed Director of the Agricultural Research Division of Shell Development Company, with headquarters in Denver. This new Division will include both the Agricultural Research Laboratory at Denver and the experimental farm at Modesto, California.

Mr. Yabroff holds a B.S. Degree in chemistry from the University of Nebraska and a Ph.D. in chemistry from the University of California. He began his career with Shell Development Company in 1934 as a Chemist at the Emeryville Laboratories. He became a Department Head in 1944, and in 1948 was named an Associate Director of Research. For a period during 1951-52 Mr. Yabroff served as Manager of the Manufacturing-Research Department for Shell Oil Company in New York. He returned to Emeryville as an Associate Director of Research in August of last year.

R. W. FAULK has been appointed Superintendent of the Norco Refinery. This is a new position created to

People In The News

N. D. Smith, Jr.

D. L. Yabroff

handle the increased administrative duties of the Refinery resulting from its expansion program. Mr. Faulk began his career with Shell at the Houston Refinery in 1929 after graduating from Southwestern Louisiana Institute with a B.S. degree in chemical engineering. In 1936 he was transferred to the Arkansas City Refinery and two years later moved to Wood River. Mr. Faulk was named Manager of the Gas Department at the Norco Refinery in 1941 and became Assistant Superintendent there two years later. In 1946 he was named Assistant Superintendent of the Houston Refinery and in early 1949 was appointed an Assistant Manager of the Personnel Department in Head Office. In 1951, Mr. Faulk became Manager of the Manufacturing Department for Shell Oil Company of Canada with headquarters in Toronto and held that position until his recent assignment.

A. C. JONES has been appointed Manager of the Marketing-Employee Development Department in Shell Oil Company's New York Head Office. Mr. Jones graduated from the United States Naval Academy prior to joining the Baltimore Marketing Division in 1933. He subsequently served in both Sales and Operations capacities at various East Coast locations before becoming Sales Manager of the Indianapolis Marketing Division in 1940. In 1946, following a five year Military Leave of Absence, Mr. Jones was appointed Sales Manager for the Boston Marketing Division. He transferred to the Head Office Marketing Operations Department on special assignment three years later and in 1950 became Operations Manager for the Detroit Marketing Division.

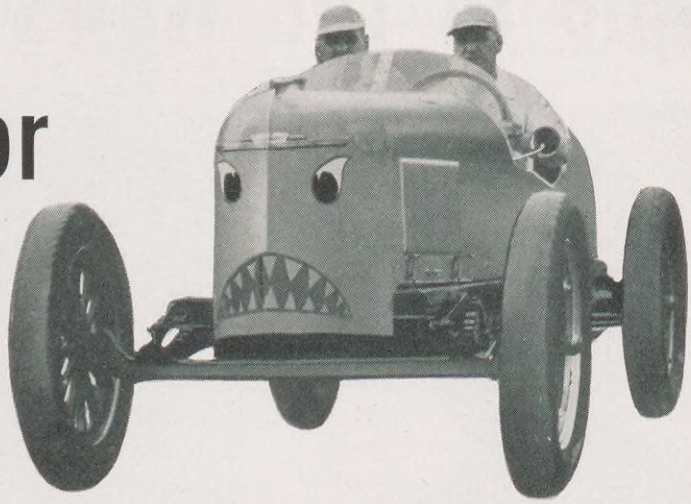
L. M. LEISINGER has succeeded A. C. Jones as Operations Manager for Shell Oil Company's Detroit Marketing Division. A graduate of Cornell University where he majored in civil engineering, Mr. Leisinger joined the New York Marketing Division in 1938 as an Engineer in Brooklyn. He remained there until 1940 when he entered the Armed Forces. Returning to the New York Division in 1946, Mr. Leisinger served in Marketing-Operations assignments there and in the Baltimore Division prior to becoming Assistant to the Operations Manager of the Detroit Division in 1950. He was named Superintendent-Operations at the same location in 1951.

R. W. Faulk

A. C. Jones

L. M. Leisinger

The Carburetor Myth



That Old Bugaboo

That Oil Companies

Are Suppressing a Miracle Gas Saver Just Isn't True. And Here's Why.

AN oilman is like anyone else when it comes to driving his own car. He wants as many gallons as he can get out of a tank of gas. Oil companies and automobile manufacturers are doing something about it, too, as year by year automotive gasolines and engines are steadily improved to give better performance on the road.

That's why an oilman's blood boils like crude in a fractionating tower when he hears The Myth. It may be the man next door who relates The Myth, or the grocer, the family doctor, or the girl behind the cigar counter. It has been exaggerated in new versions with the telling, but it's The Myth all right. And the oilman holds his temper while he says it isn't so.

The Myth is that perennial old wives' tale that oil companies are keeping a "miracle" carburetor under wraps. This mythical fuel saver, the tale goes, could double, even triple the number of miles your car could get from a gallon of gasoline—and the oil companies are suppressing it because it would cut down on their gasoline sales. To the men constantly straining their knowledge and technical skills to develop higher quality gasolines and push more crude through refineries to meet rising demands for gasoline, nothing could be further from the truth. Automotive engineers, too, know the fallacy of The Myth, because they know that the efficiency of automobiles can't be doubled or tripled without changing the whole concept of engines as they are now designed. A simple carburetor change won't do the job.

A Non-Existent Patent

Yet The Myth persists—because of misinformation and, in some cases, a lack of any information at all. Even the people who relate The Myth aren't always sure it's true, and on close examination their sources of information fall into a time-worn pattern. They had it from a friend whose cousin lives in the next state and knows a man who heard of a fellow . . . and so on. It seems the "well known" inventor of the miracle carburetor has never been seen first hand. His name is as non-existent as his invention and the date and number of its patent. But such trifles never stop a myth.

The fact is, if a gadget as valuable as a gasoline saving carburetor really existed, it couldn't be kept a secret very long. It would be worth a fortune, and no inventor or purchaser would risk holding it without patent protection. If the patent had been "bought up" when The Myth first was heard, the patent would have expired a dozen or so years ago and the wonder carburetor would now be a matter of public knowledge and property. A patent holds for 17 years only. After that, anyone who wishes may manufacture and sell the invention.

What's more, even while a patent is in force no company could keep its contents secret, because all patents are classified and indexes of them are published. An automobile manufacturer, to whom a miracle carburetor would be of most value, could have full knowledge of the development by looking it up in the "search room" of the U. S. Patent Office in Washington or simply by writing to the Office for a copy of the patent. A short description of the patent could most likely be found in the local public library.

Under certain conditions the public could even have use of the invention before the patent expired. For example, if the mythical carburetor had existed during the last war, it would probably be standard equipment on U. S. automobiles today. Under a law enacted during the first World War, the government may in time of war

se any patents that are needed for the war effort. The patent holder may, of course, ask the Court of Claims at a later date to award him a reasonable amount for the use of his invention, but he can't stop the government from using the idea for the war effort. During Warld War II, the U. S. Army and Navy had special arrangements with the Patent Office to check all patents for their potential military value. If a carburetor that could ease the gasoline shortage had turned up, it would have gone to war as quickly as G. I. Joe.

The man who wryly states that his car will pass anything on the road except a gas station, and who believes and repeats The Myth, usually doesn't know these things.

Nor does he know the facts disproving the European version of The Myth. Recently Shell received a letter from the editor of a leading book publishing company which points up this side of the story:

"I'm sure you're aware of the fact," the editor wrote, "that the general public believes that the American Oil Industry has pretty well killed the use of economical European-type carburetors on this side."

There are two big flaws in that belief. First, it would be practically impossible to suppress the use of a foreign carburetor in this country because of the increasing exchange of patents and information across the Atlantic. Secondly, the belief assumes that European-type carburetors are more economical.

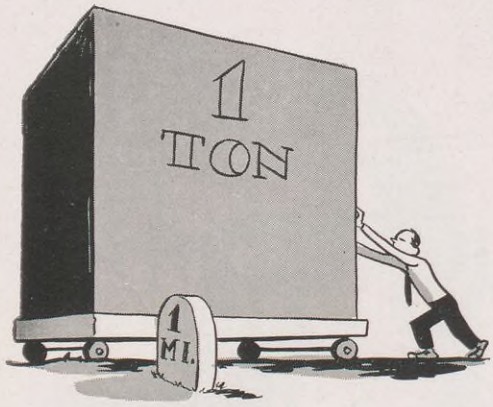
What fosters the belief is the undeniable fact that European cars generally get more miles to the gallon than American cars do. So would a man on a motorcycle for that matter, but the comparison would be faulty for the same reason. The true test of the efficiency of an automobile, say automotive designers and engineers, is not the number of miles, but the number of ton-miles it gets from a gallon of gasoline. Those Americans who have a liking for big, swift cars usually overlook, when making comparisons, the fact that typical foreign cars are lighter and less powerful than those demanded in this country. Another point not often remembered is that in many cases when a European car is said to get a certain number of miles to the gallon, the unit is an imperial gallon, which means 20 per cent more gasoline than is in the U. S. gallon.

A lot of people don't know that in time of war the government can make use of any patent.

The weights of American cars put a heavy demand on a tank of gas in comparison with European cars. The average U. S. passenger car today weighs 3,710 pounds—an increase of about 800 pounds in the last 20 years. Thirteen models weigh more than two tons each and one tips the scales at 5,840 pounds. That's a lot of hardware compared to English cars averaging 2,764 pounds, French at 2,307 pounds, Italian at 2,215 pounds, and German at 2,067 pounds.

A ton-mile, as the name implies, is one ton of weight moved a distance of one mile. The driver of an American car who grumbles that he only gets about 15 miles to the gallon while driving to work or taking his wife to her bridge club, might be a little more happy about his car if he knew he was getting a lot more ton-miles than that per gallon. In recent "economy run" tests of 32 models of U. S. cars staged by a member of the Oil Industry, the average performance was 24 miles and 53.4 ton-miles per gallon. It must be remembered that the tests were run under ideal driving conditions—long runs on the open road, with no stop-and-go traffic lights

The Myth, based on misinformation or no information at all, has been exaggerated with the telling.



A ton-mile is one ton of weight moved a distance of one mile. It's the test of a car's efficiency.

or crowded streets—and at an economical and, incidentally, safe speed of about 41 miles per hour. The American motorist, who can seldom drive under these conditions, is happy if he can get out on the open highway and milk 20 miles out of a gallon of gasoline. But since he does most of his driving in town, he'll settle for 15 miles to the gallon. At this rate of gas consumption, and driving a car weighing the average 3,710 pounds, the American motorist gets 27.8 ton-miles per gallon.

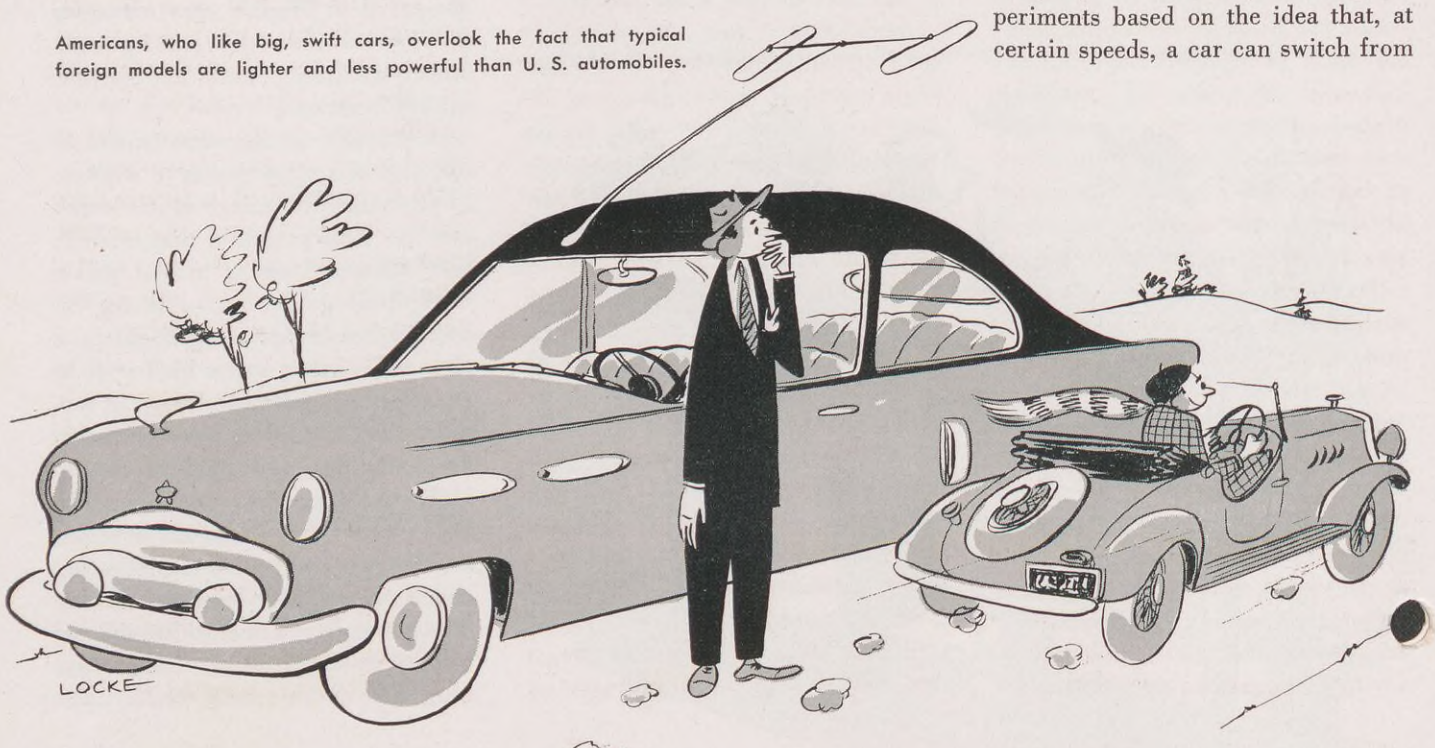
How does this ton-mile rate compare with European cars? Take, for example, a German car that is popular on the continent, where gasoline sells for 45 cents to a dollar a gallon, because under ideal driving conditions it will get up to 35 miles per gallon. The car, a 4-cylinder, 24-horsepower job, weighs only 1,554 pounds. This means that under the best of conditions it gets 27.2 ton-miles per gallon —which is a little less than the U. S. driver gets in city traffic. A slightly heavier European car, which weighs 1,810 pounds, may get 30 miles and 27.1 ton-miles per gallon under ideal conditions. That's fewer ton-miles per gallon than straight miles per gallon —which is something you won't find in any U. S. car.

There are, of course, other differences in U. S. and foreign cars which have at least indirect relation to their gasoline mileage. American cars average 17 feet in length and the average horsepower under the hood is about 110. European models average 12½ feet in length and about 50 horsepower. Some have only 8 and 10 horsepower. The differences have both their advantages and disadvantages, depending on which side of the Atlantic they are viewed from.

The fact is, the size, weight, power, speed, and built-in-super-what-nots automobiles are more or less dictated by the demands of motorists in the countries where they are made and sold. When it comes to car performance, whether a driver buys his gasoline by the gallon, imperial gallon, liter or vedro, he gets what he pays for and pays for what he gets. His carburetor—or the lack of a mythical one—won't be the deciding factor in his fuel consumption.

Meanwhile, there are hopeful signs for the man who wants more gasoline mileage. One is the obvious fact that mileage has been increasing for the last 40 years. The improvement has come mainly through stepping up the compression ratio of automobile engines and improving the quality of gasolines. Oil companies have encouraged the first and been responsible for the second. In addition, the carburetor myth to the contrary, the American Oil Industry is devoting considerable time and money cooperating with automotive engineers to dovetail improved gasolines with better engine design. The ultimate goal is less gasoline consumption in automobiles. The engineers of one oil company are currently running experiments based on the idea that, at certain speeds, a car can switch from

Americans, who like big, swift cars, overlook the fact that typical foreign models are lighter and less powerful than U. S. automobiles.



U. S. motorists drive mostly in town and will settle for 15 miles per gallon. At this rate the average-weight U. S. car will do 27.8 ton-miles per gallon.

high to low octane fuel and operate just as efficiently—and thus conserve high octane fuel. They use test models equipped with two tanks—one for each type of gasoline—and two carburetors. An automatic device actuated by intake manifold vacuum switches the fuel from one system to the other. Still another oil company is experimenting with a device that uses a diesel type fuel injection instead of the conventional carburetor.

Neither of these experiments has been completed. Nor is there any guarantee that either will be entirely successful. But the point is this: Here are two groups of oil company engineers trying to get more gasoline mileage for your car. One group recommends two carburetors, the other group recommends none at all —yet, according to The Myth, the companies for which they work are keeping a miracle gas saving carburetor under wraps.

Like many another oil company, Shell has year-round testing programs in its laboratories aimed at improving motor fuels and engine performance for the average motorist. One of the Company's most widely known activities is the Mileage Marathon. The Marathon, though it began with a friendly bet between two researchers and now is the occasion of an annual field day at the Wood River Refinery Research Laboratory, nevertheless is providing detailed scientific data on automobile and gasoline performance. The contestants in the Marathon, all laboratory employees and their families, drive their own cars and vie to see how many miles they can get from a gallon of gasoline. The data obtained on motor tuneups, driving speeds, carburetion, wind resistance and the like are important enough that in 1950 R. J. Greenshields, Director of Research at Wood River and a five-time winner of the Marathon, presented a paper on the subject before the Society of Automotive Engineers.

168½ Miles Per Gallon!

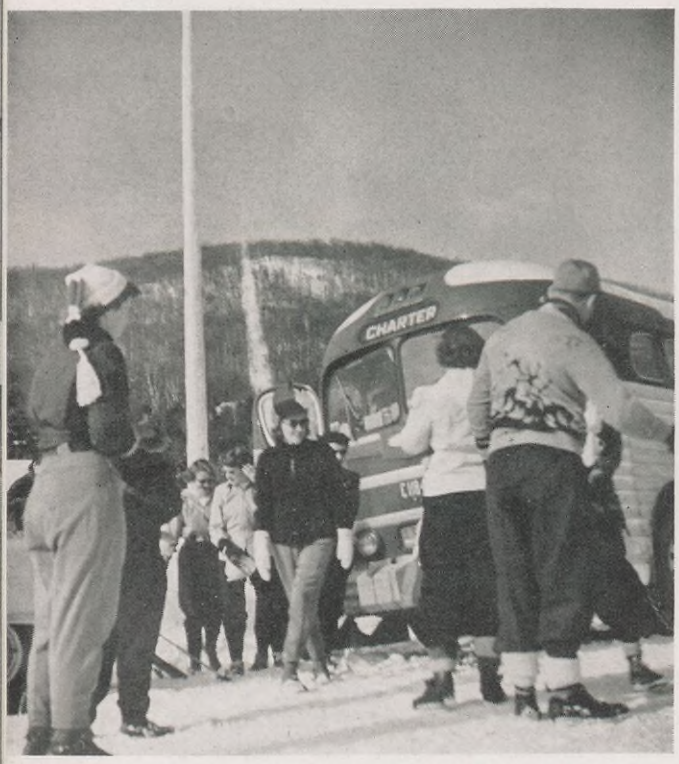
Greenshields got 150 miles per gallon in a 1947 Studebaker—a record which was topped by 18½ miles in the 1952 Mileage Marathon by a 1924 Chevrolet driven by Dave Berry and Fred Schuette.

In his paper, Greenshields pointed out that the fantastic mileages obtained in the Marathon are possible only on a special course and in automobiles modified and driven by specialists. The procedures involve accelerating and coasting at speeds averaging about 15 miles per hour. They also involve definite sacrifices in car performance and are not practical for every day driving. The average motorist would never accept such driving conditions in his own car. Nevertheless, the procedures are pointing the way for possible future modifications in automotive design aimed at greater gasoline savings.

On the practical side, Greenshields ended his report with some suggestions as to what the average motorist himself can do to obtain greater economy in every day driving:

"The engine and chassis should, of course, be in good mechanical condition. The carburetor, distributor, and spark plugs should be properly adjusted. Of equal importance is proper lubrication and a careful check on tire pressure. Last, car speed is very important and driving at reduced speed will give a substantial gain in miles per gallon."

And THAT is no myth!



Members of the Shell Ski Club of Head Office arrive at North Creek, New York, for a skiing week-end. Many such ski resorts dot the Adirondack Mountains.

Warmly-clad skiers at North Creek wait for the T-bar lift to take them to the top of the snow-covered slope. Such mechanical aids take much of the drudgery out of this increasingly popular outdoor winter sport.

Sport on the Slopes

Shell Ski Addicts Head for Snow Belt Country

SKIING, one of America's fastest-growing sports, is based on a simple idea: getting from the top of a snow-covered hill to the bottom. But mountain air, powdered snow, bright clothes and the thrill of accomplishment have invested this winter recreation with so much glamor that it gathers new devotees by the thousand each year.

The beginning skier, setting his own pace, learns to control his skis as he travels short distances over gentle slopes. As he becomes proficient and gains in confidence, he works on steeper hills. For the accomplished veteran, there are downhill running, cross country trips, ski jumping, and the slalom—a race against time over a downhill zig-zag course. Experienced skiers, after passing stringent tests, often become members of the National Ski Patrol, a volunteer organization specially trained in winter sports first aid and charged with the prevention of skiing accidents.

As skiing boomed in the United States, schools were established at which students could learn the various methods advocated by leading instructors—many of whom have their own systems. Ski tows and chair lifts, to pull sportsmen to the peaks of hills, eliminated weary climbing and kept enthusiasts fresh for their exciting downhill runs. Such modern equipment, plus the construction of ski lodges for sleeping and eating quarters, made such famous ski centers as Sun Valley, Idaho, and Franconia, New Hampshire, known to skiers throughout the nation.

Shell has its share of devotees from coast to coast who, each year, anxiously await the snow which means perfect skiing. Many of them are shown on these pages in their favorite winter surroundings.

The all-important bindings are adjusted before the day's skiing at North Creek begins. Bindings hold the foot firmly and transmit the action of the foot to the entire length of the ski.

Use of the rope tow is simple. The skier merely grasps the continuously-moving rope and is pulled to the top of the snow-covered hill.

Shell's Marilyn McReynolds, of the Rocky Mountain Division, shown skiing in competition during a Wyoming meet. Marilyn is one of the 150 enthusiastic members of the Casper Mountain Ski Club.

Ski Parties for Amateurs and Experts are on the Increase

A colorful group of Shell Development skiers, on one of their annual trips to Squaw Valley, in California, make the important last minute equipment checks before going down the slope.

R. M. Zeigler of the Experimental Laboratory at Wilmington Refinery is a ski patrol member.

Frank Freeman, Leigh Nelson and Carol Burton of Shell Chemical, Martinez, are among those who name skiing as their favorite pastime.

Carl H. Deal, Chemist in Shell Development's Physical Chemistry Department, applies the all-important wax which will give his skis highly polished surfaces to eliminate friction.

Under the eye of W. H. Clemmons, Pipe Line Division Dispatcher, Sue Gard, Beverly White and Lucille Lamat, all of Shell's Los Angeles Office, gain confidence as they practice on the sand at Playa Del Ray Beach.

3,000th Pensioner

Paul "Pappy" Adams Marks a Milestone For the Shell Pension Plan

ON the first of this year, Paul Revere Adams, a veteran driller in the Los Angeles Basin Division, said goodbye to his fellow workers and became the 3,000th employee to retire under Shell's Retirement Program. As he shook hands all around, his farewells were not too final, however, because he will continue to live nearby and will probably be visiting his many friends in the California oil fields from time to time.

While Paul Adams' retirement marks a milestone for the Pension Plan, it is the more significant because in his 36 years with Shell, Adams has observed the development of the Company almost from its start and has been a participant in some of its most important Pacific Coast events. He has been around so long that thousands of oil field workers call him "Pappy," a name that belies his robustness, and his intimates reckon he has "made more hole" than any other Shell driller in the United States.

Though a native of Fredericktown, Ohio, Shell's 3,000th pensioner spent his entire Shell career in California. He joined Shell on November 1, 1916, as foreman of a construction crew building a 5,000-foot-long overhead tramway in the Ventura Field to haul cable tools across a canyon and up a mountain to the drilling site of McGonigle No. 1.

That well is memorable for Mrs. Adams, too, because she spent her honeymoon in a tent at the construction and drilling camp. The bride chose to hike to the site rather than ride the tramway. She learned a lot about oil drilling herself, and could tell when to start dinner by the sound of the rig.

Paul Adams has worked in nearly every job there is around a drilling rig—and in some of California's most famous fields, including Signal Hill. He became a cable tool driller in 1921 and the following year switched to rotary drilling. His toughest drilling job, he recalls, was at Ventura. The old cable tools were no match for tricky formations and gas pressures which still give trouble to drillers with modern rotary equipment. Adams remembers how the rig would vibrate when high pressure zones were tapped. He got his first wild gusher on Taylor 2 at Ventura, but was able to control it in less than an hour.

Adams' last well was the Puente B-22, not far from the home in Bellflower, California, where he will live during his retirement.

He and his wife plan to travel a good deal—the first trip will be back to Ohio to visit relatives for several months—and Paul will divide the rest of his time between fishing and gardening. He doesn't know which he likes the best. The main thing is that, like his job with Shell, both will keep him out-of-doors. The Adams have many reasons for keeping their home in California, not the least of which is that their son, daughter, and three grandchildren live there. The son is an Air Force officer; the daughter teaches in a junior high school.

Then, too, there are friends—"Pappy's" countless friends in the California oil fields.

Working together in the garden, Mr. and Mrs. Adams enjoy their home in Bellflower, California. Here, Paul gives the side lawn a careful trimming as Mrs. Adams pots one of her special fuchsia plants.

An incurable angler, whether on lake or river, Adams likes to keep his boat in good condition. He is shown, at left, making repairs after the boat had been damaged during a fishing excursion at Long Beach, California.

The nineteenth in a new series of organization charts

Shell Oil Company

February—1953

Financial Organization Chart

Vice President & Controller

J. H. White

Assistant Controller

A. A. Buzzi

Manager Head Office Accounting

E. R. Mueller

Manager Production Accounting

K. C. Blocher

Manager Refinery Accounting

W. G. Precobb

Manager Methods & Statistics

J. W. Haslett

Manager Auditing

A. Howard

Manager General Tax

R. V. Miller

Assistant Manager Financial Accounting

J. P. O'Keefe

Assistant Manager

J. E. Harman

Assistant Manager

R. K. Burns

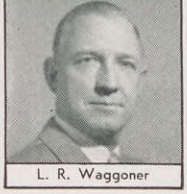
Assistant Manager

M. W. Boz

Assistant Manager

D. I. Meriney

Assistant Manager



L. R. Waggoner

Assistant Manager

R. M. Walton

1. *Securing the right-of-way:* M. E. Donnahoe, right, talks with farmer Clyde Armstrong, left, of Christian County, Illinois, one of many landowners along the projected route, to get permission to run the new line across his property.

2. *Clearing the right-of-way:* After survey men stake out the exact line route, trees, brush, crops and other surface obstacles are cleared from the right-of-way by bulldozers to provide room for the construction equipment.

The New North Line

A Story, In Pictures, Of Shell's New Underground Link Between Wood River And The Greak Lakes Markets

SHELL began operating a section of its new products pipe line between the Wood River Refinery and terminals at Argo, Illinois and East Chicago, Indiana, on December 1, 1952. An outlet for the Refinery's steadily expanding output, the enlarged North Line is also an important addition to the nation's defense network.

The new 14-inch line, which replaces an old 8-inch North Line, will have a daily capacity of 85,000 barrels initially, and 120,000 barrels daily later on when existing pump station capacities have been increased. In contrast, the old line transported 34,000 barrels daily.

In several respects, the new line is a pipe line of the future. For the first time in history, refinery base stocks will be blended into finished products as they are pumped into the line.

Traditionally, the different gasoline base stocks coming from refinery processing units are piped into special blending tanks where they are blended into finished products and then moved into storage to await shipment. In the new North Line system, however, the gasoline component stocks will be pumped through separate lines into a special "component blending" unit which will feed the finished products directly into the line. Significant savings in time and tankage will result.

This and other features of the new line promise hitherto unreached standards of pipe line efficiency and safety. These include new engine controls, new means for separating products in the line, and the "measured mile," an ingenious piping arrangement that provides a swift means of checking meter accuracy throughout the entire system.

The new North Line is in complete operation now from the Wood River Refinery to Argo. Replacement of the 8-inch section from Peotone Junction to East Chicago, delayed somewhat by material shortages, is scheduled for completion this spring.

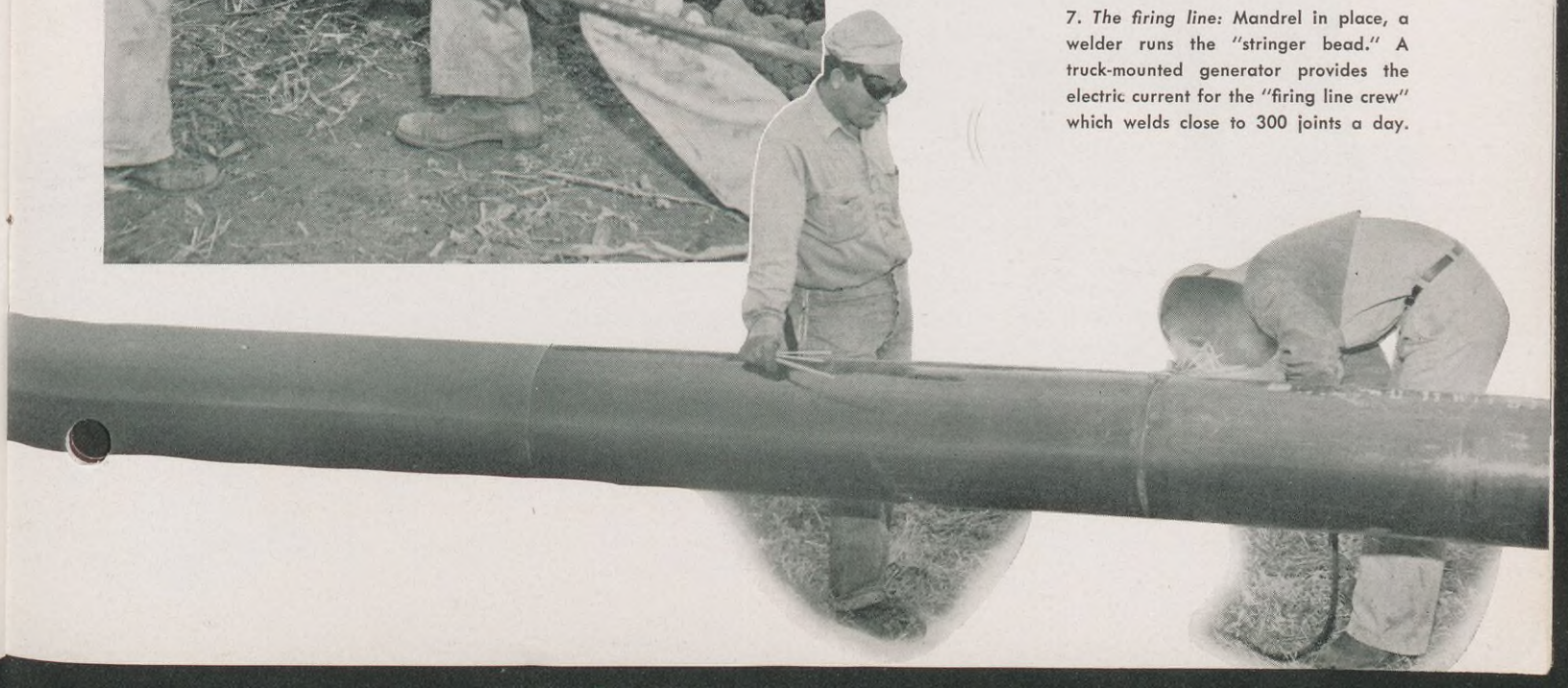
3. *Rooting out the old 8-inch line:* Shell Inspector O. C. Heap watches a tractor and plow team which have loosened the dirt around the old underground pipe and lifted it out of its ditch.

4. *Ditching and stringing pipe:* T. A. Fountain, another Shell Inspector, checks the ditch being dug by a large ditching machine. Pipe stringing crews, meanwhile, unload new 14-inch pipe along the ditch.

5. *Soil check:* After the ditching, but before the pipe is laid, the soil's electrical resistivity is measured. Here Leo Mogan, center, and Howard Gobble, record readings taken by Glenn Robinson.

6. *Line-up for welding:* A mandrel, or inside line-up clamp, is used to keep two pipe sections in proper alignment during welding. The mandrel prevents the formation of welding "icicles" inside the finished pipe line and thus assures a smooth interior surface.

7. *The firing line:* Mandrel in place, a welder runs the "stringer bead." A truck-mounted generator provides the electric current for the "firing line crew" which welds close to 300 joints a day.



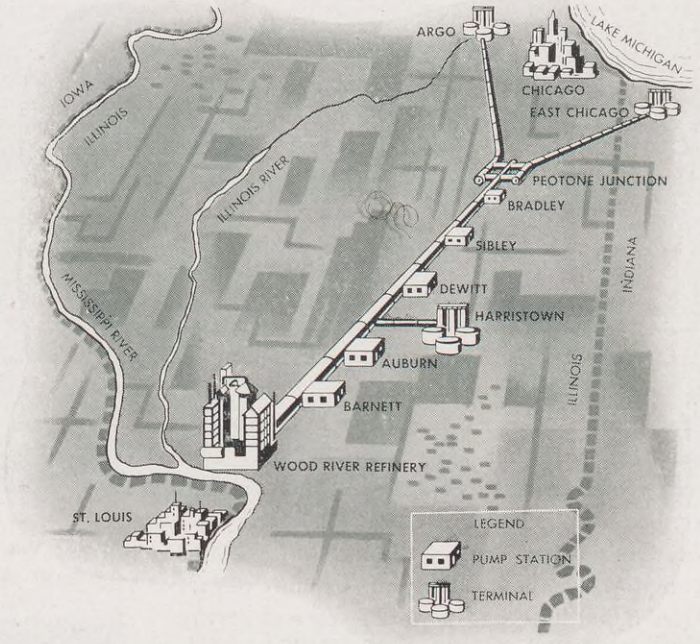
8. *Testing the welds:* The welding inspector at right uses a mirror to make a visual check on the weld underneath the pipe. Below: the tank-like structure sitting on the pipe contains the 150,000-volt transformer and X-ray tube used to make spot checks of the welds. The unit is placed in several positions around the pipe, exposing X-ray film which in turn reveals the structure of the welded joint in exact detail.

12. *Railroad Crossing:* Another boring machine drills a hole for the 18-inch casing under the railroad tracks in the picture. Shell Inspector, Ray Oliver, right, keeps a check on the operation.

9. *Laying the line:* Two side-boom caterpillar tractors bend a section of the new North Products Pipe Line to follow the contour of the ditch. The pipe is then lowered gently into place in the ditch.

10. *River Crossing:* One tractor pulls the pipe across the Kankakee River, while another, in the water, keeps the end of the pipe from snagging on the river bed.

11. *Road Crossing:* Above: Boring machines will enable the welded line to pass under Highway 159 on its way to the Wood River Refinery, visible in the background.



13. *Anti-corrosion:* Below, left: A Magnesium anode is installed to protect the new pipe from corrosion.

14. *Backfill:* Below: Bulldozers and back-filling machines push dirt back over the pipe in the ditch, pack it in and then level the ground.

We Come to Stay

Service Award Luncheons Across the Nation Honor Shell's Veteran Employees

SHELL experiences justifiable pride when each year at scores of locations across the nation the annual service award luncheons and dinners are held to honor employees who have been with the company for more than ten years.

Every year the guest lists at these functions grow longer, because the ticket of admission is ten years' service. Over 40 per cent of the more than 30,000 Shell employees have had ten years or more of service. Over 3,000 have had 20 to 24 years of service, and almost 2,000 have been with Shell 25 to 29 years.

Service award luncheons are times for reminiscing and swapping stories, because many employees in far-flung jobs meet regularly only on this occasion each year. Retired employees attend also and renew acquaintances around the tables. At some Shell locations the attendance is so large that separate "pin parties" must be held on consecutive days to accommodate everyone. The parties are so numerous they can't all be crowded into these pages. But the pictures shown here are typical of the annual occasions in honor of Shell's veterans.

Product Pipe Line's East Line held three award dinners to accommodate its 139 veteran employees and pensioners. Pictured above are the guests at the Illinois Section's dinner held in Vandalia, Illinois.

Over 11,800 service years were represented when the Wilmington Refinery held two service award parties this winter. Pictured above are a few of the 752 employees and pensioners attending the two parties.

The New York Head Office held its annual service award luncheon just before Christmas. In keeping with the season, plum pudding was served at each table.

The Honolulu Marketing Division played host at its annual ten-year emblem party. Above are veterans from the Division's Kahului Depot.

Some of the recent ten year award "graduates" of the New York Marketing Division donned mortar boards just before sitting down to enjoy the 1952 service award dinner held in New York City.

The Indianapolis Marketing Division was host to 128 employees at the 1952 service award dinner at which the newly-arrived ten year employees above were honored. Pensioners were also on hand to renew acquaintances.

The ladies were well represented when over 200 employees and pensioners attended the annual service award dinner held by the Sacramento Marketing Division to honor the employees who have had over ten years service.

The Pacific Coast Exploration and Production Area's San Joaquin Division held an award dinner in Bakersfield, California, and grouped "the new ten year babies" and friends for the picture above.

They Have

J. O. BABIN
Norco Refinery
Stores

W. B. BEELER
Wood River Refinery
Compounding

W. G. BOWMAN
Indianapolis Division
Treasury

E. P. CARROLL
Pacific Coast Area
Production

R. B. CHAMBERS
Pacific Coast Area
Production

W. E. CHRISTIANSEN
Pacific Coast Area
Production

J. N. CONROY
Wood River Refinery
Engineering

R. COWN
Wood River Refinery
Engineering

C. CUPERNELL
Pacific Coast Area
Production

C. R. DENOON
Pacific Coast Area
Production

L. J. DISHER
Wood River Refinery
Engineering

F. B. ELZER
Indianapolis Division
Marketing Service

F. B. ESTES
Shell Pipe Line Corporation
West Texas Area

S. C. EVANS
Seattle Division
Operations

R. M. FIELDS
Wood River Refinery
Engineering

A. GIORGERINI
Martinez Refinery
Engineering

L. E. GOBAR
San Francisco Office
Marketing Service

V. G. GUSTAFSON
New York Division
Treasury

J. W. KENNEDY
New York Division
Operations

W. E. LANE
Wood River Refinery
Engineering

C. B. LEE
Wilmington Refinery
Engineering

C. R. LINDQUIST
Head Office
Marketing

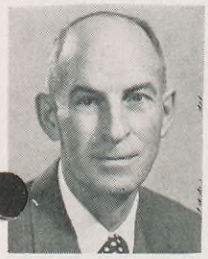
Retired

P. T. LORENZINI
Martinez Refinery
Engineering

R. H. MACKAY
Products Pipe Line
East Chicago, Ind.

J. D. MATHESON
Martinez Refinery
Engineering

W. A. McEUEN
Wood River Refinery
Engineering



C. W. MONTZ
Pacific Coast Area
Production

R. L. O'BRIEN
Houston Refinery
Engineering

R. E. POLKINGHORNE
Pacific Coast Area
Production

J. W. RICHARDSON
Houston Refinery
Engineering

J. J. SAINTEVE
Wood River Refinery
Engineering

F. W. SEIBERT
New York Division
Operations

R. W. TALCOTT
San Francisco Office
Treasury

C. W. VOGEL
Wood River Refinery
Engineering

C. F. WAID
Pacific Coast Area
Production

C. E. WASSMAN
Products Pipe Line
Casey, Ill.

C. W. WEATHERS
Houston Refinery
Engineering

C. E. WIGHTMAN
Norco Refinery
Stores

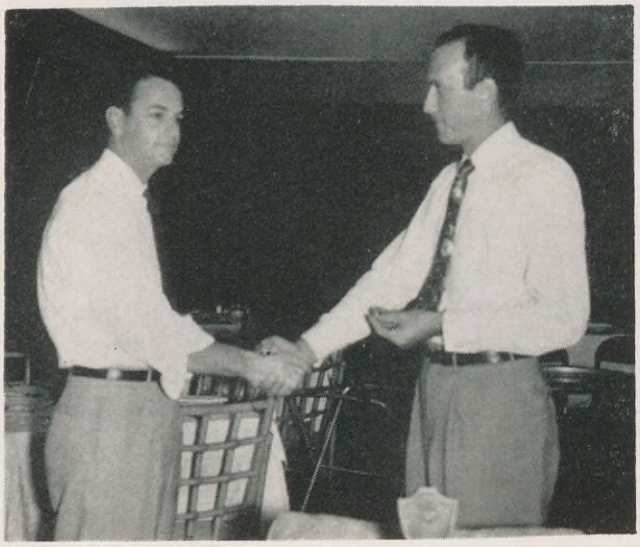
J. F. WILSON
Shell Pipe Line Corporation
Mid-Continent Area

F. ZIMMERMAN
Shell Development Co.
Service Engineering

coast to coast

Three Shell men were awarded plaques last month by the Western Oil and Gas Association for their work on West Coast Oil Information Committees. They were H. N. Graybill, Seattle Division, F. R. Schmieder, Pacific Coast Area and W. W. Stevens, Sacramento Division. Shown at left are the recipients and other Shell men who attended the ceremony. They are (from left, seated) Stevens; Graybill; S. F. Bowlby, Vice Pres., Pacific Coast Area; P. E. Lakin, Vice Pres. and Shell Oil Company Director; (from left, standing) Schmieder; R. H. Norton, Seattle Div. and R. L. Carter, Sacramento Div.

Jack Turney (at left) of the Midland Expl. and Prod. Area is shown receiving the 1952 Midland Junior Chamber of Commerce Key Man Award from the organization's President, J. P. Marchioli.



Marybelle Chesney modeled a brown wool suit as she walked down the ramp at a fashion show held recently in Berkeley, California, by the Shell Development Recreational Association. Over 350 Development employees witnessed the show.

R. H. Jones of the Wilmington Refinery has been breeding show dogs for the past six years. Although he specializes in the Doberman pinscher, one of his German short haired pointers won best of breed at the last annual Pasadena Kennel Club Show.

Sammy Hopson, son of W. T. Hopson of the Houston Exploration and Production Area, and left halfback in the University of Houston's defensive football lineup during the 1952 season, has been honored by being named to the All-Missouri Valley Conference Team.

Thirty employees of Shell Oil Company's Sewaren Plant were recipients of 1952 safe driving awards which were presented to them at the annual safety dinner held recently in Metuchen, New Jersey.

Toys Unlimited

100,000 Christmas Toys Were Collected at Cleveland Shell Service Stations For Needy Children

Harold Dreher, left, of the Kiwanis Club, E. J. Griffin, Manager of Shell's Cleveland Marketing Division, center, and Major W. T. Altman, Volunteers of America, inspect some of the toys that were received a few days before Christmas.

SANTA CLAUS came a day early last Christmas in Cleveland, Ohio, when more than 100,000 used but good toys were distributed to needy children. There was a doll cradle for a little girl named Marie whose shoes didn't match . . . a boy, wearing faded jeans much too large, peddled away on a small bicycle . . . and a shy little girl of eight grinned as she hugged a giant teddy bear.

Last November the Cleveland Kiwanis Clubs announced their Toy Time Campaign. Citizens were asked to take all usable toys for which their children had no further use to their nearest Shell Service Station. The stations soon became gathering points for thousands of toys as the citizens got into the spirit of the drive. At regular intervals, a truck from the Volunteers of America went to each Shell station and picked up the toys left there. At the Volunteers reception center, the toys were sorted and, if necessary, repaired. From there they were sent to distribution centers where the managers picked the most needy children in their respective neighborhoods to call for their gifts.

The original goal of the campaign was 20,000 toys but five times that number were collected. It was a difficult job with countless details to be worked out and its success was due to the long hours of work put in by the combined forces of the Kiwanis Clubs, Shell dealers and employees and the Volunteers of America. Thanks to them and the generous citizens of Cleveland, last Christmas was an unexpectedly happy one for thousands of youngsters who otherwise might have found their stockings empty.

Children were on the giving as well as on the receiving end of the Toy Time Campaign. At right, three more fortunate youngsters get into the spirit of the drive and donate a few of their favorite toys to Ray Bloesinger at his suburban Cleveland Shell service station. These gifts became a part of the more than 100,000 toys donated.

Service Birthdays

Thirty Years

W. L. ARCHER
Pacific Coast Area
Treasury

W. R. BALFOUR
Shell Development Co.
Treasury

G. BYERS
Houston Area
Administration

H. J. CARNEY
Los Angeles Division
Marketing Service

C. C. COMBS
Head Office
Financial

G. K. CRANDALL
San Francisco Office
Marketing Service

E. D. CUMMING
Houston Area
Vice President

C. E. DANIEL
Los Angeles Division
Sales

R. H. FORBES
Portland Division
Treasury

H. J. FRYE
Wood River Refinery
Utilities

F. C. GARNER
Los Angeles Division
Treasury

W. E. GARRETTY
Martinez Refinery
Cracking

R. J. GEEAR
Shell Chemical Corp.
Torrance Plant

R. GRANGE
Houston Refinery
Cracking

H. I. HOCK
Pacific Coast Area
Production

G. F. HOF
Wood River Refinery
Economics & Scheduling

C. E. JOHNSTON
Tulsa Area
Production

A. A. KENT
Pacific Coast Area
Treasury

J. J. LEWIS
San Francisco Office
Treasury

C. MARSTON
Pacific Coast Area
Production

R. M. McFARLAND
Pacific Coast Area
Production

E. M. MEEHAN
Wood River Refinery
Engineering

A. PENKA
Wilmington Refinery
Effl. Control & Util.

C. A. PETERSON
Pacific Coast Area
Treasury

J. J. PILAKOWSKI
Pacific Coast Area
Production

L. H. RASMUSSEN
Portland Division
Treasury

W. E. RATTERREE
Tulsa Area
Production

G. K. REYNOLDS
Pacific Coast Area
Production

D. M. SHELDON
Shell Development Co.
Secretary

S. L. TAYLOR
Los Angeles Division
Sales

Twenty-Five Years

R. ANTSEN
Seattle Division
Treasury

R. V. BAKER
Shell Pipe Line Corp.
Mid-Continent Area

J. P. BAKKE
Wilmington Refinery
Control Laboratory

E. D. BELLMYER
Tulsa Area
Gas

C. W. BELT
Pacific Coast Area
Production

E. BROSE
San Francisco Div.
Operations

J. A. CHASTAIN
Shell Pipe Line Corp.
Texas-Gulf Area

I. M. COOK
Pacific Coast Area
Production

R. C. DAVIS
Wood River Refinery
Gas

R. O. DAVIS
Shell Pipe Line Corp.
Mid-Continent Area

R. O. DAVIS
Wood River Refinery
Engineering

J. B. DAWSON
Shell Pipe Line Corp.
Bayou System

H. W. DE JONG
Shell Develop. Co.
Experimental Plants

J. W. ELLEDGE
Wood River Refinery
Engineering

H. V. EVANS
Wood River Refy.
Engineering

T. R. EVANS
Shell Pipe Line Corp.
Mid-Continent Area

E. B. FONTENOT, JR.
Houston Area
Land

C. W. FRANK
Martinez Refinery
Engineering

T. M. FRAZIER
Shell Pipe Line Corp.
Mid-Continent Area

H. H. HAISLEY
Indianapolis Div.
Operations

J. A. JONES
Shell Pipe Line Corp.
West Texas Area

C. J. KELLER
Chicago Division
Marketing Service

J. W. KENNEDY
Shell Pipe Line Corp.
West Texas Area

H. V. KIRBY
Wood River Refy.
Treating

C. P. LONG
Wood River Refy.
Compounding

J. T. McCUSKER
Pacific Coast Area
Production

J. M. McDONALD
Wood River Refy.
Engineering

R. McREYNOLDS
Wood River Refy.
Compounding

J. F. MEYERS
Wood River Refinery
Engineering

J. K. MILES
Cleveland Division
Sales

C. E. MITCHELL
Shell Pipe Line Corp.
Mid-Continent Area

L. H. MONCRIEF
Midland Area
Land

R. N. MYERS
New Orleans Area
Production

R. C. OSBORN
Pacific Coast Area
Production

A. W. PATTILLO
Shell Pipe Line Corp.
Texas-Gulf Area

25 Years (cont'd)

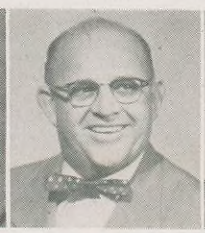
H. F. PETERSON
Pacific Coast Area
Production

R. L. PETERSON
Martinez Refinery
Compounding

J. R. PILKINGTON
Tulsa Area
Production

P. H. PITTS
Shell Pipe Line Corp.
Mid-Continent Area

E. J. RAY
Wood River Refy.
Lubricating Oils



G. F. ROW
Shell Pipe Line Corp.
Bayou System

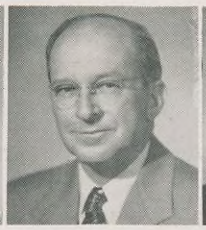
G. E. SCHUENEMEYER
Shell Pipe Line Corp.
Mid-Continent Area

W. H. SMITH
Shell Pipe Line Corp.
Bayou System

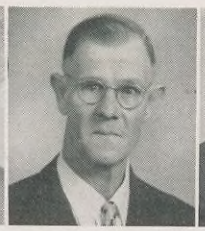
F. L. SOMERS
Wilmington Refy.
Dispatching

I. L. SPAULDING
Wood River Refy.
Engineering

G. STRISKO
Head Office
Transp. & Supplies



L. D. THALHEIMER
Pacific Coast Area
Production



O. M. THOMAS
Pacific Coast Area
Production

R. O. UDDMAN
Chicago Division
Operations

E. M. VATER
Products Pipe Line
East Chicago, Ind.

T. P. WAIT
Shell Pipe Line Corp.
Head Office

E. C. WESTERBERG
Martinez Refinery
Control Laboratory

C. Q. WILLIAMSON
Houston Area
Production

O. L. WYNN
Shell Pipe Line Corp.
West Texas Area

SHELL OIL COMPANY

Head Office

15 Years

P. N. Heald.....Manufacturing

10 Years

Josephine V. Bartak.....Manufacturing
Jane Mansfield.....Marketing
L. J. Ryan.....Transportation & Supplies
Herta Schmidt.....Financial
R. G. Schneider.....Manufacturing
H. E. Sipple.....Manufacturing
B. R. Starker.....Manufacturing

San Francisco Office

15 Years

J. H. Sembower.....Public Relations

Exploration and Production

TECHNICAL SERVICES DIVISION (HOUSTON)

15 Years

May Stuart.....Administrative

HOUSTON AREA

20 Years

O. C. Morrow.....Gas
M. S. Smith.....Treasury

10 Years

B. L. Atchison.....Automotive
L. M. Faulk.....Land
C. L. Mills.....Automotive
K. Oualline.....Production
J. H. Stegall.....Exploration
M. A. Truesdell.....Production

NEW ORLEANS AREA

20 Years

R. J. Becnel.....Production
H. E. Harber.....Production
R. L. Huffman.....Personnel & Indus. Relations
H. F. Jones.....Treasury
G. J. LeBlanc.....Production
J. C. Schwartz.....Land

15 Years

C. A. Brooks.....Production
R. W. DeLong.....Production

10 Years

H. A. Hatley.....Exploration
G. Kratzer.....Production

PACIFIC COAST AREA

15 Years

W. E. Larson.....Production

10 Years

R. L. Benson.....Production
F. E. Blakely.....Production
Dorothy Freeman.....Treasury
J. T. Holdner, Jr.....Production
L. H. Miller.....Production
P. A. Nye.....Production
Alberta Tatum.....Treasury

TULSA AREA

20 Years

W. I. Bostwick.....Production
G. W. Cunningham.....Legal
L. Hopkins.....Production
F. E. Riddle.....Production

15 Years

S. B. Greeson.....Production
I. L. Shoffner.....Production

10 Years

C. E. Williams.....Production

Manufacturing

HOUSTON REFINERY

20 Years

G. Roque.....Engineering

10 Years

Connie Allan.....Research Laboratory
M. D. Brazda.....Treasury
R. M. Casagrande.....Research Laboratory
J. F. Crocoll.....Research Laboratory
C. W. Davis.....Dispatching
S. J. Eaves.....Cracking
R. H. Findley.....Economics & Scheduling
F. H. Greenwood.....Lubricating Oils
A. Hamilton.....Automotive
W. L. Harrington.....Engineering
L. J. Lambin.....Lubricating Oils
E. L. McLaughlin.....Engineering
E. C. Neff.....Engineering
G. J. Reno.....Research Laboratory
L. P. Riley.....Engineering
A. M. Varner.....Control Laboratory
W. E. Womble.....Dispatching

MARTINEZ REFINERY

15 Years

D. V. Ackerman.....Engineering
R. F. Knapp.....Compounding

10 Years

H. W. Anderson.....Research Laboratory
C. C. Evans.....Research Laboratory

NORCO REFINERY

20 Years

E. P. Babin.....Treasury
J. M. Behre.....Engineering
U. J. Brignac.....Gas
A. F. Chaisson.....Dispatching
J. L. Delaune.....Cracking
T. O. Hendry.....Engineering
E. A. Laiche.....Gas
A. J. Lambert.....Engineering
T. A. Rivault.....Laboratory
J. L. Robichaux.....Gas

10 Years

U. P. Tregre.....Personnel & Indus. Relations

WILMINGTON REFINERY

20 Years

G. G. Schuyler.....Engineering

10 Years

C. Clelland.....Catalytic Cracking
G. E. Elliott.....Effluent Control & Utilities
C. Farrier.....Engineering

WOOD RIVER REFINERY

20 Years

L. J. Bracken.....Engineering

15 Years

S. Aldredge.....Engineering
F. A. Converse.....Engineering
D. T. Maguire.....Cracking
A. F. McCarthy.....Engineering
J. P. Wilkinson.....Cracking

10 Years

E. W. Bloemker.....Engineering
L. J. Boeser.....Engineering
W. B. Brown.....Stores
H. E. Gorin.....Engineering
W. H. Hemken.....Engineering
L. C. Jones, Jr.....Research Laboratory
M. M. Kessler.....Technological
H. S. Krasner.....Research Laboratory
A. T. Martin.....Engineering
E. L. Misegades.....Cracking
P. N. Montgomery.....Engineering
G. W. Napp.....Engineering
J. W. Niehaus.....Engineering
A. Patton.....Engineering
M. P. Povich.....Engineering
J. W. Robinson.....Engineering
H. W. Rose.....Dispatching
G. B. Russell.....Lubricating Oils
M. O. Schmutzler.....Engineering
F. A. Scott.....Engineering
C. E. Seaton.....Treating
C. P. Slaten.....Engineering
H. C. Wagner.....Engineering

Marketing

MARKETING DIVISIONS

20 Years

P. F. Causey.....Baltimore, Administration
A. R. Wyeth.....Honolulu, Sales
E. M. Skipper.....Los Angeles, Sales
H. W. DeMott.....New Orleans, Operations
H. M. Wray.....New York, Sales
B. S. Clement.....Portland, Operations
M. White.....Seattle, Treasury
F. L. Worden, Jr.....Seattle, Sales

15 Years

W. H. Johnson.....Cleveland, Sales
W. G. Morgan.....Los Angeles, Sales
J. C. Stirling.....Los Angeles, Operations
A. T. McGill, Jr.....New York, Sales
D. M. Wingate.....San Francisco, Operations
E. H. Miller.....Seattle, Operations

10 Years

J. D. Beddoe.....Albany, Treasury
L. M. Bennett.....Albany, Operations
M. R. W. Hurley.....Albany, Treasury
M. S. McDonald.....Baltimore, Treasury
D. E. Guerette.....Boston, Treasury
G. L. Benson.....Indianapolis, Operations
K. R. Wehinger.....Los Angeles, Sales
E. T. Mulcahy.....New York, Marketing Service
W. G. Riley.....Seattle, Operations

SEWAREN PLANT

10 Years

S. J. Rowinski.....Asphalt
E. J. Wojtkowski.....Engineering & Maintenance

Products Pipe Line

20 Years

F. Worker.....East Chicago, Ind.

15 Years

R. W. Matsler.....Greenville, Ill.

10 Years

O. O. Knight.....Spartanburg, S. C.
Alfreda Wojtak.....East Chicago, Ind.

SHELL CHEMICAL CORPORATION

20 Years

A. J. Billingsley.....Dominguez
S. Nelson.....Shell Point
F. Smith.....Shell Point
K. W. Dedrick.....Western Division

15 Years

L. Hollyman.....Shell Point
L. F. DeLozier.....Torrance
J. E. Toevs.....Western Division

10 Years

H. D. Burlison.....Dominguez
W. H. Smith.....Dominguez
H. C. Enochs.....Houston
A. Krus.....Houston
E. G. Lands.....Houston
P. Melton.....Houston
Norma E. Russo.....Martinez
J. E. Cincotta.....Shell Point
H. Machado.....Shell Point
H. B. Synatzske.....Shell Point
W. S. Parton.....Torrance

SHELL DEVELOPMENT COMPANY

15 Years

J. P. Mailkoff.....Analytical
R. B. McConaughy.....Experimental Plants
S. H. Page.....Organic & Applications
P. Pezzaglia.....Process Development
M. K. Weber.....Corrosion

10 Years

R. L. Iglehart.....Service Engineering
June R. Olsen..Catalysis & Surface Chemistry
F. R. Souza.....General Office

SHELL PIPE LINE CORPORATION

20 Years

E. G. Cruts.....Mid-Continent Area
M. E. Dean.....Texas-Gulf Area
C. C. Kaegi.....Mid-Continent Area
L. L. Taylor.....Texas-Gulf Area

15 Years

T. H. Price.....West Texas Area

10 Years

C. Benoit.....Bayou System
W. P. Bowen.....Mid-Continent Area
R. L. Carruthers.....Head Office
C. F. Gordon, Jr.....Texas-Gulf Area
T. L. Guthrie.....Head Office
J. J. Jones.....Texas-Gulf Area
F. J. Terracina.....Bayou System

It takes a lot of money to drive this whirling drill bit through the earth in search of oil. A single exploratory drilling operation is pretty sure to cost at least $75,000, and often runs much higher. Shell, for instance, recently abandoned a hole at 10,000 feet without finding oil. Drilling that dry hole cost $330,000 — $33 per foot — and although most exploratory wells are less expensive, several companies have drilled wells whose individual cost ran two to three times this figure. *Eight out of every nine wells drilled in unproven territory are 'dry holes'.* Despite this great financial risk, the Oil Industry has had the courage to keep prospecting for new oil fields and has always supplied our nation with enough oil for our needs in peace and in war.

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Houston, Texas

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PIPE LINE WALKER

William Bonner has an unusual job which keeps him on his toes. He's a *pipe line walker,* and covers that stretch of the Ventura-Wilmington Crude Line which twists through the rugged Santa Monica Mountains in California—an area so rough and wild that it can be patrolled properly only by a man on foot.

As he travels, he looks for leaks, although modern line construction and anti-corrosion practices have largely eliminated them. An important part of William's job is to watch excavations being made in the vicinity of the line. Unwittingly, a bulldozer can put a crimp in the operation by ripping up a section of the line. Also, William keeps a suspicious eye cocked on Mother Nature herself. Landslides in the mountains may damage the pipe; creeks can undermine and wash away line sections.

In addition to being alert for line damage, William Bonner frequently advises representatives of municipalities, public utilities and contractors on pipe line locations and operating conditions. He takes steps to protect the public in case of leaks or accident and, last but not least, is an unofficial public relations man who maintains friendly contacts with right-of-way owners.