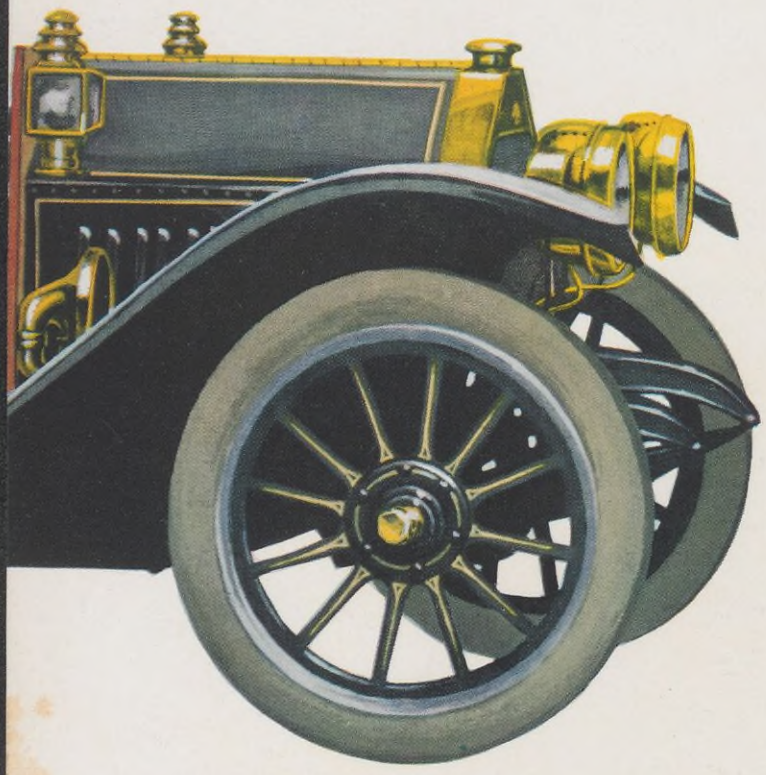
SHELL NEWS

AUGUST 1954



1913

"SHELL" GASOLINE

CLEAN AND POWERFUL

NEW CARGO GASOLINE PRICES

ON SALE
AT GARAGES
AND
DELIVERED TO YOUR HOME

American Gasoline Co.
ST. HELENS BOULEVARD
Phone Marshall 4267 PORTLAND

1931

At all Shell stations beginning Saturday, February 21

It's new . . . a real advance!

Super-Shell Ethyl

Livelier, quicker anti-knock gasoline . . . because science has found a way to REMOVE EVERY SLOW-VAPORIZING, LAZY PARTICLE

Now . . . science's perfect anti-knock fuel!

"Super-Shell Ethyl is different. It contains Ethyl fluid, of course—the precious ingredient that ensures positive anti-knock value. But with this Ethyl compound is now blended a special and superior kind of gasoline!

This changes the whole character of the fuel. Improves it! Gives you added value for your money!

Shell engineers developed it. They know that inferior gasoline—no matter what was added—doesn't deliver best performance in your car. They set out to make anti-knock fuel utterly free of slow-forming, harmful, "brute" gasoline particles. Months of experiment . . . then the secret!

It is a matter of "cooking" the gasoline—in a series of huge steel refining towers where the gasoline vapors travel over Shell's amazing system of "bubble cap trays." Here by minute new adjustment of heat and by special design and arrangement of these trays, the gasoline is stripped of every lazy, slow-vaporizing particle. All the detailed "business" is done in gasoline as "cooked" out from a special pipe above the refining chamber. Swift, fragrant gasoline which Shell blends with genuine Ethyl fluid!

This Super-Shell Ethyl gives you every quality you need to get best engine operation from your car. Quick starting. Smooth, easy power to get you on from the crowd. High anti-knock value.

Now . . . see what really fine performance you can get from your car! Fill up with Super-Shell Ethyl, after trying the radio-car with ordinary anti-knock fuels.

SHELL PETROLEUM CORPORATION

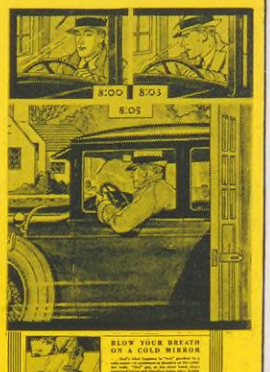
SELLING PR

Super-CHARGED
Super SHELL

1933

"WET" GASOLINE

..what an infernal nuisance on a cold morning



NOT wet with water—just simply loaded with too-heavy fractions of petroleum—that's "wet" gasoline. It can't vaporize in a cold engine.

You "choke it" until the motor gurgles. And finally you get running and spitting and jerking down the street.

Why tolerate it? Why accept "winter grades" of "wet" gasoline any more than summer grades?

There is a "dry" gas—one that starts on half choke and warms up the behind motor in half a moment. And the last part about Shell 400, this quick starting "dry" gas, is that it cuts down your oil dilution.

Drive with it a thousand miles and you'll find your oil has very little gasoline in it—not over 10%. But worry through a thousand miles on "wet" gasoline and you'll likely find 40% or even 50% crankcase dilution—caused by gasoline running down the cylinder walls into the oil.

Select a convenient yellow and red Shell pump. Fill with Shell 400 when your tank is low—and see how much quicker and smoother you get started the following morning.

QUICK STARTING SHELL 400 *The* 'DRY' *gas*

1929

THE SATURDAY EVENING POST

4 out of every 5 miles you drive

This "Stop-and-Go" wastes your money if your gasoline hasn't *these Three Kinds of Power*

WHEN you pull out the choke, raw gasoline is sucked into your cylinders . . . often wasting enough to carry you a mile!

No wonder your frequent short trips "EAT UP" GASOLINE.

Unless your gasoline has 3 distinct kinds of power—IN PERFECT BALANCE—short trips waste your money.

Super-Shell, the *first truly balanced gasoline*, saves you money in THESE 3 WAYS:

Can save up to a cupful of gasoline on "Cold" Starting. In summer or winter, Super-Shell starts instantly, often warms up in *half* the time of ordinary gasolines—with less choking. So you use less gasoline. Remember that 16 cupfuls saved amount up to a whole gallon!

Can save up to a cupful of gasoline in 10 Minutes of Hard Pulling—With Super-Shell's even volatility, you can race up steep hills or accelerate rapidly—*use less gasoline*. And you avoid that knocking which alone in a few minutes can waste up to 10 per cent of your power.

Can save up to a cupful of gasoline in One Hour of Steady Running—many motorists report. Every drop of Super-Shell vaporizes more completely. At all speeds it delivers more power. On your long drives as well as on short trips, it saves you money.

THESE THREE SAVINGS of gasoline from this super-performance naturally result in MORE MILEAGE per tankful—a big monthly and yearly economy!

Super-Shell is on sale from Coast to Coast AT NO EXTRA COST at 30,000 neighborly Shell stations.

SUPER-SHELL

Saves on today's stop-and-go driving

1935

SHELL NEWS

VOL. 22—No. 8 **AUGUST, 1954**

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

Employee Publications Department
New York, N. Y.

contents

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

300 GALLONS PER MINUTE

Shell is the nation's number one supplier of aviation gasoline to commercial air lines. Currently, the Company is fulfilling a contract with Eastern Air Lines calling for $35,000,000 worth of aviation fuel. The composite picture on this month's cover shows a refueler loading an Eastern airliner at Moisant Airport in New Orleans. A picture story beginning on page 18 gives a detailed explanation of a 24-hour period at this busy terminal.

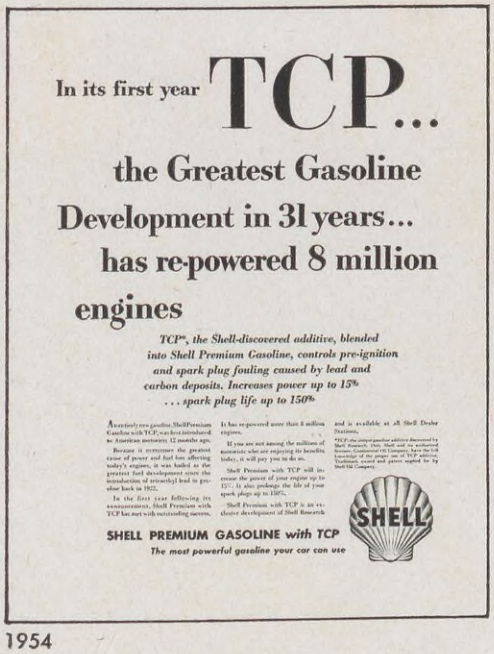
RECENTLY a man wandering along an Oregon beach found a melon-size stone in which was a perfect impression of a fossilized scallop shell. His first thoughts were to show the stone to his neighborhood Shell dealer and to send a photo of it to Shell's Head Office in New York.

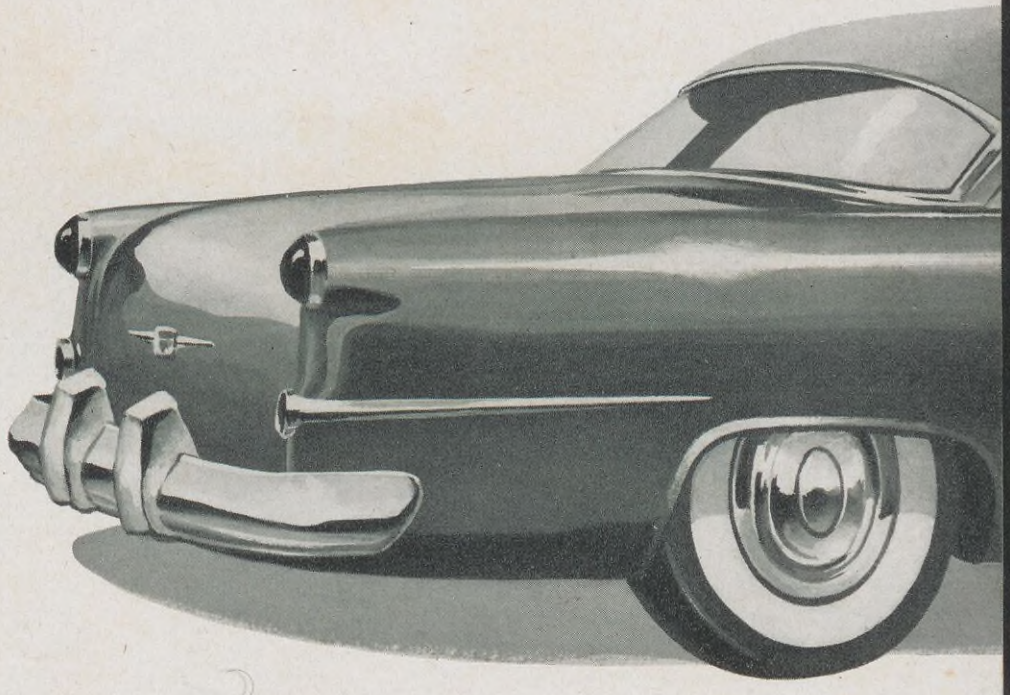
The incident, isolated as it may be, nevertheless demonstrates an important fact: The Shell emblem is deeply impressed in the bedrock of the public consciousness. The mere sight of a scalloped pecten triggers a ready association with the Shell name and the numerous Shell products on the market.

This is not without a planned assist from Shell. In this competitive world, and a society attuned to the blandishments of the singing commercial and double-page spread, a big share of the credit for Shell's high place in the public mind goes to the Company's advertising and sales promotion campaigns through the years. Through a seemingly endless variety of newspaper and magazine advertisements, radio and television shows, outdoor posters, service station displays, direct mail, promotional stunts and souvenirs, the customer has been repeatedly reminded of Shell products and the reasons for buying them.

The things that the Company manufactures and sells are not the only

OGRESS





1954

As Shell Products Have Improved, So Has the Technique of Selling Them

strings tied to the public finger. One series of magazine advertisements published in recent years has pointed up Shell's basic research program. Apparently the ads have helped establish a reputation of international scope, for last spring a Mexican senorita wrote a letter to a Shell man addressed simply: "Horizons Widen Through Shell Research." It was delivered promptly to the Shell Development Research Center at Emeryville, California.

A little more than 41 years ago, when Shell was just getting started in this country on the West Coast under the name of the American Gasoline Company, the first Shell advertisements in the United States were placed in the Seattle and Portland papers. They announced the arrival of "Shell Gasoline," pointed out its cleanliness and power and added that it would be "delivered to your home."

These small announcements—they were about 4 by 6 inches in size—were forerunners of a recurring series of advertising campaigns. Except in the war years, each was larger and more impressive than the one before. In the current campaign behind *Shell Premium Gasoline with TCP**, the Company has authorized the largest advertising budget in its history.

Aside from this fact that Shell advertising has grown steadily in scope and effectiveness, the ads themselves could be taken as chronicles of the Company's advancement. While progress has been made in the technique of advertising, the advertising has had progress to sell. Each new campaign has launched a new and better petroleum product or an improvement in the quality and performance of a product already on the market.

The gasoline campaigns bear this out most strongly, because of the almost annual improvement in the octane rating and power output of Shell gasolines. The most impressive campaigns have launched such gasolines as "Thermalized," 61-Gravity, Shell 400, Shell 3-Energy, Super-Shell, Super-Shell Ethyl, Activated Shell Premium and, of course, Shell Premium with TCP. These have been heralded with such slogans as:

"The Dry Gas," "A Premium gasoline at the price of Regular," "The first truly balanced gasoline," "Highest Road Performance Rating," "Saves on today's stop-and-go driving," "Pep-a-Plenty," "It's Super-Charged," "Three Kinds of Power," "It's Activated!," "The Most Powerful Gasoline Your Car Can Use" and "The Greatest Gasoline Development In 31 Years."

From the first years, Shell's hustling sales force demonstrated that it had mastered the elusive art of attracting and holding public attention. Although at times campaigns had a high spirited, carnival atmosphere, they were nevertheless carefully planned and carried out with minimum expense.

When a Shell advertising department was first created in 1928, the high spirited approach to advertising was toned down by the insertion of more restrained and lasting elements which, in the long run, proved more effective.

Showmanship was never entirely abandoned, however. Shell advertising has always been attuned to the times, beating in tempo with the public pulse. Today, a better-informed, serious-minded public reads Shell advertisements that are as informative as they are attention-getting. In the depression years, when customers were cut-

ting financial corners, Shell promoted its products with giveaways, treasure hunts, trade certificates, and "premium gasoline at the price of regular." Earlier in the Roaring 20's, promotion schemes sometimes bordered on the bizarre. Huge Christmas displays were staged at key stations to attract children—and their motoring parents. At one lavish extravaganza in 1929, the station sold 12,000 gallons of gasoline in a day—a good month's business for the average station of the time.

Shell has also used various advertising media from time to time to promote worthwhile civic causes. An early popular departure from the straight sales promotion was a campaign to prevent forest fires. The largest such public service campaign, however, was a "Share-the-Road" program launched in 1939 aimed at "screw drivers" and "screw jays," the careless motorists and pedestrians who caused traffic accidents. Currently, Shell advertising joins in to help promote Red Cross and Community Chest drives, Oil Progress Week, and other worthy projects.

There have been big radio shows, such as the Shell Chateau presided over by movie celebrities, and programs of football predictions and Saturday night score roundups. Today, Shell's radio and television programs are confined to short, but regularly broadcast news and weather programs. They reflect a policy of the Sales Promotion-Advertising Department which is to spend the advertising budget objectively, getting the Shell message across to the greatest possible number of car-owning prospects for every dollar spent.

With this avowed principle guiding its activities for the last quarter century, the Department has staged a number of advertising campaigns. None was as large and concentrated as the one now in progress, but one came close to it if for no other reason than the attention it attracted. This was a 1933 campaign which launched a *new* Super-Shell gasoline (a Super-Shell had been on the market before). It offered motorists a "New Deal" in both price and power, because the new Super-Shell, with premium quality for its day, was being made Shell's "regular" gasoline as a companion product to another premium gasoline, Super-Shell Ethyl. The day the gasoline was unveiled, parades streamed down city streets, service stations were festooned with banners and pennants, full-page newspaper advertisements and numerous radio announcements heralded the event. At one point Shell announced, for what it was worth, that 4,200,000 feet of wire, 362 miles of canvas, 80 tons of paper and 15 tons of ink were being used in Super-Shell banners and pennants at service stations. In a more practical vein, it was also pointed out that the Super-Shell story was being told in 375 newspapers and on 700 billboards. Seventeen leading radio stations were airing Super-Shell to approximately 15 million listeners five times a day.

The campaign proved outstandingly successful. Sales doubled at many locations in the midwest, where it was launched, and the name of Shell's 3-Energy gasoline on the Pacific Coast was changed to Super-Shell to capitalize on a good thing.

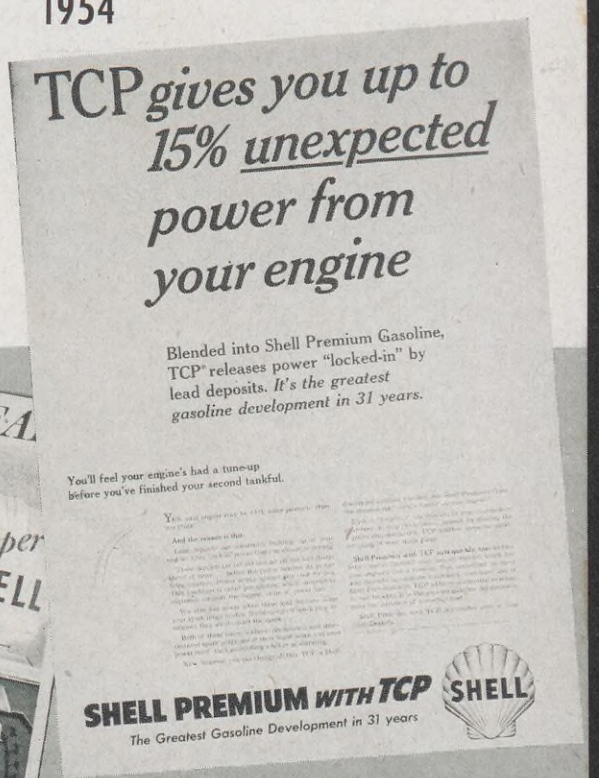
History repeats itself. The phenomenal success of the current TCP campaign is a parallel to what was accomplished in the new Super-Shell advertising program.

The two campaigns differ largely in

1954

1933

1954



slant, because the first stressed what amounted to a 3 cents per gallon price cut while the TCP advertisements emphasize "quality." There is one point of similarity, however. The Super-Shell advertisements of 1933 were among the first really to get down to cases and explain the superior qualities of a gasoline in semi-technical detail. In the same vein, the ads which launched the TCP campaign a little more than a year ago pointed out that this Shell-discovered additive in Shell Premium Gasoline makes possible "up to 15% more power, more mileage and up to 150% longer spark plug life" because it neutralizes certain harmful engine deposits. The copy further explained how the deposits cause misfiring and preignition, stealing power from the engine.

This dispassioned approach is a far cry from the effusion and bombast of early advertising. And it sells more gasoline. In recent advertisements marking the first anniversary of the campaign, Shell could proudly announce that in its first year TCP "has re-powered 8 million engines."

Signs of the success of the TCP campaign were apparent almost from the start. The average Shell dealer has had 167 new customers a month—and enjoyed comparable increases in sales, including companion products such as Shell X-100 Motor Oil. Another sure sign that Shell's advertising campaign was drawing customers in droves was the reaction of competitive oil companies. As Shell's sales mounted, "the gasoline market," as one national magazine observed, "broke out in a rash of alphabet soup." Competing gasolines began to appear under various cryptic names containing letters and numbers. But Shell continued to hold on to its gains.

This year no single slogan identifies the Shell Premium with TCP advertising. Rather, a new selling point is stressed in the headline of each successive advertisement. They are appearing in about 250 newspapers, with a circulation estimated at more than 30 million, and in nationally popular magazines. More than 7,000 outdoor poster boards are being used, with displays changing each month to tie in with current newspaper advertisements. More than 30,000 smaller posters are being used at service stations, along with the greatest array of banners, pennants, stickers, and moving displays ever before used by Shell in a single campaign. The TCP story is also being aired on 16 regular daily television shows and on about 60 daily radio news programs. Each of Shell's Marketing Divisions is in the process of conducting an intensive 13-week merchandising and promotion campaign among dealers, to make sure the story the motorist hears on the service station driveway is the same that he read in his morning paper or saw on his television set the night before. As one Shell advertising man remarked:

"If anybody in America doesn't know about TCP today, he's either blind, deaf, or working for a competitor and won't admit it."

Since gasoline sales are the bellwether of the oil business, the biggest portion of Shell's annual advertising budget goes into the promotion of gasoline sales. But other products are not treated as poor relations. There are smaller advertising campaigns constantly in progress and, for the most part aimed at specialized audiences. Advertisments of Shell X-100 Motor Oil, and the now-famous Shell "research" ads, are published in national magazines of general readership. Shell X-100 is also advertised on outdoor posters, on radio and television programs, and with service station displays. In specialized fields, such as engineering magazines, aviation magazines, and industrial trade journals, a wide variety of advertisements are published to point out specific attributes of particular Shell products like AeroShell Oil, Shellane, naphthas, solvents, heating oils, industrial oils and greases and a long list of Shell's many other products.

They are not as large as the TCP advertisements, but when read by an informed and selected audience they are just as impressive in their own way. They add to the general effect—that Shell products are well worth buying.

More service station displays and other point-of-sale material are being used in the current campaign than were ever used before.

N. D. Smith, Jr. Elected Vice President of Shell Development Company


N. D. SMITH, JR.

N. D. SMITH, JR. has been elected a Vice President of Shell Development Company. He will continue as Director of the Exploration and Production Research Division in Houston. A graduate of the University of Texas and later receiving M.A. and Ph.D. degrees from Harvard University, Mr. Smith joined Shell Oil Company in 1935 as a Seismologist at Tulsa. In 1945, after a three-year leave of absence in the U. S. Navy, he was appointed Manager of the Physical Department-Exploration and Production Research at Houston, and in 1947 became Manager of the Exploration and Production Research Laboratory. He was named Director of Shell Development's Exploration and Production Research Division in 1953.

E. A. Hugill, Jr. Named General Attorney

E. A. HUGILL, JR. has been appointed General Attorney of Shell Oil Company. He will be responsible for the personnel and work of the Head Office Legal Department. Mr. Hugill, who received his A.B. and L.L.B. degrees from the University of California, joined the Legal Department in San Francisco in 1933. He became an Attorney there in 1936, and subsequently served in both the Legal and the Exploration and Production Departments at various California locations. He moved to New York in 1949 as Executive Assistant to the Vice President-Economic Development. In 1951, Mr. Hugill rejoined the Legal Department and served as an Attorney.


E. A. HUGILL, JR.

Refinery Personnel Changes Announced

On August 1, the following personnel changes went into effect at Shell Oil Company refineries:


M. P. L. LOVE, JR.

M. P. L. LOVE, JR., Manager of Shell's Houston Refinery, has been given a special assignment with associates in London. A graduate of Mississippi College with a B.A. degree, Mr. Love spent three years at the University of Virginia where he was engaged in postgraduate work before he joined Shell in 1935 at the Wood River Refinery. He was transferred to Head Office in 1940 as a Senior Technologist in the Manufacturing-Development Department of Shell Oil Company. In 1942, he was named Director of the Houston Refinery Research Laboratory. The following year he moved to Wood River in the same capacity where he remained until his transfer to Head Office in 1948 as Manager of the Manufacturing-Research Department. Mr. Love was appointed Manager of the Houston Refinery in 1951.

P. E. HURLEY, Manager of Shell Oil Company's Norco Refinery, has been named to succeed Mr. Love as Manager of the Houston Refinery. Mr. Hurley, a veteran of 34 years of Shell service, joined the Company in 1920 as a Gauger at the Wood River Refinery. In 1927, he was made Head Stillman at the old Arkansas City Refinery, later becoming Superintendent there until 1938, when he assumed a similar position at the Norco Refinery. He moved to the Houston Refinery in 1942 as Acting Superintendent and in 1945, returned to the Norco Refinery as Manager.


P. E. HURLEY


R. W. FAULK

R. W. FAULK has been named Manager of Shell's Norco Refinery. Mr. Faulk began his Shell career in 1929 at the Houston Refinery after having received his B.S. degree in Chemical Engineering from Southwestern Louisiana Institute. In 1936, he moved to the old Arkansas City Refinery and two years later moved to the Wood River Refinery. He was placed in charge of the Norco Refinery Gas Department in 1941, and became Assistant Superintendent at that Refinery in 1943. In 1946, he was made Assistant Superintendent at the Houston Refinery and two years later moved to Head Office as Assistant Manager of the Personnel Department. In 1951, he became Manager of the Manufacturing Department for Shell Oil Company of Canada, Limited, with headquarters in Toronto and held that position until 1953, when he was appointed Superintendent at the Norco Refinery.


L. T. WILSON

L. T. WILSON has been named Superintendent of Shell's Norco Refinery. After graduating from Oregon State University, Mr. Wilson came with Shell Oil Company in 1933 as a Junior Inspector at the Wilmington Refinery. He held a wide range of positions there before being transferred to the San Francisco Office in 1937 as a Technical Assistant. Following a five and one-half year Military Leave of Absence, Mr. Wilson rejoined the Company as a Senior Technologist at Martinez in 1946. He became Assistant Manager of the Catalytic Cracking Department at Wilmington later that year and was made Department Manager in 1947. He was named Assistant Superintendent of the Martinez Refinery in 1949.

How Oil

OIL reserves to the petroleum industry are much like blueprints to a construction man. Where a blueprint spells out a builder's design, reserves shape the plans an oil company may make. They are an "unseen" factor that affects the entire sweep of industry activity, from the seismic crews that look for them to the more familiar service station.

How does one go about estimating an amount of black liquid that may be trapped beneath thousands of feet of earth and rock? A technical manual might state that a major portion of the work involves "the tedious summation of hypothetical approximations." Oldtimers simply called it "glorified guessing." But with the development of modern well coring practices, well logging and exploration and production technology in general, oil reserve calculations have steadily become more accurate and, hence, of greater importance.

Until about the time of World War I, little technical advice was sought or required in the search for oil. Although subsurface studies are almost as old as the oil industry, they were extremely crude and lightly regarded. What's more, and despite fears of oil shortages by the uninformed, enough oil to meet demands could be discovered by hit-or-miss wildcatting. Drilling was to shallow depths and relatively cheap.

Time has changed this approach, however, and the business of knowing how much oil the industry has on tap has become a complicated science.

There are two principal methods for estimating reserves: A) the "volumetric method" and B) one based on the production history of the wells in established fields.

The volumetric method is the only one available for new fields. As the name implies, it is based on the volumetrics of the oil reservoir, namely 1) the extent of the productive area; 2) the net thickness of the pay zone, after allowing for non-porous streaks and 3) the porosity of the pay zone. These data are obtained from geological and seismic investigations and from cores and electric logs obtained while the wells are being drilled. For example, it may be found that the productive area is 1,000 acres, the average net pay thickness 20 feet and the average porosity 25 per cent. Then the volume that may hold fluids is 5,000 acre-feet, which figures out to 38,800,000 barrels.

A number of factors then are considered in reaching an accurate reserve estimate. If, during the development of the field, a gas cap was found to fill the upper part of the

Reserves Are Estimated

reservoir, then the gas cap volume is deducted. The remainder of the pore volume, or the space between the rock's grains, holds the oil and what is called "connate water." Connate water is the irreducible minimum of water which is always present in a producing reservoir. It is estimated in different ways, mainly from electric logs, and is usually about 20 to 25 per cent of the pore space.

Another item: the oil in the reservoir exists under the conditions of high temperature and pressure and contains dissolved gas in varying amounts. When such oil reaches the surface its volume shrinks — ranging from very little in the case of heavy oil found at shallow depths to as much as 60 per cent for light oils containing much gas and found at great depths. The shrinkage is determined in the laboratory from oil samples obtained from the bottom of the wells.

Taking all these factors into account, oil men have an estimate of the oil "in place" in the reservoir but reduced to the volume it would occupy under above-ground conditions.

The question is: How much of this oil in place can be produced?

If the reservoir is large and only its relatively smaller upper portion is filled with oil and the rest with water, a high percentage of production can be expected. The water also is under high pressure and temperature, and it helps push the oil towards the wells with the result that from 50 to as much as 80 per cent of the oil in place will be produced. This is called a water drive type of reservoir. On the other hand, if the reservoir is closed, that is, if it is not connected to a large body of free water, the reservoir is called a depletion type and the primary recovery may vary from as little as 10 per cent of the oil in place to a maximum of about 40 per cent. Some of these reservoirs are first class prospects for secondary production methods, which use gas or water or both to drive much of the remaining oil to the surface.

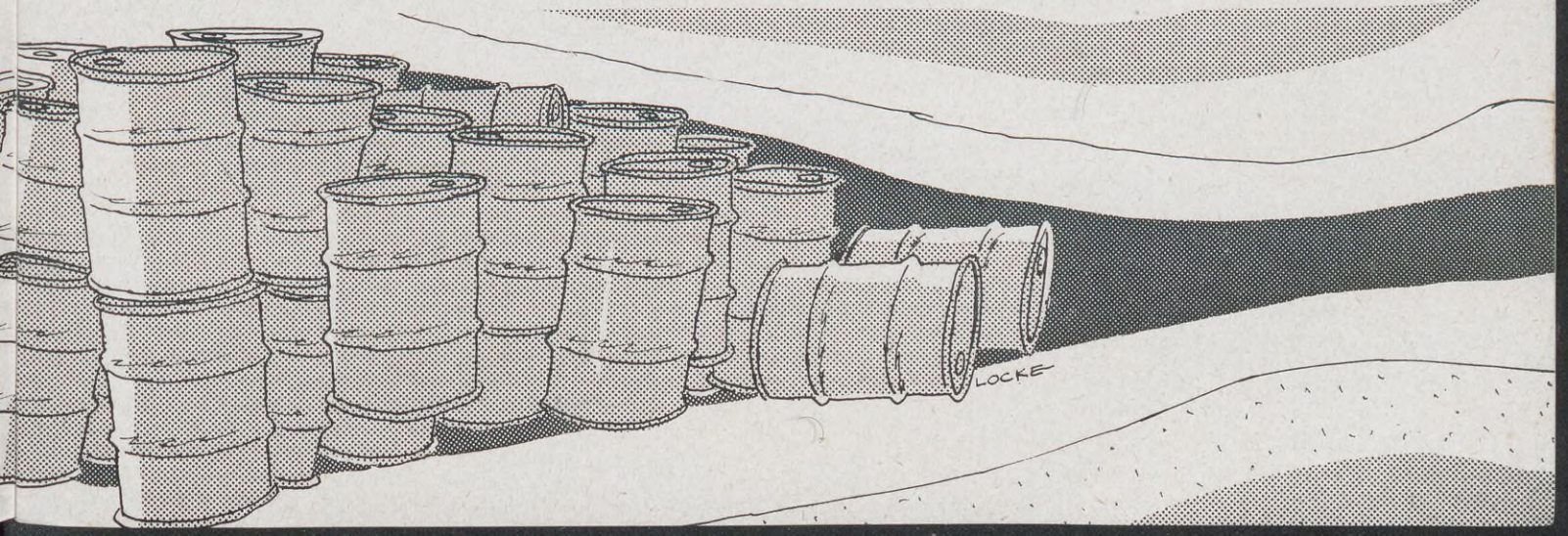
The method of estimating reserves in older fields is somewhat simpler. Here the production history of the wells gives clues as to what may be expected in the future. Records are kept of the production of oil, gas and water. Graphs are constructed from these data showing monthly production declines, per cent of oil in total liquid, and similar information. Periodically, pressure bombs are run to the bottom of the wells in order to find out how the bottomhole pressures are behaving as more and more liquid is produced from the reservoir. A graph of bottomhole pressures at succeeding time intervals versus cumulative production may prove helpful.

Bottomhole pressure data used in conjunction with other information may even help determine if a reservoir is of the water drive or depletion type. Higher mathematics, too, are being used in estimating reserves and forecasting production behavior. Complex formulas have been devised for correlating water influx into the reservoir with production of fluids and bottomhole pressure changes.

However, despite this scientific approach, estimating oil reserves remains to some extent an art which relies on experience and judgment.

Periodically, Shell prepares an estimate of its reserves. This estimate takes into account all discoveries of new fields or new pay zones in existing fields, extensions due to additional development of existing fields and revisions of previous estimates based on production data. Naturally, the production during the year is deducted.

The Company's existence and well-being is, in part, based on its capacity to find and produce oil. It is, therefore, important to know how much of this raw material is in stock, and that is what the oil reserves show. At present, they show that Shell's oil reserves are greater than at any time in the Company's history.



Part of the land on March's Point where Shell's refinery will stand was purchased from Fred H. March. Above, several interested persons visit the site. Left to right, are: Realtor William McCallum, Surveyor Frank Gilkey, Mr. March, Shell Engineer C. C. Wuth, Chamber of Commerce Secretary Gordon Woodland, and Newspaper Co-publisher John Webber.

Anacortes

Shell's Decision to Build a Refinery at This

"HISTORICALLY, Anacortes has always been a city of promise. But in spite of progress on a more or less limited scale, the greatest hopes of its founding fathers have never been realized."

This is the matter-of-fact observa-

Anacortes, Washington, below, is a Puget Sound fishing and lumber port of over 7,000 population. Its citizens are readying the community for an increase in business and population. March's Point, on which the refinery site is located a little over a mile away, is indicated by the arrow.

Speaks Its Mind

Puget Sound Community Finds the Residents Conservatively Confident About Their Future

tion of Wallie Funk, co-publisher and editor of the *Anacortes American* in this Puget Sound fishing and lumber port of Washington State. Mr. Funk, as observer and writer of events involving Anacortes' 7,000 citizens, is in a prime position to judge any new turn of events in the town and in surrounding Skagit County. It was thus, as he considered the announcement that Shell would soon build a multi-million-dollar refinery on the outskirts of Anacortes, that Editor Funk added that it looked like the founding fathers' dream was finally becoming a reality. Shell's refinery, he said, is "hope, promise, and exciting reality all rolled into one, a complement to Anacortes' already existing industries."

What does the rest of the town think about the refinery?

"A shot in the arm for us," according to Dr. Raymond Pinson, the Mayor. "Anacortes is in high gear," said the bank manager. "Personally, just the announcement has helped my business," added the local Shell distributor.

As bulldozers were busy clearing and leveling land for the refinery on March's Point, a mile away across Fidalgo Bay, Anacortes went to the polls and approved a 20 mill tax levy and a $500,000 bond issue for school improvements calculated to prepare the community for an expected influx of new residents. An additional 10 mill levy was voted to help finance a new gymnasium for the high school. Extensions to the town's sewer system —to include new housing development areas—were on the drawing boards. And state and county officials were being urged to develop a new highway cut-off into the town.

If Anacortes was not ready, certainly it intended to be by the time Shell's big new refinery went on stream.

That should be some time in mid-1955. Pouring of concrete began in June of this year, and the refinery is so designed that, as construction progresses, some units will go into operation while others are still being erected. Final completion will take about two years, at which time the Anacortes Refinery will be capable of handling up to 50,000 barrels of crude oil daily.

To say that Shell's action has roused a sleepy little town from the doldrums would not be true. While the refinery—and the allied activities that customarily accompany such an installation—will add great impetus to the business, civic and social life of the town and county, Anacortes already has at least two thriving industries on its own—fish and lumber. Anacortes is located on Fidalgo Island and, with an excellent deep-water port, it trades with the world. The surrounding hills and the slopes of the nearby Cascade Mountains first attracted lumber men, then lumber

Bulldozers cleared the ground for field construction which began in June. Usable timber was first harvested, then smaller trees and brush were burned. This bulldozer is clearing away stumps.

mills, a veneer plant, and a mill which manufactures crude pulp for Eastern paper mills. A good sized fishing fleet supplies canning plants at the harbor's edge.

The trouble is, local residents point out, fishing is a seasonal business and lumber is spotty at times. The presence of a modern oil refinery in the community could, as Editor Funk puts it, "spell the end of seasonal unemployment as Anacortes has known it in the past."

While the hopes of local residents for the economic future of Anacortes are understandably high, they do not foresee their community as a boomtown. Rather, they take a healthier view and picture Shell's refinery as an instrument of economic stability and security. Said Mayor Pinson:

"We are working . . . to keep our city growing in a planned, orderly fashion."

And a local merchant added:

"I think Shell will fit right into the Anacortes picture and we'll all enjoy a conservative, steady growth together."

What these and other Anacortes citizens think about the coming of Shell's newest refinery is shown below and on the following pages.

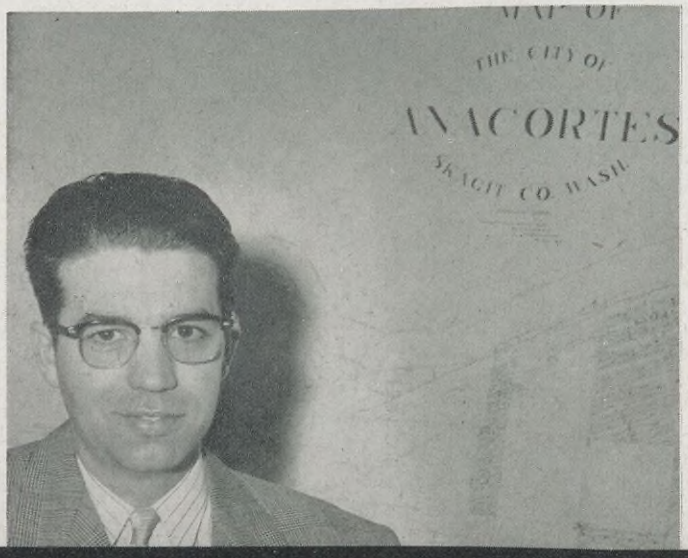
Dr. Raymond Pinson, *Mayor of Anacortes:* Shell's announcement to come to Anacortes has been a shot in the arm to us. Our Planning Commission and City Council have already taken many steps to prepare for the increased population and business activity. A new subdivision ordinance has been developed, and we are working on amendments to our zoning ordinance to keep our city growing in a planned, orderly fashion. We intend to extend and enlarge our present sewer system this year to provide adequate service for new housing development areas. We sincerely hope the Shell families coming to Anacortes will help us work out our civic problems. We know they'll share our enthusiasm for the natural beauty of this 64-year-old Puget Sound port.

Clarence Henning, *Superintendent of Schools:* The architect is starting preliminary plans for a new physical education building, new home economics rooms, and new music rooms—which will all be additions to the present high school. Plans will soon be started for a new grade school. These should be ready by the fall of 1955. Thus the people of Anacortes will assure newcomers of the district that their children will be able to attend modern and well equipped schools.

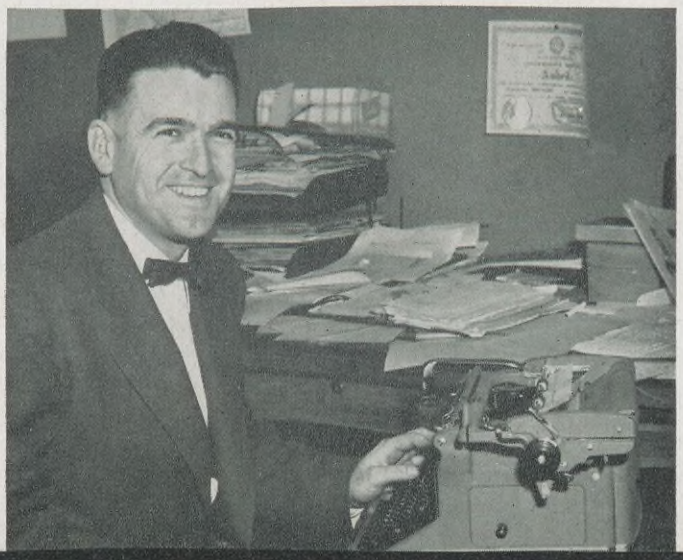
Lloyd Foster, *Manager, Port of Anacortes:* Shell is an old by-word in Anacortes. For years, when our economy depended on lumber, Shell was one of our largest customers in the purchase of oil cases that were shipped from our port to all parts of the world. With the refinery, Shell is going to be important to all of us again. We feel as though we were welcoming back an old friend.

Wallie V. Funk, *Co-publisher and Editor, Anacortes American:* The coming of Shell Oil to the Pacific Northwest, and to Anacortes in particular, is almost certain to make reality of early-day dreams of progress. Shell Oil should mean stability for this community, stability in the form of job opportunities and a sound economy, new civic vigor and pride, a bright industrial future, a growing population—all adding up to security. Shell Oil could spell the end of seasonal unemployment as Anacortes has known it in the past; it could mean for its high school graduates opportunity on a scale hitherto unknown. In a few words, Shell Oil is a hope, promise, and exciting reality all rolled into one, a complement to Anacortes' already existing industries and a substantial step in the direction of a greater Northwest, a greater community. Anacortes looks forward to a

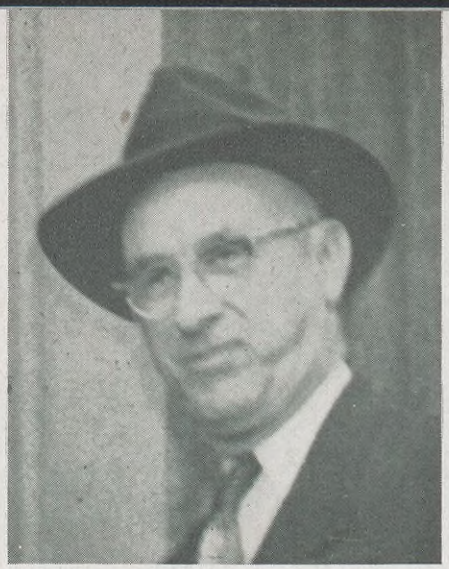
DR. RAYMOND PINSON



WALLIE V. FUNK



CLARENCE HENNING



LLOYD FOSTER

FRED G. CARTWRIGHT

mutually prosperous and congenial relationship with a fine company locating in a fine area.

Fred G. Cartwright, *Manager, Peoples National Bank of Washington:* This is an excellent example of the "lift" a community can get with the locating of a new industry. Anacortes is in high gear. Never has there been such a spirit of cooperation and singleness of purpose toward making this community the finest in the Northwest. Commercial fishing has accounted for approximately one-third of the industrial income; the lumber industry with its plywood plants and logging about two-thirds. Fishing is strictly seasonal and the lumber industry spotty at times. But now, thanks to Shell, the community has an industry not subject to seasonal fluctuations—hence the uplift in spirit. Everyone KNOWS that, with deep-water navigation and unlimited power, this is just the start. Everyone is cooperating and planning.

William G. McCallum, *Realtor:* Shell's decision has amounted to a vote of confidence and the townspeople have responded with an even greater enthusiasm for the future growth and development of the area. Our town's strategic location between the industrial centers of Seattle and Western Canada was recognized by Shell.

W. V. Wells, *City Attorney:* The realization that there will be many Shell employees moving here has alerted the local municipal government to its responsibilities to provide the best possible city in which to live. Nature has endowed this area with more than its share of natural resources for happy living. The city officials pledge themselves to devote their utmost efforts to provide your homes and families with the services and protection which will help insure that your life in Anacortes will be secure and happy.

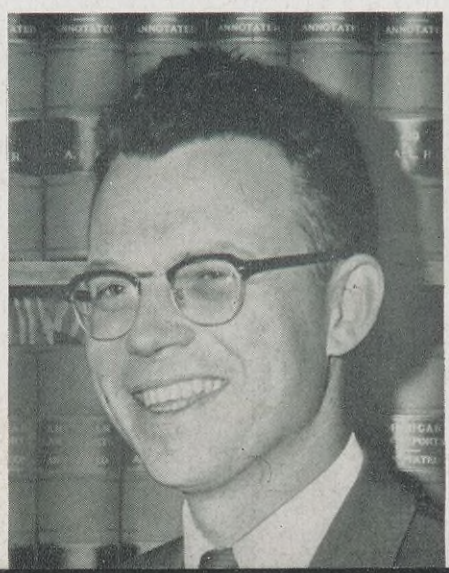
Don L. McKee, *Architect:* The day I heard about the refinery, I packed up and came home. It's the biggest thing that's happened to Anacortes in a long time. Having been born and raised here, I love Anacortes. But it was a quiet little place and pretty rough for an architect. Shell's boost to my home town was all I needed. I'm back to help in building a new and bigger Anacortes.

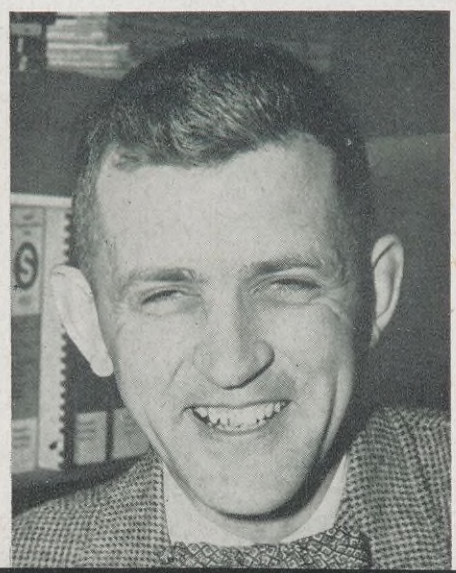
Paul N. Luvera, *Grocer and State Senator:* When E. K. Woods Mill Company came to Anacortes in 1924, our business increased. They employed about 100 men. In 1927 when

WILLIAM G. McCALLUM

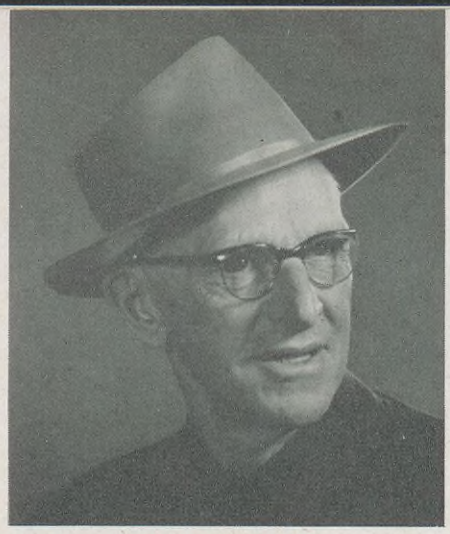
W. V. WELLS

DON L. McKEE





PAUL N. LUVERA



WALLACE SHARPE

RUFUS FOX

the Puget Sound Pulp & Timber Company, now a subsidiary of Scott Paper Company, located here, they employed 80 men and our business increased about 7 per cent. And when Anacortes Veneer, Inc., came to Anacortes, first employing about 100 men and later 400, our business increased 15 per cent. Now Shell Oil Company, coming with about 1,500 construction workers for about two years' employment and later with about 600 steady employees, should, according to past experience, increase the business in our community more than 25 per cent, comparatively speaking.

Wallace Sharpe, *County Commissioner:* It's a real compliment to have such an industry as the Shell Oil Company locate in our area. I believe that this new industry is the beginning of a great future for our part of the country and we're all looking forward to that future. I'm very glad to help out wherever possible and I feel safe in saying that the other Commissioners are in complete accord regarding cooperation with Shell on any matters under our jurisdiction.

Rufus Fox, *Automobile dealer and Chairman of the Board of Directors, Anacortes Chamber of Commerce:* We are very happy to share with Shell the beautiful scenery, wonderful climate and great resources of our area. We are proud of our Western heritage and will be very happy to extend our Western hospitality to the people of Shell. We need you. We want you. We will extend to you every courtesy within our power.

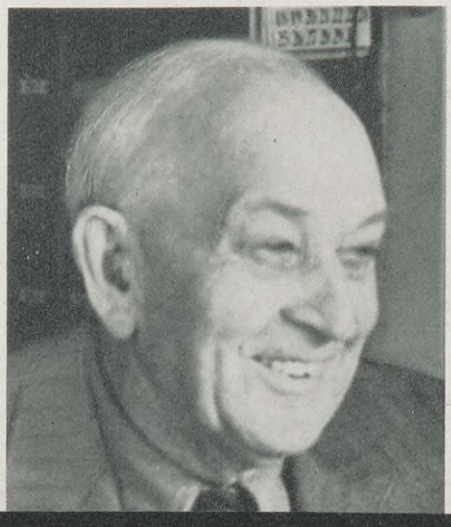
Fred H. March, Sr., *Owner of part of refinery site purchased by Shell:* I've lived here on March's Point for 75 years and in that time a lot of things have come and gone in this part of the country. I was just as surprised as anyone else about the refinery coming out here and I expect it's going to make a lot of changes. The Point is going to look a lot different with a big refinery taking the place of fields and trees, but it looks like it'll make for a lot of improvement in our town and island. Believe me, I'm all for it!

Valentine Funk, *Retired Hotelman:* I've lived here since 1886 and have seen many changes, but in all my years there has been nothing that has given me the satisfaction that Shell Oil's selection of March's Point as a refinery site has. It gives Anacortes a new lease on life. When the announcement came, I hung the flag in front of my hotel because it was one of the great days in Fidalgo Island history—especially for those of us who have spent our lives here.

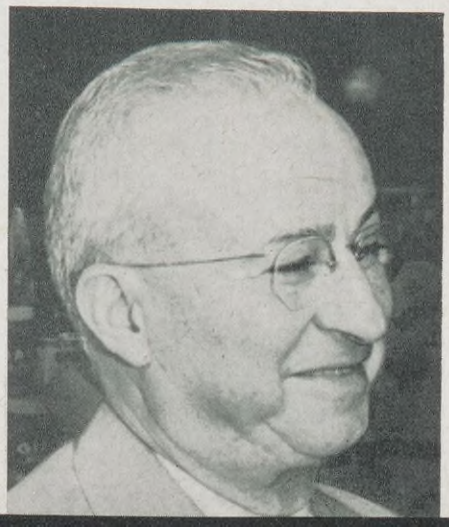
E. (Mike) Demopoulos, *Hardware merchant and land owner:* The more people that walk by my store, the better it is for business. Every small retail store in town will benefit. But it's not going to be the big boom that some people seem to think. I think Shell will fit right into the Anacortes picture and we'll all enjoy a conservative, steady growth together.

FRED H. MARCH, SR.

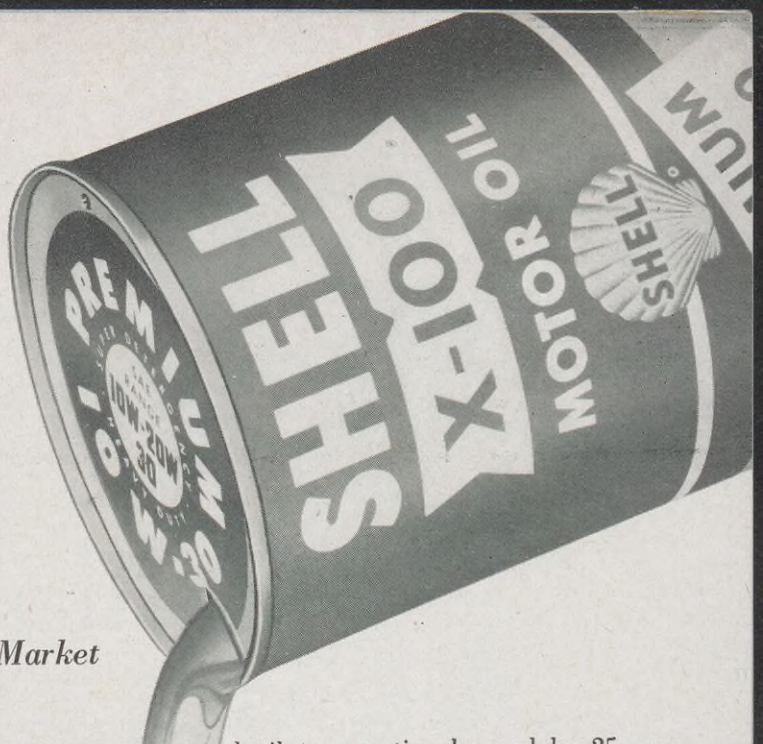
VALENTINE FUNK



E. (MIKE) DEMOPOULOS



NEW Premium Motor Oil



Shell's Improved Engine Lubricant Is On the Market

THE high compression engines in today's automobiles are far different from their less powerful counterparts of only a few years ago. They are, for example, more sensitive to combustion chamber deposits and have closely fitted parts, such as hydraulic lifters, which must be kept free of deposits and rust. Furthermore, their critically loaded working surfaces place additional requirements on the motor oil.

For many years, motorists have counted on Shell X-100, with its acid-neutralizing alkaline additive, for dependable performance. But development of motor oils must run hand in hand with advancements in automotive engine design. Adding to the X-100 line, this summer Shell introduced a multi-grade motor oil, prepared especially to provide the widest possible margin of safety for high compression engines. It is know as Shell X-100 Motor Oil, Premium 10W-30, and appears in dealers' stations in a sparkling new red, yellow and cream container.

Here is why this new motor oil, developed during three years' work by Shell research and extensive laboratory and field tests, became necessary:

Some motor oils thicken and flow sluggishly when the engine is cold, then decrease in viscosity, thin out and flow more readily as the car warms up and the engine temperature rises. When a car is started, the engine needs a light, fast-flowing 10W oil. As it warms up, it needs a lubricant with more body — a 20W. On long drives, an oil that won't thin out—in some cars a 30 grade — is recommended. In Shell's new multi-grade oil, motorists get the benefits of all three grades in a single oil. This is particularly necessary in keeping a high compression engine performing at its peak efficiency.

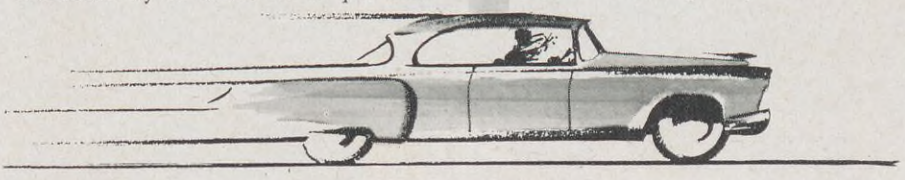
Multi-grade is the engineers' way of saying that Shell X-100 Motor Oil, Premium 10W-30, in effect, adjusts itself rapidly to engine-temperature changes for all climates and all kinds of driving in any season. It covers most automobile manufacturers' recommendations and the American Petroleum Institute passenger car service classifications MS, MM and ML. In other words, it meets all the viscosity requirements of SAE 10W, 20W and 30 grade oils.

This flexibility cuts engine drag so much that gasoline mileage may be increased by as much as 15 per cent and oil consumption lowered by 25 per cent, while easier starting is assured.

Even more important, by helping to eliminate the harmful combustion chamber deposits that cause knocks, this new oil insures extra knock-free engine performance, equivalent to as much as five octane numbers.

The new Shell X-100 Motor Oil, Premium 10W-30, to summarize its advantages, hushes engine knock; stretches gasoline mileage as much as 15 per cent; gives oil consumption savings up to 25 per cent; insures easier starts every time, and is a one-grade motor oil for all seasons, all climates and all kinds of driving.

In addition, it offers all the other well known features of the full Shell X-100 line. These include an alkaline additive that helps prevent the major cause of engine wear—the condensation of acids on engine parts due to "cold starts." It has a detergent-dispersant property, providing superior cleansing power to prevent deposits from fouling hydraulic valve lifters and other vital engine parts.



Land, Leases and Laughter

Ken Lamb

IN the Denver Area's accelerated search for oil, it's like the man said, "useful to have a sense of humor." And if recent events in the Area are any indication, Shell folks in the Casper, Wyoming, Division are practically in stitches.

When the Denver Area's Shell newspaper, ROCKY MOUNTAIN ECHO, staged a cartoon contest, all three winners were Casper Division employees.

Approximately 50 cartoons were submitted in the contest. All were forwarded to Milton Caniff, internationally-known cartoonist and creator of the *Steve Canyon* comic strip. Mr. Caniff selected the First, Second and Third Place winners.

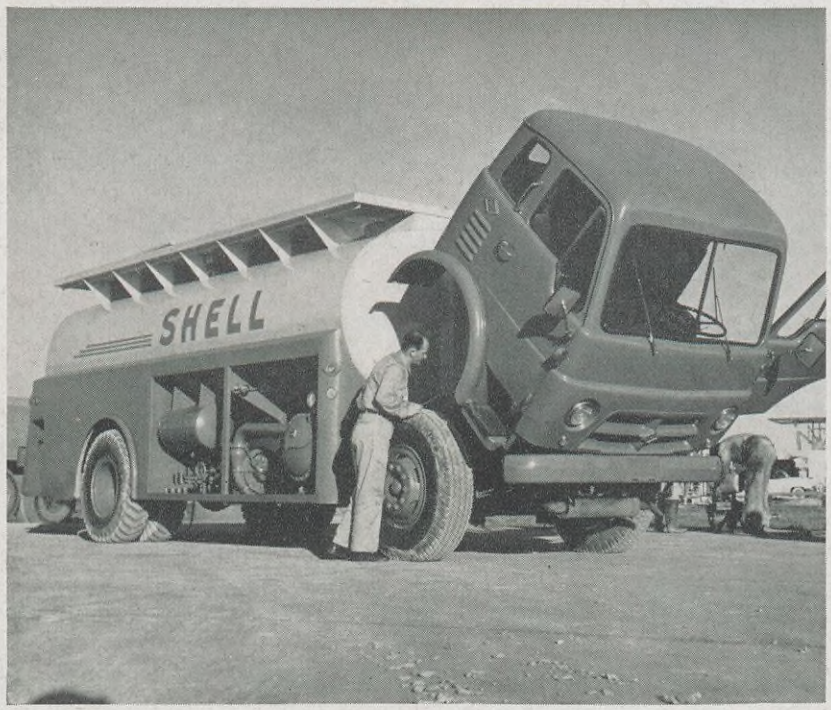
Winner of First Place was Ken Lamb. A native of Sundance, Wyoming, who has been with Shell since October, 1952, Ken studied illustration while attending Woodbury College in Los Angeles. He has had several cartoons and illustrations accepted for publication in national magazines.

Second Place winner was Howard Bratches of the Land Department at Casper. Born in Hammond, Indiana, and with B.A. and L.L.B. Degrees from Washington and Lee University at Lexington, Kentucky, Howard paints as a hobby. He joined Shell in 1953.

Noeth B. Gillette, also of the Casper Land Department, won Third Place in the contest. Born in Hinsdale, Montana, he received a B.A. Degree in geology at George Washington University in Washington, D. C., and an M.A. Degree in history and geology from the University of Colorado. He joined Shell in February 1952. Noeth has long cartooned for his own amusement. He was a pilot in a torpedo squadron during World War II when, as he puts it:

"I cartooned sufficiently to make my executive officer dislike me."

After picking the winners, Cartoon-



Its tanks loaded with Shell Aviation Gasoline, an Eastern Air Lines Constellation takes off from Moisant Airport.

The new Shell equipment at New Orleans, including three refueling trucks, helps fuel Eastern aircraft at all hours.

This new, 4,400-gallon capacity refueler, above, features a cab which can be tilted forward, permitting easy access to the engine underneath for check-ups or repairs.

A flight engineer looks on while a service man for the Shell distributor at Moisant gauges the inboard number 3 tank, using a dipstick graduated in 50-gallon units.

An Eastern Air Line flight crew watches their Constellation being refueled, a job which usually takes somewhere between 15 and 18 minutes for the average 3,000-gallon load.

Hugh Souman, left, Foreman at the New Orleans Bulk Depot, New Orleans Marketing Division, discusses new equipment with Shell's New Orleans distributor, James Kincannon. They are examining a nozzle used for underwing refueling, a technique which was pioneered by Shell.

John McGinnis, left, Manager, Motor Fleet Division, Market man check out the new Shell-designed refueling equipment and loading facilities at the airport were also revamped so

Underwing refueling is here carried out on a Silver Falcon, a twin-engine airplane which has replaced the DC-3.

During fueling of a Constellation, the ladder to the wing holds the fueling hose in place, as illustrated at right.

ing-Distribution, helps Hugh Sou-now in use at New Orleans. Storage the trucks could be loaded rapidly.

Two servicemen go into action to carry out a night refueling job at Moisant Airport. Note the broad steel walkway atop the refueling truck, and the ladder leading to the wing, both newly-designed for safer operations. In the past, ladders reached from the ground all the way up to the leading edge of the wing.

One truck handles each Eastern plane which lands at Moisant. Here, a Silver Falcon is refueled from underneath; a Super Constellation from above.

Prior to each flight, fueling instructions are issued by Eastern Operations and carefully noted by the Captain in charge of the aircraft.

Treasures In Glass

A Gift From His Grandmother Started Tulsa's Coy Hutcheson On The Interesting—and Profitable—Hobby of Collecting Early American Glass

PROWLING through dusty shops in his free hours, C. L. Hutcheson of the Treasury Department, Tulsa Exploration and Production Area, is on a never-ending treasure hunt.

He collects early American pressed glassware the way some people collect rare coins or yellowed books, and he can easily rattle off the history of 300 pieces he owns.

A young man, Coy has been with Shell little more than five years. Seven years ago, his grandmother gave him two small tumblers that had been in the family for generations. Intrigued by their history, he began collecting others. Since then he has accumulated a rare collection of early American glass and more than 100 pieces of antique porcelain and enamelware, valued today at $3,500.

"It's really an investment for me," Coy says. "You see, I'm going to open an antique shop when I retire from Shell. I'm collecting my stock now."

Not a man to do things halfway, Coy also is acquainting himself with the literature on pressed glass and other antiques, and already owns 25 volumes on the subject.

Cabinets and shelves in his small bachelor home are crowded with rare and odd glasses, porcelain pieces and enamelware, which he has picked up mostly from antique shops, second-hand stores and fellow collectors. He makes regular visits to junk shops in the hope of finding "sleepers"—items a dealer doesn't recognize as valuable.

"Sometimes you can pick up an item for a few dollars and then sell

Coy Hutcheson, right, and his friend Larry Troutt look through books on early American pressed glass to identify an old cream pitcher. Coy's valuable antique collection is valued at $3,500.

it to another dealer for much more than you paid for it," Coy notes. "I've bought several bargains and traded them later for pieces I wanted."

His most valuable object is a *Famille Noire* vase, decorated with white plum blossoms and a butterfly, dating to China's K'ang Hsi Dynasty (1662-1723). The world's major museums prize similar specimens. Coy got it for a modest $25.

Most persons probably would view cleaning the fragile pieces as pure drudgery, but not Coy.

"Sometimes it takes me two full days to wash and polish each piece," he says, "but I don't mind. It gives me an excuse to take them down off the shelves and examine them closely."

At right, Coy holds the most valuable item in his collection, a *Famille Noire* vase, made in China between 1662-1723. Far left, a pitcher in the Actress pattern, made in 1879 and featuring poses of famous actresses in its design. Left, Mephistopheles goblet, produced in Bavaria. Top, china kept in Coy's kitchen. Below left, Actress pattern bread plate. Below, plate and pitcher in collection of pieces dating to Queen Victoria's Jubilee in 1886.

Shell People In The News

Marketing

EFFECTIVE August 1, 1954, Shell Oil Company's three General Sales Managers exchanged territories as follows:

P. C. THOMAS

SELWYN EDDY

J. L. WADLOW

Name	New Position	Former Position
P. C. Thomas	General Sales Manager—Midwest	General Sales Manager—East Coast
Selwyn Eddy	General Sales Manager—West Coast	General Sales Manager—Midwest
J. L. Wadlow	General Sales Manager—East Coast	General Sales Manager—West Coast

J. G. Jordan, Vice President Marketing, has announced that changes of this nature will be made from time to time to permit the Marketing executive staff to become fully acquainted with Shell's entire marketing territory.

Exploration and Production

W. M. JOHNSON

E. J. McLAIN

W. M. JOHNSON has been appointed Executive Assistant to the Vice President, New Orleans Area. Mr. Johnson started his Shell career in 1925 in the former Texas-Gulf Area and subsequently served in various Land Department positions. He was appointed Land Manager, New Orleans Area, in 1946.

E. J. McLAIN has been named Land Manager of Shell's New Orleans Area. Mr. McLain joined the Company in 1934 and after serving in various positions in Oklahoma, Louisiana and Texas, was made a Land Agent in the New Orleans Area in 1946.

Transportation and Supplies

M. E. OVERMAN has been appointed Manager, Crude Oil Department, to succeed A. P. Ruether who has retired. Mr. Overman has been with Shell Oil Company since 1926 and served in various manufacturing posts until he began his transportation and supplies experience in 1938 at St. Louis. He was named Assistant Manager, Crude Oil Department, in 1947.

M. E. OVERMAN

H. E. DISCHINGER

H. E. DISCHINGER has been named Manager, Products Pipe Line Department. Mr. Dischinger joined Shell Oil Company in 1924 and after serving in various Manufacturing, Marketing, and Personnel Department capacities, he began his products pipe line experience in 1940 when he became Superintendent of the North Line. He has held the position of General Superintendent, Products Pipe Line Department, since 1948.

V. K. LEONARD

V. K. LEONARD has been appointed to succeed Mr. Dischinger as General Superintendent, Products Pipe Line Department. Mr. Leonard joined Shell in 1939, and began working in products pipe line positions in 1940. He was named Superintendent of the North Line in 1949.

Manufacturing

C. G. PETERSON

C. G. PETERSON has been named Manager, Dispatching Department, at the Wilmington Refinery. Mr. Peterson joined Shell Oil Company in 1935 as a Junior Engineer at the Martinez Refinery and became Manager of the Control Laboratory at that location in 1943. Four years later he was appointed Manager of the Cracking Department at the Wilmington Refinery and was made Manager of the Alkylation Department at Wilmington in 1953.

Shell Chemical Corporation

R. K. WALTERS

R. K. WALTERS has been named Assistant Manager, Manufacturing Engineering Department, in Shell Chemical Corporation's Head Office. Mr. Walters joined Shell Oil Company in 1936 at the Houston Refinery and served in various positions there until he moved to Shell Chemical in 1946 as Assistant Chief Engineer of the Houston Plant. He was appointed Senior Engineer at the Norco Chemical Plant in 1953.

They Have Retired

R. W. BADGER
Head Office
Personnel

F. A. CAVAGNARO
Martinez Refinery
Engineering

F. P. COATS
Martinez Refinery
Personnel & Indus. Rel.

H. T. CONWAY
Martinez Refinery
Engineering

E. J. DAVIS
Pacific Coast Area
Production

B. F. FARRELL
Head Office
Transp. & Supplies

H. F. GARITY
Pacific Coast Area
Personnel & Indus. Rel.

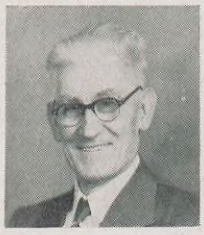
W. F. GILLESPIE
Wood River Refinery
Engineering

C. J. GOLDSTON
Tulsa Area
Gas

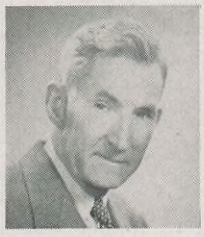
V. E. HAHN
Cleveland Division
Treasury

L. J. HALL
Portland Division
Sales

R. A. HAMBLIN
Los Angeles Division
Sales



W. M. HASSEBROCK
Wood River Refinery
Compounding



E. E. HERRING
Pacific Coast Area
Production

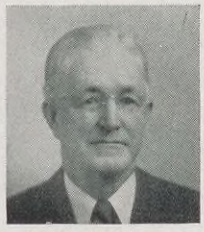
P. J. KELSO
Chicago Division
Operations

G. M. KENDALL
Wood River Refinery
Engineering

E. J. KING
Tulsa Area
Production

E. P. LOCEY
Pacific Coast Area
Purchasing-Stores

W. A. MARCOTTE
New Orleans Division
Sales



A. B. OTTINGER
Tulsa Area
Production

M. R. PHOENIX
Pacific Coast Area
Production

S. PRIETO
Houston Refinery
Engineering

J. C. RIVERS
Houston Refinery
Stores

L. O. ROBERTS
Wood River Refinery
Engineering

R. J. ROSENLOF
Pacific Coast Area
Production

A. P. RUETHER
Head Office
Transp. & Supplies

J. P. SCHROEDER
Martinez Refinery
Engineering

I. H. SMITH
Wilmington Refinery
Dispatching

M. STUART
Technical Services Div.
Administration

D. L. STYLES
San Francisco Division
Treasury

P. T. TULLIS
Tulsa Area
Production

coast to coast

International Golf Match

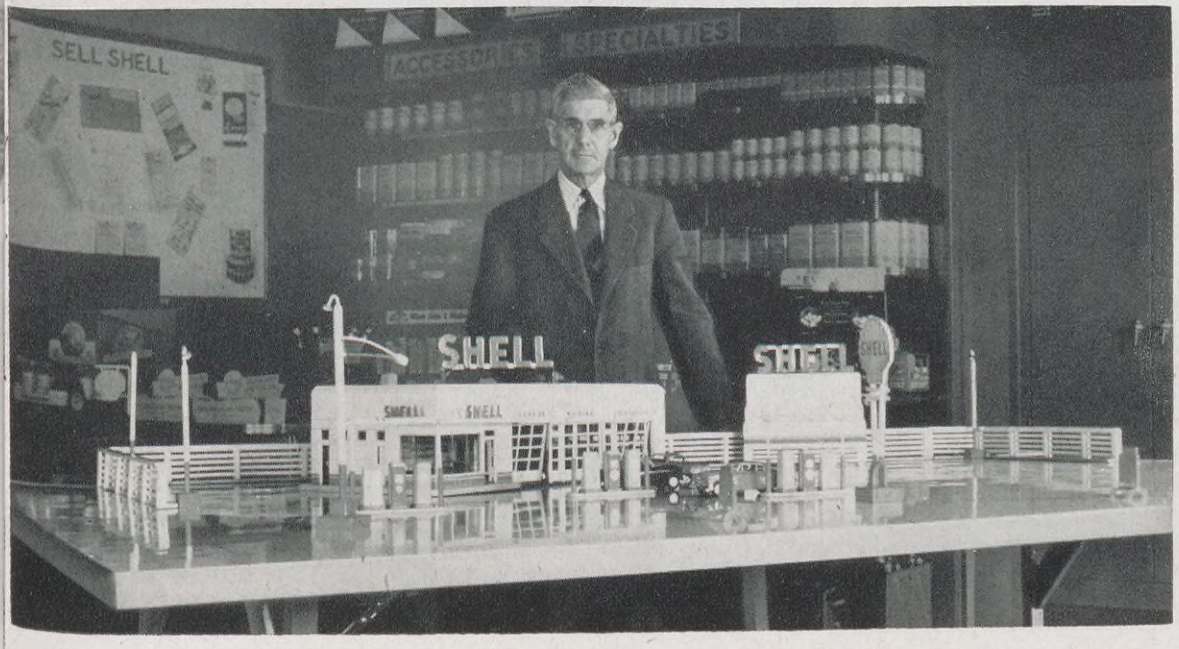
SHELL'S Seattle Marketing Division and the Vancouver, British Columbia, Division of Shell Oil Company of Canada, Limited, recently played their second annual international golf match.

Last year, the first annual international match was held in British Columbia and the Canadian players won. In this year's return golf match, the Seattle Marketing Division players took possession of the "Sea-Vac Trophy." The two Divisions met at the Cedarcrest Golf Club at Marysville, Washington, where a total of 60 golfers participated in the tournament.

In the above picture, J. E. Pendergast, Manager, Seattle Division, accepts the trophy on behalf of the Division from G. L. Gardiner, Manager of Shell of Canada's Shellburn Refinery. The group consists of, left to right, W. D. Milne, Vancouver; D. B. Clark, Seattle; Gardiner; Pendergast; H. M. Bowles, Vancouver; R. F. Winfield, Vancouver; and W. M. Harris, Seattle.

Twenty-four Shell executives, headed by A. J. Galloway, Vice President, Exploration and Production, recently attended the Company's annual mid-year Exploration meeting held in Calgary. Shell's exploration activities in North America were reviewed and plans for future operations were discussed. Attending the meeting were (seated, l. to r.) A. J. Galloway, Bouwe Dykstra, W. A. Alexander, P. L. Kartzke, S. F. Bowlby, L. R. Newfarmer, C. E. Hobley, Frank Goldstone, Joseph Chalmers, Oscar Wilhelm, F. A. Nelson, Joe T. Dickerson and N. D. Smith, Jr.; (standing, l. to r.) L. G. Christie, E. D. Cumming, M. S. Metz, F. W. Oudt, Sherwood Buckstaff, R. B. Wing, R. E. McAdams, Harold Gershinowitz, W. H. Hegwein (The Hague), C. P. Bristol and J. W. Inkster.

Employees in the Midland Area's Southern Production Division Office at Odessa, Texas, recently formed a Southern Division Club to direct its social activities. Among the officers and committee members at the first meeting were, l. to r., R. C. Smith, committee member; Leon Batchelor, Jr., secretary; Dorothy Franks, treasurer; W. G. Inabnet, president; and Betty Wilson, H. C. Kimbrow and Helen Broadrick, committee members.



C. E. Petree, General Salesman, Grand Rapids District, Detroit Marketing Division, has built a complete scale model of a Shell service station. The model includes a luberoom, tire racks, fully operating overhead doors, fence, pump islands and signs. The model is somewhat novel in that it can be converted from a single bay type to a two or three bay type service station.

Male members of The Shell Chorus, a musical group composed of Head Office employees, joined the Rockefeller Center Choristers at the recent rally held to open the 1954 Greater New York Fund campaign. The event, held in the Rockefeller Plaza, was viewed by a crowd estimated at 10,000.

For winning the 1953 Sales Contest of the New York Marketing Division, salesmen of the Mount Vernon District were guests recently at a fishing party off Long Island. On board were (first row, l. to r.) R. S. Tucker, N. J. Ganslen, R. J. Lewis, W. J. McGloin, L. B. Veeder, A. J. Cornelius; (second row, l. to r.) G. F. Schaeffner, J. E. Stonebraker, F. R. Kutak, E. F. L'Hommedieu (in checked shirt), P. W. FitzMaurice, D. F. Knowlton; (standing in rear) H. M. Wray, R. M. Smith; (at right) F. H. Ernst and F. A. Weber. >

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A Shell Chemical Treasury Managers conference was held this summer in New York City. Those attending were: (seated, clockwise) J. B. Corkins, K. B. Field, K. W. Smith, R. F. Fazio, T. H. Hahn, R. E. Jackson, F. H. McGregor, R. K. Mead, John Reisdorf, W. C. Hanson and R. K. Burns; (standing, l. to r.) P. J. Morel, W. C. Bevil, A. A. Buzzi, Dorman Norton, H. A. Dildine, V. T. Hosking, A. B. Bussert, J. H. White, G. S. Paterson (Shell Petroleum Co., Limited), R. F. Ichord and W. E. Noble.

Service Birthdays

Thirty-Five Years

C. J. BRASHEAR
Norco Refy.
Pers. & Indus. Rel.

V. N. FALGOUT
Norco Refy.
Engineering

M. K. LAKIN
Portland Div.
Sales

O. T. TROXLER
Norco Refy.
Engineering

Thirty Years

H. M. BARNES
Shell Pipe Line Corp.
Mid-Continent Area

A. BERNTSEN
San Francisco Office
Financial

E. C. BRISTER
Tulsa Area
Production

H. M. BROWNE
Seattle
Railroad Sales

E. F. COX
Wood River Refy.
Engineering

J. G. CUDDY
Wood River Refy.
Treating

C. M. DEAN
Martinez Refy.
Technological

W. J. DeGROOT
Head Office
Transp. & Supplies

R. O. ERICKSON
Minneapolis Div.
Sales

G. B. FRANKEN
Los Angeles Div.
Treasury

W. C. GEORGE
Pacific Coast Area
Production

W. HAFNER
Technical Services Div.
Geophysical

E. R. HOWDEN
Shell Chemical Corp.
Martinez Plant

W. C. LYON
Pacific Coast Area
Production

J. P. PETITT
Wood River Refy.
Catalytic Cracking

O. R. REEVES
Wood River Refy.
Dispatching

R. H. SANDERS
Wood River Refy.
Engineering

H. L. SHORT
Wood River Refy.
Engineering

J. SMAWLEY
Seattle Div.
Operations

F. E. TAMME
Minneapolis Div.
Operations

E. W. THOMPSON
Martinez Refy.
Cracking

W. H. TOMERLIN
Wood River Refy.
Engineering

S. E. TRANER
Los Angeles Div.
Sales

A. G. UZZELL
Wood River Refy.
Research Laboratory

Twenty-Five Years

A. W. ALEXANDER
Shell Development Co.
Emeryville

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

J. BECK
Wood River Refy.
Lubricating Oils

J. P. BERNER
Wilmington Refy.
Thermal Cracking

J. H. BOWEN
Martinez Refy.
Lubricating Oils

W. C. BRANDAU
New Orleans Area
Land

C. E. BURNS
Martinez Refy.
Engineering

A. E. BUSSE
Pacific Coast Area
Automotive

A. W. CALHOUN
Houston Refy.
Dispatching

Twenty-Five Years (cont'd)

P. J. CALLAN
Seattle Div.
Treasury

L. W. CATLING
New York Div.
Sales

E. L. CHAPMAN
Los Angeles Div.
Sales

J. W. COBURN
Martinez Refy.
Cracking

H. F. CRANDALL
Pacific Coast Area
Land

J. B. CROSTHWAIT
Tulsa Area
Exploration

G. H. DAVIS
Cleveland Div.
Sales

E. F. DELAUNE
Norco Refy.
Treasury

E. H. DESBETS
Head Office
Financial

C. L. DES NOYER
Pacific Coast Area
Production

J. V. DURBIN
Wilmington Refy.
Dispatching

R. W. FAULK
Norco Refy.
Manager

M. D. FERREIRA
Martinez Refy.
Engineering

J. M. FRANK
Boston Div.
Sales

D. E. FULLER
Shell Chemical Corp.
San Francisco

L. W. GIBBONS
Houston Refy.
Treating

M. C. GILES
San Francisco Office
Financial

T. J. GLOVER
Los Angeles Div.
Sales

W. E. HAND
Shell Development Co.
Emeryville

M. J. HANNON
New York Div.
Operations

E. C. HARRIS
Houston Refy.
Thermal Cracking

D. HARRISON
Houston Refy.
Engineering

C. E. HAWTHORNE
Wood River Refy.
Engineering

R. D. HENNELLY
Houston Area
Treasury

C. E. HILL
Houston Refy.
Utilities

A. T. HOECK
Seattle Div.
Operations

A. E. HOUCK
Atlanta Div.
Public Relations

W. E. JAMES
Norco Refy.
Catalytic Cracking

L. P. JENKINS
Boston Div.
Operations

E. F. JONES
Boston Div.
Mktg. Service

H. M. JONES
Pacific Coast Area
Production

P. E. KEEGAN
Houston Refy.
Supt.-Adm.

C. O. KEMP
Tulsa Area
Production

P. LEARDINI
Martinez Refy.
Compounding

J. F. LEWIS
St. Louis Div.
Sales

J. R. LYNCH
Los Angeles Div.
Sales

C. M. MAGNESS
Houston Refy.
Utilities

R. P. McALPIN
St. Louis Div.
Sales

H. W. MENDE
Portland Div.
Operations

R. E. MESSMAN
Los Angeles Div.
Treasury

W. S. MILTON
New Orleans Div.
Sales

J. A. MOORE
Wood River Refy.
Engineering

M. M. MYERS
St. Louis Div.
Treasury

M. S. NEWMAN
Houston Refy.
Engineering

W. A. OLIVER
Tulsa Area
Production

T. V. OVERSTREET
Houston Refy.
Stores

E. C. PALE
Midland Area
Land

E. A. PETERSON
Seattle Div.
Treasury

E. F. PHILLIPS
Tulsa Area
Gas

L. PORTER
San Francisco Office
Pers. & Indus. Rel.

C. H. PRESCOTT
Sewaren Plant
Engineering

C. RAGUTH
Houston Refy.
Control Laboratory

J. A. RICE, JR.
Chicago Div.
Mktg. Service

L. RICHARD
Houston Refy.
Engineering

M. J. RICHARD
Norco Refy.
Gas

W. J. ST. AMANT
Norco Refy.
Engineering

H. A. SAY
Tulsa Area
Gas

Twenty-Five Years (cont'd)

M. L. SCHUPBACH
Wood River Refy.
Treating

H. L. SELLERS
Cleveland Div.
Sales

C. M. SHUTT
Baltimore Div.
Sales

A. E. SMITH
Pacific Coast Area
Production

W. C. SMITH
Indianapolis Div.
Sales

F. L. SURRATT
Wood River Refy.
Treasury

V. W. SWARTFAGER
San Francisco Div.
Mktg. Service

E. P. SWEENEY
San Francisco Div.
Operations

J. C. THOMPSON
Head Office
Financial

C. H. TYLER
Boston Div.
Operations

O. A. VERNON
Indianapolis Div.
Operations

M. A. WAGUESPACK
Norco Refy.
Distilling

G. C. WALKER
Wood River Refy.
Thermal Cracking

C. G. WEST
Houston Area
Production

E. T. WEST
Cleveland Div.
Operations

R. V. WILKINSON
Portland Div.
Treasury

G. P. WILLIAMS
St. Louis
Purchasing-Stores

H. F. WINHAM
New Orleans Area
Production

F. C. ZELTMANN
New Orleans Area
Pers. & Indus. Rel.

SHELL OIL COMPANY

Head Office

20 Years

B. W. Conn ..... Marketing
R. R. McGregor ..... Financial

15 Years

J. J. Nally ..... Marketing
P. F. Taylor ..... Transp. & Supplies

10 Years

E. J. Fisch ..... Econ. Devel.
L. P. Haxby ..... Manufacturing
Loretta E. Pyne ..... Employee Publications
Margaret H. Seaton ..... Marketing
Janet C. Shepherd ..... Marketing

Exploration and Production

DENVER AREA

10 Years

B. E. McMahon ..... Exploration

HOUSTON AREA

20 Years

E. E. Armstrong ..... Production
O. W. Howard ..... Production
D. J. Stephenson ..... Land
W. Z. Stutchman ..... Production
W. O. Warriner ..... Treasury

15 Years

R. G. Akers ..... Production
C. E. Nadeau ..... Legal

10 Years

L. D. Burton ..... Production
C. B. Heard ..... Production
S. V. Payne ..... Treasury
H. W. Swindell ..... Production
A. C. Wakeland ..... Production

MIDLAND AREA

20 Years

W. M. Arledge ..... Treasury
L. A. Dunlap ..... Production

15 Years

M. L. Pierce ..... Production
W. W. Ware ..... Production

10 Years

D. T. Routh ..... Gas

NEW ORLEANS AREA

20 Years

J. N. Brown ..... Production
E. McMills ..... Production
E. Meaux ..... Exploration
H. G. Neal ..... Production
G. H. Samuels, Jr. ..... Exploration
A. G. Stutzman ..... Gas
I. T. Theriot ..... Production

15 Years

B. S. Land ..... Production
W. Ogden ..... Exploration

10 Years

D. C. Buie ..... Production
A. E. Conner ..... Production
B. J. Hollis ..... Exploration
E. E. Montgomery ..... Production
J. H. Stell ..... Production

PACIFIC COAST AREA

20 Years

J. P. Ensch ..... Personnel & Indus. Rel.
F. E. Freeman ..... Production
W. P. Hall ..... Production
H. G. Hart ..... Exploration
H. W. Hindry ..... Production
D. M. Kelly ..... Production
M. G. Kennedy ..... Production
R. F. Klausner ..... Production
L. V. Leonard ..... Gas
G. W. Mikuls ..... Production
H. E. Radford ..... Production
S. B. Samerjian, Jr. ..... Treasury
H. E. Ward ..... Production

15 Years

F. B. Loomis, Jr. ..... Exploration

10 Years

J. Allen ..... Production
G. Eskridge ..... Production
C. A. Fry ..... Production
E. C. James ..... Production
H. H. Lemons ..... Production
C. M. McDonald ..... Exploration
L. R. Pewett ..... Treasury
W. M. Potts ..... Treasury
M. M. Rezendes ..... Production

TULSA AREA

20 Years

R. R. Farmer ..... Production
J. W. Williams ..... Production

15 Years

J. F. Cheadle ..... Land
J. W. Davis, Jr. ..... Production
G. C. Lynn ..... Production
C. F. Osterholtz ..... Production

10 Years

E. J. Cockrum ..... Gas
T. Q. Eustace ..... Production
O. A. Murty ..... Production

Manufacturing

HOUSTON REFINERY

20 Years

T. B. Hobbs ..... Engineering
O. Rape ..... Dispatching
H. G. Roe ..... Engineering

15 Years

G. H. Cousins ..... Engineering
H. R. Neal ..... Utilities
B. J. Walter ..... Utilities

10 Years

E. Allen, Jr. ..... Gas
H. N. Creamer ..... Engineering
T. R. Kelley ..... Research Laboratory
J. McFarland ..... Engineering
C. J. Spurlock ..... Engineering

MARTINEZ REFINERY

15 Years

C. H. Rice, Jr. ..... Research Laboratory

10 Years

A. W. Rice ..... Engineering
H. M. Trowbridge ..... Research Laboratory
C. W. Von Schaier ..... Dispatching

NORCO REFINERY

15 Years

J. P. Mire ..... Engineering

10 Years

A. M. Donnaud ..... Engineering
L. F. LeBlanc ..... Engineering

WILMINGTON REFINERY

20 Years

J. A. C. Kirkwood ..... Alkylation
D. F. Milbradt ..... Engineering
J. L. Rhodes ..... Thermal Cracking

15 Years

R. J. Draper ..... Economics & Scheduling

10 Years

F. L. Caliboso ..... Compounding
J. R. Cooper, Jr. ..... Alkylation
R. S. Johnson ..... Catalytic Cracking
B. L. Klopp ..... Control Laboratory
S. M. Lucas ..... Engineering
J. W. Nidle ..... Engineering
D. H. Roberts ..... Dispatching
M. L. Yocham ..... Distilling

WOOD RIVER REFINERY

20 Years

L. N. Collins ..... Alkylation
R. M. Dodson ..... Engineering
H. I. Green ..... Engineering
J. H. Heinemeier ..... Engineering
O. Kassack ..... Lubricating Oils
E. C. Larson ..... Research Laboratory
R. H. Pine ..... Alkylation
J. L. Rhodes ..... Gas
W. Schreiber ..... Engineering
H. M. Wetter ..... Alkylation

15 Years

G. W. Ash ..... Engineering
W. E. Begley, Jr. ..... Utilities
L. T. Boverie ..... Engineering
C. W. Chappell ..... Engineering
C. S. Daech ..... Engineering
E. L. Duncan ..... Engineering
W. E. Fansler ..... Utilities
A. L. Farley ..... Engineering
P. Gentille ..... Stores
G. C. Haynes ..... Engineering
H. W. Johnson ..... Engineering
L. L. Lemmon ..... Engineering
S. H. Overbeay ..... Engineering
W. C. Parish ..... Engineering
J. A. Reschak, Jr. ..... Engineering
H. L. Rodebaugh ..... Engineering
C. H. Roesler ..... Engineering
L. E. Shelby ..... Engineering
W. G. True ..... Engineering
F. L. Vazzi ..... Engineering
C. G. Wehmeyer ..... Engineering

10 Years

E. S. Barnett ..... Engineering
C. F. Budde ..... Engineering
C. D. Bunting ..... Fire & Safety
L. A. Moggio ..... Engineering
I. Nesbitt ..... Engineering
J. J. Nicosia ..... Compounding
S. Ostanik ..... Alkylation
K. J. Plank ..... Lubricating Oils
P. R. Showalter ..... Engineering
W. A. Sullivan ..... Engineering
G. W. Vannoy ..... Engineering
L. M. Wedner ..... Dispatching

Marketing

MARKETING DIVISIONS

20 Years

F. Amaral ..... Boston, Operations
J. O. Heine ..... Chicago, Sales
F. Kessling ..... Chicago, Treasury
W. J. Wimmer ..... Chicago, Treasury
Muriel L. Andrews ..... Cleveland, Treasury
E. M. Menke ..... Cleveland, Sales
J. L. Parsons ..... Indianapolis, Mktg. Service
R. L. Reynolds ..... Indianapolis, Operations
J. F. McKone ..... Los Angeles, Sales
J. V. Hazen ..... New York, Operations
Isabel M. Collins ..... San Francisco, Treasury
R. F. Hale ..... San Francisco, Mktg. Service
F. E. Baker ..... Seattle, Treasury

15 Years

H. L. Tilton ..... Chicago, Sales
F. V. Behm ..... Los Angeles, Sales
W. R. Jobson, Jr. ..... New York, Sales
W. H. Sprague ..... Portland, Sales
C. J. Oxnam ..... Sacramento, Operations
W. L. Martin ..... San Francisco, Operations

10 Years

R. J. Blahnik ..... Chicago, Sales
G. H. Bronas ..... Chicago, Operations
E. J. Popovics ..... Detroit, Operations
J. C. McWilliams ..... Indianapolis, Sales
D. Kooistra ..... Minneapolis, Operations

SEWAREN PLANT

20 Years

S. G. Ringer ..... Compounding

10 Years

Emma W. Damitz ..... Treasury
D. W. Reyder ..... Terminal
F. W. Rubaha ..... Engineering & Maintenance

Products Pipe Line

20 Years

J. S. Cooper ..... Hammond, Ind.
G. D. Paton ..... Zionsville, Ind.

10 Years

Betty P. Cramer ..... East Chicago, Ind.

SHELL CHEMICAL CORPORATION

20 Years

Clara M. Jones ..... Head Office
H. I. Wolff ..... Head Office
G. E. Duschamp ..... Houston
G. F. Johnson ..... Houston
V. L. Keldsen ..... San Francisco
L. M. Roberts ..... San Francisco
W. C. Hanson ..... Shell Point
D. S. Mendez ..... Shell Point

15 Years

T. S. Barnett ..... Shell Point
F. H. Clark ..... Shell Point

10 Years

C. R. Turner ..... Dominguez
J. G. Dickerson, Jr. ..... Head Office
A. M. Isbell ..... Houston
J. W. McKinney ..... Houston
W. C. Morgan ..... Houston
E. E. Morris ..... Houston
J. S. Price ..... Houston
C. Whisenant ..... Houston
A. L. Woodring ..... Houston
J. K. Kalsbeek ..... Martinez
J. V. Magnaghi ..... Martinez
Jean M. Stevens ..... Head Office
C. E. Graham ..... Shell Point
C. A. West ..... Shell Point
R. S. West ..... Shell Point

SHELL DEVELOPMENT COMPANY

20 Years

F. B. Hilmer ..... Emeryville
P. R. Hoyt ..... Emeryville
J. H. Parker ..... Emeryville
Constance M. Probert ..... Emeryville

15 Years

E. B. Fountain ..... Emeryville
Edna F. Ortega ..... Emeryville
D. R. Patterson ..... Emeryville
W. A. Price ..... Emeryville
L. D. E. Te Selle ..... Emeryville
A. J. L. Toombs ..... Emeryville

10 Years

V. N. Borsoff ..... Emeryville
V. P. Guinn ..... Emeryville
T. R. Hansberry ..... Modesto
R. M. Roberts ..... Emeryville

SHELL PIPE LINE CORPORATION

20 Years

C. F. Oden ..... West Texas Area

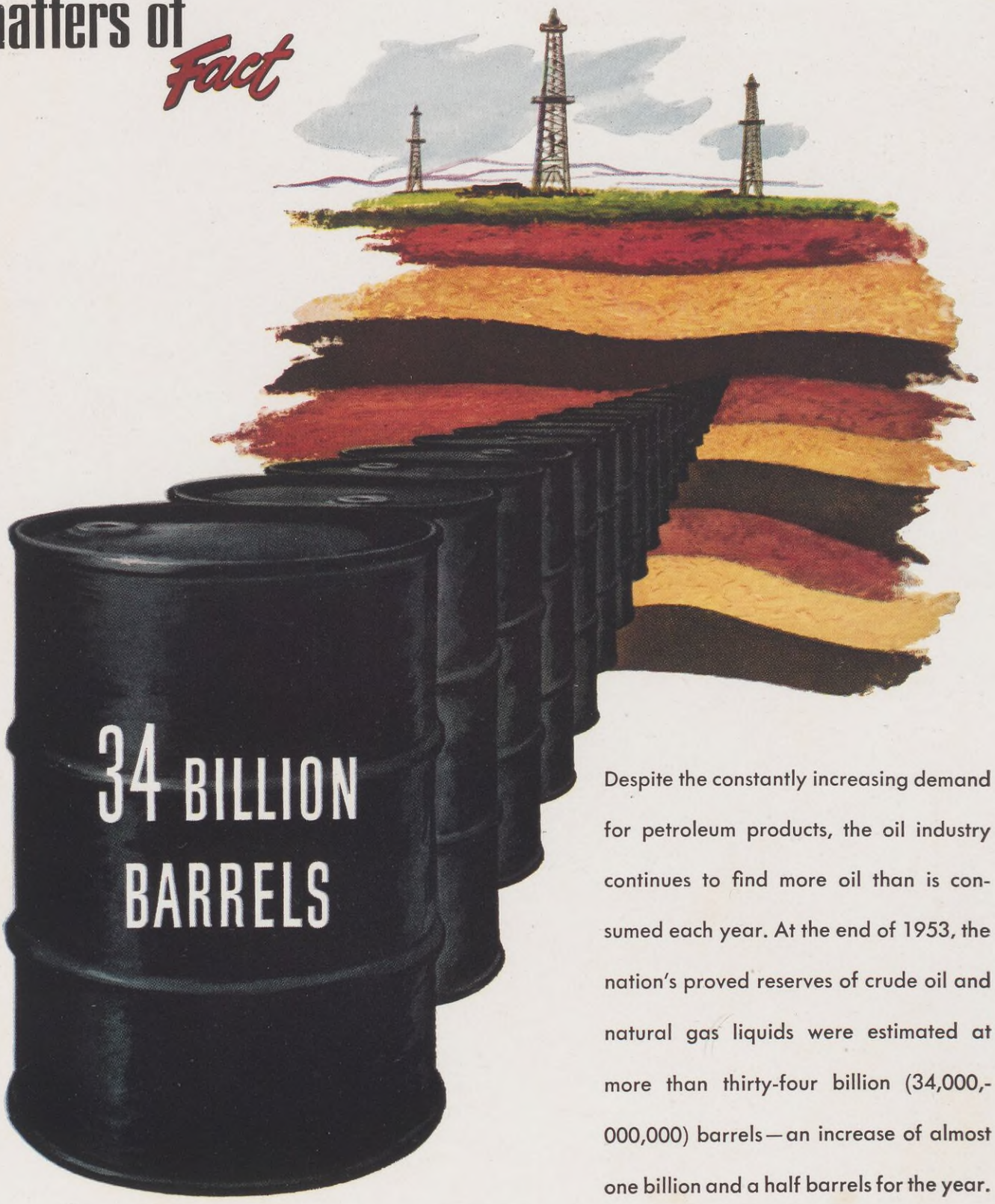
15 Years

D. B. Hutchinson ..... Texas-Gulf Area
C. L. Jarrett ..... Mid-Continent Area

10 Years

W. W. Chastain ..... West Texas Area
R. F. Coston ..... West Texas Area
L. M. Duffer ..... West Texas Area

matters of *Fact*



Despite the constantly increasing demand for petroleum products, the oil industry continues to find more oil than is consumed each year. At the end of 1953, the nation's proved reserves of crude oil and natural gas liquids were estimated at more than thirty-four billion (34,000,000,000) barrels—an increase of almost one billion and a half barrels for the year.

SHELL OIL COMPANY
50 West 50th Street
NEW YORK, N. Y.
RETURN POSTAGE GUARANTEED

J. W. Stephens
4710 Bell St., Apt. 1
Houston 23, Texas

SCC

SHELL *around the Nation*

MIDLAND,

Texas, grew up on oil. Located halfway between Fort Worth and El Paso, this comfortable, modern city is the business center of the vast Permian Basin oil fields in West Texas and southeastern New Mexico. Riding on the tremendous increase in oil activity, Midland's population has quadrupled in less than 15 years — rising from some 9,000 to an estimated 38,000. Additional facets of the city's economy are its important livestock and agricultural interests.

Shell, Midland's biggest employer, occupies nearly all of the 12-story Petroleum Building as headquarters for the Midland Area Exploration and Production offices. Some 400 of the Area's 1,200 employees work here. The Midland Area office supervises Shell operations in the Permian Basin where the Company has a working interest, either separately or in partnership with other companies, in the production of nearly 1,500 wells. Shell's net crude production from the Area averages more than 48,000 barrels a day.