

# SHELL NEWS

MARCH 1958

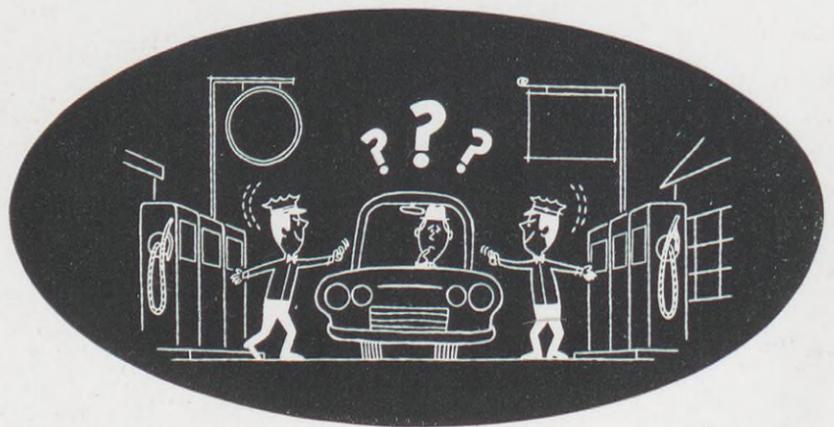
HYDROGEN PEROXIDE  
PURITY TEST

# WHAT ABOUT PRICE WARS

The causes of gasoline price wars are complex but there is one outstanding reason for them: competition in oil marketing, as in the whole oil industry, is intense.



One situation that could start a price war is when a dealer offers free gifts to get new customers. Competitors often cut their price to protect their business.



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# SHELL NEWS

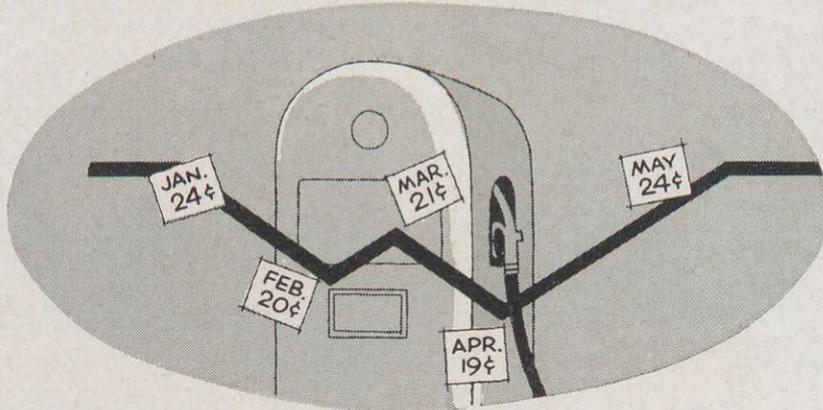
VOL. 26—No. 3

MARCH, 1958

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

Employee Communications Department  
New York, N. Y.

During a price war, the public comes to think of the low gasoline prices as normal. When the prices go back up after the war, the dealer is sometimes unfairly criticized.



**W**HENEVER the subject of price wars comes up—in any business—someone is likely to tell this story:

A grocer, in a neighborhood of many groceries, started to sell *all* his goods at a loss. Told he would never make a profit at that rate, the somewhat bewildered grocer replied:

“Sure, but look at my volume!”

The joke has grim humor for gasoline retailers. For one thing, gasoline marketing has a long history of price wars. The causes are complex but there is an outstanding one: competition in the oil industry is intense.

The oilman’s grimness about price wars has another side, too. Not only do they hit his pocketbook but also his pride in the job he does. After a price war, when the dealer and his supplier raise prices, they are sometimes criticized by consumers, press

and public officials who have come to think of the low price during a price war as normal. And while the price war is on, the supplier is blamed by some for allowing prices to fall too low.

The consumer certainly won’t complain about the price being low during a price war. But he might be annoyed when the hard-pressed dealer, his back to the wall because of reduced income, fails to give the friendly and courteous service the consumer has come to expect with his gasoline.

The consumer group is the only one involved in the gasoline market that likes a price war—even for a short time. Dealers don’t, for the obvious reason that it cuts into their profit.

Suppliers, such as Shell,\* dislike

\*There are some 23,000 service stations handling Shell gasoline in the U. S. Some 10,000 of these are supplied from Shell operated bulk depots (“direct operation”); the other 13,000 receive their gasoline from independent wholesalers who buy from Shell (“jobber operation”). Shell owns and operates on a salary basis only 10 service stations in the U. S., most of them for training and experimental purposes.

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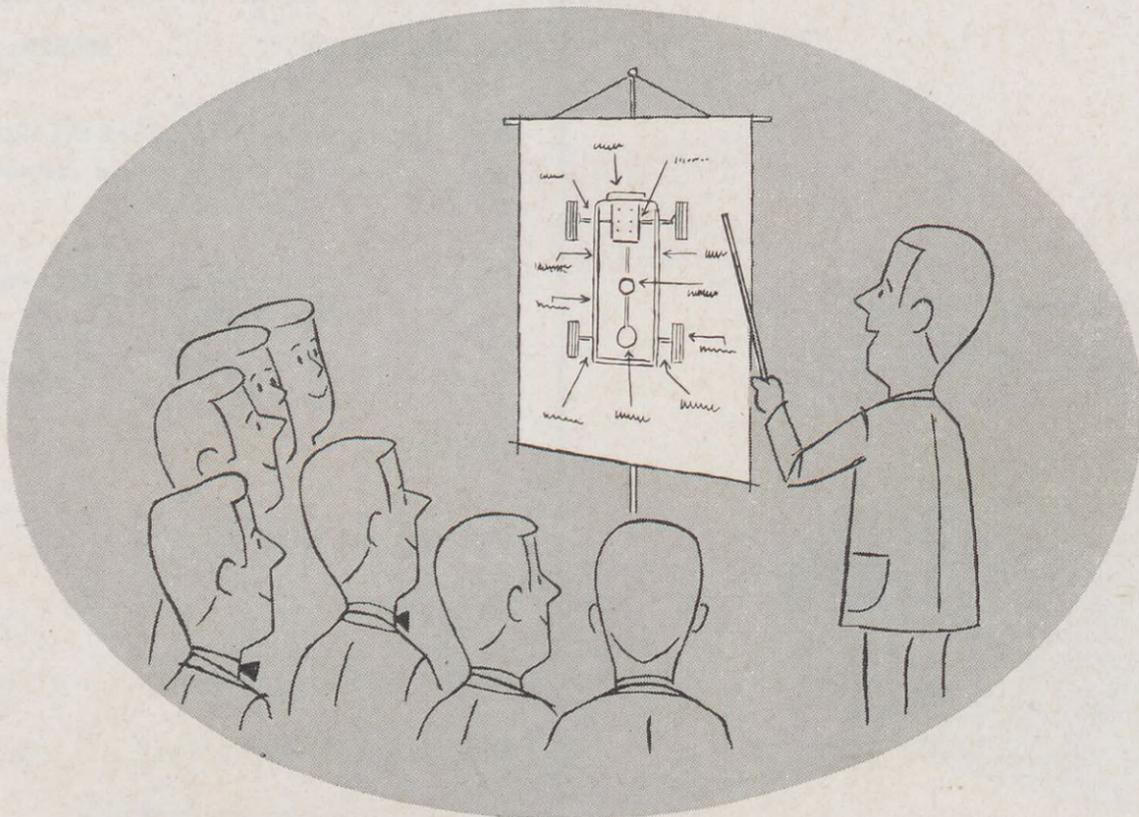
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## ABOUT THE COVER

At a new unit of its Norco Plant, Shell Chemical Corporation is producing hydrogen peroxide using an entirely new process. On the cover, R. J. Matherne runs one of the many tests made to keep a constant check on the purity of process streams. A story on the new unit starts on page 12.



**Shell believes** one of the best ways to reduce price wars—and to live through them—is to have strong dealers. One of the ways Shell aids its dealers is to offer them training in the many facets of their business.

price wars, too. A price war injures dealers and that harms the supplier—whose success is dependent on that of his dealers. Major oil companies, like Shell, invest millions of dollars in their dealers—for facilities, training and advertising, among other aids. Besides, when a dealer is hard pressed by a price war, a supplier may feel compelled to assist the dealer by lowering the price to him. And that means less money in the supplier's till at the end of the year—sometimes millions of dollars less. Bringing it close to home, the necessity for less money for Shell could mean less security and opportunity for Shell employees.

**I**F dealers and suppliers don't want price wars, how do they ever get started? The basic cause might be compared to that of many great international wars of history: someone takes a calculated risk that might provoke a war, even though he doesn't want one. Nobody sets out to start a price war; but when someone tries to

outsmart a competitor, the bluff can be called and the war is on.

**T**HE economic factors behind a gasoline price war are usually highly complex. But there are several fairly clear-cut situations that could lead to a battle. Here are some of them:

- A dealer gets an idea similar to the bewildered grocer's—although not as drastic. He cuts his price to increase volume. Or he offers premiums or discounts with the same volume-hike in mind.
- A supplier wants to move into an area where he has not operated before or he wants to increase his share of a market. He temporarily offers special prices or other inducements to dealers which allow them to sell their gasoline at prices considerably lower than competition.
- A market may become "overbuilt." This is sometimes the case where a market with stable prices and high volume potential has attracted many new stations. The increase in the number of retail outlets cuts into

the volume formerly enjoyed by individual stations. One or more of the stations suffering a decrease in business thinks of price-cutting to build volume. Result: beginning of another price war.

• Or, a supplier, for reasons beyond his control, may be burdened with a temporary surplus of gasoline. His storage tanks are full and he has to move it quickly. So he may have to sell the entire lot at a discount. The buyer may decide to take advantage of the discount to retail the gasoline below the prevailing market price.

**M**UCH as dealers and suppliers dislike price wars, most agree that they will continue to break out from time to time. There will always be somebody who wants more volume. Most motorists (and today that means nearly everybody) wouldn't have it any other way. Competition is not always comfortable, but it has provided an economic system which provides better products for everybody at the lowest possible price.

But, some people ask, wouldn't it be better for the government to set one price that would be fair to dealers and consumers? A price set by an outside authority would have to be either 1) higher than the free market price and hence worse for the consumer, or 2) lower than the free market price and worse, therefore, for dealers and suppliers, or 3) the same as the free market level. In the first two instances, the controlled price would be adverse either to the buyer or the seller. In the third instance, free and open competition arrives at the price automatically, making any control authority unnecessary.

Government regulation is necessary in the case of a public utility—such as an electric light company, a water company, or a local gas system—because the utility is granted a monopoly on the sale of its services

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in a given operating area. In exchange for this monopoly, the public utility surrenders its right to freely price its services. This is a fair exchange and protects the public from unreasonably high prices. It is in the public interest to grant a public utility these monopoly privileges, with public control of its prices, because of the nature of utility installations. Imagine the confusion (and dug-up streets) that would accompany 10 or 20 hotly-competing electric, water and gas companies serving homes and businesses. And the cost of these expensive duplicate facilities would in the end be borne by the customer—making them impractical and uneconomic.

But competition in the gasoline business is practical and economic because the consumer is best served by a multiplicity of conveniently-located outlets, all competing in quality, price and service for his business. Whenever duplication of service station facilities becomes uneconomic—when there are too many service stations in one market for all to thrive—the hard economic facts of life, called competition, take over. If there is not enough profitable business for all, the least profitable are bound eventually to close shop. For those affected, this consequence is not pleasant, but it is competition's safety valve.

**G**OVERNMENT—federal, state and local—has attempted, on occasion, to eliminate price wars. But these attempts have been proved unsuccessful in the gasoline retailing business—some marketer has always been ready to cut his price to get more business and others have been ready to meet his price.

Right now, a little-understood piece of legislation which, according to its supporters, would eliminate price wars, is being considered by Congress. It is of concern to gasoline retailers and their customers. This

bill, called "S.11" in the Senate and "H.R.11" in the House of Representatives, offers an amendment to the Robinson-Patman Price Discrimination Act. Under the amendment, the defense of meeting competition "in good faith"—provided in the Robinson-Patman Act for cases of alleged price discrimination—would be limited.

**H**OW would S.11 affect gasoline retailers? No one knows for sure. But many of those favoring it claim that one result—if S.11 becomes law—would be that during a price war it would be illegal for an oil company to reduce prices to dealers in the affected area unless it made similar reductions throughout its marketing territory. In other words, suppliers in interstate commerce (the type of commerce subject to Federal legislation) could be forced into either of two positions: (1) not helping a dealer caught in a price war, or (2) helping him and simultaneously giving the same price reduction to all dealers over a wide area. This latter alternative would extend the price war to the detriment of other dealers, and would be so costly to the supplying company that it would probably hesitate to grant any assistance whatever.

Without such aid, many dealers temporarily caught in a price war would be forced out of business—thus injuring the supplier, too. At the same time, those selling local brands of gasoline, and engaged in business only in one state, would be unaffected by this law and free to raise or lower their prices at will.

The sponsors of S.11 call it the "equality of opportunity" bill, claiming it will encourage competition, eliminate price wars and protect the small businessman from failure.

Those who oppose S.11 call it the "anti-good faith" bill or the "anti-competition" bill and believe it would

stifle competition, stimulate price wars (and make them more deadly) and drive many small businessmen to the wall.

J. G. Jordan, Shell's Vice President Marketing, told a Senate subcommittee in a hearing last fall on S.11: "Advocates of this legislation have asserted that an oil company giving price assistance to its dealers during a price war should extend this assistance over a wide area. How wide this area should be is not defined; so we believe the only practical effect of such an action would be to extend price wars and thereby injure dealers who were previously unaffected. This has been the chief reason for our opposition to the bill."

**S**HELL believes the best way to reduce price wars—and to live through them—is to have strong dealers who can provide the best service. To accomplish this, Shell's Marketing Organization is always working towards these ends:

1. Help to develop the skill and efficiency of dealers in the operation of a well-balanced business of selling not only gasoline and oil but also tires, batteries, accessories and paid services such as lubrication and motor tune-ups.
2. Careful selection of service station sites with an eye to their continuing to be profitable business locations for many years.
3. Provide attractive, modern, retail outlets.
4. A pricing policy based on fairness to consumer, dealer and supplier.

These policies don't eliminate price wars. But they do go a long way to prevent Shell dealers from getting into the same frame of mind as the bewildered grocer ●

## EFFICIENT TRANSPORTATION



JOE T. DICKERSON

Joe T. Dickerson, President of Shell Pipe Line Corporation, in a talk before the American Petroleum Institute's National Employee Information Conference in Chicago, outlined "How Transportation Has Contributed to Making Petroleum Products a Bargain to Consumers."

He said in part:

"Until the discovery of oil in 1859, no liquid other than water had ever been required in sufficient quantities to call upon man's ingenuity to provide for its transportation. The demand for oil in the United States is a spectacular one. In 1955 the per capita consumption of oil amounted to approximately 800 gallons. On an average day the American public purchases 7,000,000 tanks full of gasoline! Of course, all of this gasoline has to be moved from the oil fields to the refinery (as crude) and from the refinery to the market areas. Yet, it costs the average consumer less than a penny a gallon to have it moved that distance . . .

"It has been estimated that gasoline would cost the average consumer at least an additional three cents a gallon if our present system had no greater efficiency than it had in 1927. By simple arithmetic it is apparent that our improved transportation system is saving the American public well over a billion and a half dollars a year on their gasoline bill alone!"

## TRAFFIC SAFETY AWARD



H. L. CURTIS

"The National Safety Council estimates that by 1966 there will be 90 million drivers at the wheels of 82 million motor vehicles in the United States—and that the traffic accident rate in 1966 will be 54,000 dead and 1,900,000 injured—unless we can improve the situation."

This point was made by H. L. Curtis, Vice President Public Relations, when he presented a Certificate of Merit in the Carol Lane Safety Awards Program to the Mothers' Clubs at the Ethan Allen Air Force Base near Burlington, Vt. The Mothers'

Clubs won the award for their work in teaching traffic safety to children. The Carol Lane Awards, named for the Women's Travel Director of Shell and administered by the National Safety Council, are the only national awards recognizing the achievements of women in traffic safety work.

Curtis said "there is an encouraging glimmer of light in the fact that the accident rate per-million-vehicle-miles is beginning to go down, thanks to the safety interest of responsible organizations, improved highway design, high school driver training and more rigid enforcement of motor vehicle laws."

## APPOINTED CHAIRMAN



A. G. CATTANEO

Aircraft.

R. G. Larsen, Research Director, Martinez Refinery Research Laboratory, has been reappointed to membership of the N.A.C.A.'s Subcommittee on Lubrication and Wear, on which he has previously served as chairman and member.

D. N. Harris, Special Engineer, Products Application, Head Office, has been reappointed a member of the Subcommittee on Aircraft Fuels.

Chairman of the N.A.C.A. is James H. Doolittle, a Vice President and Director of Shell Oil Company. The N.A.C.A., established by Congress in 1915 to conduct research in aeronautics, operates the Lewis Flight Propulsion Laboratory in Cleveland; the Langley Aeronautical Laboratory at Langley Field, Virginia; and the Ames Aeronautical Laboratory in Sunnyvale, California.

The subcommittees meet several times a year at one of the laboratories or at the Washington Headquarters to review N.A.C.A. research and to provide advice and guidance.



Guests at the head table of the Ten and Over Banquet at New Orleans were, from left to right: R. W. Faulk, Manager, Norco Refinery; Harold Gershinowitz, President, Shell Development Company; Bouwe Dykstra, Vice President, New Orleans Area; J. G. Jordan, Vice President, Marketing; G. C. Schoenberger, Jr., General Attorney, New Orleans Area; Joe T. Dickerson, President, Shell Pipe Line Corporation; J. M. Parks, Manager, New Orleans Marketing Division; R. C. McCurdy, President, Shell Chemical Corporation; F. C. Caddy, Manager, Shell Chemical Corporation's Norco Plant; A. G. Schei, Vice President, Finance; and J. F. White, Manager, New Orleans District, Agricultural Chemical Sales Division, Shell Chemical Corporation. Also at the head table, though not pictured, were: R. V. Lahr, Field Manager Delta Project, Shell Pipe Line Corporation; R. S. Douglas, Superintendent, Norco Refinery; J. L. Webster, General Sales Manager, International Lubricant Corporation, and H. M. Fraser, Vice President, International Lubricant Corporation. More than 900 persons attended the banquet January 31.

### TENTH ANNIVERSARY

A special celebration of the New Orleans Exploration and Production Area's Ten and Over Club was held January 31 to mark the Area's completion of 10 full years of operation.

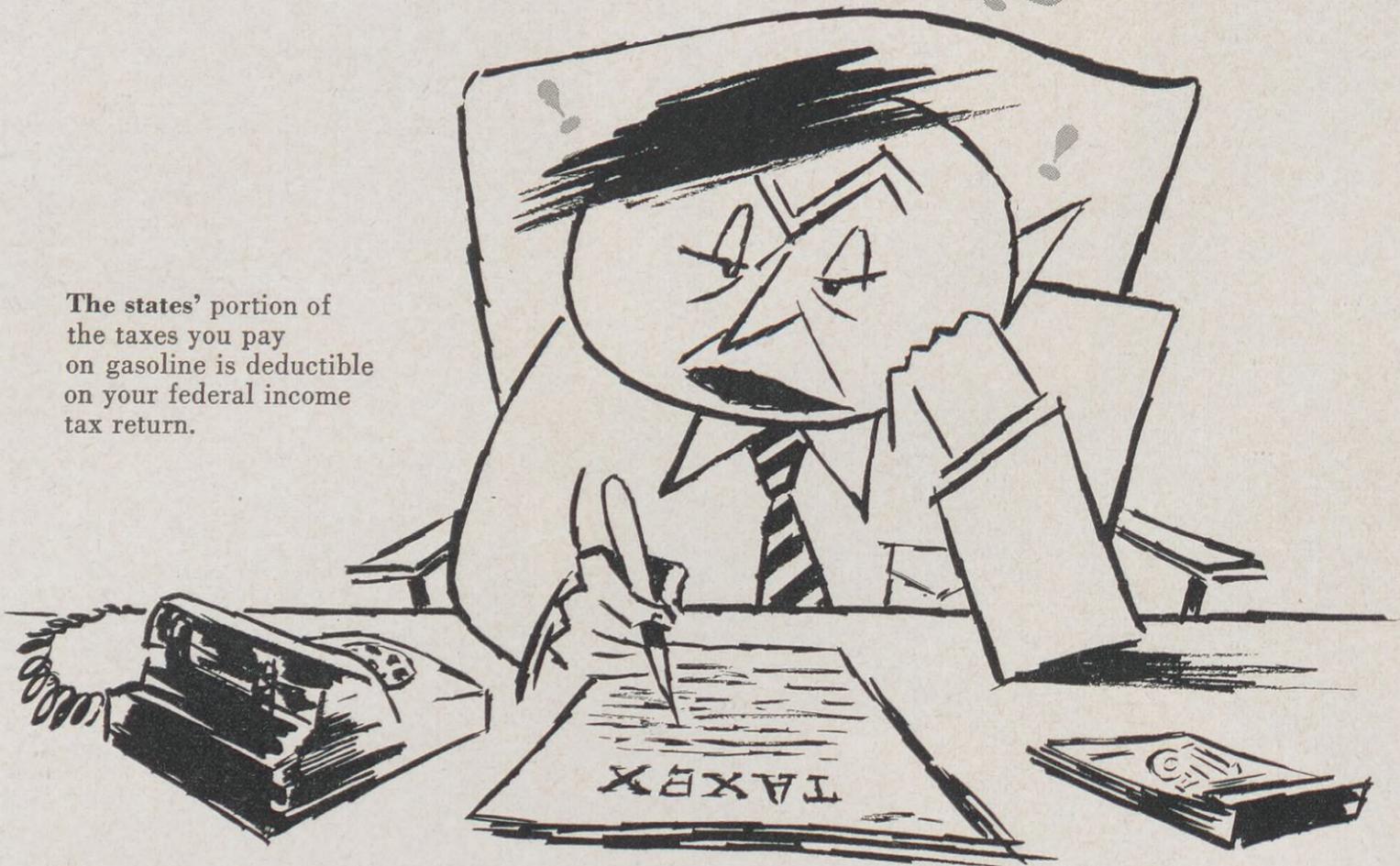
More than 900 members of the Area Club and those of New Orleans Marketing Division and Shell Pipe Line Corporation Ten and Over Clubs gathered at a banquet for the occasion, which also marked the New Orleans Marketing Division's fifth anniversary. The Ten and Over Clubs are Company-sponsored functions for employees with 10 or more years of service.

The New Orleans Exploration and Production Area was

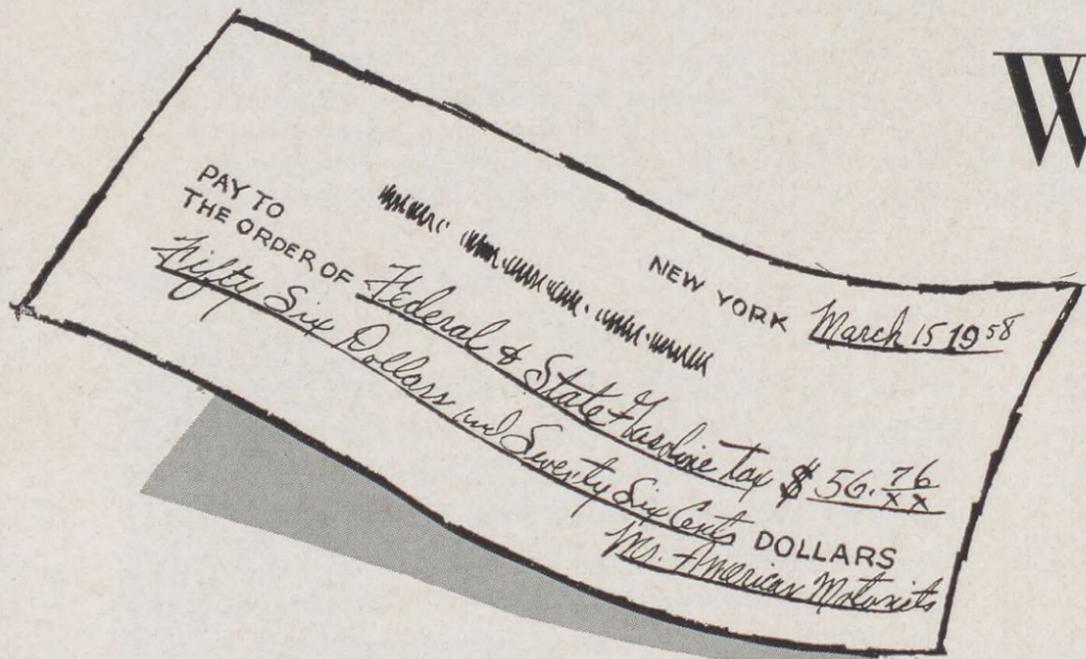
formed from part of the former Texas-Gulf Area and its offices were opened in 1947. In the first year of operation, the Area had 1,144 employees, and its crude production was about 14 million barrels from 341 wells. In 1957 the Area had 2,263 employees (39 per cent with more than 10 years' service) and produced 39 million barrels of oil and 112 billion cubic feet of natural gas from a total of 1,140 wells either operated by Shell or in which the Company has an interest.

Crude production and the number of wells have more than tripled. Offshore crude production alone in 1957 was 1½ times the total area production in its first year.

The states' portion of the taxes you pay on gasoline is deductible on your federal income tax return.



*Remember the taxes you paid on gasoline*



The average car owner pays \$56.76 a year in federal and state gasoline taxes.

# WHEN YOU FILE YOUR RETURN

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**T**HERE are several facts to remember about gasoline taxes.

One is especially important at this time of year. It is that some of the gasoline taxes you pay are deductible on your income tax form.

How much did you pay during 1957 in direct gasoline taxes?

The average U. S. passenger automobile travels 9,360 miles a year and uses 645 gallons of gasoline. If you equaled the average last year, you paid \$56.76—at an average of 8.8 cents a gallon.†

The states' portion of this tax is deductible on your federal income tax return. The federal government's portion of the tax is not deductible on any state's personal income tax returns. Some states permit deduction of the state gasoline tax.

Even if you don't keep accurate records of each gallon you buy, you can prepare an acceptable deduction. Estimate the number of miles you drove your car during 1957 and divide that figure by the average number of miles your car runs on a gallon of gasoline. Multiply this result by the tax per gallon in your state.

For example: if you drove 10,000 miles and got 14 miles per gallon, you would have used about 700 gallons of gasoline in 1957. By multiplying your state tax per gallon (see table) by 700, you determine the amount you can deduct.

You can deduct this even if your car is not used in earning any part of your income.

(Some other taxes, such as state and local sales taxes, may also be deducted on federal income tax forms.)

For every gallon of gasoline you buy, you pay at least two direct taxes. They're included in the price of the product.

These taxes on each gallon of gasoline are:

Three cents in federal gasoline tax, *plus*  
an average of 5.8 cents in state gasoline tax.†

What's more, in 24 states there are one or more additional local taxes, fuel inspection fees, and/or general sales taxes. For every dollar you pay for the fuel itself, you pay an additional 40 cents† in federal and state taxes.

Gasoline taxes have gone up by

was only five years ago. Your gasoline tax money is building new and better highways—and about half the states now have anti-diversion amendments to assure that money collected from the gasoline tax will go exclusively to highway purposes. The petroleum industry would like to see more

## DIRECT TAXES ON GASOLINE

(Based on tax rates October 1, 1957).

This table shows state and federal taxes on gasoline (in cents per gallon)

	State Tax	Federal Tax	Total Tax		State Tax	Federal Tax	Total Tax
Alabama	7	3	10	Nebraska*	7*	3	10
Arizona	5	3	8	Nevada	6	3	9
Arkansas	6.5	3	9.5	New Hampshire*	6*	3	9
California	6	3	9	New Jersey	4	3	7
Colorado	6	3	9	New Mexico	6	3	9
Connecticut	6	3	9	New York	4	3	7
Delaware	5	3	8	N. Carolina	7	3	10
Dist. of Col.	6	3	9	N. Dakota	6	3	9
Florida	7	3	10	Ohio	5	3	8
Georgia	6.5	3	9.5	Oklahoma*	7.5*	3	10.5
Idaho	6	3	9	Oregon	6	3	9
Illinois	5	3	8	Pennsylvania*	5*	3	8
Indiana*	6*	3	9	Rhode Island	4	3	7
Iowa	6	3	9	S. Carolina	7	3	10
Kansas	5	3	8	S. Dakota*	6*	3	9
Kentucky	7	3	10	Tennessee	7	3	10
Louisiana	7	3	10	Texas	5	3	8
Maine	7	3	10	Utah*	6*	3	9
Maryland	6	3	9	Vermont*	6.5*	3	9.5
Massachusetts*	5.5*	3	8.5	Virginia	6	3	9
Michigan	6	3	9	Washington	6.5	3	9.5
Minnesota	5	3	8	W. Virginia	6	3	9
Mississippi	7	3	10	Wisconsin	6	3	9
Missouri	3	3	6	Wyoming	5	3	10
Montana*	7*	3	10				

\*There were changes in these states: *Indiana*, tax was 4¢ per gallon before March 15, 1957; *Massachusetts*, tax was 5¢ per gallon prior to June 1, 1957; *Montana*, rate was reduced to 6¢ a gallon effective January 16, 1958; *Nebraska*, rate was 6¢ per gallon before September 20, 1957; *New Hampshire*, tax was 5¢ per gallon prior to September 1, 1957; *Oklahoma*, rate which was increased on June 1, 1957, was dropped back to 6.5¢ per gallon December 24, 1957; *Pennsylvania*, tax was 6¢ per gallon before June 1, 1957; *South Dakota*, tax was 5¢ per gallon before July 1, 1957; *Utah*, tax was 5¢ per gallon before May 14, 1957; *Vermont*, tax was 5.5¢ per gallon before July 15, 1957.

39 per cent, on a national average, since 1947-49, as against a 17-per-cent increase in the price of gasoline itself during the same period.

The increase in gasoline price reflects generally increased costs, but it also is buying you a better gasoline—today's regular is as good as premium

such laws.

So the next time you buy gasoline, remember:

. . . you've bought the best transportation in the world at a reasonable price . . . you've helped pay for tomorrow's better roads . . . and some of the tax you paid is deductible ●

† National average for 1957.

# SHELL PEOPLE in the news

## SHELL DEVELOPMENT COMPANY



N. D. SMITH, JR.

To assure maximum use of research results and at the same time simplify the over-all organization, the applied research activities and liaison function of Shell Oil's Exploration and Production Technical Services Divisions and the exploration and production research activities of Shell Development Company will be combined into a single organization within Shell Development Company.

The new organization will retain the name Exploration and Production Research Division. The Division will be under N. D. SMITH, JR., Vice President, Shell Development Company, and will operate as four sections:

W. R. PURCELL, now Manager of the Chemical Department in Shell Development's Exploration and Production Research Division, will be Director of Basic Research.

J. E. WILSON, now Exploration Manager of the Denver Exploration and Production Area, will be Director of Exploration Research.

B. P. EASTIN, now Production Manager of the Pacific Coast Exploration and Production Area, will be Director of Production Research.

F. GOLDSTONE, now Manager of the Exploration Technical Services Division, will be Manager of Administration and Services.

These changes will take place about the middle of the year, and are possible now because the original mandate given the Technical Services at the time of its organization in 1951 has largely been fulfilled, and because the technical competence of E&P Area staffs has attained a high level.



W. R. PURCELL



J. E. WILSON



B. P. EASTIN



F. GOLDSTONE



W. F. BATES

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## SHELL OIL COMPANY EXPLORATION AND PRODUCTION ORGANIZATION

W. F. BATES has been named Production Manager of the Pacific Coast Exploration and Production Area, succeeding B. P. Eastin. Mr. Bates, who holds a Bachelor's degree in civil engineering from Stanford University, joined Shell in 1934 as a Roustabout at Long Beach, Calif. Following various assignments in California oil fields, he was named Area Drilling Superintendent at Los Angeles in 1951. He became Manager of the Pacific Coast Area's Coastal Production Division at Ventura in 1953 and Assistant to the Vice President, Pacific Coast Area, in 1956.



C. C. LUDWICK

C. C. LUDWICK has been named Exploration Manager of the Denver Exploration and Production Area, succeeding J. E. Wilson. Mr. Ludwick, who holds a Bachelor's degree in electrical engineering from the University of Oklahoma, joined Shell in 1934 as a seismic party member at Tulsa, Okla. After a Military Leave of Absence, he returned to the Tulsa Area in 1946 as a Senior Geophysicist. He became Division Geophysicist at Oklahoma City in 1948 and later held similar positions at Bismarck, N. D., and Tulsa. In 1952 he was named Exploration Manager of the Williston Basin Division of the Tulsa Area and in 1955 became Exploration Manager of the Casper Division in the Denver Area. He will assume his new position late this summer upon completion of his current assignment at The Hague.

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A. P. HYNES

### SHELL OIL COMPANY MARKETING ORGANIZATION

A. P. HYNES has been appointed to succeed W. C. McBain as Division Manager of Shell's Honolulu Marketing Division. Mr. McBain is retiring in mid-1958 after 35 years of service. Mr. Hynes joined Shell in 1936 as a District Salesman at Ontario, Calif., and served in various sales positions in California. In 1947 he was appointed an Administrative Assistant in the Washington Office and in 1949 he became Wilmington District Manager in the Los Angeles Marketing Division. Two years later he became Manager, Retail Sales in the San Francisco Division and in 1955 was appointed Sales Manager of the Boston Division.



D. C. STEVENSON

D. C. STEVENSON has been named Sales Manager of Shell's Boston Marketing Division, succeeding Mr. Hynes. Mr. Stevenson joined Shell in 1936 as a Service Station Attendant at Hempstead, N. Y. After serving in various sales positions, he was named District Manager at Port Washington, N. Y. in 1946 and two years later became New Orleans District Manager. He was appointed Long Island District Manager in the New York Division in 1951 and became Manager of the Sales Promotion Division in Head Office Sales Promotion-Advertising Department in 1955. He was named Manager of the Advertising Division in 1957.

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### SHELL OIL COMPANY FINANCIAL ORGANIZATION

F. R. HUMMERT has been named an Assistant Treasurer in Shell Oil Company's Financial Organization. The new Assistant Treasurer position will be concerned primarily with investment matters. The Office Service Department also will report to him. J. M. FLAHERTY, Assistant Treasurer, will continue to have basic responsibility for all banking functions.

Mr. Hummert, who received a Bachelor's degree in business administration and accounting from Valparaiso (Indiana) University, joined Shell in 1933 as a Clerk in the St. Louis Office. In 1940 he was named Assistant Treasury Manager of Shell American Petroleum Company, a Shell marketing affiliate in Kokomo, Ind. He later held various positions at Shell American including Treasurer, Assistant Secretary and Assistant Manager of the Company. In January, 1956, when Shell American became a Division of Shell Oil Company, he was appointed Division Sales Manager. Later that same year he was named Assistant Manager, Auditing, in Head Office.



F. R. HUMMERT

## SHELL PEOPLE in the news *Continued*

### SHELL CHEMICAL CORPORATION

Shell Chemical Corporation has announced the following changes in its Treasury organization, effective February 1:

NAME	NEW POSITION	FORMER POSITION
R. K. MEAD	Assistant Manager, Treasury-Analysis and Budgets, Head Office	Assistant Manager, Treasury-Financial Accounting, Head Office
P. F. QUINN	Assistant Manager, Treasury-Financial Accounting, Head Office	Treasury Manager, Agricultural Chemical Sales Division, New York
R. E. JACKSON	Treasury Manager, Agricultural Chemical Sales Division, New York	Treasury Manager, Norco Chemical Plant
L. A. MURPHY	Treasury Manager, Norco Chemical Plant	Chief Accountant, Houston Chemical Plant



R. K. MEAD



P. F. QUINN



R. E. JACKSON



L. A. MURPHY

### SHELL OIL COMPANY MANUFACTURING ORGANIZATION

**N. L. MORSE** has been appointed Assistant Chief Research Chemist at the Houston Refinery. Mr. Morse, who holds a Ph.D. degree in chemistry from the University of Rochester, joined Shell Oil Company in 1943 as a Technologist in the Manufacturing Organization's San Francisco Office. In 1946 he transferred in the same capacity to the Martinez Refinery, where he was named a Senior Technologist in 1950. He became a Senior Technologist in the Head Office Manufacturing-Technological Department in 1952 and was appointed Assistant Chief Technologist at the Houston Refinery in 1956.



N. L. MORSE



J. A. BYERLY

**J. A. BYERLY** has been named Assistant Chief Technologist at the Houston Refinery, succeeding Mr. Morse. Mr. Byerly, who received a Master's degree in chemical engineering from the University of Illinois, joined Shell Oil Company in 1948 as a Junior Technologist at the Wilmington Refinery. He became a Technologist at Wilmington in 1950 and was named a Senior Technologist at the Houston Refinery in 1956. Later that same year he received a special assignment in the Head Office Manufacturing-Technological Department. He was appointed Assistant Manager of the Aromatics Department at Houston in 1957.

**I**N the new hydrogen peroxide unit at Shell Chemical Corporation's Norco Plant, even kid-glove treatment isn't good enough; white gloves are required.

Not only white gloves, but spotless white overalls and plastic boots are necessary for maintenance work in most parts of the new unit. The stress on cleanliness is so strong that one operator joked, "We don't even allow a dirty look around here."

The unit's success is a major milestone for both Shell Chemical and Shell Development Company. It marks Shell Chemical's entry into hydrogen peroxide manufacture—using an entirely new process—and it gives the green light to construction of two more major units at Norco this year—each using still other new processes.

One of the two units to be built will make acrolein; the other will make glycerine. Both complement Shell Development's discovery of the novel process to make hydrogen peroxide. Product from the new hydrogen peroxide unit now is being sold commercially.

The other new facilities utilizing these new processes highlight the expansion and growth made possible by Shell research.

Details of the new processes are still secret, for obvious competitive reasons. But in outline, the three new units—hydrogen peroxide, acrolein and glycerine—will be linked much as catalytic cracking, reforming and other refinery operations are joined. When all three new units are operating, the links will form this chain:

- The hydrogen peroxide unit will make product for sale, and a good share will be used to make glycerine.

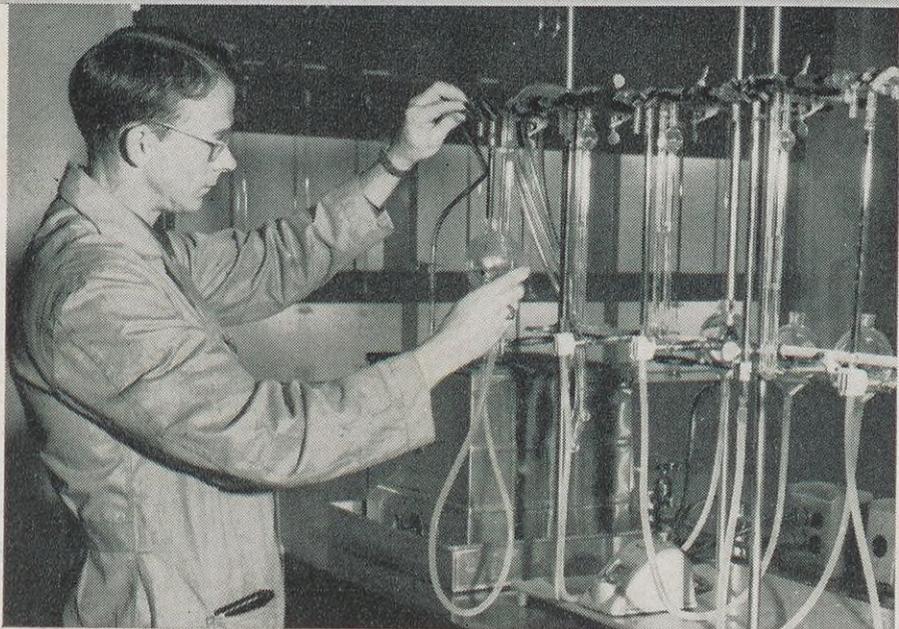
- The acrolein unit will make acrolein for sale and for glycerine manufacture.

- The glycerine unit will convert acrolein and hydrogen peroxide into glycerine.

The glycerine unit will manufacture 35 million pounds of product a year. Because the supply of glycerine to industry is ample at present, Shell Chemical—one of the largest manufacturers of glycerine—will reduce the amount of glycerine made at its Houston Plant by the allyl chloride method. That reduction will release allyl chloride for use in making other products, such as epoxy resins.

The acrolein unit will make Shell

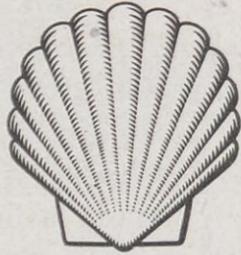
*At the Norco Chemical Plant's  
new hydrogen peroxide unit, purity  
is a vital part of production*



**Chemist J. Q. Miller** runs one of many tests in the laboratory to make sure the hydrogen peroxide product stream is pure.



**Operator E. J. Veron** sits at the unit's instrument desk as **Operator T. Davis** checks on a reading.



# Shell Oil Company

March—1958

Executive  
Vice President



A. J. Galloway

Staff  
Assistant



B. Van Dyke

Vice President  
Exploration



R. E. McAdams

Manager  
Planning



O. Wilhelm

Manager  
U. S. Operating



H. M. Fritts

Manager  
Canadian  
Liaison



L. G. Christie

Chief  
Geophysicist



W. Hafner

Manager \*  
Mechanical  
Engineering



J. E. Gallagher

Senior  
Geologist



J. E. Owens

Senior  
Geologist



C. L. Herold

Assistant  
to Manager



J. M. Sullivan

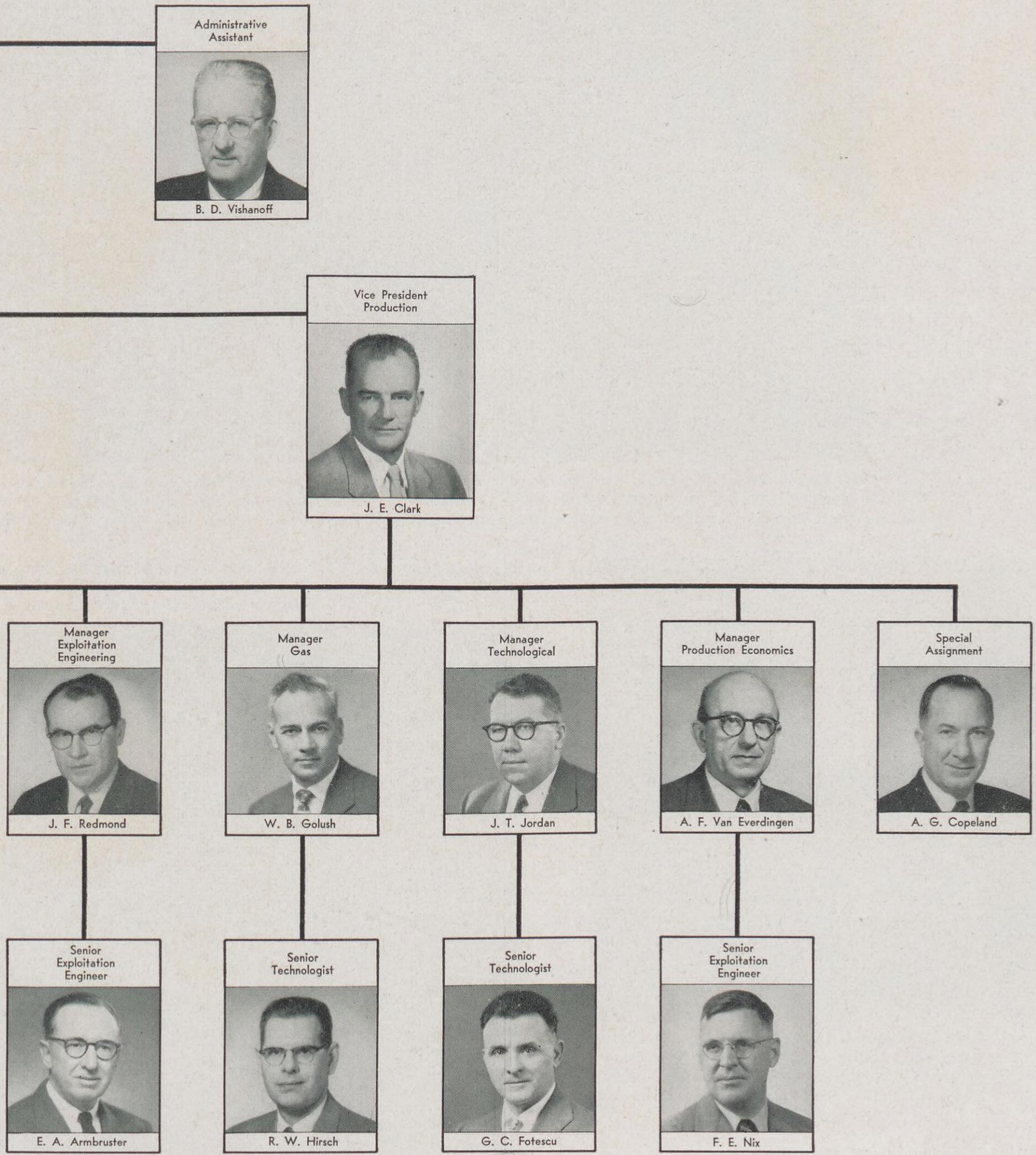
Senior  
Mechanical  
Engineer

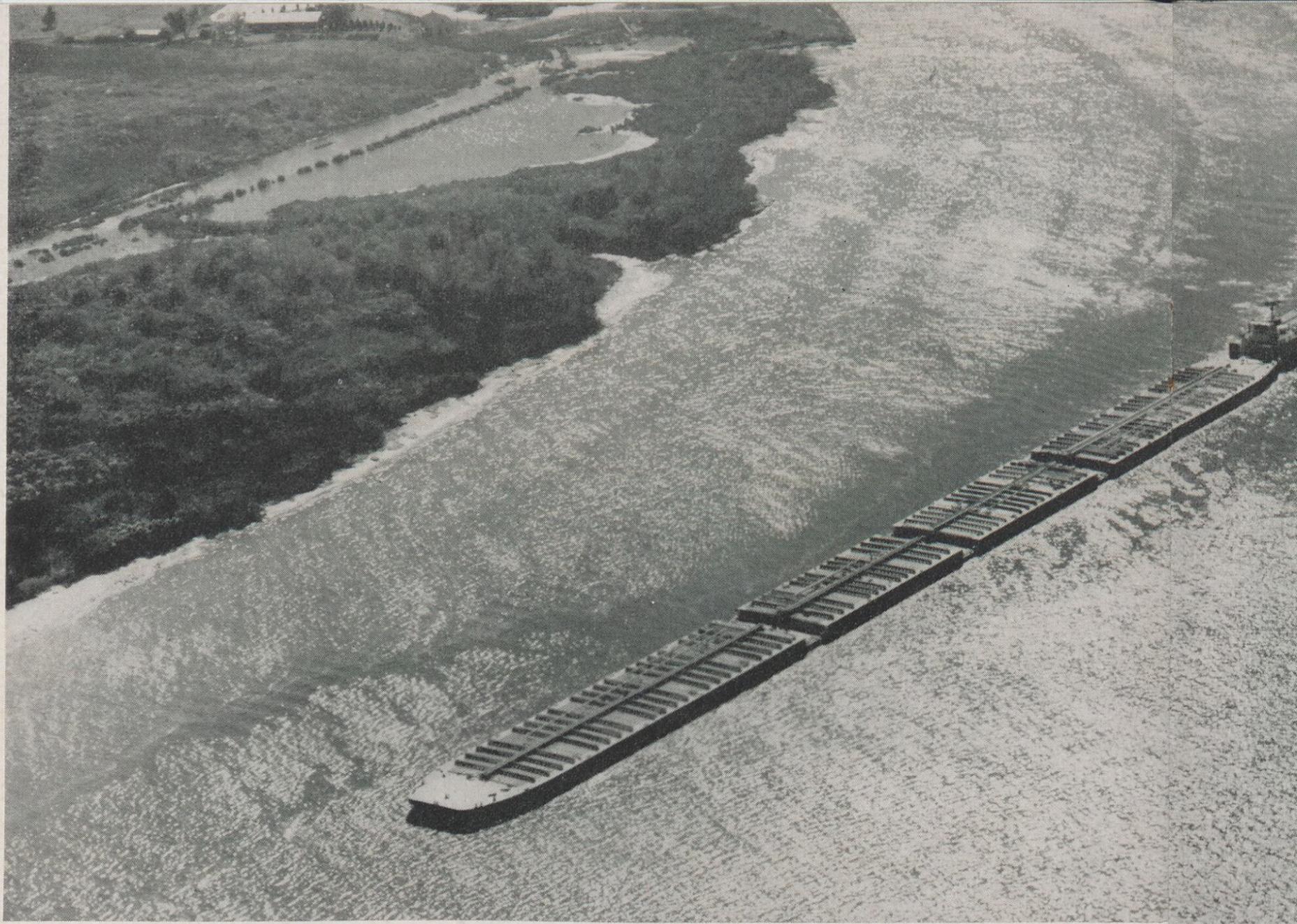


T. S. Mitchel

\*Acting

# Exploration and Production Head Office Organization Chart





The Motor Vessel Hamilton, with its four specially-designed barges, moves along the Houston Ship Channel on its maiden voyage, carrying products from Shell Chemical's Houston Plant up the Mississippi and Illinois rivers to Chicago. The barge tow, first of its kind on the inland waterways, is 878 feet long and has a capacity of 60,000 barrels.



L. P. Bassinger, Technical Assistant in the Houston Plant's Shipping Department, prepares to gauge the contents of one of the barge compartments during the loading operations at Houston.

Pumper-Gauger W. F. Green, left, connects loading hose to barge at the Houston Chemical Plant dock while D. H. Forbes, right, assists. The barge tow handles a variety of products including acetone.





# THE NEW LOOK IN BARGES

*A new type of barge tow carries products from Shell Chemical's Houston Plant up the Mississippi and the Illinois rivers to Chicago*

CLEOPATRA, who is said to have admired fine barges, would have been impressed by the Hamilton tow.

The Hamilton tow, named after the tow boat, is the latest of the many types of barge tows that have carried Shell products through the years. It went into service last fall, moving a variety of products from Shell Chemical Corporation's Houston Plant to the Argo Terminal at Chicago.

Two firsts were marked up by the maiden voyage of this tow, owned by the Canal Barge Company, Incorporated, of New Orleans, and operated by that company under contract to Shell. It was the first time glycerine was carried by barge and it was the first voyage on the inland waterways of a so-called "integrated" tow designed for handling petrochemicals.

An integrated barge tow is one in which two or more barges and a towboat are specially designed to travel as a unit. Normally, barges of various types make up a tow. A major advantage of the integrated tow is that its shape cuts down resistance to water, which allows it to move faster.

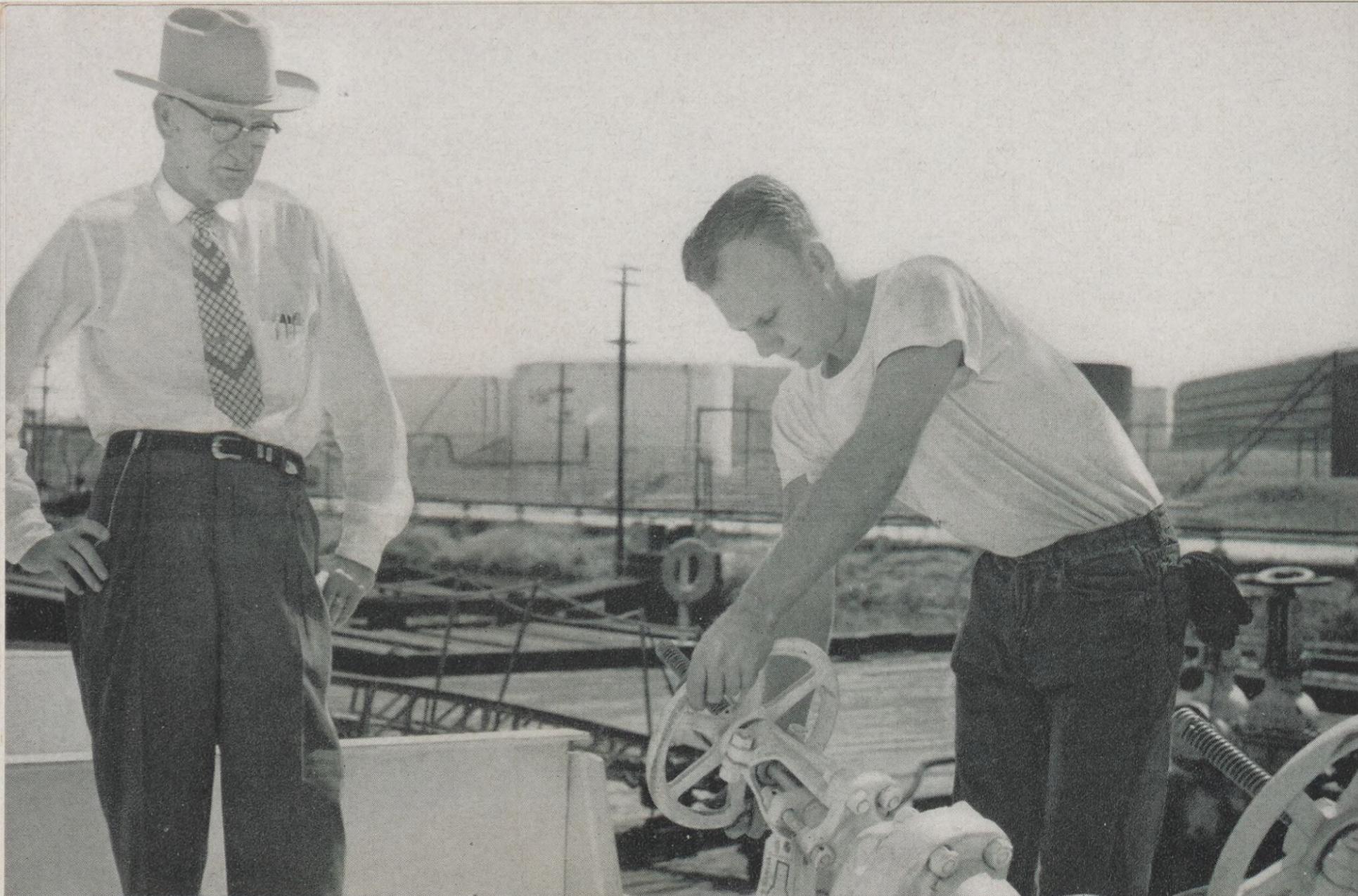
The Hamilton tow is made up of four barges and a 128-foot pusher-type towboat of 2,600 horsepower. The lead and trail barges are each 240 feet long and have capacities of about 20,000 barrels. The two middle barges are 135 feet long and each has a capacity of 10,000 barrels. In all, the Hamilton tow is 878 feet long—almost the length of the liner Ile de France—and it can carry a total of about 8,000 tons or 60,000 barrels of as many as 14 separate products.

Two features on one of the middle barges make it possible for the Hamilton to carry glycerine: (1) heating coils keep the glycerine at a temperature of 120 degrees during shipment so it will remain fluid for pumping; and (2) nickel lining of its steel compartments prevents contamination of product. Two other barges of the tow also have their compartments nickel-lined.

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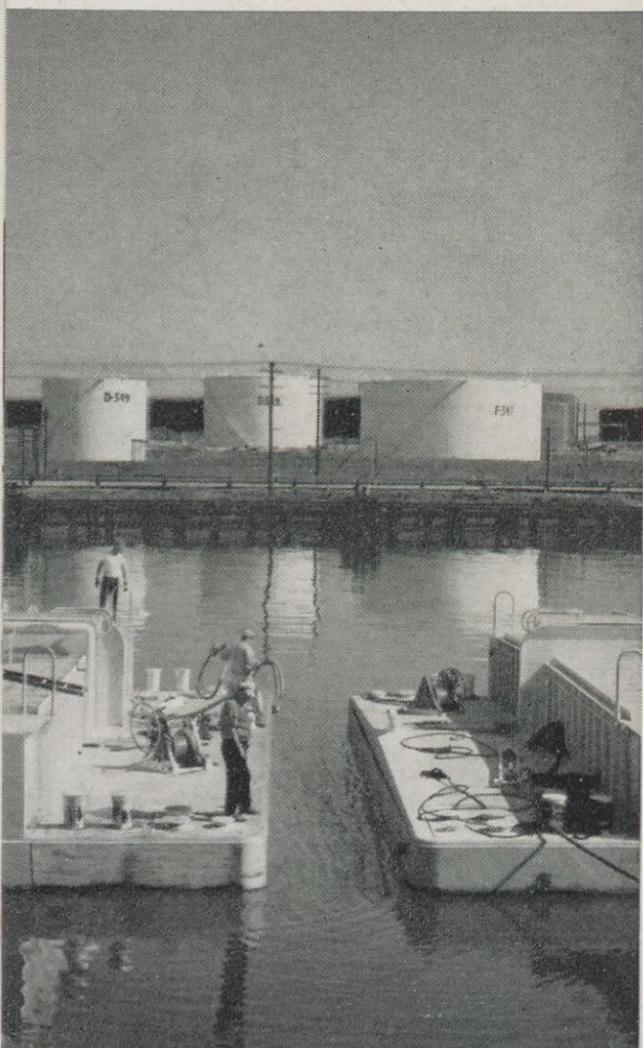
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**H. L. Shores**, left, Manager of the Shipping Department of Shell Chemical's Houston Plant, watches a barge crew member open a valve to permit pumping of product into the barge. Loading takes six to seven hours. On its maiden voyage, the barge tow made the round trip between Houston and Chicago in 18 days. It was the first time glycerine was carried by a barge.

**Crew members** prepare to secure two of the barges as the four-barge tow is made up for its trip from Houston to Chicago.



### *THE NEW LOOK IN BARGES Continued*

Before the Hamilton tow went into service, Shell Chemical shipped glycerine by rail tank cars and other chemicals to Chicago by individual barges. But the Hamilton tow, because of its large capacity and quick turnaround provides a more economical method of transportation—an improvement in operating which is continually sought.

Another feature of the Hamilton barges is their double-hull construction. This type of construction helps insure against contamination with water, in which many chemicals are soluble. Also with this type of construction, structural members, such as beams, are outside of the cargo tanks—unlike ordinary barges. This freedom from protruding structural members inside the tanks makes it easier to clean them—a task which must be done frequently to prevent contamination of products.

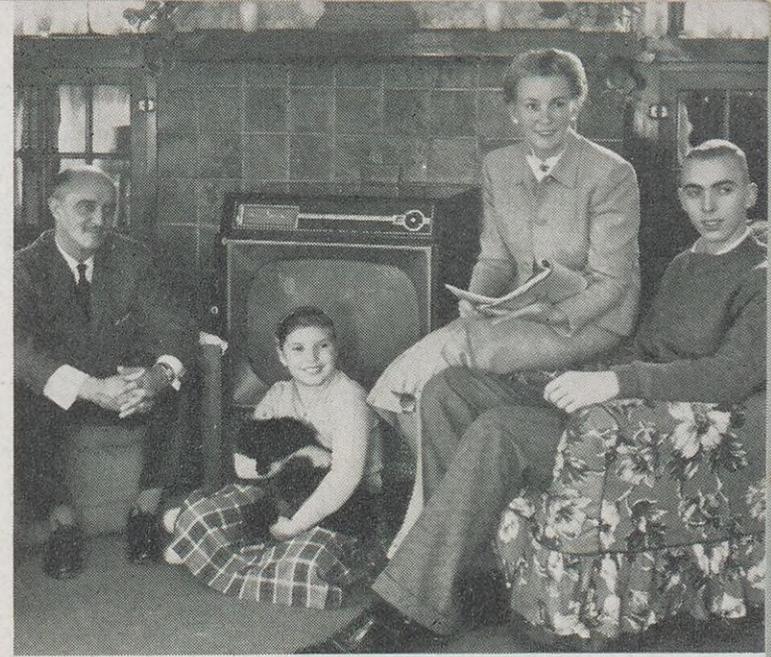
The Hamilton also boasts several distinctions: Its pilothouse can be lowered to pass safely under low bridges. It has the largest radar—with a 12-foot scanner—ever installed on a retractable pilothouse. And the accommodations for its crew of 14 are air-conditioned.

On its maiden voyage, the tow made the round trip between Houston and Chicago in 18 days. It was a happy beginning, particularly since the original schedule called for a round trip of 22 days ●

TEN years ago, A. L. Valter dropped in to visit his son's grammar school in Upper St. Clair, Pa.—just to see what it was like. Valter has been busy doing “homework” ever since.

“I naturally wanted to check the school my children would be attending,” recalls Valter, a District Salesman in the Pittsburgh industrial sales office of the Cleveland Marketing Division.

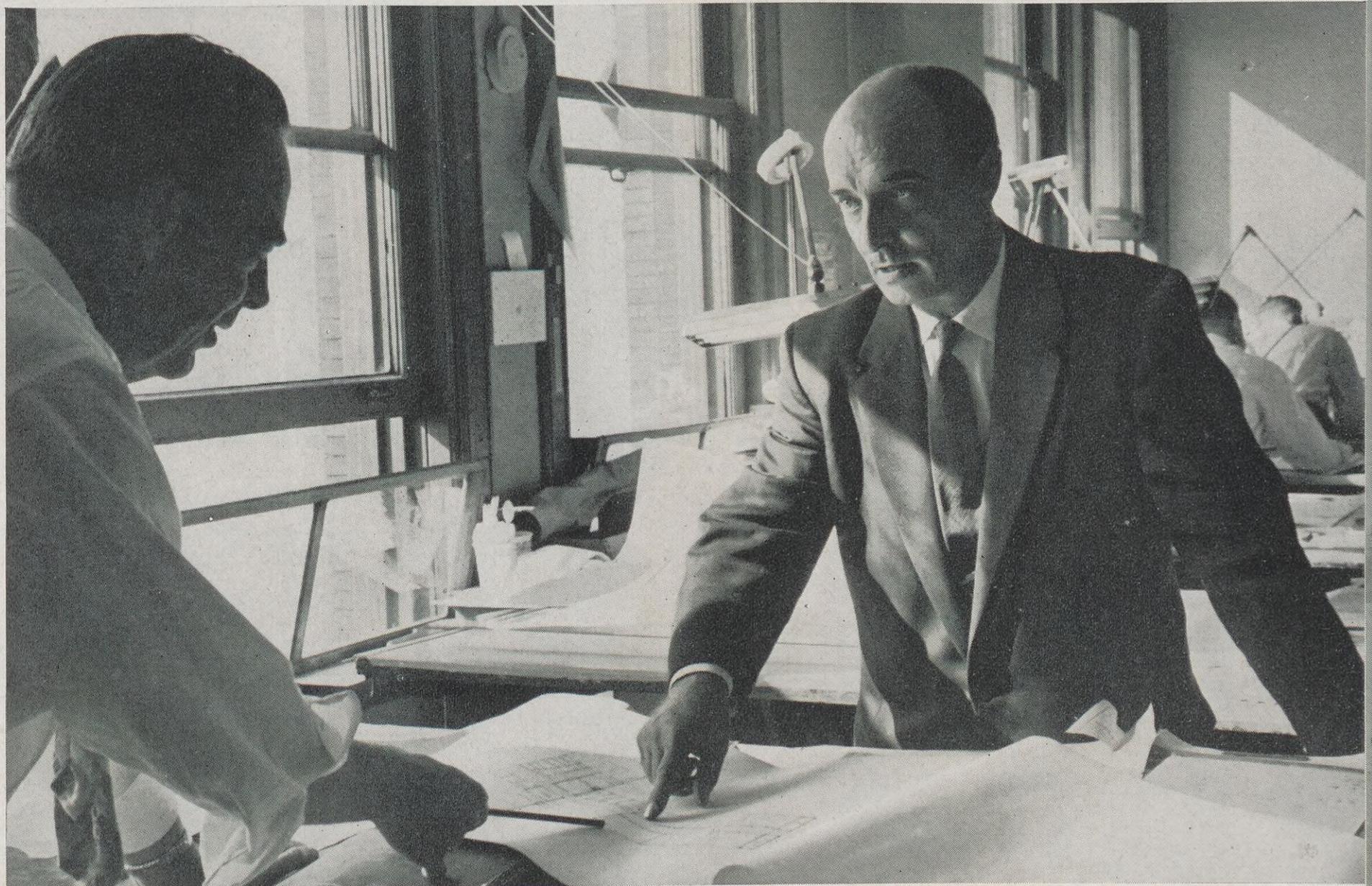
“It was immediately apparent that there was room for improvement, so I became a vocal member of my P.T.A. group. I persisted in suggesting improvements and the citizens of my community asked me to serve on the school board.”



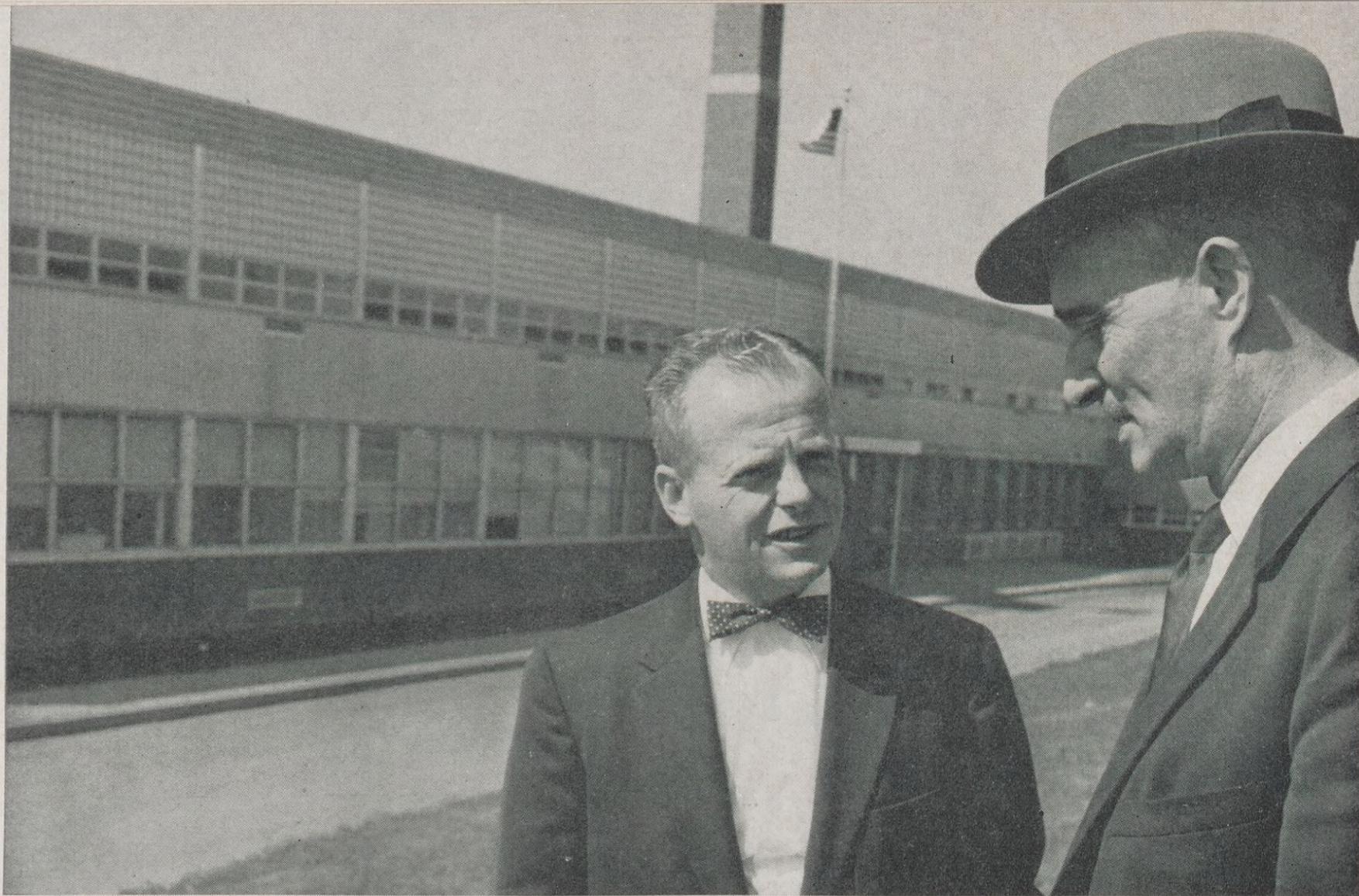
Valter relaxes at home with his family. Left to right, Gail, 10, Mrs. Valter and son Gilbert, who is now in college.

## *Father Goes Back to School*

*A. L. Valter's campaign for better schools is paying dividends in Pennsylvania*



As president of the Allegheny County School Board, Valter is responsible for a \$60 million building program. Here Valter, right, and Architect T. C. Pratt examine blueprints for one of the new schools to be built in Upper St. Clair.



Valter also is president of the Upper St. Clair, Pa., School Board. Here he discusses a problem with George G. Betcher, Principal of Upper St. Clair's new Fort Couch grade school (background). Valter's daughter, Gail, is in the sixth grade.

#### FATHER GOES BACK TO SCHOOL *Continued*

He became a key figure in the drive to build a new grammar school, the first one to be built in the area in 40 years. Today, Upper St. Clair's new Fort Couch school is considered one of the most modern in the state.

Valter also believed the school transportation system could be improved. When he first studied the problem, it cost taxpayers 54 cents per mile for bus service to and from school. Valter helped bring the cost down to 21 cents per mile by having the schools buy their own buses and hire their own drivers.

After becoming president of the Upper St. Clair School Board, Valter recommended that a "Municipal Authority" be established. Under Pennsylvania law, a town may appoint such an Authority at the request of the local school board. The Authority handles the financing for construction of schools decided on by the

school board. The Upper St. Clair Authority, which consists of five members, has worked so efficiently that nearby school districts have started using the same plan.

As president of his school board, Valter is credited with the following accomplishments:

1. A workable Merit Rating system. Under the merit system, outstanding teachers are rewarded with higher pay. Each teacher is evaluated by three administrators on 85 different points.

"I believe the public will be in favor of paying higher teacher salaries if they feel that the good teacher is being properly rewarded," Valter says. "Automatic increments foster mediocrity and offer little incentive to do an outstanding job."

2. A policy whereby each member of the school board is required to attend at least one P.T.A. meeting a

year, explain his functions on the Board, and answer any questions about school affairs.

3. The custom of the School Board holding an annual dinner for the local faculties. After the dinner, the board members hold an open discussion during which the faculty is invited to express its opinions on school problems. Valter feels that such sessions—traditionally called "Quaker Sessions" in Pennsylvania—help clear up any misunderstandings.

Besides helping the Upper St. Clair School Board become a model group, Valter also serves as President of the Allegheny County School Board. The county board is the second largest in Pennsylvania, involving 90 school districts and more than 4,000 teachers. The Allegheny group has \$25 million worth of buildings under construction and has allocated \$35 million more for buildings which are still on

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the architects' drawing boards.

Although Valter isn't a professional educator, he is a member of both the National Educators Association and the Pennsylvania Educators Association. He was a platform guest at a recent convention celebrating the 100th anniversary of the NEA, which is composed mostly of teachers and school administrators. Valter also was invited to attend the last White House Conference on Education. The latest honor paid him was an invitation to serve on the Regional Planning Committee on Public Education for his state.

Valter's efforts on behalf of better schools not only have helped his community, but also have paid tangible benefits to his children. His son,

Gilbert, a product of Upper St. Clair's school system, attends Davis and Elkins College in West Virginia. The Valters' 10-year-old daughter, Gail, is in the sixth grade at the new Fort Couch grammar school.

School work keeps Valter so busy that he doesn't have much time for his favorite hobby, gladioli raising. At one time his collection contained 8,000 bulbs and his prize blooms won many ribbons in state flower shows. Now his collection has only about 2,000 bulbs. Despite the demands of his school work, however, Valter says the only part of his duties he ever disliked was signing checks.

"As president of the Allegheny County Board, I had to sign some 300 checks every month. I actually

got so I hated to sign checks."

Recently, the County Office bought Valter a certified signature plate which stamps Valter's name automatically on each check. Says Valter:

"Now all I have to do is flick the switch."

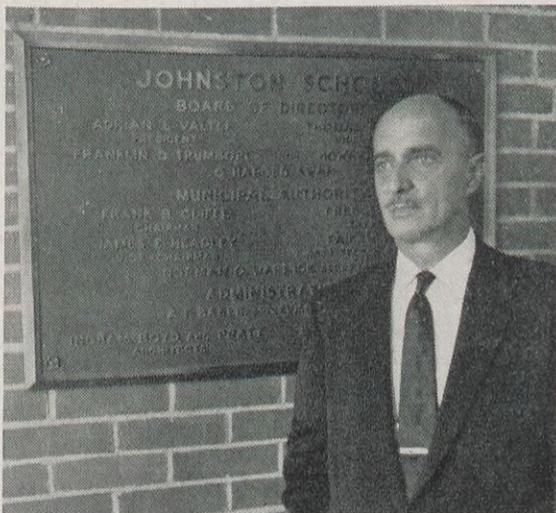
When it comes to school work, however, Valter does much more than "flick a switch" to get his job done. He frequently is asked to speak about the operation of his school boards, and his views on educational problems often are quoted in Pennsylvania newspapers.

Valter adds:

"My greatest satisfaction in this work is seeing our school standards improved and getting things done that need doing" ●



County Superintendent Dr. A. W. Beattie and Valter confer on school redistricting.

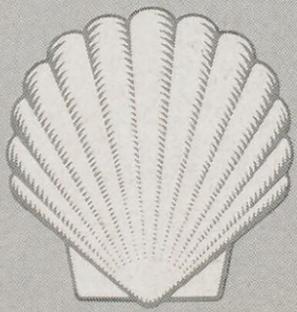


Valter stands by an Upper St. Clair school plaque which bears his name.

Valter, at head of table, swears in a new member of the Allegheny County School Board. The seven-member board, which holds jurisdiction over 90 school districts, is composed of educators, prominent businessmen, and civic leaders.



Valter takes some time out to spray part of his collection of gladioli.



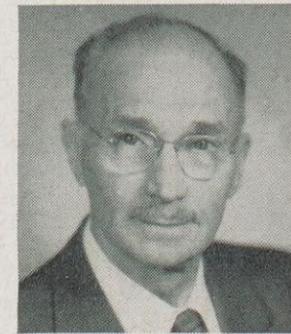
They  
have  
**RETIRED**



C. H. AUST  
Portland Division  
Operations



R. BAILLIE  
Sacramento Division  
Operations



D. L. BELL  
Midland Area  
Exploration



A. B. CULBERTSON  
Head Office  
Manufacturing



J. H. DARBY  
Shell Pipe Line Corp.  
Mid-Continent Area



C. R. DARNELL  
Shell Pipe Line Corp.  
Mid-Continent Area



R. O. DAVIS  
Wood River Refinery  
Engineering



J. Z. DUNCAN  
Tulsa Area  
Production



R. A. HOWARD  
New Orleans Area  
Transport and Materials



J. B. HOWELL  
Pipe Line Department  
Tranquility, California



J. F. JACKMAN  
New York Division  
Operations



J. N. JOHNSON  
Shell Pipe Line Corp.  
Mid-Continent Area



W. LEWANDOWSKI  
New York Division  
Operations



B. F. ROBERTS  
St. Louis Division  
Sales



J. H. RYSDORP  
Shell Chemical Corp.  
Head Office



E. SCALES  
Pacific Coast Area  
Production



G. J. SMITH  
Pacific Coast Area  
Legal



J. H. STINSON  
Shell Pipe Line Corp.  
Texas-Gulf Area



B. W. STONE  
Wood River Refinery  
Engineering



S. J. BRAND  
New Orleans Area  
Production



H. N. CHASE  
Pipe Line Department  
Indianapolis, Ind.



A. C. COAD  
Shell Chemical Corp.  
Shell Point Plant



C. A. COX  
Midland Area  
Production



J. M. CROUCH  
Wood River Refinery  
Engineering



M. V. ERICKSON  
Los Angeles Division  
Sales



E. E. FOY  
New Orleans Area  
Production



L. C. GEILER  
Shell Pipe Line Corp.  
Head Office



J. P. GUNN  
Shell Pipe Line Corp.  
Mid-Continent Area



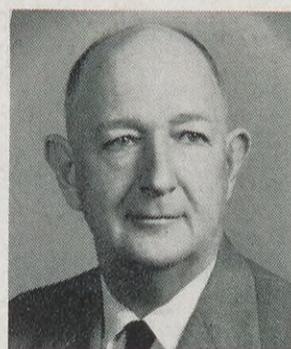
F. W. HATCH  
Shell Chemical Corp.  
Agricultural Chem. Sales Div.



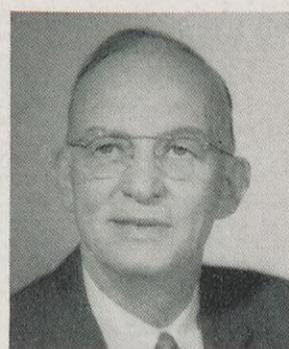
E. J. McIVER  
San Francisco Office  
Transp. & Supp.



M. R. McKEY  
Shell Pipe Line Corp.  
Mid-Continent Area



R. MUHLEMANN  
Shell Development Co.  
Houston



A. W. PARDIECK  
Wood River Refinery  
Engineering



M. E. RHODES  
Wood River Refinery  
Compounding



G. J. THIBAULT  
New York Division  
Sales



K. R. TURNER  
Wood River Refinery  
Engineering



VIRGINIA T. VAN NESS  
Houston Area  
Production



H. R. VOSE  
Martinez Refinery  
Treasury



H. L. WINTHER  
Shell Pipe Line Corp.  
Mid-Continent Area



# SHELL Co

## CAP GUNS

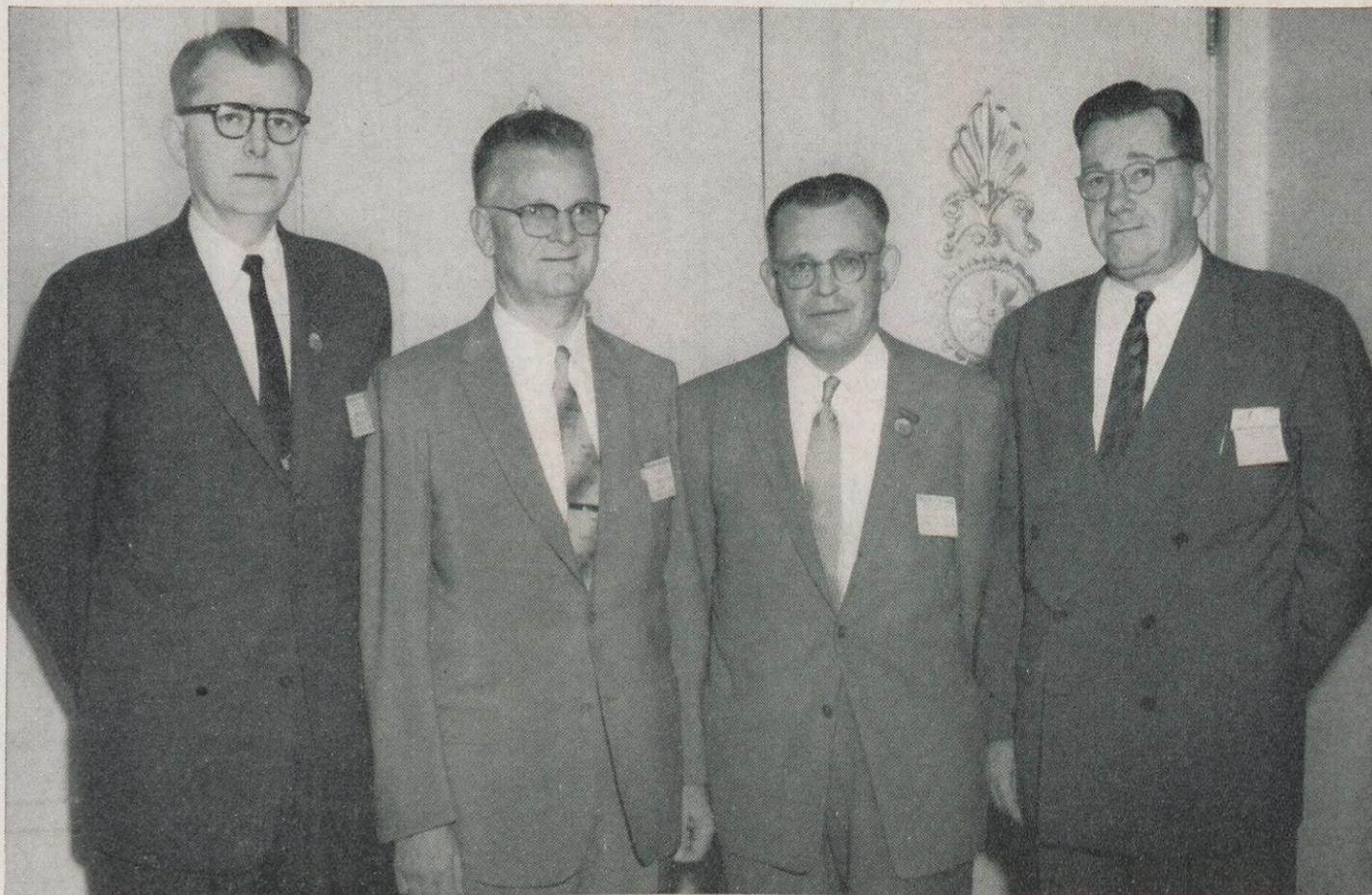
**T**HE old gun collection of C. F. Cushman, Operator at the Anacortes Refinery, isn't just for show purposes; he uses each of them regularly in hunting.

Cushman is holding a Kentucky long rifle that dates back to the War of 1812. Leaning against the wall are a Springfield rifle, on the left, which was used in Indian battles of the 1870's; a "Mississippi" rifle, center, dating from 1851, and a New York muzzle-loader dating from about 1840. All are cap-and-ball weapons.

Cushman molds his own ammunition for the restored relics, and buys the black powder and percussion caps. He has been collecting weapons since he was a boy.

## DIRECTORS

Four Shell men recently were elected to membership on the national board of directors of the American Right of Way Association. They are, left to right, John Ademino, Portland Marketing Division Real Estate Manager; T. W. Zemper, Detroit Marketing Division Real Estate Manager; B. C. Gibson, former Real Estate and Development Manager, West Coast, who retired January 1, and G. A. Berryman, Manager of Pipe Line Right of Way, Land and Claims, Head Office Pipe Line Department.



## SPOR

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# L Coast to Coast



## SPORTS REPORT

Radio listeners in Billings, Mont., can hear C. N. Floyd, of the Denver Exploration and Production Area's Billings Division Production Department, at work on his hobby. As an "amateur" sports announcer, Floyd announces high school football games and has a weekend sports show over KBMY on which he interviews sports figures.



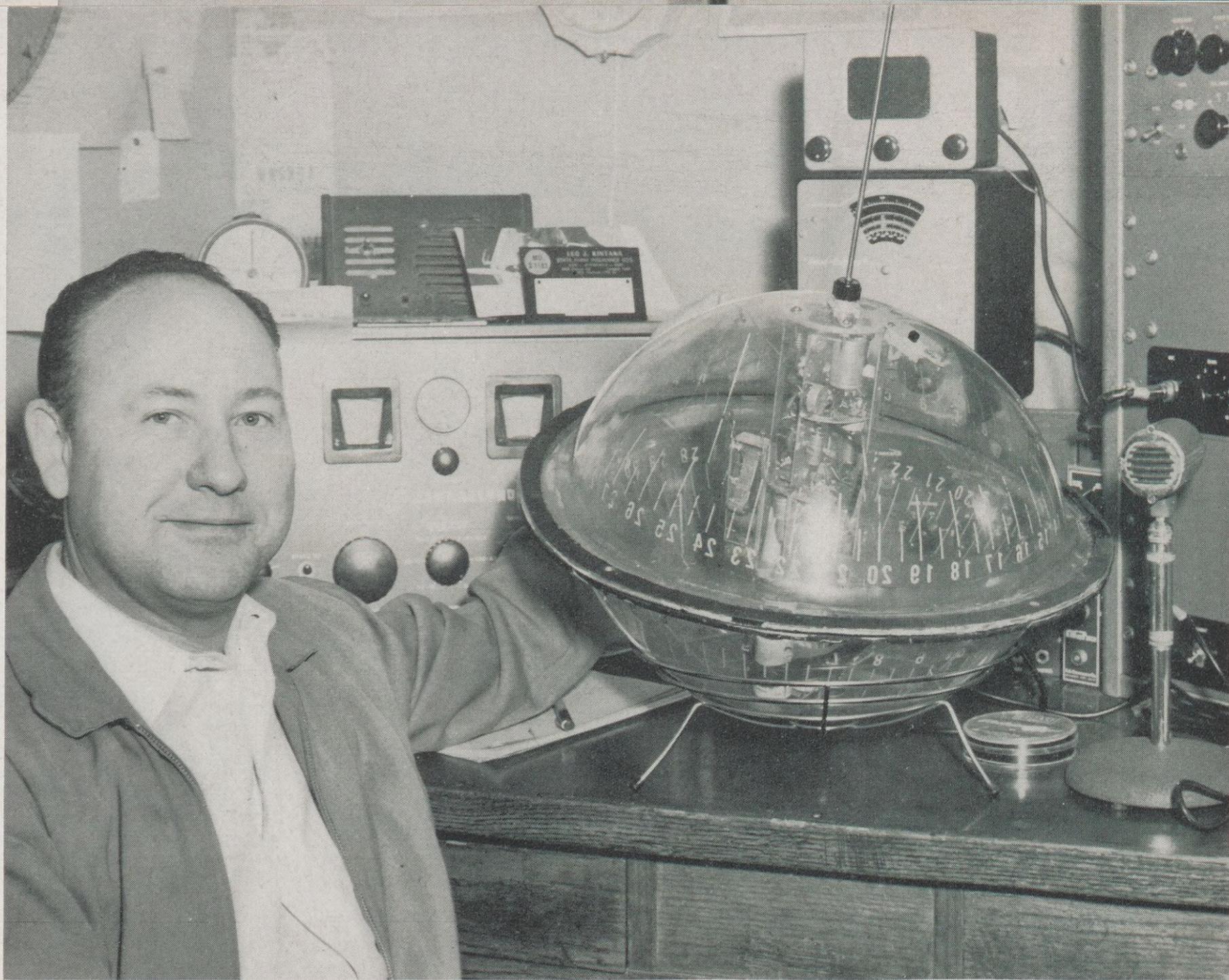
## HOME WORK

Sue Damery, Land Department Stenographer in the Denver Exploration and Production Area's Casper Division, has become an expert ceramics maker. In the two years she has practiced her hobby, she has made a punch bowl, pitcher and glasses, and assorted bowls and dishes. She is holding a china clock base which she made and painted.



## CD SERGEANT

Janet Hupp of the Cleveland Marketing Division is a sergeant in an unusual civil defense organization, the Fifth Area Mobile Police. She is the only girl among 33 men who are trained to move into disaster areas by motorcycle. Here she is shown with Patrolman John Burdge, left, and Sgt. Charles Hancock.



**SPACE MAN**

W. M. Slape of the Dispatching Department of the Martinez Refinery and a fellow "ham" radio operator, John Radovich, built the model space satellite Slape is shown holding. They have been explaining it to the local school children, with the hope that the presentations will instill in the students a desire for more scientific knowledge. The two men got two transparent plastic "blisters" from the Alameda Naval Air Station to serve as the shell, and put a transmitter, batteries and 90 hours of labor into it. The transmitter, bolted to one of the blisters, has a television antenna. When they exhibit the satellite, they play a recording they made of the "beep beep" radio signal of Sputnik.

**NAMESAKES**

Jack Dempsey, left, meets Jack Dempsey, right, at a South Portland, Me., ceremony. The Dempsey on the left is the former heavyweight champion. At right is the Dempsey who is Superintendent of the Boston Marketing Division's South Portland Plant. The two were not strangers; they first met 25 years ago at the former fighter's New York restaurant.



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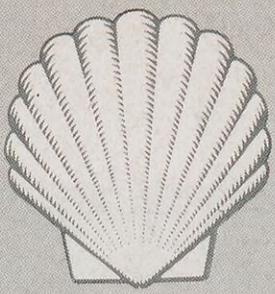


LEAH M. M  
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# Service BIRTHDAYS

*Forty  
Years*



F. D. NURDIN  
Tulsa Area  
Production

*Thirty-  
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Years*



W. H. ADAMS  
San Francisco Office  
Transp. & Supp.



W. K. BELL  
Wood River Refinery  
Engineering



J. L. CALDWELL  
Houston Office  
Purchasing



F. CHRISTENSEN  
Los Angeles Division  
Marketing Service



J. M. DeVRIES  
Pacific Coast Area  
Production



G. R. DOBSON  
Pacific Coast Area  
Production



J. O. ELKINS  
Pipe Line Dept.  
Ventura, Calif.



A. FIDALGO  
Martinez Refinery  
Engineering



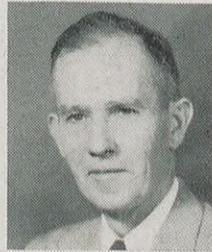
C. FRY  
Cleveland Division  
Operations



W. GARRETTY  
Martinez Refinery  
Cracking



A. R. HASSLER  
Shell Pipe Line Corp.  
Mid-Continent Area



T. R. HAWK  
Wood River Refinery  
Engineering



F. K. KAMPHEFNER  
Pacific Coast Area  
Gas



A. J. LIPPOLDT  
Wood River Refinery  
Engineering



W. C. MCBAIN  
Honolulu Division  
Manager



F. O. McKEANY  
Pipe Line Dept.  
Los Angeles, Calif.



E. M. MEEHAN  
Wood River Refinery  
Engineering



LEAH M. MILLER  
Cleveland Division  
Treasury



L. B. MOREL, JR.  
Martinez Refinery  
Engineering



C. A. PHELAN  
Los Angeles Division  
Sales



W. C. REDD  
Wood River Refinery  
Engineering



W. S. SCHNEIDER  
Wood River Refinery  
Treasury



J. B. SWEENEY  
Wood River Refinery  
Engineering



T. R. THOME  
Seattle Division  
Operations



E. C. WALTRIP  
Wood River Refinery  
Utilities

*Thirty  
Years*



V. V. ANDERSON  
Shell Pipe Line Corp.  
West Texas Area



R. F. ANDREWS  
Portland Division  
Operations



R. ANTSEN  
Seattle Division  
Treasury



J. J. BACHICH  
Sacramento Division  
Operations



C. F. BARNES  
Seattle Division  
Treasury



C. W. BELT  
Pipe Line Dept.  
Long Beach, Calif.



W. H. BIGLER  
Pacific Coast Area  
Production



E. BROSE  
San Francisco Division  
Operations



L. L. BUTCHER  
Chicago Office  
Railroad Sales



V. R. CASEBEER  
Portland Division  
Sales



L. P. CRAIN  
Seattle Division  
Treasury



N. C. DRAPER  
Head Office  
Purchasing-Stores



E. DUNNING  
Head Office  
Manufacturing



R. A. EATON  
Pipe Line Dept.  
DeWitt, Ill.



W. K. EVANS, JR.  
San Francisco Division  
Sales



E. B. FONTENOT, JR.  
Houston Area  
Land

# Thirty Years *continued*



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



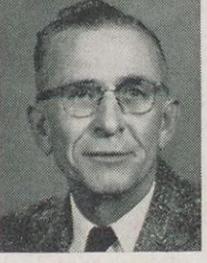
F. A. GIACOMINI  
St. Louis Division  
Sales



F. F. GIANNINI  
Martinez Refinery  
Refinery Laboratory



H. S. HAIGHT  
San Francisco Division  
Manager



H. H. HAISLEY  
Indianapolis Division  
Operations



E. L. HERMAN  
New Orleans Area  
Treasury



Y. ITAKURA  
Honolulu Division  
Operations



S. M. JAGELSKI  
Portland Division  
Operations



E. E. KUNIHIRO  
Honolulu Division  
Operations



H. T. LEASURE  
Head Office  
Personnel



R. W. LEININGER  
Sacramento Division  
Sales



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



W. L. LINDSLEY  
Minneapolis Division  
Operations



F. A. MARINO  
Martinez Refinery  
Stores



R. S. McCORMICK  
Portland Division  
Sales



J. T. McCUSKER  
Pipe Line Dept.  
Crows Landing, Calif.



S. B. McNEIL  
St. Louis Division  
Operations



R. McREYNOLDS  
Wood River Refinery  
Compounding



E. P. NELSON  
Martinez Refinery  
Cracking



H. E. PEARSON  
Seattle Division  
Operations



J. R. PILKINGTON  
Tulsa Area  
Production



O. RHODES  
Wood River Refinery  
Thermal Cracking



W. V. SCHAFFTER  
Shell Pipe Line Corp.  
Mid-Continent Area



R. L. SPEER  
Wood River Refinery  
Econ. & Sched.



R. W. STOFFER  
Wood River Refinery  
Thermal Cracking



H. J. W. TenBROEKE  
Head Office  
Expl. & Prod.



W. L. ZIMMERMAN  
Wood River Refinery  
Lubricating Oils

# Twenty-Five Years



C. B. BARKER  
Shell Pipe Line Corp.  
Texas-Gulf Area



R. C. BEIGEL  
Albany Division  
Treasury



P. E. BENSON  
Seattle Division  
Operations



E. R. BOSWELL  
New Orleans Division  
Sales



C. M. BUND  
Wood River Refinery  
Alkylation



H. O. FERRELL  
Shell Pipe Line Corp.  
West Texas Area



PAULINE G. FRITZ  
Albany Division  
Treasury



R. J. HARTMAN  
Baltimore Division  
Operations



H. H. HAYES  
Wood River Refinery  
Dispatching



F. HILLIARD  
Houston Refinery  
Pers. & Ind. Rel.



A. F. HUGHES  
Shell Pipe Line Corp.  
West Texas Area



A. C. KLAFKA  
Shell Pipe Line Corp.  
Texas-Gulf Area



F. J. LINK  
Houston Refinery  
Dispatching



R. S. MacDUFF  
Wood River Refinery  
Technological



E. F. McCRELLIS  
Wood River Refinery  
Alkylation



R. F. MELLING  
San Francisco Office  
Financial



L. H. MUNSON  
Seattle Division  
Operations



D. OOSTERHOF  
Shell Chemical Corp.  
Head Office



R. C. PRATER  
Shell Pipe Line Corp.  
Mid-Continent Area



R. J. SCHIBLER  
Head Office  
Marketing



R. W. SCHWAAB  
Wood River Refinery  
Refinery Laboratory



G. F. SIEG  
Martinez Refinery  
Refinery Laboratory



E. L. SIMMONS  
Shell Pipe Line Corp.  
Mid-Continent Area



E. F. TESCHE  
Martinez Refinery  
Dispatching



E. R. WAGNER  
Baltimore Division  
Sales



R. C. WILBUR  
Wood River Refinery  
Refinery Laboratory

F. W. B  
A. J. D  
Sadie H  
Dorothy  
Geneve  
Claire M  
Tora A.

Frances  
E. H. Co  
P. F. Ma  
Katharin  
J. M. O  
R. L. Sp  
E. W. S

SA

T. Fram

Exp

E. G. C  
L. T. H

M. Lon

V. D. C  
A. T. In  
E. R. W

C. V. C

C. L. C  
V. T. G  
O. Joh  
J. C. P

C. A. F  
C. A. K  
E. Rob

W. L. B  
L. A. Fi

D. L. S

# SHELL OIL COMPANY

## Head Office

### 15 Years

F. W. Brunjes.....Transp. & Supp.  
 A. J. Del Monaco.....Transp. & Supp.  
 Sadie Hassman.....Purchasing-Stores  
 Dorothy B. Martinolich.....Financial  
 Geneveve Z. Pionko.....Financial  
 Claire M. Sheridan.....Financial  
 Tora A. Tillstrom.....Marketing

### 10 Years

Frances I. Brohan.....Marketing  
 E. H. Covington.....Manufacturing  
 P. F. Mason.....Transp. & Supp.  
 Katharine A. Martzig.....Legal  
 J. M. Oke.....Organization & Salary  
 R. L. Sprague.....Expl. & Prod.  
 E. W. Starke, Jr.....Marketing

## SAN FRANCISCO OFFICE

### 10 Years

T. Frame-Thomson.....Manufacturing

## Exploration and Production

### DENVER AREA

#### 20 Years

E. G. Christianson.....Production  
 L. T. Hargrove.....Exploration

#### 15 Years

M. Loney.....Production

#### 10 Years

V. D. Curry, Jr.....Production  
 A. T. Ireson.....Production  
 E. R. Warr.....Land

### HOUSTON AREA

#### 20 Years

C. V. Cameron.....Production

#### 15 Years

C. L. Campbell.....Production  
 V. T. Gifford.....Production  
 O. Johnson.....Production  
 J. C. Pepper.....Production

#### 10 Years

C. A. Brandt, Jr.....Land  
 C. A. Koehler, Jr.....Land  
 E. Robinson.....Production

### MIDLAND AREA

#### 15 Years

W. L. Buckbee.....Production  
 L. A. Fillman.....Exploration

#### 10 Years

D. L. Stevenson.....Production

## NEW ORLEANS AREA

### 20 Years

A. J. Bergeron.....Production  
 A. P. Blanchard.....Transport and Materials  
 N. A. Louviere.....Production

### 15 Years

F. E. Hurst.....Production  
 T. O. Larsen.....Transport and Materials

### 10 Years

S. K. Dendy.....Gas  
 R. K. Gunnels.....Gas  
 J. A. Villarrubia.....Exploration  
 O. P. White.....Transport and Materials  
 C. W. Woodard.....Gas

## PACIFIC COAST AREA

### 20 Years

W. A. Bertles.....Production  
 L. H. Smith, Jr.....Production

### 15 Years

A. A. Carlson.....Production  
 C. J. Ferries.....Production  
 D. C. Giacoma.....Production  
 J. M. Gilevich.....Exploration  
 D. M. Greene.....Production  
 J. R. Hartman.....Purchasing-Stores  
 G. W. Lelievre.....Treasury  
 Dorothy McLennan.....Pers. & Ind. Rel.  
 A. Neagle.....Purchasing-Stores  
 E. S. Qualls.....Production  
 S. F. Smith.....Production

### 10 Years

R. L. Blocher.....Exploration  
 J. L. Rose.....Production  
 G. A. Young.....Production

## TULSA AREA

### 20 Years

G. R. Abel.....Production  
 W. E. Abernathy.....Production

### 15 Years

W. E. Coody.....Production  
 L. R. Forgey.....Exploration

### 10 Years

G. P. Brignac.....Production  
 N. W. Erdman.....Production  
 D. D. Stokes.....Production

## Manufacturing

### ANACORTES REFINERY

#### 15 Years

N. W. Jacobsen.....Pers. & Ind. Rel.

#### 10 Years

L. C. Books, Jr.....Engineering  
 P. B. Kearns.....Zone C

## HOUSTON REFINERY

### 20 Years

C. A. Vetter.....Engineering

### 15 Years

H. T. Hines.....Pers. & Ind. Rel.  
 I. C. Martin.....Refinery Laboratory

### 10 Years

E. J. Chenevert.....Engineering  
 W. M. Cox.....Engineering  
 E. L. Fretty.....Refinery Laboratory  
 S. Garrell.....Engineering  
 P. George.....Engineering  
 M. J. Gobert.....Engineering  
 O. Gray.....Engineering  
 A. M. Grimmett.....Catalytic Cracking  
 W. L. Hartley, Jr.....Catalytic Cracking  
 W. L. Hill.....Research Laboratory  
 J. L. Penny.....Lubricating Oils  
 J. E. Scott.....Refinery Laboratory  
 A. M. Seelhurst.....Lubricating Oils  
 E. Wright.....Engineering  
 L. E. Wright.....Engineering

## MARTINEZ REFINERY

### 20 Years

F. C. Griffin.....Dispatching

### 15 Years

J. J. Fonceca.....Engineering  
 C. J. Ostrom.....Engineering

### 10 Years

W. Berryhill.....Refinery Laboratory  
 W. A. Dingle.....Econ. & Sched.  
 A. F. Gromika.....Engineering  
 J. K. Shaw.....Engineering  
 A. Ulibarri.....Dispatching

## NORCO REFINERY

### 20 Years

P. J. Bourgeois.....Gas

## WILMINGTON REFINERY

### 20 Years

P. F. Weston.....Fire and Safety

### 15 Years

M. L. Aton.....Engineering  
 H. N. Miller.....Engineering  
 G. E. Osborn.....Dispatching  
 M. F. Smith.....Dispatching  
 E. E. Stufflebean.....Engineering

### 10 Years

R. T. Arthur.....Thermal Cracking  
 J. W. Crafton.....Thermal Cracking  
 L. L. Gibson.....Engineering  
 J. E. Tasick.....Engineering

## WOOD RIVER REFINERY

### 20 Years

W. N. Adams.....Engineering  
L. E. Gammon.....Engineering  
J. L. Minnie.....Engineering  
C. H. Wilson.....Engineering

### 15 Years

D. Billings.....Engineering  
E. L. Carr.....Alkylation  
J. F. Cartwright.....Engineering  
E. W. Davis.....Engineering  
C. Graham.....Engineering  
E. L. Gross.....Distilling  
B. B. Hellrung.....Engineering  
C. F. Holtgreve.....Engineering  
J. M. Markham.....Engineering  
R. E. McFain.....Engineering  
L. A. Moore.....Research Laboratory  
C. D. Reeves.....Engineering  
C. E. Sawyer.....Engineering  
K. D. Stokes.....Engineering  
J. E. Taul.....Engineering  
C. G. Wombles.....Research Laboratory

### 10 Years

W. S. Bange.....Alkylation  
T. J. Byer.....Engineering  
M. L. Davis.....Dispatching  
R. D. Earhart.....Engineering  
H. F. George.....Engineering  
F. A. Goynes.....Stores  
C. E. Grueter.....Lubricating Oils  
L. L. Lovejoy.....Compounding  
L. D. Maxwell.....Aromatics  
A. E. Nelson.....Dispatching  
L. E. Poos.....Alkylation  
D. J. Saxton.....Research Laboratory  
G. P. Schnur.....Engineering  
W. E. Slaten.....Engineering  
J. A. Vallina.....Engineering  
J. V. Williamson.....Engineering

## Marketing

### MARKETING DIVISIONS

#### 20 Years

A. B. Buffington.....Boston, Sales  
V. H. Boettcher, Jr.....New Orleans, Sales  
M. L. Weingartner.....New York, Treasury  
L. W. Lewis.....Portland, Operations  
W. J. Belding, Jr.....San Francisco, Mkt. Serv.

#### 15 Years

E. Van Valkenburg.....Albany, Operations  
D. L. Hogsette.....Atlanta, Marketing Service  
A. V. Dobbs.....Chicago, Operations  
G. T. Kadlec.....Chicago, Operations  
J. S. Lewandowski.....Chicago, Operations  
W. A. Martin.....Chicago, Operations  
L. C. Shawver.....Chicago, Operations  
E. H. Simmers.....Chicago, Operations  
C. Yelich.....Chicago, Sales  
R. W. Johnson.....Cleveland, Operations  
M. I. Sasahara.....Honolulu, Operations  
L. B. Hanson.....Los Angeles, Operations  
E. W. Coffey.....Minneapolis, Sales

#### 10 Years

R. F. Webster.....Atlanta, Sales  
L. Samuel.....Atlanta, Operations

W. M. Harlin.....Atlanta, Treasury  
C. C. Schmitt.....Baltimore, Sales  
E. J. Dickman.....Boston, Operations  
H. J. Bourke.....Chicago, Operations  
J. E. Heffner.....Cleveland, Operations  
Genevieve M. Janeczek.....Detroit, Treasury  
K. G. Seixas.....Honolulu, Sales  
J. K. F. Young.....Honolulu, Marketing Service  
T. A. Bates.....Indianapolis, Operations  
D. Lawson.....Indianapolis, Operations  
W. J. Huff.....Los Angeles, Operations  
D. J. Manley.....Minneapolis, Operations  
T. C. Mastroianni.....St. Louis, Marketing Serv.  
D. E. Moulton.....St. Louis, Operations  
J. R. Cuthbert.....San Francisco, Sales  
R. E. Grewe.....San Francisco, Marketing Serv.  
C. L. Ferguson.....Seattle, Treasury

## SEWAREN PLANT

### 20 Years

A. H. Montecalvo.....Laboratory  
W. J. Petrick.....Laboratory

### 15 Years

J. P. Burke.....Terminal  
J. Habrack.....Terminal  
J. G. Karajz.....Asphalt  
B. S. Vincent, Jr.....Pers. & Ind. Rel.

## Pipe Line Department

### 20 Years

C. E. Austin.....East Chicago, Ind.

### 15 Years

C. W. Allen.....Greensboro, N. C.  
Sarah A. Craig.....Birmingham, Ala.  
F. R. Lefevre.....Bakersfield, Calif.  
F. J. Mitts.....Harristown, Ill.  
G. Walker.....East Chicago, Ind.

### 10 Years

A. L. Burton.....Long Beach, Calif.

## SHELL CHEMICAL CORPORATION

### 20 Years

S. W. Greggo.....Martinez  
N. A. Main.....Shell Point  
R. M. Stager.....Torrance

### 15 Years

W. F. Green.....Dominquez  
L. L. Baldwin.....Head Office  
C. E. Cummings.....Houston  
M. D. Bond.....Shell Point  
D. S. Melstrom.....Torrance  
B. W. Sisk.....Ventura

### 10 Years

K. V. Erdman.....Chem. Sales Div.  
W. R. Haig.....Chem. Sales Div.  
C. B. Amspoker.....Head Office  
W. P. Cowgill.....Head Office  
L. R. Dray, Jr.....Head Office  
W. C. Lowrey.....Head Office

L. Asbill.....Houston  
R. L. Barnes.....Houston  
E. W. Berrier.....Houston  
O. M. Clark.....Houston  
H. L. Daugherty.....Houston  
R. J. Edwards.....Houston  
K. Haygood.....Houston  
J. B. Heath.....Houston  
A. M. Henry.....Houston  
J. B. Hix.....Houston  
L. R. Holliman.....Houston  
F. E. Howard.....Houston  
W. P. Kelly.....Houston  
E. Kincade.....Houston  
R. Morrogh.....Houston  
J. B. Phillips.....Houston  
H. Reichle.....Houston  
R. D. Rusch.....Houston  
J. C. Salmon.....Houston  
J. F. Sarkozy.....Houston  
R. C. Thomas.....Houston  
W. C. Tompkins.....Houston  
C. L. Waters.....Houston  
Z. C. Webb.....Houston  
W. U. Woodward.....Houston  
L. E. Yelvington.....Houston  
L. M. Johnson.....Martinez  
G. M. Kington.....Martinez  
E. E. Carlstrom.....Torrance

## SHELL DEVELOPMENT COMPANY

### 20 Years

E. H. M. Jochens.....Houston

### 15 Years

J. Adams.....Emeryville  
A. T. Kister.....Emeryville  
Alice K. Ong.....Emeryville  
J. W. Ringbom.....Emeryville  
E. Singleton.....Emeryville  
V. A. Valiansky.....Emeryville  
J. G. LeBlanc.....Houston

### 10 Years

O. Garnett.....Emeryville  
C. J. Kuhre.....Emeryville  
H. E. McGucken, Jr.....Emeryville  
J. F. Price.....Emeryville  
N. W. Crawford, Jr.....Houston  
M. I. Palmer, Jr.....Houston

## SHELL PIPE LINE CORPORATION

### 20 Years

J. B. Churchwell.....Texas-Gulf Area

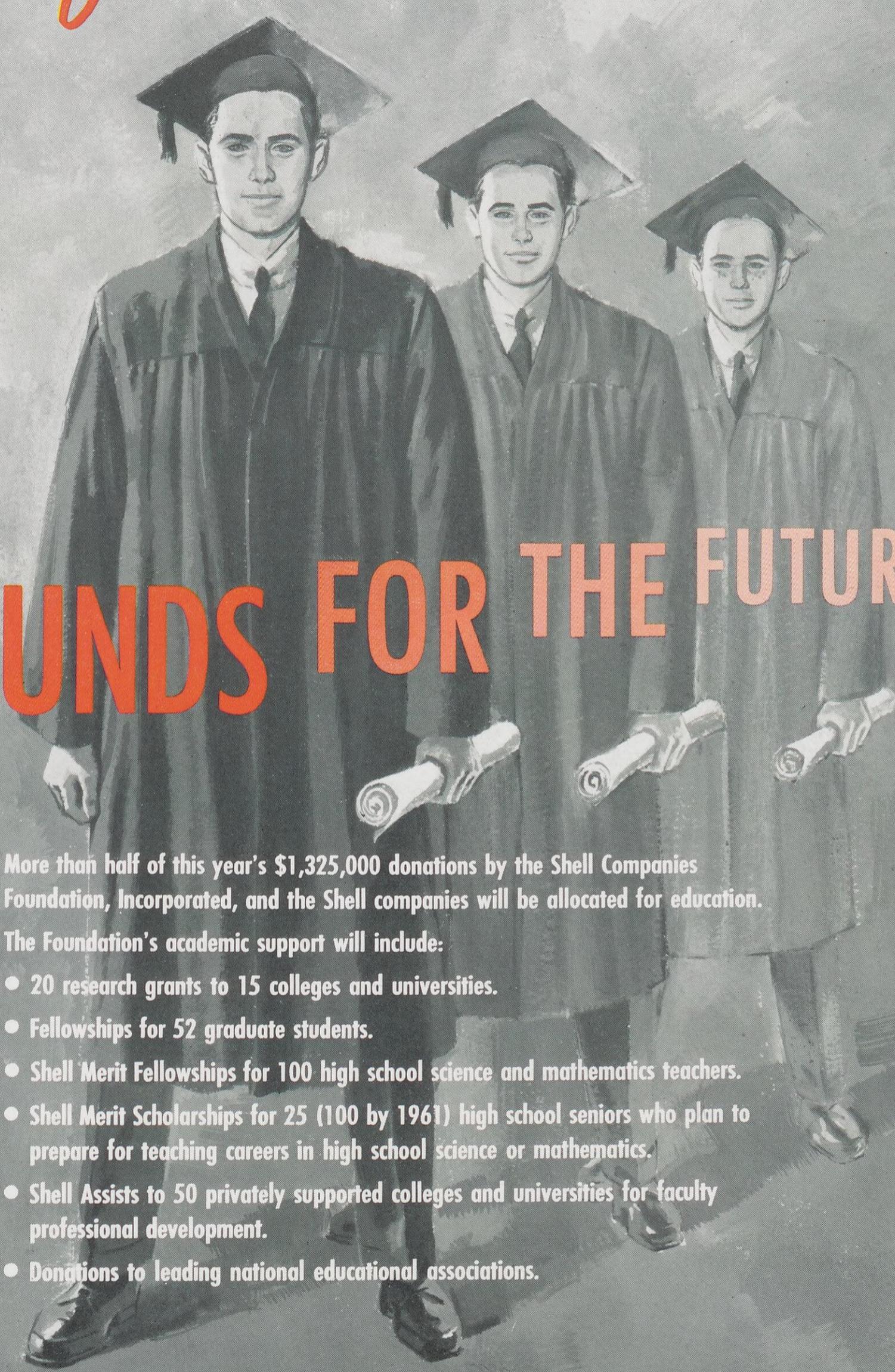
### 15 Years

R. Ullo.....Four Corners Div.  
M. J. Martin.....Texas-Gulf Area  
W. P. Langley.....West Texas Area  
J. B. Spalding.....West Texas Area

### 10 Years

H. Caughey.....Head Office  
R. L. Buscha.....Texas-Gulf Area  
V. C. McElroy.....Texas-Gulf Area  
H. G. Dunbar.....West Texas Area

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*fact*



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More than half of this year's \$1,325,000 donations by the Shell Companies Foundation, Incorporated, and the Shell companies will be allocated for education.

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- 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.
- Donations to leading national educational associations.

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# **A BETTER BRAKE FOR DRIVERS**

**A** new, skid-resistant coating for highways, based on Shell Chemical Corporation's EPON<sup>®</sup> Resin, can help make driving safer. Tests show that the new resinous surfacing material cuts a car's stopping distance by one-third and reduces skidding even in rainy weather. In addition to preventing accidents, the resin-based coating protects roads from water, de-icing salts and severe weather conditions.

JM