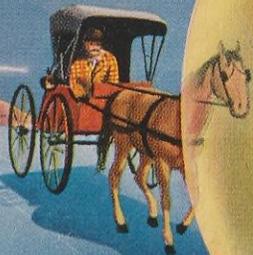


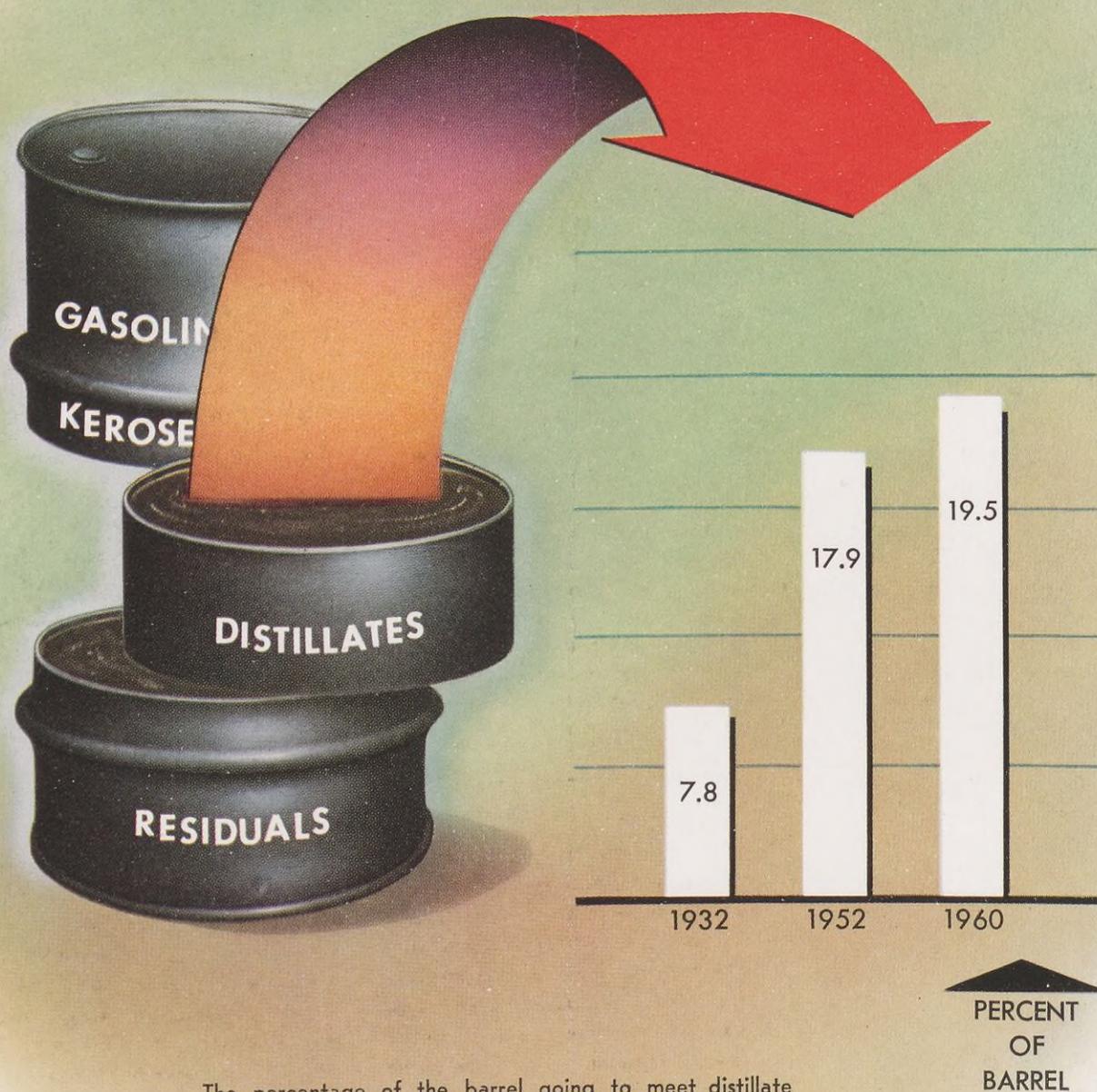
# SHELL NEWS



OIL PROGRESS WEEK  
OCTOBER 12-18

SEPTEMBER 1952

# The Barrel Has



The percentage of the barrel going to meet distillate demand has more than doubled in the last two decades and promises still greater growth in the future.

# Changed

## Gasoline Got a Head Start, But Distillates Are Coming Up Fast

**D**ISTILLATES used to be also-rans, as far as oil sales were concerned. That was back in the 1920's when gasoline was the fastest-growing petroleum product.

Today, spurred by the rising demand for diesel and home-heating fuels, the products cut from the middle of the barrel are the Industry's growth leaders. They are expected to grow half again as fast over the next ten years as the average of all other products.

The Oil Industry must shift the barrel leader, every so often, to satisfy the country's oil requirements. Kerosene was the leader at the turn of the century, when the principal demand on oil was for lighting and cooking. But as oil expanded its role in supplying the nation's energy needs, kerosene alone could no longer fill the bill. Gasoline, instead, was the Industry's power answer to the growing numbers of cars and trucks and later airplanes, and quickly replaced kerosene as the fastest-growing petroleum product.

Along in the early thirties, distillates began to gain in importance. Oil penetrated the home-heating field—the demand for heating oil rising with every change over from coal to oil. Railroads and truckers switched to diesels and gave enormous new impetus to the growth of these “middle barrel” products.

### Growth Since the War

In the relatively few years since the end of World War II, the country has added some 3 million new central home-heating units and another 4 mil-

lion new space heaters. Farms have added thousands of diesel-powered tractors during these years, and the same period has seen a nearly four-fold increase in the number of railroad diesel locomotives. Because of these new consumers, demand for distillates in the United States has almost doubled over the last five years.

Distillates, as a result, have become a steadily increasing part of the barrel. Where they were only 13.5 per cent of the demand barrel in 1946, they accounted for 17.5 per cent in 1951. They are expected to grow to about 20 per cent in 1960. This growth is being made at the expense of the bottom of the barrel.

The Oil Industry, which expects to supply a still greater share of the nation's energy needs, anticipates making its most rapid future gains in the heating markets and in railroad and highway freight transport. Distillates, in other words, should be the fastest-growing products in the barrel for many years to come.

### THROUGH THE OIL DROP

America's transition from the horse-and-buggy era to our present motor age was made possible by petroleum, used both as a fuel and lubricant. And while the public still looks upon gasoline and the automobile as twin symbols of our mechanical age, there is a growing realization of the tremendous part petroleum plays in many other facets of our daily life.

So important is the role of petroleum

in modern living, that the Oil Industry strives continuously to tell its story to everyone from school boys to housewives. It has become the custom to set aside one week each year as the focal point of that year's effort. Oil Progress Week in 1952 is October 12th to 18th. All of us who work in the Industry will want to utilize the occasion to acquaint our friends and relatives with the facts about our jobs and our Industry.

## SHELL NEWS

VOL. 20—No. 9

SEPTEMBER, 1952

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

Employee Publications Department  
New York, N. Y.

### contents

The Barrel Has a New Leader .....	1
Tulsa .....	2
The Art of Listening .....	6
Shell Chemical Marketing Reorganization .....	8
To Win Friends in Williston .....	10
Shell People in the News .....	12
Captain Danner Comes Home .....	13
The Texas Railroad Commission .....	14
Shell Chemical Corporation Eastern and Western Marketing Divisions Organization Charts .....	16
Flying Salesman .....	18
Shooting in the Valley .....	20
The Buggiest Place .....	23
They Have Retired .....	24
Coast to Coast .....	26
Service Birthdays .....	29

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# TULSA

Oklahoma's Busiest City Calls Itself

The Oil Capital of the World, And  
Stands Ready To Substantiate The Claim



With 70 per cent of its population supported directly or indirectly by the Oil Industry, Tulsa keeps a firm grip on its claim to being the city that oil built. This former cow camp now has six refineries working night and day. In addition, there are more than 700 companies engaged in various phases of the oil business or in supplying the Industry with the machinery and equipment it needs.

**B**IG, bustling Tulsa, Oklahoma, wasn't always an oil town. In fact the city fathers capitalized on the situation and lured new residents, at a time when oil fields were booming elsewhere, by advertising protection against the "desolation of homes and property by oil wells."

The city fathers didn't suspect that this cattle and farming center on the rolling prairie would one day be called the city that oil built. They did suspect and confidently predicted that it would be one of the biggest cities in the state, for Tulsans have never been slow to sing the praises of their mushrooming metropolis. More often than not their claims have been prophetic exaggerations whose only fault was that they were premature.

The amazing thing about "T Town", as its more than 180,000 residents often call it, is that it has done all its growing and prospering within the memory of many of its living citizens. While most of America's big cities look far back on century-old histories and heritages, this former cow camp was not even incorporated as a town until 1898. It had less than a thousand residents at the time.

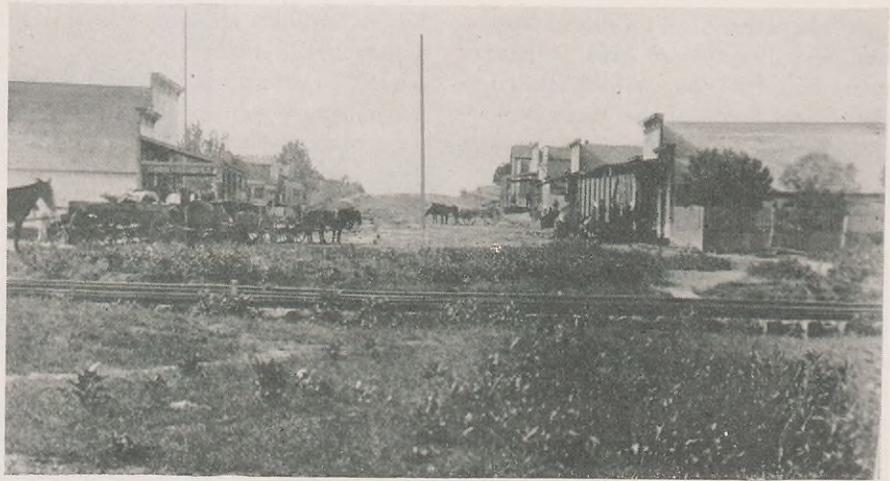


Of the city's early heritage, perhaps the most interesting phase lies in the lore of Osage, Creek and Cherokee Indian Nations that once owned the site of Tulsa and held their town (talsi) council meetings there on the banks of the Arkansas River. The arts and crafts of this heritage are now carefully preserved in various museums and art centers in the city.

But at the turn of the century oil took over. It was discovered 40 miles away at Bartlesville in 1897 and again at Red Fork and Jenks, nearer Tulsa, in 1901. Several other discoveries followed throughout the Indian Territory. Then, in 1905, two years before Oklahoma became a state, Tulsa itself was struck with good fortune. In November of that year the discovery well of the now famous Glenn Pool was brought in just south of Tulsa's outskirts. This great field has since produced more than 250 million barrels of oil and still has more than a thousand actively producing wells.

Such developments naturally increased the population and prosperity of Tulsa and the surrounding area. As the largest town and the geographical center of much of the booming oil play, Tulsa was the concentration point for oil field supply and service companies and many other businesses attendant on oil development. And of equal importance to Tulsa: As the Oil Industry spread out over the nation—and around the world—the headquarters for many of these businesses serving the Industry *remained in Tulsa*. Other cities may dispute its claim, but T Town, with more than 700 companies contributing to various phases of the Oil Industry, firmly asserts its right to the title of "Oil Capital of the World."

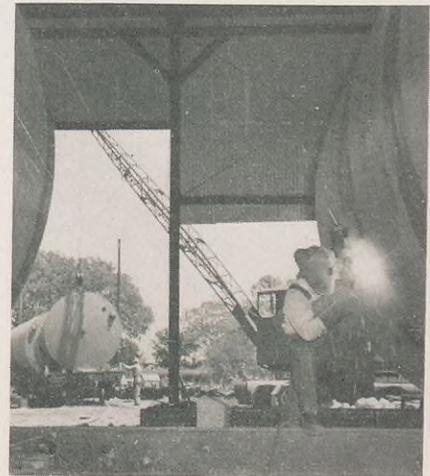
In fact the daily lives and interests of Tulsans are strongly influenced by oil. Approximately 8,000 of them are employed in oil company offices alone. Another 10,000 are engaged in refining, petroleum research, and in making oil machinery and transportation equipment. In all, about 140,000 persons—70 per cent of the city's population—are directly or indirectly supported by the Oil Industry.



The sparkling and towering city on the opposite page looked like this only 63 years ago. The photo is a view of Main Street in 1889, from across the Frisco tracks. Today Tulsa has more than 180,000 residents, plus another 70,000 in the surrounding Greater Tulsa area.



Tulsa lies in an area abounding in a wide variety of minerals. Above, is a striking scene at a large steel mill in a Tulsa suburb.



Tank manufacturing, above, is big business in a city long established as an equipment supply center for oil activities around the world.



Though outstripped by a rapidly developing oil business, cattle raising and marketing are big and still-growing activities at Tulsa. The city's official directory of manufacturers lists eight meat packing companies. Livestock receipts totalled more than \$22 million last year.

It is here that Shell's Tulsa Exploration and Production Area is headquartered. This office, which takes up the top six floors of the Mayo Building in downtown Tulsa, administers an area covering 16 states and parts of six others. The exploration and production interests of the office range from central Colorado to New York and from northern Texas to the Canadian border. Cushing, a central operating base for Shell Pipe Line Corporation, is only about 45 miles away, and the planes which patrol thousands of miles of the Company's pipe lines operate out of the Tulsa Municipal Airport. Tulsa's huge airport, incidentally, is served by four scheduled airlines and is also a base

for an airline's training school and maintenance shops, an aeronautics school, an aircraft parts factory, and a bomber assembly plant.

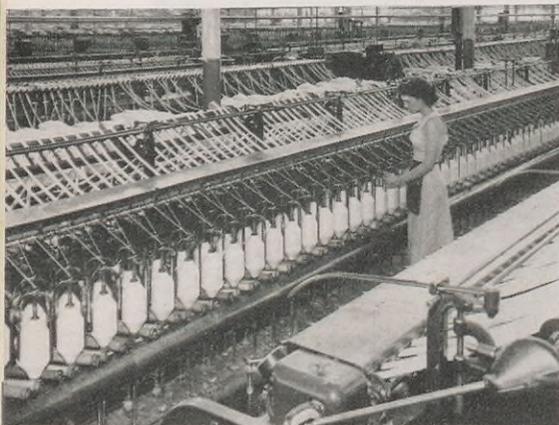
In an atmosphere saturated with an awareness of oil, many young Tulsans prepare for careers in the Oil Industry. High school courses pay particular attention to subjects related to petroleum. The University of Tulsa, with an enrollment of more than 4,000, has a College of Petroleum Engineering and the University's McFarlin Library has one of the country's most comprehensive collections of petroleum technical information, including a library of well logs and samples from all over Oklahoma and neighboring states. The technical de-

partment of the Tulsa Public Library, in turn, has complete files of all petroleum publications (some of oil's leading trade journals are published in Tulsa) and its microfilms bibliographies of important technical papers for distribution throughout the world.

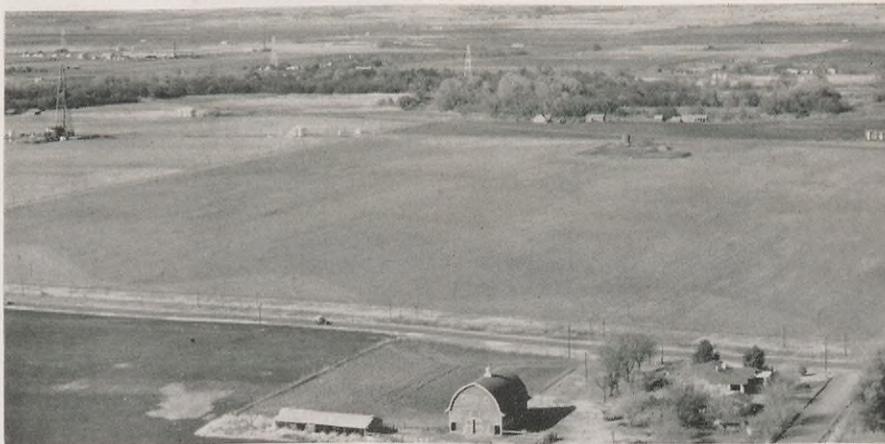
If additional evidence were needed to substantiate Tulsa's claim as an oil center, The International Petroleum Exposition supplies it. This, the largest display of modern methods and equipment sponsored by ANY industry, is held biennially at permanent exposition grounds at Tulsa. Hundreds of thousands of persons are expected at the next show in 1953.

At first blush it would seem that Tulsa is concerned with oil and noth-

"T Town" has never relinquished its early leading position as the agricultural supply and trading center of eastern Oklahoma. The oil and farm machinery manufacturers find abundant raw materials and cheap fuel to their advantage. The scene below is common in the Sooner State's rolling prairie country, where oil derricks often stud the wheat fields.

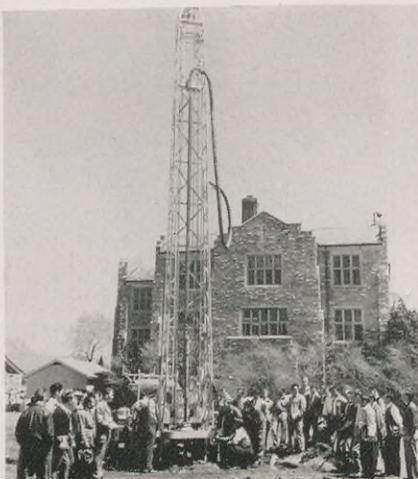


The largest cotton mill west of the Mississippi is in Sand Springs, a Tulsa suburb. It is representative of Tulsa's industrial diversification.



The planes which patrol Shell's pipe lines are based at the Tulsa Municipal Airport.

Students of petroleum engineering at the University of Tulsa are given realistic and practical laboratory training on their own campus with full-size oil field equipment, right.



Once the private estate of a pioneer oil family, the Philbrook Art Center, above, has a fine collection of paintings and sculpture.



The Gilcrease Museum, above, another philanthropy, has one of the principal collections of authentic art and cultural information of the American Indian.



In the tradition of the west, above, Tulsans stage an annual rodeo and pioneer celebration to recall the city's early, robust days.



Sailing on Grand Lake, below, is a widely enjoyed pastime for Tulsans. The city, noted for its beauty and cleanliness, has several parks and playgrounds.

Annual Indian feasts and tribal dances are also held as Tulsa carefully preserves that portion of its heritage steeped in Indian lore.



ing else. Actually, it is industrially and financially versatile. It is still a growing center for agricultural activities—particularly cattle raising and trading. Too, Tulsa lies in an area abounding in a wide variety of hard minerals. Oklahoma ranks fifth among the states in the value of all minerals, first in the value of its zinc and lead ores. The many manufacturers established there find plentiful electrical power and a triple choice of low-cost fuels: oil, natural gas and coal.

In its fifty-odd years of rocketing prosperity, Tulsa has chalked up some enviable statistical records. Its banks recorded more than a billion dollars in clearings last year alone, partly

explaining why Tulsa has the greatest per capita concentration of purchasing power of any city in the nation. It has 222 churches, 9 hospitals, 6 radio stations, 8 airports and 9 country clubs. It is 750 feet above sea level and has an average mean temperature of 62.6 degrees.

Add to the above a long list of civic clubs, art and music societies, museums and galleries, parks, lakes and other recreational facilities, a team in the U. S. Hockey League and another in the Texas Baseball League—and you have a right enjoyable place to live. Tulsans say there's no better.

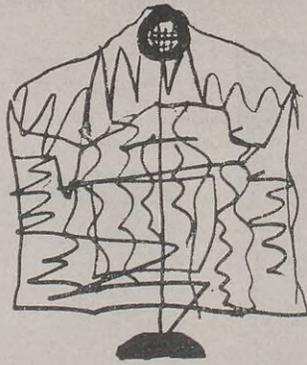
But to the visitor, who has to take a quick look, two things are impres-

sive about Tulsa. First, there is the obvious air of prosperity. The towering skyline of the business district can be seen from as far as 25 miles away across the prairie and serves notice of the humming finance and industry there. Secondly, Tulsa is sparkling clean. Its tree-lined residential streets are among the most attractive in the country.

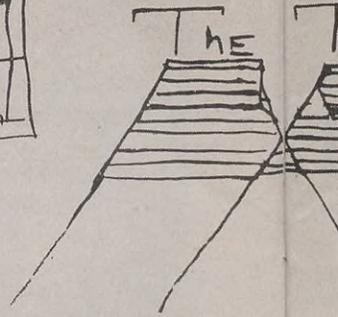
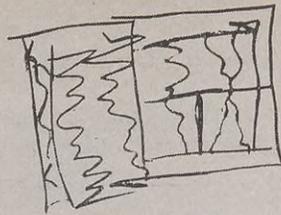
But don't look for oil wells, if you visit the city that oil built. They aren't permitted inside the city limits!



< Shell's sales star must have been in its ascendancy when this doodle was sketched in a general sales meeting.



^ A Public Relations discussion of vacation travel yielded a gaudy sports shirt.

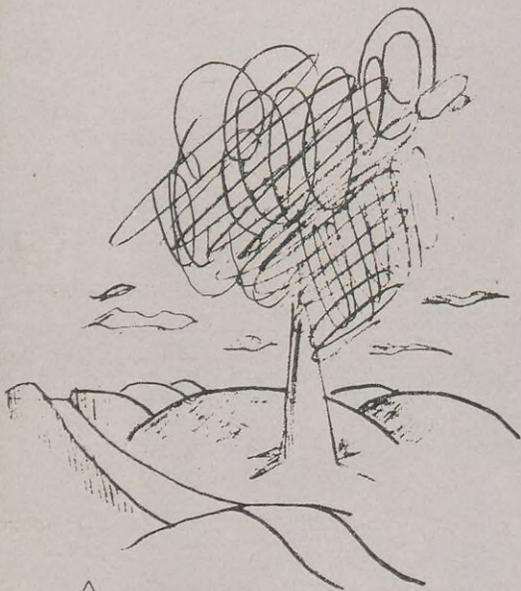


## The ART of L

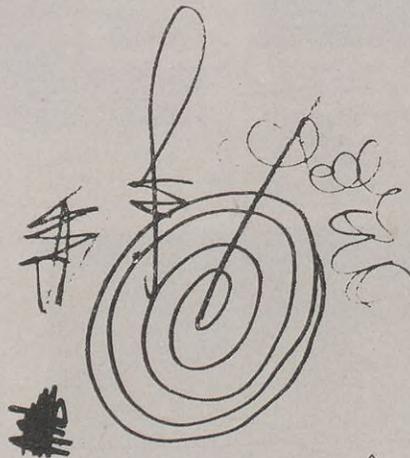
**O**NE of the prime aims of the numerous office and departmental conferences held throughout the Shell organization is to let everybody get into the act. But since normally only one person talks at a time, there is also a lot of listening going on. It's like the man said: "A good listener is not only popular everywhere, after a while he knows something."

Now, at every conference there are listeners and there are listeners. Take the pseudo-napper, for example. He shuts his eyes and takes in every spoken word while the man across the table would swear he should have stood in bed. There is the electronic eye listener, who beams such a concentrated stare at the speaker that his eyelids flicker only at the ends of sentences. There is the blue yonder listener, who runs a systematic survey over every square inch of the ceiling. The lint picker and fingernail inspector are also high up on the list of conference listeners.

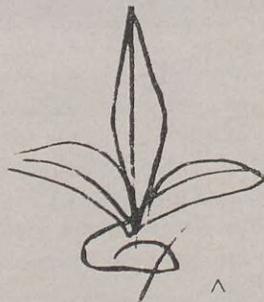
By and large, however, the biggest delegation of listeners at any conference are the doodlers. They got their start in rompers crayoning the living room walls, graduated to telephone



^ Here's one that has a professional touch. But then, it was made by a film company artist during a discussion of a new Shell movie.



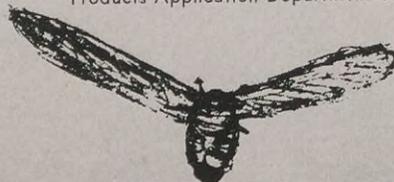
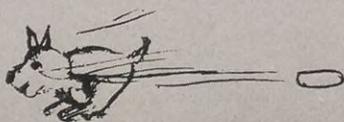
^ Things must have been in a whirl during a conference of the Asphalt Department when this one was doodled.



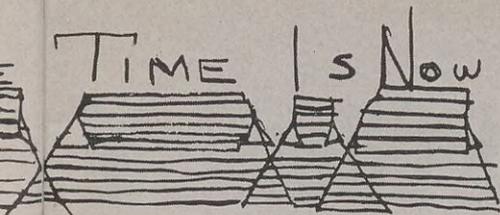
Your guess is as good as the next fellow's in tagging the type of conference discussion that would yield this delicate fleur-de-lis.



< Artist unknown, but the whistling girl, busy bees and cat-chasing canine came out of a Products Application Department conference.



< Man in a structural quandary? Perhaps, because he was sketched in a meeting of Manufacturing engineers.



^ Public Relations conferees were probably calling for action when this slogan was drawn. It's underscored for emphasis.

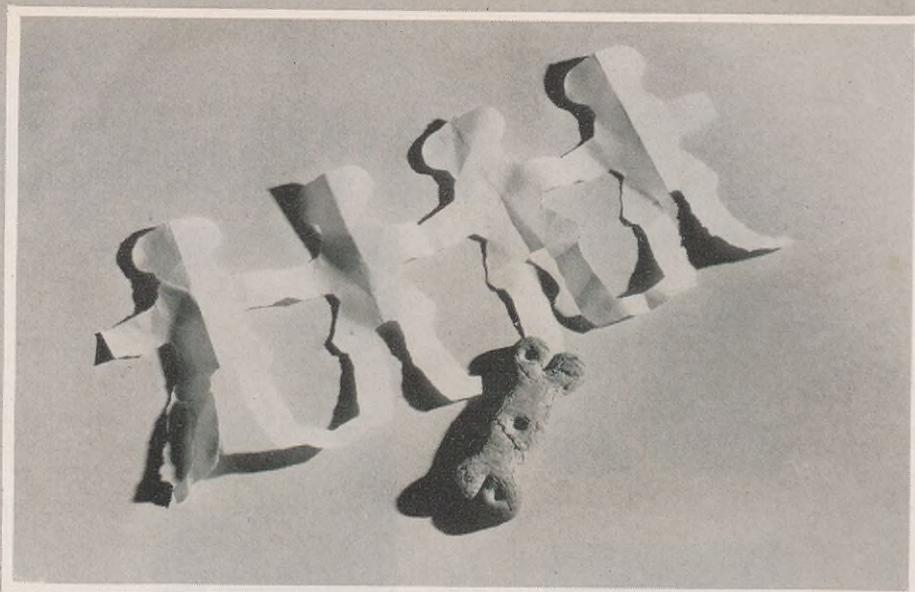
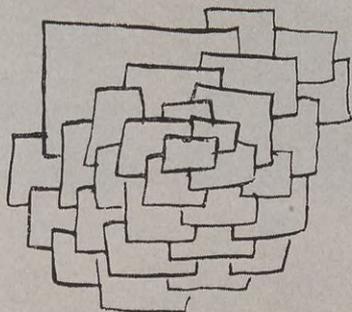
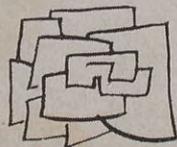
# LISTENING

booths, and emerged in the advanced stages of their art in the conference room. In fact they are encouraged in their subconscious cultural pursuits by conference leaders who obligingly provide note pads and pencils for their use.

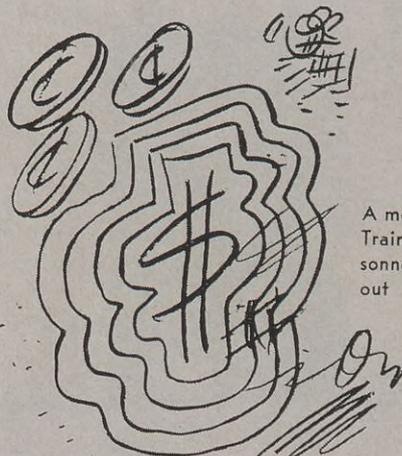
While the masterpieces of these doodling listeners may never hang on gallery walls—though a cardboard on which house painters cleaned their brushes once won an art prize in a large city—SHELL NEWS recently turned art collector and began picking up doodles from the tables of conference rooms around Head Office. Some of the examples are presented here.

Though it was deemed indelicate to show these to a psychoanalyst, a few of them do give clues to the type of discussions that were going on. A credit man drew dollars and cents, a public relations representative illuminated a thought provoking slogan, and someone discussing company policy sketched a bouquet. Inexplicable, however, is the bone-shaped dog biscuit left one afternoon following a conference of the Methods and Statistics Department.

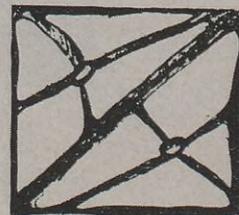
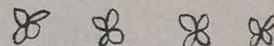
The maze of problems in moving crude and products > is suggested by a Transportation & Supplies doodle.



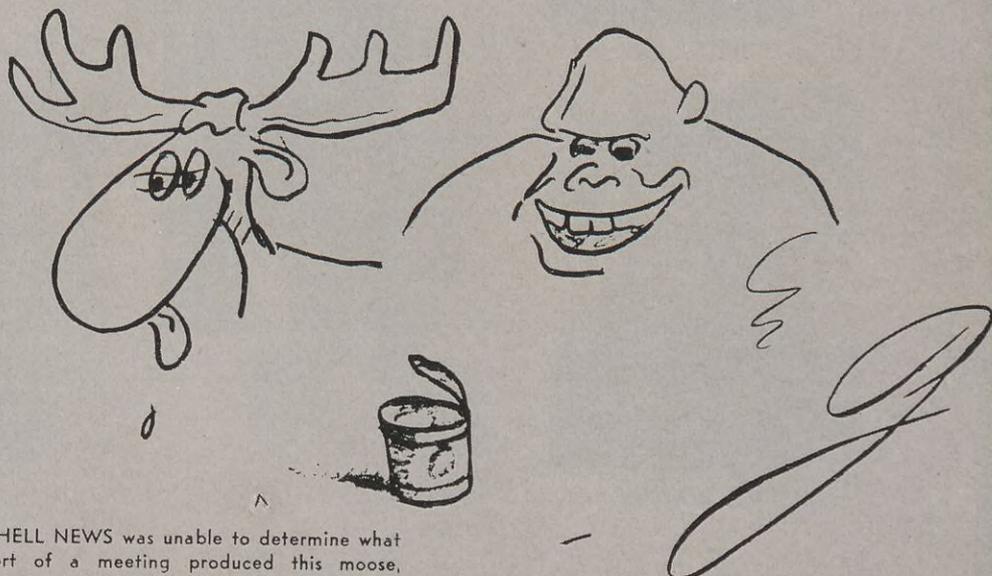
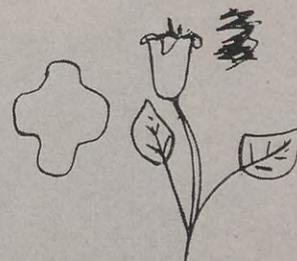
^ Not all doodlers restrict themselves to pencil and paper. Someone discussing plans for Carol Lane, Shell's travel expert, turned out a set of paper dolls. How and why a dog biscuit has anything to do with a meeting of the Methods and Statistics Department is still unexplained.



^ Some intent listener in a meeting of Shell's Credit Department drew a dollar sign, naturally, and pennies, naturally.



> A meeting of the Policy and Training Division of the Personnel Department brought out this flowery bouquet.



> SHELL NEWS was unable to determine what sort of a meeting produced this moose, ape, and tin can. Perhaps it's just as well.

# Shell Chemical



F. W. Hatch



L. F. Stayner



P. E. Joyce



G. R. Johnson



W. E. McCauley



L. G. Smith



L. Lykken



M. M. Rosson



T. A. Moncure

THE marketing and development of all Shell Chemical agricultural chemicals (excluding fertilizers) have been transferred to a new division, the Julius Hyman & Company Division of Shell Chemical Corporation, with headquarters at Denver. The new Division provides the fully integrated sales organization needed to satisfy the rapid expansion in use and sales of Shell Chemical's growing list of agricultural products. It is separate from Julius Hyman & Company (recently acquired by Shell Chemical) which manufactures aldrin and diel-drin, two of the important insecticides to be sold by the new Division.

F. W. HATCH, formerly Manager of Shell Chemical's Agricultural Products Department, Head Office, who has also been appointed Vice President-Marketing of Julius Hyman & Company will be Manager of the new Division. L. F. STAYNER, formerly Assistant Manager of the Head Office Agricultural Products Department, will be Sales Manager.

## Departmental Organization

The departmental organization within the new Division will be as follows:

A special department will be responsible for the development of markets for agricultural chemicals

# Marketing Reorganization

overseas and for all sales of agricultural chemicals outside the U.S.A. and Hawaii. **P. E. JOYCE**, formerly Manager of the Head Office Export Development Department, will be in charge of this department as Manager, *Export Sales and Development*, operating out of New York, under the direction of the Division Manager.

This department will also process and handle export orders for agricultural chemicals, and to this end, the necessary staff will be detached from the Shell Chemical Head Office Export Division. As a consequence of this arrangement, **G. R. JOHNSON** will be responsible, as Export Sales Manager, for export sales and development matters covering all products except agricultural chemicals.

The *Product Development Department* of the new Division will be under the direction of **W. E. McCauley**, formerly of Julius Hyman & Company, as Manager. **L. G. SMITH**, previously Manager of the Product Development Section of the Head Office Agricultural Products Department, will be Assistant Manager.

Product Development field representatives will be assigned geographically as required.

The necessary staff for the handling of informational services, library, technical files, and labels, will be

located in Denver supporting the Product Development program.

**L. LYKKEN**, formerly of Shell Development Company, Emeryville, California, will be Manager of the *Technical Service Department*, while **M. M. ROSSON**, previously Senior Technologist in the Head Office Agricultural Products Department, will be acting Assistant Manager. This department will carry forward the program on toxicological and spray residue analytical work, and will provide technical information on formulation problems to customers.

**T. A. MONCURE**, formerly Manager of the Shell Chemical Western Division Agricultural Products Department, has been appointed Manager of the *Marketing Service Department* of the new Division. Responsibility for all advertising of agricultural products remains with Shell Chemical's Advertising Department in New York, with an advertising representative assigned to Marketing Service in Denver.

## Field Marketing Organization

Field sales contacts will be continued in the established domestic marketing areas. These are the New York, Atlanta, Houston, St. Louis and Chicago Areas and San Francisco and Los Angeles on the West Coast.

Some of the physical transfers to Denver will be deferred temporarily, pending availability of office facilities.

## Other Chemical Changes

**I**N other moves, effective about October 1, 1952, **G. W. HULDRUM, JR.**, presently Sales Manager of the Western Marketing Division, will become Sales Manager of the Eastern Division. **V. C. IRVINE**, Manager of the Product Development Department in the New York Head Office will replace Mr. Huldrum as Sales Manager of the Western Division.

Also, **J. P. CUNNINGHAM**, Manager of the Solvents Department in Head Office, will succeed Mr. Irvine as Manager of the Head Office Product Development Department. **R. F. BULLER** will become Assistant Manager of the Solvents Department and will report to Mr. Cunningham until such time as a Manager of the Solvents Department is appointed.



G. W. Huldrum, Jr.



V. C. Irvine



J. P. Cunningham



R. F. Buller

# TO WIN FRIENDS IN WILLISTON

The Oil Industry is Helping Its New Williston  
Basin Neighbors Guard Against the  
Traditional Hazards of an Oil Boom

**I**NHABITANTS of Montana and the Dakotas have good reason to be excited these days. Their Williston Basin is currently the site of one of the biggest oil plays in a generation, and many of them are bound to benefit, either directly or indirectly, from the increased business, the better job opportunities and the influx of money which a major oil development brings with it.

However, very few Basin people will become rich overnight as a result of oil being discovered on their land. The odds against oil being found in any particular spot are terrific, even if the area is under lease by an oil company.

People can't be blamed for hoping, though, particularly when, as sometimes unfortunately happens, their hopes are bolstered by misinformation. The Oil Industry, having seen this kind of thing happen before, has been determined from the start that the people of the Williston Basin should be given all the information possible, both about their own oil play and about the Industry itself. To this end, the Industry has developed an extensive program to acquaint the people of the region with the facts about oil. Every phase of our business, from surveying to selling, has been and is being discussed in detail.

The Oil Industry Information Com-

mittee started the campaign last February when it supplied newspapers of the region with background material and articles for publication. Next, Industry films were booked for showings before schools, clubs and other groups.

Early in June, the Junior Chambers of Commerce of Montana and North Dakota sponsored an Industry panel of speakers on an informational tour through the Basin. The speakers, each an expert on some phase of the Industry, one of them a Shell man, gave audiences in 17 different communities a condensed picture of the past, present and future of oil operations in the area. They explained what is going on in the Basin and told how it might be expected to affect Basin life and times.

More than 4,000 farmers, businessmen and landowners attended the 17 open-forum type meetings which ran from two to more than three hours in length. Audiences gathered in auditoriums, hotels, schools, lodge halls and other places in response to public invitations in the local newspapers and over the radio.

Enthusiasm ran high . . . some in the audiences had driven 125 miles to attend. The audience asked numerous questions and got on-the-spot answers from the assembled oil experts. Local newspapers and radio



Herbert Zeal and his wife examine a map showing the location of the wildcat well Shell recently drilled on their property about half a mile from their home near Chance, South Dakota. Oil exploration is a new experience for the veteran wheat farmer and cattleman.

New homes like this one, below, in Williston, North Dakota are springing up throughout the Basin. The new home construction is typical of the civic development that generally comes with all major oil discoveries.





stations gave uniformly high coverage to the forums.

Meanwhile, Shell and other companies have covered the Basin with facts on every phase of Industry operations. Shell developed a series of seven articles on the basic activities of finding, refining, transporting and marketing oil and submitted them as possible interest-getters to some 700 newspapers throughout the region. Nearly all of the papers contacted ran the series and several editors wrote to thank Shell for the series and to ask for more material. The Company is now adapting the series to booklet form for distribution to schools and other interested organizations.

About 800 separate bookings have been made for showing Shell films on the oil story. "The Oilmen," Rinehart and Company's new picture book

on oil, has received good publicity and wide distribution throughout the Basin. Key Basin newspapers and individuals are kept informed of Shell activities through Company news releases and such Company booklets as the ones on the Elk City Field and the Benton Water Flood project.

The OIIC is now preparing a radio series of seven 15 minute programs, telling the oil story, for presentation early this fall. A new brochure on the subject is being made available by the same organization and will be sent to many interested people throughout the Basin.

It is a continuing program, one of the first of its kind to be attempted by an American industry. The dividends, it is hoped, will be greater understanding and cooperation between the Oil Industry and Basin citizens, to the long-term benefit of all concerned.

Shell's E. R. Shorey, Jr., left, who served as the panel expert on production activities, and C. S. Agey of Amerada Petroleum, help answer some questions for interested Basinites.

The enthusiastic informal question and answer sessions that followed each of the OIIC panel's regular hour-and-fifteen-minute presentations often lasted two hours and more.

# Shell People In The News

D. F. SEARS has been appointed a Vice President of Shell Pipe Line Corporation. A graduate of Worcester Polytechnic Institute, Mr. Sears joined Shell Pipe Line in 1927 as an Engineer in St. Louis, Missouri. In 1931, after various assignments in connection with Shell's pipe line expansion program, he became Assistant General Superintendent in charge of the Corporation's oil gathering facilities. He was placed in charge of personnel relations three years later and in 1939 was made Shell Pipe Line General Superintendent and Assistant Secretary.

Mr. Sears spent three years in Washington, D. C., during World War II with the Petroleum Administration for War, where he was Chief, successively, of the Pipe Line section, the Pipe Line Engineering and Materials section and the Pipe Line Operating section. Upon his return to Shell in 1945, he was made Assistant to the President of Shell Pipe Line. For the past two years, Mr. Sears has been on special assignment in Venezuela in charge of Shell Pipe Line's work in connection with the construction of the Palmarejo-Paraguana Peninsula Pipe Line.



D. F. Sears

# Captain Danner Comes Home

WHEN Marine Captain John J. Danner recently re-entered the United States after a strenuous tour of duty in Korea, he brought with him a Distinguished Flying Cross, eight Air Medals and the record for the number of missions flown by his squadron. Flying with the 1st Marine Aircraft Wing's "Deathrattlers," Capt. Danner chalked up 152 combat flights against the enemy to add to the 100 he amassed in World War II. Currently, the Shell Salesman on Military Leave from the Cleveland Marketing Division is happy to trade Korean mud for the rigors of midwestern weather. "Those Ohio winters won't scare me one bit after this last one I went through," he says.

On his first combat mission in Korea, Capt. Danner's plane was shot up by enemy small arms and anti-aircraft fire and forced to make a crash landing at night which almost ended his career. Since that time, he has been hit by North Korean and Chinese Communist fire on 32 different occasions. His most vivid recollection is of the time last February when his propeller stopped an enemy 37 mm. shell.

Flying a Corsair, Capt. Danner carried out most of his missions in close support of front line infantry, often bombing and strafing enemy concentrations within a few hundred feet of our lines. "There's plenty of that good

Shell Aviation gas and oil over here," he wrote home during his tour of duty, "and I'm sure burning up my share of it."

Capt. Danner visited Japan several times on rest leaves, arranged to ease the strain of combat flying. Each time he returned, however, he found the daily grind as severe as always. "The peace talks have not slowed things down a bit over here as far as air work goes," he wrote last year.

During World War II, the captain rolled up a total of 100 missions in the island-hopping campaigns of the South Pacific from the Solomon Islands to the Marshalls, flying dive bombers.

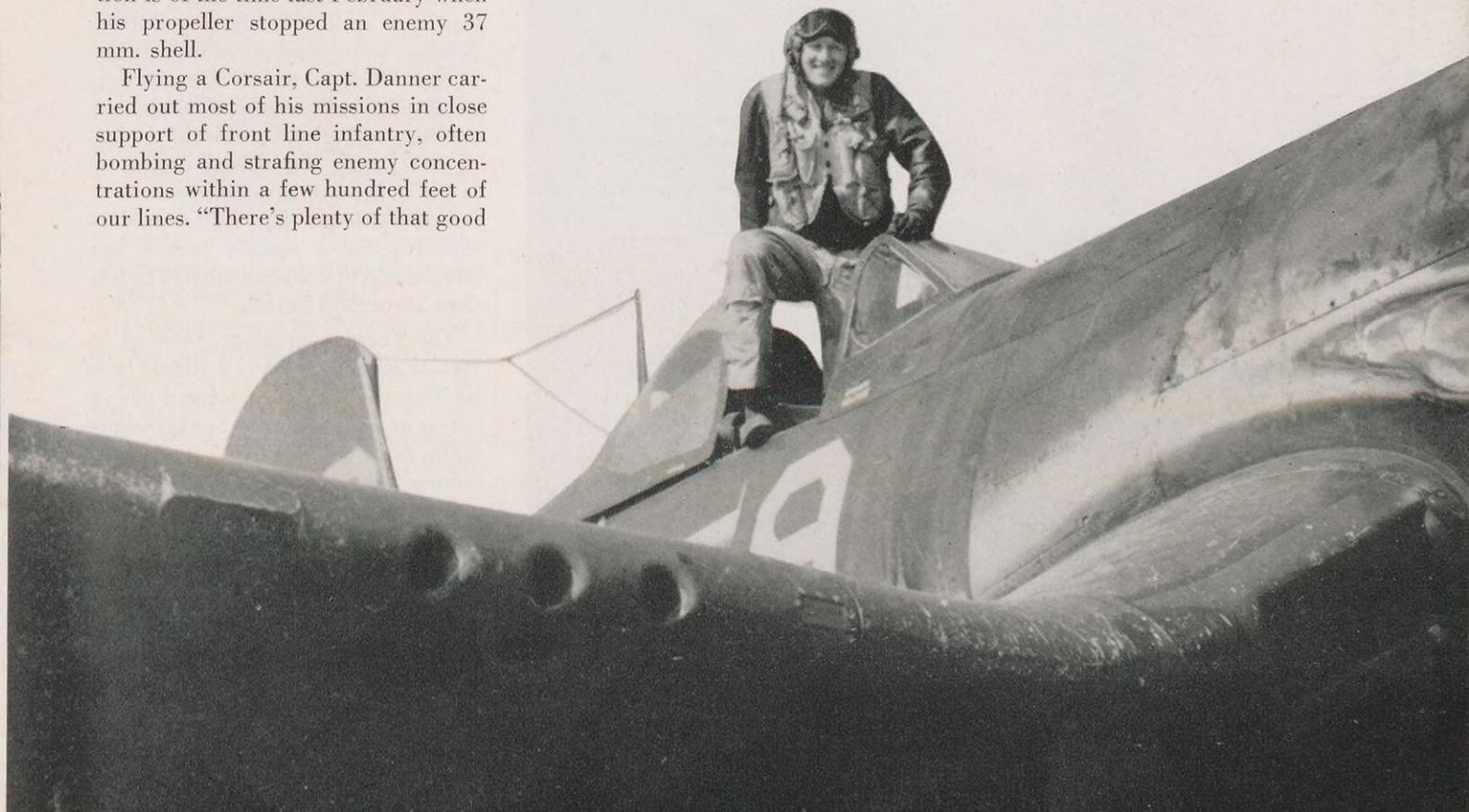
A reserve pilot, Capt. Danner was recalled to duty in November, 1950. He came with Shell in 1949 and had just been assigned to the Toledo District as a General Line Salesman when he was called into service. After his discharge, which he expects soon, he plans to return to the Company.

Before going overseas and while he



*Capt. John J. Danner (shown below in his Corsair) here logs in his 150th Korean combat mission with the "Deathrattlers."*

was in Washington, Capt. Danner took the big step and married a girl he had known when he was at Ohio State University. Up to the time of her wedding, his wife was working for the F. B. I. "They always get their man," says Capt. Danner contentedly.



# The Texas Railroad Commission

Twenty Years of Progress in Oil Conservation

By

*E. D. Cumming, Vice President Exploration and Production—Houston Area*

ONCE each month the eyes of the world's petroleum producers, marketers and investors turn to the quiet city of Austin, Texas, where three men sit down to make a decision which has profound effect on the activities of nearly everyone connected with the Oil Industry.

As members of the Texas Railroad Commission, it is the duty of these men to decree how much oil shall be

produced in Texas during the following thirty days. Texas' position as the Industry's barometer is understandable in light of the fact that she possesses some 143,000 oil and gas wells which produce 40 per cent of the nation's total supply.

One of the most powerful state regulatory bodies in existence, the Commission was established in 1891 to regulate freight rates. With the advent

of petroleum production in Texas, it was given the job of administering state laws governing oil pipe lines and conservation of oil and gas.

But it was just 20 years ago, during the fantastic East Texas oil boom, that the Commission became a really potent force. In the early autumn of 1930 an Oklahoma wildcatter named Joiner struck oil near Kilgore, and the world's greatest oil field was born. From this field has come about one out of every 25 barrels of oil produced in the entire world.

The field was brought in at a time when other rich new fields had already put oil in over-supply.

The East Texas producing formation was shallow, drilling was inexpensive, and thousands of men rushed to make their fortunes. The wild race resulted in indiscriminate, unplanned drilling, and at one period in the fall of 1931, wells were being completed at the unbelievable rate of more than one every hour. The field's production reached a million barrels per day; crude prices soon slipped to less than 10 cents a barrel.

The Texas Legislature, meeting in special session, enacted a statute prohibiting production of oil and gas in excess of market demand or transportation facilities. The field was shut in, bottom hole pressures were recorded under varying conditions, and the Railroad Commission was able to show the courts that a direct relationship existed between rates of flow in the field and the decline or increase of these pressures.

Senior member of the three-man Commission is Lt. General Ernest O. Thompson, who this year celebrates his twentieth year as a Commissioner. After years of reading, listening, and incessant personal inquiry, he is recognized as a leading authority on oil conservation.



The resulting set of laws which prorated oil production on a basis of scientific examination of individual reservoirs became the model for most conservation legislation which has been enacted in the United States since that time.

The Commission triumvirate is at present composed of Olin Culbertson, former businessman and county judge; William J. Murray, a petroleum engineer who has spent most of his life in the oil business, and Lt. General Ernest O. Thompson.

It is rather appropriate that a little more be said of General Thompson, since this year marks his 20th anniversary on the Commission. The agency's senior member, he was appointed to the Commission just as the East Texas field came into prolific production, and was the driving force behind the state's action during that critical period.

A lawyer, citizen soldier (currently commander of the Texas National Guard), and former mayor of Amarillo, General Thompson has been author of most of the Commission's conservation policies, and is today considered the nation's leading authority on the subject. He was one of the founders and three times chairman of the Interstate Oil Compact Commission, an organization formed in 1935 with sanction of the United States Congress to fill the no-man's land between state and federal jurisdiction over the Oil Industry. In recognition of his outstanding conservation work, the General was recently awarded the American Petroleum Institute's Gold Medal for Distinguished Achievement.

The nation as a whole owes a debt of gratitude to the Texas Railroad Commission and its members, whose stabilizing influence has been a major factor in the Oil Industry's continuing successful search for additional petroleum reserves.

On the porch of the Texas Executive Mansion, General Thompson chats with Governor Allan Shivers, a staunch ally of the Railroad Commission who served as Chairman of the Interstate Oil Compact Commission in 1951.

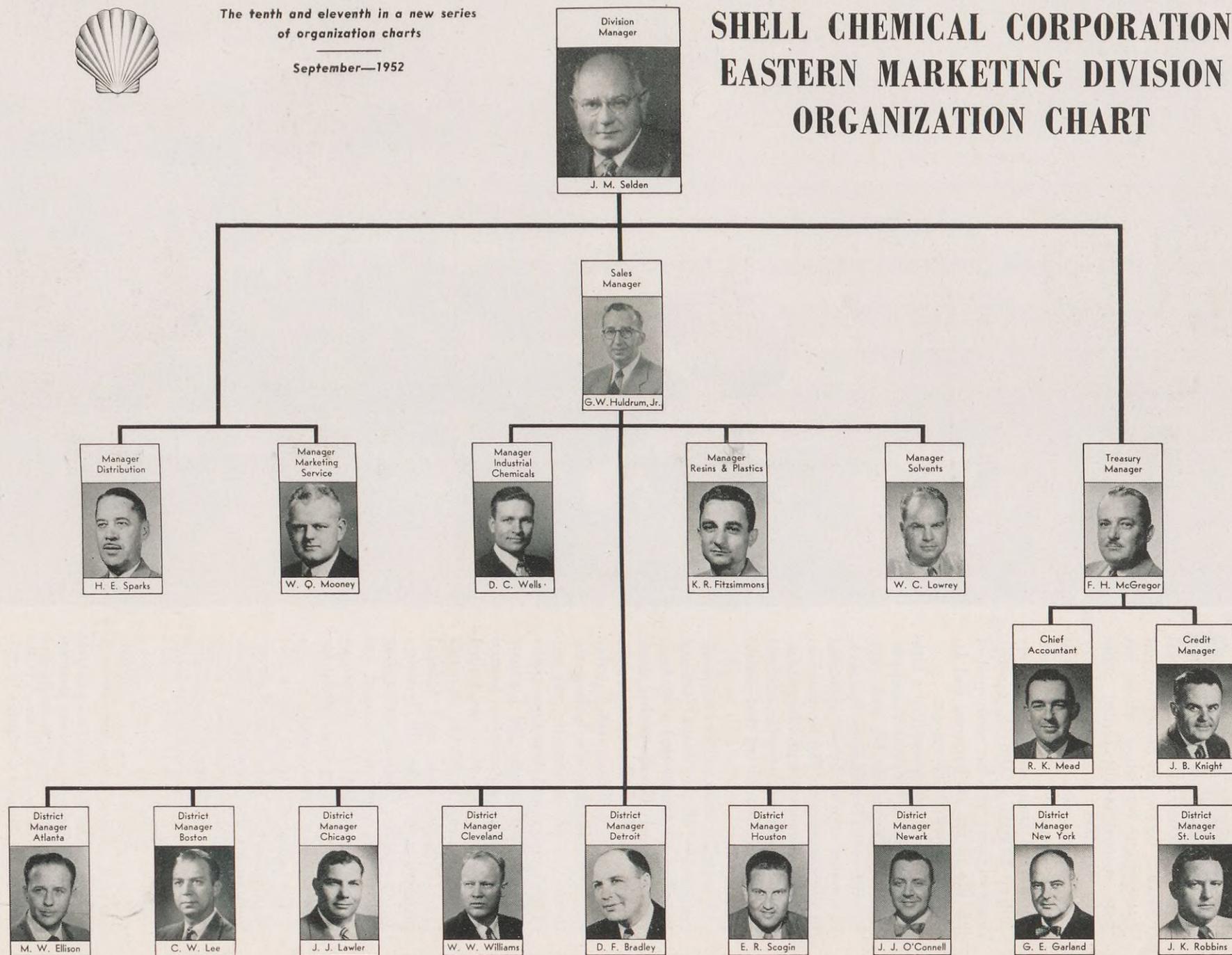




The tenth and eleventh in a new series  
of organization charts

September—1952

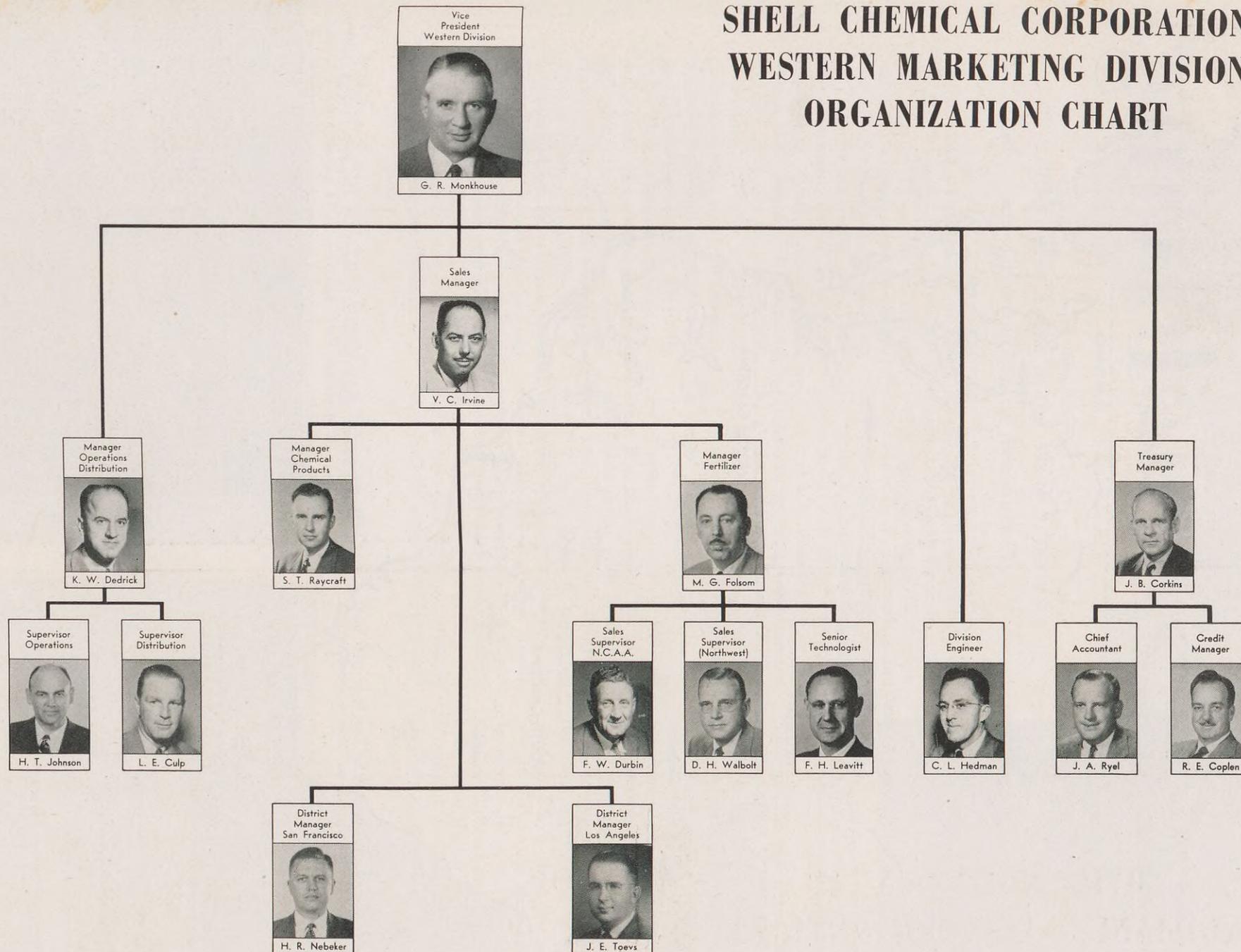
# SHELL CHEMICAL CORPORATION EASTERN MARKETING DIVISION ORGANIZATION CHART

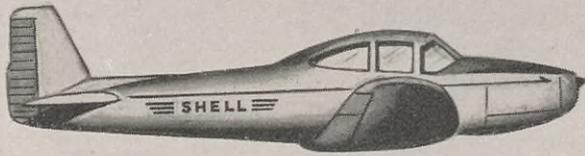


Vice  
President

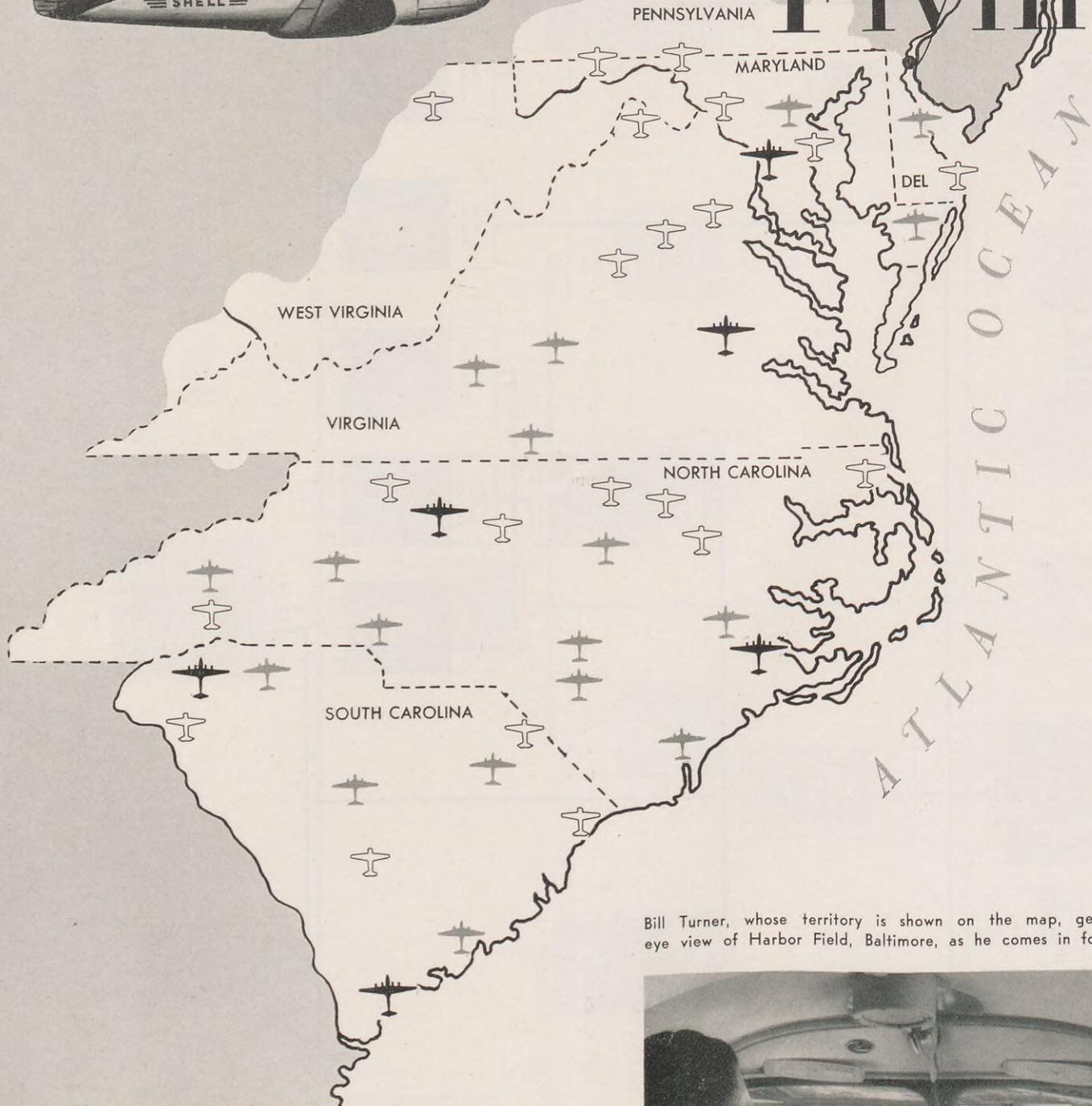
## SHELL CHEMICAL CORPORATION

# SHELL CHEMICAL CORPORATION WESTERN MARKETING DIVISION ORGANIZATION CHART





# Flying



KEY	
	airports with four or more runways
	airports with three runways
	airports with one or two runways

Bill Turner, whose territory is shown on the map, gets a pilot's-eye view of Harbor Field, Baltimore, as he comes in for a landing.



# Salesman

## Bill Turner Takes to the Air to Serve a Growing List of Accounts

**A**N airplane is valuable—when it can fly. Grounded, it is not worth a “plugged” nickel. For this reason, service to aviation must be efficient and fast. Shell, servicing more than 500 airports across the nation, has long recognized this fact. It is one of the reasons Aviation Manager Bill Turner of the Baltimore Division and five of Shell’s other aviation salesmen pack their brief cases in planes and individually rack up 50,000 and more air miles each year. Another important reason these salesmen pilot planes is that their territories are large.

Piloting a four-seater Ryan Navion 260, Bill Turner covers a territory that stretches over five southeastern states and parts of two others, extending from southern Pennsylvania to the South Carolina-Georgia boundary and west into the Appalachian mountains along the Tennessee and Kentucky borders. This region is now experiencing a tremendous industrial and agricultural expansion and with it an

ever-increasing demand for fast transportation. The latest count shows 420 civil airports servicing 6,102 civil aircraft whose home registrations are within the region. Forty-three of these ports have regularly scheduled airline service and at least 11 more are about to get it. Add to these several important aircraft manufacturing plants and it is easy to see why Bill Turner spends almost as much working time in the air as he does on the ground.

### Early Experience

This suits him fine since Bill was raised in aviation circles. He learned more about planes while in his teens than most youngsters did about the Model T Ford. While at Vanderbilt University studying engineering, he became interested in gliding. Shortly afterwards he learned to fly a single-motor “jennie,” the training plane of World War I fame.

Bill has been closely associated with aviation ever since. He joined



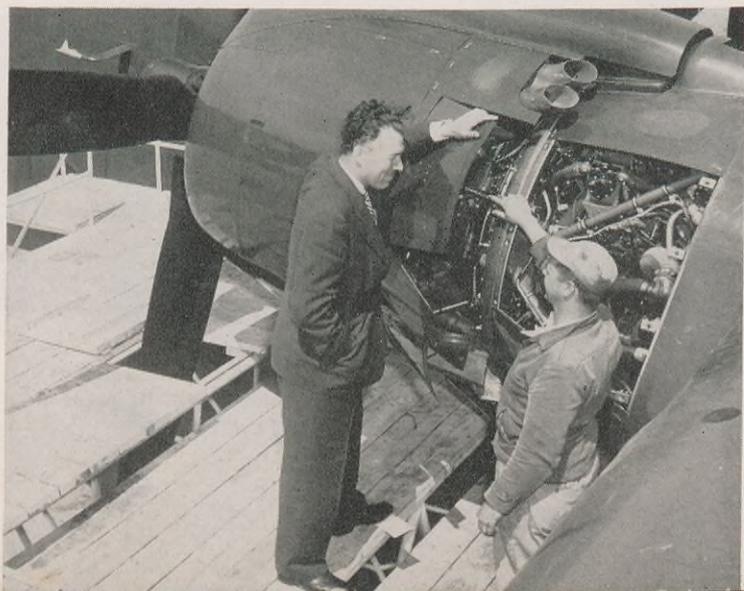
At a Baltimore airport, Turner, center, chats with Check Captain Dick Merrill, left, and Eastern Airlines Station Manager John Cotton.

Shell in 1936 and began his career of flying salesman nine years ago.

His experience is typical of the men who have built up Shell’s aviation service. They are men who are either aviators themselves or have been closely associated with aviation for many years. They know the business, they speak the language, they observe the rules. In the great fraternity of flying—as in any other specialized field—these things are important. This is why Turner and Shell are equally proud that he was recently cited as “Pilot of the Month,” at his home base, Harbor Field, Baltimore, for airport courtesy and observance of safety regulations.

C. Thorsett of the Glenn L. Martin Company plant, Middle River, Md., reviews the lubricating system of the P5M-1 Marlin with Turner, left.

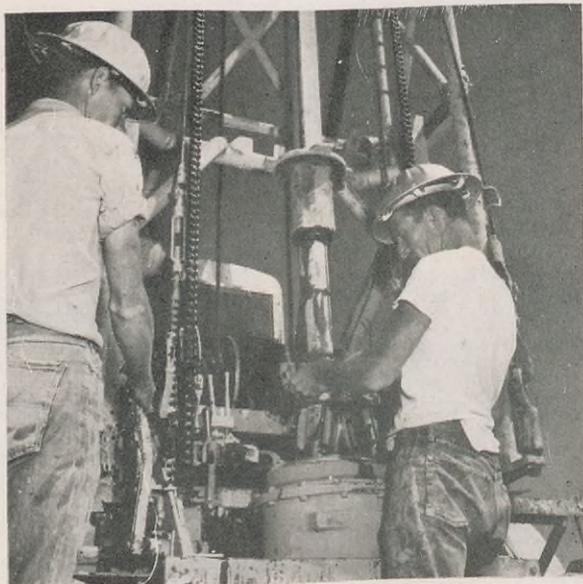
A. J. Nogard of the Civil Aeronautics Administration discusses “Pilot of the Month” contest details with Bill Turner, left.



# Shooting in the V

Seismic Crews Probe with Dynamite in Their Search for Po

A surveyor, below, leads the way for a seismic party operating over the semi-arid foothills of the Coast Range in California. Survey crews stake out the line and locate shot points for the party.



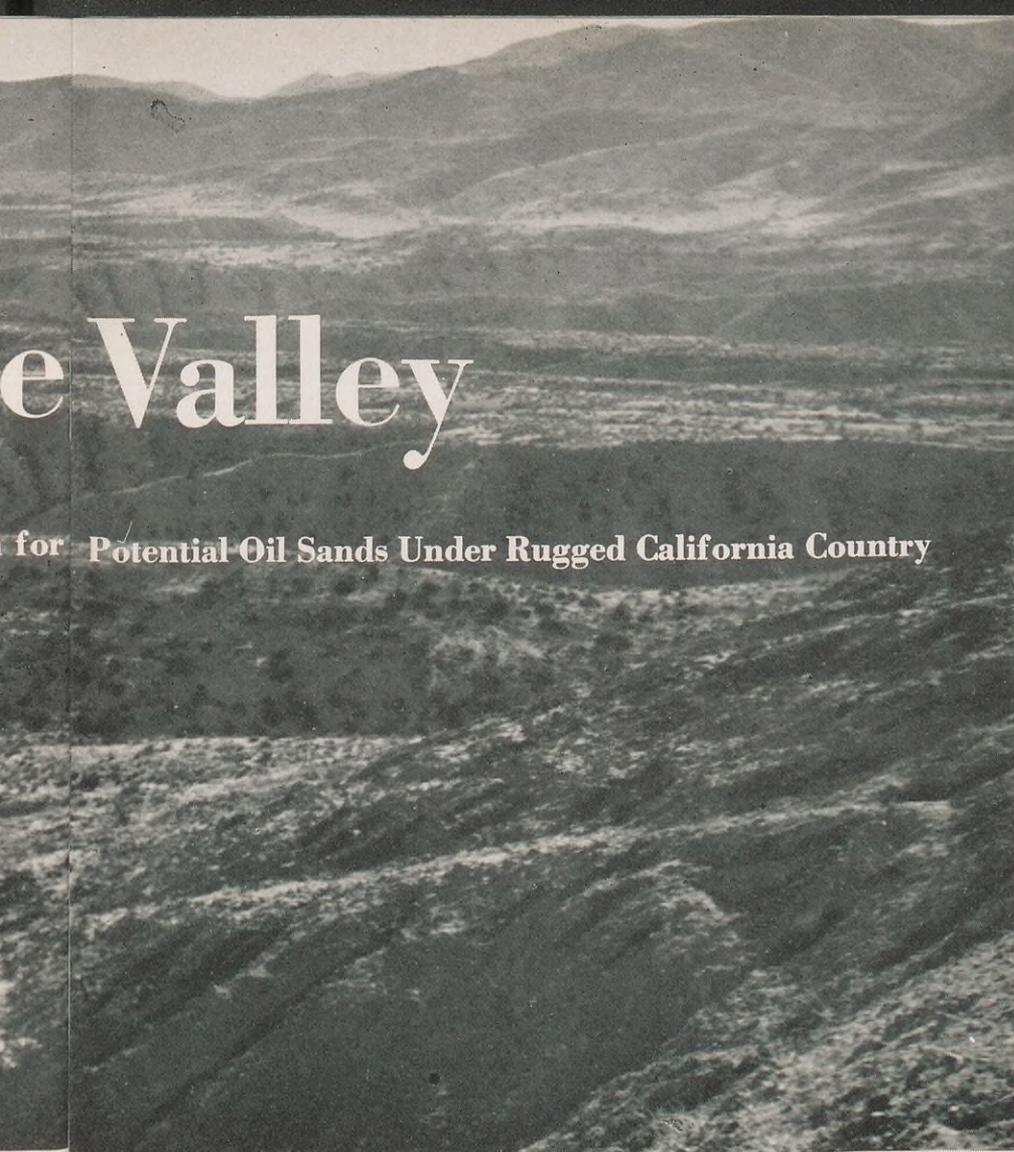
On the spot staked by the surveyors, the shot-hole drilling crew gets ready to "spud in"—the initial step in preparing the hole for insertion of the drilling charge. Shot-holes vary in depth from 50 to 550 feet, depending on local conditions.



Seismic crew members string out cable from a reel truck. This cable connects the geophones, which pick up the sound of the explosion, to the instrument truck.

# e Valley

for Potential Oil Sands Under Rugged California Country



ONE of the most seismographed sections of the world is California's Great Central Valley which includes both the Sacramento and San Joaquin valleys. Here, seismic crews have covered an area extending over 350 miles from south of Bakersfield to Chico in the north, and from the Sierra Nevada Mountain foothills in the east to the Pacific Coast Range slopes in the west.

Oil was discovered in the area shortly after the turn of the century, and many of the local oil and gas field prospects of the last 20 years were isolated exclusively by seismic work. Shell's famous Ten Section oil field was found in 1936 and is still proving highly productive. Other fields in which Shell has a producing interest include Winters, Kirby Hills, Pleasant Creek, Antelope Hills, Raisin City, Canal and Gill Ranch. Seismology shares credit in the discovery of all these.

Seismic operations are not always confined to wide open spaces like those illustrated in the accompanying photographs. Often, they have been conducted in comparatively well populated areas of the Valley floor where communities are spaced about 30 miles apart with interlocking farms and ranches.

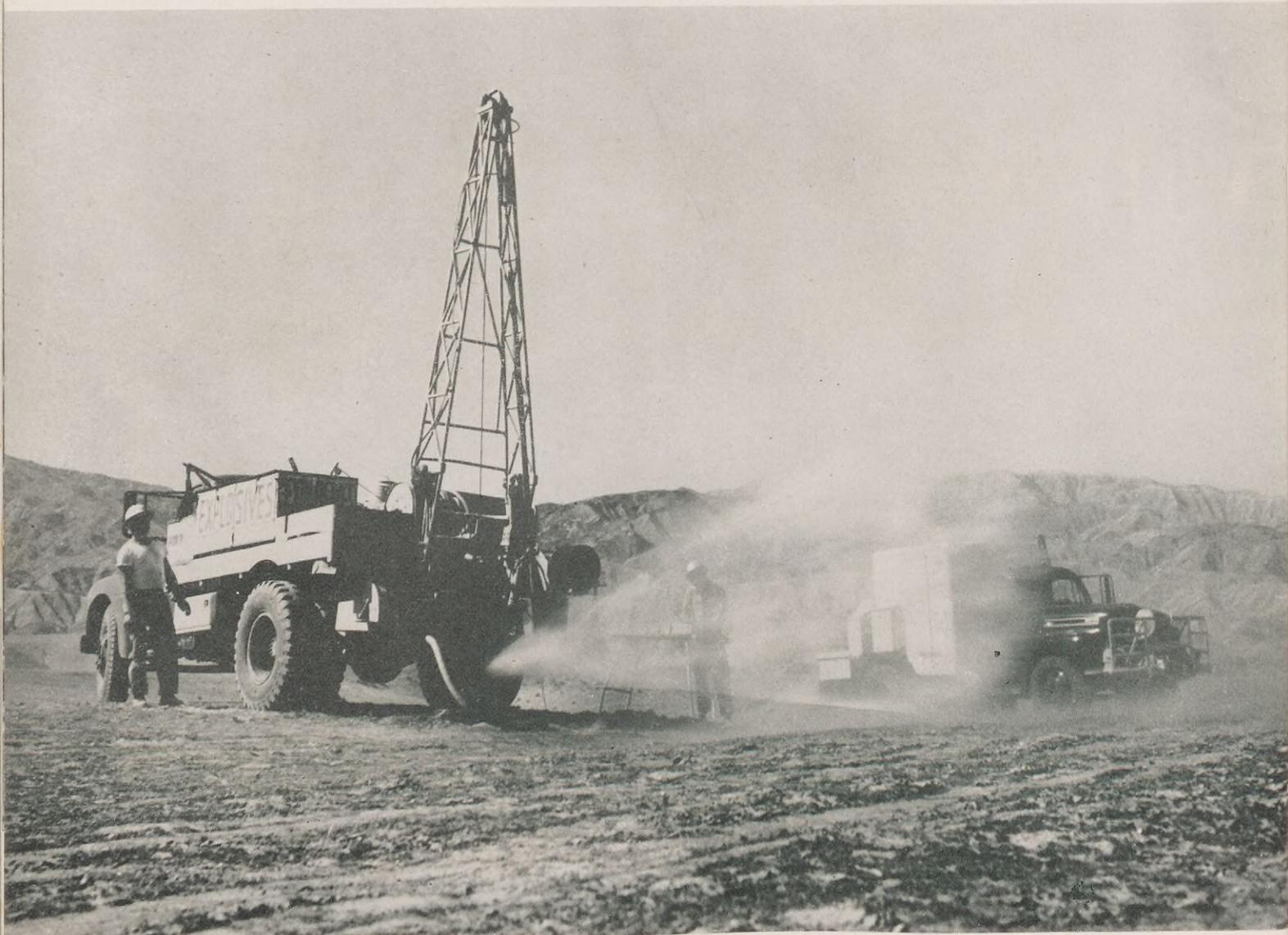


As the cable is being run out and connected, the shooter puts an electric cap in a 15-pound charge of dynamite before it is lowered. The size of shots varies from a half pound to 100 pounds depending on the area in which the crew is working.



This is the crucial moment, as the shooter prepares to fire the charge which has been planted underground. Two jacks, called the "hold-down," connect the drilling truck to the casing head. The weight of the truck is used to hold the casing in the hole when the charge is detonated.

## Shooting in the Valley (Cont'd)



As the shot is detonated, mud, water and debris are blown from the hole. Shock waves reflected from subsurface layers are picked up by geophones and recorded on the seismograph in the instrument truck.

Back in an office, a draftsman posts current seismic data collected by the seismic party on a geological grid map. There, this information is correlated with other exploration reports to give an approximate subsurface picture of a specific area. Such information gives clues to possible crude oil deposits.



# the buggiest place



THERE'S a small room in one section of Shell's famed Agricultural Laboratory near Modesto, California, that is as spotless as a hospital surgical ward. Filtered air is circulated through it and the temperature, humidity and lighting are just so.

But the place is lousy with bugs.

Nobody left a screen door open and the baseboards are intact; nevertheless, there are literally thousands upon thousands of flies, caterpillars, aphids and mites around the place—all living on the fat of the land and in an air-conditioned comfort few people attain in their homes.

Such a crawling state of affairs doesn't embarrass the laboratory's agricultural scientists, however, because these gentlemen have helped develop some of the nation's most effective insecticides. As a matter of fact, the scientists like their bugs and spend a good deal of time taking care of them, because the millions of crawling, hopping, flying insects help them in their work.

Every day thousands of insects are born in the "bug raising room"—born to die, they are used as the victims in experiments to screen chemicals and test new insecticides. And while they are being raised, they are nursed with all the skill of the entomologist so that they will be the right age, the right size, and—most important—have the right reactions in experiments. Standardization is essential, because all the insects in a test must react uniformly for accurate evaluation of the material used on them.

This interest in a uniform pedigree for each generation of insects explains some of the lavish appointments of their modern "nursery." Filtered and purified air is especially important in

the room, for the Entomology Department's constant fear is that a whiff of one of the laboratory's bug-killing chemicals might get loose in the room, wiping out the whole insect population overnight. Such a catastrophe would bring certain phases of the laboratory's research program to a standstill until another generation of insects could be raised.

In testing the wide variety of chemicals which might be used in commercial insecticides, detailed experiments are run over and over again. The first ones are conducted on a small scale in the laboratory, then bigger ones are run in simulated field tests within the confines of the Agricultural Laboratory's property. If an experimental insecticide is effective and shows promise of economical manufacture, infested crops are then sought out and arrangements are made for actual field trials.

None of the pampered potential victims in the bug raising room ever get to make the trip, however. They live and die within the laboratory.

The victims themselves range from the common housefly, which can be matured in about two weeks and is the easiest to kill, to the large milkweed bug that takes a month to raise and is one of the toughest to knock out. Pea aphids, black bean aphids, two-spotted mites, and salt-marsh caterpillars are among the other species raised. Until recently, cockroaches were included in the nursery. But the scientists got rid of them for good when experiments revealed that they were too temperamental to turn in reliable reports.



Physical check-up: Entomologist C. S. Dorman, above, inspects mites feeding on bean leaves to see if they are big enough for experiments.



New generation coming: Entomologist Walter E. Hall takes housefly eggs out of a rearing cage in the Modesto Laboratory's "bug raising room" to begin a brand new housefly culture.

# They Have Retired



H. ASHWORTH  
San Francisco Division  
Treasury



D. BOOTHE  
Shell Pipe Line Corp.  
Texas-Gulf Area



H. BUEHN  
San Francisco Division  
Operations



J. G. BURTT  
Pacific Coast Area  
Production



O. R. COX  
Wood River Refinery  
Engineering



T. M. CROSSFIELD  
Tulsa Area  
Production



J. J. CURTIN  
Baltimore Division  
Operations



W. J. DALY  
Head Office  
Treasury



E. M. EDDY  
Shell Chemical Corp.  
Dominguez Plant



C. E. EDWARDS  
Tulsa Area  
Production



W. B. FAUCETTE  
Baltimore Division  
Operations



A. A. HALL  
Pacific Coast Area  
Production



D. J. HENDRYX  
Baltimore Division  
Operations



P. T. HOFFMAN  
Los Angeles Division  
Treasury



J. E. JENSEN  
Sewaren Plant  
Terminal



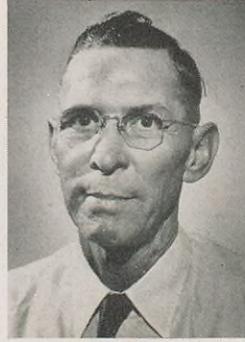
L. KESINGER  
Wood River Refinery  
Engineering



C. S. KING  
San Francisco Division  
Sales



A. C. KLAEGER  
Wilmington Refinery  
Engineering



H. LeCLAIR  
Midland Area  
Gas



E. A. LEY  
Pacific Coast Area  
Purchasing-Stores



A. L. McCLUE  
Pacific Coast Area  
Operations



C. A. MEYER  
Wood River Refinery  
Engineering



C. H. MILBURN  
Pacific Coast Area  
Production



R. J. MORAN  
Albany Division  
Sales



F. C. NEWMAN  
New York Division  
Operations



R. L. ROBERTS  
Shell Pipe Line Corp.  
Mid-Continent Area



E. C. SCHORMAN  
Portland Division  
Operations



E. F. SCHWENK  
San Francisco Division  
Marketing Service



E. E. SELVIDGE  
Products Pipe Line  
Springfield, Ohio



J. C. SMITH  
New Orleans Area  
Production



T. E. STANGER  
Pacific Coast Area  
Production



E. M. STILLWELL  
Pacific Coast Area  
Production



M. C. WHITEHILL  
Products Pipe Line  
Harristown, Ill.



L. C. WILLMIRTH  
Wood River Refinery  
Engineering



W. L. YOUNG  
Cleveland Division  
Operations

# coast to coast



The Doodlebuggers, this year's champions of the Shell Mixed Bowling League of the Midland Exploration and Production Area, are pictured above after winning top honors in the league. They are (left to right) Joe Mansell, Barbara Hazelwood, Haskell Coburn, Clarice Taylor and D. W. Peterson.

< Buddy Mulligan, of the Baltimore Marketing Division, and his wife, Sophie, are members of the National Field Archer's Association. Mrs. Mulligan uses a 40 pound bow and her husband uses a 51 pounder. All of their tackle, other than bows, is home made; this includes such items as bow strings, arrows and quivers.

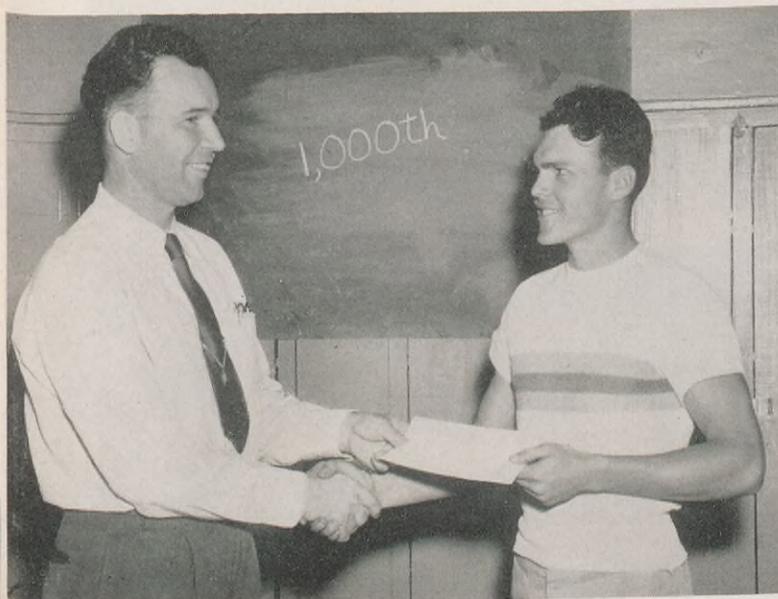


> Harry D. Crombie, Manager of the Rhode Island District, Boston Marketing Division, has been elected Chairman of the Rhode Island Petroleum Industries Committee.

The drum majorettes below, Elizabeth Lee Morrison, left, and Ilo Worcester of the Cleveland Marketing Division, have both been twirling batons for almost five years. They have won numerous trophies and have appeared on Cleveland television shows.



A Refinery Treasury Managers' Conference was held recently in New York City. Present were (seated left to right) A. J. Fontaine, Martinez Refinery; A. A. Buzzi and A. Howard, Head Office; C. R. Macklin, Price Waterhouse & Co.; L. L. Sarchett, Wood River Refinery; R. M. Madill, Montreal Refinery and R. L. Lucas, Houston Refinery. (Standing left to right) W. A. Carnahan, W. G. Precobb and R. K. Burns, Head Office; G. M. McCawley, Norco Refinery; G. C. Rockafield, Wilmington Refinery; E. B. Herrin, Montreal Refinery and R. W. Ellis, Head Office.



Edwin W. Stephens, right, shown above receiving his diploma from instructor Walter Ivie, was the 1,000th graduate of a 30-hour course, "The Care and Operation of Pumping Engines" sponsored by the University of Texas and the American Petroleum Institute. Stephens is a Roustabout in the Midland Exploration and Production Area. The first graduate of the school in 1951 also was a Shell employee.



Shell's Houston Marketing District employees who recently celebrated ten years or more of Shell service are shown above (1st row, left to right) W. J. Bukowski, J. B. Pyle, Viola Franks and J. Wenck; (2nd row, left to right) G. L. Till, E. R. Boswell, W. L. Ball (Atlanta), J. F. Mann and Clark Heilman; (3rd row, left to right) C. W. McDowell (Atlanta), V. H. Boettcher, M. B. Holdgraf and E. R. Botter.



F. D. Tuemmler, Manager of the Analytical Standardization Department of Shell Development Company, Emeryville, California, recently received the Award of Merit of the American Society for Testing Materials at the Society's meeting in New York. Dr. Tuemmler is a member of the International Union of Pure and Applied Chemistry, a fellow of the Institute of Petroleum and Secretary of the Shell Standardization Committee.



F. C. Carter, Head Office, has been elected President of the Industrial Recreation Directors' Association of New York. The Association is dedicated to the improvement of employee recreational practices. Its membership represents approximately 85,000 employees in the New York Metropolitan Area.



^ Thirty-five members of the New Orleans chapter of the Desk-and-Derrick Club were recent guests of the New Orleans Exploration and Production Area. Using a bus, motor launch, ferry, and crew boat for transportation, an all-day field trip was taken which included visiting seismic operations of the Area's Exploration Party No. 18 and watching the Area's famous Rig 10 drilling a well.



> Birmingham, Alabama school teachers stepped down from the front of their classes and Shell's Atlanta Marketing Division gave them a day's schooling on the Oil Industry. Against the rear wall are the Shell teachers-for-a-day; they are (left to right) J. F. McCorkindale, A. M. Hays, K. H. Nonweiler, M. B. Robinson, Aileen Badgley and T. E. Whitesides.



# Service Birthdays

## Forty Years



H. N. ENGLANDER  
Head Office  
Treasury

## Thirty-Five Years



G. F. WALLACE  
Shell Pipe Line Corp.  
Mid-Continent Area

## Thirty Years



R. W. ALBERTSON  
Sacramento Division  
Sales



S. W. ANDERSON  
Wood River Refinery  
Engineering



C. H. BARTON  
Head Office  
Manufacturing



E. H. BORCHARD  
San Francisco Division  
Operations



V. L. FRASER  
Pacific Coast Area  
Production



A. P. GELPI  
Norco Refinery  
Distilling



J. GIVEN  
Pacific Coast Area  
Production



R. A. GOFF  
Tulsa Area  
Production



F. GOLDSTONE  
E & P Technical Div.  
Technical Services



W. C. HEMPHILL  
Pacific Coast Area  
Pers. & Ind. Rel.



E. B. KLISH  
Tulsa Area  
Production



L. F. LAUX  
Wood River Refinery  
Distilling



C. J. LAVICK  
Wood River Refinery  
Gas



E. H. MARTIN  
Norco Refinery  
Distilling



I. C. MURPHY  
Shell Pipe Line Corp.  
Mid-Continent Area



J. J. PETIT  
Norco Refinery  
Stores



E. R. RAPHAEL  
San Francisco Office  
Marketing



F. SHAW  
Wood River Refinery  
Utilities



R. J. WILSON  
Wilmington Refinery  
Engineering



G. G. WOODMANSEE  
Houston Area  
Production

## Twenty-Five Years



S. J. ACOSTA  
Norco Refinery  
Pers. & Ind. Rel.

R. L. ANDREWS  
Seattle Division  
Operations

H. L. BALLARIS  
Sacramento Division  
Sales

J. A. BELL  
Head Office  
Manufacturing

G. E. BRIGHT  
Pacific Coast Area  
Production

F. E. BUCKINGHAM  
Pacific Coast Area  
Treasury

A. M. BURKHART  
Wood River Refinery  
Lubricating Oils



F. E. CARROLL  
Martinez Refinery  
Engineering

C. I. COLBO  
Seattle Division  
Operations

J. P. DANIEL  
Wood River Refinery  
Engineering

J. DAVIS  
Products Pipe Line  
East Chicago, Ind.

F. F. DEAVER  
Head Office  
Transp. & Supplies

H. R. DUNCAN  
Houston Refinery  
Engineering

V. E. GAHAN  
Los Angeles Div.  
Operations



R. H. HAWS  
Martinez Refinery  
Cracking

C. F. HUSCHER  
Wilmington Refinery  
Cracking

W. G. INABNET  
Tulsa Area  
Production

P. F. ISAACSON  
Minneapolis Division  
Operations

H. JASPERSON  
Pacific Coast Area  
Production

W. E. L. JOINER  
Wilmington Refinery  
Alkylation

I. F. KILLAM  
Wood River Refinery  
Distilling



R. L. KOEHNE  
Wood River Refinery  
Cracking

L. A. KRAMER  
Wood River Refinery  
Utilities

G. A. LEEDY  
Wilmington Refinery  
Engineering

G. S. LEWIS  
Pacific Coast Area  
Production

E. G. MARTINI  
Martinez Refinery  
Engineering

W. F. MATTHEWS  
Los Angeles Div.  
Operations

T. McNALLEN  
Wilmington Refinery  
Engineering



R. McWILLIAMS  
Products Pipe Line  
East Chicago, Ind.

W. P. MITCHELL  
Cleveland Division  
Operations

A. A. MORGAN  
Products Pipe Line  
Barnett, Ill.

E. A. PHENIX  
Shell Pipe Line Corp.  
Mid-Continent Area

F. L. RHAMY  
Shell Pipe Line Corp.  
Texas-Gulf Area

L. L. SCHELLER  
Wood River Refinery  
Engineering

A. J. SESMA  
Pacific Coast Area  
Production



S. E. SIEBERT Products Pipe Line East Chicago, Ind. F. V. SMITH Detroit Division Sales J. SMITH Norco Refinery Engineering H. V. STEADMAN Tulsa Area Production C. J. STRONG Wilmington Refinery Engineering R. L. TROTT Head Office Expl. & Prod. C. R. TULLIS Pacific Coast Area Production



J. L. WAKE Shell Pipe Line Corp. Texas-Gulf Area C. I. WARREN Pacific Coast Area Land F. W. WARSINSKY E & P Technical Div. Research J. L. WHISENHUNT Shell Pipe Line Corp. Mid-Continent Area I. E. WHITCOMB Wilmington Refinery Laboratory W. W. YEAGER Head Office Legal C. A. YOUNG Wilmington Refinery Engineering

**SHELL OIL COMPANY**

**Head Office**

20 Years  
A. L. Cornell, Jr. Marketing

15 Years  
Edna W. Drake Treasury  
H. Hill Marketing

10 Years  
Gladys C. Abajian Treasury  
Virginia L. Jenkins Personnel  
L. A. Summa Treasury  
Eleanor Zeibig Personnel

**San Francisco Office**

20 Years  
W. L. Ryan Transportation & Supplies

**Exploration and Production**

**CALGARY AREA**

20 Years  
N. M. Harper Production

**HOUSTON AREA**

15 Years  
J. W. Collins Personnel & Ind. Relations  
J. Meche Production  
C. Q. Vandagriff Production  
J. W. Walker Production

10 Years  
M. B. Burdick Gas  
C. F. McAdams Production  
M. F. Magnuson Personnel & Ind. Relations  
P. Region Treasury  
R. F. Thomas Treasury

**MIDLAND AREA**

10 Years  
W. S. Fowler Production  
G. B. Young Production

**NEW ORLEANS AREA**

15 Years  
J. Braunstein Exploration  
B. A. Ebenkamp Production  
E. L. Mark Production  
J. E. Whatley Production

10 Years  
W. F. Bassham Production  
J. S. Goldsby Production  
Evelyn M. Hanlon Treasury  
J. R. Lee Production

**PACIFIC COAST AREA**

20 Years  
R. E. Culp Production  
G. C. Kuffel Exploration  
R. M. Martinez Production  
R. B. Sayles Personnel & Ind. Relations

15 Years  
G. H. Doane Exploration  
J. R. Kalies Production  
J. E. Young Personnel & Ind. Relations

10 Years  
R. A. Beasler Production  
J. H. Culp Production  
G. E. Fisher Production  
R. E. Fulton Production  
H. Hardy Production  
W. E. Henry Production  
T. B. Hodges Production  
F. A. Ingram Production

Ralena E. Noe Treasury  
Virginia C. Rhodes Legal

**TULSA AREA**

15 Years  
W. K. Choate Gas  
J. H. Gerken Production  
F. A. Hall Personnel & Ind. Relations  
L. L. Hall Production  
C. M. Reminger Exploration  
F. L. Tempero Production  
G. A. Willis Personnel & Ind. Relations

10 Years  
E. C. Cloud Exploration  
R. F. Litchford Treasury  
D. F. Pack Automotive  
R. W. Turner Production

**Manufacturing**

**HOUSTON REFINERY**

20 Years  
W. O. Pinkston Treating

15 Years  
C. D. Finch Control Laboratory  
H. B. Giebelstein Gas  
W. D. Layne Engineering  
G. W. Livingston Dispatching  
R. B. Mann Engineering  
H. M. Orfield Technological  
Jeanne M. Pridgeon Lubricating Oils  
G. A. Smith Engineering  
D. W. Stewart Gas  
J. D. Temple, Jr. Control Laboratory  
H. H. Tolley Lubricating Oils  
C. A. Wolfe Gas

### 10 Years

D. M. Bartay..... Research  
 J. E. Bishop..... Engineering  
 T. H. Cochran..... Catalytic Cracking  
 B. E. Daniels..... Engineering  
 S. F. Davis..... Research  
 Iris F. Harmon..... Treasury  
 C. W. Herren..... Engineering  
 J. L. Kolb..... Lubricating Oils  
 P. N. Lowe..... Catalytic Cracking  
 E. Thomas..... Control Laboratory

### MARTINEZ REFINERY

#### 15 Years

A. Maggiora..... Cracking

#### 10 Years

L. Brackman, Jr..... Lubricating Oils  
 L. L. Lewis..... Control Laboratory

### NORCO REFINERY

#### 10 Years

T. B. Brady..... Cracking  
 R. L. Cadow..... Treating  
 M. A. Dejean..... Laboratory  
 S. J. Deroche..... Laboratory  
 J. D. Lambremont, Jr..... Treasury  
 E. J. Lasseigne..... Engineering  
 N. A. Lasseigne..... Distilling  
 A. F. Smith..... Engineering

### WILMINGTON REFINERY

#### 20 Years

J. L. O'Brien..... Economics & Scheduling

#### 10 Years

W. F. Dillman..... Laboratory  
 C. W. Edwards..... Cracking  
 W. A. McKenzie..... Engineering  
 E. H. Miller..... Compounding  
 C. L. Seth..... Engineering  
 W. E. Soltwedel..... Marine Loading

### WOOD RIVER REFINERY

#### 20 Years

V. V. Alexander..... Engineering  
 L. R. Bierbaum..... Cracking  
 L. R. Cox..... Engineering  
 N. Groves..... Engineering  
 J. Parker..... Engineering

#### 15 Years

B. H. Gross..... Control Laboratory  
 L. W. Holtman..... Research Laboratory  
 C. W. Lyons..... Engineering  
 G. E. Mateer..... Engineering  
 R. J. Paulicka..... Dispatching  
 R. M. Sumpter..... Engineering  
 R. J. Tucker..... Engineering  
 H. A. Warren..... Engineering

#### 10 Years

B. Cole..... Engineering  
 C. H. Davis..... Engineering  
 H. G. Donnelly..... Engineering  
 E. H. Duerr..... Engineering  
 E. A. Fullriede..... Engineering  
 E. J. Gerson..... Engineering  
 E. L. Grabowski..... Engineering  
 P. A. Hancock..... Engineering  
 L. C. Heim..... Engineering  
 A. M. Jackson..... Engineering  
 V. E. Knauss..... Engineering  
 M. J. Kreider..... Compounding

J. M. Maccanelli..... Engineering  
 W. J. Moehle..... Engineering  
 R. H. Porter..... Dispatching  
 F. W. Prusa..... Engineering  
 M. B. Raymond..... Engineering  
 B. C. Robertson..... Engineering  
 E. W. Runyon..... Cracking  
 M. L. Schlecte..... Engineering  
 E. O. Schneck..... Engineering  
 C. H. Sharp..... Engineering  
 W. H. Shults..... Engineering  
 R. Smiley..... Engineering  
 L. M. Sugg..... Engineering  
 L. S. Uhles..... Control Laboratory  
 R. W. Waits..... Engineering  
 W. S. Wilkinson..... Control Laboratory  
 L. H. Wille..... Engineering

### Marketing

### MARKETING DIVISIONS

#### 20 Years

J. C. Horras..... Atlanta, Marketing Service  
 W. A. Marcotte..... Atlanta, Sales  
 F. D. Ralston..... Baltimore, Treasury  
 C. A. Titcomb..... Baltimore, Sales  
 D. N. Antonucci..... Boston, Sales  
 L. Pellegrini..... Boston, Operations  
 J. F. Korte..... Cleveland, Operations  
 J. J. Morrell..... Detroit, Operations  
 H. Howell..... Indianapolis, Marketing Service  
 J. A. Kuhn..... Indianapolis, Marketing Service  
 Mary M. Nervi..... Los Angeles, Treasury  
 H. W. Vickery..... Los Angeles, Operations  
 R. B. Garland..... Portland, Operations  
 A. S. Chappuis..... St. Louis, Treasury  
 H. H. Hebel..... St. Louis, Operations

#### 15 Years

J. W. Vogels..... Baltimore, Operations  
 E. F. Fallona..... Boston, Sales  
 Helen M. Garchar..... Los Angeles, Treasury  
 Grace E. Osborn..... Los Angeles, Treasury  
 W. J. Mueller..... Minneapolis, Operations  
 O. E. Kelly..... Sacramento, Treasury  
 L. J. Wilson..... St. Louis, Sales  
 A. C. Ennesser..... Seattle, Operations  
 R. B. Jewell..... Seattle, Treasury

#### 10 Years

J. S. Faludi..... Chicago, Operations  
 B. M. Smith..... Indianapolis, Operations  
 L. G. Haddock..... Los Angeles, Operations  
 R. W. Krueger..... Portland, Treasury  
 W. J. Kaibel..... St. Louis, Operations  
 L. Begnel..... St. Louis, Operations

### SEWAREN PLANT

#### 20 Years

S. J. Pilch..... Terminal  
 C. J. Wrobel..... Depot

#### 15 Years

P. B. Zehner..... Depot

#### 10 Years

J. E. Boraczewski..... Engineering  
 G. A. Govelitz..... Terminal  
 S. J. Katona..... Terminal  
 J. Kohut..... Engineering  
 F. J. Martowicz..... Terminal  
 J. Masluck..... Engineering  
 M. J. Merkle..... Engineering  
 P. Parlacosi..... Terminal  
 C. D. Sofield..... Treasury  
 F. Statile..... Compound  
 J. Tirpak..... Terminal

### Products Pipe Line

#### 15 Years

H. W. Augur..... Zionsville, Ind.  
 C. D. Faïres..... New York, N. Y.  
 J. R. Garner..... Zionsville, Ind.  
 H. W. Vieth..... Columbus, Ohio  
 W. A. Wirz..... East Chicago, Ill.

### SHELL CHEMICAL CORPORATION

#### 20 Years

J. A. Medeiros..... Shell Point

#### 15 Years

F. M. Newton..... Houston  
 B. Fraser..... Martinez  
 J. Guerra..... Martinez  
 J. E. Mital..... Shell Point  
 W. L. Silva..... Shell Point

#### 10 Years

E. W. Ball..... Dominguez  
 L. L. Chambless..... Houston  
 M. Curd..... Houston  
 W. H. Hayes..... Houston  
 F. M. Henshaw..... Houston  
 C. M. Hunt..... Martinez  
 J. C. Martin..... Shell Point  
 W. A. Rumpf..... Shell Point  
 A. M. H. Dierl..... Torrance  
 Betty Ruffy..... Western Division

### SHELL DEVELOPMENT COMPANY

#### 20 Years

H. C. Kennedy..... Lubricants & Fuels  
 E. Meyer..... Instrumentation

#### 15 Years

T. J. Deahl..... Catalysis & Surface Chemistry  
 C. L. Dunn..... Physical Chemistry  
 R. G. Larsen..... Lubricants & Fuels  
 G. T. Price..... Analytical  
 G. A. Pryor..... General Office  
 H. J. Sommer..... Asphalt  
 M. Souders, Jr..... Chemical Engin. Application

#### 10 Years

Alice S. Blandy..... Analytical Standardization  
 I. H. Hobson..... Service Engineering  
 G. Lindsey..... Instrumentation  
 Christine W. Manson..... Analytical  
 Lois S. Reynolds..... Personnel & Ind. Relations

### SHELL PIPE LINE CORPORATION

#### 20 Years

H. H. Dawson..... Mid-Continent Area  
 A. Guillroy..... Texas-Gulf Area  
 J. W. Lang..... Texas-Gulf Area

#### 15 Years

G. T. Kelly..... Head Office  
 F. W. Pollard..... West Texas Area  
 D. E. Rubottom..... Mid-Continent Area

#### 10 Years

M. W. Gilliam..... West Texas Area  
 L. N. Harrison..... West Texas Area  
 J. B. Kissinger..... Mid-Continent Area  
 W. H. Newman..... Mid-Continent Area  
 C. E. Williamson..... West Texas Area  
 C. G. Wood..... Mid-Continent Area

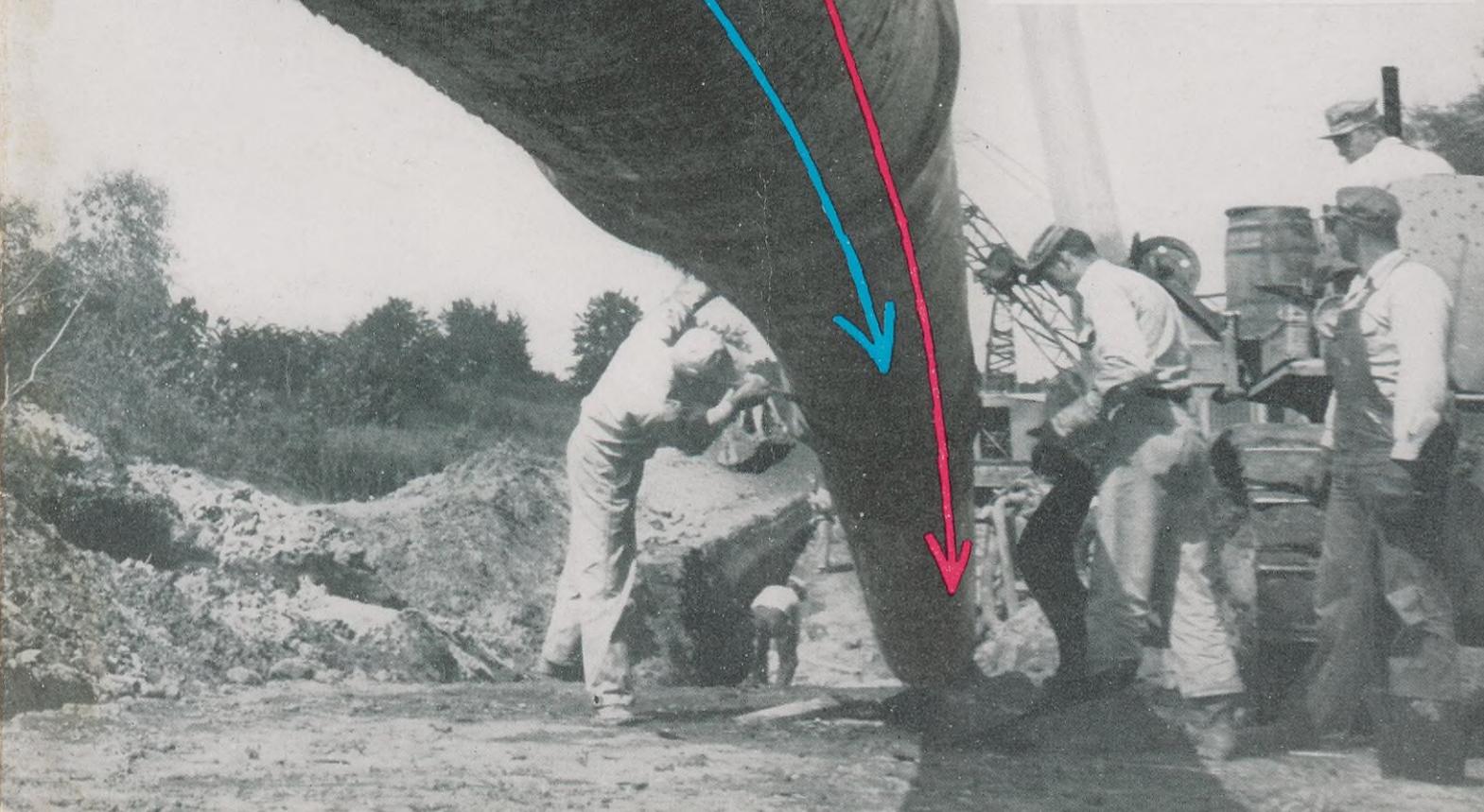
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Movement

*and*

Money.....

Oilmen have developed an enormous transportation system which works so well that they can move petroleum at an extremely low unit cost. But despite this economical operation, replacement and expansion of transportation facilities last year cost the Industry \$390,000,000. Shell's part in this 1951 expenditure amounted to \$11,859,000.



SHELL OIL COMPANY

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**FAMILY  
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**W**HETHER it's the answer to sticking hydraulic valves, the proper adjustment of the heating unit in a ceramic kiln, or the selection of a light oil for delicate instruments, Industrial Salesmen like Kenneth T. Connell know what to recommend to their customers. The information they make available covers almost the entire range of Shell products for industrial users throughout the country. In addition to telling customers what each Shell product will do best, the 111 Shell Industrial Salesmen also assist commercial and retail salesmen with answers to product service problems of a technical nature.

Kenny Connell, Industrial Salesman in the San Bernardino District of the Los Angeles Marketing Division, has had 27 years of marketing experience with Shell products. He and his wife live in the city of San Bernardino. Kenny is a member of the American Society of Lubrication Engineers and has several outdoor hobbies which include raising Beagle Show Dogs, golf and deep sea fishing.



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