



# SHELL NEWS

NOVEMBER 1958

EXPLORING LAGUNA MADRE



**H. R. Thompson**, his sons Randy, eight; Roger, twelve; and wife, Ruth, receiving a bouquet of irises from the proprietor of a flower nursery between Leiden and Haarlem. Thompson spent six months this year in The Hague with B.P.M.

**Filling up** the gas tank at a Shell service station in the Village of Staphorst, which is well known for its citizens' colorful costumes. (The woman's costume is not, however, the usual garb for service station attendants in the Netherlands.)



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# Assignment in THE HAGUE

*Exchange of "know-how"  
among Group companies  
adds to their strength*

THE experience gained by an exploitation engineer in a Montana oilfield can help solve a production problem in Borneo. And the solution in Borneo can throw new light on Montana problems.

This two-way exchange of technical information provides important advantages to Shell Oil Company and to other companies associated in the Royal Dutch/Shell Group.\*

H. R. Thompson, Senior Exploitation Engineer, Exploration and Production, Head Office, had the opportunity this year to take part in this exchange arrangement. He went on assignment for six months in The Hague, the Netherlands, where he worked with N. V. De Bataafsche Petroleum Maatschappij (B.P.M.). B.P.M. and The Shell

\* The term "Group" is used to denote the Royal Dutch/Shell Group of companies.

*These pictures of H. R. Thompson and his family  
in the Netherlands show some aspects of life abroad  
—at work, home, school and play.*

**The Miniature City** of Madurodam in The Hague is a tourist attraction. Roger and Randy examine examples of Dutch houses during a tour of the model city, which shows many aspects of Netherlands life.

## SHELL NEWS

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

Employee Communications Department  
New York, N. Y.

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### ABOUT THE COVER

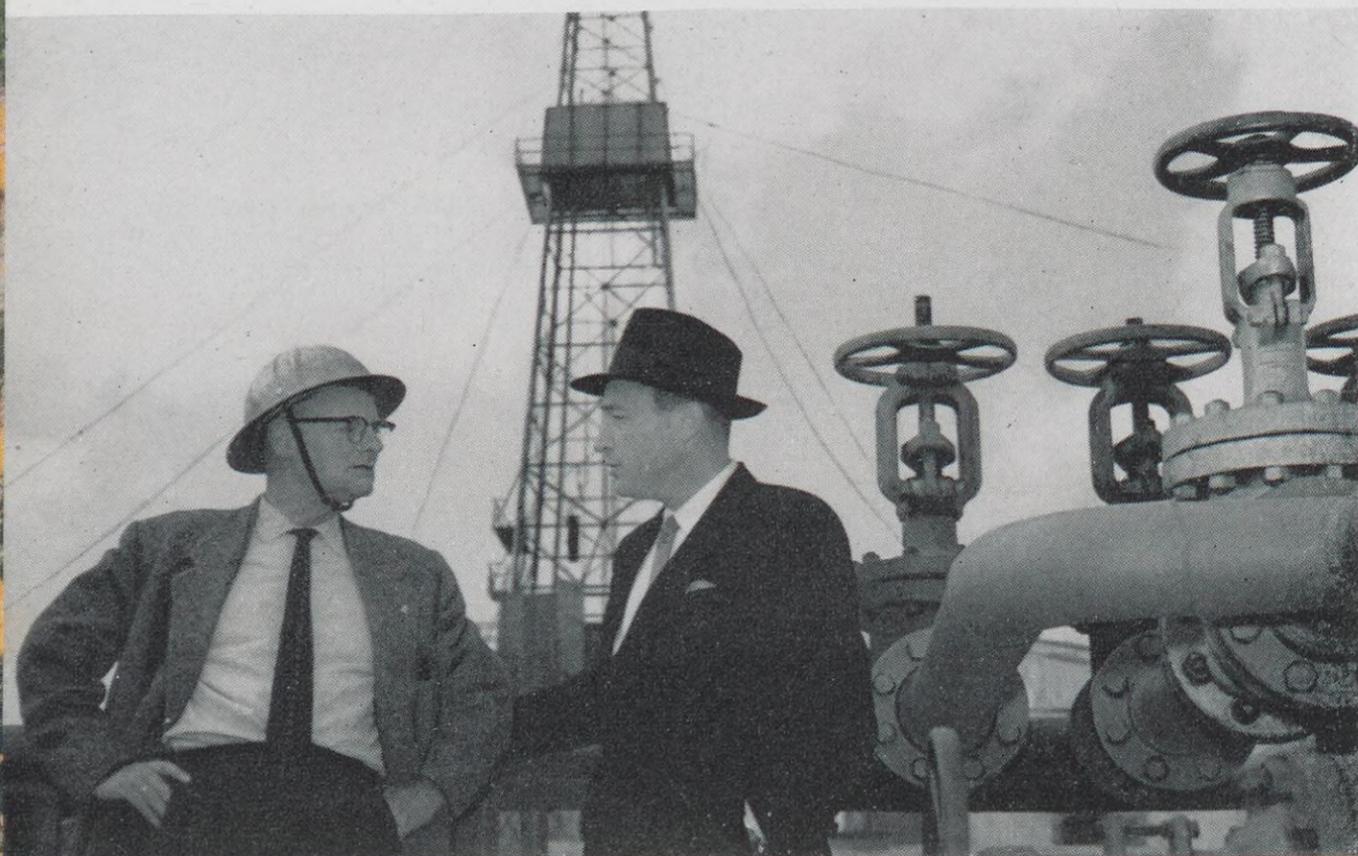
A dynamite explosion in a shot hole causes a geyser of mud and water on Laguna Madre, a shallow bay on the southwest coast of Texas. The men on the strange-looking vehicles are members of the drilling crew of the Houston Exploration and Production Area's Seismic Party No. 11. The drilling rig is mounted on a trailer fitted with aircraft tires and is pulled by a newly-designed tractor called a "David Buggy." The large wheels and tires prevent the vehicles from sinking into the bay's soft mud. For a story about the Laguna Madre seismic operations, turn to page 5.

ASSIGNMENT IN  
THE HAGUE *continued*

*Working with  
colleagues  
in the  
Netherlands*



**A map** is studied by Thompson and H. V. Steadman, formerly Production Manager at Calgary and now in the B.P.M. Production Dept.



**A production problem** is discussed by Thompson and C. P. W. Stachelhausen at the Wassenaar Field near The Hague, which Thompson visited on a field trip.



**Leaving** from the main entrance of the B.P.M. Head Office in The Hague, Thompson is met by his wife in their car for the drive home.

Petroleum Company Limited are the Group's principal operating companies. B.P.M. is a Netherlands company, and Shell Petroleum is a British company with headquarters in London. The function of these two operating companies is not to manage other Group companies but rather to coordinate, advise and provide certain common services.

Thompson gained experience—and passed on his—in a

variety of situations. In the B.P.M. Production Department, he worked with a Country Engineer, who coordinates production problems in Trinidad, British Borneo, Pakistan and New Zealand. In this job, Thompson found particular use for his experience in the Denver E&P Area (which includes Montana) where he worked for four years as Area Production Geologist and Chief Exploitation Engineer. During his assignment abroad, Thompson

Returning from a walking and shopping trip in the outskirts of The Hague, Thompson and his wife pass a traditional Dutch windmill.



Mrs. Thompson, left, shops for Delft blue pottery which is famous around the world. She found the quality and variety of goods similar to the U. S.

Raw herring is a Netherlands delicacy and Thompson learned the way the Dutch eat it at a vendor's outdoor stand in The Hague.

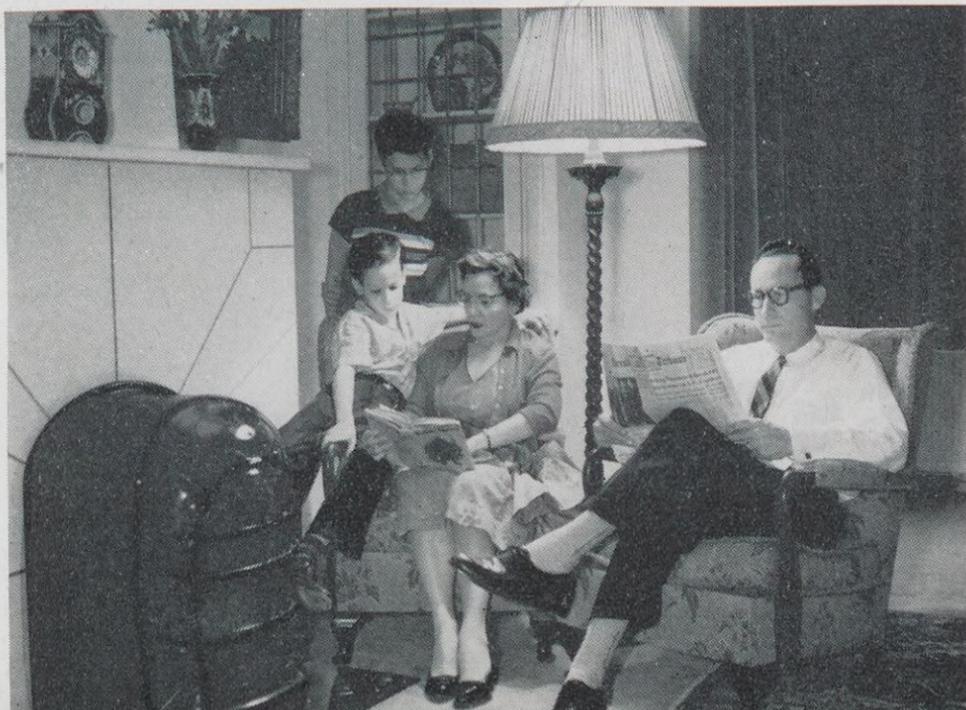


## *The Thompsons enjoyed the customs and countryside*

also spent a week on a Staff Course with Shell Petroleum in London and visited oilfields in the Netherlands and in Nigeria.

The two-way exchange of information among Group companies goes on continually. In the first six months of this year, more than 25 employees of Shell Oil Company, Shell Chemical Corporation and Shell Development Company began assignments with Group companies in various phases of the oil and chemical industries. During the same period more than 25 employees of other Group

At home in The Hague, the Thompsons relax in their apartment. During their stay abroad, they took a vacation trip which included six countries in Europe, including Scandinavia.



## *The boys found time for fishing as well as school and homework*

companies began similar assignments with U. S. Shell companies.

An important part of the exchange program involves research scientists and engineers since Group companies together have the most extensive research facilities in the oil world.

Knowledge and experience gained by men like Thompson on assignment with Group companies around the world increases Shell's ability to compete here in the United States ●



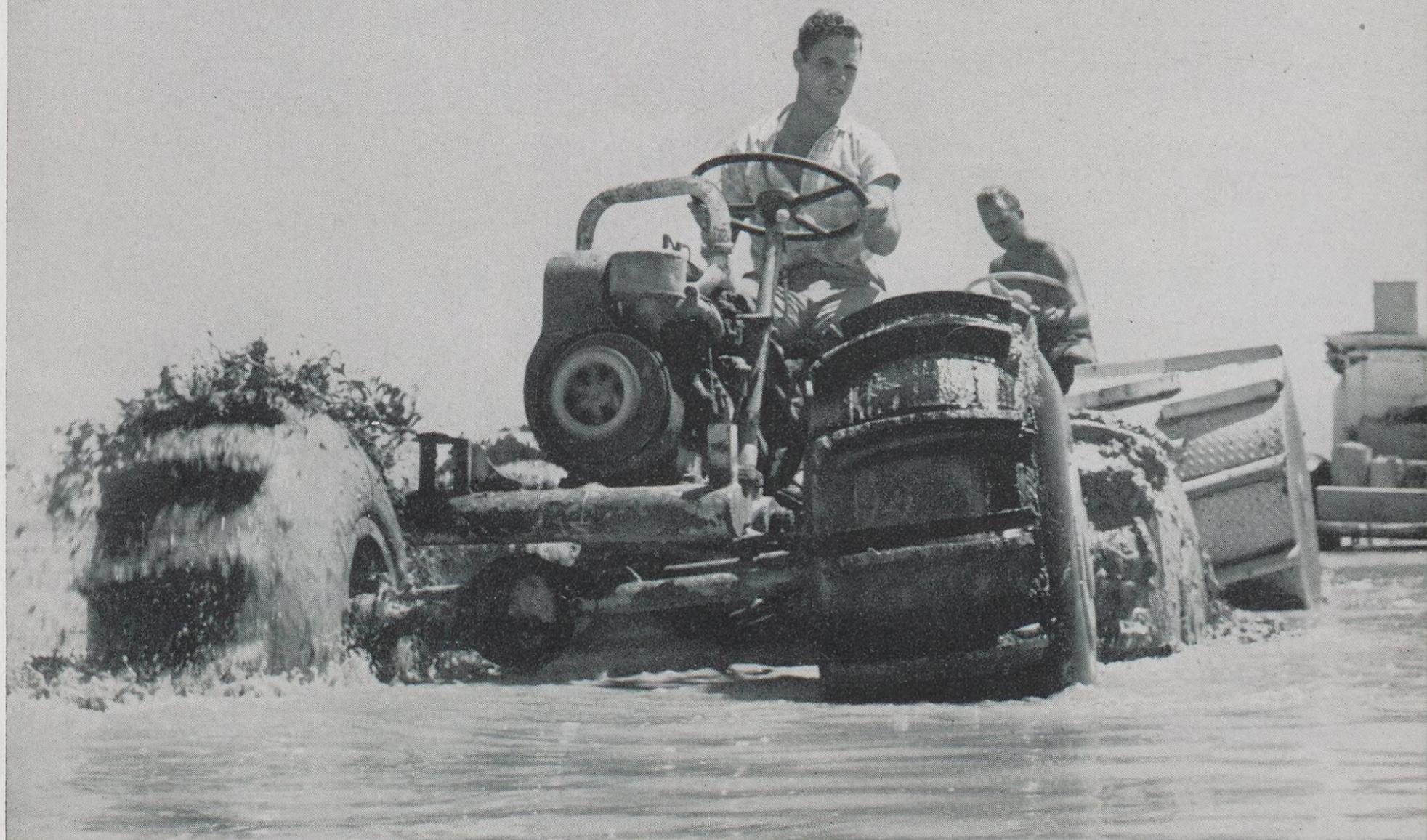
A canal right in front of their apartment was a good fishing spot for the Thompson boys and a friend (right).



The International School in The Hague has an American section which the Thompson boys attended. Here Roger shows what he has learned of Netherlands' geography while teacher Joan Gude supervises.

Children from countries around the world attend the International School. Here, Roger and Randy, top right, pose with some of their schoolmates from Switzerland, Iran, Turkey, Japan, Venezuela, Brazil, Haiti, Yugoslavia and Portugal.





**Giant-wheeled tractors** called "David Buggies" were used by Seismic Party No. 11 to haul men and equipment through Laguna Madre, a shallow stretch of water, protected from the Gulf of Mexico by Padre Island, which extends from the southern tip of Texas 100 miles north to Corpus Christi, Tex. Above, Bob Coward, left, a mechanic who works for the owners of the "David Buggies," helps W. D. Isler of Party No. 11 tow the instrument trailer.

## PETROLEUM PIONEERS

Shell's Seismic Party No. 11 Wades Into Texas' Laguna Madre with New Equipment Designed for Travel Through Water and Mud

**S**EISMIC crews are pioneers in the oil business. Information about underground structure recorded by their seismographs help discover new oil frontiers.

Shell has more than 20 seismic crews of its own and several contract crews working in the Company's continuous search for oil-bearing formations. And like pioneers of the past, they frequently are confronted with new and

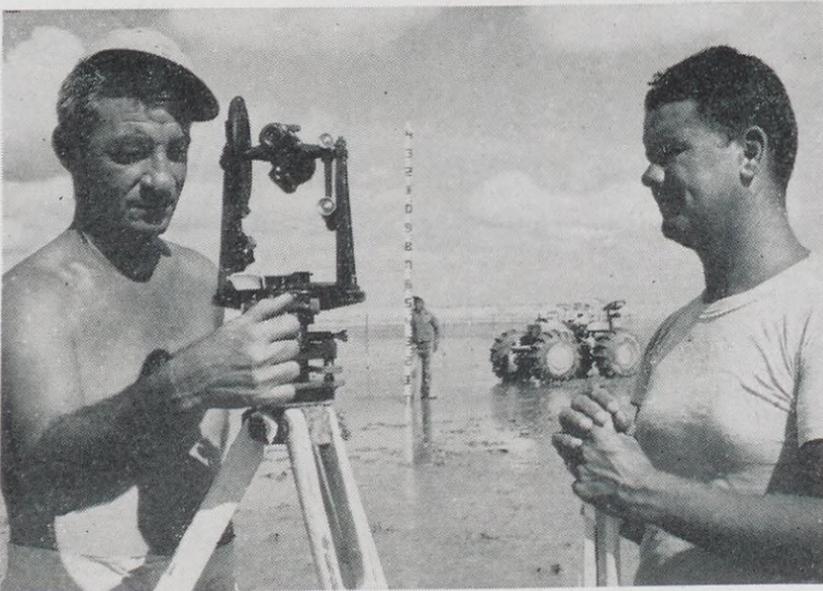
unusual situations. They have explored such regions as the snow-covered hills of northern Montana, the desert country of Utah, the dusty plains of West Texas, the swamps of Louisiana, the waters of the Pacific and Gulf of Mexico, and other places where the job required special equipment or plenty of ingenuity, or both.

The pictures on these pages show Shell Seismic Party

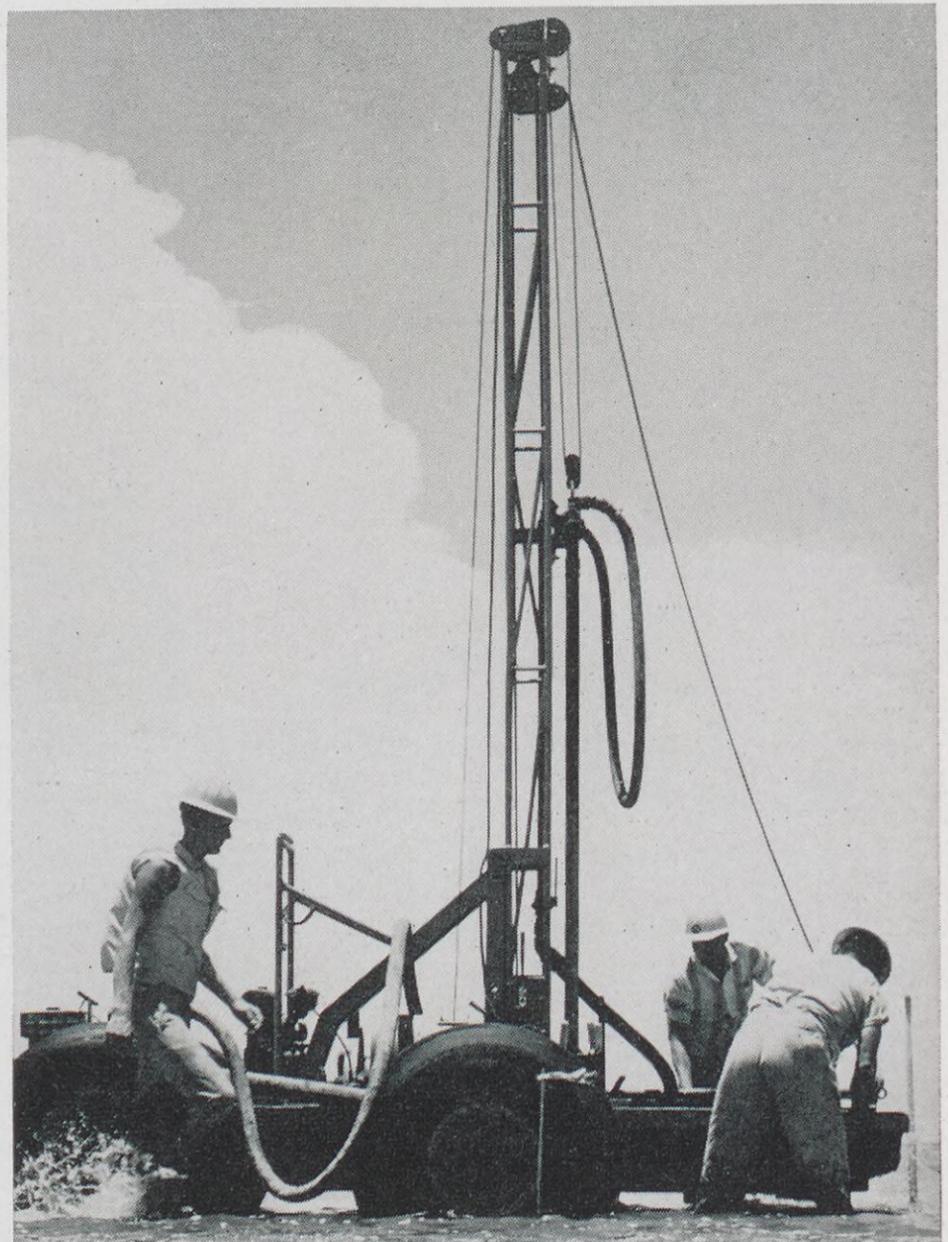
PETROLEUM PIONEERS continued



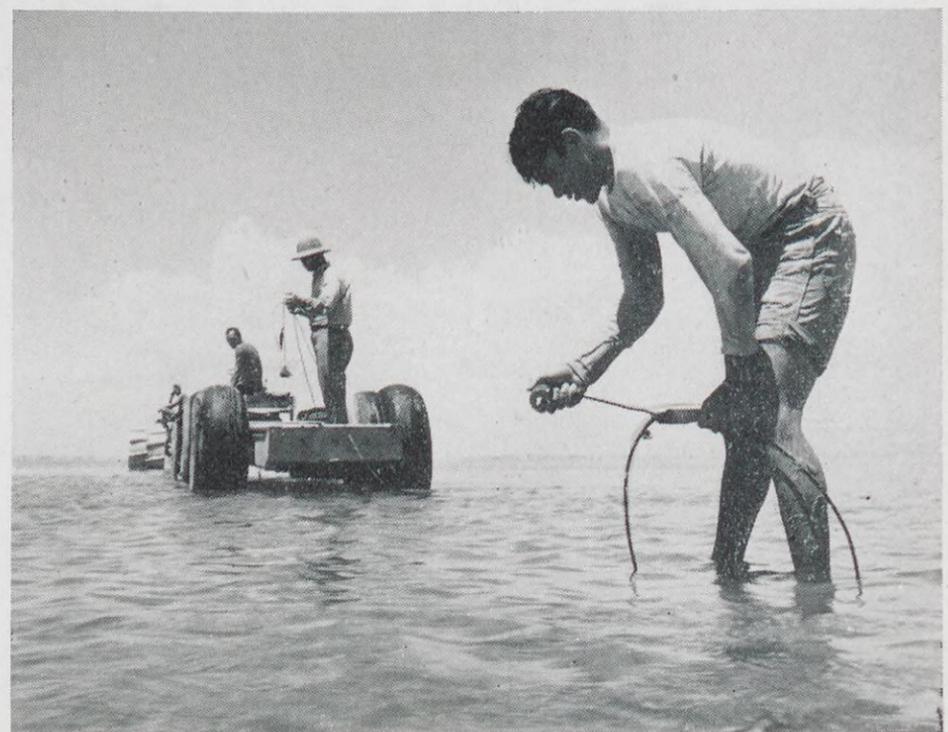
**Sloshing** through the Laguna Madre mud flats, above, members of the Party No. 11 survey team prepare to plot positions for the drilling crew. They are, left to right, Junior Surveyor R. M. Howard, Surveyor R. J. Bathelemy and Helper H. W. Lewis. Below, the three men are shown at work with their "David Buggy" in the background.



**Geophones** or "jugs" are pushed into the mud floor of Laguna Madre until they strike solid ground. In the photo at right, R. E. Hinojosa, a "Jughustler," bends over to plant one of the instruments.

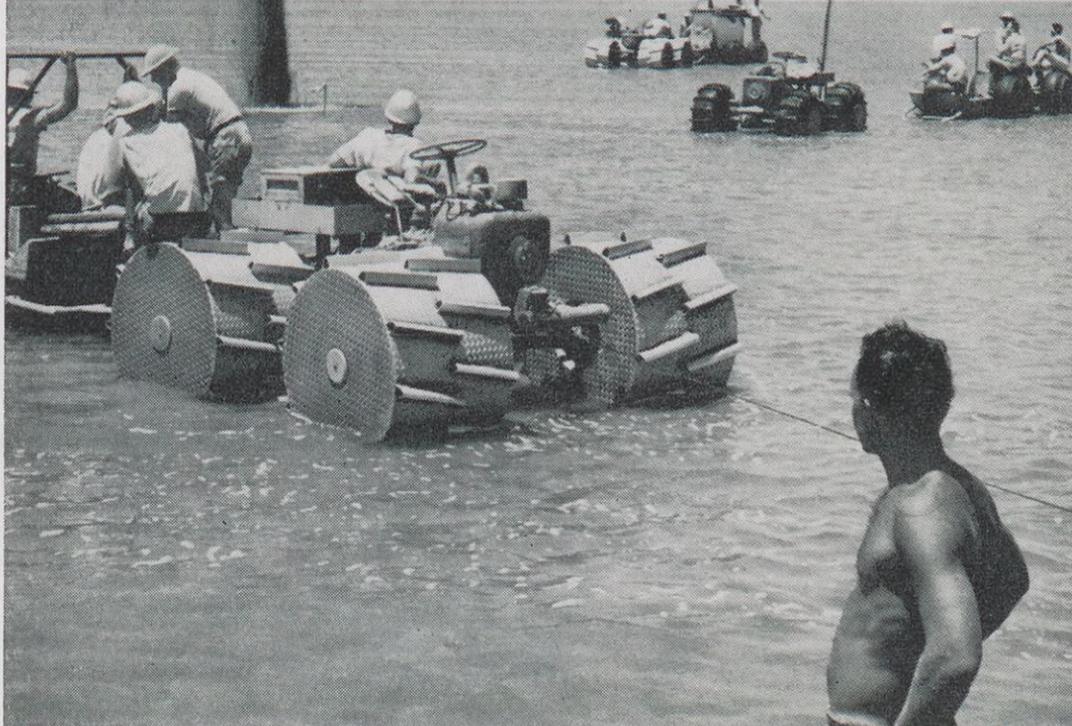


**The drilling rig** is mounted on trailers equipped with large underinflated aircraft tires. Here, the drill crew, wading in knee-deep water, gets set to drill a shot hole. Members of the crew are, left to right, Helper W. S. Allen, E. P. Baldwin, Assistant Driller, and J. L. Langlois, Driller.





**Shooter P. Delcambre** gets word from the seismograph operator via radiotelephone to set off the dynamite in the shot hole.



**Sound waves** from the explosion are picked up by the geophones and recorded on the seismograph. Isler, in foreground, watches the mud and water geyser caused by the explosion.



**A seismogram**, developed in the trailer-mounted instrument hut, is examined by Seismic Operator F. Smith, left, Division Geophysicist A. B. Wood and Party Chief P. E. Deatherage.

No. 11 of the Houston Exploration and Production Area at work in Laguna Madre, a shallow sound between the mainland and 100-mile-long Padre Island in the Gulf of Mexico. It extends from Brownsville on the southern tip of Texas north to Corpus Christi, Tex.

Work of this type was new to many of the men in Party No. 11. And the equipment they used was new to all of them—specially-designed tractors and trailers equipped with giant wheels and tires. In the past, Shell crews working in Laguna Madre used a combination of tractors, air-propeller boats and house boats to do the job. The new tractors, called “David Buggies,” are more flexible and cost less to operate.

The tractors, which rolled along the soft mud floor of Laguna Madre on metal drum-like wheels or fat rubber-cleated tires, were leased from the Applied Research Development Company of Houston. The large surface area of their wheels prevented them—most of the time—from sinking into the mire. They were used to pull the seismic crew’s equipment (the drilling rig, instrument hut, powder magazine and water tank) which was mounted on metal trailers fitted with large underinflated aircraft tires.

Aside from the muddy water and strange-looking equipment, seismic operations on Laguna Madre are

much the same as they are on dry land. First, the survey team stakes locations for the drilling crew. When the drilling crew finishes drilling a hole, the shooter moves in and loads the hole with dynamite. At the same time, cables with geophones or “jugs” attached to them at certain intervals are stretched out and laid in a pattern. (The “jughustlers,” who ordinarily must dig holes for the geophones, find it easier to plant the jugs in Laguna Madre; they just push the instruments into the ankle-deep mud.) When the cable connecting the geophones is attached to the instrument hut, the seismograph operator in the hut signals the shooter to explode the dynamite.

The resulting sound waves are picked up by the geophones, changed to electrical impulses and recorded on sensitized paper by the seismograph. The records or seismograms are later grouped to form a “profile”—a comprehensive pattern which shows the depths of subsurface horizons. The profiles are used to map the structure of the formations for study by geophysicists and geologists.

Party No. 11 has profiled as much as 80 miles in one month on land, but it took them six weeks to do 40 miles of profiling on Laguna Madre. However, with a combination of mud, water and heavy equipment, that’s still good progress ●

## TAXES FROM OIL



R. V. MILLER

R. V. Miller, General Tax Manager, Shell Oil Company, said recently that the oil industry in the United States paid probably more than \$7 billion in taxes in 1957.

He spoke at the annual meeting in New Orleans of the Louisiana-Arkansas Division of the Mid-Continent Oil and Gas Association. He is chairman of the executive committee of the association's standing committee on federal taxation.

Miller said 33 oil companies studied by the Chase Manhattan Bank were responsible for more than \$5.6 billion in taxes in 1957. The amounts contributed by individuals, partnerships, and the 6,000 or more corporations not included in the Chase Manhattan study would probably raise the industry total to more than \$7 billion, he added.

"That's a fair-sized bundle of cash and it takes a strong and vigorous industry to generate such revenues. That's something the public should remember when they hear it said that profits are evil and that the national prosperity is favored by carving up 'Big Business' and frustrating the more efficient and successful companies with economic shackles."

He urged oil men to help the public understand these facts about the oil industry:

1. Oil and gas are indispensable as a source of energy and as a base for chemicals.
2. Readily available supplies of oil and gas are needed to maintain our high standard of living, expanding economy and national defense.
3. Cash generated by percentage depletion and other tax write-offs is necessary to cover the exploration and development expenditures needed to find additional oil reserves which will maintain adequate supplies and excess producing capacity in case of emergency.
4. Petroleum prices are reasonable as compared with other basic commodities.
5. The total taxes paid by the oil and gas industry

are commensurate with the taxes paid by other industry classifications.

6. Oil and gas profits after taxes are reasonable compared with other industries.

## ASSOCIATION APPOINTMENT



O. M. KIDWELL

O. M. Kidwell, Scout in the Abilene District of the Midland Exploration and Production Area, was elected first vice president of the National Oil Scouts' and Landmen's Association, at the group's 35th annual meeting recently. He takes over his duties in January.

The Association has more than 1,200 active members and 500 associate members in the U. S. and Canada. Kidwell will direct yearbook sales and memberships. He previously has served as president and vice president of the West Central Texas Oil Scouts Association.

## NEW GAS PLANT

Construction will start soon on a natural gas cycling and absorption plant in the Weeks Island, La., Field in the New Orleans Exploration and Production Area.

The plant will process about 120 million cubic feet of natural gas per day—70 million from three producing wells to be drilled and 50 million from existing wells. The 70 million cubic feet will be processed and the "dry" or residue gas from it will be returned to the producing sands through two injection wells. The 50 million cubic feet will be sold after processing.

Here's how the new plant will work: Natural gas from the production wells passes through a separator where condensate is recovered. Then, the "wet" gas, still containing recoverable products such as natural gasoline and propane, passes through an absorber, where the products are absorbed by a special type of oil. This "rich" oil is heated and the products are distilled from it. The products go on to fractionating columns where they are separated. The "dry" or residue gas goes to compressors where its

pressure is increased to 6,000 pounds per square inch before it is channeled to the injection wells for return to the producing sands. That portion of the residue gas which is not injected will be sold.

The main benefits of gas cycling in this case are: 1) hydrocarbons which otherwise might be lost are recovered; 2) residue gas pumped back underground helps maintain the pressures in the oil-gas reservoir. This makes possible early recovery of condensate while at the same time reservoir pressures are maintained to promote maximum recovery of crude oil.

The Weeks Island plant will be the third cycling unit operated by Shell in the United States. The other two are located at Sheridan, Tex., and Elk City, Okla.

#### ETR GREASE FOR MILITARY

One of the first large-scale applications of Shell Oil Company's new ETR (Extreme Temperature Range) greases will be made on U. S. military aircraft and missiles. The Department of Defense Military Petroleum Supply Agency has awarded Shell a contract to supply 11,328 pounds of ETR Grease D.

Less than a year ago Shell announced the development of the ETR greases after several years of study and evaluation. These lubricants are designed to operate efficiently in supersonic aircraft and missiles at temperatures up to 600 degrees Fahrenheit and component speeds up to 30,000 rpm. There is no other grease on the market today that will meet these high temperature requirements.

The development of ETR greases was high on the priority list of aircraft and missile designers, military authorities and bearing manufacturers. Shell worked closely with these groups during the evaluation program. ETR greases are nonpetroleum products, using a silicone fluid as the oil base. Important to their superior performance is the thickener, an organic vat dye, selected for its heat stability and gelling efficiency. They are tailor-made at the Martinez Refinery to insure their unique properties.

#### LUBRICANT STUDIES

V. N. Borsoff, Engineer at Shell Development Company's Emeryville Research center, has proved during

a four-year study of gear lubrication that gears can be operated at high speeds and under heavy load conditions as long as a thin film of lubricant exists between them. When the layer of lubricant breaks, the gears fail. His studies will lead to further development of additive oils thus allowing gears to be reduced in size without loss of work capacity.

Borsoff announced his findings recently in a report to the annual joint national conference of the American Society of Lubrication Engineers and the American Society of Mechanical Engineers.

To facilitate the gathering of data on gear lubricants, Shell designed and built a special high speed testing machine—the only one of its kind in the world—which operates at speeds up to 30,000 revolutions per minute. Borsoff used the machine and radioactive tracer techniques to prove the existence of the lubricant film. He found that gears operating under normal conditions had a thick layer of lubricant between them and that an extremely thin "boundary" layer existed between gears operated at high speeds.

In this report to the conference Borsoff pointed out that when the pressure becomes too great, the layer of lubricant breaks and the gears touch, momentarily welding, and failure results. To maintain the boundary layer,



continued

## LUBRICANT STUDIES continued

he said that special additives, called extreme pressure agents, can be used. The right additive under the right conditions will allow gears to be run under extreme pressure conditions.

## SHELL SCIENTISTS WIN AWARDS

Shell research scientists from the Wood River Research Laboratory won first and second place awards recently in the Roon Foundation open-class competition for the best technical papers on surface coatings presented at the 1958 convention of the Federation of Paint and Varnish Production Clubs. This is the second consecutive year Shell researchers have won the two awards.

Group Leader W. W. Reynolds and Research Chemist Hans Low shared the first prize of \$450 with their paper entitled: "The Solvent Properties of Olefins from Petroleum."

Mr. Reynolds also shared in the \$250 second award for a paper which he wrote with Research Chemist E. C. Larson, entitled: "The Influence of Solvent Composition on the Flow Properties of Paints."

The Roon Foundation, which is a philanthropic and educational organization within the surface coating industry, established the competition last year to provide meritorious and financial recognition of papers presented at the Federation's annual meeting. Prizes are donated by Leo Roon, former president of Roxaline Flexible Lacquer Company, who heads the Foundation.

The Federation, as sponsor of the competition, supervises the judging of the papers, which are divided into Class A for manufacturers of surface coatings and open-class for companies that do not manufacture surface coatings.

Last year, two papers presented by Shell scientists tied for first place in the open-class. Sharing first and second prizes were Mr. Reynolds and Research Chemist H. J. Gebhart, Jr., of the Wood River Research Laboratory with their paper on the "Effect of Solvent Properties on the Viscosity of Alkyd Resins Solutions"; and Chemist R. W. Tess and Laboratory Assistant R. D. Schmitz, both of Shell Development Company's Emeryville Research Center, with a paper entitled: "Use of Hexylene Glycol and other Solvents in the Styrene-Butadiene Latex Paint."

## B. H. VAN DER LINDEN DIES



BEN H. VAN DER LINDEN

Ben H. van der Linden, Shell's first exploration and production chief in the United States and one of the key men responsible for the Company's early growth, died October 5 while on a visit to Holland. He was 78. Mr. van der Linden was world-wide head of production activities for the Royal Dutch/

Shell Group when he retired in 1940.

Mr. van der Linden was graduated from the mining-engineering curriculum of the Technical University at Delft in 1906. He taught in that institution for a year before joining the Royal Dutch/Shell Group as a geologist in 1907. His early oil field experience was with Group companies in East Borneo and Southern Sumatra.

He returned to Holland in 1912 and was promptly delegated to go to the U. S., where a newly organized Shell company in California was contemplating purchase of oil-producing properties. Mr. van der Linden arrived in California in March, 1913, and, after inspecting a number of properties offered for sale, in August of that year recommended the purchase of California Oilfields, Ltd., one of the state's largest oil producers with extensive properties in the Coalinga East field, for \$13,000,000. A large transaction by standards of the day, the Coalinga purchase gave Shell the production it needed to build its first refinery at Martinez, Calif., and join the ranks of American producers and refiners.

Mr. van der Linden was made head of exploration and production activities of the new Shell Company of California and is generally credited in the industry with establishing the first major company production engineering department. During the period of World War I, he hired as young production engineers a number who were to distinguish themselves later. Among them were the late F. E. Rehm, who became a Shell vice president of personnel and industrial relations, and T. E. Swigart, who became a Shell production vice president and later President of Shell Pipe Line Corporation until his retirement a few years ago.

The accomplishment which perhaps gave Mr. van der Linden the most satisfaction was the bringing in of the prolific Ventura, Calif., field in March, 1922. A long line of previous operators had tried and failed in Ventura, and Shell's eventual success in bringing the field into production after five years of dry holes was due almost entirely to Mr. van der Linden's unwavering faith in the face of reverses and skepticism. In 1922 he returned to Holland, soon thereafter proceeding to Indonesia where he helped to introduce rotary drilling and other modern production methods to that area. He returned to the Group's office in The Hague in 1926 and in March, 1929, was made world-wide head of production activities for the Royal Dutch/Shell Group.

Mr. van der Linden retired late in 1940, arriving back in this country with his wife in December of that year. Since retirement he had traveled extensively, both in this country and abroad, his warm personality and ready wit making him a welcome visitor in oil circles.

Mrs. van der Linden, the former Lillian M. Sullivan of Portland, Ore., died in 1954. They had no children.

# SHELL PEOPLE in the news

## SHELL OIL COMPANY OF CANADA, LIMITED



C. A. FOSTER, JR.

W. M. V. Ash, President of Shell Oil Company of Canada, Limited, has announced the election of **C. A. FOSTER, JR.**, as Vice President of Marketing.

Mr. Foster started with Shell Oil Company in 1929 as a Junior Clerk at San Francisco, Calif. In 1938, after holding sales positions in Philadelphia and New York Head Office, he was appointed Sales Manager of the Boston Marketing Division and one year later he was transferred to the same position in the Baltimore Marketing Division. In 1940 he was assigned to the New York Head Office as Assistant to the Vice President Marketing; and then Assistant to the Manager of the Aviation Department. In 1946 he undertook an assignment in Venezuela as Sales Manager for an associated Shell company. He returned to Shell Oil Company in 1951 as Assistant to the General Sales Manager at San Francisco, and the following year he was named Sales Manager of the Atlanta Marketing Division. He was appointed Albany Marketing Division Manager in 1954.



E. A. CUNNINGHAM

## SHELL OIL COMPANY MARKETING ORGANIZATION

**E. A. CUNNINGHAM** has been named Manager of the Albany Marketing Division, succeeding C. A. Foster, Jr. Mr. Cunningham, who holds a Master's degree in business administration from Harvard University, joined Shell Oil Company in 1932 as a Sales Promotion Assistant in New York. In 1935, he was named Assistant to the General Sales Manager at San Francisco. He was transferred to the Sacramento Marketing Division in 1938 where he served in several management positions. In 1945 he was appointed Public Relations Manager in San Francisco. In 1949 he was named Sales Manager of the Baltimore Marketing Division and Division Manager in 1951.



H. S. EUSTIS

**H. S. EUSTIS** has been named Manager of the Baltimore Marketing Division, succeeding E. A. Cunningham. Mr. Eustis, who holds a Bachelor's degree in foreign trade from the University of Washington, joined Shell at Portland, Ore., in 1933. He served in various sales and supervisory positions in Oregon and Washington, and in 1948 was named District Manager in the Detroit Marketing Division. In 1951 he became Long Island District Manager in the New York Marketing Division and later that year was named Sales Manager of the Albany Marketing Division. He was appointed Sales Manager of the Baltimore Marketing Division in 1954 and two years later became Sales Assistant to the Vice President, East Coast Marketing Divisions. In June, 1958, he was appointed Special Assistant to the General Manager of Head Office Marketing Departments.



P. G. DREW

**P. G. DREW** has been named Manager of the Portland Marketing Division, succeeding G. V. Birkinshaw who will retire December 31. Mr. Drew, who holds a Bachelor's degree in civil engineering from Oregon State College, joined Shell Oil Company in 1928 as a Salesman at Junction City, Ore. He served in various sales and supervisory positions in the Pacific Northwest and California, and in 1939 was appointed Sales Manager in the Portland Marketing Division. He was named to a similar position in the Boston Marketing Division in 1949. Mr. Drew was assigned to the Head Office Marketing Organization in 1955, and served in various positions assisting senior management. Earlier this year he was transferred on special assignment to the staff of the Vice President of West Coast Marketing Divisions.

## SHELL PEOPLE in the news *Continued*

### SHELL OIL COMPANY MARKETING ORGANIZATION *Continued*



B. G. SYMON

**B. G. SYMON**, presently Manager, Industrial Products Department, Head Office Marketing, has accepted a position as General Sales Manager, International Lubricant Corporation, effective December 1. (International Lubricant Corporation, owned by Shell Oil Company, manufactures and compounds greases and lubricating oils for Shell and the general trade.) Mr. Symon joined Shell Oil Company in 1926 as Assistant to the Manager of the Marketing-Lubricants Department in the former St. Louis Head Office. In 1931, he was transferred to the New Orleans Marketing Division as Lubricating Sales Manager. He was named Manager of Head Office Marketing-Technical Products Department in 1937, and in 1942 Manager of Marketing-Lubricants Department. In 1955 he was appointed to his present position as Manager of the Industrial Products Department at Head Office. Mr. Symon has served as a Director of International Lubricant Corporation for several years and will continue in that post.



T. F. SHAFFER

**T. F. SHAFFER** has been appointed Manager of the Industrial Products Department in Head Office, succeeding B. G. Symon. Mr. Shaffer, who holds a Bachelor's degree in civil engineering from the Case Institute of Technology, joined Shell in 1937 as a Salesman in the Cleveland Marketing Division. In 1941 he was named Lubricants and Industrial Manager of the Cleveland Marketing Division, and successively served there as Manager of the Industrial Products Department and Manager of the Lubricants, Industrial and Technical Products Department. In 1950 he moved to the Los Angeles Marketing Division as Manager of the Lubricants Department. He was named Manager of the former Special Products Department at Head Office in 1951 and was appointed Assistant Manager of the Industrial Products Department at Head Office in 1955.



J. L. WEBSTER

**J. L. WEBSTER** has been named Assistant to the Manager of Industrial Products and will be located at the San Francisco Office. Since 1946 Mr. Webster has been Sales Manager for International Lubricant Corporation. He joined Shell Oil Company as a Clerk at Madera, Calif., in 1922. After various assignments of increasing responsibility, he was appointed Sales Manager of the Arizona Marketing District in 1935. In 1940 he became Sales Manager of the Boston Marketing Division and in 1942 was named Assistant Manager of the Baltimore Marketing Division.



S. C. BURNET

**S. C. BURNET**, recently General Sales Manager for Shell Oil Company of Canada, Limited, at Toronto, has joined Shell Oil Company as a Special Assistant to the General Manager of the Head Office Marketing Departments. Mr. Burnet, who holds a Bachelor's degree in commerce from the University of Toronto, joined Shell Oil Company of Canada, Limited, in 1934 as a Service Station Salesman in Toronto. In 1939 he was named Assistant to the Manager of Technical Products at Head Office in Toronto. He was appointed Manager of the Montreal Marketing Division in 1945 and transferred to the Toronto Marketing Division in 1949 as Manager. He was named General Sales Manager at the Toronto Head Office in 1955.



D. C. ROSS

D. C. ROSS has been named Manager of the Advertising Division of the Head Office Sales Promotion-Advertising Department. Mr. Ross, who holds a Master's degree in business administration from Stanford University, joined Shell Oil Company in 1939 as a Salesman in San Francisco. He became Wholesale Representative in the Oakland District of the San Francisco Division in 1945. He was named a Sales Supervisor in the San Francisco District in 1949 and the following year became Akron District Manager in the Cleveland Division. He was appointed Oakland District Manager in 1953, and was named Manager of the Sales Promotion Division of the Head Office Sales Promotion-Advertising Department in 1957.



R. I. POST

R. I. POST has been named Manager of the Sales Promotion Division of the Head Office Sales Promotion-Advertising Department succeeding Mr. Ross. Mr. Post, who holds a Bachelor's degree in general business from Northwestern University, joined Shell Oil Company in 1946 as a District Service Representative in the Chicago Marketing Division and became Peoria District Manager in that division in 1954. He was transferred to the Portland Marketing Division as Portland District Manager in 1956.

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## SHELL OIL COMPANY TRANSPORTATION AND SUPPLIES ORGANIZATION

D. B. Hodges, Vice President Transportation and Supplies, has announced the consolidation of traffic activities under a single Head Office management in keeping with the changing and closer interrelationship between West Coast and East-of-the-Rockies marketing and supplies activities. Direct supervision of traffic activities will continue to be divided between a Traffic Department in New York and one on the West Coast. The managers of the departments will report to C. H. WAGER, former Manager of the Traffic Department at Head Office, who is now named General Traffic Manager. Mr. Wager will report to W. F. Schoenthaler, General Manager-Transportation.

W. H. MORLEY, formerly Assistant Manager, has been named Manager of the Traffic Department at Head Office and R. E. OLSON, formerly Assistant to the Manager, has been named Assistant Manager in the Traffic Department at Head Office. W. H. Adams continues as Manager of the Traffic Department at San Francisco which serves the West Coast Organizations.



C. H. WAGER



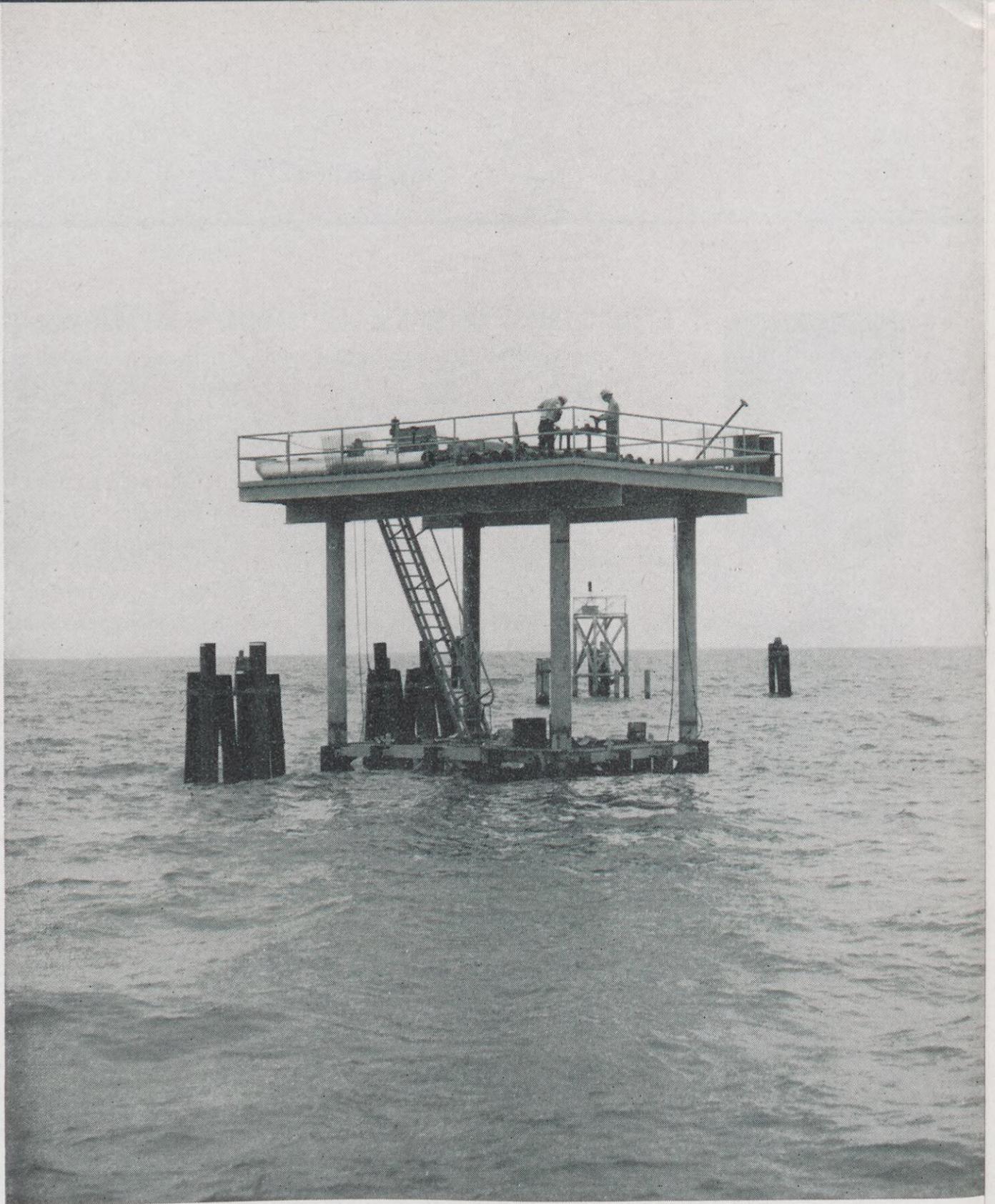
W. H. MORLEY



R. E. OLSON

Equipment is installed on the central gathering platform for the new gas wells. The platform stands in 10 feet of water about 1½ miles from shore. Gas from the wells, discovered by the New Orleans Exploration and Production Area, is used by Norco Refinery.

# Gas Wells in the Back Yard



*Lake Pontchartrain wells supply part of the natural gas requirements of Shell's Norco Refinery — located only four miles away*

NATURAL gas wells in Lake Pontchartrain, New Orleans' famous water-sport site, now supply part of the 40 million cubic feet of gas used daily by the furnaces of Shell's Norco Refinery, only four miles away.

A gas discovery was made in the lake during general exploration of the region by the New Orleans Exploration and Production Area in 1956. But the gas reserves found then did not justify the construction of a pipe line to supply the refinery. During the next year, however, development work in the lake, which included two dry holes and three more production wells, brought the estimated gas reserves to 28 billion cubic feet—enough to make a line economically worthwhile.

Construction of the line began early this year. Because

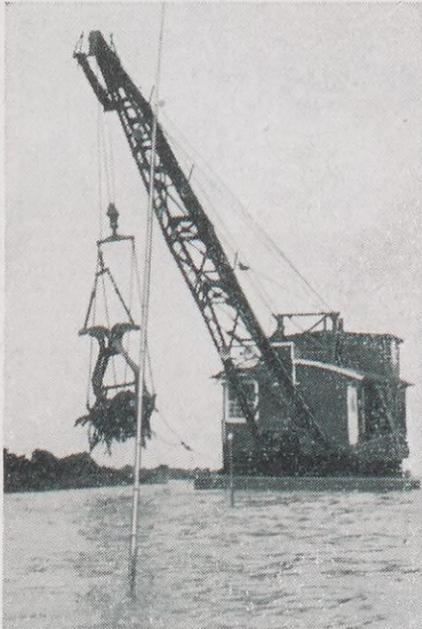
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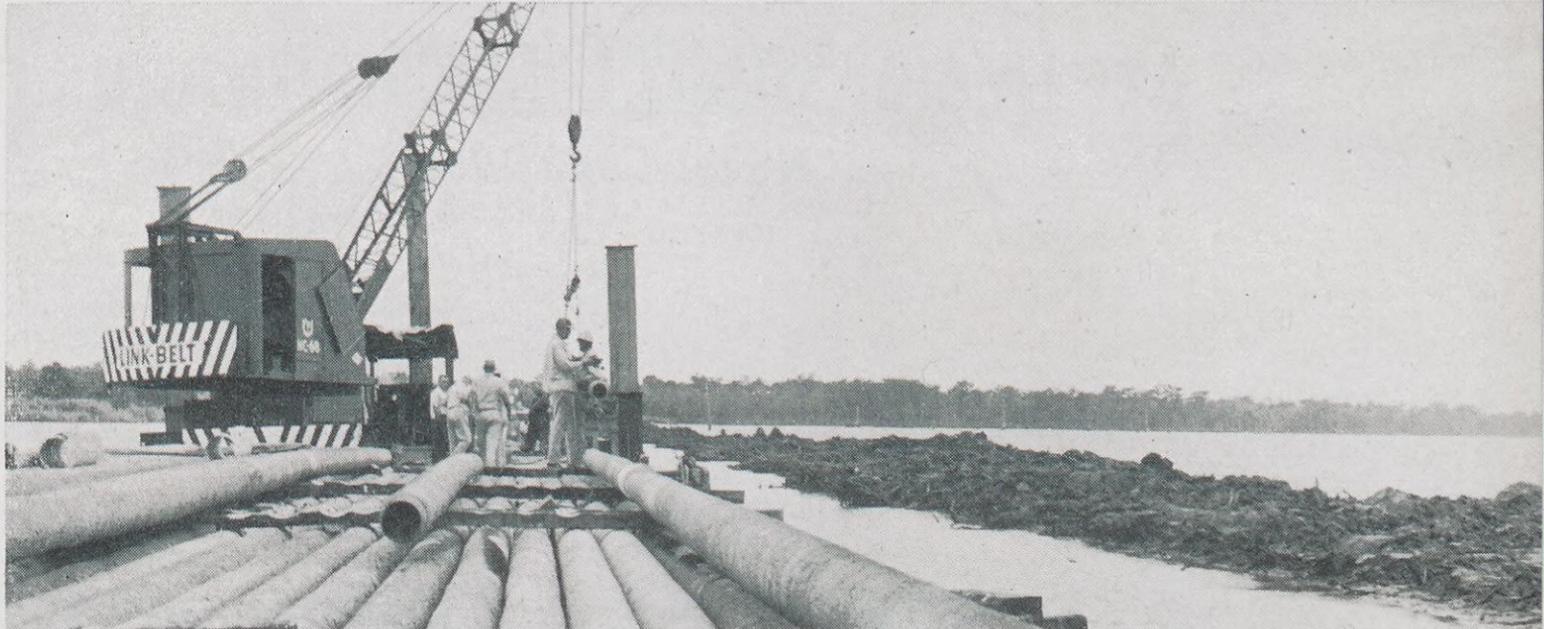
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**Scooping** mud and debris from the lake, a dredge clears the way for a pipe-laying barge.



**Stacks of 40-foot pipe sections** are lifted one at a time from a supply barge to the pipe barge. The ridge at the right is the mud deposited by the dredge. Near shore, the dredge had to dig a path three feet deep and 15 feet wide for the pipe barge.

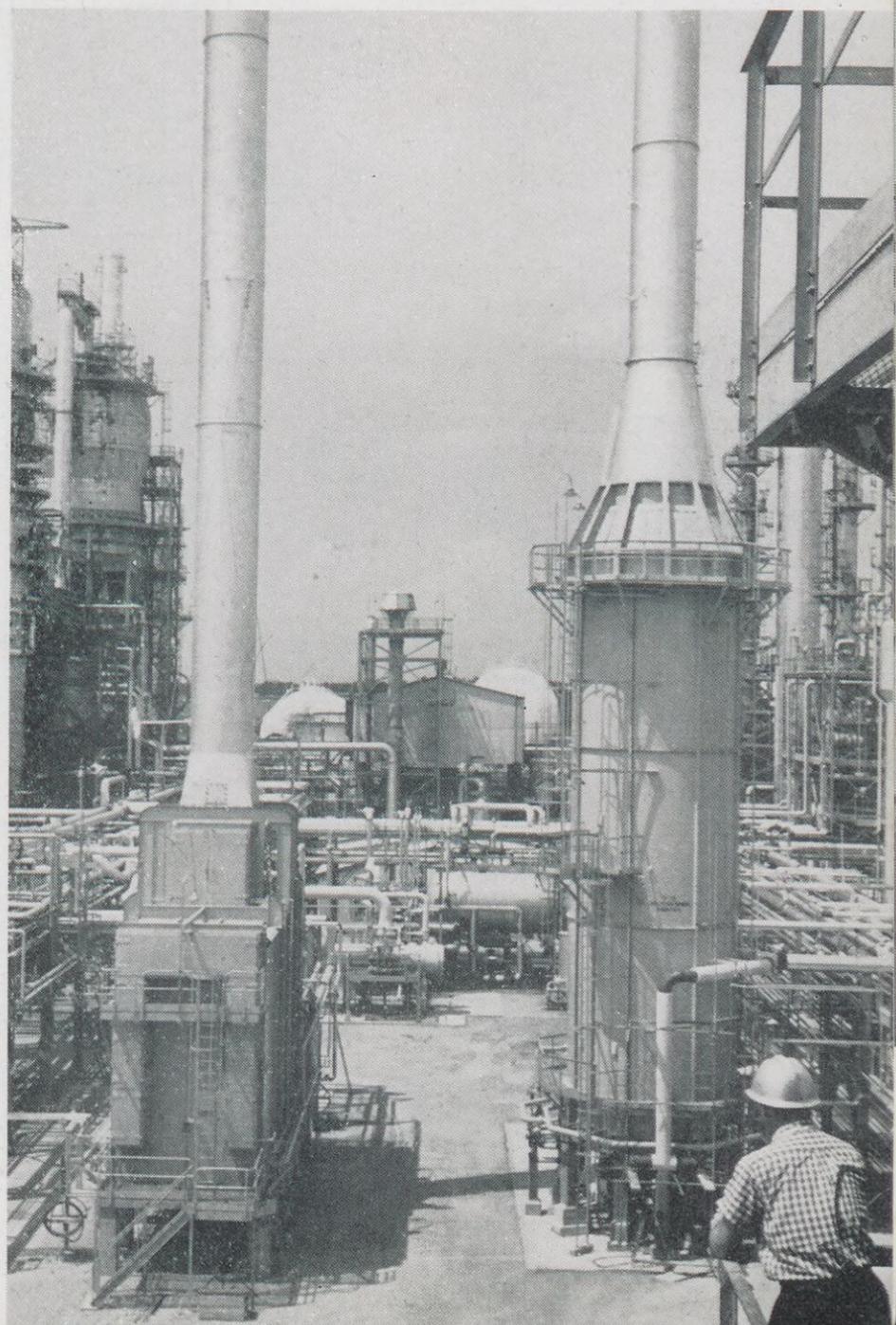
**X-raying** a newly-welded joint of pipes is necessary to ensure strong, satisfactory welds.



**Engineer N. G. Dokos** of the New Orleans E&P Area, checks depth of the pipe line trench.



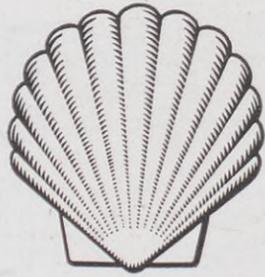
**Two furnaces** (foreground) at the Norco Refinery get part of their fuel from the Shell wells in Lake Pontchartrain. The furnaces are used to heat feed stocks for the catcracker (left, background) and its auxiliary units.



the water near the shore is only one to three feet deep, it was first necessary to dredge the lake bottom to allow passage of a pipe-laying barge.

Almost 13 miles of transmission and flow lines were used in constructing the line in two stretches: one from the north storage area of the refinery near the Bonnet Carre Spillway to the lake shore; and the other on the lake bottom to the central gathering platform in the lake.

The line began deliveries in August. It delivers part of the refinery's gas, the rest of which comes from Shell wells in the nearby Good Hope and La Place Fields and from a gas transmission company. Eventually, the Lake Pontchartrain wells will deliver 15 million cubic feet of gas daily to the refinery ●



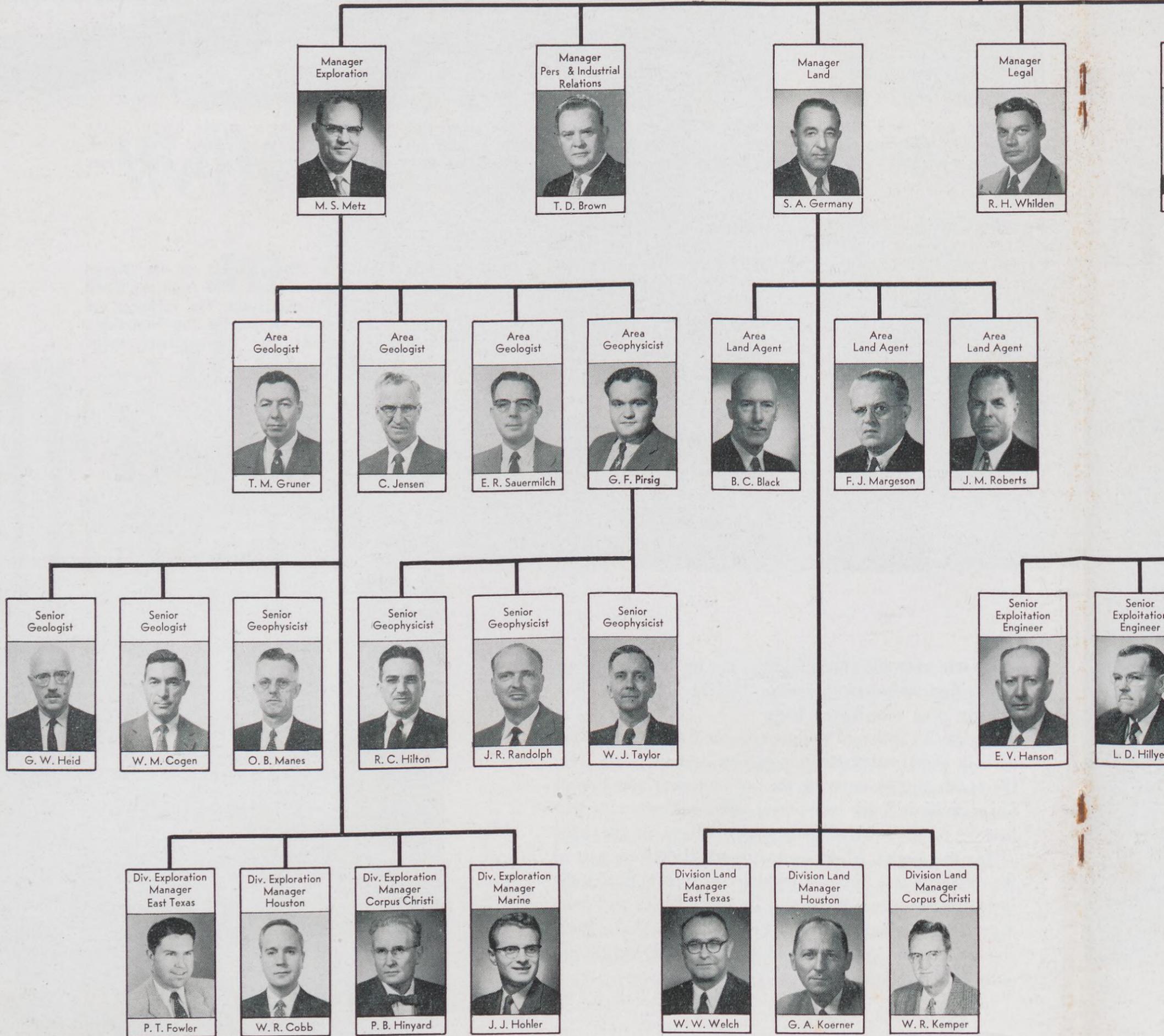
# Shell Oil Company

November—1958

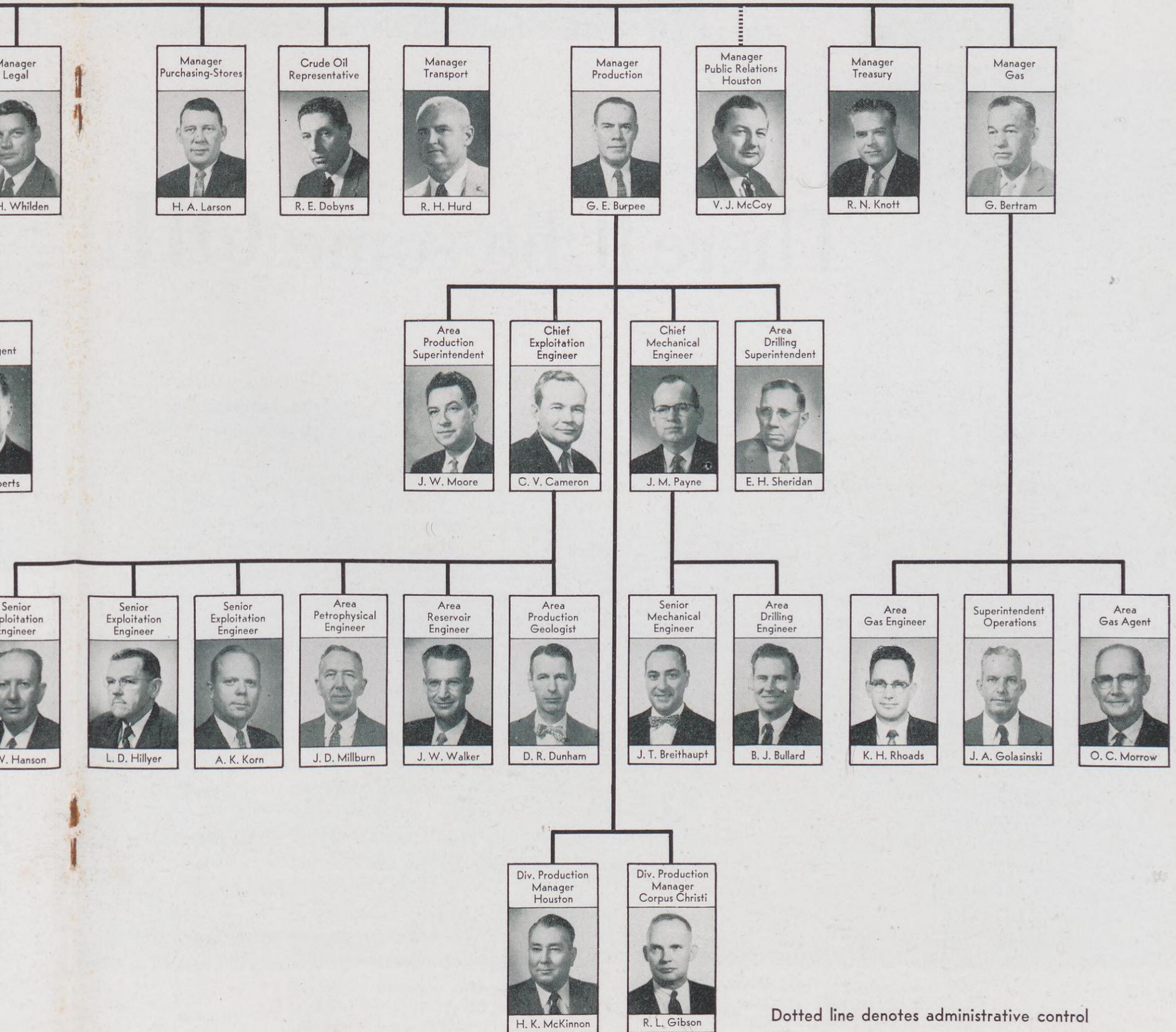
Vice President



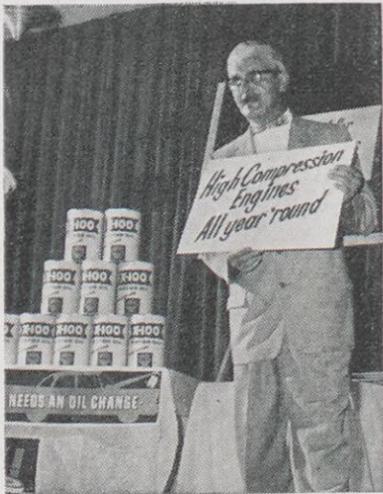
E. D. Cumming



# Houston Exploration and Production Area Organization



Dotted line denotes administrative control



**Sales meeting** is conducted by Industrial Salesman J. Michell to acquaint Fort Wayne District personnel with the X-100 Premium Oil campaign.

A six-month sales drive is on, designed to educate the motoring public when to replace their oil with Shell's X-100<sup>®</sup> Premium

# There'll be some OIL ch

**A** Shell service station salesman reaches under the hood of his customer's car, checks the oil, then shows the dipstick to the motorist and asks: "When did you last change your oil?"

This question—being repeated in Shell service stations across the country—is a key step in the most extensive motor oil sales campaign in Shell's marketing history. The campaign began in July and is showing favorable results.

The drive to sell Shell's X-100 Motor Oil Premium uses a wide range of techniques—from windshield cards to highway billboards—in a concerted \$2½ million sales promotion-advertising campaign. The efforts are based not only on the merits of the oil, but also on the tremendous market potential proved by a survey which showed that 54 per cent of more than 15,000 cars tested were being driven with worn-out motor oil.

Lubrication experts attribute this high percentage of unsafe oil to the fact that most motorists do not know when to change their oil. Stop-and-go conditions, for example, which comprise 80 per cent of driving, can break down the detergent and dispersant quality of the oil within 1,000 miles.

An important part of the sales program is designed to educate salesmen, who, in turn, inform motorists of

the proper mileage intervals at which motor oil should be changed. Shell engineers agree with American Petroleum Institute recommendations that motor oil should be drained:

*Every 500 miles* for start-and-stop driving in freezing weather; or on dusty roads,

*Every 1,000 miles* under average driving conditions, which include some start-and-stop driving in moderate weather, and occasional long-distance travel,

*Every 2,000 miles* for high-speed, dust-free, highway driving with little or no idling, or

*Every three months*, regardless of mileage and driving conditions.

Driveway salesmen, in giving this advice, inform their customers that careful reading of their owner's manual will usually show Shell's recommendations to be the same as the book's, although the car manufacturers generally tend to emphasize driving conditions that reflect the greatest oil economy.

Besides the fact that more than half of his customers need an oil change, the dealer also knows that X-100 Premium is unequalled by any conventional motor oil because it:

- Saves gasoline wasted in pushing thick, heavy oil through the engine during warmup,



**The big question,** "When did you last change your oil?" is asked by Woody Bartley, a Dayton, Ohio, dealer, as he shows the dipstick to a customer. In this essential step of the campaign, motorists are advised that average driving conditions require oil changes every 1,000 miles.

# L changes made



**Driveway displays** play an important role in the X-100 Premium campaign. Jim Kendrick, driveway salesman at Craig's Shell Service Station in Xenia, Ohio, stacks the white cans of the multi-grade motor oil in front of the station. The campaign is based on the fact that 54 per cent of all cars on the road are being driven with worn-out, dirty motor oil.



**Final step** of campaign comes when Bartley fills the crankcase of a customer's car with X-100 Premium. Bartley and other Shell dealers know that the oil, developed for all-climate use, saves gasoline while it combats the major cause of engine wear.

#### THERE'LL BE SOME OIL CHANGES MADE *continued*

- Stops acid action, which is the major cause of engine wear,
- Saves engines because it does not dangerously thin out when hot, and
- Prevents valve lifter sticking and noise, thus saving repair bills.

A multi-grade oil—combining the advantages of 10W, 20W and 30 SAE grades in one oil—X-100 Premium was developed for all-weather driving, and for keeping modern, high-horsepower engines clean. Although X-100 Premium is the highest-priced Shell motor oil, it was formulated for economy.

Surveys show that motorists report as much as 15 per cent greater gasoline mileage with the oil as compared with the conventional SAE 30 grade; and oil consumption savings up to 25 per cent more than with the use of the best SAE 10W grade oil.

Research to develop the oil began in 1952 at the Wood River and Martinez Research Laboratories. Early in 1954, X-100 Premium went on the market as one of the multi-grade oil pioneers. Another formula advance, which combined both the multi-grade quality and detergency in one additive, reached the service stations in 1956 in the now-familiar white can.

To start the present campaign, meetings were held at all Shell's marketing divisions to acquaint district personnel with its scope and purpose, and this information was later passed on to dealers. Such sales promotion

literature as booklets on "How To Sell Motor Oil" and "Think You Know Motor Oil?" were distributed to all service stations.

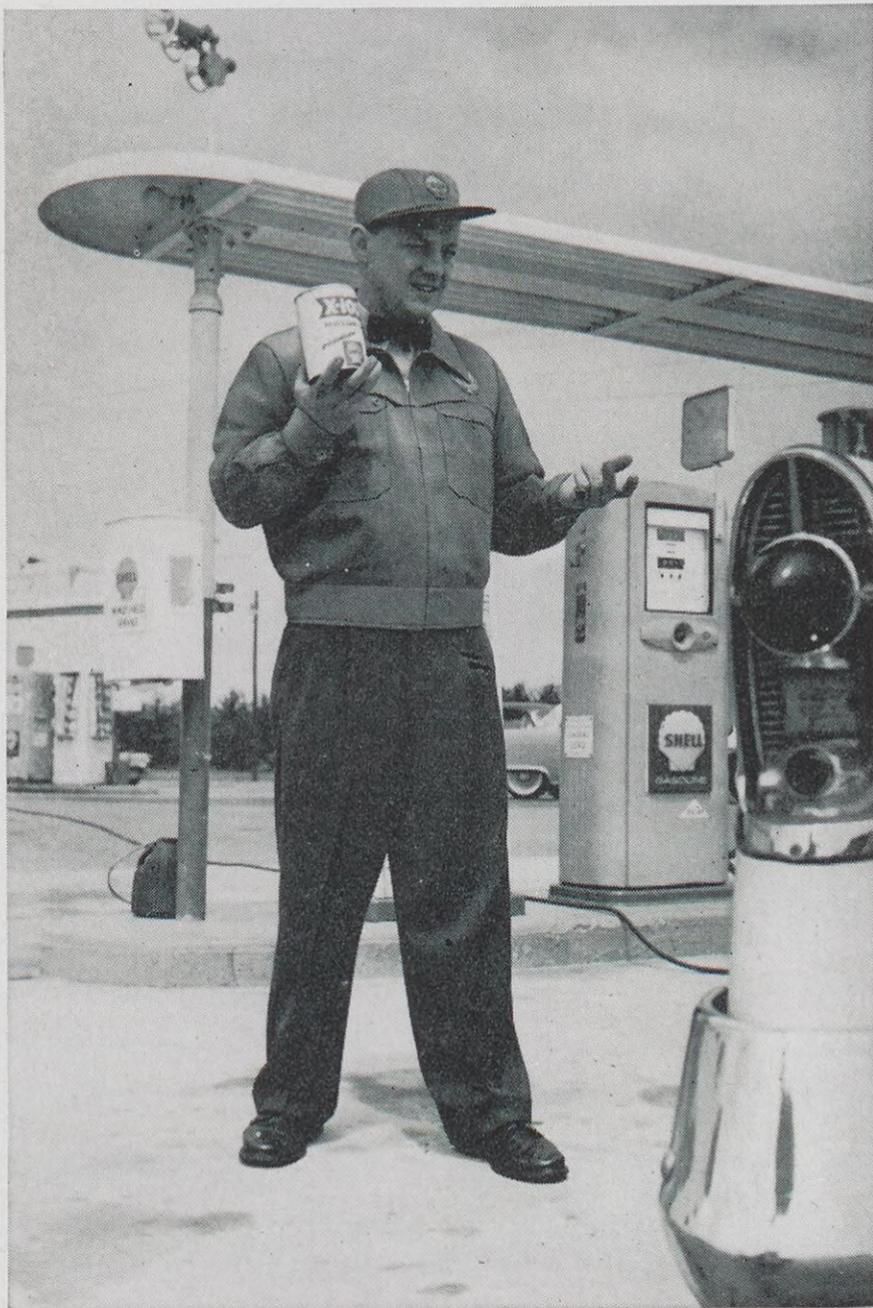
Reprints of advertisements, gasoline tank cap decals reading "Check Oil," dipstick tags, windshield cards and other promotional items were issued to remind salesmen that their individual efforts are backed up by Shell's largest motor oil advertising effort.

Until the end of this year, many national magazines will carry X-100 Premium ads. Full-page, color ads are being run in THE SATURDAY EVENING POST, LIFE, LOOK, and THE READER'S DIGEST, having a combined single-issue circulation of almost 29 million, with a potential readership of 50 million. Short commercials are being run on 350 radio stations and 69 television channels in prime market areas.

Service station driveway advertising, too, is playing a big part in the program. Specially-prepared booklets inform dealers how to set up such displays as a seven-foot cardboard salesman holding a peach basket full of empty X-100 Premium cans and telling customers: "We're making changes by the bushel." Streamers, signs and gaily-colored mobiles carry the theme that X-100 Premium "saves you gasoline while it stops the major cause of engine wear."

Shell retailers are grateful for the advertising boost. "Customers buy gasoline, but we have to sell motor oil, and that's where the campaign helps," one dealer said. "With X-100 Premium, we're doing them a bigger service than they realize" ●

# Dressed to Sell



▲ **Moderate weather** uniform is modeled by Paul Brunette, Manager of Meadowbrook Shell Service Station, East Meadow, N. Y. A survey indicated that the two-tone design pleased Shell dealers and their customers.

**I**F you do a double-take the next time you see a Shell dealer, it will probably be because he's wearing a new two-tone brown uniform, with light-colored shirts and jackets and dark trousers.

The decision to establish new, distinctive uniforms for all weather conditions came as the result of a long-felt need to improve the appearance of driveway salesmen in all Shell service stations. Standard uniforms establish an association between the individual salesman and Shell's nation-wide prestige, thus creating better customer relations and increasing sales.

After a series of dealer meetings on the subject, the Head Office Retail Department established standard specifications for the uniforms covering color, workmanship,

*A new distinctive service station uniform is introduced after extensive tests*

**Severe weather** requirements are provided for by a cold weather uniform, below left, which includes a heavy zippered surcoat and hood. For warmer months, there is a lightweight, short-sleeved outfit. Both uniforms are modeled by Brunette. The decision to establish new uniforms was based upon the need to standardize the appearance of driveway salesmen and emphasize their roles as businessmen.



seasonal needs, tailoring, eye-appeal, laundering, and economy.

Following several short tests with various designs and colors, the Retail Department last May selected the two-tone brown for extensive testing in one service station in each of six marketing divisions. During the 1½-month test period, several defects were observed and corrected. The final reports showed favorable reactions by dealers, salesmen and customers.

Made in a variety of fabric weights, the uniforms can be bought by Shell dealers and their employees.

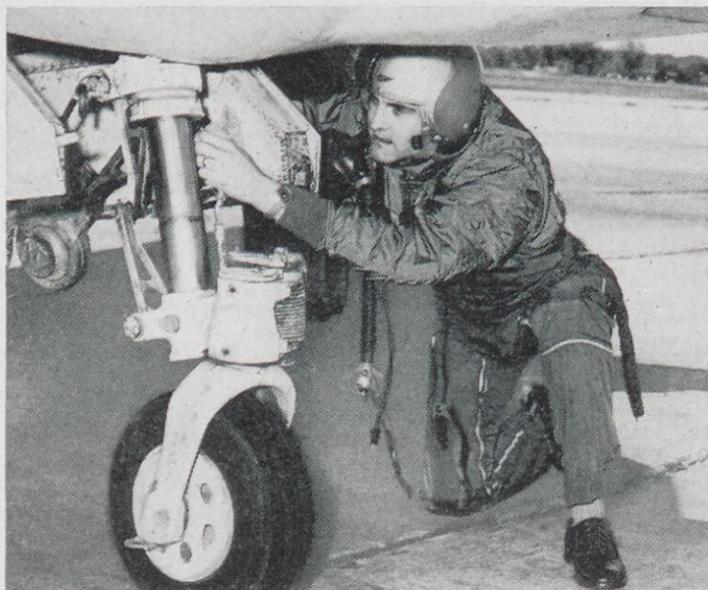
Within a year, it is hoped that 95 per cent of Shell dealers will be—as one described it—“Doing it up brown” ●

# SUPERSONIC



Above Chicago's skyline, Naval Reserve Lieutenant Commander R. M. Abbott leads a formation of F9F Couger jet fighters back

**Preflight check** finds Abbott examining the forward landing gear of his jet. He spends one weekend a month at Glenview Naval Air Station, plus two weeks each year on active duty as a reserve pilot.



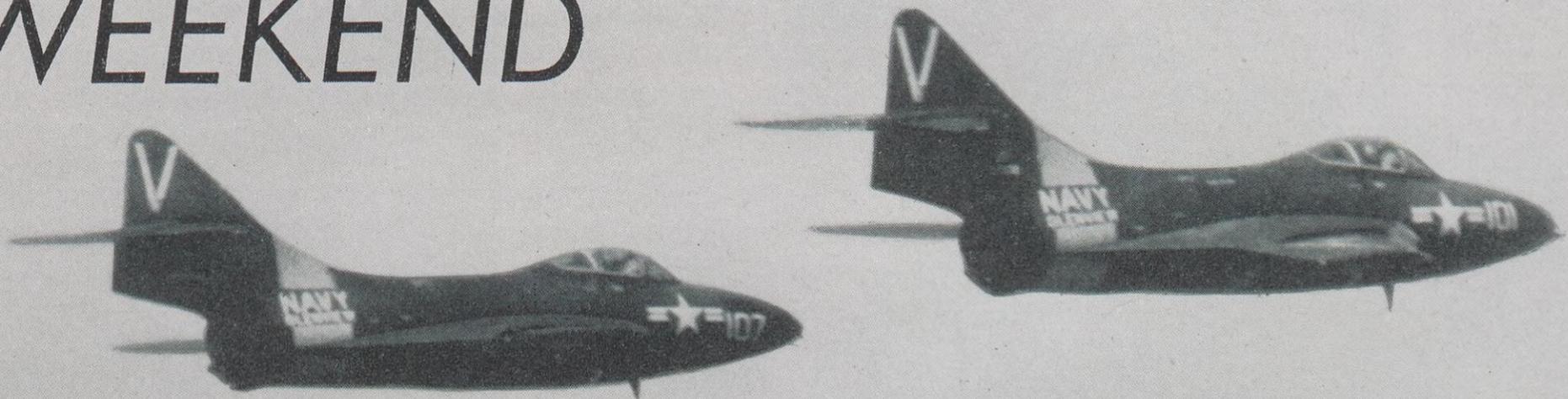
## One weekend a month, a Shell

“NAVY jet victor one-zero-one . . . this is Glenview radar intercept control . . . investigate unidentified aircraft at 30,000 feet, heading due south, 100 miles north of Chicago . . . pick up an intercept heading of three-fiver-two.”

Snug in the sealed cockpit of an F9F Couger, 10,000 feet over Chicago, Lieutenant Commander R. M. Abbott, U. S. Naval Air Reserve, streaks toward an imaginary intercept, his headset crackling with terse instructions. Upon completion of his intercept, Abbott swings his supersonic jet fighter around and heads back toward the runways of Glenview Naval Air Station.

One Saturday morning a month, Abbott, who is Merchandising Representative in Shell's Chicago Marketing

# WEEKEND



to Glenview Naval Air Station. Shell encourages participation in reserve activities by granting members special leaves of absence.

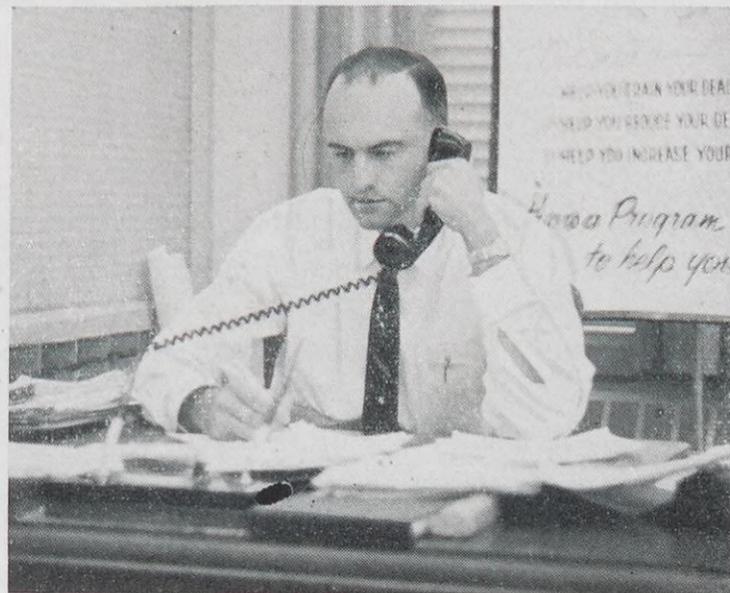
## Shell employee serves as a navy jet pilot

Division, says goodbye to his wife and seven children at their Palatine, Ill., home and spends the next two days flying round-robin training missions with Fighter Squadron 727 at 600-plus miles per hour—maintaining combat proficiency in visual and instrument flying, navigation, radar-controlled interception, and gunnery, which he practices over Lake Michigan.

Abbott averages six hours in the air during a duty weekend. The remainder of the two days are spent attending lectures on naval air tactics, weather, flying rules, and emergency procedures.

Although Glenview is one of many naval air stations established throughout the country to provide training facilities for naval air reservists, member units such

**On the job** as Merchandising Representative of the Chicago Marketing Division, Abbott works on a Shell dealer training program. A reservist since his World War II combat days, he joined Shell in 1949.





**Running up the engine** before takeoff, Abbott goes through his final cockpit checklist. The equipment in the front of the cockpit is a gunsight, which can be used for visual and radar-controlled firing.

World War II. Serving aboard the aircraft carrier U.S.S. Anzio, he was checked out in every single-engine navy fighter of that era. Although he was not recalled for Korean action, he has been an active reserve member since 1946 and is qualified to fly three different types of jet fighters. He has amassed more than 1,500 flying hours—almost all of them in fighters—during the war, on weekends, and on his annual two-week tour of active duty.

A Shell employee since 1949, Abbott is fast-paced even on the ground. A typical schedule might find him in Champaign, Ill., one night for a motor oil meeting, and in Chicago the next morning to outline a new dealer training program.

But, when the next supersonic weekend rolls around, Abbott's jet may cover the same distance in minutes, preparing him for a day when his readiness might be a part of the difference between a devastated American city or a destroyed enemy bomber ●

#### SUPERSONIC WEEKEND *continued*

as Fighter Squadron 727 are subject to the needs of the Air Defense Command of the U. S. Air Force. A sudden emergency could send Abbott speeding from his desk in Chicago to the base in a half-hour if the ADC deemed it necessary. The squadron, however, could not be put on full-time active naval duty unless the President declared a national emergency.

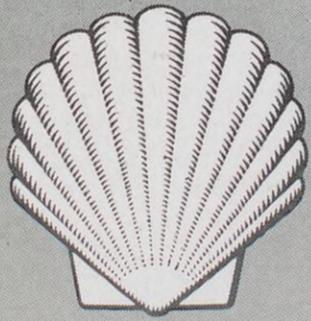
Abbott is not the only Shell employee who donates his time and energy to the building of a strong military reserve force. Hundreds of men and women throughout the Company are active in reserve units of the army, air force, navy, marine corps and coast guard, and many others belong to national and state guard organizations.

Shell recognizes the importance of reserve training and encourages participation by granting special leaves of absence for this purpose. Regular full-time employees, who have completed one year of Shell service, continue to receive their regular Company pay less their military pay for a maximum period of 17 days in any one year while on active government-paid training duty.

Abbott, like many other Shell reservists, saw combat in

**Strapped into the cockpit** by his plane captain, Abbott prepares for a practice intercept mission. While in the air he maintains his proficiency in visual and instrument flying, and navigation. He flies about six hours on a duty weekend.





They  
have  
**RETIRED**



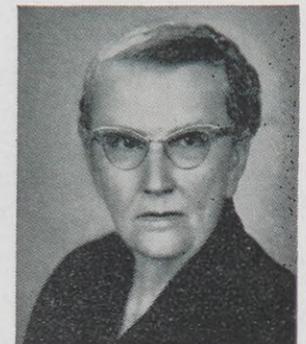
**E. G. ADAMS**  
Portland Division  
Operations



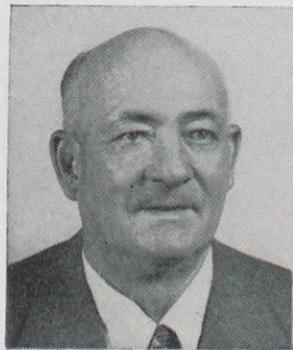
**F. H. BURKE**  
Indianapolis Division  
Operations



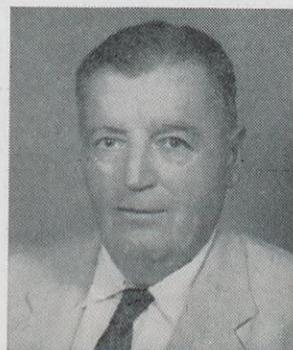
**O. A. DAVIS**  
Wood River Refinery  
Engineering



**LOUISE A. FILLMAN**  
Midland Area  
Exploration



**M. D. GARLAND**  
Shell Pipe Line Corporation  
Mid-Continent Division



**N. S. HINMAN**  
Pipe Line Department  
Indianapolis, Indiana



**A. HODGES**  
Tulsa Area  
Production



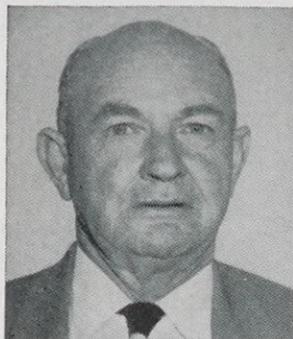
**W. P. HOTARD**  
Norco Refinery  
Distilling



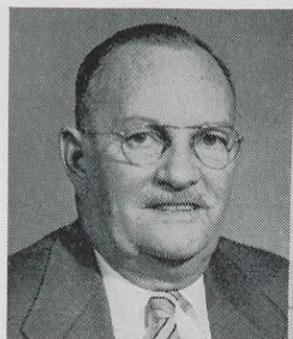
**J. H. IMAN**  
Shell Pipe Line Corporation  
Mid-Continent Division



**G. J. LE BLANC**  
New Orleans Area  
Production



**R. A. McCORD**  
Tulsa Area  
Production



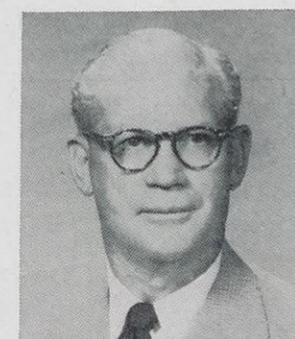
**J. L. McGUIRE**  
Cleveland Division  
Operations



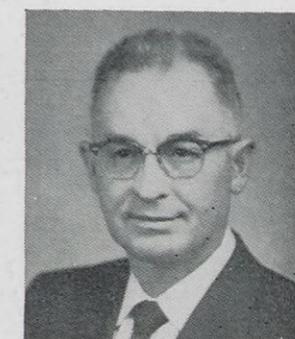
**N. E. MILLER**  
Tulsa Area  
Production



**N. P. NANCE**  
Pacific Coast Area  
Exploration



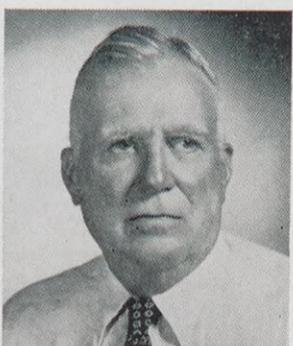
**A. C. PAVEY**  
Indianapolis Division  
Sales



**D. B. PEERY**  
Tulsa Area  
Production



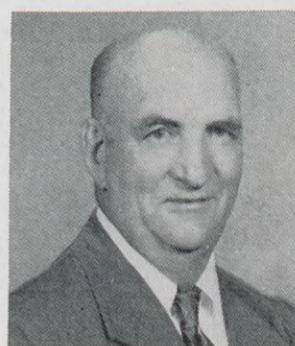
**E. F. PRYOR**  
Shell Pipe Line Corporation  
West Texas Division



**L. C. SLATEN**  
St. Louis Division  
Operations



**S. E. WADLEY**  
Shell Pipe Line Corporation  
Mid-Continent Division



**W. J. WATSON**  
Wood River Refinery  
Engineering



**J. R. WEIR**  
Pacific Coast Area  
Production



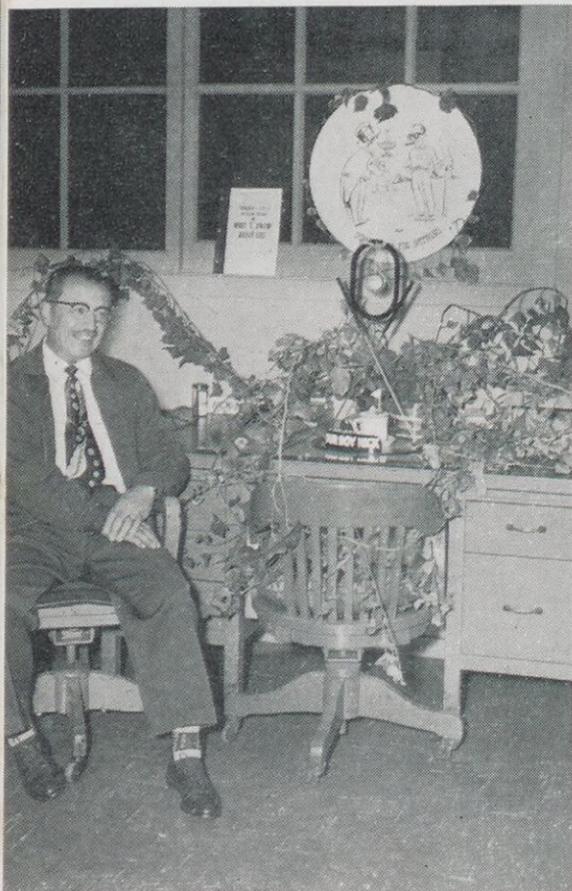
**J. A. YOUNG**  
Tulsa Area  
Production

### TOP TWIRLER

Joan Crane, Stenographer in the Portland Marketing Division, recently was selected as one of the 10 members of the National Baton Twirling Association's All-American Twirling Team. Miss Crane, who started twirling when she was nine years old, has won 36 medals and 42 trophies in individual competition and has a share with her two sisters in over 100 awards won in team contests.



## SHELL *Coast to Coast*



### ◀ HOLE IN NONE

Machinist Foreman Nick Nardolillo of the Shell Point Chemical Plant found his desk "in the rough" when he returned from the professional-amateur National Senior Open Golf meet at Spokane, Wash. It was his co-workers' greeting after he made a "hole in none." He holed the ball in one stroke but his handicap on that hole was one, so it was recorded on his scorecard as zero!

### COMMUNITY CONCERT

Shell Oil Company has been awarded a certificate of appreciation by the Boston Symphony Orchestra for sponsoring a children's concert. In the picture at right, the symphony's conductor, Arthur Fiedler, left, presents the certificate to D. C. Stevenson, Boston Marketing Division Sales Manager.



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### SPARE-TIME STUDENT

After 12 years of spare-time study, C. E. Legate, Research Chemist at the Wood River Research Laboratory, received a Doctor's degree in geochemistry from Washington University in St. Louis. In 1946, nine months after he joined Shell, Legate started his college career. He worked the 4-12 shift at the laboratory while attending Washington U. He received his Bachelor's degree in geology in 1950 and his Master's degree in 1953, the year he got married. "Before then I didn't have time to think about marriage, much less a family," he said. Then he was called into the army for two years, which temporarily halted work on his doctorate. He resumed his studies on his return home and received the Doctor's degree this year. Pictured with him are his wife, Louise, his four-month-old son, Timothy Carl, and daughter, Teresa, 2.



### POLICE AIDES

J. R. Cuthbert, District Salesman in the San Francisco Marketing Division, recently was commissioned a lieutenant in the Hayward (Calif.) Auxiliary Police Service. He holds the top "civilian" job in the unit, which was organized as part of Hayward's civil defense and disaster plan to serve as an emergency arm of the police during disasters. Cuthbert receives his badge, above, from George Forth, Hayward Chief of Police.



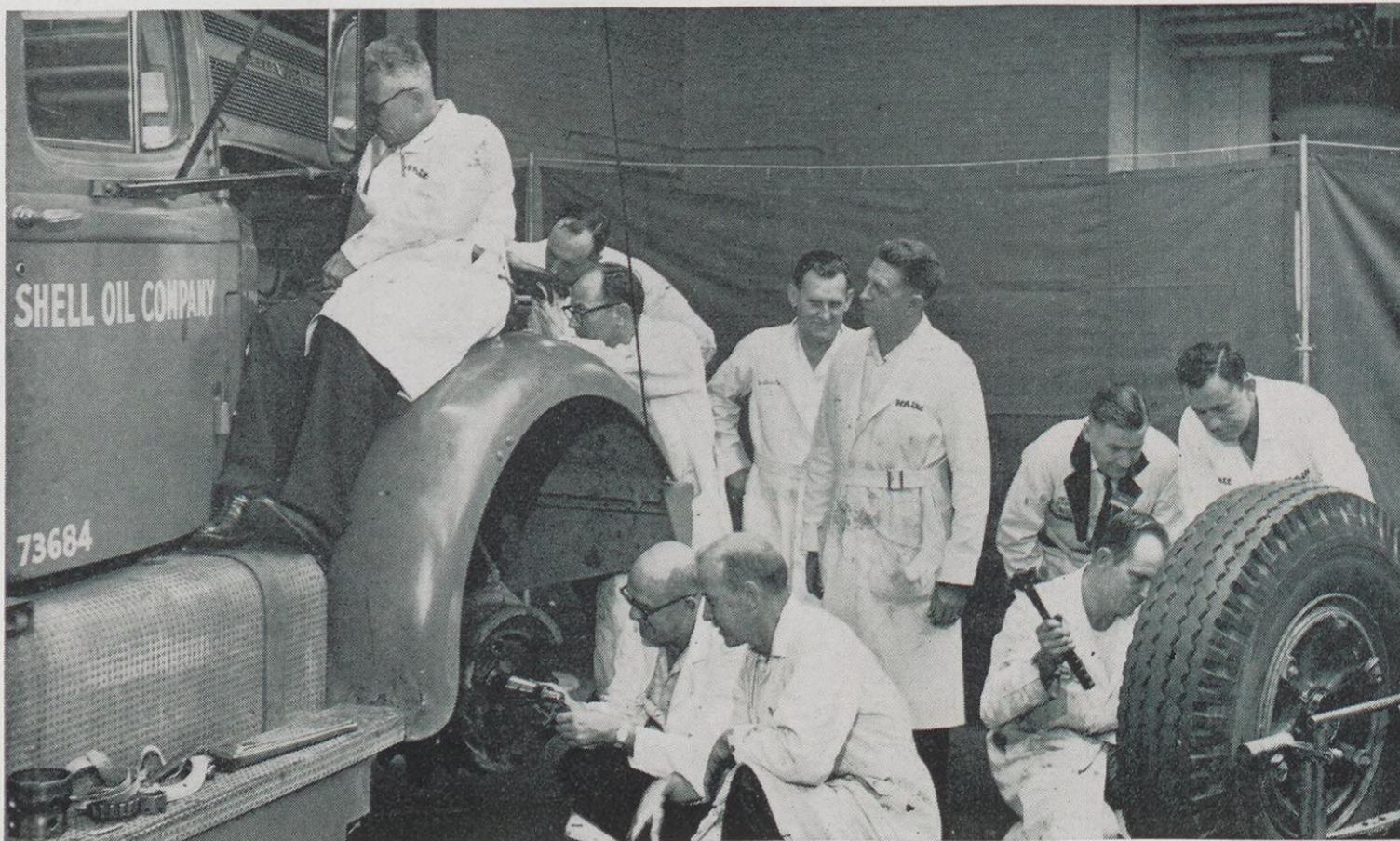
F. S. Swackhamer, Director of Shell Chemical's Union, N. J., Laboratory, recently was honored by the Township of Cranford, N. J., for his chemical analyses used to help police determine the intoxication of drivers. He is shown, above right, receiving a plaque from J. L. Brennan, Mayor of Cranford. On the left is L. W. Powell, Cranford Chief of Police.

## SHELL Coast to Coast

continued

### MASTER KEGLER

Connie Greeson has won 12 bowling trophies during nine years of league play. Miss Greeson, Stenographer in the Oklahoma City office of the Tulsa Exploration and Production Area, has won several city and state awards and has qualified for membership in the city's "600 Club" by bowling 600-plus in a three-game series.



### TRUCK SCHOOL

To help cut operating costs of Shell's huge truck fleet, a Truck Maintenance School was established recently in cooperation with the White Motor Company at Cleveland, Ohio. Two week-long sessions have been conducted in Cleveland for Shell's marketing personnel east of the Rocky Mountains. A third session will be held in Los Angeles within the next few weeks for West Coast marketing personnel. Pictured above during a session at the school, kneeling in the foreground left to right, are Distribution Superintendents R. S. Velten, Baltimore Division; T. A. Crain, New Orleans Division; and D. J. Benolken, Detroit Division. The others shown attending class in the picture, left to right, are W. L. Lindsley (on fender) Distribution Superintendent, Minneapolis Division; D. P. Crawford, Distribution Representative, Indianapolis Division; J. G. McGuire, Distribution Superintendent, Cleveland Division; George Waddell, White Motor Company Instructor; V. R. Bjorkman, Maintenance Supervisor in the Head Office Marketing Distribution Department; Jack Smith, White Motor Company Instructor; and J. J. Nally, Distribution Superintendent, Atlanta Division.

### SKI CHAMPS

Shown at right are father and son water ski champions, LeRoy Herren, left, and his father, Cecil, who is employed in the Instrument Shop at the Houston Refinery. LeRoy recently set the unofficial world's water ski jump record of 127 feet at the South Central Regional Water Skiing Championships at Austin, Tex. His father also won honors at the meet by jumping 75 feet to top all men in the over-age-35 class.



BI

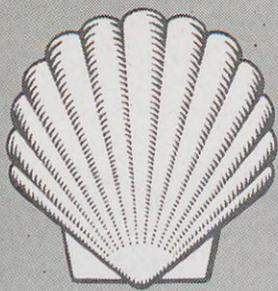
T



V. V. FITZPATRICK  
Pacific Coast  
Production



M. W. LELAND  
Shell Chemical  
Head Office



# Service BIRTHDAYS

## Forty Years



C. R. FAUST  
Pacific Coast Area  
Production



E. E. JESSE  
San Francisco Division  
Operations

## Thirty-Five Years



W. B. BEWLEY  
Tulsa Area  
Production



G. H. BORCHARD  
Pacific Coast Area  
Purchasing-Stores



H. E. BROWN  
Wood River Refinery  
Thermal Cracking



J. GRAY  
Los Angeles Division  
Operations



C. W. HARRIS  
Shell Pipe Line Corp.  
Mid-Continent Division



A. E. JAGO  
Houston Office  
Transp. & Supp.



C. A. NYHOF  
Tulsa Area  
Crude Oil



E. D. OBARR  
San Francisco Division  
Sales



W. SILVA  
Martinez Refinery  
Engineering



R. STURGILL  
Wood River Refinery  
Engineering



V. E. VEAL  
Pacific Coast Area  
Production



A. J. WESTFALL  
Portland Division  
Operations

## Thirty Years



C. J. ALEXANDER  
New Orleans Division  
Sales



H. R. AYERS  
Denver Area  
Transport



S. F. BALL  
Martinez Refinery  
Engineering



O. E. CARLSON  
Tulsa Area  
Gas



R. R. COOPER  
Houston Refinery  
Treating



R. J. EDMISTER  
Martinez Refinery  
Lubricating Oils



H. B. FAWLEY  
Shell Pipe Line Corp.  
Texas-Gulf Division



V. V. FITZPATRICK  
Pacific Coast Area  
Production



L. C. FORBES  
Tulsa Area  
Production



E. J. FRAWLEY  
Chicago Division  
Sales



R. G. FRIESE  
Portland Division  
Operations



D. W. GOLDSMITH  
Houston Refinery  
Catalytic Cracking



C. H. HACKE  
Wood River Refinery  
Experimental Laboratory



F. E. HATTEN  
Wood River Refinery  
Lubricating Oils



S. J. HYMEL  
Norco Refinery  
Engineering



F. W. JONES  
San Francisco Division  
Operations



M. W. LELAND  
Shell Chemical Corp.  
Head Office



I. J. LOUSTEAU  
Norco Refinery  
Engineering



E. T. MCGARVEY  
Wood River Refinery  
Compounding



N. J. MITCHELL  
Wood River Refinery  
Gas



W. C. PUTNAM  
Shell Pipe Line Corp.  
West Texas Division



A. J. RICHARD  
Norco Refinery  
Engineering



E. J. ROUSSEL  
Norco Refinery  
Engineering



H. C. SCHNEIDER  
Shell Development Co.  
Houston



F. C. SCHUETTE  
Wood River Refinery  
Research Laboratory

*Thirty  
Years  
continued*



L. A. SHAW  
Wilmington Refinery  
Refinery Laboratory



C. E. SLATER  
Shell Pipe Line Corp.  
Texas-Gulf Division



E. B. SNYDER  
Shell Pipe Line Corp.  
Rocky Mountain Division



W. W. STILLMAN  
Los Angeles Division  
Sales



J. M. SULLIVAN  
Head Office  
Expl. & Prod.



G. H. TASSIN  
Norco Refinery  
Laboratory



N. D. TROCLAIR  
Norco Refinery  
Thermal Cracking

*Twenty-  
Five  
Years*



H. R. ATEN  
Pacific Coast Area  
Production



R. W. CAMPBELL  
San Francisco Office  
Purchasing-Stores



S. E. DONALDSON  
San Francisco Division  
Marketing Service



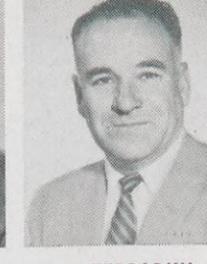
H. A. DUFRESNE  
Shell Chemical Corp.  
Houston Plant



H. C. EDGE  
Houston Area  
Production



J. O. EDWARDS  
Tulsa Area  
Production



R. FERRARINI  
Martinez Refinery  
Dispatching



J. G. GILBERT  
Cleveland Division  
Sales



L. GRAMMER  
Wood River Refinery  
Engineering



R. B. HARBOTTLE  
Head Office  
Financial



T. P. HEFTER  
Shell Chemical Corp.  
Dominguez Plant



G. H. HOFFMANN  
Shell Development Co.  
Houston



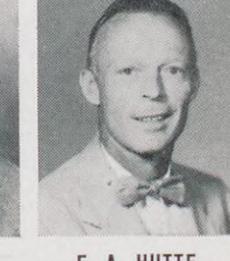
M. R. HOWELLS  
Pacific Coast Area  
Land



F. R. HUMMERT  
Head Office  
Prov. Fund & Pens. Trust



W. E. HURLEY  
Wood River Refinery  
Dispatching



E. A. HUTTE  
Wood River Refinery  
Alkylation



B. E. JUN  
Wood River Refinery  
Engineering



T. F. KATH  
Sewaren Plant  
Terminal



C. L. KIRBY  
Wood River Refinery  
Compounding



M. E. KUJALA  
Cleveland Division  
Operations



H. E. LAMPHERE  
Albany Division  
Operations



C. R. LANCASTER  
New Orleans Area  
Transport & Materials



J. K. LANE  
Houston Refinery  
Engineering



B. M. LAUDERDALE  
Pacific Coast Area  
Purchasing-Stores



H. C. LAY  
Tulsa Area  
Production



C. C. LITTLE  
Wood River Refinery  
Engineering



J. L. MARCANTEL  
New Orleans Area  
Production



G. E. MARTIN  
Shell Chemical Corp.  
Houston Plant



C. A. MAYHALL, JR.  
Norco Refinery  
Catalytic Cracking



L. MOORE  
Shell Pipe Line Corp.  
West Texas Division



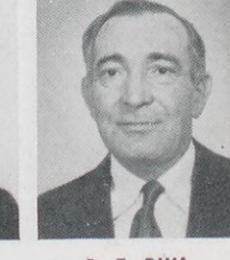
N. NARDOLILLO  
Shell Chemical Corp.  
Shell Point Plant



H. G. NEEMAN  
Wood River Refinery  
Gas



J. W. OTT  
St. Louis Division  
Operations



B. E. PIVA  
Shell Chemical Corp.  
Shell Point Plant



M. A. PRIEST  
Denver Area  
Treasury



J. V. PYLE  
New Orleans Division  
Operations



H. ROTHERY  
Wilmington Refinery  
Engineering



GERTRUDE G. ROUSSEL  
Norco Refinery  
Pers. & Ind. Rel.



J. L. SANDERS  
New Orleans Area  
Transport & Materials



E. SCOTT  
Wood River Refinery  
Lubricating Oils



T. E. SUGGS  
Shell Pipe Line Corp.  
West Texas Division



W. W. WELCH  
Houston Area  
Land



H. S. WINSTON  
Houston Area  
Production

# SHELL OIL COMPANY

## NEW ORLEANS AREA

### Head Office

20 Years  
R. G. Pearson.....Public Relations

15 Years  
C. F. Price.....Public Relations  
Virginia B. Seinsoth.....Financial

10 Years  
Ann Amico.....Manufacturing  
Jeanne T. Buckleitner.....Manufacturing  
Sadie E. Chapman.....Pers. & Ind. Rel.  
H. Moss, Jr.....Transp. & Supp.  
L. E. Noud.....Marketing

### San Francisco Office

Margaret A. Burns.....Financial

## Exploration and Production

### DENVER AREA

10 Years  
A. G. Speight.....Exploration

### HOUSTON AREA

20 Years  
J. B. Franklin.....Production

15 Years  
M. M. Hegar.....Purchasing-Stores  
J. S. Majors.....Production  
J. E. Porter.....Production  
M. D. Temple.....Exploration

10 Years  
M. F. Banks.....Production  
E. C. Courville.....Exploration  
B. R. Parrish.....Pers. & Ind. Rel.  
B. C. Schneckloth.....Treasury

### MIDLAND AREA

20 Years  
C. G. Gerber.....Production  
M. M. McClintock.....Production  
E. W. McVey.....Production  
E. A. Vogler.....Exploration

10 Years  
J. K. Mansell.....Exploration  
D. I. Strickland.....Transport

20 Years  
R. Elliott.....Transport & Materials  
J. E. Richard.....Production

15 Years  
G. G. Gomez.....Production

10 Years  
M. M. Bush.....Legal  
L. C. Myers.....Production  
J. C. Perkins.....Legal  
W. R. Phillips.....Gas

## PACIFIC COAST AREA

15 Years  
P. M. Bush.....Gas  
G. D. Hoopingartner.....Production  
H. E. McKinney.....Production

10 Years  
R. B. Lingel.....Treasury  
L. O. Moore.....Production  
L. C. Ricks, Jr.....Gas

## TULSA AREA

20 Years  
F. W. Summers.....Production  
C. L. Thomason.....Exploration

15 Years  
E. W. Meadows.....Gas  
C. Pryor.....Production

10 Years  
G. W. Brown.....Production  
D. E. Clancy.....Gas  
A. R. Martin.....Production  
T. W. Mobley.....Production  
M. L. Reeves.....Land  
C. G. Watts.....Legal

## Manufacturing

### ANACORTES REFINERY

15 Years  
W. E. Boyle.....Engineering

### HOUSTON REFINERY

20 Years  
M. E. McNeil.....Dispatching

### 15 Years

B. J. Booker.....Fire & Safety  
V. M. Calhoun.....Aromatics  
M. A. Christian.....Engineering  
E. F. Coburn.....Dispatching  
J. S. Morris.....Engineering  
H. R. Pyle.....Refinery Laboratory  
R. Tanner.....Engineering  
E. A. Thomas.....Engineering  
R. Van Matre.....Engineering

### 10 Years

W. R. Alford.....Thermal Cracking  
R. F. Allen.....Engineering  
W. G. Barnett.....Dispatching  
F. B. Basham.....Research Laboratory  
L. R. Carl.....Utilities  
R. T. Castleberry.....Thermal Cracking  
C. A. Churchill.....Utilities  
H. E. Eckles.....Engineering  
E. R. Goerlich.....Engineering  
J. I. Graves.....Lubricating Oils  
W. F. Green.....Dispatching  
C. F. Harris.....Engineering  
R. S. Hickman.....Gas  
J. T. Hoke.....Engineering  
J. R. Jones.....Pers. & Ind. Rel.  
J. T. C. Jordy.....Purchasing-Stores  
R. E. Kennedy.....Engineering  
W. E. Kleiber.....Engineering  
G. J. Kuntz.....Engineering  
C. F. Magee.....Utilities  
J. W. Mitchell.....Treating  
T. D. Murray.....Refinery Laboratory  
M. W. Oakes, Jr.....Dispatching  
M. C. Pitchford.....Engineering  
W. C. Reed.....Engineering  
J. E. Rikard.....Engineering  
H. D. Stanford.....Engineering

## MARTINEZ REFINERY

15 Years  
G. E. Ackerman.....Compounding  
R. Bartolomei.....Engineering

10 Years  
H. A. McClure.....Research Laboratory

## NORCO REFINERY

15 Years  
G. C. Andry.....Engineering  
J. Cambre.....Effl. Cont., Fire & Safety  
W. A. Clouatre.....Engineering  
D. E. Falgout.....Engineering

10 Years  
J. A. Becnel.....Marine Shipping

## WILMINGTON REFINERY

### 20 Years

R. J. Lampe.....Alkylation

### 15 Years

C. L. Morris.....Catalytic Cracking  
G. A. Ruggles.....Engineering

## WOOD RIVER REFINERY

### 20 Years

G. J. Kinnikin.....Engineering

### 15 Years

A. L. Brown.....Engineering  
C. J. Curran.....Engineering  
P. F. Curran.....Purchasing-Stores  
E. H. Doty.....Catalytic Cracking  
N. E. Lockett.....Engineering  
R. W. Thrasher.....Engineering  
C. Unger.....Engineering  
T. N. Vonderheydt.....Engineering  
E. A. Witis.....Dispatching

### 10 Years

W. Speciale.....Engineering  
I. V. Swofford.....Gas  
W. C. Wagner.....Fire & Safety  
J. P. Worthen.....Thermal Cracking

## Marketing

### MARKETING DIVISIONS

#### 20 Years

E. W. Hood.....Atlanta, Marketing Service  
W. D. Broadwell.....Boston, Sales  
C. E. Regent.....Detroit, Operations  
T. Dunlop, Jr.....Los Angeles, Sales  
H. J. Goforth.....St. Louis, Operations  
D. G. Ledford.....San Francisco, Operations  
J. R. Elmer.....Seattle, Operations

#### 15 Years

Catherine L. Tewksbury.....Boston, Operations  
M. H. Bade.....Chicago, Operations  
C. A. Walker.....Indianapolis, Operations  
Alma R. Wagstaff.....Los Angeles, Operations  
V. R. Andrews.....New York, Sales  
G. Choate.....St. Louis, Sales

#### 10 Years

E. H. Humpfer.....Chicago, Operations  
W. D. Johns.....Chicago, Operations  
S. B. Karraker.....Chicago, Treasury  
Doratheia M. Kercher.....Chicago, Pub. Rel.

K. R. Schauer.....Chicago, Operations  
L. M. Schmidt.....Chicago, Operations  
S. P. Russo.....Cleveland, Sales  
Marjorie H. Wilson.....Detroit, Treasury  
W. J. Bachus.....Indianapolis, Treasury  
Betty L. Swanson.....Los Angeles, Sales  
D. L. Bloodworth.....New Orleans, Operations  
D. P. Bennett.....New York, Sales  
J. E. Kishbaugh.....New York, Sales  
Shirley L. Berkley.....Sacramento, Treasury  
H. C. Mehlberg.....Seattle, Operations

## SEWAREN PLANT

### 15 Years

R. Davis.....Eng. & Maint.  
E. A. Johnson.....Depot  
R. J. Riley.....Asphalt  
J. D. Wallace.....Eng. & Maint.

### 10 Years

W. Burke.....Eng. & Maint.  
M. Diken.....Compound  
J. Dunich.....Compound  
J. S. Hovanecz.....Compound  
S. E. Liscik.....Compound  
J. Ontkos.....Terminal

## Pipe Line Department

### 10 Years

O. K. Redenbaugh.....Lost Hills, Calif.  
M. A. Schneiter.....Long Beach, Calif.  
C. D. Smith.....Kettleman, Calif.

## SHELL CHEMICAL CORPORATION

### 20 Years

G. W. Huldrum, Jr.....Chem. Sales Div.  
E. W. Minor.....Dominguez  
D. A. Robbins.....Martinez

### 15 Years

S. T. Raycraft.....Chem. Sales Div.  
A. Brown.....Houston  
D. B. Burns.....Houston  
T. N. Butzke.....Houston  
M. U. Fail.....Houston  
G. M. Horton.....Houston  
J. J. Jones.....Houston  
J. R. McDonald.....Houston  
R. L. Murdock.....Houston  
E. L. Sampson.....Houston

H. L. Shores.....Houston  
B. L. Stanley.....Houston  
E. G. Wooley.....Houston

### 10 Years

Lucille E. McGrath.....Head Office  
J. M. Baldwin.....Houston  
J. L. Coleman.....Houston  
V. L. Daugherty.....Houston  
L. D. Heinze.....Houston  
J. J. Holt.....Houston  
I. D. Junek.....Houston  
B. M. Nelson.....Houston  
N. L. Plaehn.....Houston  
N. F. Smith.....Houston  
R. D. Snell.....Houston  
B. J. Steakley.....Houston  
M. B. Vaughn.....Houston  
A. L. Weeks.....Houston  
E. L. Fraga.....Martinez  
W. R. Johnson.....Martinez  
N. G. Yates.....Martinez  
J. D. James.....Torrance  
J. W. Newbold.....Torrance

## SHELL DEVELOPMENT COMPANY

### 20 Years

E. A. Long.....Emeryville  
P. K. Ustin.....Emeryville

### 15 Years

G. H. Ackerman.....Emeryville  
B. G. Carbis.....Emeryville  
J. P. Casey.....Emeryville

### 10 Years

R. E. Fraatz.....Emeryville  
E. G. Hernried.....Emeryville  
Lois S. Levy.....Emeryville  
M. C. Retta.....Emeryville  
C. K. Stromberg.....Emeryville  
R. T. Calderera.....Houston

## SHELL PIPE LINE CORPORATION

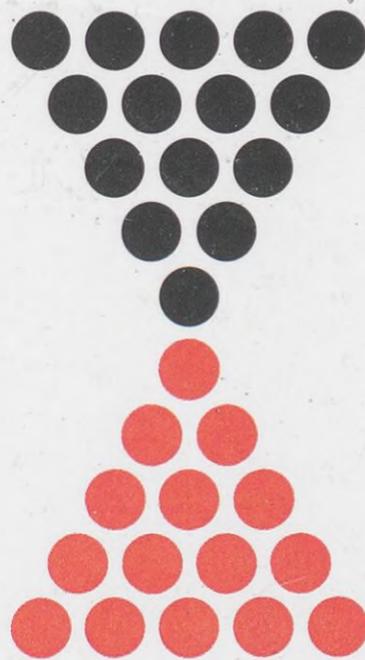
### 15 Years

G. P. Drew, Jr.....Head Office  
S. W. Millard.....Head Office  
E. L. Garner.....Mid-Continent Division

### 10 Years

V. L. Mize.....West Texas Division

matters of fact



# 329,556

## YEARS OF SERVICE

The golden pecten is worn by 17,409 Shell men and women—44 per cent of all employees.

These people have been with Shell for 10 years or more and represent a total of 329,556 years of service. Their experience has contributed greatly to the growth and development of Shell and thereby to the opportunity and security for all other employees. Among these "veterans":

- 6,216 have 10 to 14 years' service
- 3,712 have 15 to 19 years' service
  - 3,305 have 20 to 24 years' service
  - 2,376 have 25 to 29 years' service
- 1,520 have 30 to 34 years' service
  - 259 have 35 to 39 years' service
  - 21 have 40 or more years' service

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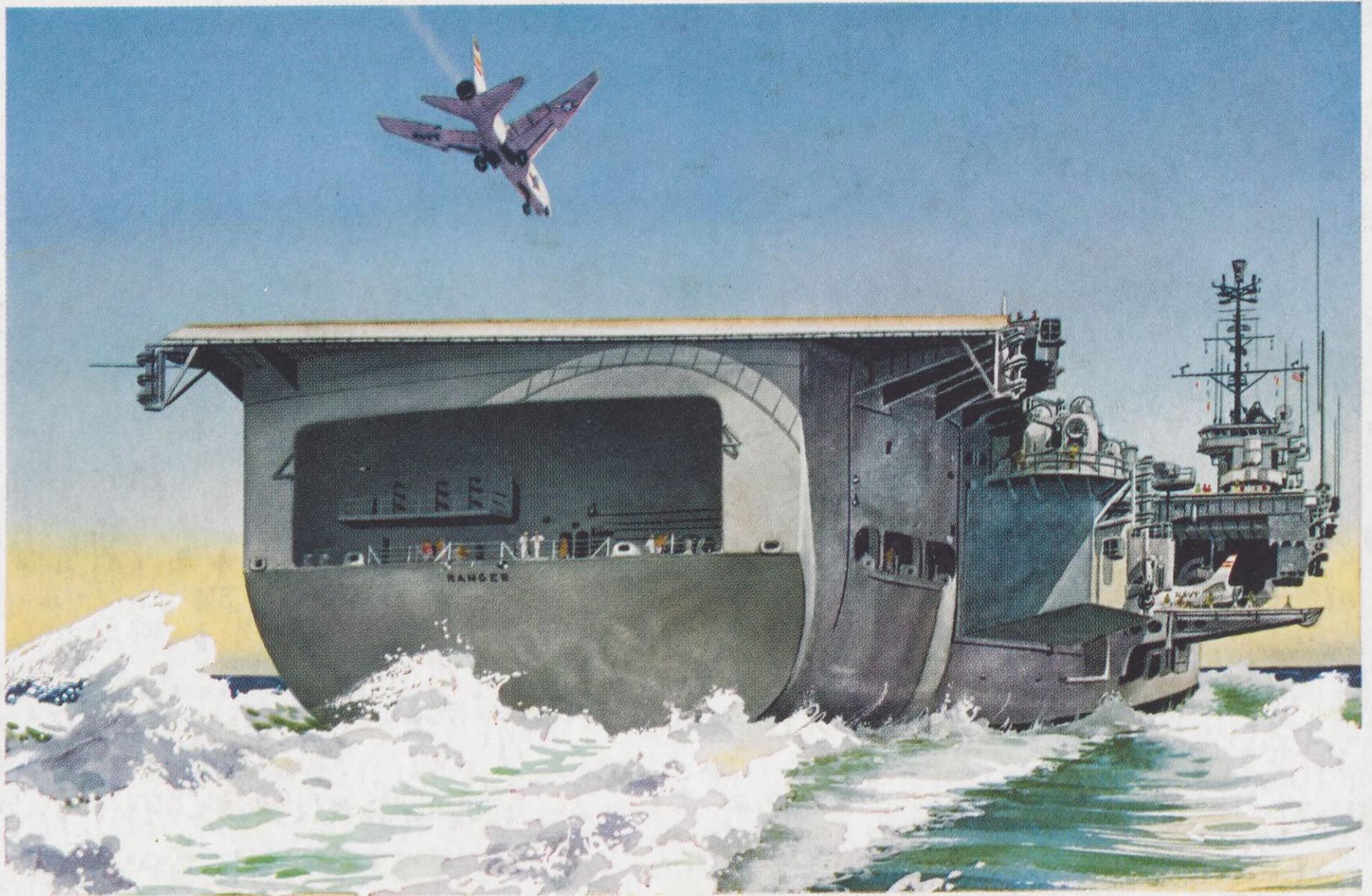
BULK RATE

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NEWPORT NEWS SHIPBUILDING specified a product of Shell research for the mighty carrier *Ranger* to give maximum protection to gears in the giant turbines.

## 200,000 seahorses at work

As *U.S.S. Ranger* roams the seven seas, she packs a new high in firepower above decks and a new high in horsepower—seahorse power—below . . .

Driven by turbines rated at more than 200,000 h.p., the *Ranger* embodies significant advances in translating brute force into swift movement through the water. Never before in shipboard use have gears so compact and so light handled such fantastic power. And one aid to naval engineers in developing these advanced transmissions has been a super-lubricant from the laboratories of

Shell research. Known as Shell Turbo Oil 37, this lubricant was specifically created for the gears of giant turbines. It has a built-in ability to reduce the wear usually associated with heavy loads by maintaining an effective cushion between the gear teeth.

Shell has long played a vital role in the development of more efficient power plants and machinery. This experience and dependability lead to better products wherever you see the Shell name and trademark.

(This will appear as an advertisement this month in national magazines.)