

SHELL NEWS

SEPTEMBER 1956

GASOLINE'S GRANDFATHER

THE STORY OF OIL MARKETING . . .



Selling oil products would be simple if customers would come to the refinery and get them. But today's customers have other ideas, thus creating the need for intensive marketing—the subject of Shell's fifth film in the "This is Oil" series.



YOU can build a better mousetrap, but the world won't beat a path to your door—not any more. Today's customers want it delivered, or at least handily available in a nearby store. In other words, you must market it to sell it.

The basic functions of marketing are explained in a new Shell color film, "The Story of Oil Marketing." The fifth film in Shell's "This is Oil" series, it is being released this month for free showings to service clubs, schools, church organizations and other interested groups. Since the first "This is Oil" motion picture was released in 1947, the films in the series have been shown approximately 325,000 times. In addition to the new marketing film, the series includes "Prospecting for Petroleum" (Exploration), "Birth of an Oil Field" (Production), "Refining Oil for Energy" (Manufacturing) and "Oil, the Invisible Traveler" (Transportation). A sixth film in the series, covering oil research, is now in the planning stage.

The 27-minute marketing film begins with an eight-minute animated cartoon sequence depicting the various phases of marketing. A woman doing her day's shopping demonstrates the influences of "service," "advertising," and "anticipating public demand." The trail of a fish from sea to counter illustrates a key element in marketing—getting the product to the customer *where he wants it, when he wants it and how he wants it.*

To introduce oil marketing the cartoon sequence shows how the average person travels by car to do most of his shopping, thus giving him a choice of many gasoline and oil brands. The film then traces the process of getting oil from the ground to the refinery and finally to the customer. The oil marketing organization, which makes possible the delivery to the customer, is explained—from coast-to-coast distribution to local deliveries.

The film's live action sequence begins with a scene at a Shell service station. "Dave Lovett," a college student who

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

Employee Communications Department
New York, N. Y.

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GASOLINE'S GRANDFATHER

The big fellow on this month's front cover is a gorgosaurus, a flesh-eating giant who roamed North America about 100 million years ago, a time when some of the sediments in which we now find oil were being laid down. The gorgosaurus, and other prehistoric monsters, are cast in concrete and adorn St. George's Island Park at Calgary, Alberta. An article about the huge sculptures of prehistoric mammals at Calgary and at Rapid City, South Dakota, begins on page 4.

Taking a close-up view of the monster on the cover are J. M. Churchill, a Geologist in Shell's Calgary Exploration and Production Area, and his family.

The Story of Oil Marketing (cont'd)

is working at the station during the summer months, tells a customer he is going into oil marketing after graduation. In flashbacks, Lovett tells how he made his decision.

The flashbacks start with the planning of the service station where Lovett is working. The scenes show Shell men working to obtain the site for the station, designing the station, selecting and training the operator and supplying gasoline from a bulk depot.

Lovett is hired by the new station operator and meets "Carlson," a Shell salesman. Carlson takes him to the District Office to show him the many and varied jobs its takes to operate an oil marketing organization.

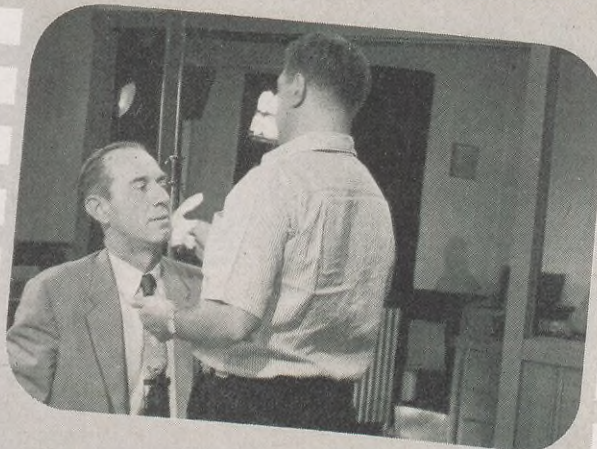
The final scene shows Lovett returning to college with his mind made up. As he walks across the campus, the narrator tells how graduates in law, accounting, engineering, advertising and other fields also can find a place in oil marketing.

"The Story of Oil Marketing" was conceived in the Visual Aids Division of Shell's Public Relations Department. A well known free-lance writer, Burton J. Rowles, turned the basic idea into a script and Transfilm, Inc., was selected to produce both the cartoon and live action sequences.

The live action sequence of the film features 18 professional and Shell actors. Some of the professionals are seen frequently on television screens. The Shell employees appear in the film in scenes shot on actual locations in the New York Division.

Three hundred prints of "The Story of Oil Marketing" will be available through the Shell film libraries in New York, Chicago, Houston and San Francisco.

In his first Shell actor role, District Manager P. F. Mullane, below left, of the Brooklyn Marketing District gets his make-up adjusted for a scene in "The Story of Oil Marketing." He plays the part of a Shell jobber in the film.

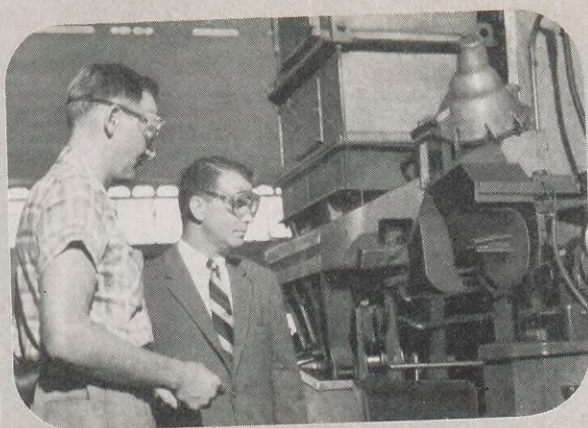


E. J. Greene, Jr., below right, of the Visual Aids Division in Shell's Public Relations Department, "stands-in" for an actor while the cameraman focuses the camera and tests the lighting before shooting a service station scene.



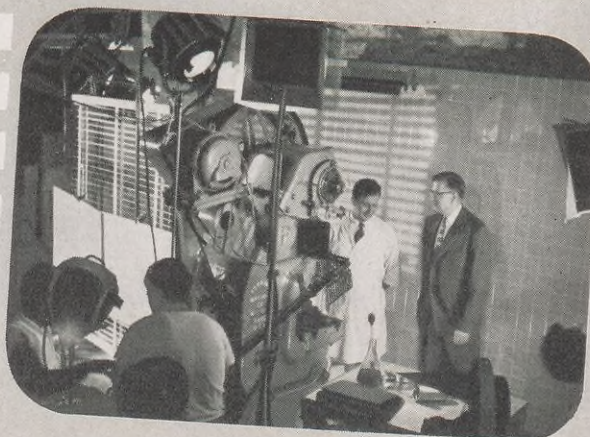


District Sales Supervisor A. J. Diorio, above, of the Connecticut Marketing District, telephones from a typical Shell office as he plays the part of "Jack Barrett," a Shell District Fuel Oil Salesman, one of several activities shown.



District Industrial Salesman A. W. Smith, above right, of the Newark (New Jersey) Marketing District feels at home as the film's Industrial Salesman. He is shown here in a scene shot in a Brooklyn plant of the Republic Steel Corporation.

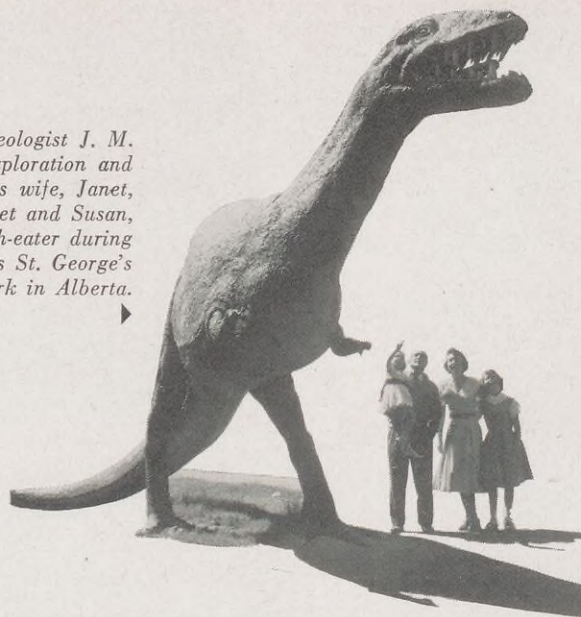
In a scene depicting development of a new oil for special application, Chief Chemist W. K. Smith, below right, of Shell Chemical's Sewaren (New Jersey) Laboratory plays the role of a Products Application Department engineer.



Discussing a night scene, below, left to right, are: Cameraman Dave Quade, Shell's Visual Aids Manager H. F. Brown, a script girl, and Head Office Assistant Sales Manager P. G. Drew, who was technical advisor for the film.



GORGOSAURUS. Geologist J. M. Churchill, of the Calgary Exploration and Production Area, with his wife, Janet, and daughters, Margaret and Susan, are dwarfed by this flesh-eater during a tour of Calgary's St. George's Island Park in Alberta.



A Walk

*At Two Places In North America
Reconstructions Of The Dinosaurs That
Earth Menaced*

AT about the time the oil in your car was getting its start, one of the big fellows on these pages may have put a foot in it.

They are dinosaurs—so named from Greek words meaning “terrible lizards”—and they lived in an ancient time when some of the world’s oil sediments were being formed. Some geologists credit the formations of the Tertiary Era (one million to 60 million years old) with about half of the world’s oil production. In the United States, however, Paleozoic strata (200 million to 600 million years old) have proved highly productive.

The Age of the Dinosaurs came in the intervening span called the Mesozoic Era. During the 140 million years when these monstrous reptiles ruled the earth, sediments were being laid down which are now bearing oil in such places as the inland Gulf Coast belt of Texas; in southern Arkansas, northern Louisiana and Mississippi, and in the Wyoming, Montana and Saskatchewan portions of the Williston Basin as well as in the Alberta Basin.

The dinosaurs lived in a world that

is hard to imagine today. Much of Europe and almost half of North America were submerged in warm seas. Denver, “the mile high city,” was most likely a tropical swamp; palm trees grew in Alaska; figs in Greenland. Thus, in a world of steaming swamps and stagnant waters, the terrible lizards lived and fought and died for a period more than a hundred times as long as the entire history of man.

Why did the dinosaurs become extinct? Paleontologists frankly admit they don’t know. They are only sure, and happily so, that the monsters did die out. The cause could have been a combination of circumstances, and a gradual change in physical environment is believed to be the most important factor. Mountains pushed up where swamps once had been; hot, humid lowlands became more temperate hills; tropical areas turned cold. Thus, over a span of many years, the vegetable-eaters lost their main sources of food and died—and in so doing deprived the flesh-eaters of their meal tickets.

Whatever the cause, the dinosaurs

are gone. They live again only in skeletal form in museums and in reconstructions of their huge forms that man has attempted. Best known of these are the steel and concrete statues overlooking Rapid City, South Dakota. But a more extensive collection—and one that is being added to from time to time—is in the St. George’s Island Park at Calgary, Alberta, Canada.

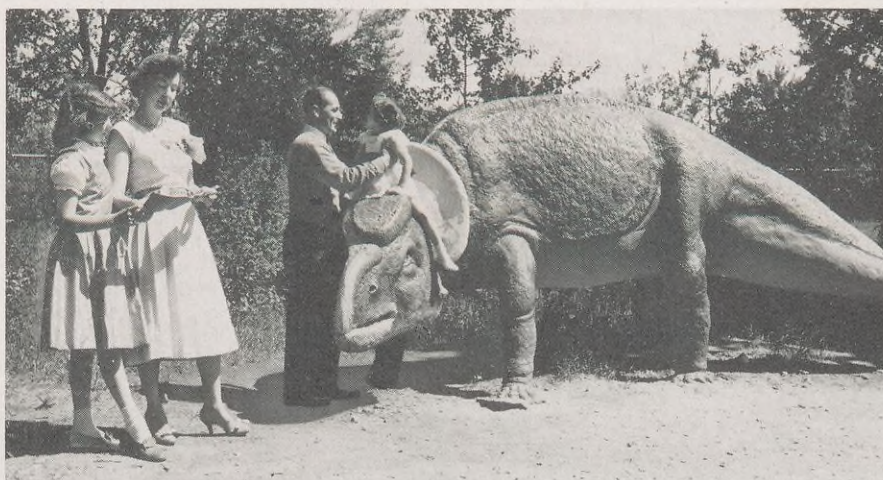
The dinosaur statues at both cities were constructed in about the same

BRONTOSAURUS, TYRANNOSAURUS and TRICERATOPS (left to right) menace the skyline overlooking Rapid City, South Dakota. Brontosaurus, a vegetarian and marsh dweller, was the largest of dinosaurs. Tyrannosaurus, largest of the flesh-eaters, got his name “tyrant” because he was a vicious predator. He grew to 35 feet in length, stood 16 feet high. Triceratops, a vegetarian, had a bony shield protruding backwards from his skull. Three spike-like horns protected him from carnivorous marauders such as Tyrannosaurus.



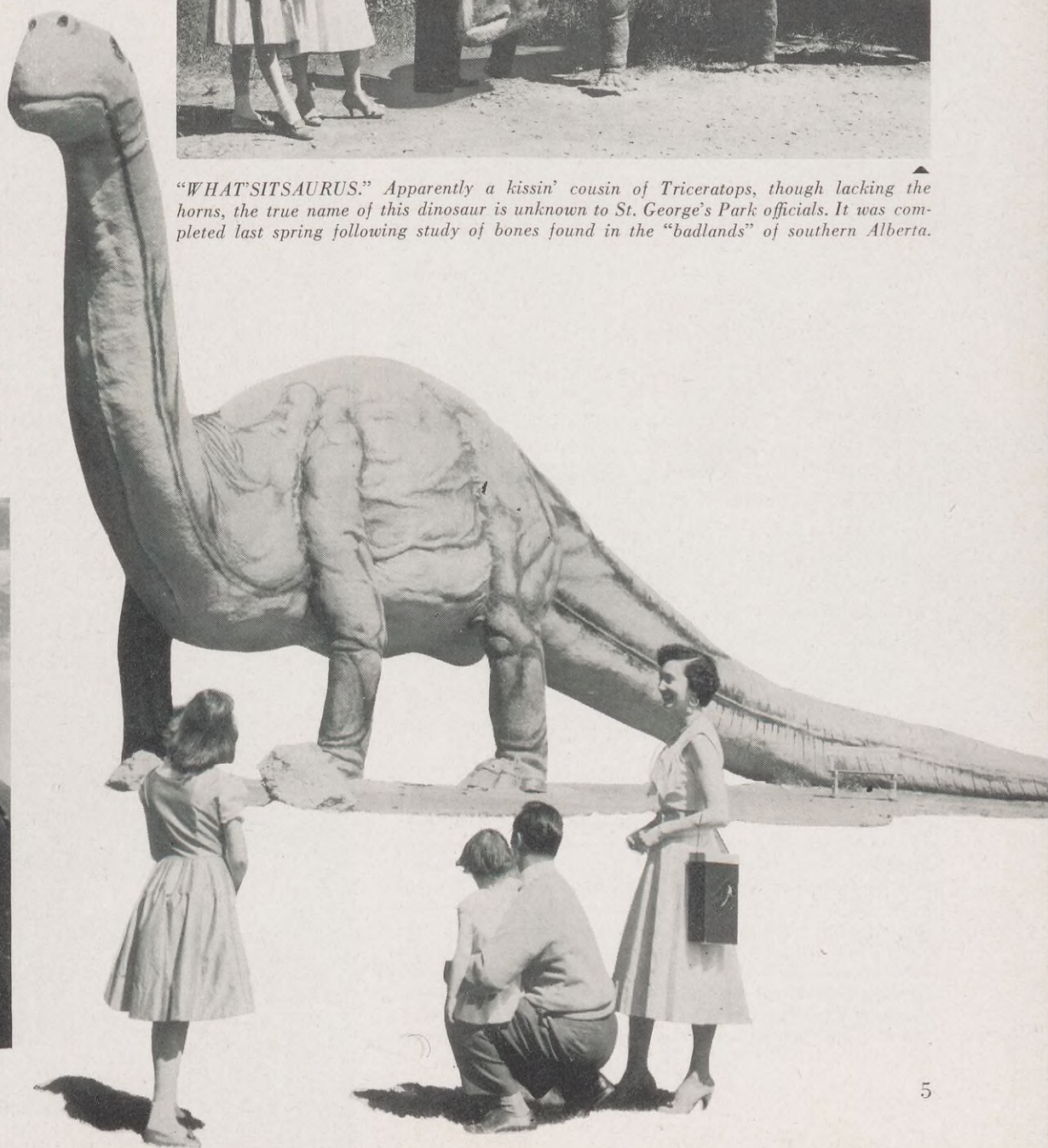
Among MONSTERS

h America Man Can View Life-Size
s That Roamed The
h Millions Of Years Ago



"WHAT'SITSAURUS." Apparently a kissin' cousin of Triceratops, though lacking the horns, the true name of this dinosaur is unknown to St. George's Park officials. It was completed last spring following study of bones found in the "badlands" of southern Alberta.

BRONTOSAURUS. In real life he tipped the scales at as much as 65 tons, yet had a brain the size of a cocker spaniel's. This one at Calgary, affectionately called Dinny, was reconstructed of painted concrete on a steel and wire mesh frame.



A Walk Among Monsters (cont'd)

way. The artist-sculptors made careful studies of scale models borrowed from museums, or made scale models of their own and had them checked by paleontologists.

Using the models as guides, they then constructed steel rod frames roughly approximating the shapes of the dinosaurs and covered these frames

with steel mesh. Concrete was plastered thickly onto the form. Thus the bodies of the largest of the statues, though thick and sturdy, are also hollow. The sculptors completed the details of skin wrinkles and scales while the main body of concrete was still damp.

It may be presumed that in the ages

to come these monsters, in turn, will be swallowed up in the successive layers of the earth's ever-changing crust. Said one geologist viewing the statues:

"I'd hate to be the fellow who unearths these things a couple of million years from now. He'll go nuts trying to figure out their skeletons."



▲
STYRACOSAURUS. Known to have ranged over what are now Montana and Alberta, this vegetarian is believed to have been a mild-mannered creature whose horn and spiked collar were mere camouflage. Even the huge beak was used merely to cut foliage for food. *Styracosaurus* weighed about five tons, measured 16 feet in length and 6 feet in height. This reconstruction is among 30 life-size models of prehistoric creatures on display in St. George's Island Park. All were constructed with an accuracy attested by paleontologists. Only their coloring is a matter of conjecture. It is believed, on the one hand, that dinosaurs were dull in color such as present day elephants and, on the other hand, it is argued that they may have assumed bright camouflaging like that of giraffes.

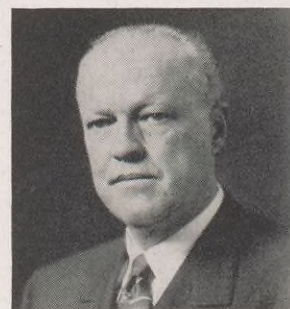
KRITOSAURUS. A herbivorous reptile, *Kritosaurus* belonged to a class of duck-billed dinosaurs. He was about 30 feet in length and 14 feet tall at the highest point—though he could extend himself much farther when he reared up on his hind legs (presumably to enable him to eat from trees). Like other dinosaurs in St. George's Island Park, his bones have been unearthed and studied by experts.



Three New Vice Presidents Elected

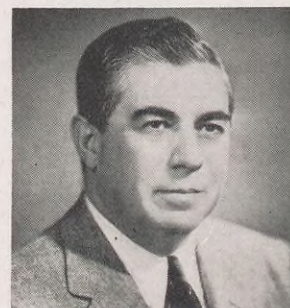
P. C. THOMAS, SEWYN EDDY and J. L. WADLOW, formerly General Sales Managers for Shell Oil Company's three major Marketing territories, have been elected Vice Presidents. Mr. Thomas will continue to supervise the Midwest Marketing territory, Mr. Eddy the West Coast Marketing territory and Mr. Wadlow the East Coast Marketing territory. All three will continue to report to J. G. Jordan, Vice President Marketing.

P. C. THOMAS joined Shell in 1932 as a Salesman in the St. Louis Marketing Division. He was named Sales Manager of the St. Louis Division in 1936 and Division Manager in 1940. He was appointed Manager of the Los Angeles Division in 1948 and later in the same year was named General Sales Manager for the West Coast Marketing territory, with his headquarters in San Francisco. In 1951, Mr. Thomas moved to New York as General Sales Manager for the East Coast territory and, in August, 1954, was named General Sales Manager for the Midwest territory.



P. C. THOMAS

SEWYN EDDY joined Shell in 1925 as a Salesman in San Francisco. He served in various Marketing positions in California and in 1935 was named Division Manager of the southern territory of California. Two years later he transferred to New York Head Office as Assistant Sales Manager, and was named Sales Manager the following year. In 1940, he was appointed Manager of the Detroit Marketing Division. He became Manager of the New York Marketing Division in 1945. In 1951, Mr. Eddy moved to Head Office in New York as General Sales Manager for the Midwest Marketing territory, and in August, 1954, transferred to San Francisco as General Sales Manager for the West Coast Marketing territory.



SEWYN EDDY

J. L. WADLOW joined Shell in 1926 as a Salesman in the St. Louis Marketing Division. He was named Division Manager—Florida in 1932 and was appointed to similar positions at Indianapolis in 1937 and Atlanta in 1941. Mr. Wadlow transferred to San Francisco in 1951 as General Sales Manager for the West Coast Marketing territory and in August, 1954, moved to New York as General Sales Manager for the East Coast territory.



J. L. WADLOW

E. C. Peet To Join Shell Caribbean



E. C. PEET

E. C. PEET, Vice President and Director of Shell Oil Company, has resigned his position as Vice President to join Shell Caribbean Petroleum Company. He will become a Vice President of that Company, and will continue to be a Director of Shell Oil Company. Mr. Peet joined Shell in 1919 as a Clerk in St. Louis. He served in many responsible positions in the Financial Organization in St. Louis, San Francisco and New York and in 1944 was elected Vice President and Treasurer for Shell's operations East of the Rockies. In 1949, he was made Senior Financial Officer for Shell Oil Company. Mr. Peet moved to London in 1952 to his present position as Head of Financial Administration and a Director of Shell Petroleum Company, Limited, and as a Director of Anglo-Saxon Petroleum Company, Limited. As such, he will continue to maintain his headquarters in London.

WINNING FRIENDS AND

Shell's Public Relations Representatives Study New Techniques

"LIVE right and let people know about it."

Thus H. S. M. Burns, President of Shell Oil Company, defined public relations in a speech some years ago before the Oil Industry Information Committee. As far as Shell is concerned, the definition had been adhered to for many years and has been intensified in practice since.

As Shell continued to pursue the "live right" portion of its public relations program, the men charged with "letting people know about it," gathered recently at three points across the United States to brush up on the techniques of telling Shell's and the oil industry's story. In week-long sessions, held at Saratoga Springs, New

York, in Chicago, and on the Stanford University campus in California, three groups of Public Relations Representatives of about a dozen men each heard lectures by an authority on disseminating news. They also held discussions of programs and problems, and otherwise practiced and refreshed themselves in the various techniques in the art of public relations.

These refresher courses were conducted by J. E. Brinton, a professor of journalism at Stanford and a former newspaperman. The 9 a.m. to 9 p.m. daily sessions (with time out for meals) were basically the same at each location. The scenes on this and the opposite page were photographed at Saratoga Springs.

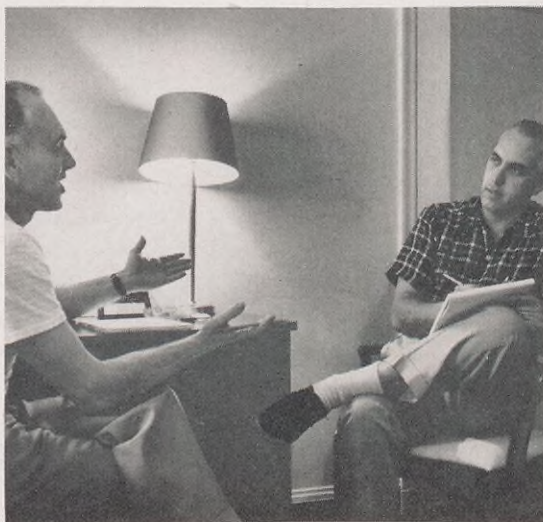


▲ Instructor J. E. Brinton, extreme right, leads a round-table discussion of news values. In the rear, left to right, are L. E. Yeager, New York (now Peoria, Illinois, Marketing District Manager); P. F. Causey, Baltimore; John Naye, New York;



▲ "Bull-sessions" began with breakfast coffee. Here Totten, Maguire, Martin and Small talk about the news content of a New York paper.

And the discussions went on into the night. After class ended at 9 p.m. G. G. Cease and A.B. Pryibil, New York, talked over points covered during the day's sessions.



▲ Yeager and Martin took a more relaxed approach to reviewing their notes taken during the day.

INFLUENCING PEOPLE

of Telling the Company's and the Oil Industry's Story



One day was devoted to practice in writing news releases covering various Shell events. Busy typists, left to right, are Martin; V. J. McCoy, Houston, and G. G. Cease, Albany.

Brinton, an experienced ex-newspaperman and currently a professor of journalism at Stanford University, explained what news editors like in pictures, using photographs of Shell people and installations to explain cropping and subject matter. Maguire listens with interest.



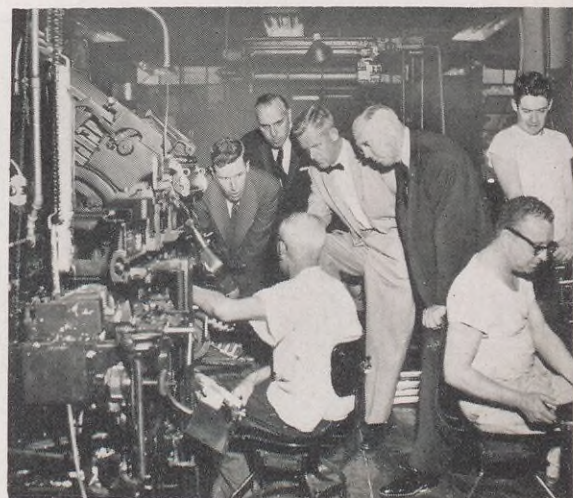
E. H. Small, Boston; and G. E. Maguire, Montreal. In foreground, W. E. Martin, New Orleans, and C. E. Totten, Manager of the Head Office Public Relations News and Information Division. Twelve men were in the Saratoga Springs group.



Newspapers in Albany, New York, were toured. Here Small, Naye and Brinton watch work of A. J. Bearup, managing editor of the Times-Union.



Even during meals, Pryibil, Maguire and McCoy continued the exchange of ideas on how to win and hold friends for Shell.



In the newspaper's composing room, Maguire, Pryibil, Brinton and Small talked to linotype operators, saw news going into type.

FIRST AID for everyone



CUSHING, Oklahoma, pipe line employees, their families and neighbors learn to apply bandages for theoretical eye injuries during one of the evening first aid classes conducted at Shell Pipe Line Corporation's pumping station. Classes were held in four evening sessions.



◀ *HOUSTON, Texas. In Shell Pipe Line's Head Office, left to right, Telephone Operators Julia Davis and Mildred Colburn and Stenographer Nina Ruth Sanders apply an arm splint to Secretary Reba Sybert as L. L. Ermis, Safety Representative, looks on.*

BROWNFIELD, Texas. Field Gauger P. J. Rogers, left, and Assistant District Chief Gauger C. F. Oden, center, watch Mrs. R. J. Evans prepare bandages for her husband, the District Field Gauger.



PORT NECHES, Texas. Mrs. W. M. Thomas, wife of the Station Engineer, undergoes a free-style bandaging at the inventive hands of 3-year-old Timothy Craig Anderson, son of C. D. Anderson, Mechanical Maintenance Supervisor at Port Neches Station.



When Shell Pipe Line's Employees Brush Up on the Treatment of Injuries They Throw Open Classroom Doors to Their Neighbors

WHEN the people of Shell Pipe Line Corporation decide to twist a tourniquet, they ask their families if they would like to take a hand. When they get down to practice artificial respiration, they call in the neighbors.

First aid, believe the pipeliners, is—or should be—of interest to everyone. Many deaths could be avoided in accidents if passersby knew how to administer emergency treatment. Many a painful recuperation and permanent disability could be averted.

That's why, when Shell Pipe Line people hold first aid refresher courses every other year throughout the pipe line system, they not only invite employees and members of their families to attend, they extend invitations to all interested persons of the surrounding communities. Approximately 10 per cent of the "students" attending the courses are outsiders, young and old, and about twice their number are members of Shell families. A large number of employees and guests have completed the course several times to

maintain their first aid skill.

Shell Pipe Line established its first aid training program in 1936—at a time when the Corporation's accident frequency rate was higher than the average for the oil industry and for all industries combined. With the first aid training as a fundamental plank in its over-all safety program, the Shell Pipe Line accident frequency rate has improved through the years until it is now considerably lower than the averages for both the oil industry and all industries. In 1936, Shell Pipe Line's accident frequency rate was 17.0 (that is 17 disabling injuries per one million man hours worked). Today the figure has shrunk to 1.4. The national average for all industries is 7.22.

Another illustration of the value of these first aid training courses is the fact that since the program has been in operation seven Shell Pipe Line employees, all of whom took the courses, have saved other persons' lives through the use of artificial respiration. They are: G. W. Barnett, Station Engineer

WOOD RIVER, Illinois. W. J. Morris, Assistant Pipe Line Superintendent at Healdton, Oklahoma, on temporary assignment as a first aid instructor, advises a youthful guest practicing artificial respiration.





FACULTY. These men are instructors in the current series of first aid courses. The "victim" is K. M. Butts, Analyst, Houston. Others, left to right, are: W. J. Morris, Assistant Pipe Line Foreman, Healdton, Oklahoma; J. H. Williams, Texas Gulf Area Training Representative; G. C. Moates, Texas Gulf Area Safety Representative; A. L. Cockrell, Assistant Pipe Line Maintenance Foreman, Glendive, Montana, and R. M. Morris, Leadman, Brownfield, Texas. They are certified by the U. S. Bureau of Mines.

at Kilgore, Texas; V. L. Burrese, Field Gauger at Jal, New Mexico; D. M. Farrell, Assistant Manager, Texas Gulf Area; W. D. Gregory, Construction Supervisor at Odessa, Texas; C. W. Ward, Leadman in the Gohlke (Texas) Field; M. T. Miller, former Pipeliner-Welder at McCamey, Texas, and C. W. Hooper, former Field Gauger at McCamey. The latter two have since resigned from Shell. All seven have been awarded the National Safety Council's President's Medal for their life saving feats.

Of this group, only Farrell had extensive experience in safety work, as such. He was appointed Shell Pipe Line's first Safety Engineer in 1936 (after transferring from the Wood River Refinery) and was assigned to organize and direct the first aid training program. When Farrell was named Assistant Manager of the Texas Gulf Area in 1950, he was succeeded by R. L. Carruthers, the present Safety and Training Supervisor.

The first aid training program was put on a regular biennial schedule in 1942, when a Safety Engineer was appointed for each of Shell Pipe Line's operating areas. The courses are offered on a voluntary basis at

virtually every community where pipe line offices and pumping stations are located.

When Shell Pipe Line thinks of first aid training, it not only invites the neighbors in, it accents the training by giving an unusual number of participants a chance to be instructors. One or more employees are selected from each of the operating areas to serve as instructors in their respective areas during each biennial series of courses. This everybody-gets-into-the-act system stimulates interest in the training and permits the Area Safety Engineers to concentrate on the over-all safety program without undue interruption.

Employees are trained to be instructors in various ways. This year, for example, the six selected men attended the First Aid Training Institute in Techniques in Houston. Before reporting back to their areas, each taught a class in first aid under the scrutiny of a representative of the U. S. Bureau of Mines and was certified as an instructor by the Bureau. Students in these test classes were volunteers from Shell Pipe Line's Texas Gulf Area and Head Office in Houston.

The first aid courses conducted at



AUSTIN, Texas. Splinting a "broken arm," left to right, are: C. R. Lilly, Pipeliner, Austin; R. L. Carruthers, Shell Pipe Line's Safety and Training Supervisor, who directs the first aid training program; J. D. Andersen, Warehouse Clerk, Texas Gulf Area (providing the arm); H. W. Scruggs, Pipeliner, Eldorado, Texas.

pipe line offices and pumping stations cover all phases of first aid, such as artificial respiration; control of bleeding; treatment of shock, open wounds and burns; how to handle dislocations and fractures; and transportation of the injured. Each course is conducted in four evening classes, each lasting about two and a half hours. Persons completing the courses are given certificates by Shell Pipe Line and by the U. S. Bureau of Mines.

HOUSTON, Texas. Arlis Blaine, of Shell Pipe Line's Personnel and Industrial Relations Department, watches as Stenographer Pat Johnson types her name on a certificate denoting completion of a first aid course.



Shell People in the News

Shell Oil Company Executive and Manufacturing Organization Changes

J. E. MARSLAND has been named to the new position of Assistant to the Executive Vice President, Shell Oil Company, and will head a group to conduct special studies which involve the interests of more than one Department of the Shell Companies. Mr. Marsland, who holds a degree in chemistry from California Institute of Technology and a Master's degree in chemical engineering from Massachusetts Institute of Technology, joined Shell Oil Company in 1933 in the laboratory of the Martinez Refinery. He served in various positions there and in the San Francisco Office and in 1945 was named Chief Technologist of the Wilmington Refinery. He moved to Head Office as a Senior Technologist in 1948 and was named Assistant Manager of the Technological Department the following year. In July, 1954, Mr. Marsland was appointed Manager of the Technological Department.



J. E. MARSLAND

J. M. BRACKENBURY has been named Manager of the Head Office Manufacturing Technological Department, succeeding Mr. Marsland. Mr. Brackenbury, who holds a Ph.D. degree in chemistry from the University of Nebraska, joined Shell Oil Company in 1933 as a Junior Inspector in the Wilmington Refinery. Following various technical assignments there, at the Martinez Refinery and in the San Francisco Office, he was named Chief Technologist at the Martinez Refinery in 1945. He was named Assistant Superintendent the following year. In 1949, Mr. Brackenbury moved to Shell Oil Company of Canada, Limited, as Superintendent of the Montreal Refinery, and in February, 1955, returned to the Martinez Refinery as Superintendent.



J. M. BRACKENBURY

J. B. DUNLAP has been named Superintendent of the Martinez Refinery, succeeding Mr. Brackenbury. Mr. Dunlap, who holds a degree in chemistry from the University of South Dakota, joined Shell Oil Company in 1928 as a Gauger at the former Arkansas City Refinery. He served in various operating positions there and in the Norco, Wood River and Houston Refineries, and in 1940 was named Manager of the Cracking Department at Houston. In 1946, Mr. Dunlap was appointed Assistant Superintendent of the Norco Refinery, and was named to a similar position at the Martinez Refinery in September, 1954.



J. B. DUNLAP

J. B. ST. CLAIR has been named Assistant Superintendent of the Martinez Refinery, succeeding Mr. Dunlap. Mr. St. Clair, who holds a degree in chemical engineering from Tulane University, joined Shell Oil Company in 1940 as a Junior Technologist at the Houston Refinery. He was named Assistant Manager of the refinery's Control Laboratory in 1945 and later that year moved to Head Office as a Senior Technologist in the Manufacturing Development Department. From 1948 to 1952, he served as Assistant Manager of various Departments of the Wood River Refinery. He was named Assistant Chief Technologist there in 1952 and was appointed Manager of the Aromatics Department in 1953. Mr. St. Clair returned to Head Office as Assistant Manager of the Manufacturing Technological Department in November, 1954.



J. B. ST. CLAIR



H. E. WALKER

H. E. WALKER has been named Assistant Manager of the Head Office Manufacturing Technological Department, succeeding Mr. St. Clair. Mr. Walker, who holds a Masters degree in chemical engineering from Columbia University, joined Shell Oil Company in 1941 as a Technical Assistant at the Wood River Refinery. He served as a Technologist at Wood River, in Head Office and in The Hague, returning to Wood River in 1950 to become Assistant Department Manager, Alkylation, and later Assistant Department Manager, Gas Plants. In 1953, Mr. Walker was named Assistant Chief Technologist at Wood River, and in November of the following year was appointed Chief Research Technologist at the Houston Refinery.



F. W. ROOD

F. W. ROOD has been named an Assistant Chief Engineer at the Wood River Refinery. Mr. Rood, who holds a degree in mechanical engineering from the University of California, joined Shell Oil Company in 1945 as an Engineer at the Wilmington Refinery. He was named a Senior Engineer there in 1952 and in 1954 was given operating experience as a Technologist in the Catalytic Cracking Department. In January, 1955, Mr. Rood transferred to New York as a Senior Engineer in the Head Office Manufacturing Engineering Department.

Shell Oil Company Personnel and Industrial Relations Organization Changes

F. C. CUTTING has been named Assistant to the Vice President, Personnel and Industrial Relations, and will assist the Personnel and Industrial Relations Organization in planning, developing and conducting managerial and professional training. Mr. Cutting, who holds a Masters degree in chemical engineering from the University of Michigan, joined Shell in 1925 as a Gas Engineer at Tulsa. He served in various manufacturing technological positions at the Wood River and Houston Refineries and in the St. Louis Office, and in 1937 was named Superintendent of the former East Chicago Refinery. In 1944, he was named Superintendent of the Wood River Refinery and two years later moved to Head Office where he was named Manager of the Manufacturing Research and Development Department. In January, 1951, Mr. Cutting was named Assistant to the Vice President, Economic Development.



F. C. CUTTING

H. H. MURR has been named Manager of the Policy and Benefits Division in the Head Office Personnel Department, succeeding H. A. Dohrenwend who plans to retire. Mr. Murr joined Shell Oil Company in 1929 as a Clerk in the San Francisco Office and served in various Treasury and Personnel and Industrial Relations positions at Vancouver and in California. In 1944 he was made Assistant Manager of Personnel and Industrial Relations for the Los Angeles Office and in 1949 was transferred to the San Francisco Office in a similar capacity. In 1952, Mr. Murr moved to Head Office as Assistant Manager of the Wage and Salary Division, and in January of this year was appointed Assistant Manager of the Policy and Benefits Division.



H. H. MURR

R. F. ICHORD has been named Manager of a newly created Organization Division of the Head Office Organization and Salary Department. Mr. Ichord, who holds a degree in commerce and finance from St. Louis University and a degree in law from the City College of Law at St. Louis, joined Shell in 1930 as a Clerk in the St. Louis Office. Following various supervisory positions in St. Louis and New York, he was made Assistant to the Personnel Manager in 1944. He was named Manager of the Policy and Compensation Division of the Personnel Department in 1946, and in 1949 was appointed Manager of the Wage and Salary Division.



R. F. ICHORD

R. M. LEE has been named Manager of the Wage and Salary Division, succeeding Mr. Ichord. Mr. Lee, who holds a B.A. degree from Pomona College, joined Shell Oil Company in 1938 in the oil fields at Long Beach, California. He was transferred soon to the Los Angeles Office. He subsequently served in various personnel and industrial relations positions in California, New York City, Houston, and Casper, Wyoming. In 1953, he was appointed Personnel and Industrial Relations Manager of the Midland Exploration and Production Area. Mr. Lee was appointed Assistant Manager of the Head Office Wage and Salary Division in January of this year.



R. M. LEE

Shell Oil Company Financial Organization Changes



R. B. HARBOTTLE

R. B. HARBOTTLE has been named Manager of the newly formed Economics and Statistics Department in Shell Oil Company's Head Office Financial Organization. Mr. Harbottle, who holds a degree in business administration from the University of Southern California, joined Shell Oil Company in 1933 as a Clerk at the Wilmington Refinery. He transferred to the San Francisco Office in 1936 and served in various financial and accounting positions there. He was named Manager of the Economics and Statistics Department at San Francisco in 1946. Mr. Harbottle moved to Head Office in December, 1949, and was named staff assistant in the Economic Development Department.



H. T. RICHARDS

H. T. RICHARDS has been named Assistant Manager of the Economic and Statistics Department. Mr. Richards, a graduate of San Francisco College where he was an accounting major, joined Shell Oil Company in 1929 as a Clerk in the San Francisco Office. He served in various financial and accounting positions there and in 1949 was named Chief Accountant of the Cleveland Marketing Division. Moving to Head Office in 1952, he was named Chief Statistician in the Controller's Organization. In May, 1955, Mr. Richards was appointed an Assistant Manager of the Head Office Financial Accounting Department in charge of Statistics and Budgets.



The seventeenth and eighteenth in a
series of organization charts

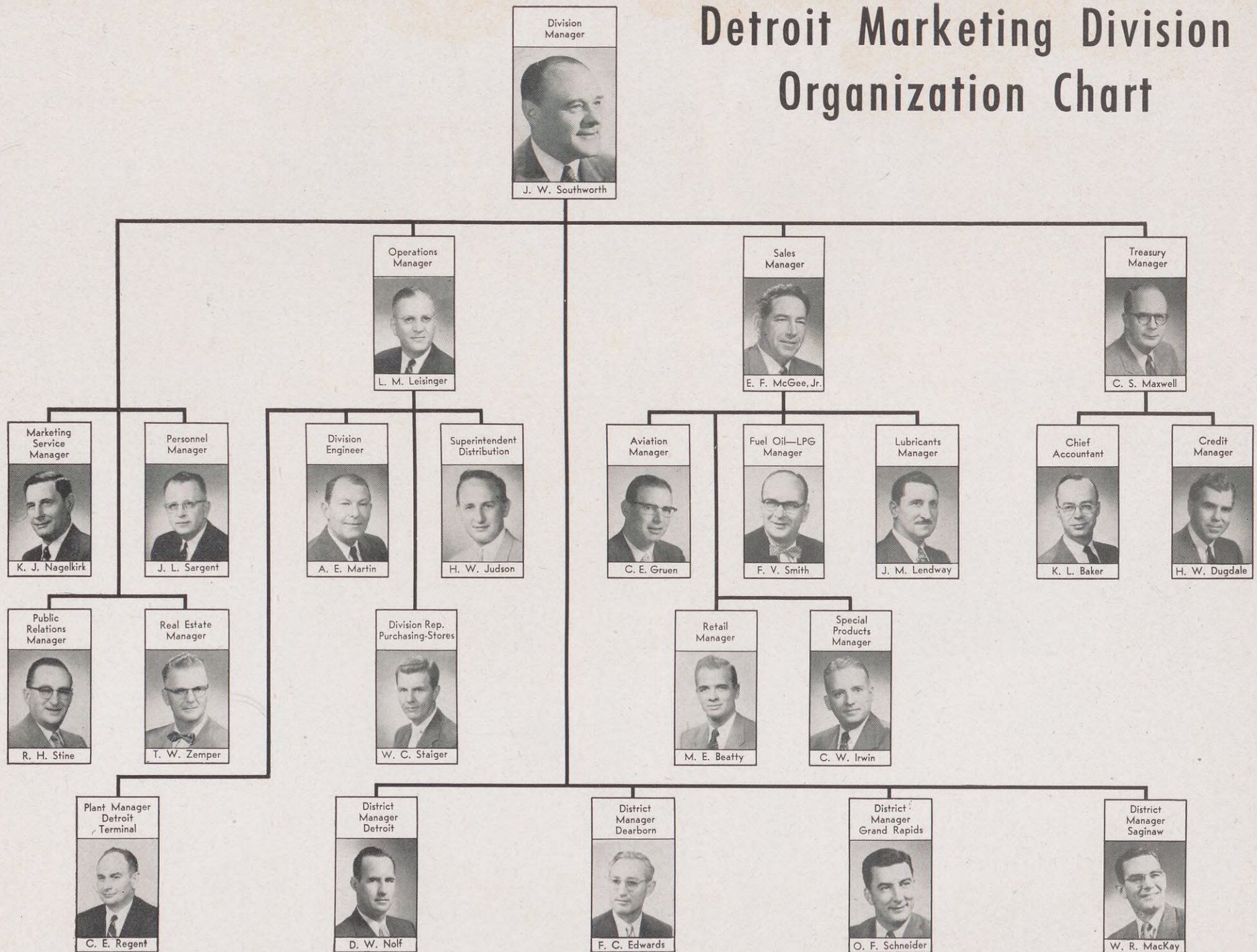
Shell Oil Company

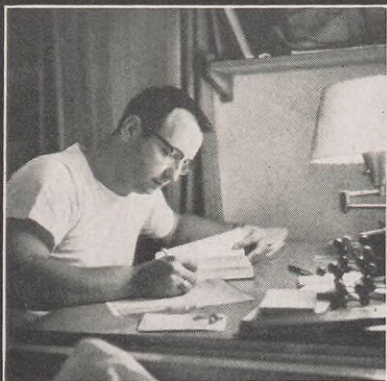
September—1956

Chicago Marketing Division Organization Chart



Detroit Marketing Division Organization Chart





SCHOOL DAYS FOR TEACHER

THOMAS J. RITZINGER of Rice Lake, Wisconsin, was one of the 60 high school science and mathematics teachers picked to spend last summer as a student under the Shell Merit Fellowship program.

Ritzinger and 29 others from east of the Mississippi River studied for six weeks at Cornell University. Thirty other teachers from west of the Mississippi spent eight weeks at Stanford University, their studies underwritten by Shell Companies Foundation, Inc.

Ritzinger is typical of the group, his vital statistics varying only in detail. Thirty-two years old and the father of two daughters, he has been a science teacher at Rice Lake's Washington High School for eight years, ever since his graduation from Wis-

consin State College. He learned of Shell's Fellowship program through a newspaper article last spring.

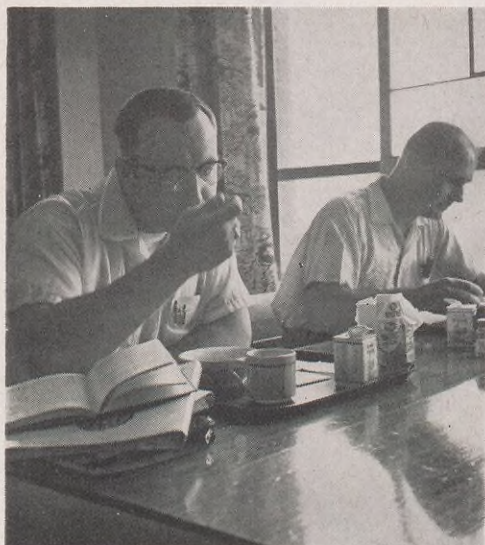
He and the other Fellows were selected by staff members at Cornell and Stanford. The two universities also administered the programs and offered approximately the same schedules to bring the teachers up to date on scientific progress, new methods of teaching and uses of science in the modern industrial world.

The summer scholars took courses in education and in physics, chemistry and mathematics. (It just happens

that Ritzinger teaches all of the last three subjects at Rice Lake.) In addition to the group work, each Fellow also pursued an individual project. Ritzinger's, for example, was to plan an integrated program geared to teach science from the first through the twelfth grades. Science should be taught as one broad field, he believes, and not as several separate courses.

His working days at Cornell usually stretched over 18 hours or more. The pictures on this and the following three pages show how he and the other Fellows filled their days.





Breakfast time for the Shell Fellows at Cornell often became a last-minute study session before classes. Here Thomas J. Ritzinger, left, of Rice Lake, Wisconsin, scans a chemistry assignment. With him is Norman Krapf, Vineland, New Jersey.

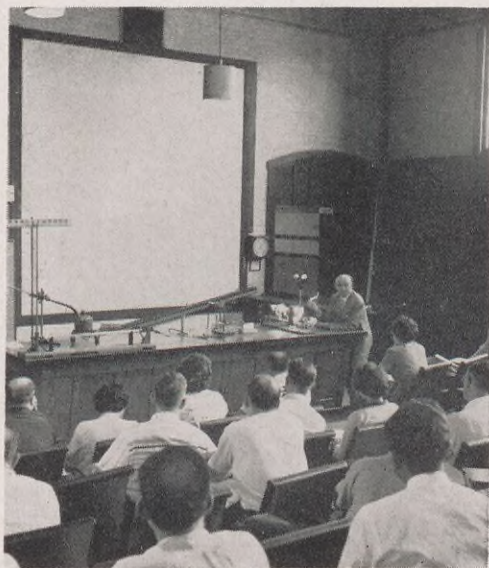


The walk to class from the dormitory which all shared included beautiful views of the Cornell campus. Above, Ritzinger and Leroy Sachs of East St. Louis, Illinois, are in the vanguard of a class-bound group.

Battling the elements in chemistry class are, left to right, Lester Anderson, Grand Rapids, Michigan; Elmer Watkins, Muncie, Indiana; D. J. Haigler, St. Matthews, South Carolina; Mrs. Lucia Tirando, Puerto Rico; Franklin Kizer, Norfolk, Virginia; Ritzinger, Alice Boon, Sullivan, Illinois.



Dr. G. E. Grantham, professor of physics at Cornell, augmented his instruction with new demonstrations of physics in action which the Fellows can use in their own classes. Typical case: What makes a pitcher's curve ball curve in baseball.



A group takes a break between classes, but scientific and mathematical discussion goes on. Ritzinger listens at right.

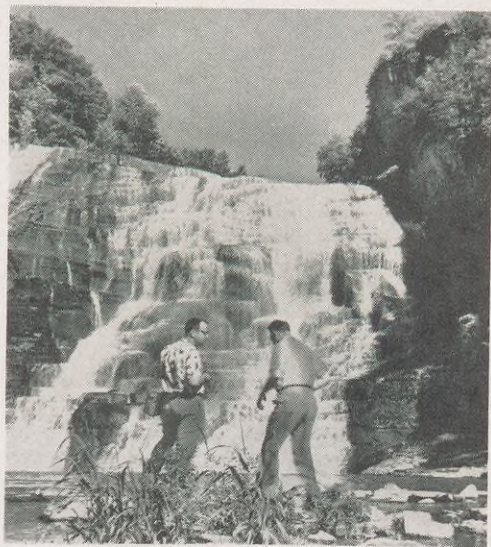


In the physics laboratory class Ritzinger and Miss Boon make a measurement during an experiment to determine velocity.



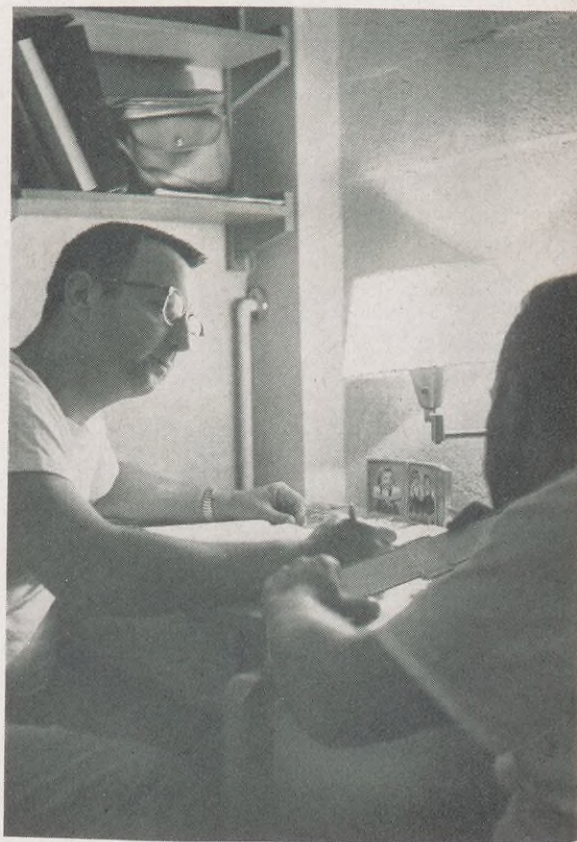
Henry Shannon, left, of Garner, North Carolina, Ritzinger, and Jacob Skilken, Cincinnati, Ohio, talk with Dr. Morris Meister, right, Principal of The Bronx (New York) High School of Science, at luncheon. Meister, a special speaker at the session, is a leading proponent for special training for gifted children. Ritzinger, whose individual project was to plan an integrated science program from the first grade through high school, got expert advice from Meister.

During afternoon spare hours Ritzinger, left, a camera fan, and Kizer occasionally hiked the nearby countryside with friends looking for picture possibilities, such as this waterfall near the campus. Ritzinger is in charge of his high school's photography club, and also is assistant football coach.



The Fellows agreed that a major part of the program's opportunity was the chance to exchange teaching ideas, such as a demonstration, made above by Miss Allene Archer of Richmond, Virginia, of the visual aids she uses to teach mathematics.

A welcome break from study hours came every evening in a campus cafeteria. Here, left to right, Paul Shaver of Sodus, New York, Sachs and Ritzinger enjoy a joke over coffee. A typical day's study hours usually stretched from 7 p.m. until midnight.

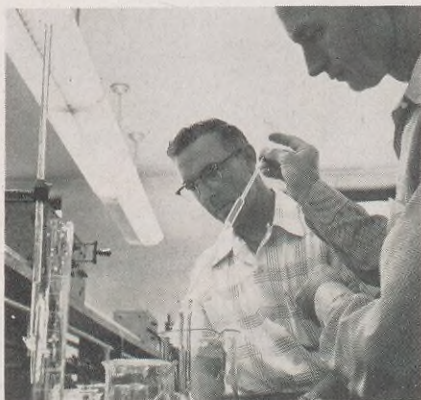


Slide rules and scratch pads were popular tools during study hours. Above, Ritzinger and his dormitory roommate, Sachs, collaborate on a homework assignment in physics. The framed pictures on Ritzinger's desk are of his two young daughters.

Fellows From Far-Away Places

THE high school teachers who gathered last summer at Cornell and Stanford Universities came from far-flung American schools. They represented 40 states, Canada, Hawaii, Puerto Rico and the Canal Zone. They exchanged views on techniques and problems of teaching in high schools of every size, both public and private.

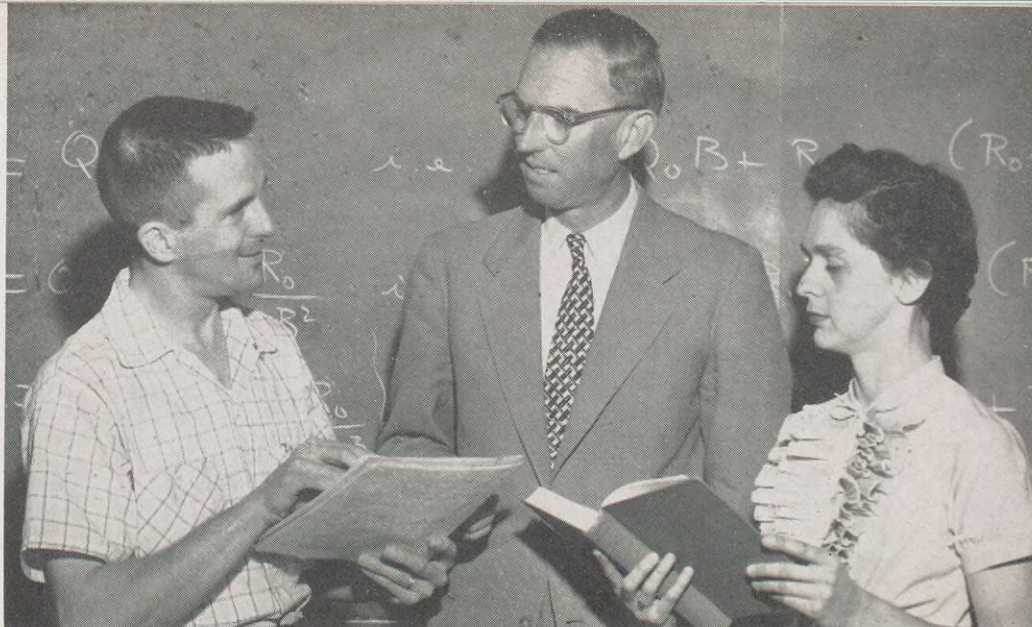
The teachers shown on this page are indicative of the wide geographical representation among the summer scholars.



Henry Shannon of Garner, North Carolina, watches intently as Glenn Slabaugh of Durand, Illinois, his partner in the Cornell chemistry laboratory blends two chemicals.

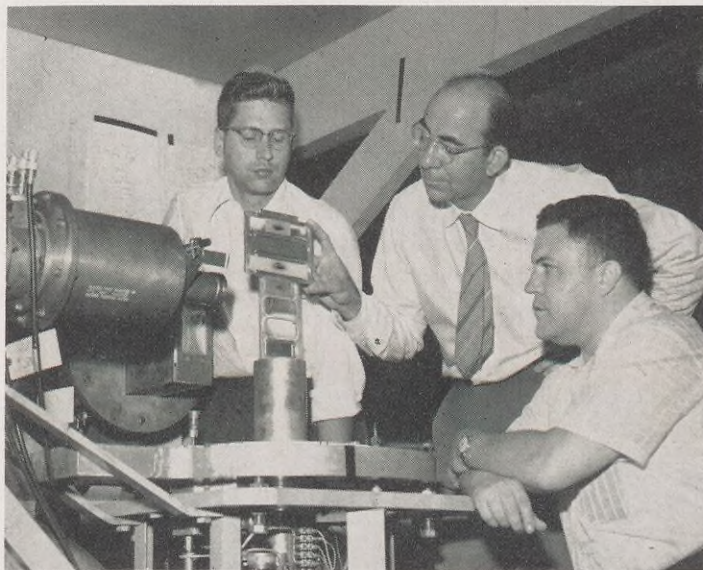


Elmer Watkins of Muncie, Indiana, and Jacob Skilken of Cincinnati, Ohio, measure the results of an acceleration experiment they ran in the Cornell physics laboratory.



Two Shell Fellows at Stanford University question Dr. Harold Bacon, center, professor of mathematics, about a problem presented in their class on the California campus. The Fellows are Stanley Norris of Cayley, Alberta, Canada, and Eva Crangle of Salt Lake City, Utah.

Dr. J. F. Streib, center, visiting professor of physics at Stanford, explains the spectrometer of the university's electron accelerator to Robert L. Starkey, left, of Carlsbad, New Mexico, and the Rev. A. J. LaFleur of Tulsa, Oklahoma. The 240-foot machine is used to study the size and shape of atomic nuclei.



Dr. R. H. Eastman, right, Stanford professor of chemistry, explains the use of an instrument used in protein analysis to Morris Hutchinson, left, of Everett, Washington, and Katashi Nose of Lihue, Kauai, Hawaii. The 30 Fellows selected to attend Stanford all teach west of the Mississippi.



BACK TO BACH

*An Idea by Two Shell Families Has Grown Into
Berkeley, California's, Annual Festival for Talented Young Musicians*

ENTRY blanks went out this month to more than 250 young musicians—all under 21—in the Berkeley, California, area for the fourth of what have become annual musical pilgrimages back to Bach.

The young musicians will compete for a chance to perform in the Junior Bach Festival at Berkeley next May—the fulfillment of an idea originated by two Shell families and carried out

with the help of other employees of Shell Development Company's Emeryville Research Center.

The thought for the first Festival sprang up five years ago during a fireside chat between Mr. and Mrs. J. P. Mailkoff and Mr. and Mrs. James Todorovic. Mailkoff is a Senior Laboratory Assistant in the Research Center's Analytical Department; his wife is a music teacher. Todorovic is a

Department Head in the Patent Division. All music lovers with a particular fondness for Johann Sebastian Bach, they realized that while the annual Carmel, California, Bach Festival gave adult artists opportunity to present the works of that composer, there was no similar stage for young students.

With the help of friends, many of them Shell Development employees,

At the opening night of the third Junior Bach Festival at Berkeley, California, last May, Don Weilerstein, 15, and Laetitia Warren, 18, teamed to play a Bach violin concerto. Monroe Kanouse is the pianist.



Miss Warren, daughter of W. J. Warren, a Supervisor of Development at the Emeryville Research Center, also is a member of Berkeley's Young People's Symphony.



Mrs. Tirzah Mailkoff, Musical Director of the Junior Bach Festival, addresses a meeting of Festival backers. At right foreground is D. C. Burtner, an Emeryville Research Center Chemist, and at extreme right is James Todorovic, a Department Head in the Patent Division.

Carl Liedholm, 16, foreground, son of George Liedholm, Assistant Department Head at Emeryville, played cello at the 1955 Festival.

they set about filling that void. Their goal was to give young musicians the chance to learn, hear and perform original Bach music; no transcriptions or transpositions being allowed.

The first Junior Bach Festival became a reality in 1952. It was hailed by music critics in the San Francisco Bay area as a solid contribution to music education and appreciation, and the Mayor of Berkeley proclaimed a "Junior Bach Festival Week."

As the Festival grew from year to year, so did the number and size of the problems connected with it, such as finances, advertising, tickets, and the other behind-the-scenes necessities. Last fall a Junior Bach Festival Association, a non-profit organization, was formed to take over the mounting problems. Todorovic was elected a Director at Large and D. C. Burtner, a Chemist in the Research Center's



Bill Lampi, 16, of Berkeley, is one of the entrants for this year's Festival. More than 250 young musicians will be auditioned to decide who will be invited to perform.





Pauline Pan, 14, left, and Hiro Imamura, 13, both of Berkeley, hope to play in next year's Festival. They will try out in auditions to be spread over several weeks next spring.

Analytical Department, was named Business Manager. Mrs. Mailkoff was elected Music Director. Other Shell Development employees who took an active part or gave financial aid to the project were A. B. Bakalar, Director of the Patent Division, and his wife; A. G. Cattaneo, Head of the Fuels and Engine Lubricants Department, and his wife; C. H. Deal, Development Supervisor of the Physical Chemistry Department, and his wife; W. H. Myers, Patent Division Agent, and his wife; H. J. Sommer, Bitumen Department Chemist, and his wife; and Miss Ruth Stollings, Analytical Department Laboratory Assistant. The late Dr. A. A. Schaerer, who was a Chemist in the Bitumen Department, and his wife also took active roles in the Festival work.

While the Association and its workers handle the mechanics of the Festival, they have nothing to do with the selection or interpretation of the music. That is solely in the hands of the musicians, teachers and the Festival

audition judges.

Since only about 45 of the more than 250 potential performers can play during the three-day Festival, auditions are necessary to select the best of the candidates. The auditions usually start about two months before the Festival week itself, and are held on successive weekends. The Director of Music names judges for each musical field—violin, piano, voice and organ. The names of the judges are kept secret, and they are not told the names of the students they hear. The young musicians compete against students in their own age groups; last year, for example, all pianists were divided into grammar, junior high and high school groups.

Once the musicians are selected, competition ends. No prizes or awards are made, and no one is selected as "outstanding." The student's reward is a certificate of merit stating he participated, and the intangible feeling of artistic accomplishment that comes with a public performance.



Beatrice Myers, 17, of Berkeley, daughter of W. H. Myers, Patent Agent in Emeryville's Patent Division, practices for next spring's Festival auditions. Names of the audition judges, all professional musicians, are kept secret, and the judges are not told the names of the performers they hear until after final selections are made.

They Have Retired



E. L. ANSELL
Pacific Coast Area
Purchasing-Stores



C. G. BRAKEBILL
Sacramento Division
Operations



J. B. BRUSH
Shell Pipe Line Corp.
Mid-Continent Area



C. CURTIS
San Francisco Office
Marketing



E. A. DAVIS
Seattle Division
Sales



C. B. FREDERICKS
San Francisco Division
Treasury



W. H. GRAPE
Baltimore Division
Operations



C. A. KELSO
Pacific Coast Area
Land



J. W. LONGSHORE
San Francisco Division
Sales



S. MACALUSO
Shell Chemical Corp.
Shell Point Plant



B. MADRID
Pacific Coast Area
Production



B. E. MCCANN
Pacific Coast Area
Production



C. A. MOHR
Wilmington Refinery
Engineering



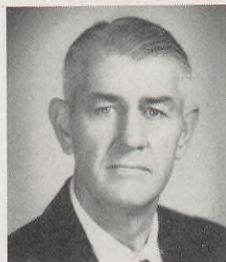
G. E. MULLENEX
Wilmington Refinery
Engineering



F. H. MURILLO
Houston Refinery
Engineering



H. N. STARKEY
Wood River Refinery
Engineering



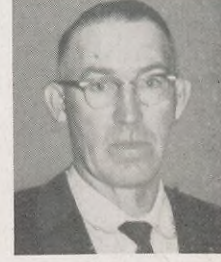
Z. L. SUMLIN
Shell Pipe Line Corp.
Texas-Gulf Area



O. SUMMERS
Wood River Refinery
Engineering



E. L. THOMAS
Houston Refinery
Gas



W. A. YORK
Shell Pipe Line Corp.
Mid-Continent Area

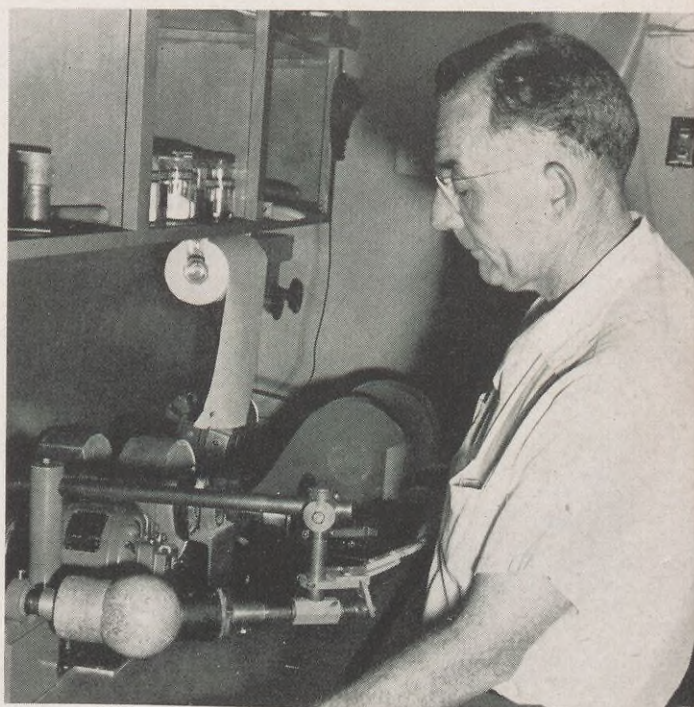


SHELL COAST TO COAST

AFTER only four years of experience, E. G. Brydon carved out an exhibit of semi-precious stone spheres good enough to win first prize this year at the annual meeting of the Texas Federation of Gem and Mineral Societies.

Brydon, a Mechanic in Shell Development Company's Exploration and Production Research Division at Houston, made his exhibit from specimens of semi-precious stone collected from every continent. Using a saw, grindstone and other cutting tools, he shaped smooth, glowing spheres from the rough specimens, then put a gleaming gloss on each, using only tin oxide as a polish. Rules of the gem society prohibit use of any other polish. Brydon's secret of sheen

Four-Year Grind

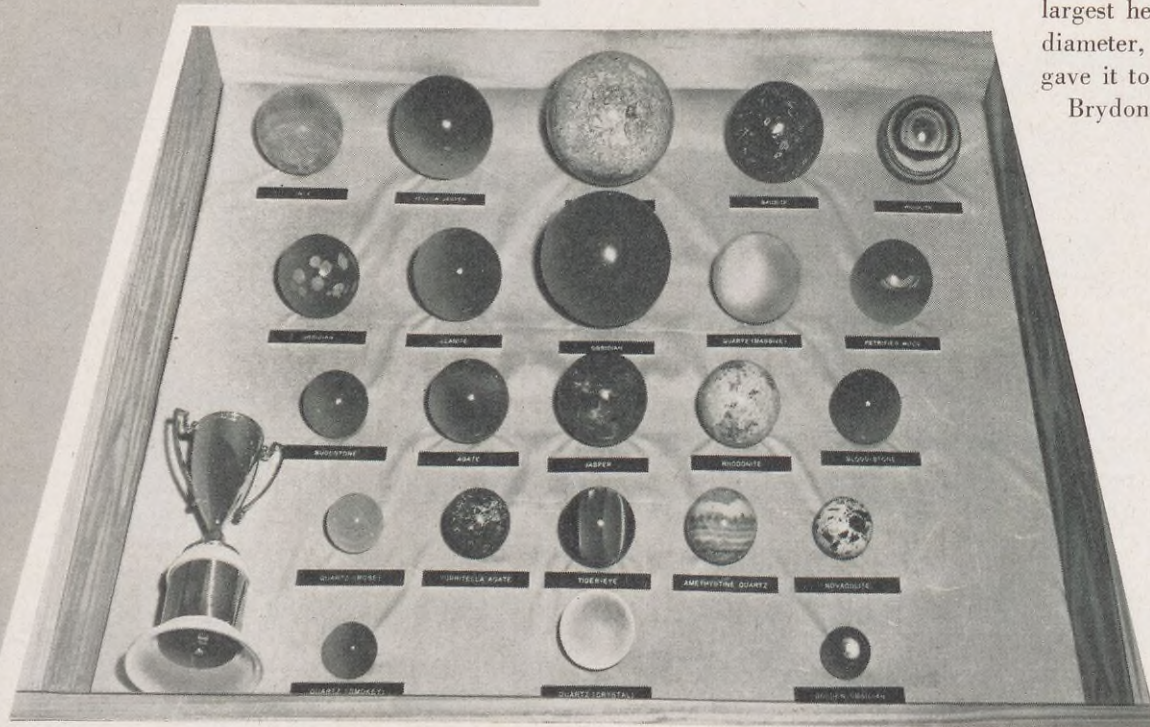


is expert sanding before he applies polish to the spheres.

The size of the spheres in Brydon's prizewinning exhibit ranged from one and one-half inches to six inches in diameter. A six-inch one required 25 hours of work to complete. The largest he has made, seven inches in diameter, took 54 hours to finish. He gave it to a friend.

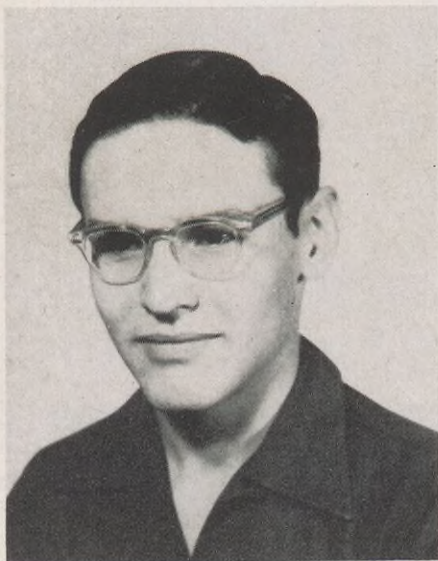
Brydon has given away many of the 100 spheres he has finished, and traded some for more rough specimens — a usual method in sphere circles for adding variety to a collection. He and his wife, Dee, who takes an active interest in his hobby, join in gathering raw materials by going rock-hunting during their vacations.

Brydon does his work on the stone spheres in a home shop, using finishing equipment he made himself.



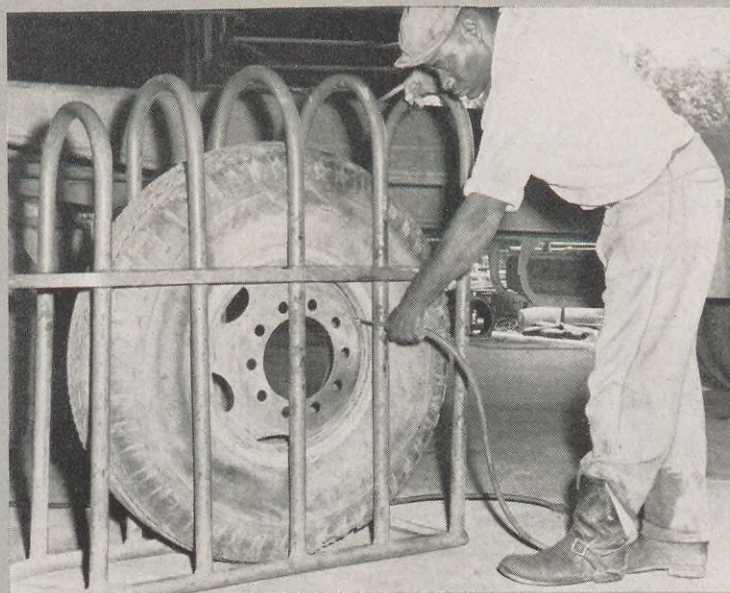
High Seas Essay

Kenneth Schubert, 16, son of L. H. Schubert, Operator at Shell's Wood River Refinery, won a Mediterranean cruise as first prize in a nation-wide essay contest. His essay about the U. S. Maritime Service was judged best of over 100,000 entries in the contest. The prize 56-day cruise included stops in Italy, Portugal and North Africa. ▼



Safety Cage

Willie Tryals, above, of the Houston Refinery Garage, shows the tire inflation safety frame, designed by Shell personnel, which saved him from injury. The frame stopped a bus tire lock ring which was blown off the tire with enough force to bend the steel bars of the frame. Below, Sam McCray, Jr., uses a safety frame in the Houston Exploration and Production Area Garage, where it was originally designed and built.



Cub Sees Bears

Howard Kirkpatrick, nine-year-old son of H. M. Kirkpatrick, Production Geologist in the Denver Exploration and Production Area, received a season pass to Denver Bears baseball games from Bob Howsam, left, Bears' president and general manager. Howard won the pass by selling more tickets to the Denver Boy Scouts Circus than any of the 15,000 local Boy Scouts, Cub Scouts and Explorer Scouts. Kirkpatrick, right, is leader of his son's Cub Pack. ▲



Miss Colorado

Polly M. Childs, 18, of Shell Chemical Corporation's Denver Plant, topped her clerical talent with charm and was chosen this year's "Miss Colorado." She won her title in a state-wide contest to select Colorado's representative in the "Miss America" contest at Atlantic City, New Jersey. Polly and the nine other finalists in the Colorado contest were judged both in bathing suits and evening gowns, and were graded for poise, charm and talent. Miss Childs' talent demonstration was a reading from Maxwell Anderson's play "Joan of Lorraine." Along with her "Miss Colorado" crown, Polly won a \$300 scholarship to the college of her choice, a set of luggage and a \$300 wardrobe. Her statistics: 36-23½, 36, five-feet-five, blue eyes, brown hair. ▼



Fleet Feat

H. B. WESTON, Accounting Department Machine Operator in Shell Oil Company's Boston Marketing Division, has built his own armada of bottle-size battleships and scale-size submarines with wood, glue, paint and patience.

Weston has made more than 300 models of different types of airplanes, automobiles and ships. Recently, however, he's been concentrating on miniature vessels, including models of the U. S. atomic submarine *Nautilus*, Columbus' *Santa Maria*, and a modern cargo transport which he is shown working on, top right, while his two-year-old daughter Mona Jean watches. His goal is to make a fleet of models of every type of ship from colonial times to the present.

Weston buys the plans and materials for his models in



kits, but uses his own delicate instruments, including fine drills and blades, with skill to produce the final product.

Most of the models, such as John Paul Jones' *Bonhomme Richard* which he is completing below, adorn friends' homes. He usually keeps the airplane models for himself.



Artful Needle

While H. V. Mackie, Engineer's Assistant in the Illinois Division of the Tulsa Exploration and Production Area, was on a sick leave early this year, he occupied much of his time becoming an expert at needlework. Mackie had become mildly interested in the hobby four years ago when his wife took it up, but he did little with it because it was too time-consuming. Last December he again turned to this hobby during a convalescence. Using yarn, thread and heavy needles, Mackie makes throw rugs and pillow tops from cloth already stamped with a design. After punching the yarn through the printed patterns, he then trims the yarn to give it a "finished" appearance—the most difficult and important part of the decorative process. ▶





Service Birthdays

Thirty-Five Years



J. A. BRADY
Norco Refy.
Distilling



N. KELLER
Norco Refy.
Distilling



C. B. MacGLASHAN
San Francisco Office
Marketing



L. E. MATHEWS
Wilmington Refy.
Distilling



G. R. MONKHOUSE
Shell Chemical Corp.
V. P.-Ammonia Div.



L. F. PARCEL
Pacific Coast Area
Production

Thirty Years



O. C. ANDERSON
San Francisco Office
Trans. & Supplies



R. T. BORCHERS
Pipe Line Dept.
Vicksburg, Michigan



J. R. BRANINE
San Francisco Office
Purchasing



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



N. I. CONSTAN
Martinez Refy.
Cracking



T. E. FALCON
Norco Refy.
Thermal Cracking



A. J. FRAGULIA
Shell Chemical Corp.
Shell Point Plant



W. A. FRAZIER
Pacific Coast Area
Exploration



F. D. HARVEY
Tulsa Area
Production



M. HENKE
Wood River Refy.
Compounding



P. HOHENEGGER
Pipe Line Dept.
East Chicago, Indiana



M. W. JORDAN
Wood River Refy.
Compounding



H. E. KILLEBREW
Wood River Refy.
Lubricating Oils



P. C. LANE
Los Angeles Div.
Treasury



H. D. LONG
Cleveland Div.
Operations



P. J. MCCARTHY
Pipe Line Dept.
East Chicago, Indiana



J. J. MCKAY
Chicago Div.
Sales



H. N. MILLER
Wilmington Refy.
Treasury



W. K. MONNETT
Cleveland Div.
Operations



H. P. MOORE
Wood River Refy.
Engineering



R. E. MORIARTY
Shell Chemical Corp.
Torrance Plant



S. M. NICHOLS
Sacramento Div.
Treasury



J. H. O'HARE
Shell Pipe Line Corp.
Head Office



L. A. PAGE
Pacific Coast Area
Production



H. L. PARRY
Seattle Div.
Treasury



C. R. REICHERT
Wood River Refy.
Aromatics

Thirty Years (cont'd)



H. G. RODEMAN
Shell Pipe Line Corp.
Head Office



S. SELLORS
Houston Area
Administrative



G. H. TILDEN
San Francisco Div.
Marketing Service



F. E. TONKINSON
Pacific Coast Area
Production



W. J. WATSON
Wood River Refy.
Engineering



J. W. WEATHERFORD
Portland Div.
Operations



E. F. WHITE
Wood River Refy.
Engineering



L. A. WILMES
Denver Area
Production

Twenty-Five Years



P. J. ALLEC
Pacific Coast Area
Production



K. C. ARCHER
Boston Div.
Sales



M. J. BENSINGER
Sewaren Plant
Terminal



B. E. BRADY
Wilmington Refy.
Stores



T. L. BRODIE
Shell Pipe Line Corp.
Texas-Gulf Area



H. F. BROWN
Head Office
Public Relations



F. J. BUCKHANON
Houston Area
Production



J. B. CHARLES, JR.
Atlanta Div.
Sales



A. A. CLINE
New Orleans Area
Transport



H. E. FAIR
Wood River Refy.
Engineering



W. J. FEY, JR.
St. Louis Div.
Marketing Service



M. H. FRONING
San Francisco Div.
Treasury



A. W. FULTZ
Wood River Refy.
Engineering



B. T. HAYES
Sacramento Div.
Sales



C. W. HUMPHREYS
Shell Chemical Corp.
V. P.-Mfg.



E. D. JONES
Pacific Coast Area
Production



J. F. KEENAN
Los Angeles Div.
Sales



P. G. KLOOS
Shell Chemical Corp.
Torrance Plant



A. KOVACH
Sewaren Plant
Compound



J. F. LESKE
Chicago Div.
Operations



H. R. McCOMBIE
Shell Chemical Corp.
Shell Point Plant



W. E. MILLS
Pacific Coast Area
Production



W. E. MOLTKE
Wilmington Refy.
Thermal Cracking



E. R. OLEWIN
Detroit Div.
Operations



J. S. POPE
Tulsa Area
Transport



L. M. RAYMOND
Albany Div.
Operations



T. ROSS
Chicago Div.
Operations



F. D. WILTSE
Detroit Div.
Operations

SHELL OIL COMPANY

Head Office

20 Years

H. J. Haffner.....Marketing
H. K. O'Gara.....Employee Communications

15 Years

T. J. Crane.....Trans. & Supplies
T. H. Gilbert.....General Executive Office
L. M. Rousseau.....Trans. & Supplies

10 Years

W. W. Albright.....Marketing
R. J. Crawford.....Financial
P. E. Legh-Jones.....Org. & Salary
W. S. Little, Jr.....Marketing
Florence H. Miller.....Manufacturing
E. M. Rogers.....Financial
Peggy H. Rosenheimer.....Manufacturing
A. A. Wachsman.....Public Relations
Pearl M. Woodard.....Financial

San Francisco Office

20 Years

R. E. Jeffrey.....Manufacturing

Exploration and Production

CALGARY AREA

10 Years

G. R. T. Heaney.....Production

DENVER AREA

20 Years

R. C. Kendall.....Exploration

15 Years

E. F. Conrad.....Exploration

10 Years

D. J. Carter.....Pers. & Indus. Rel.

HOUSTON AREA

20 Years

Z. O. Daniel.....Production
B. E. Skipper.....Exploration

15 Years

H. H. Horton.....Production
C. McLarry.....Production
J. K. Moore.....Crude Oil

10 Years

W. D. Bays.....Production
J. T. Gaby.....Production
J. D. Lyons.....Production
M. C. Milam.....Treasury
J. R. Patterson.....Production
Gladys L. Smith.....Purchasing-Stores
J. B. Turner.....Transport

MIDLAND AREA

20 Years

P. H. Howard.....Legal
M. B. Pate.....Production
W. Porter.....Land
H. M. Seerden.....Exploration

15 Years

C. Jones.....Production

10 Years

R. M. Carter.....Production
F. E. Davis.....Public Relations
D. A. Nicewander.....Gas
L. H. Sizemore.....Gas

NEW ORLEANS AREA

20 Years

A. A. Eklund.....Production
W. M. Guzman.....Production
C. J. Hebert.....Production

15 Years

B. R. Cleary.....Production
J. W. Indorf.....Exploration

T. K. Jones.....Exploration
T. B. Medders.....Crude Oil
A. R. Newman.....Production

10 Years

L. G. Acosta.....Production
W. D. Angeron.....Production
T. S. Bell.....Production
C. A. Britton.....Production
L. L. Chambers.....Production
H. V. Coriell.....Production
P. E. DesJardins.....Production
K. Greer.....Production
N. B. King.....Exploration
B. B. Kirkland.....Production
E. A. Lancon.....Production
L. G. LeBlanc.....Production
G. E. McGinty.....Land
R. Powell.....Exploration

PACIFIC COAST AREA

20 Years

G. J. Bock.....Production
O. U. Cooper.....Purchasing-Stores
W. C. Disney.....Purchasing-Stores
W. M. Moody.....Gas
L. W. Smith.....Exploration
P. V. Sylvester.....Treasury
G. West.....Production

15 Years

U. S. Armstrong.....Exploration
H. C. Jones.....Production

10 Years

J. W. Boucher.....Production
J. Brandolino.....Production
W. W. Cheary.....Gas
J. R. Cheney.....Exploration
G. W. Eberhardt.....Production
F. E. Hicks.....Production
S. B. Jackson.....Production
C. T. Lindley.....Purchasing-Stores
G. M. Manny.....Gas
R. W. McCallie.....Gas
R. E. Siemon.....Land
R. D. Vail.....Production

TULSA AREA

20 Years

M. L. Andrew.....Treasury
J. P. Breen.....Production
E. S. Kirkpatrick.....Treasury

15 Years

R. P. Bergeron.....Gas
W. H. Bowers.....Production
R. E. Dean.....Treasury
B. W. King.....Gas
G. K. McDow.....Gas
B. F. Wheeler.....Production
R. C. Whitney.....Production

10 Years

R. E. Doctor.....Exploration
E. F. Rosheger.....Production

Manufacturing ANACORTES REFINERY

20 Years

L. I. Deal.....Engineering

10 Years

D. W. Cunningham.....Engineering
J. A. Dorsett.....Engineering
U. D. Roberts.....Zone D

HOUSTON REFINERY

20 Years

E. Bishop.....Engineering
S. E. Croucher.....Engineering
J. B. Floyd.....Fire & Safety

S. F. Ford.....Catalytic Cracking
V. V. Karney.....Automotive
H. F. Laake.....Utilities
W. D. Massey.....Lubricating Oils
J. E. Miller.....Engineering
E. H. Wells.....Engineering
J. W. Williams.....Aromatics

15 Years

L. Q. Black.....Catalytic Cracking
A. J. Clements.....Utilities
T. I. Crawford.....Aromatics
W. H. Davenport.....Lubricating Oils

10 Years

W. J. Austin.....Engineering
D. J. Baggett.....Lubricating Oils
G. T. Barron.....Engineering
F. D. Barton.....Automotive
Q. P. Baygent.....Automotive
J. B. Booty.....Catalytic Cracking
L. Britton.....Engineering
C. B. Brown.....Thermal Cracking
P. E. Carter.....Dispatching
J. H. Churchwell.....Utilities
G. A. Daniel.....Automotive
F. C. Demny.....Research Laboratory
J. C. Dunn.....Treating
N. J. Ellis.....Treating
F. D. English.....Thermal Cracking
W. T. Ervin.....Engineering
E. C. Fowler.....Engineering
D. J. Golden.....Research Laboratory
A. L. Griffin.....Treating
H. M. Hancock, Jr.....Engineering
E. C. Hartman.....Stores
E. A. Hill.....Gas
T. Jones.....Engineering
H. E. Kimey.....Dispatching
L. L. King.....Thermal Cracking
R. W. Koehl.....Treating
E. O. Kolodzaik.....Engineering
A. E. Krc.....Research Laboratory
T. H. Lawson.....Catalytic Cracking
I. Loyd.....Engineering
L. W. Maas.....Research Laboratory
E. S. Metzler, Jr.....Engineering
A. H. Rae.....Stores
M. H. Roberts.....Engineering
D. M. Shook.....Stores
H. L. Shorts.....Engineering
A. C. Simmons.....Lubricating Oils
R. W. Starr.....Engineering
J. A. Stevens.....Utilities
W. Tryals.....Engineering
C. V. Washmon.....Engineering
P. V. Womack.....Lubricating Oils

MARTINEZ REFINERY

20 Years

C. A. Brown.....Engineering
E. L. Kramer.....Research Laboratory

15 Years

E. T. Charlton.....Stores
M. E. Jones.....Compounding
J. R. Thomas.....Cracking

10 Years

J. H. Fitzhugh.....Engineering
A. L. Longsine.....Lubricating Oils
C. F. Moore.....Engineering
E. Ortiz.....Dispatching
A. Roman, Jr.....Engineering
J. F. Santos.....Compounding
C. E. Stone.....Cracking
C. R. Taylor.....Distilling
J. H. Whittenburg.....Stores
C. A. Yeager.....Research Laboratory

NORCO REFINERY

15 Years

C. A. Chauvin.....Engineering
R. C. Jacob.....Laboratory
O. I. F. Ory.....Treasury
C. J. Troxler.....Distilling
W. A. Weaver.....Laboratory

WILMINGTON REFINERY

20 Years

W. Austin.....Engineering
E. L. Irvin.....Catalytic Cracking

15 Years

E. L. Lord.....Thermal Cracking
T. F. O'Brien.....Engineering
P. M. Snow.....Engineering
W. H. Weidman.....Catalytic Cracking

10 Years

R. M. Brown.....Distilling
G. L. Davis.....Engineering
H. T. Henson.....Engineering
S. F. Howell.....Control Laboratory
R. L. McDermott.....Engineering
Kathleen M. McLaughlin.....Treasury
O. E. Megorden.....Engineering
J. A. Vlahov.....Engineering

WOOD RIVER REFINERY

20 Years

T. B. Callendar.....Compounding
R. W. Cannon.....Treasury
C. Colborn.....Alkylation
E. L. Fleming.....Gas
F. W. Hamilton.....Alkylation
P. R. Kindle.....Experimental Lab.
N. L. Probst.....Catalytic Cracking
W. O. Rodgers.....Engineering
L. L. Thompson.....Treasury
C. R. Weidey.....Distilling
E. B. Wiley, Jr.....Fire & Safety
Y. A. Wilson.....Engineering

15 Years

E. L. Allen.....Engineering
J. P. Denton.....Engineering
E. F. Cooper.....Utilities
D. R. Henson.....Thermal Cracking
C. S. Janssen.....Control Laboratory
R. M. Miller.....Aromatics
C. Russell.....Engineering
C. M. Schafer.....Engineering
A. E. Sitko.....Engineering
J. A. Slagel.....Engineering
Velma J. Thatcher.....Treasury
B. VanDanElzen.....Engineering
W. I. White.....Engineering
O. Wilkerson.....Engineering
W. F. Wille.....Engineering

10 Years

J. F. Beckman.....Engineering
C. J. Cech.....Alkylation
E. L. Coons.....Utilities
W. G. Eddleman.....Engineering
Margaret A. Eden.....Fire & Safety
J. J. Juda.....Engineering
C. F. Sartoris.....Catalytic Cracking
Margaret D. Stroud.....Treasury
E. Yatsko, Jr.....Products Application

Marketing

MARKETING DIVISIONS

20 Years

T. P. Clegg.....Baltimore, Sales
J. F. Trumpour.....Detroit, Sales
W. E. Michael.....Indianapolis, Operations
Laura M. Ryan.....Los Angeles, Treasury
G. A. Smith.....Los Angeles, Treasury
A. C. Cracker.....Minneapolis, Operations

J. G. Baumann.....New York, Sales
R. C. Cannell.....Portland, Operations
J. C. Vine.....Portland, Sales
C. C. Hostetter.....St. Louis, Operations

15 Years

L. H. Robinson.....Atlanta, Treasury
A. W. Clark.....Baltimore, Operations
R. Russell.....Chicago, Operations
S. S. Maier.....Cleveland, Operations
S. Yoshioka.....Honolulu, Operations
B. B. Hanke.....Indianapolis, Operations
P. W. Wield.....Indianapolis, Treasury
W. H. Reynolds.....Los Angeles, Operations
A. M. Badgley.....New Orleans, Sales
L. L. Locker.....New Orleans, Operations
E. V. Riffett.....New York, Treasury
C. A. Hawkins.....Portland, Operations
R. M. Maxwell.....Portland, Treasury
S. P. Svendsen.....Portland, Operations
C. W. Beard.....Sacramento, Operations
M. T. Martin.....San Francisco, Operations
G. V. Kerr.....Seattle, Operations

10 Years

R. C. Nichols.....Baltimore, Operations
A. E. Bowlby.....Boston, Treasury
A. J. Diorio.....Boston, Sales
J. J. Principi.....Boston, Operations
G. H. Wolcott.....Boston, Sales
G. Hasko.....Chicago, Operations
R. P. Klenner.....Chicago, Sales
B. Kucharczyk.....Chicago, Operations
R. C. White.....Chicago, Sales
G. M. Headlee.....Cleveland, Operations
J. J. Rennie.....Cleveland, Operations
V. B. Sutton.....Indianapolis, Operations
Bernice F. Sobaszkiwicz.....Los Angeles, Treas.
Betty E. Thompson.....Los Angeles, Treas.
J. E. Griffin.....Minneapolis, Sales
M. M. Coates.....New Orleans, Sales
J. D. Tydeman.....New Orleans, Operations
R. N. Brinkworth.....New York, Operations
H. Domanick.....New York, Operations
M. N. Klapatch.....New York, Operations
F. E. Kopp.....New York, Operations
N. C. Lukawski.....New York, Operations
J. M. O'Brien.....New York, Operations
G. E. Roberts.....New York, Operations
W. Sainio.....New York, Sales
F. J. Zirkel.....New York, Operations
R. E. Bush.....Portland, Operations
R. A. Morse.....Portland, Sales
E. E. Johnson.....St. Louis, Operations
M. M. Murphy.....St. Louis, Treasury
E. G. Stabbert.....St. Louis, Treasury
J. L. Means.....San Francisco, Treasury
H. A. Haglund.....Seattle, Operations

SEWAREN PLANT

10 Years

H. Plavin.....Laboratory

Pipe Line Department

15 Years

A. G. Barrett.....Meridian, Miss.
H. E. Buser.....East Chicago, Ind.
J. J. Hughes.....Waltham, Mass.
H. E. McNabney.....East Chicago, Ind.

10 Years

J. E. Rinehart.....Lima, Ohio
S. Sapayta.....East Chicago, Ind.
R. E. Speckmann.....Zionsville, Ind.
J. L. Urbanek.....East Chicago, Ind.

SHELL CHEMICAL CORP.

20 Years

E. L. Buchanan.....Dominguez
M. J. Harman.....Houston
W. B. Read.....Houston
B. C. Van Ness.....Houston

H. J. Thomas.....Martinez

15 Years

C. S. Coker.....Houston
C. H. Counts.....Houston
P. I. Hebert.....Houston
J. Johnson.....Houston
W. J. Kinler.....Norco
A. Altevogt.....Shell Point
C. B. Cochran.....Shell Point
E. B. Hanson.....Shell Point
L. W. McKenzie.....Shell Point
L. R. Wallace.....Ventura

10 Years

J. C. Barham.....Dominguez
Elma E. Davis.....Head Office
M. W. Ellison, Jr.....Head Office
D. S. Herr.....Head Office
H. W. Birtcher.....Houston
A. T. Cloves.....Houston
N. Cummings.....Houston
A. J. Harris.....Houston
P. W. Murphey.....Houston
E. J. Powell.....Houston
W. P. Stricklin.....Houston
J. F. Thompson.....Houston
L. R. Villemez.....Houston
W. I. Burk.....Martinez
R. W. Haynes.....San Francisco
G. Frontera.....Shell Point
A. J. Harwell.....Shell Point
A. J. Kohler.....Shell Point
J. D. Terry.....Shell Point

SHELL DEVELOPMENT CO.

20 Years

C. J. Penther.....Emeryville
E. Gelus.....Emeryville
G. W. Postma.....Houston

15 Years

O. Concannon.....Emeryville
R. G. Meisenheimer.....Emeryville
A. P. Poenisch.....Emeryville
C. W. Schroeder.....Emeryville
E. W. Wiley.....Emeryville

10 Years

W. E. Rader.....Denver
J. L. Busk.....Emeryville
Virginia E. Jepsen.....Emeryville
T. F. Mika.....Emeryville
A. Morton.....Emeryville
V. B. Shuffy.....Emeryville
F. C. Younger.....Emeryville
A. W. Brodnax.....Houston
H. C. H. Darley.....Houston
H. Ode.....Houston

SHELL PIPE LINE CORP.

20 Years

J. B. Barrett.....West Texas Area
P. D. Funderburk.....West Texas Area
W. F. Grammer.....Texas-Gulf Area
K. F. Welde.....Mid-Continent Area
G. L. Welsby.....West Texas Area

15 Years

J. O. Clark.....Mid-Continent Area
R. A. Fullen.....West Texas Area
L. H. Jafek.....Rocky Mt. Div.
E. B. Mitchell.....Rocky Mt. Div.
J. C. Pareti.....Texas-Gulf Area
G. E. Wise.....Head Office

10 Years

K. L. Carmack.....Mid-Continent Area
H. A. Lakey.....Texas-Gulf Area
F. H. Levens.....Head Office
K. E. Noe.....Mid-Continent Area
D. D. Shurtleff.....West Texas Area
L. C. Wolf.....Mid-Continent Area

J.A. MEESE, M.D.

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The knowledge that you are in good physical condition is always a source of satisfaction. Even if a latent illness is detected at an early stage, you can have the satisfaction of knowing that it was brought to light in time to prevent serious, disabling complications.

Make periodic examination by a physician a habit. By being sure of your health, you guard your most priceless possession.

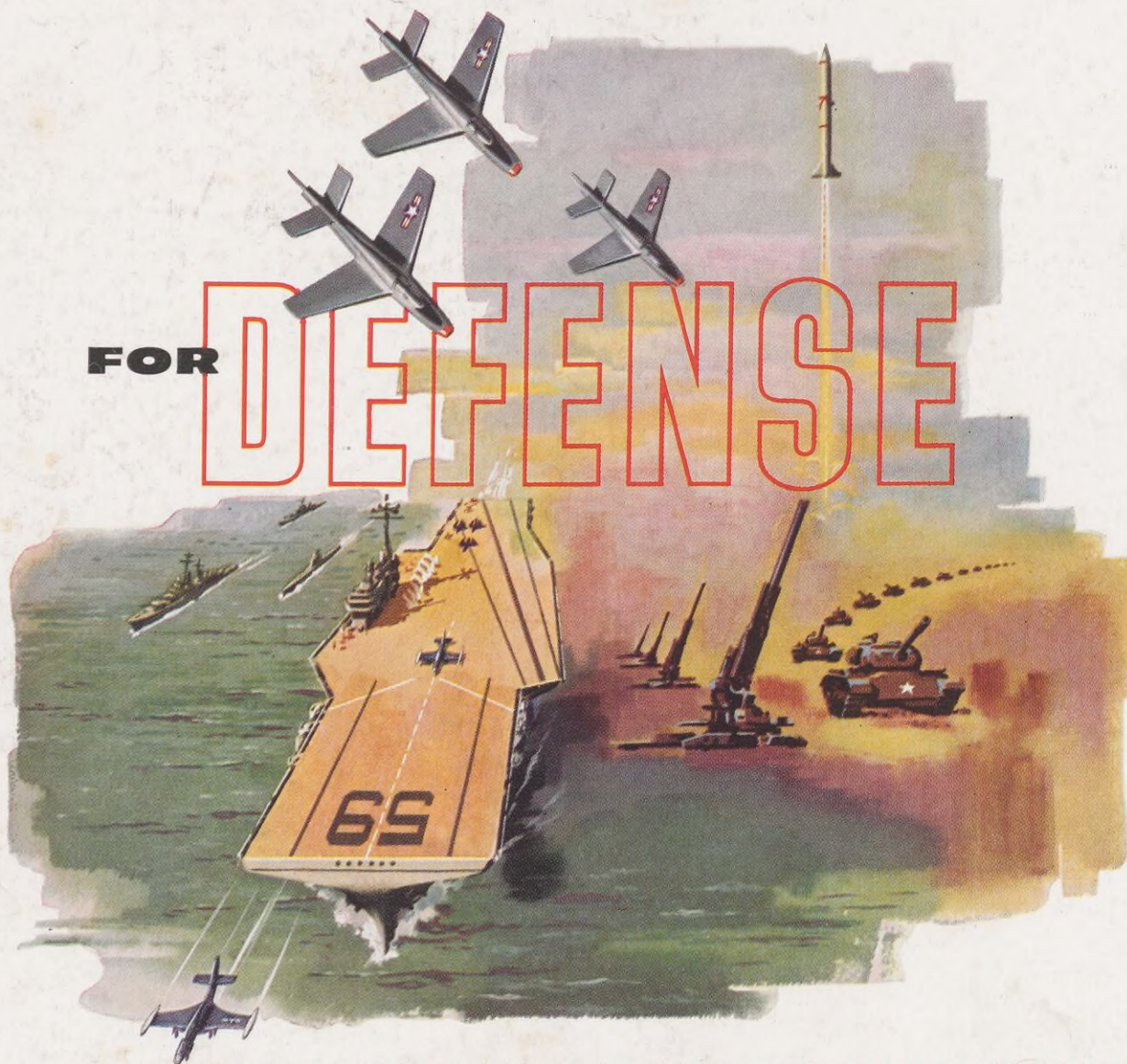


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From as commonplace an item as heating oil for an army barracks to a special high-heat-resistant oil for use in guided missiles, Shell serves the nation's armed forces with a variety of products tailored to exacting specifications. Some, like the marine lubricants in giant aircraft carriers, are well known. Others, like the insecticides guarding the health of troops, ordinarily are not thought of as defense materiel.

Shell has been a pioneer in supplying the U.S. armed forces with petroleum products. In 1934, the Company delivered to the U.S. Army Air Corps the first iso-octane in commercial quantities for the manufacture of 100-octane gasoline. By the time the United States entered World War II, Shell was producing 22½ per cent of the nation's supply of aviation gasoline.