

SHELL NEWS



JUNE • 1946

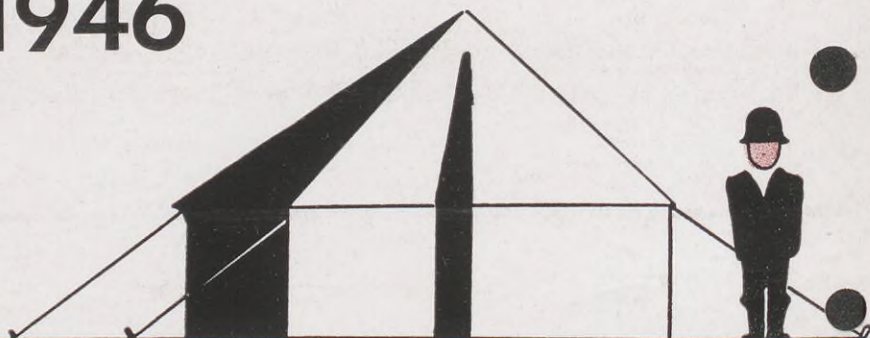
matters of *Fact*



As of May 31, 1946

8,072

employees have been granted leaves to serve in the Armed Forces of the United States.

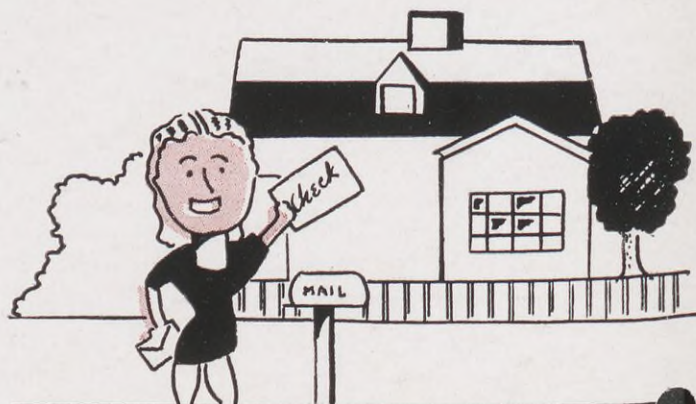


81%

of those employees who have been released from the Armed Forces have returned to work with Shell.

Under the terms of the Company's Military Leave policy, they and their dependents have received a total of

\$8,107,850



SHELL NEWS

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

VOL. 14 • No. 6

JUNE • 1946

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PHILIP WALLACH
EDITOR

ASSOCIATE EDITORS

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IN THE
Spotlight



A scene in Shell's busy Touring Bureau

Nomadic America is on the go again! Even though new cars are not coming off the production lines in expected quantities, even though old cars are not always in the best possible condition, even though tires are not plentiful, and even though roads are frequently in need of repair, Americans are going places in greater numbers than ever before . . . and going there in autos.

In the hectic summer days of 1941, the Shell Touring Bureau reached a peak in the number of inquiries received. The stacks of mail arriving daily, the telephone calls, the constant stream of people coming in . . . all made the staff believe that never again would so many Americans take to the road. On a typical June day of that year, for instance, there was a total of 552 queries: 358 were on Shell's dealer request cards, 26 were 'phone calls, 119 were letters, and 49 were over-the-counter requests. At that time the Touring Bureau had 14 employees.

Naturally, the days of the summers of 1942, 1943, and 1944 were not so hectic. Gasoline was rationed, pleasure driving non-existent, and the Bureau had only 2 employees. But last summer things began to pick up and the Bureau added new employees as requests for information multiplied.

The story today is far different. Miss Claire Hoffman, Manager of the Touring Bureau, gives the following statistics for the average June day of this year: 580 requests on Shell's dealer request cards alone, 47 telephonic inquiries, 103 letters, and 30 over-the-counter queries for a total of 760, more than a forty percent increase over pre-war figures. And these figures are expected to rise considerably during the next few months. The staff of 20 is finding it an arduous task to keep up with the traveling nomads who ride America's roads.

However, the Touring Bureau is anxious to see those figures go higher and higher. And they are anxious to help YOU plan your trips. Just drop them a note and tell them where you want to go: the address is 50 West 50th Street, New York 20, New York. You're sure to get a prompt reply with the most detailed and best information available today.

Front cover: Two Shell employees who feature in the article "Petroleum in the Home" which begins on page 10.

Back cover: Towers in the sky at the Sheridan Cycling Plant. The story begins on page 4.

"What Shell Means to You" has forty-four pages, chock-full of interesting information. It is 5½ x 8 inches, easy to carry. You undoubtedly have received your copy.

What Shell Means to You

es During Your Life With Shell

Your retirement

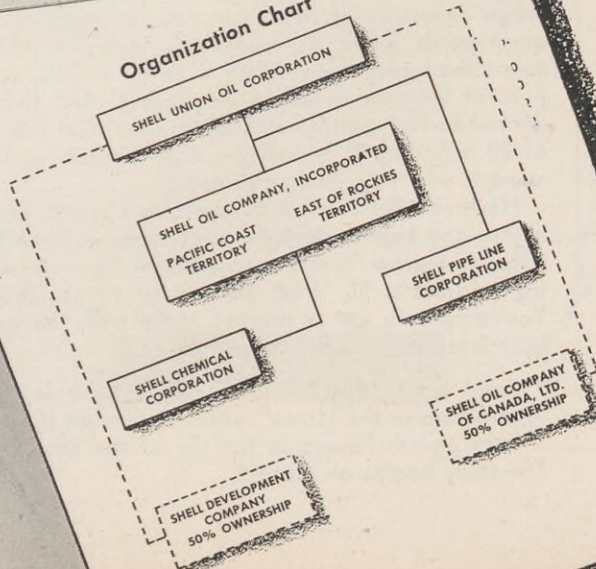
You are provided with lifelong security through settlement of your PROVIDENT FUND and through PENSION PLAN PAYMENTS.

20 Years You become eligible for retirement, at age 55 for women, age 60 for men.

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Organization Chart



What Shell Means to You

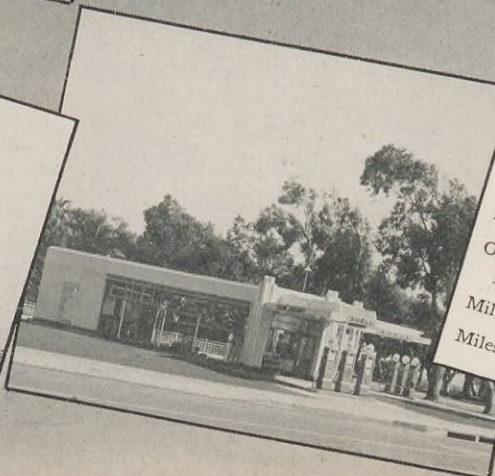
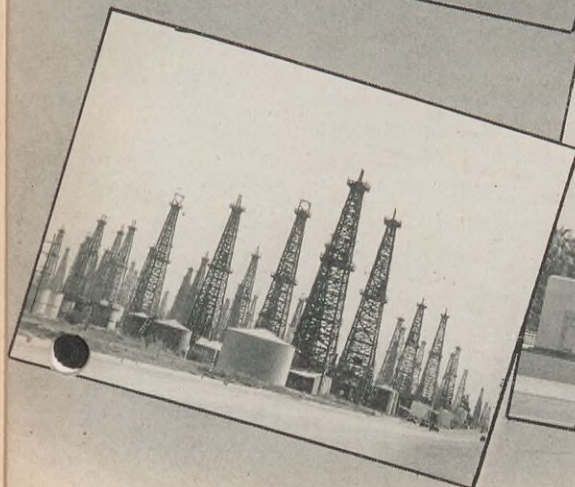
In all things with which we are concerned, we want to know **THE FACTS**—about the world we live in, our country and its government, our community, and—probably most of all—about ourselves and our work.

In recognition of this universal and commendable desire for knowledge about "me and my job," Shell has regularly used **SHELL NEWS**, local employee publications, booklets and memoranda to tell employees about the Company and the industry in which they work.

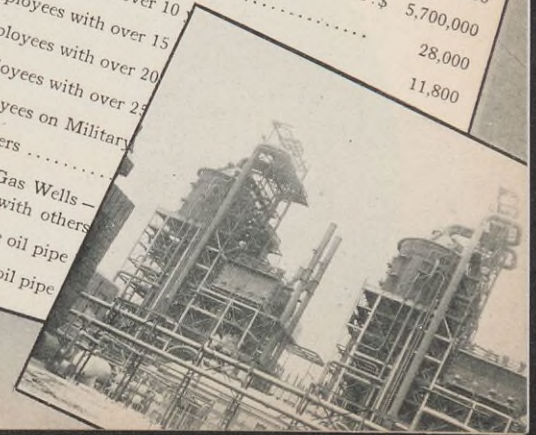
This month another milestone on the road of Shell employee-employer relations was reached with the publication of "What Shell Means to You," a handbook for all employees. In this book were described the policies and plans which are the tangible results of many years of sincere effort to place our employee-employer relations upon a progressive and mutually satisfactory basis.

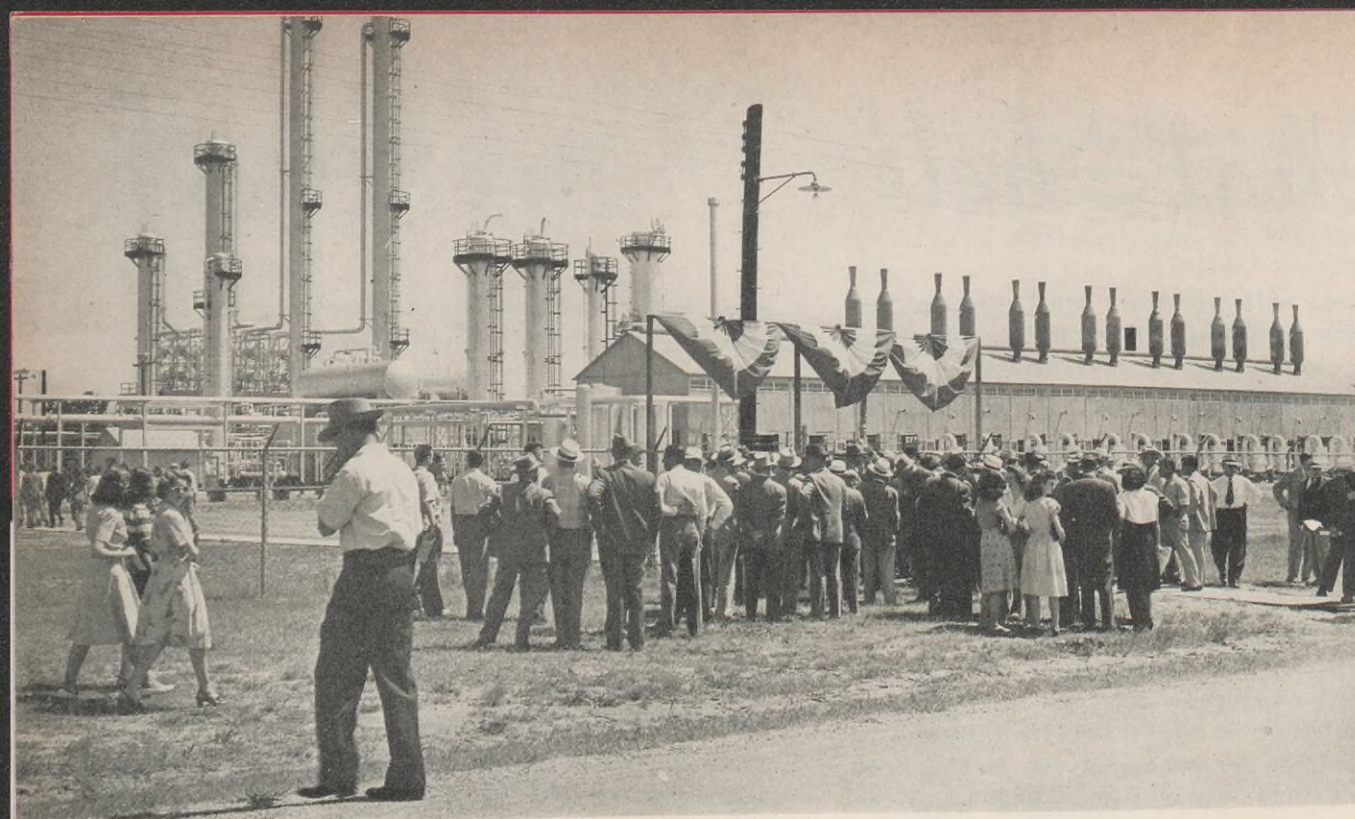
You found Shell's policies laid down in the simplest terms so that all might read and judge. You found, in non-technical language, the terms of employee benefit plans which have been adopted in your interest and for your protection. You found an historical account of Shell and an organization chart to show the interrelationship of its parts. You found a map of the United States on which Shell production fields, pipe lines, refineries, gas plants, terminals, laboratories, marketing divisions, and other facilities were indicated. In the handbook you could see the extent of the Shell organization and the opportunities it has to offer.

Finally, "What Shell Means to You" gave a list of facts for the year 1945. For the achievements demonstrated by these facts, Shell acknowledges its indebtedness to you whose efforts have made them possible.



FACTS ABOUT SHELL	
(Approximate figures, December 31, 1945, or for year 1945)	
Gross Fixed Assets.....	\$800,000,000
Stockholders.....	15,750
Annual Payroll.....	\$ 85,000,000
Company Contributions to Provident Fund in 1945.....	\$ 4,900,000
Salary Leave Payments in 1945.....	\$ 1,600,000
Contributions to Pension Trust in 1945.....	\$ 5,700,000
Employees.....	28,000
Employees with over 10.....	11,800
Employees with over 15.....	
Employees with over 20.....	
Employees with over 25.....	
Employees on Military.....	
Pensioners.....	
Oil and Gas Wells — jointly with others.....	
Miles crude oil pipe.....	
Miles crude oil pipe.....	





Part of the crowd waiting to be taken on a guided tour of the newly-dedicated Sheridan Cycling Plant.

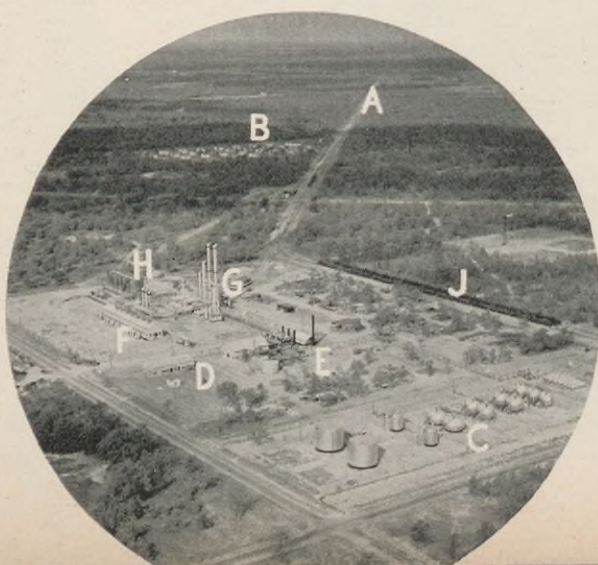
DEDICATED TO



The barbecue was one of the day's outstanding features.



A view of one of the two camps newly built to house employees.



An aerial view of the entire Sheridan Cycling Plant. (A) A railroad spur used to transport the plant's products to market, (B) homes for operating employees, (C) storage tanks for products, (D) machine shop, (E) the powerhouse which generates electricity for the Plant and for the employees' homes, (F) the compressor house, (G) the processing area, (H) a six cell-cooling tower, (J) the siding for the railroad cars.

ON a hot, sunny day in early May a large crowd gathered near the small Texas town of Sheridan to witness the dedication of the Company's first cycling plant. It was a gala day from the moment a special train pulled out of Houston until a tired but happy group started the return trip.

T. R. Goebel, manager of the Gas-Gasoline Department of the Texas-Gulf Exploration and Production Area stressed the keynote of the occasion: that the new plant was dedicated to the conservation of hitherto wasted gas. He also made it quite clear that the project was by no means exclusively that of the Gas-Gasoline Department, but that members of all other departments, plus thousands of other persons—engineers, draftsmen, and craftsmen—contributed to its construction and would make its operation possible.

Principal speaker at the ceremonies was Colonel E. O. Thompson, member of the Railroad Commission of the

State of Texas (governing body for State conservation laws). Colonel Thompson commended the cycling plant as a step forward in the battle for conservation. "People conserve that which has value," he said, "and they have realized only in the last few years that gas is worth saving. Twenty years ago a billion cubic feet of gas a day were wasted in the Texas Panhandle; today 99.2% of all gas produced in the Panhandle area is being utilized."

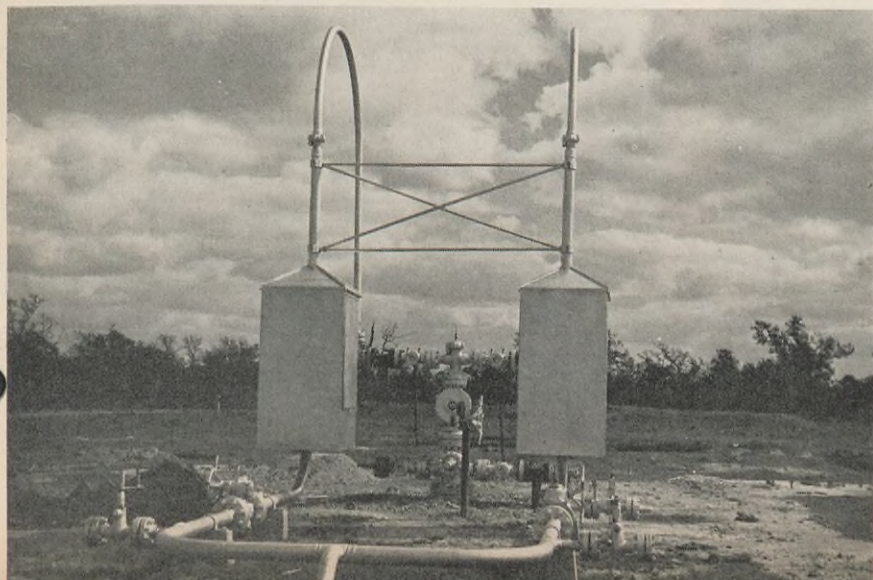
Chief feature of the day was the barbecue held in a tree-shaded field near the plant. Many officials from local counties and citizens of nearby towns joined the Houston guests and the cycling plant staff and their families in the celebration. During the day, guests were taken by groups through the plant, while guides explained its operation.

The plant was built in the Sheridan field to remove desirable hydrocarbons from gas drawn from the wells located there. The untreated or "wet" gas is piped directly from the wells to the plant where 6,700 barrels daily of commercially pure propane, isobutane, normal butane and isopentane, as well as natural gasoline and distillate are extracted from it. Stripped of these products, the gas is then returned to the underground reservoir from which it came in order to maintain reservoir pressure and to preserve a supply of gas for future use.

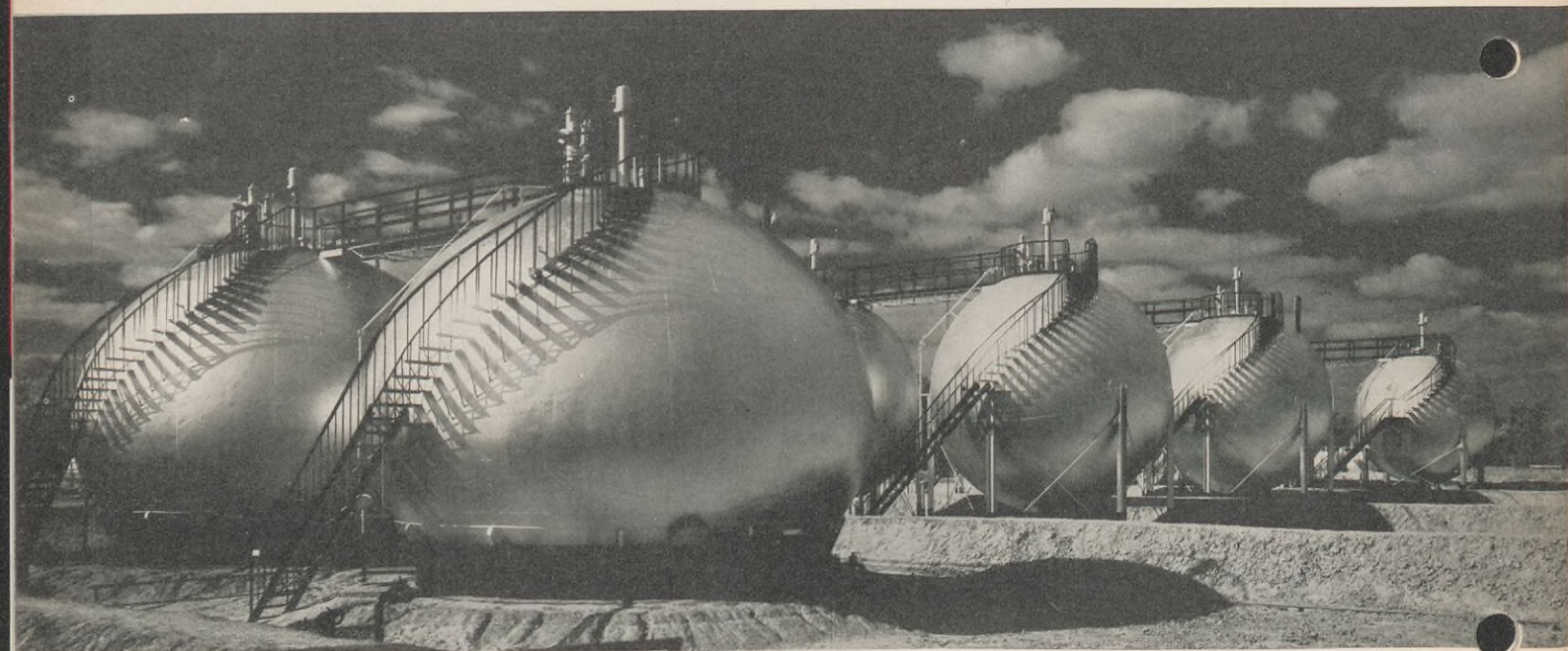
The products manufactured are moved to market by tank cars which are loaded at an adjacent 42-car rack. Some of the products are used in the manufacture of aviation gasoline and high test motor fuel; others as fuel for domestic purposes.

CONSERVATION

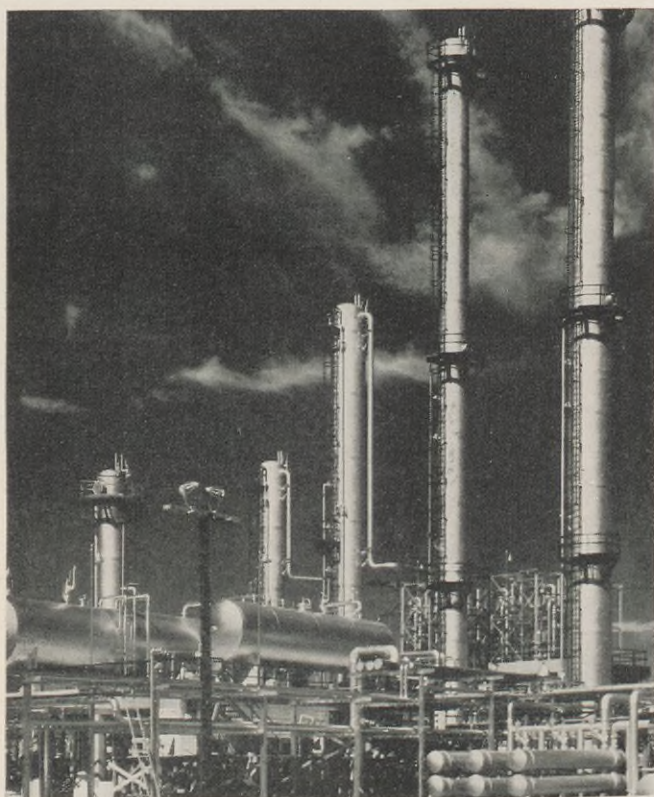
Shell's Sheridan (Texas) Cycling Plant was dedicated in early May before a large crowd. A semi-technical description follows on pages 6 and 7.



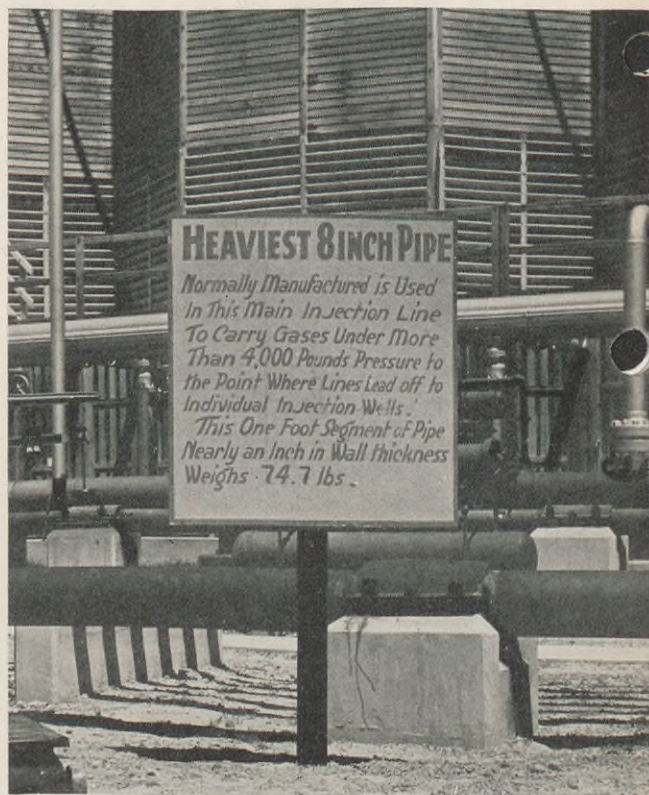
A dually-completed well in the Sheridan Field. This single well actually produces from two separate formations: one at a depth of 10,300 feet, the other at 9,300 feet. The "Christmas tree" (an assemblage of valves and fittings atop a well) handles the flow from both levels. The pipes leading away from the "tree" have bends in them to allow for expansion since gas from such formations often is 260 to 270 degrees, Fahrenheit. The metal housing on either side of the "tree" covers meters which measure and record flow and pressure of each of the wells. The pipe, jutting into the ground in the foreground, leads directly from the field to the Sheridan Cycling Plant.



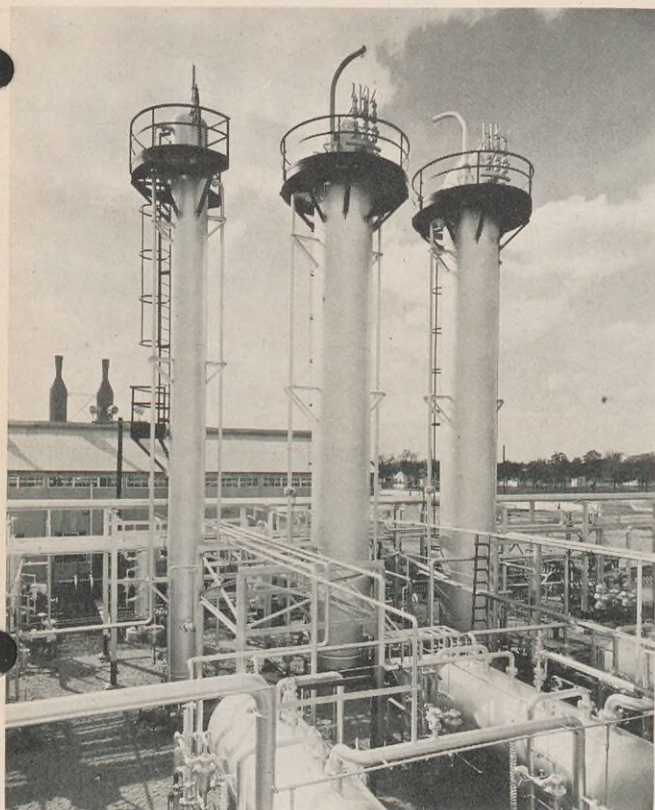
Pressure storage tanks at Sheridan. The two large tanks at the left are spheroids used to store iso-pentane. The tanks in the background are spheres used to store other liquefied petroleum gas (LPG). The spheres are designed to withstand higher internal pressure than the spheroids.



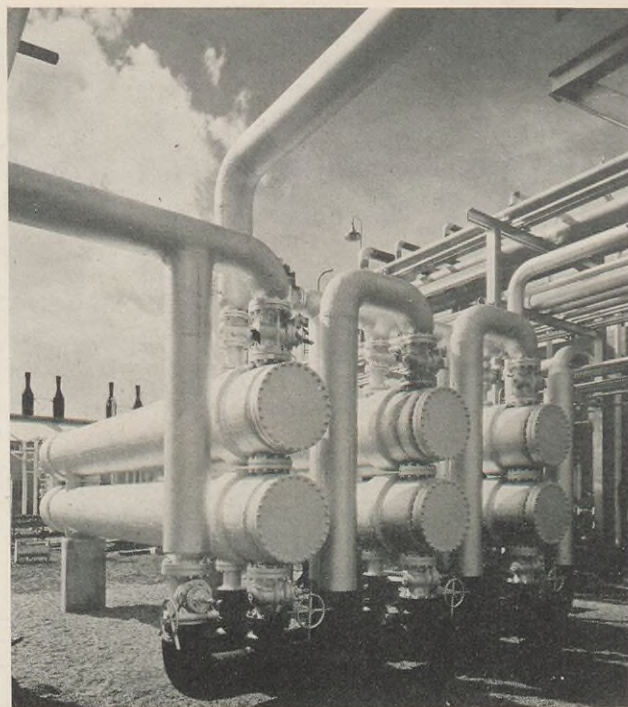
The recovery unit: the large vertical column in the center is the still where the raw products, removed from the gas in the absorbers, is separated from the absorption oil. Absorbers are vertical towers which use light oil (kerosene) to remove natural gasoline and LPG fractions from the gas. Kerosene is the absorption oil.



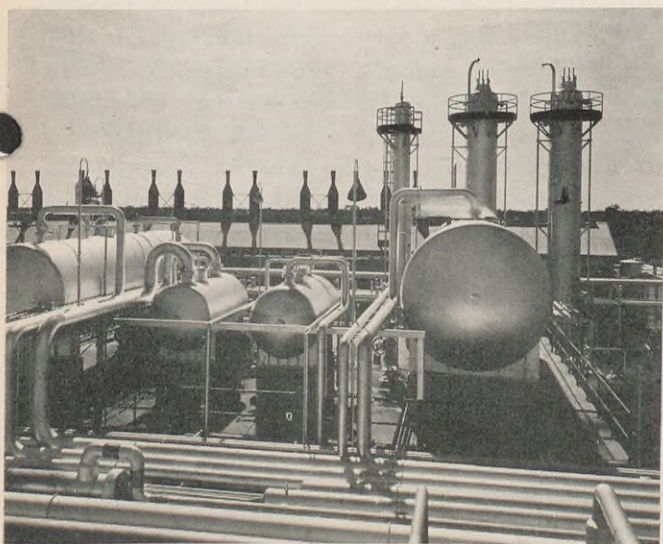
The pipe which carries gas under more than 4000 pounds pressure as it leaves the Sheridan Plant on its way to injection wells where it will be put back in the ground to await future needs.



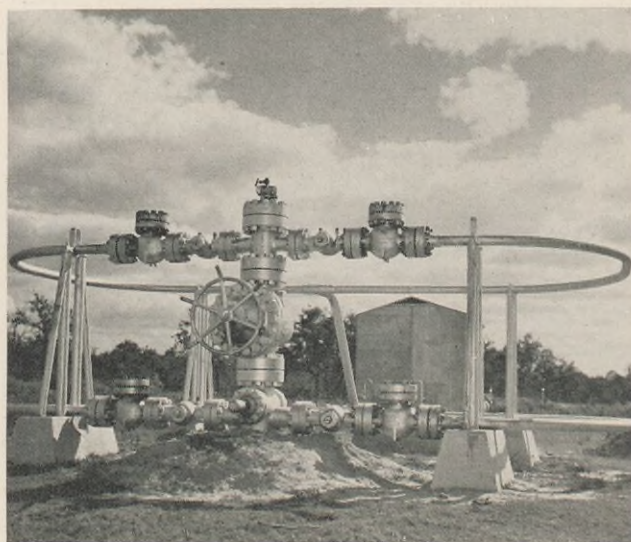
Fractionating columns at Sheridan: the tallest tower is 145 feet high and removes from incoming gas useful hydrocarbon products such as propane (used for bottled gas), butane, and isobutane (used in the manufacture of automotive and aviation gasoline).



Heat exchangers: these long cylindrical shells are filled with hundreds of small tubes. Hot absorption oil, on its way back to the absorber, flowing in the shell outside the tubes gives up its heat to the cold oil flowing inside the tubes. The cold oil has just come from the absorption columns where it has picked up natural gasoline from the gas circulated through the columns. It will then be passed through a still where the gasoline will be stripped out.

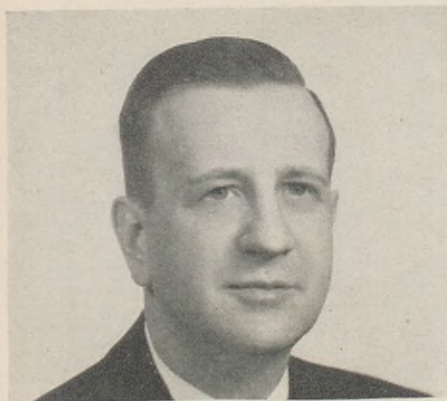


Here, natural gasoline is separated from the "wet" gas (natural gas containing liquid hydrocarbons) brought in from nearby gas wells. Other valuable hydrocarbons have been extracted. The resulting "dry" gas is then passed through compressors housed in the building in the background, then sent back to the field where it is returned through injection wells to the producing formation.



This is a dually-completed injection well used in conjunction with the cycling operations at the Sheridan Plant. It receives gas from the nearby cycling plant where useful products have been removed. The gas is returned under 4200 pounds pressure to the producing formation at both levels—9,300 and 10,300 feet.

SHELL IN THE



H. D. DALE



J. P. MURPHY



R. W. BOND



P. L. GUARIN



G. E. BURPEE

H. D. DALE has been named Manager of the Wood River Refinery, succeeding R. C. Roberts who retired on May 31, 1946. Dale started with the Company in 1924 as a Gauger at Wood River, and in 1933 became Head Stillman. The following year he was named Assistant Superintendent in charge of Topping and Cracking, and in 1941 was appointed Refinery Superintendent. In 1944 Dale came to Head Office as Manager of the Manufacturing-Operations Department and late in 1945 became Assistant to the Vice President of Manufacturing.

• • •

R. W. BOND has been named Director of Production on the staff of the Vice President of Exploration and Production, East of the Rockies. In this position he will coordinate production activities of both the Mid-Continent and Texas-Gulf Exploration and Production Areas. Bond has been with Shell for almost twenty-one years and before joining the Army in 1942 was Production Manager at Tulsa in the Mid-Continent Exploration and Production Area.

• • •

G. E. BURPEE has been appointed Chief Exploitation Engineer in the Houston Area of the Texas-Gulf Exploration and Production Area. Burpee has been Division Exploitation Engineer at Lake Charles, Louisiana, for nine years. He came with the Company in 1932 as a trainee in the Production Department at Kilgore, Texas.

J. P. MURPHY has been appointed Associate Director of Exploration and Production Research at Houston, Texas. He will be responsible for liaison with the Production Departments East and West of the Rockies, and for the coordination of activities within the Research Division. Murphy joined Shell at Los Angeles, California, in 1937 as an Exploitation and Production trainee; in 1940 he was made a Production Engineer for the Coastal Division at Ventura, California, and in 1941 Senior Production Engineer at Los Angeles. Murphy recently completed almost four years of Navy duty. He holds a commission as commander in the reserve.

• • •

P. L. GUARIN has returned to the Company after almost four years in the Army. He is in the Administrative Department of the Texas-Gulf Exploration and Production Area as Special Assistant to the Vice President. Before leaving Shell for the armed forces Guarin was Assistant Production Manager of the Texas-Gulf Area.

• • •

PEOPLE NEWS



L. G. CHRISTIE



J. M. MacQUARRIE



W. W. RAND



R. J. SORENSON



R. M. WALTON

L. G. CHRISTIE has been appointed Assistant to the Vice-President Exploration and Production at New York. Christie came with the Company in 1922 as a roustabout in the California fields. He was transferred to the Exploration Department in Houston in 1923 and remained there for most of his Shell career. More recently he had been Area Geologist for the Jackson (Mississippi), Tallahassee (Florida), and Baltimore (Maryland) districts in the Texas-Gulf Exploration and Production Area.

• • •

W. W. RAND has been named to succeed L. G. Christie in the post of (Texas-Gulf Exploration and Production) Area Geologist. Rand, who has been with Shell for fourteen years, has had many geological assignments. Since 1944 he has been in charge of the Texas-Gulf Area's Tallahassee office.

• • •

R. M. WALTON has been named Office Manager at Tulsa, Oklahoma, in the Mid-Continent Exploration and Production Area to succeed J. M. Flaherty, now Manager of the Head Office Auditing Department. Walton came with Shell in 1923 as a clerk in St. Louis, later went to Tulsa as Chief Clerk, then to New York as Production Assistant in the Treasury Department. Until his present appointment he had been Assistant Office Manager at Tulsa.

J. M. MacQUARRIE has been appointed Assistant to the Vice President—Exploration and Production at New York. MacQuarrie came to the Company in 1928 as a Junior Exploitation Engineer in West Texas and since that time has had many exploitation engineering assignments in both the Texas-Gulf and Mid-Continent Areas. His most recent position was Chief Exploitation Engineer in the Mid-Continent Exploration and Production Area with headquarters at Tulsa, Oklahoma.

• • •

R. J. SORENSON has been appointed Assistant Manager of the Head Office Industrial Relations Department to succeed L. A. Lohman who is now Administrative Superintendent at Wood River Refinery. Sorenson, a graduate of Butler University in Indianapolis, was formerly Director of Industrial Relations for a large company with headquarters in New York City.

• • •



Left. Roberta gets out of bed . . . her rayon pajamas, robe, and rayon-satin slippers have been processed with petroleum, while the clock, the paint on the wall and the magazine under her table all contain some form of petroleum.

Right. There is petroleum in the soap she is reaching for, the shower curtains, and even the faucets and pipes—for their easily cleaned surfaces were made possible through use of a petroleum by-product.



Petroleum in Your Home

From morning to night petroleum plays an important part in your life—a more important part than you probably imagine.

YOU are sound asleep . . . and in the midst of an entrancing dream the persistent ringing of a seemingly distant bell penetrates the deepness of your slumber. In the half awakesness that follows this summoning sound you reach for the source of the noise and with a push of your finger restore silence. Then with great effort you struggle to free yourself of the temptations offered by a comfortable bed to begin your daily routine . . . into your slippers, wash, dress, eat breakfast, ride to work.

If you are one of many Shell employees who drive to work, undoubtedly you are conscious of the petroleum products which enter your daily life—in your driving, for instance, you are quite aware of the importance of gasoline, oils, and lubricants. If you take a train to work



Hostess Marjorie washes the window (with a Shell product, naturally) and, although she probably wasn't aware of it there is petroleum in those books, the window shade and the curtains.



Left. At the medicine chest there are many products which contain petroleum in one form or another: the toothbrush and the paste, petroleum jelly, rubbing alcohol, mineral oil, shampoo, and the adhesive bandages.

Right. The comb Roberta is using is plastic and that may have petroleum in it: petroleum can be found in the hairbrush and the hairpins, as well as in the wallpaper.



it may be a Diesel, and there, too, petroleum products come into the picture. Other forms of transportation depend on petroleum in one form or another: if you walk to work you may well have synthetic rubber heels on your shoes . . . and the rubber probably comes from petroleum.

These facts may have entered your mind from time to time, particularly if you are a Shell employee and think about petroleum many hours a day. But when you sleepily reach for that alarm clock, and when you push your feet into those slippers, reach for the toothbrush and soap, you probably haven't any idea that petroleum is an important part of them, too, and a vital part of a thousand other things you come in contact with in your daily life.

To give you an indication of just how many everyday, ordinary objects contain petroleum or derivatives, come along with our inquisitive cameraman to spend a weekend with two Shell friends, Marjorie Prell (secretary to S. S. Smith, Manager of Products Pipe Line), and her house-guest, Roberta Tell (of the President's office). Both live in the suburbs of New York: Marjorie in Great Neck, Long Island, and Roberta in Cliffside, New Jersey.

In future issues SHELL NEWS will show you "Petroleum in Industry," not only the lubricants and oils which make the machines go, but the countless uses the average person isn't aware of . . . and "Petroleum on the Farm," an unusual account of the many ways that petroleum aids the farmer.



Left. The refrigerant which keeps the refrigerator cold contains a petroleum product, and the trays have been made easier to handle as a result of a manufacturing process involving petroleum . . . and some food products may be colored by a petroleum derivative.

Right. There is carbon black in that stove. Many stoves in the middle-west use Shell-ane as a cooking gas.



Petroleum in your Home, continued

Marjorie and Roberta have a late breakfast . . . the orange juice may very well come from oranges ripened by ethylene; that cigarette lighter, the cigarettes, the automatic toaster, the plastic case, the newsprint, the wristwatch, and even the buttons on Marjorie's dress contain petroleum derivatives.



The telephone Marjorie is using contains carbon black; that package Roberta is holding contains a sandwich, not made from petroleum, but the wax in the wax paper is . . . and so is the furniture polish which made that table shine.



The ping-pong ball, the table, the playing cards (on the small table at the right), that typewriter on the cabinet, the fishing rods on the far right wall, all have petroleum or a derivative in them.





THEY HAVE RETIRED



Bob Roberts

R. C. (Bob) Roberts retired on May 31st after more than twenty-nine years' service with Shell. Bob Roberts is one of the most admired of Shell men, not only because of his rise from the bottom of the ladder to Manager of Wood River, Shell's large refinery, but also because he retained his great human qualities.

Bob started his career with Shell when, needing a job, he buttonholed the timekeeper at the Martinez refinery and talked his way on to the pay-roll as a laborer. That was in 1917. He remained at Martinez a little more than a year, during which time he advanced to the position of Stillman Helper. But California's Bay Region held no attractions for him and, when construction started at Wood River, his application for transfer was granted and he returned to the middle west, his home.

At Wood River he came to the attention of P. E. Foster, now Manager of the Houston Refinery, who was then Head Stillman. From 1919 to 1923 he advanced successively from Stillman Helper to Stillman, Assistant Head Stillman and, when Foster was promoted from the job, to Head Stillman.

In 1923 Shell constructed the Arkansas City Refinery to help handle the increasing supplies of crude coming

from the expanding Oklahoma and Kansas fields. Roberts went there as Assistant Superintendent and remained until 1938, with the exception of two years at East Chicago in 1927-28. Meantime, he moved up from Assistant Superintendent to Refinery Manager. In 1938 he returned to East Chicago as Manager and when E. D. Cumming became Vice President in charge of the Manufacturing Department in April 1939, Roberts returned to Wood River as Refinery Manager.

The refinery carried a tremendous load throughout the war years. Millions of dollars were spent on new construction to meet the demands of our Armed Forces for aviation and other fuels in quantities previously undreamed of. On January 15, 1943, the outstanding job that was done brought official recognition with the award of the coveted Army-Navy "E," the first to any refinery in the industry. As Refinery Manager, Bob Roberts is entitled to a substantial portion of the credit for the wonderful war record made by the men and women of Wood River.

Outstanding though these achievements are, they do not tell the whole story of Bob Roberts' success. Thousands of people who have known him through the years will testify to his great strength of character, the depth of his understanding for other people and their problems, and most of all, his inherent humbleness. Bob Roberts was born with the "common" touch, and he never lost it. Perhaps that is why he has done so well.



Pensioners living in the vicinity of St. Louis held a banquet in that city recently. Among those present were retired employees N. M. Bassett, J. L. Sweeten, W. F. Boehm, E. E. Buchanan, Carl Gerteis, W. H. Roshke, W. L. Schafer, E. W. Sieboldt, J. I. Wheeler, D. E. Lavin, W. F. Mueller, and R. J. Davis. Special guests included R. C. Roberts, who retired shortly thereafter, P. C. Thomas, R. C. Mueller, and C. F. Horch.

They Have Retired, continued



R. J. Davis

Left, R. J. (Bob) Davis, Exploration Assistant to the President, at Head Office, retired on the 15th of May, to return to his Missouri home. Davis came with the Company in 1917 as an Assistant Geologist at Tulsa, Oklahoma. In 1920 he became a Geologist and in 1930 was appointed Assistant to the Vice President of Exploration, at St. Louis. In 1940 he was named Manager of the Exploration Department in that city; later that year he came to New York in the position he retained until his retirement.



R. Stern

Richard Stern, Technical Assistant of the Marketing-Lubricants Department, at Head Office, retired on the first of May. Stern came with the Company as Manager of the Manufacturing Department's Lube Oil Division in St. Louis. In 1944 he was named a Special Assistant in the Marketing-Lubricants Department and the following year became Technical Assistant.



Fred H. Brockman



Alonzo Bowman



John Keraghan



Frank A. Wasman



John W. Madosh



J. H. Murphy

Six of the Wood River Refinery men who retired earlier this Spring: Fred H. Brockman intends to putter around his Wood River house; Alonzo Bowman is building a new home near Bethalto; John Keraghan will operate a small repair shop in his Wood River home; Frank A. Wasman will work in his garden and raise chickens; J. W. Madosh will also work in a garden; and J. H. Murphy has no plans other than resting and puttering about his house.



C. E. Haines



R. Price



E. C. Hubbard

Three of the long-time Texas-Gulf Exploration and Production Area men who retired earlier this year. Charles E. Haines (left) was superintendent at the Sheridan Cycling Plant after twenty-four years in Gas-Gasoline work. Dick Price had his twentieth service birthday last October, and this Spring left to devote his time to farming. He had been an oil pumper in the Kilgore District. E. C. Hubbard, also of that district, had been with the Company for fifteen years as a laborer and roustabout.



Major Alvin Cox



John F. Dike

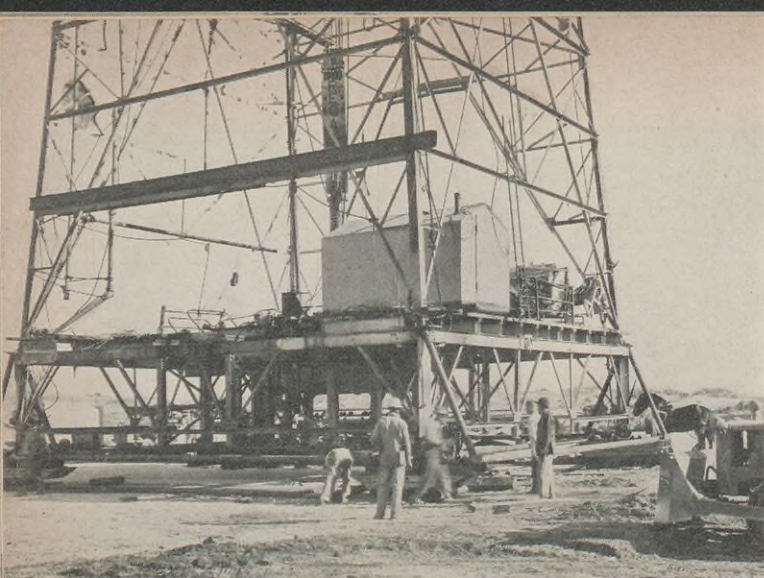


Bert Followell



Herman C. Borchers

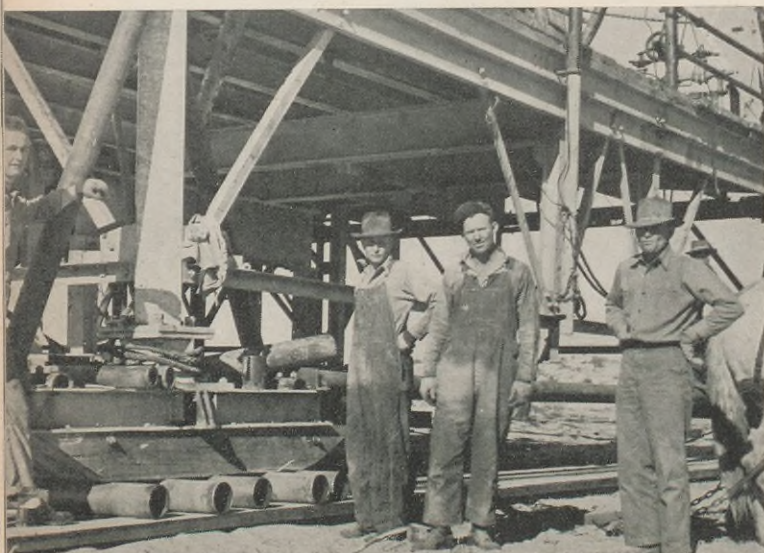
Four more of the many Wood River Refinery employees who retired during the early months of this year: Major Alvin Cox was presented with a going-away gift from his fellow-employees; others given gifts were John F. Dike; Bert Followell; and Herman C. Borchers.



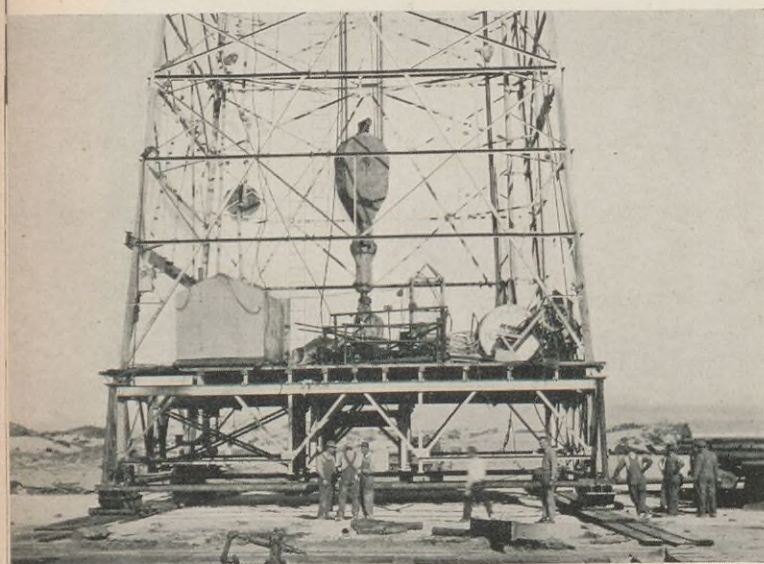
Rigging her up to take a walk.



Placing rollers under substructure as derrick moves forward.



Some of the men who worked on the project and a closeup of the wooden shoes placed under the corner of the derrick's substructure, and the rollers used to "skid" the derrick to its new location.



The derrick has been pulled off its old well site.

The Derrick

The world's largest derrick was taken for a half-mile walk over the Texas sand hills.

All photographs reproduced with permission of The Oil and Gas Journal.

DOWN in the Texas-Gulf Exploration and Production Area the practice of skidding fully rigged derricks from one place to another is not particularly unusual. But when the world's largest derrick is moved over the West Texas sand hills for a little more than a half-mile it becomes news. Indeed, Oil and Gas Journal referred to it as "an engineering accomplishment of unusual interest."

The derrick is 203 feet high from the base of its substructure to the top. The base, itself, measures 38 feet square. Originally it was located in the Monohans field at Sealy-Smith No. 7 well and was moved to its present location at Sealy-Smith No. 10.

The first step in the operation was to build a reasonably level road through the sand hills between the two locations. Six bulldozers were given the task and in a matter of three days they had cleared a skidway seventy feet wide. At the same time that the road was being leveled, the derrick was made ready for the hike across the dunes. The traveling block, auxiliary equipment, standpipe, and lighting equipment were allowed to remain on the structure but the draw works was removed



The board track over which the derrick was walked.

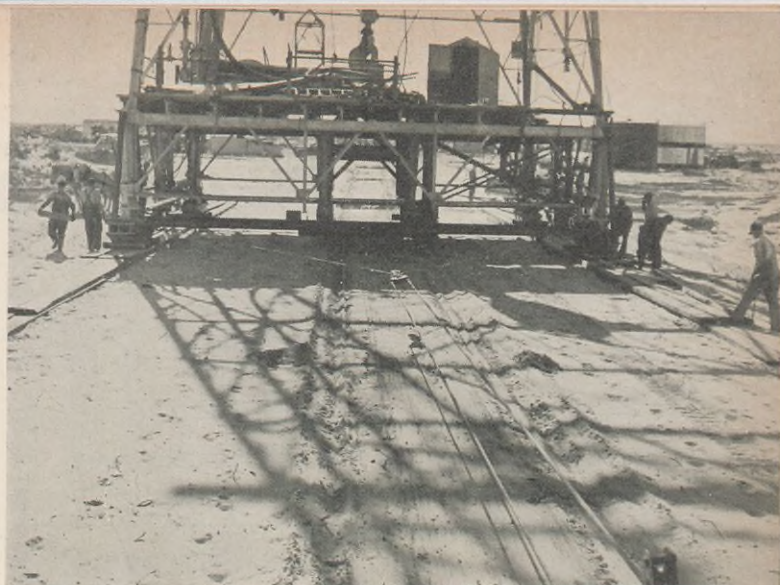
Takes a Walk

so that too great a load would not be placed on the derrick's new "shoes." The "doghouse" which bordered the derrick floor during drilling operations was shoved on the floor of the derrick and carried along with it.

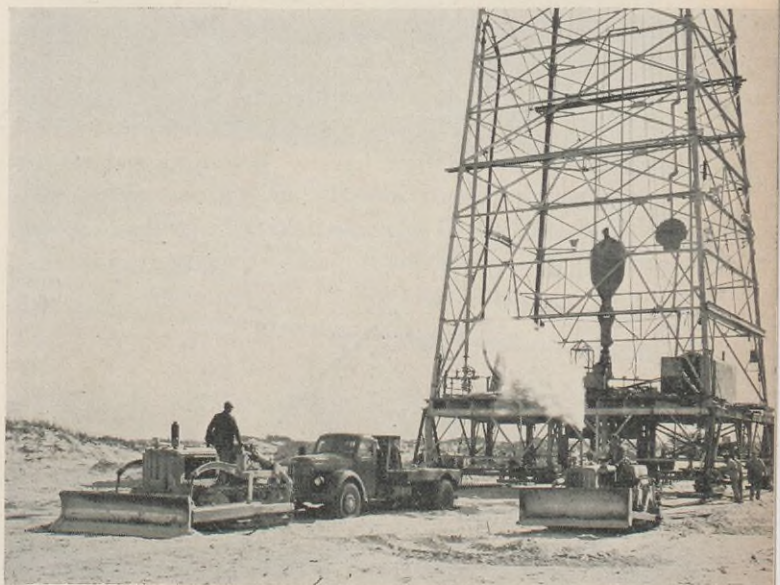
The Oil and Gas Journal comments that although the entire derrick with its equipment weighed an impressive 125 tons, it was the towering height and shape of the derrick which were the main features making the project so impressive.

When the derrick had been freed of all connections it was jacked up and the wooden shoes were placed under each corner of the substructure. The shoes were about two and a half feet wide and five feet long and were securely bolted. Movement of the derrick began (by means of a winch on a 3½-ton truck) on rollers over a plank road. This plank road was carried forward as the derrick moved so that actually the shoes walked over the planks rather than the gravel path itself.

The entire project, from the time the derrick was jacked up at Sealy-Smith No. 7 until it was removed from the shoes and made secure at Sealy-Smith No. 10, took only 2 days. Texas-Gulf Exploration and Production experts estimate that this method of taking the derrick for a walk saved approximately 14 days over the method of tearing down the derrick and rebuilding it at the new location.



The tow bridle and method of winching derrick over the skidway



(Above) On its way! One bulldozer carries the board track forward while the other pulls a truck from a sand hole.



(Right) Here she goes! The world's largest derrick moves across the sand dunes. Note how the sand has been pushed up to make a level road.

SHELL MAKES

NEWS.

IF you're an average American you, like millions of others, are probably addicted to one unbreakable habit—reading the daily newspaper. And too, you undoubtedly would be delighted to find your name in print. Few of us as individuals, however, lead the kind of exciting and colorful lives that make headlines. But as a member of an organization which is inextricably bound up with the public welfare you have a definite news value. For the activities of the company and its people are news and the amount of press coverage Shell receives every month gives ample testimony to that fact.

To get an idea of how often Shell gets into print you have only to glance at the publicity record of a typical recent month in East-of-the-Rockies territory. Some 30 million people read stories about Shell during that period, according to circulation figures. Magazines and newspapers featured almost 250 separate stories, totalling more than 20,000 lines of space. As it costs the company approximately 42 cents a line to purchase advertising space in

newspapers, those stories represent \$8400 worth of lineage.

Just what are the company activities that make up this volume of news? That's a large order—for they vary from the presentation of a safety award to a truck driver in Carson City, Michigan, to the drilling of the world's deepest producing well in Louisiana. During the past two months several of the more prominent stories have dealt with the new lubricating oil plant at Houston, Jimmy Doolittle's B-25 "flying laboratory," and the dedication of the cycling plant at Sheridan, Texas. Many news items are primarily of local interest, such as Plant Day at Norco Refinery, or the bowling tournament at the Wood River Refinery. Others concerning technical advances or training programs may interest only a limited audience. In that case the news release usually is confined to publications which contact that particular locality or group. Consequently, you may come upon news of Shell in every type of publication—from the Eagle Lake weekly Headlight and the Oil Paint & Drug Reporter to the New York Times and Time Magazine.

The task of keeping the public informed about Shell belongs to the Public Relations Department. Here an experienced staff digs out the facts behind each newsworthy company event, writes up a release on it, has it mimeographed, and using selected mailing lists, sees that it reaches all editors who might be interested in printing it. In the majority of cases, photographic material is provided as well. The next step consists of gathering for a permanent record the clippings that appear in various publications. The New York office receives this published material from a number of sources. Publications frequently send clippings or "tear sheets," as the magazines term them. Then too, Shell field offices clip items from local papers and forward them to Head Office. Such ser-

Shell Digs World's Deepest Oil Well

World's deepest producing well was brought in last week by Shell Oil Company at Island, near New Iberia, Louisiana. The new well is known as No. 2 in the Smith-State Unit area. It is producing 33 Gravity Crude Oil from a depth of 13,778 feet, taking away from the No. 1 well, located only 400 feet away. The latter well, brought in by Shell just a year ago this month, produced distillate from a depth of 13,520 feet.

John A. Smith, representing the Smith interest in Smith-State Unit 1, and J. L. McHugh, State of Louisiana Conservation Commissioner, together turned the "Christmas-Tree" valve to bring in the well's first official production from over two and one-half miles below Bayou Country Swampland. Tests indicate the new well has a large production capacity, but under the Louisiana State system of Proration it will be permitted to produce 380 barrels per day.

As in many Bayou Country drilling operations, the new well was drilled to the drilling location through a specially dredged canal. The total drilling depth was 14,301 feet, requiring a total of 276 days spent in drilling. The well was plugged back from the lower depth to the producing level.

Almost five million persons read this article.

vice is exceptionally valuable as it rounds up items that otherwise would be lost to the files.

But thumbing through vast numbers of periodicals is a full-time job, so the company hires professional clipping bureaus to take care of this part of the work. Each day envelopes containing a quantity of clippings pour in to Head Office. They are sorted out and pasted into scrap-books along with a copy of the release from which they originated. These books form a unique record of company happenings—as seen through the eyes of the general public. They serve also as yardsticks of the popularity and effectiveness of various press releases. Thus a practical evaluation and analysis of different journalistic approaches is made possible which, in turn, allows for constant improvements in technique.

Of course, there are a number of instances when stories reach the newspapers in other ways. Perhaps a Shell man is elected to some position in his community. Or the local paper sends a reporter to cover a dealer meeting. Even in these cases, however, it's likely that the editor has been tipped off by the local Shell manager. Often publications originate their own story ideas and come to Shell for background or supplementary material. Then the Public Relations staff goes to work gathering information from various departments and arranging interviews or inspection trips for the reporter.

On these pages you see but a few samplings of Shell publicity. They illustrate that what's new around Shell makes news for the nation.

Shell's Emeryville Research Unit



Plans for expansion of Shell Development Company's Emeryville, Calif., laboratory (The Oil Weekly, March 18) call for extensive remodeling of present facilities and for new buildings, one of which is pictured above. Construction will start shortly, will be completed in a two-year period, and will involve an expenditure of \$3.5 million.

Last week ground was broken for Shell's new exploration and production research building in Houston a \$1 million project.

Over a half-million newspaper readers saw this article



DOOLITTLE GETS "FLYING LABORATORY":

Former Lt. Gen. James H. Doolittle (right) takes delivery of a converted B-25 Mitchell bomber which he will use in testing products of Shell Union Oil Co. of which he is vice-president. The plane, same type Doolittle led in the Tokyo raid in April, 1942, was converted by Lodwick Aviation Corp., Lakeland, Fla., of which Albert I. Lodwick (left) is president.

Shell Union Oil To Register Bonds

The Shell Union Oil Corporation is planning to file with the Securities and Exchange Commission this week a registration statement for \$125,000,000 of bonds running, it is reported, for twenty-five years. Morgan Stanley & Co. will be named as head of the underwriting group.

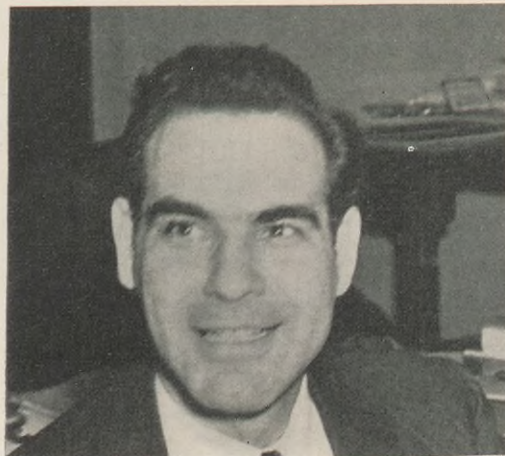
With the money the company will redeem \$82,000,000 of debt and will add materially to working capital. The new issue will represent the largest negotiated deal in many months. Although a large volume of underwriting has been piling up in the last year or more and many major issues have reached the market, the important items have been the subject of bidding.

Jimmy Doolittle's flying laboratory was of interest to more than 3 million persons, while over 31 million saw the Shell Union articles.

VETERANS WHO HAVE RETURNED



R. HOWELL



W. J. FEY



E. C. THOMSON



W. M. VANDEVENTER

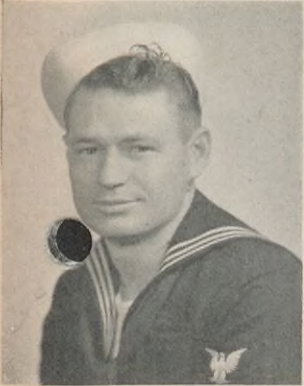
Four of the many St. Louis Marketing Division employees who have returned to work: Roger Howell, Credit; W. J. Fey, Real Estate and Development; E. C. Thomson, St. Louis Bulk Depot, and W. M. Vandeventer, Marketing Service Representative.

Right: Veterans of the Fall River Terminal in the Boston Marketing Division recently held a get-together meeting and dinner: (seated) S. S. Cooper, J. F. Aylward, J. R. Ennis, W. F. Ahassy, T. F. Healy, P. H. Conroy, Jr., F. P. Nunes; (standing) A. E. Thompson, F. E. Sullivan, G. G. Ragonesi, A. P. Goncalo, E. Rovelto, Jr., W. R. Ray, P. H. Linnehan, and D. L. Desilets.

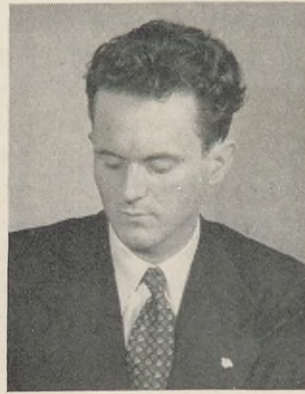




Five of the Boston Marketing Division men back on the job: J. F. Janesco, L. J. Weston, District Service Representatives; E. W. Ojerholm, Purchasing-Stores; S. S. Cooper, J. A. Coffin, District Service Representatives.



Shell Pipe Liners have returned to their Company by the dozens, these five are all ex-Navy men: J. E. Allen, J. V. Dickey, J. P. Holt, Jr., C. C. Boyles, and E. H. Hughes.



Some of the Head Office veterans: J. E. Stoye, A. C. Williams, T. J. Crane, E. Rembert, and R. Ford.



Three Houston Refinery men back at work and two from Texas-Gulf Exploration and Production Area: J. P. Granger, R. G. Boydston, and C. Hargrove of the Refinery; C. A. Stuart and G. W. Reid of the Area.

An oil painting by the noted marine artist, Norman Wilkinson, was presented to the Shell Group in commemoration of the gallant action of the Shell tanker *Ondina*.



CALL TO ACTION

THERE is one aspect of war which seldom reaches the pages of history books. It consists of the countless single acts of heroism which, performed day after day, eventually add up to final victory. A chapter of this brand of history was written on November 11, 1942, during the second World War. It involved a little-known vessel, the *Ondina*, one of the Shell Group tanker fleet.

On that day the 6,341 ton tanker was crossing the Indian Ocean on her way to Abadan, Persia, with a full cargo. She was accompanied by the *Bengal*, a small ship of the Indian Navy. About 1,000 miles southwest of Java they sighted what appeared to be two merchant ships proceeding at high speed. At closer range these innocent-looking vessels turned out to be two Japanese raiders of a size and with arms which hopelessly outclassed the *Ondina* and *Bengal*. What had been a routine voyage now threatened to become a disaster. The two small ships were galvanized into instant action; Allied crews sprang to their battle stations. The *Bengal* maneuvered herself into a position that would draw enemy fire, ordering the *Ondina* to take independent action. But the master of the *Ondina* refused to leave her companion ship to face these adversaries alone. Although the tanker possessed only one gun she steamed to the attack at the side of the *Bengal* and opened fire on one of the enemy ships. Despite a murderous counterattack the *Ondina*'s gunner succeeded in placing several hits in quick succession on the bridge, superstructure and stern of the Jap ship which soon burst into flames. As a number of explosions occurred on board the raider her guns ceased firing and, stern blown off, the Jap ship went down.

During this part of the engagement the *Ondina* had suffered serious injury. The topmast and aerials were shot away. Her captain had been killed on the bridge, her supply of munitions was exhausted and the remaining raider's fire was now concentrated upon her. Unable to continue the fight, the crew was forced to abandon ship. The enemy closed in on the lifeboats and raked them with machinegun fire, killing the chief engineer and several others. Two torpedo charges were sent into the abandoned *Ondina*. The Jap ship then steamed away, confident that she had completely disabled both tanker and crew.

The Japs' triumph was premature, however. Despite the severe punishment she had taken, the *Ondina* remained afloat. When the sea was clear, her second officer, third engineer and a gun layer (pointer) of the Australian Navy reboarded her, together with three other members of the crew. After inspecting the enormous damage they found the engines, by some miracle, still intact. They decided the battered little vessel was seaworthy enough to make port and embarked the rest of the crew. That was the beginning of the *Ondina*'s struggle to return to action. She was safely navigated to a nearby Australian port where she was repaired and subsequently rejoined the fight against the enemy.

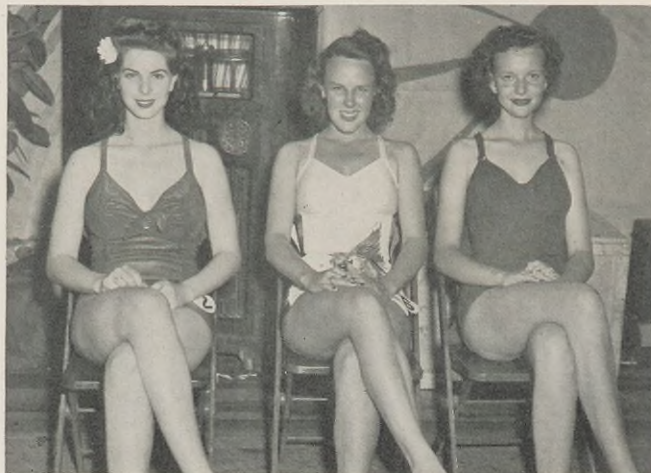
The *Ondina*'s gallantry in action has been recognized by both the British and Netherlands governments. Her crew members have received numerous awards, among them the Bronze Cross, the Distinguished Service Cross and the Distinguished Medal. But the most fitting tribute of all did not come until later. When the sounds and fury of battle had died away and liberation, long-dreamed-of, was at last an accomplished fact, one vessel was singled out to be the first tanker to enter the reopened ports of Antwerp and Rotterdam. *She bore the name Ondina.*

PLANT DAY AT NORCO

For the twenty-sixth consecutive year, the men and women who work at Shell's Norco Refinery, together with countless friends and relatives, celebrated the Refinery's Plant Day on May 11th. The weather didn't cooperate, but in spite of rain the usual wonderful time was had by all.



Part of the huge crowd which filled the Gymnasium for one of the Day's features: the Bathing Beauty Contest.

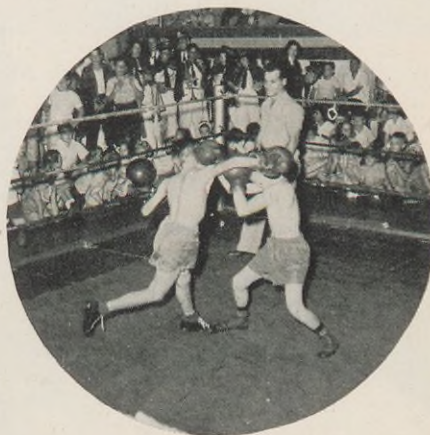


The Winners (you can see why) were Gloria Brown, first prize; Milton Harris, second; and Gloria Bearden, third.



(Right) The "small fry" had their fun, too. This slugfest features young Messrs. Almerico and Dufresne.

(Left) The Norco Bowling team which was defeated by representatives of Houston Refinery; in the front row, J. A. Bourgeois, Al Lambka, Ronald Thomas; back row, S. Oertling, Bill Bodin, Bob Holliday.



At night, those who weren't too tired went to the Gymnasium for the dance.

AFTER HOURS



Wood River Refinery's 8th Annual Shell Bowling Tournament was held early this Spring. 332 men entered the competition. The scoreboard (right) was a continual center of excitement as it recorded the progress of the tournament. Bowlers in action are W. D. Day, J. C. Carlton, O. W. Towler, and Harry Brown. Winner was Ralph Riner, Assistant Pipefitter Foreman.



The Houston Refinery Women's Bowling Team is the leader of the Houston Commercial Bowling League. At left are Jo Schwartz, Ann Windham, Hortense Barrell, Pat Mosher, and Louise Ross. Faye Connolly (center picture) and Ann Wright (right) also members of the team, are the League's top bowlers.



(Above) The Shell Employees Association of Tulsa, Oklahoma in the Mid-Continent Exploration and Production Area held its Annual Spring Dance in mid-April.

The Baltimore Marketing Division started the Spring season off on the right foot with its Annual Golf Tournament. (Above) All entrants lined up to watch Norman Ball of Wagner's Point Terminal, drive the first ball. (Right) R. D. Kizer, Division Manager, holes out as Phil Clegg, Norris Snelling, and Al Cummings watch.





Above: New officers were elected at the Shell Athletic Club Banquet held by Wood River Refinery employees in late April. In the group are the officers of the Industrial League Basketball and Bowling Teams, the Annual Bowling Tournament Committee and of the Athletic Club. (Left) The Board of Governors consists of Ralph Henkhaus, Oscar Kleinert, George Moorman, Alvin Bott and Edward Lawliss.

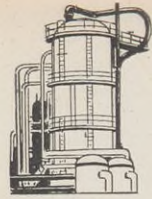


The bowling season wasn't confined to Shell's refineries: among the many leagues in action was that of the Head Office Girls. Winning team was from the Personnel Department. Lucy Rosebaugh (fourth from left) presents the trophy to the champions: Rosemary Adamiak, Mildred Machold, Kathleen Schretzman, Betty Reiser, Claire Falco, Helen Goldfuss, and Ruth Murphy.





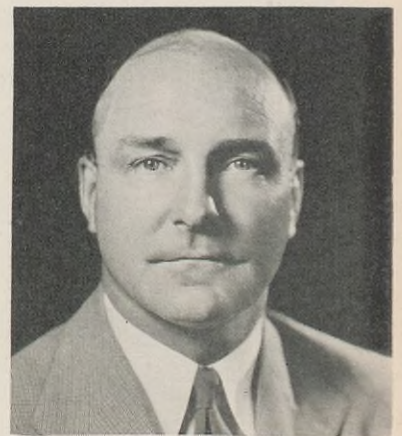
'ROUND THE REFINERIES, AREAS, AND DIVISIONS



Chicago was the scene of a joint East and North Products Pipe Line Supervisors Meeting.



The St. Louis Marketing Division Credit Union elected officers for the current year: J. E. Goldschmidt, Ruth Schiermeyers, A. J. Lyons, G. A. Loehr, Rosemary Dalton, J. A. Hartman, C. F. Abbott, Lauretta Eisfelder, J. J. Schmidt, and R. J. Howell.

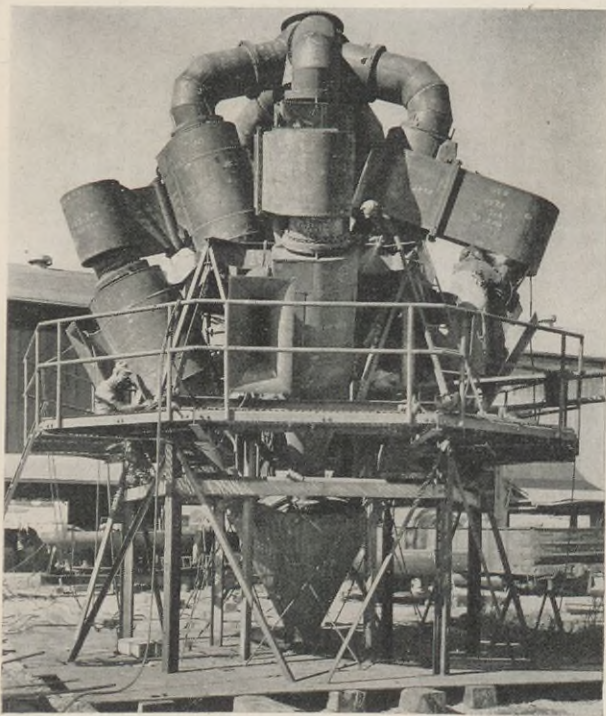


L. O'Donnell, chief mechanical engineer in the Production Department of the Texas-Gulf Exploration and Production Area, was elected chairman of the Houston Chapter of the American Petroleum Institute.



The Albany Marketing Division District Managers held their Spring meeting recently.

'ROUND THE REFINERIES, AREAS, AND DIVISIONS (cont'd)



▲ Visitors to the Houston Refinery frequently ask whether this is a new type of threshing machine or a radar device. Actually it is a shop assembly view of the two-state "cyclone" equipment for removing and recovering catalyst from outgoing cracked vapors from the reaction chamber of the new catalytic cracking unit. The cyclones are made of carbon steel, weigh approximately 58,000 pounds, and have a height of 27 feet.



The "Distinguished Service to Safety" award of the National Safety Council was presented to Shell Pipe Line Corporation for its 1,788,854 man-hours worked without a disabling injury from January 16 to July 30, 1945. H. H. Anderson, Vice President (left), accepted the award in behalf of the Company from L. E. Wallace, Assistant to the Council President (right) in the presence of Coke R. Stevenson, Governor of Texas.



R. H. Stine of the Detroit Marketing Division's Marketing Service Department (second from the left) was the Detroit Junior Board of Commerce representative on the Executive Committee of the Automotive Industry's Golden Jubilee. The Jubilee was held in Detroit, Michigan, from May 29th to June 9th to commemorate the 50th Anniversary of the founding of the automobile industry in the United States. On the table is a model of the forty-foot "Atomic Symbol For Peace" which will indicate America's desire to turn the power of the atom to peacetime use. Fifth from the left is William S. Knudson, Chairman of the Industry Committee; fourth from right, former U. S. Senator Prentiss M. Brown, General Chairman.



▲ Above, the Baltimore Marketing Division held its annual Distributor-Jobber meeting at Roanoke, Virginia, in early May. Shell distributors from Maryland, Virginia, West Virginia, Delaware and Pennsylvania attended along with Division and Head Office representatives.



◀ Left, Wood River Refinery's Credit Union elected officers for 1946-47: (standing) C. H. Denny, F. Croxton, W. C. Redd, E. F. White, S. Morehead, G. Eggiman, E. Hightower, C. Blankenship, I. T. Patison and E. Eisler; (seated) J. R. Ferguson, R. T. Brown, G. C. Farmer, and H. E. McCarthy.



▲ Members of the Louisiana Petroleum Refiner's Waste Disposal Committee, which includes State representatives as well as those of various oil companies, held a meeting at Norco Refinery to discuss improvement of the petroleum industry methods. The Refinery's waste disposal facilities were inspected.



▲ A Portable Store has been placed in service at Wood River to speed materials to the various units spread throughout the huge refinery. The Portable Store is equipped with a telephone so that it can be contacted immediately to answer rush calls.

SERVICE BIRTHDAYS

THIRTY-FIVE YEARS



G. L. LAMAR
Mid-Continent Area
Production



C. R. BROWN
Mid-Continent Area
Production

T W E N T Y - F I V E Y E A R S



W. H. KIDDY
Mid-Continent Area
Production



J. R. RODGER
Greensboro Terminal
Products Pipe Line



G. J. TROXLER
Norco Refinery
Asphalt



A. C. WRIGHT
Texas-Gulf Area
Exploration

T W E N T Y Y E A R S



H. T. BENBROOK
Mid-Continent Area
Shell Pipe Line Corp.



W. W. BOWLING
Mid-Continent Area
Production



H. S. BRAGG
Texas-Gulf Area
Land



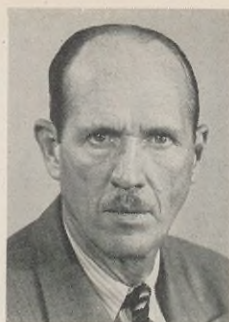
E. K. CALVIN
Wood River Refinery
Dispatching



G. E. CLAYTON
Wood River Refinery
Storehouse



C. E. DAVISSON
Wood River Refinery
Engineering



F. L. DOVER
Cleveland Division
Marketing



K. P. FISCHER
Cleveland Division
Marketing



F. J. FRIZZELL
Wood River Refinery
Engineering



W. J. GRANIER
Norco Refinery
Topping



C. N. HENDERSON
Texas-Gulf Area
Shell Pipe Line Corp.



A. G. HULL
St. Louis Division
Marketing



H. C. KELLEY
East Chicago Terminal
Products Pipe Line



MISS M. P. KENNEDY
Kokomo, Indiana
Shell American Petroleum



W. R. KING
Wood River Refinery
Main Office



V. L. MAJOR
Wood River Refinery
Topping



J. R. MAUPIN
Mid-Continent Area
Production



S. C. MELTON
Mid-Continent Area
Production



R. C. MURRAY
East Chicago Terminal
Products Pipe Line



R. W. PARKER
East Chicago Terminal
Products Pipe Line



M. A. SHERWOOD
Mid-Continent Area
Production



H. J. SMITH
Wood River Refinery
Engineering



P. L. SUDHOFF
Texas-Gulf Area
Treasury



K. R. TURNER
Wood River Refinery
Engineering



E. B. WAGNER
Houston Refinery
Engineering



C. H. WATKINS
Mid-Continent Area
Production



S. J. WEBER
Norco Refinery
Engineering



T. J. WILHEIM
Mid-Continent Area
Shell Pipe Line Corp.



C. L. WOOD
Wood River Refinery
Cracking

HEAD OFFICE

15 years

F. I. MARION MANUFACTURING

10 years

K. YOUNG, JR. MANUFACTURING

SHELL PIPE LINE CORPORATION

15 years

W. M. BERRY MID-CONTINENT AREA
W. W. CLEMENT TEXAS-GULF AREA
J. W. DOLLAR TEXAS-GULF AREA
L. E. HUTSON BAYOU
A. D. POOLE TEXAS-GULF AREA
Z. SUMLIN TEXAS-GULF AREA

10 years

K. ATKINS MID-CONTINENT AREA
G. M. AYERS MID-CONTINENT AREA
G. G. BILLINGS MID-CONTINENT AREA
C. C. BOYLES MID-CONTINENT AREA
J. D. COCHRAN WEST TEXAS AREA
E. M. COOK MID-CONTINENT AREA
C. A. CRAIG MID-CONTINENT AREA
E. E. HANDLEY MID-CONTINENT AREA
J. N. JOHNSON MID-CONTINENT AREA
L. W. LAFON WEST TEXAS AREA
R. J. MAYES WEST TEXAS AREA
R. T. McDONALD WEST TEXAS AREA

PRODUCTS PIPE LINE

10 years

H. M. COGGINS SPRINGFIELD TERMINAL
W. A. KUHN WOOD RIVER STATION
J. RUSSELL TOLEDO TERMINAL
P. D. SPUDICK CARLINVILLE, ILL.

MID-CONTINENT AREA

15 years

L. B. BRADFORD PRODUCTION
J. E. GALLEY EXPLORATION

10 years

C. E. BATSON PRODUCTION
D. K. BOGGS PRODUCTION
S. A. DAVIS PRODUCTION
L. FISCHER EXPLORATION
E. G. HAMILTON PRODUCTION
H. R. HAUPTMAN EXPLORATION
T. E. OCKERSHAUSER PRODUCTION
E. W. RICHMOND PRODUCTION
G. T. N. ROBERTS PRODUCTION
E. E. M. SCHLENDER PRODUCTION
C. C. WILLIAMS PRODUCTION
A. E. WOERHEIDE PRODUCTION

TEXAS-GULF AREA

15 years

W. W. BEARD PRODUCTION
E. L. BROWN TREASURY
M. C. FONTENOT PRODUCTION
C. R. HUDSON PRODUCTION
S. H. JACKSON PRODUCTION
R. C. WARREN TREASURY

10 years

G. H. CRYER PRODUCTION
W. B. GAINES EXPLORATION
R. B. HALE EXPLORATION
A. J. LINNARTZ TREASURY
G. H. LOCH EXPLORATION
J. R. NILES PRODUCTION
B. M. PARKER TREASURY
L. P. RAMIREZ EXPLORATION
V. S. SACCAR LEGAL
M. T. SMITH CRUDE OIL
L. F. UHRIG EXPLORATION
C. C. WILLIAMS GAS-GASOLINE
F. J. WILLIAMS EXPLORATION
A. WILLIS EXPLORATION

HOUSTON REFINERY

15 years

B. F. ADKINS TOPPING
G. E. THORN ENGINEERING

10 years

E. BISHOP ENGINEERING
L. S. BUENGER BOILERHOUSE
A. S. GILLIAM CRACKING
B. F. HARPER ENGINEERING
A. C. HOGGE, JR. RESEARCH LAB.
J. S. JOHNSON ENGINEERING
W. D. MASSEY TREATING
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15 years

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M. KELLY DETROIT, OPERATIONS
F. W. KOHLER CLEVELAND, OPERATIONS
E. F. SAMPSON BOSTON, TREASURY
M. H. TULL CLEVELAND, TREASURY

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J. L. BARTOLOMEO BALTIMORE, OPERATIONS
E. W. BECK BALTIMORE, SALES
E. BILLINGS ST. LOUIS, OPERATIONS
L. CALLAWAY DETROIT, OPERATIONS
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Picture of a family fighting famine!



HERE'S WHY A VICTORY
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WHAT YOU RAISE can help to feed the millions of starving people in the world. It's not that you'll send your fresh vegetables to them. Food that you raise in your garden releases other food that can be used by the President's Famine Emergency Committee. This year your garden saves lives



WHAT YOU PRESERVE at home releases that much more of the commercial pack. The governments of starving countries are buying all the canned foods they can to keep people alive. So raise as much as you can and can as much as you need. And share your harvest with others.

SAVES FOOD FOR THEM! Millions of people depend on us for life itself. The harvest in war-torn countries was disastrously small. They haven't enough left to live on. Your Victory Garden can help them.

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