



SHELL NEWS

MARCH 1952

WHY WE MARKET



HAWAII

*depends on:
Shell's
competitive
position relative to:*

- 1. Distances from
refineries and
marketing terminals*
- 2. Types of transportation
available*
- 3. Volumes of product
to be moved*

GEOGRAPHICAL AREAS WHERE SHELL
PRODUCTS ARE MARKETED



MARKETING DIVISION HEADQUARTERS

WHERE WE DO

A MOTORIST driving from New York to Los Angeles or from Houston to Boston could pull in at many Shell service stations along the way. But there would be "Shell-less" gaps on the route, areas where there is a conspicuous absence of the familiar red and yellow sign. Naturally, a lot of customers wonder about this—and not all Shell employees are altogether certain why it's so.

The reason an oil company markets in one area and not in another is identical with the basic principle behind free and unrestricted competition. It's the principle of selling a product where a reasonable profit can be obtained—with the right to stay out of or withdraw from any area that won't pay the freight. In fact, the big problem for an oil company is actually a matter of "paying the freight," for the decisive factor that dictates where it markets is the cost of transportation to and in any given area in comparison to the costs to its competitors. Thus, factors like the location of refineries and bulk terminals, together with present and potential demands, affect a company's ability to market where it does. Naturally, the activities of competitors must be considered, as well as the fact that all these influences and circumstances vary for each area.

Balancing one factor against the other, Shell has built up an integrated operation in the United States, with facilities to carry out the entire range of oil industry activities from the search for oil to the sale of refined products. These facilities span the nation from coast to coast; but, as in the case of the service stations, there are gaps which have been dictated by economic and physical factors. Shell doesn't drill for oil everywhere, because oil doesn't exist everywhere. Similarly, Shell doesn't sell its products everywhere, because a profitable market for Shell doesn't exist everywhere.

Moving from west to east, Shell's operating pattern is roughly like this: Refineries at Martinez and Wilmington, California, drawing crude from Shell's nearby California oil fields, manufacture products for distribution in the Pacific Coast states and the Hawaiian Islands. Refineries at Houston, Texas, and Norco, Louisiana, also drawing crude from oil fields comparatively near them, manufacture products for distribution by pipe line in Southeastern states and for shipment by tanker to Eastern states and New England. Shell's largest refinery, at Wood River, Illinois, gets most of its crude intake from West Texas, Oklahoma and Kansas through the Basin and Ozark Pipe Line Systems; and its products are distributed in the North Central states.

The pattern is the result of 40 years of piece-by-piece expansion—and some contraction—aimed at broadening profitable marketing areas and consolidating those already acquired. The pattern still

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Employee Publications Department
New York, N. Y.

contents

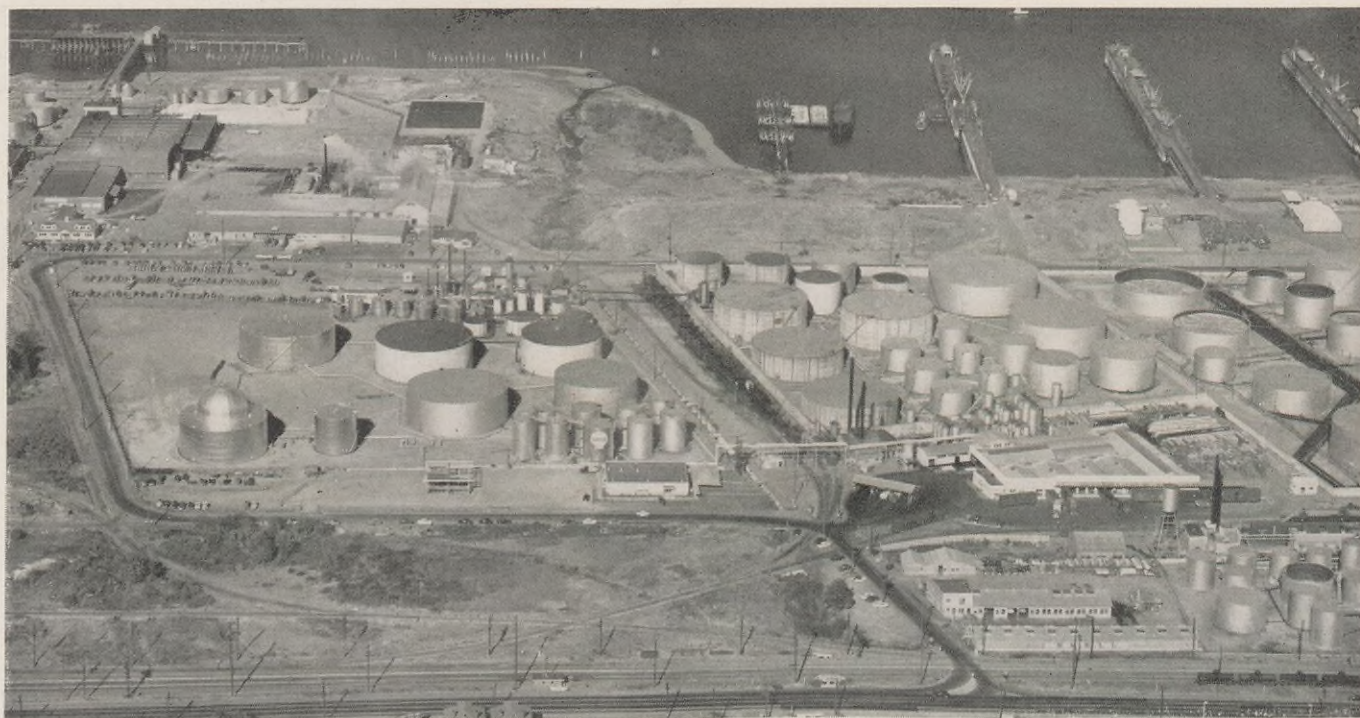
Why We Market Where We Do.....	1
"On Military Leave".....	4
College of No Knocks.....	8
Shell People in the News.....	10
Construction on the West Coast.....	11
The Impact of Oil.....	12
Midland Exploration and Production Area Organization Chart.....	16
Shooting in the Cajun Country.....	18
Gross, The Florist.....	22
They Have Retired.....	24
Fashion Fair at Houston.....	25
Coast to Coast.....	26
Service Birthdays.....	29

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AIRBORNE EXPLORERS

The adaptable helicopter which can fly from point to point at a fast clip, hover over a given spot, or land on the proverbial dime, has proved a boon to Shell Oil Company exploration parties working in the desolate Louisiana marshes.

In this month's cover picture, a surveyor who has been brought into the marshland by plane is working from a triangulation tower. These towers are platforms raised above the ground so that transit men such as the one shown may get clear sights on their targets. Surveyors lay out lines of shot points for incoming seismic crews whose operations are described in the picture story beginning on p. 18.



Shell expanded its Willbridge, Oregon terminal in 1951 because of the high market potential of the surrounding area and the terminal's easy access to tankers from Shell refineries.

On Louisiana bayous, such as the one at left, and other inland waterways, tug-pushes barges provide the Company with low-cost transportation of both crude oil and refined products.

already serving those areas unless a very high capital investment is made. And the required capital can be used to better advantage in other phases of the Company's business.

The cost of delivering a product in a given marketing area depends upon a number of things. Distance is a prime factor, and this not only includes the distance the product has to travel from the refinery to the terminal, but also from the terminal to the bulk depot. Take Tulsa, Oklahoma, for example. Shell produces crude oil very close to that city, and at first glance it would seem that the Company could sell there as cheaply as anyone. The fact is, however, that Shell's nearest refineries are at Houston and Wood River, while some other companies have refineries right in Tulsa. Shell would have to move its crude to its more distant refineries, then move its refined products all the way back again. The result is that Shell is at a disadvantage in freight costs and cannot

leaves some large areas in the United States where Shell products are not sold. Eight Central and North Central states are not served by any Shell Marketing Division, and parts of several other states are not covered.

The crux of the matter is that in the areas not covered by Shell, the Company has decided it cannot sell competitively with the companies



market in and around Oklahoma's oil capital on a competitive basis.

The cost of delivering a product in a given area also depends on the type of transportation used. Whether transportation is cheaper by tanker, barge, pipe line, railroad tank car or tank truck depends on the particular situation. Volumes to be moved, distance to be covered and other factors must be considered in determining which type of transportation is most economical for a given case.

With all its refineries and major bulk terminals located on important waterways, Shell can market competitively along a large part of the nation's coastal and river shipping routes. Thus, products refined at Houston can compete with other companies' products as far away as Boston and in the busy cities along upstate New York's barge canal.

In addition, products pipe lines have placed Shell in a favorable transportation cost position in several land-locked interior areas. Major markets in Illinois, Indiana, Ohio and adjoining areas far from the Wood River Refinery are efficiently served

by the Company's North and East Products Pipe Lines. In Southeastern states, the Plantation Pipe Line System provides competitive transportation.

Cost factors change, of course. And for that reason Shell's pattern for marketing is always subject to alteration. Sometimes the change is hard to make—as it was back in the early 1930's shortly after the Company had expanded from coast to coast. With the arrival of the Depression, Shell found itself extended beyond the limits of profitable operation and elected to "withdraw from certain areas where it was at a distinct transportation disadvantage and its cost of delivering products exceeded that of competitors who had local refining facilities or cheaper transportation.

To preserve competitive advantages in the future, Shell maintains a continuing study of its transportation distribution costs compared with estimates of those of its competitors in all major marketing areas. When Shell's transportation costs in a par-

ticular market get too high in relation to the costs of other companies, Shell investigates possible new cost-reducing installations or arrangements that will make it competitive again. As long as foreseeable costs are equal to or lower than those of the competition, Shell can do business in an area with reasonable assurance that a fair return will result from its investment.

Naturally, the desired pattern is to have marketing outlets over a wide and continuous area with no gaps in between, but this is not always profitable. Where the gaps occur, however, Shell has made arrangements so that its regular customers are at least indirectly served by the Company. Shell and the Continental Oil Company have arrangements to honor credit cards issued by either company. So, while Shell may not be able in every city and town to serve directly that motorist driving from New York to Los Angeles or from Houston to Boston, it goes with him in spirit all the way.

Pipe lines move petroleum products from the Company's Martinez Refinery, below, to ocean tankers for subsequent transportation to Shell marketing terminals along the Pacific Coast.



"ON MILITARY LEAVE"

Shell Employees Called to Active Duty Since the Korean Action Began Are Serving in a Wide Variety of Military Assignments

UNDER fire in Korea, standing watches at sea, manning occupation garrisons in Japan and Germany, and training at camps in the United States, 941 Shell employees have gone on active military service since June 1950. Of this number 747 were still on military leave at the end of January. Among those remaining in service, 221 were reported to SHELL NEWS as being overseas. Three Shell men have been killed while on military leave; one is listed as missing in action in Korea; five have been wounded or injured.

To date three wounded men have received Purple Heart Medals and nine other awards have been made. Outstanding among them are an Oak Leaf Cluster to the Bronze Star for heroism in action and Battle Stars for major engagements in Korea.

Sources of Information

The Department of the Army provided a number of pictures, and Shell locations across the country secured additional ones from relatives and the men themselves. Although it has not been possible to picture all of the men stationed overseas or those within the United States, SHELL NEWS is proud to present this pictorial review of Shell employees on overseas assignments.

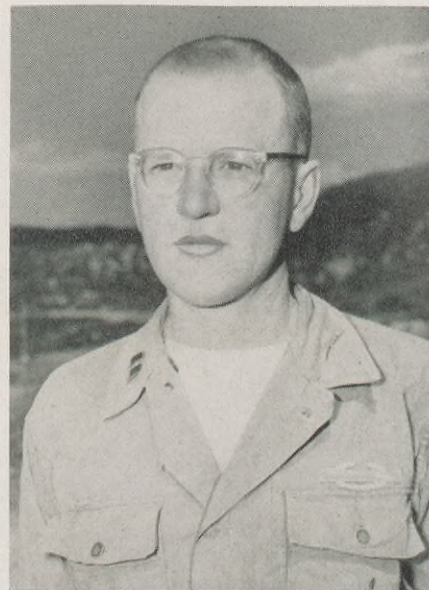
We are happy to welcome those who have returned and hope the others soon may be back with their families and their work at Shell.



Captain J. J. Danner, Cleveland Division, a member of Marine Fighting Squadron 323—"The Death Rattlers"—at last report had flown 62 missions up to the Yalu River in support of front-line units.



Major Leland R. Pellerin, Wilmington Refinery, has been missing in Korea since Nov. 1950. He saw much front-line action.



Captain Carlos J. Barkley, Houston Area, of the 1st Cavalry Div., earned his 2nd Bronze Star for rescuing a wounded sergeant.



PFC E. C. McFarland, Houston Refinery, Marine Corps 1st Div., wounded while in Korea, was awarded the Purple Heart.



^
PFC Arnold D. Ferrill, Martinez Refinery, in fatigue clothes and pack, is somewhere in Korea.



Lieutenant J. W. Hunter, Houston Refinery, U. S. Air Force flyer, has 65 missions to his credit in F-84 Thunderjets. While in Korea, he was a forward controller with the 1st Cavalry Div.



< Boatswain's Mate 3/C James P. Burke pictured aboard the auxiliary repair ship U.S.S. LUZON in Korean waters before returning to Seward in Nov. 1951.



PFC Robert W. Chester, E. & P. Technical Division—Houston (above left), 1st Marine Division, was wounded in fighting near the Chosin Reservoir late in 1950. Sergeant P. J. Tregre, Jr., Norco Refinery (above at right), was a member of the 4th Signal Battalion in Korea prior to his return to Shell.



Sergeant K. S. Baird was in the 633rd Engineer Light Equip. Co. before returning to Wood River.



Staff Sergeant C. A. Wood, Wilmington Refinery, is a Crew Chief in the 730th Bomber Squadron.

Sergeant William J. Foley, Shell Chemical Plant, Houston, a member of the 136th Air Installation Squadron, is shown below during a rest period from action on the rugged Korean front.



Lieutenant W. M. Molloy, Jr., New York Head Office (shown below at left), is attached to the 83rd Troop Carrier Squadron, based in Japan and now operating in Korea.



Seaman J. O. Dees, Shell Pipe Line Corporation (above right), is a crew member of the destroyer escort, U.S.S. NAIFEH.



On an unidentified hill in the front line somewhere in Korea, PFC John J. Bodaj, Sewaren, poses for this picture. A member of Company "G" of the 27th Infantry Regiment, he has seen action in the difficult terrain which shows in the background above.



1st Lt. K. V. Sutter, Albany Mktg. Div., Cpl. S. J. Szavla, Sewaren, and 1st Lt. P. H. Kim, Honolulu Mktg. Div., meet at a Logistical Command Dump (Petrol, Oil and Lubricants) while on duty in Korea.

< First Lieutenant W. F. Kensett, New York Mktg. Div., an Ammunition Train Commander, has been in action in Korea since February 1951.



Lieutenant, Junior Grade, W. A. Malseed, Wilmington Refinery (below), is Damage and Control Officer of the U.S.S. CACAPON, which is an auxiliary fleet oiler.



Cpl. C. L. Warnock, Pacific Coast Area, 40th Infantry Division, is shown while attending a field lecture in Japan.



Machinist's Mate Lloyd E. Gould, Shell Development Company, is attached to an attack transport in Japanese waters.



PFC T. R. Monson, Pacific Coast Area, is in the motor pool of the 224th Infantry Regiment based at Camp Haugen, Japan.



PFC F. J. Fyffe, Midland Area, is a driver in Company "F" of the 223rd Regimental Combat Team which is based in Japan.



Cpl. J. E. Maher, Wood River Refinery, is in the 7th Medical Battalion, 7th Infantry Division, called the "Hourglass Division."



Joseph Franz, Wood River Refinery, on an aircraft carrier stands beside a shell meant for the enemy. It may remind some of Joe's friends that he remembers them.

Captain W. S. Amioka, Honolulu Mktg. Div., is with the U.S. Civil Administration Team now governing the Rykyus Islands.



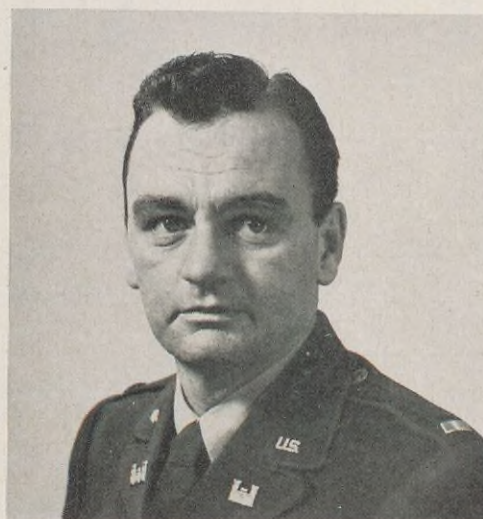
Lt. Comdr. Palmer McCurdy, Shell Development Company, is shown as an Ordnance Officer on the U.S.S. PRINCETON.



Lt. J. A. Bryant, Pacific Coast Area, serves as assistant intelligence officer of 40th Infantry Division at a base in Japan.



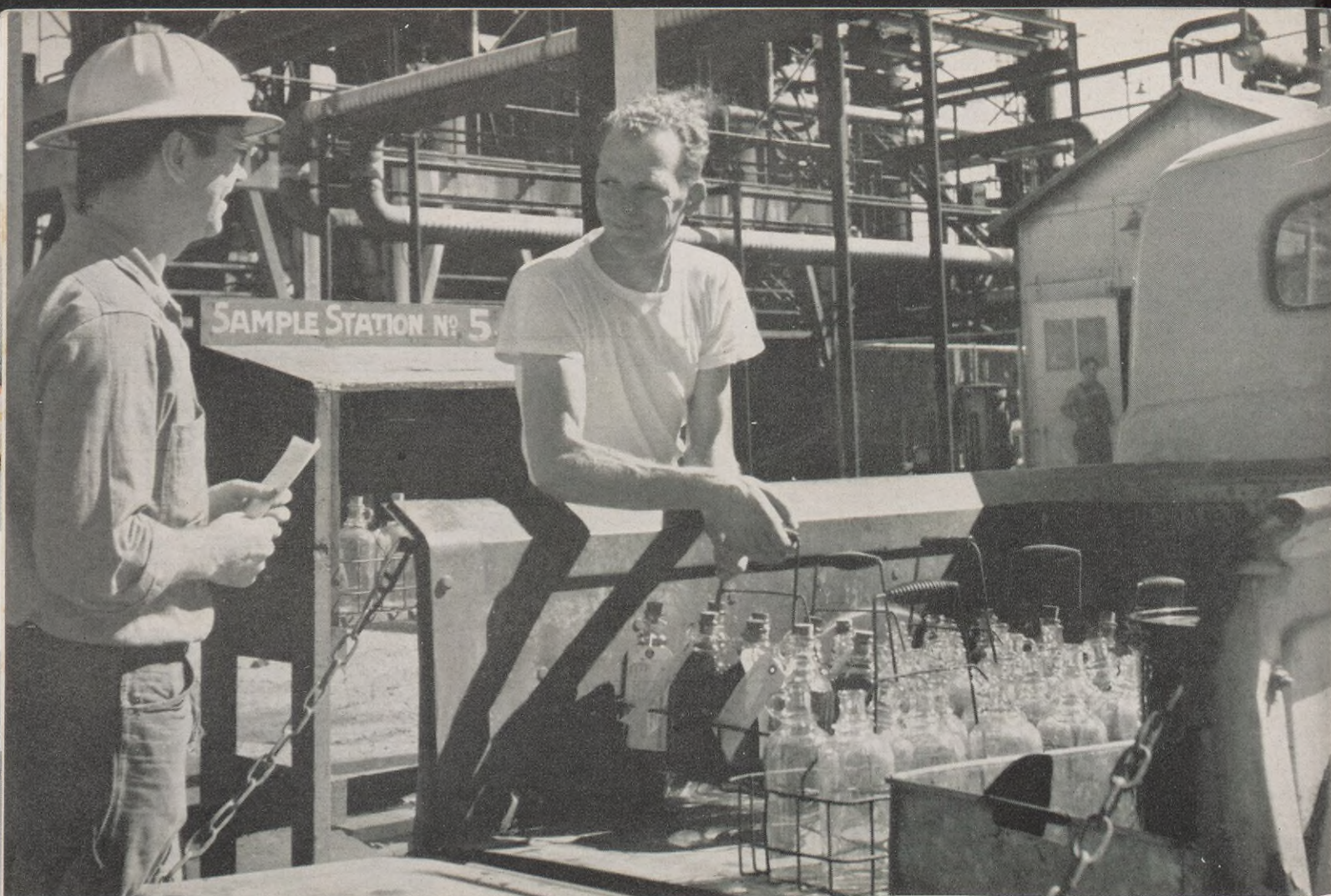
Staff Sergeant Harold R. Elliott, Shell Chemical Plant, Houston, is with a combat squadron of the 136th Fighter-Bomber Wing. Above, he is on an air strip in Japan.



Lt. R. E. McAlister, Pacific Coast Area, is Sub Post Engineer stationed at Bad Kissingen, Germany.



Sergeant J. W. Finnegan, Boston Marketing Division, is now on duty with the 169th Infantry Regiment.



Wood River's sample deliveryman reverses the usual procedure: he delivers empties and picks up fulls. Driver M. H. Howard, right, collects filled bottles for analysis, after leaving clean empties and handing alkylolation plant Operator J. W. Leavell a report on previous tests.

COLLEGE OF NO KNOCKS

Crude Oil Processed at the Wood River Refinery Must Pass Countless Control Laboratory Tests to Complete the Course to Finished Product

A PETROLEUM product needs a perfect report card to graduate from the Wood River Refinery. Whether it passes or fails . . . in fact, whether it reaches the finished product stage at all . . . is determined by the Refinery control laboratory.

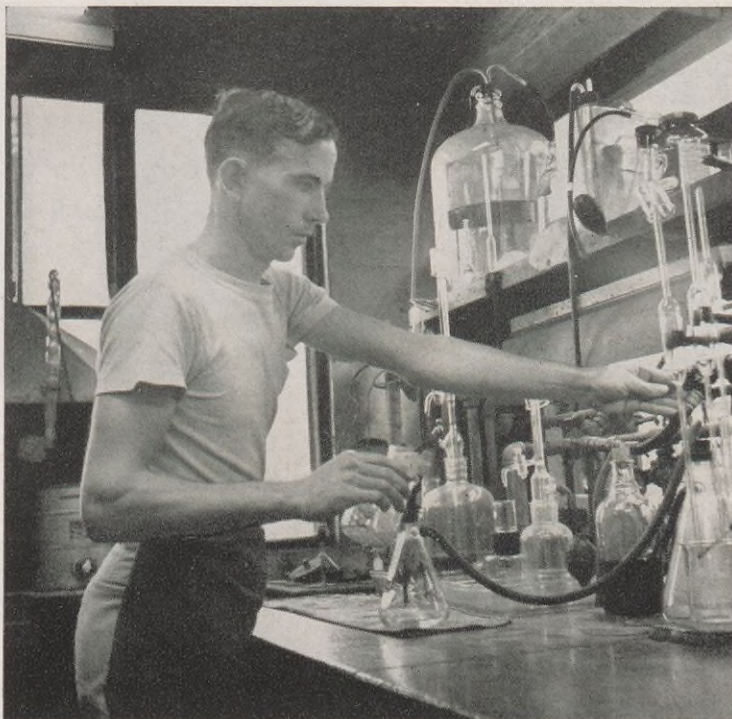
The laboratory puts something like 7,000 samples of petroleum to an average of 25,000 tests each week. Oil is

tested continuously in crude and intermediate stages to assure that Refinery operations are proceeding efficiently and safely. Finished products are examined to see that they uphold Shell's reputation for top quality products. Catalysts, sulfuric acid and other work materials are tested to see that they are suitable for use in the different refinery processes.

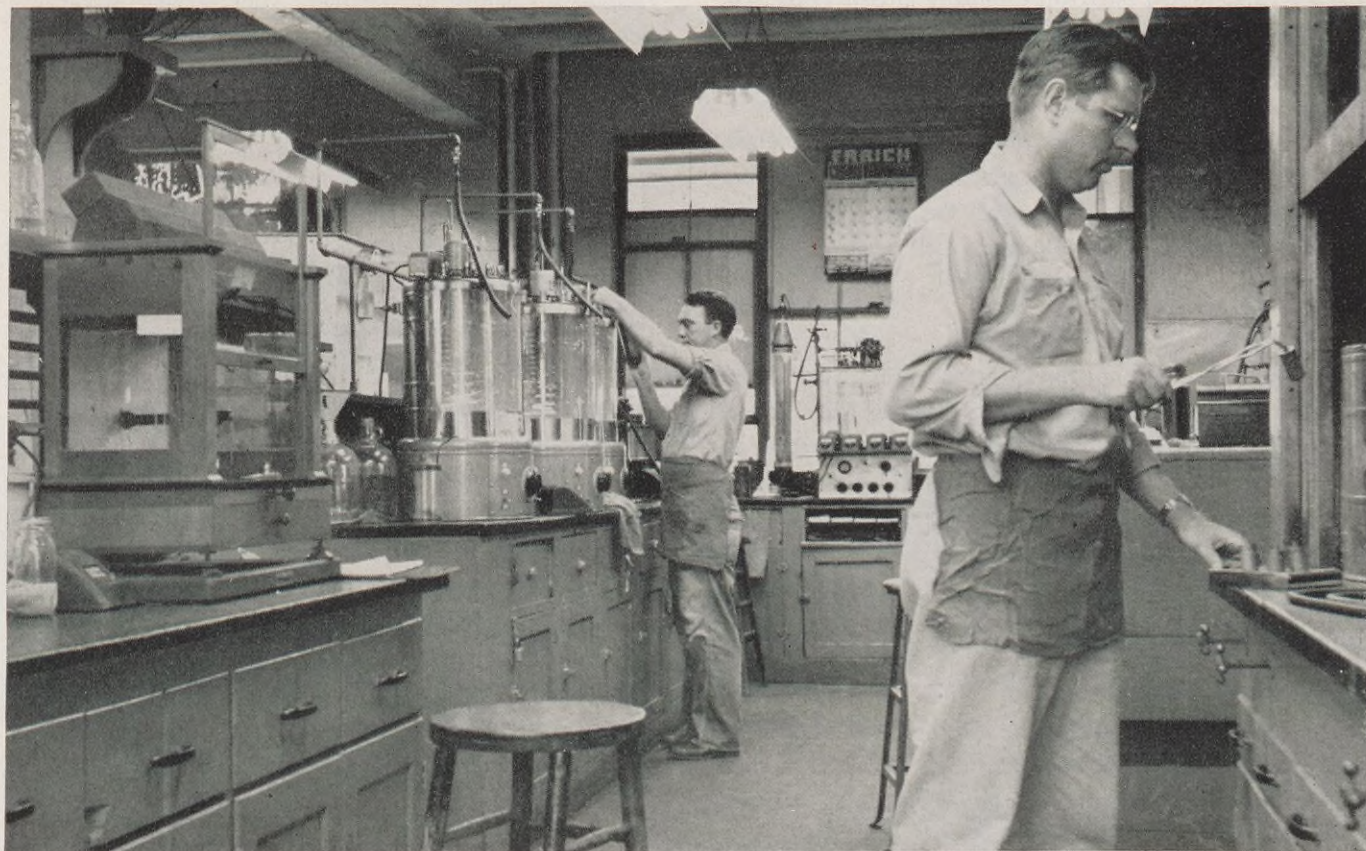
The samples tested are collected at two-hour intervals from the processing units and delivered to the laboratory by a sample truck that is in service 24 hours a day. Results of the tests are reported back to the unit concerned either by phone, if the matter is urgent, or by written reports, which are distributed by the sample truck on its regular return trips.

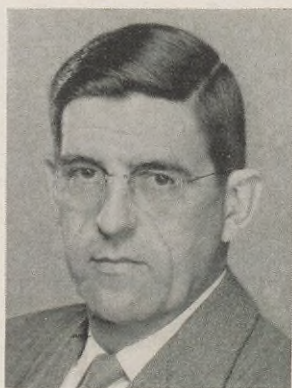


Tested samples are kept on hand for 24 hours for spot rechecks. Sometimes specially blended lube oils are retained as long as six months for this purpose.



In one typical control laboratory test, above right, gasoline is checked for lead content by H. C. Powell preparatory to being shipped from the Refinery. Two other laboratory tests are shown below: C. E. Weiss tests fuel oil for carbon residue, foreground, while B. P. McKinney runs a viscosity test, background.





J. T. Doyle



J. E. Peck



Henry Eichner



Joe T. Dickerson

Shell People In The News

J. T. DOYLE has been appointed Manager of the Natural Gas and Gasoline Division of the Pacific Coast Exploration and Production Area, succeeding R. S. Tulin who is on Special Assignment. Mr. Doyle, a graduate of the University of Maryland with a B.S. degree in Electrical Engineering, joined Shell Oil Company at San Francisco, California, in 1933. After serving in various engineering positions at Long Beach, Bakersfield, Ventura and Los Angeles, he became an Exploration Engineer at Ventura, California, in 1943. In 1947 Mr. Doyle was named Technical Assistant in the San Francisco Office and later that year became Assistant Manager of the Natural Gas and Gasoline Division in Los Angeles, which position he held at the time of his recent appointment.

J. E. PECK has been appointed Treasury Manager of the Midland Exploration and Production Area. Mr. Peck, a graduate of the University of Iowa with a B.S. degree in Commerce, and of Oklahoma A. & M. with an M.S. degree in Accounting, began his Shell career at Lucien, Oklahoma in 1935 as a Clerk. After serving in various accounting positions in Kansas and Oklahoma, Mr. Peck took a Military Leave of Absence in 1941, returning to Shell in 1945 as an Accountant at Tulsa. Two years later he was named Chief Accountant in the Midland Area and the following year he was transferred to the New York Head Office as an Auditor. In 1950 Mr. Peck was appointed Chief Accountant of the Houston Area, which position he held until his recent appointment.

HENRY EICHNER has been named Manager of the Distilling Department at the Martinez, California, Refinery, succeeding H. E. Crane who has retired. A graduate of the University of California with a B.S. degree in Chemistry, Mr. Eichner joined Shell Oil Company in 1932 as a Chemist at Martinez. After serving in various technological positions at the Martinez Refinery, he was made an Assistant Technologist in the Distilling Department in 1937 and the following year was named Assistant Manager of the same department. In 1940 Mr. Eichner was appointed Manager of the Asphalt Department at the Martinez Refinery. After a brief period of service in the Cracking Department in 1951, he was appointed to his present position.

JOE T. DICKERSON, Vice President in charge of the Midland Exploration and Production Area, was recently elected Chairman of the West Texas Area of the Oil Industry Information Committee. This group is made up of oil men from all parts of the country and from all branches of the industry. Its chief function is to present to the public the story of the industry through personal contact and by means of modern visual aids. New chairmen of local West Coast Oil Information Committees include the following Shell people: F. R. Schmieder, Manager of the San Joaquin Exploration and Production Division, Bakersfield, California; J. S. Hoppock, Marketing District Manager at Stockton, California; and V. R. Casebeer, Marketing District Salesman at Portland, Oregon.

Construction on the West Coast

Wilmington and Martinez will share in Refinery Modernization and Replacement Program

WORK is now underway on new crude distillation facilities for Shell's Wilmington and Martinez refineries. The construction programs, like those announced earlier for the Company's three East of Rockies refineries, are designed to help Shell supply a part of the growing civilian and defense demand for oil products.

Wilmington is to have a new crude oil unit that will enable the Refinery to replace two obsolete ones. The effect will be to increase total Refinery intake to 86,000 barrels a day.

The new Wilmington unit is a single column distillation tower capable of processing 52,000 barrels of crude a day into four major fractions. 32,000 barrels of the unit's daily capacity

will go to replace existing Trumble units which, erected in 1923, are inefficient by today's standards. The remaining 20,000 barrels daily capacity will enable the Refinery to bring its crude distillation capacity more nearly in line with its cracking capacity.

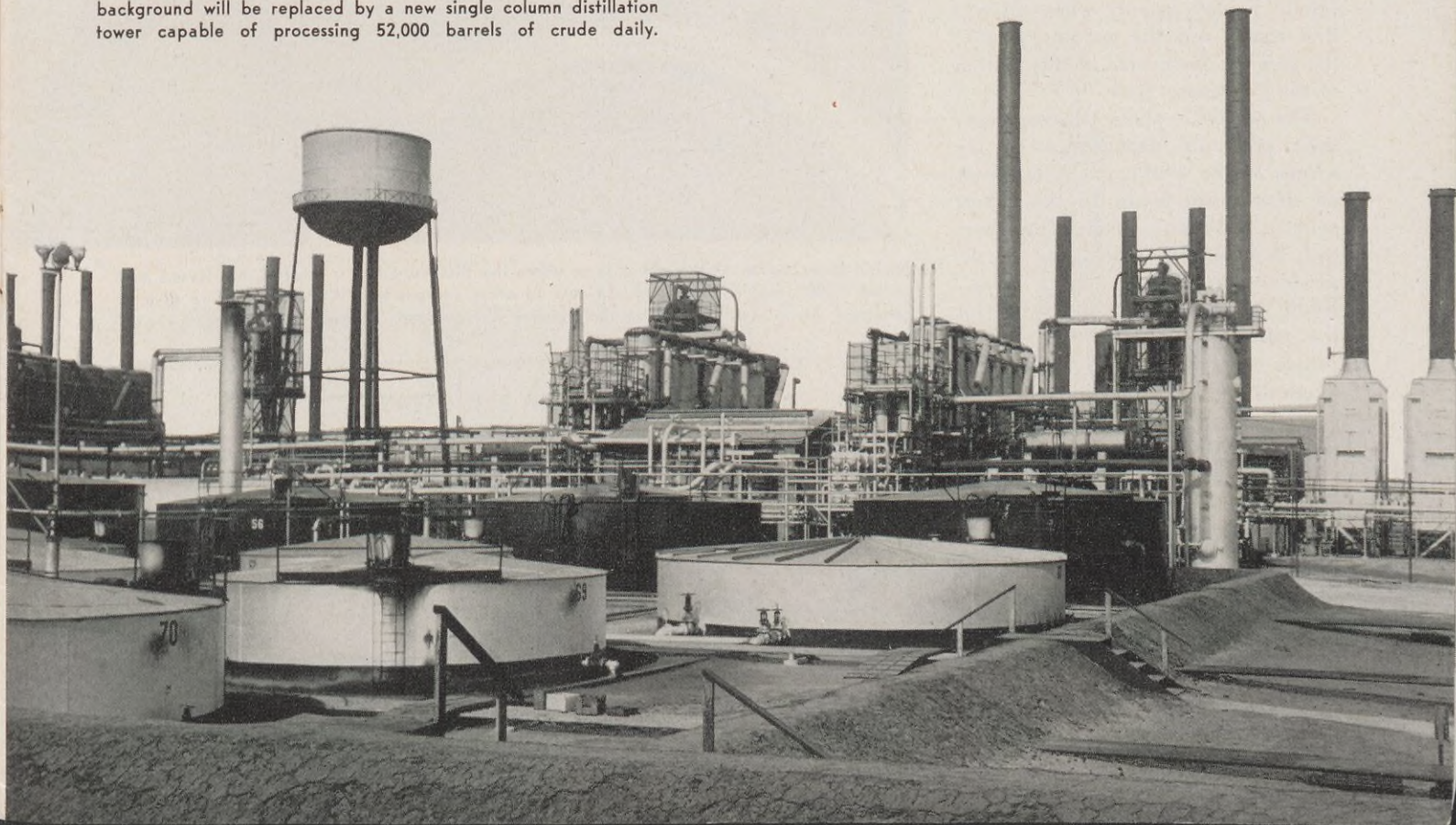
Until recently, Shell has been able to buy a good share of the cracking stock it needed from outside sources. This outside supply has diminished steadily over the last few years, however, leaving Shell increasingly dependent on its own crude processing facilities.

The new Wilmington unit and its auxiliary facilities, now in advanced design stages, are expected to go on stream early in 1954.

The new Martinez construction will increase that Refinery's daily crude distilling capacity by 5,000 barrels. The major addition is a new distillation column which will separate light gasoline fractions from incoming crude oil and thus permit the existing units in the crude distillation system to process increased quantities of heavier fractions from the crude.

The Martinez extension, which is now under construction, represents the Company's first step in achieving the necessary increase in its crude intake on the Pacific Coast. Construction operations are scheduled for completion by the end of September of this year.

The two Wilmington Refinery distillation units shown in the center background will be replaced by a new single column distillation tower capable of processing 52,000 barrels of crude daily.



THE IMPACT OF OIL

Discovery of Oil Can Change the Outlook of Entire Communities. Here's What Happened When Shell Brought In a Successful Wildcat in Northeastern Montana

DON'T tell the folks around northeastern Montana that Friday the 13th is an unlucky day. They don't believe it any more.

Last July 13 was a Friday. And that was the day Shell discovered oil in a wildcat well that proved the existence of the vital fluid beneath their rolling wheat land and set off a series of related activities that are bringing new business and income their way. Because the wildcat discovered oil a hundred miles from the nearest well and was the first discovery in the Montana part of the vast Williston Basin, it stirred the interest of the entire nation.

Shell, Northern Pacific No. 1, as the well is officially named, was finally completed in late November, after formations below the producing zone were explored. It flowed 1,656 barrels of oil in the first 24 hours. But that fateful Friday in July when oil was first struck was the genuine shot in the arm for the people of this section of the "Treasure State."

The reason is plain. Oil could ease their perennial dependence on the whims of the weather and its effects on their grain fields. In this wheat country, everyone—farmer, merchant and professional man alike—is dependent upon "this year's crop." While the crop has been profitable for the past eight or ten years, these people can remember all too well the tough drought years. To them the discovery of oil means more than the prospect of direct oil income. It means a foreseeable influx of oil company employees and their families, rising retail sales and income for services, and a general increase in community development that will naturally follow.

A month after oil was discovered many business firms in surrounding



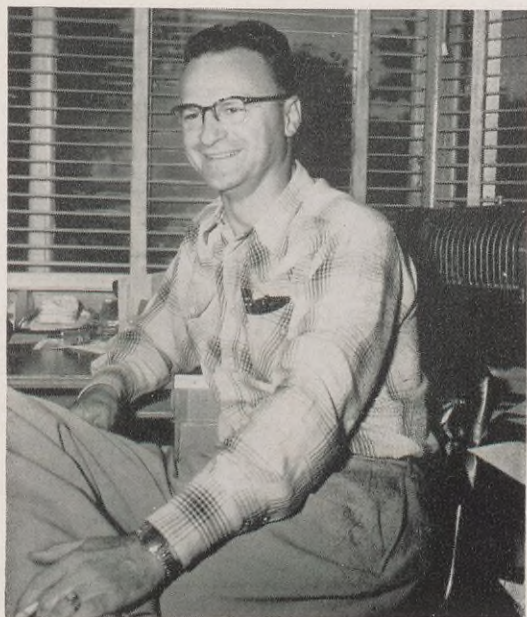
Newell Berry, owner of the wheat farm where the discovery well is located, has leased most of his 4,000 acres to Shell and the rest to other companies. "We don't plan to give up farming," Berry says, "but oil in this country will sure help us through any bad harvests."

THE MONTANA DISCOVERY WELL

Shell's Northern Pacific No. 1 well, located in Dawson County in the Montana part of the Williston Basin, was spudded in May 1951, and oil was struck below 7,000 feet on Friday, July 13. Exploratory drilling continued, however, to a depth of 10,518 feet, then the well was plugged back to the original producing zone. The well was completed in late November, initially flowing 1,656 barrels of 38-gravity crude oil a day from a producing interval of 7,183 to 7,275 feet.



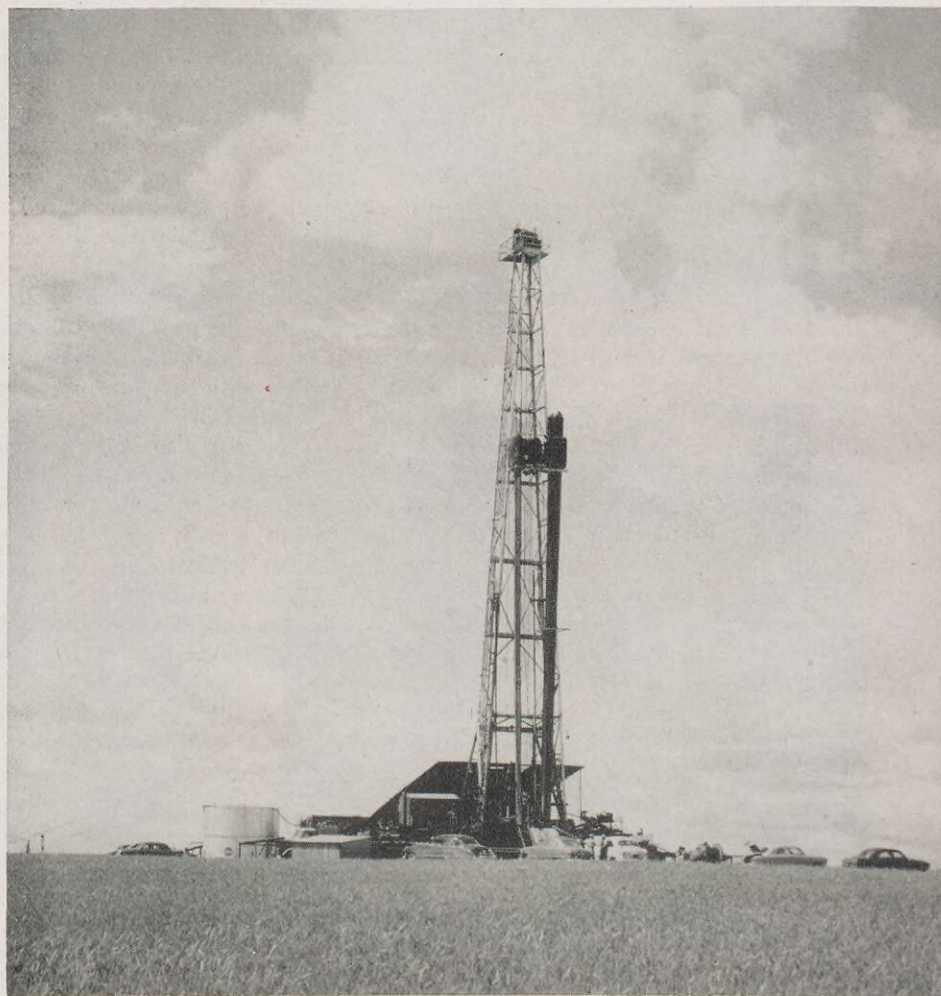
Ben Larson (above), publisher of The Circle Banner, and Mike Vukelich (below), publisher of the Wolfpoint Herald-News, both contemplate accelerated progress with the coming of commercial oil production.



C. L. Stack (below), mayor of Circle and manager of the Farmers Union Oil Company, a cooperative association of land owners, says: "The people of Circle want to cooperate with Shell in every way, because they are the first to bring in any indication of oil."



As this map shows, Shell's Northern Pacific No. 1 (below) is in Dawson County, but so near to other counties that a lively rivalry has been set off between communities.



The presence of oil creates a regional pride, but stirs up some friendly rivalries between counties

communities had already noted an increase in business up to 25 per cent over the same period of the previous year, and in spite of the fact that the 1951 wheat crop was not expected to be as good as the 1950 one.

The presence of oil has had an impact on more than these nearby communities. In this sparsely populated region, the common bond of a grain-dependent economy has given the people of a wide area a genuine and personal interest in the welfare of all. After Shell announced the discovery, but while it was still drilling deeper to get a better idea of the potentialities of the area, thousands flocked to the site on Newell Berry's farm to watch the drilling rig at work. Some drove a hundred miles or more, bringing their families and picnic lunches. On an average Sunday, as many as 700 spectators roamed about the rig, and it became necessary to rope off the immediate area and provide a parking lot. With typical possessiveness born of pride in their land, civic-minded groups erected signs on roads and highways pointing the way to the well. It was their main conversation piece and they avidly read their local newspapers for reports on its progress.

But if Shell's well has spotlighted a regional pride, it has stirred up some friendly rivalries, too. Because of the relatively few and small communities in this section of Montana, there exists a spirit of keen competition as each county strives for greater progress. The result has been a contest to claim "ownership" of the well. It is actually located in Dawson County, giving Dawson citizens an edge, but the edge is dulled by the fact that the well site is only 660 feet from the McCone County line. The people of Dawson County call it the "Richey Well," because Richey is their nearest town to the site. But Vida, a small community in McCone County, is actually closer, so McCone citizens call it the "Vida Well." The people of Roosevelt County also call

it the "Vida Well," because they are adjacent to McCone County. The folks in Richland County are more diplomatic. Their county borders both Dawson and McCone, so they tactfully refer to the discovery as the "Vida-Richey Well." Much of this is predicated on the hope of each town and community to be the eventual center for the oil activity—the place where oil and servicing companies establish offices and facilities, and where their employees will bring their families.

Shell geologists have scouted northeastern Montana intermittently since 1917, and a few dry holes have been drilled there by other operators. But until oil was reported at Northern Pacific No. 1, some folks in the area had never seen an oil rig. Because the oil industry and its multiple operations are not too familiar to a majority of them, there is plenty of opportunity for rumor and hearsay on the present and future implications of oil under their land. This speculative atmosphere has been cleared to some extent in public meetings conducted by Shell employees. Through talks, open discussions and Shell motion pictures, the people have learned what it takes, in time, money and skill, to drill a well and what happens after one comes in.

They are also getting some practical demonstrations of what follows a new oil discovery. Since Northern Pacific No. 1, Shell has completed another wildcat, Pine Unit No. 1, 75 miles away in Wibaux County, which also borders on Dawson County; and is drilling another well in Dawson and one in McCone County. Two other companies are also drilling in the area, with indications of more to come.

One thing is certain: Since these Montanans believe that Shell's work in the area will largely determine to what extent oil will help their communities, they are genuinely sincere in wishing the Company success in developing its new oil discovery.



As manager of two grain elevators at Richey, O. L. Stenslie (above) says farmers know what oil development means, just as they know that oil has made the mechanization of their farms possible.



Insurance man F. E. Sullivan (above) of Circle, Merchant D. B. Covert and Banker A. F. Jarmuth (below, left and right), both of Richey, have already noted increases in their businesses as a result of the successful wildcat a few miles away.





Civic-minded and progress-conscious, the Montanans were so proud of the discovery of oil beneath their land they erected signs to direct visitors to the drilling rig. Shell erected this one. Some folks drove as far as a hundred miles to see it, and an average Sunday crowd numbered around 700.



Shell's Montana District Geologist T. R. Barnes (above, right) began preliminary geological studies in 1949 that led to the wildcat venture. He is shown chatting with Fred J. Martin, publisher of The Yellowstone News in Billings. Said Martin: "Billings has felt the results of Shell and 15 other oil interests headquartering here."



Grain elevators are the nearest thing to skyscrapers in this rolling wheat country. Circle (above) is in McCone County and its citizens call the Shell discovery the "Vida Well," so named for a small community on their side of the county line.



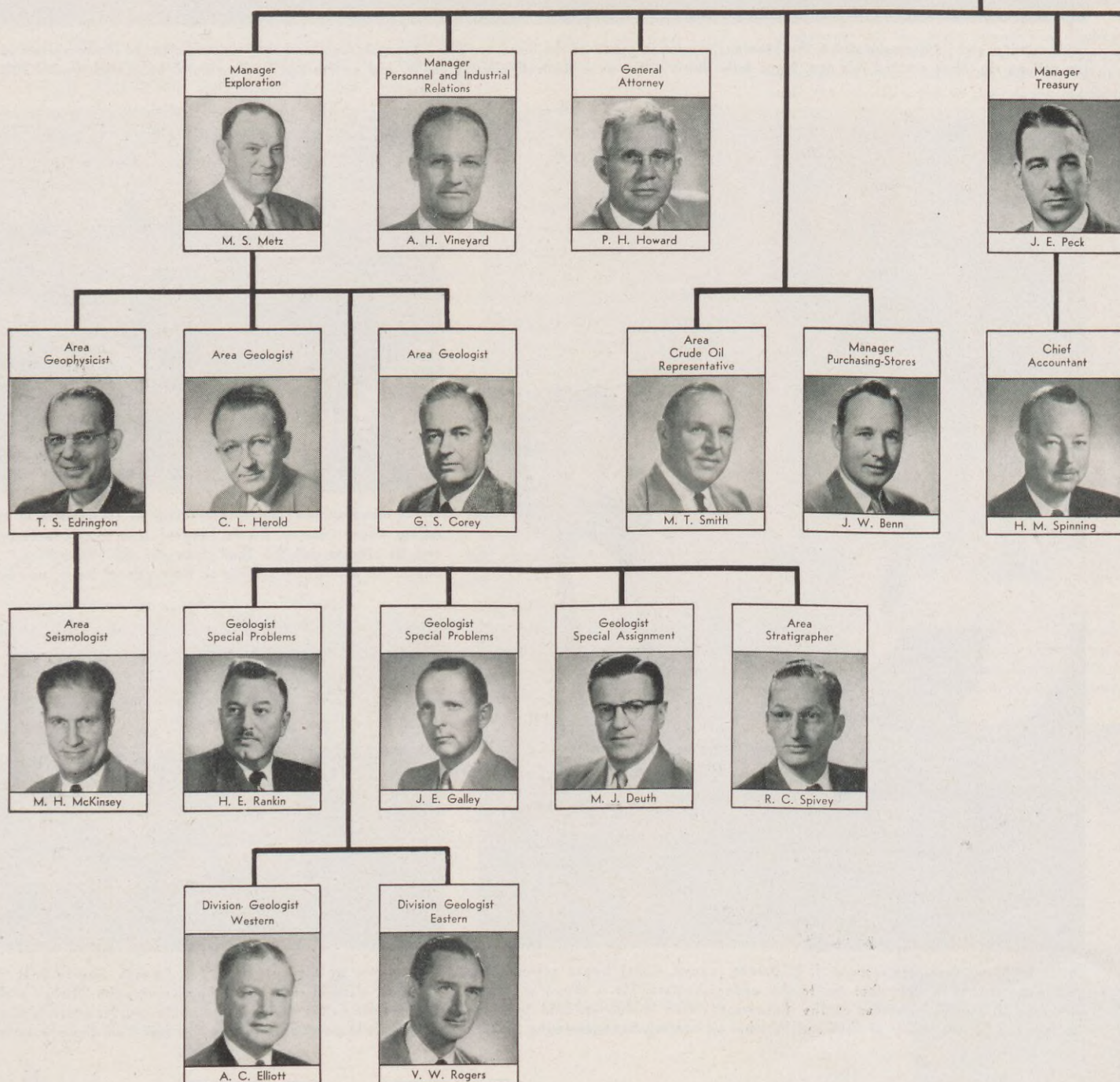
The citizens of Richey (above) in Dawson County have the strongest claim in nicknaming the discovery the "Richey Well," because the well is really in Dawson County. However, McCone County folks point out it's only 660 feet from the county line.



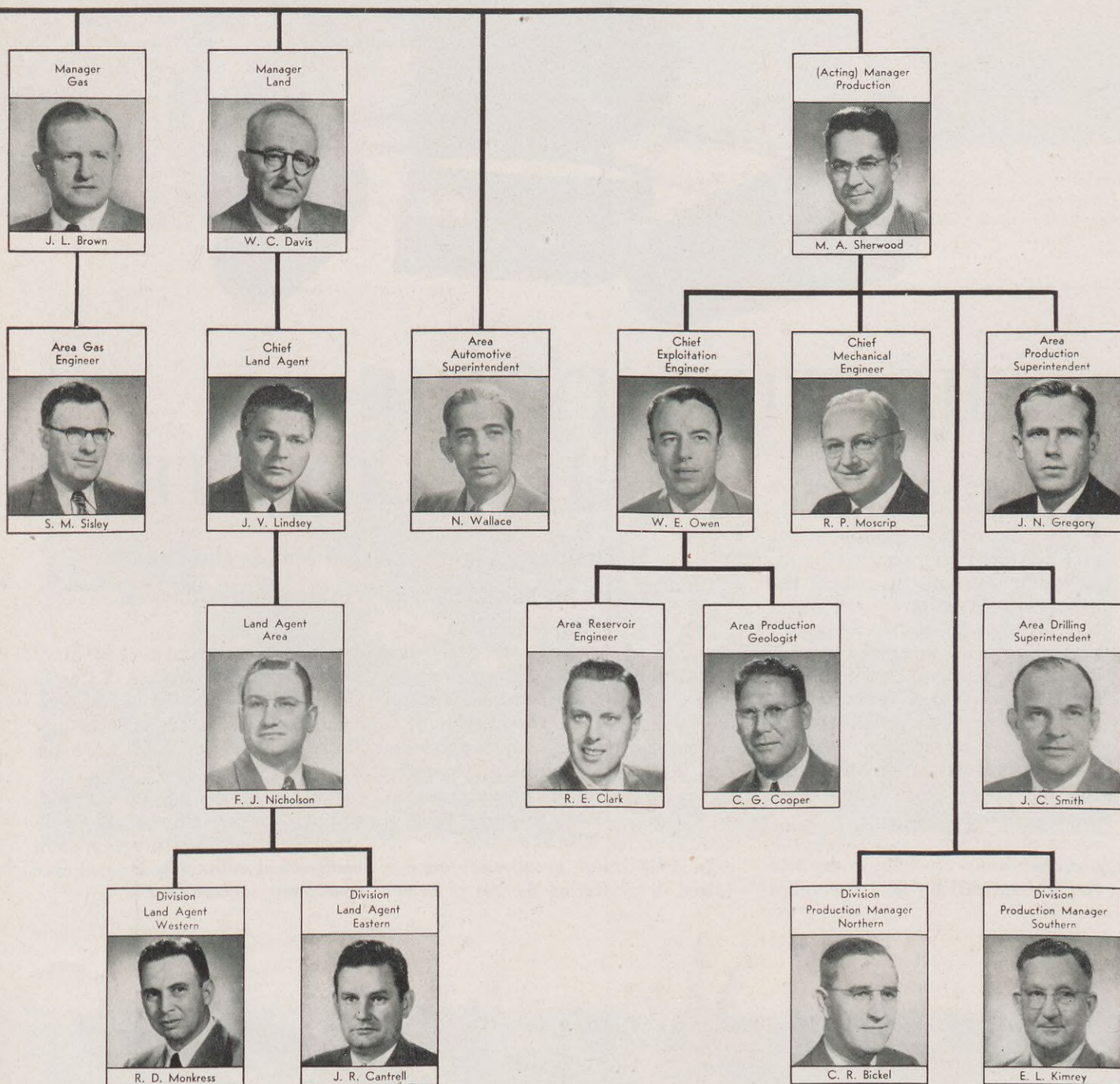
**The sixth in a new series of
organization charts**

Shell Oil Company

March—1952



Midland Exploration and Production Area Organization Chart





SHOOTING IN THE CAJUN COUNTRY

DEEP within the Louisiana earth are oil-bearing formations waiting to be discovered and tapped. But over many of these valuable deposits, concealing and protecting them, lies mile after mile of flat, desolate wasteland. This boggy marsh country, a mixture of mud, water and grasses, has long made transportation difficult for Shell geophysical crews seeking prospective areas of petroleum-bearing sands. In recent years, however, two means of transport—the helicopter and the marsh buggy—have done much to solve this problem.

Use of helicopters cuts transportation time from crew base to the field and has speeded up field operations

Mechanized Transportation Makes the Going Easier for Seismic Crews Working in the Marshes

as well. In addition, the physical hardships of crew members—who used to traverse the marshes on foot—have been reduced considerably.

The marsh buggy, a lumbering vehicle with oversize wheels to spread its weight evenly over boggy ground, is sometimes used to carry heavy equipment for seismic shooting.

In 1948, Shell geophysical crews joined in pioneering the use of heli-

copters over the marshes of St. Mary and Vermilion parishes. Later, a marsh buggy was added and the combination proved so efficient that now Shell's exploration program in the New Orleans Area uses it often.

Because of the versatile aircraft and adaptable vehicles shown in operation geophysical surveys are now being completed rapidly in areas once considered impassable.





Pipe is assembled and forced into the earth by this shot hole drilling crew (left). Water is circulated through the hose to make drilling easier.



Drill pipe, used for making shot holes, is loaded onto a helicopter (above) which will quickly deliver it to its destination deep in the marsh.



Up to their waists in muck, crew members complete the shot hole in the wet, boggy earth of the Louisiana marshland. The explosion to be detonated here will send out elastic waves which will be recorded by seismometers, giving clues to the structure of formations under the earth.





Crews carrying out seismic operations in the Louisiana marshlands work out of a base camp such as the one illustrated in the picture above. This temporary outpost is made up of a "quarter boat" anchored in the bayou—in which the men eat and sleep—loading strips for the helicopters, and auxiliary work barges and launches. The men are taken to and from their working locations in the marsh each day by helicopter.



In some locations, seismic crews use both helicopters and marsh buggies. The aircraft (left) setting down near a marsh buggy track is used by men who set out and recover seismometers. The cumbersome marsh buggy (center) tows shooting and recording equipment to the proper locations in the marshes. At right, crew members stand by the seismic recording instrument as they await the detonation of an explosive charge.



Traveling by helicopter and marsh buggy, surveyors are important members of exploration parties. Much of the marshland is unmapped and usual landmarks such as trees and shrubbery do not exist. Colored flags are set up (left) as targets for transit men who take readings on them to locate shot points. These are indicated by small, flagged stakes (being held by hand at right) to guide the members of the seismic party.



Sometimes the "shooter" (left) who sets off the charge, travels in a small wooden boat which is towed over the watery land behind the marsh buggy. He keeps in touch with other crew members by telephone. Ducking under his temporary shelter (center) the shooter fires the charge and mud and water fly up from the shot hole. After the shot, the operator checks a seismograph record (right) before moving to a new location.

PLANNED RETIREMENT:

WARMCO

GROSS,

LONG before the time of his retirement, Cary Gross, then an employee in the Cashier's Office of the Houston Area, was one of the founders of the Men's Garden Club of Houston, Texas. He had been raising prize-winning dahlias and gladiolas as a hobby for many years. During these years, however, he did not realize that he was unconsciously forming his



Mrs. Gross doubles as the shop's expert floral consultant and manager of the novelty gift shop which the Gross' operate in connection with their full-time florist business.

Cary Gross cleans and feeds the leaves of a Pothos ivy plant in his up-to-date florist shop in Bellaire, Texas.

THE FLORIST

plan for retirement; he was "just doing what came naturally" . . . raising flowers.

In December, 1946, when Cary retired after 27 years with Shell, he purchased three acres of land on the outskirts of Houston. Mrs. Gross, who had been teaching music and art in elementary school, decided to retire at the same time. For over a year they

cultivated flowers and vegetables and raised some sheep and cattle.

It was a peaceful life, but they missed the many contacts with people they had known during their active years. To satisfy this desire to be with people and to utilize their flower-raising knowledge in a profitable way, they decided to open a florist shop. Cary's knack of raising flowers,

coupled with Mrs. Gross' fine sense of artistic floral arrangement made the ideal combination.

At that time, the town of Bellaire, Texas, adjacent to Houston, was a rapidly expanding community and Cary took an option on space in the then unbuilt Bellaire Community Center. The groundwork laid, the two attended a floral design school in Houston which put the finishing touches on their knowledge of flowers.

The Gross Flower and Gift Shop had its "grand opening" on October 1, 1949. It was a success from the start and its reputation for fine flowers and excellent arrangements spread rapidly.

Cary and Mrs. Gross continue their training by being active in the Houston Allied Florist and the Texas Florist Associations. Recently they were admitted to the Florist Telegraph Delivery Association, a nation-wide association of florists with rigid standards of business ethics.



Gross is kept busy ordering flowers and keeping books (above) and delivering orders (at right) in a station wagon he purchased when he opened the shop. He gives personal service from the order to the delivery.



They Have Retired



L. R. BAUER
Wilmington Refinery
Engineering



J. E. BROOKMAN
Shell Pipe Line Corp.
West Texas Area



FRANK CAPELLO
Martinez Refinery
Engineering



S. C. CARR
Martinez Refinery
Cracking



H. E. CRANE
Martinez Refinery
Distilling



H. V. DRESSLER
Martinez Refinery
Engineering



C. DE FIGUEIREDO
Martinez Refinery
Engineering



E. G. GIBSON
Tulsa Area
Production



T. C. GRIEVE
Martinez Refinery
Treasury



R. C. GROTHE
Houston Refinery
Utilities



C. E. HANDL
San Francisco Division
Operations



J. W. HOPPE
Wood River Refinery
Engineering



G. H. LUKE
Pacific Coast Area
Production



J. H. MADEIRA
Martinez Refinery
Engineering



I. W. McCLURE
Tulsa Area
Production



W. H. NEWMAN
San Francisco Division
Operations



C. C. NICHOLS
Wood River Refinery
Lubricating Oils



J. J. PYLES
Tulsa Area
Production



J. G. RIGGS
Wood River Refinery
Engineering



H. S. RINEHART
Chicago Division
Operations



C. A. ROGERS
Martinez Refinery
Engineering



N. J. ROUSER
Shell Pipe Line Corp.
Mid-Continent Area



F. C. RHYNE
Baltimore Division
Operations

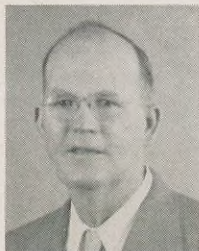


C. M. SIMPSON
Atlanta Division
Operations

They Have Retired . . . continued



T. J. STEIGER
St. Louis Division
Operations



LOUIS STEPHENS
New Orleans Area
Engineering



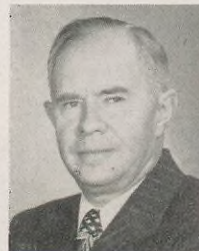
P. VAN DEN BOSCH
Martinez Refinery
Distilling



A. G. VASSEUR
Tulsa Area
Production



V. N. WELTZ
Martinez Refinery
Engineering



WILBERT WILKINSON
Wilmington Refinery
Dispatching

Fashion Fair at Houston

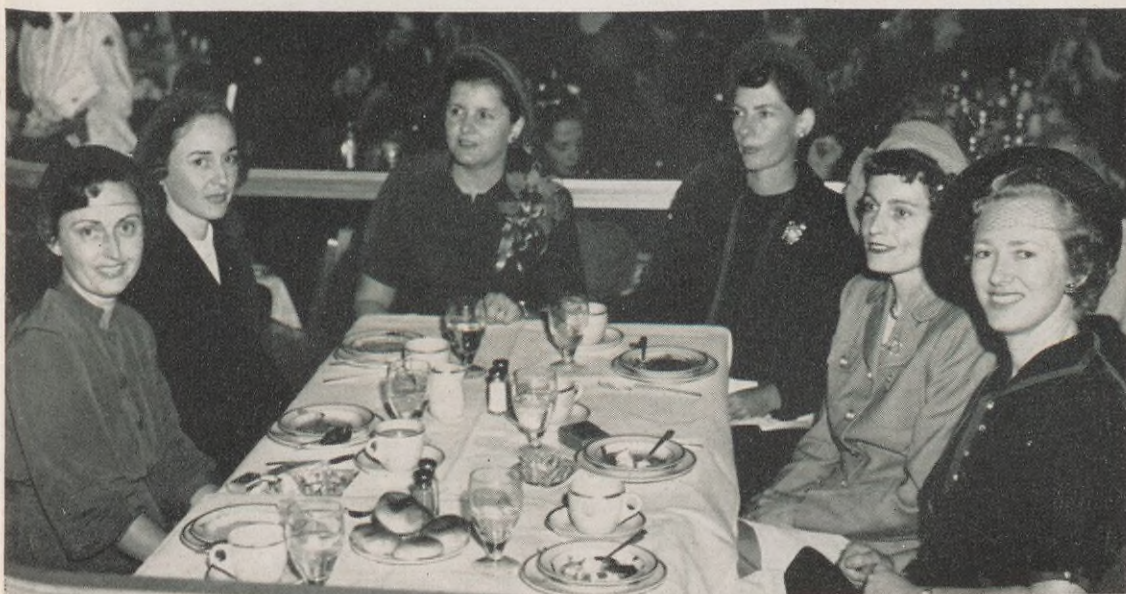
THE recent Shell Employees' Recreation Association style show and luncheon, held in Houston's Shamrock Hotel, brought forth nearly 400 employees, wives and guests. Dining in the Emerald Room, the group watched models display the latest fashions in clothes designed for career girls and housewives. Thelma Swanson, Secretary at the Houston Refinery, acted as Style Show Chairman.

Among those present at the annual SERA Style Show were (below, l. to r.) Mrs. F. D. Macy, Mrs. Willie Dee Westover, Mrs. Robert Haldane, Mrs. T. C. Castle, Mrs. Bob Bray and Mrs. H. M. Karr. The event took place in the Emerald Room of the Shamrock Hotel.



As they sip their coffee, this group of Shell employees' wives watches with interest the display of current fashions put on by one of Houston's leading dress shops. The ladies include (from left to right) Mrs. Bill Prengle, Mrs. Dunson Dunaway, Mrs. Vince Doyle and Mrs. Les Myers.

Lending a sparkling professional touch to the SERA Style Show were these attractive models who showed feminine apparel suitable for home, office, street, party, or sports wear.





coast to coast



The Shell Chorus, made up of employees of the New York Head Office, gave their annual Winter concert recently in the Barbizon Plaza Auditorium. This body of thirty singers sang 15 numbers under the direction of Dr. Judson Rand.

Captain Kurt Carlsen, the much-heralded skipper of the famed "Flying Enterprise," is shown below being congratulated by the mayor of his hometown, Woodbridge, New Jersey. The mayor, H. B. Quigley, a veteran of 28 years of service with Shell, was formerly Plant Superintendent at the Sewaren Plant, Sewaren, New Jersey, prior to his retirement in 1949.

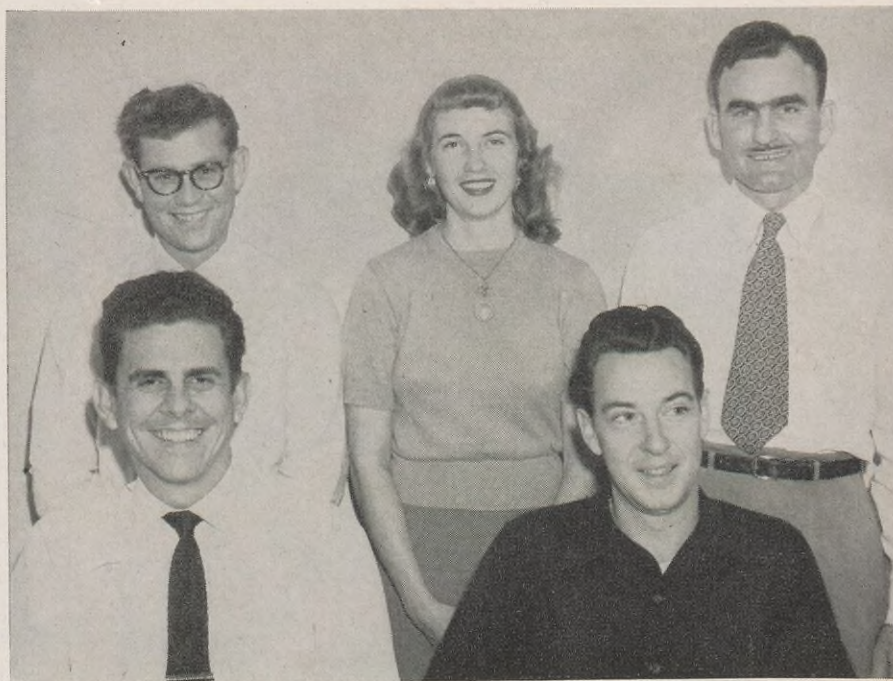


At the left are members of the St. Louis Division basketball team which recently finished second in the St. Louis Petroleum Basketball League season. They are (standing, l. to r.) H. A. Hartmann, F. H. Barham, Coach E. J. Renfro, T. Standley and W. A. Bandle. In the front row (kneeling, left to right) are J. R. Moore, E. C. Wind and O. R. Wussler.





The Cleveland Division's Bowling Team is shown with Bob Clark and Ruth Schilmann in action as Don Traver, Len Coughlin and Libby Hanna look on.



New officers of the Houston Area's Corpus Christi Shell Employees Club, shown above, are: standing (l. to r.) H. E. Cox, Prod. Dept. rep.; Barbara Wendland, sec.-treas.; and Carl Wahl, vice-pres. Sitting (l. to r.) are Jack Gruin, Expl. Dept. rep. and J. W. Moore, pres.



< Recent blood donors from Shell Chemical Corporation's Dominguez Plant stop long enough for coffee before returning to their respective jobs. They are (l. to r.) E. J. Messmer, H. D. Burlison, R. J. Searles, M. H. Thurman, A. K. Vance and G. L. Harding.

Martinez Refinery Department Managers > recently acted as chefs for their annual supervisors' dinner. At right, Frank Coats tests the spaghetti sauce as Vic Weltz applies his managerial talents to the preparation of the barbecued chicken.





L. R. Newfarmer (above at left), Exploration Manager of the Pacific Coast Area, was recently interviewed on the Paul Pierce television show in Hollywood. Here, Newfarmer explains how the Oil Industry uses the seismic method in locating new oil deposits.



A. F. Fourcade of the Exploration and Production Technical Division, displays the mallards he shot during the last hunting season near Wallesville, Texas.



May Belle Graves (at right), secretary to the Vice President of the Midland Area, is the first president of the newly-organized Desk & Derrick Club in Midland, Texas.

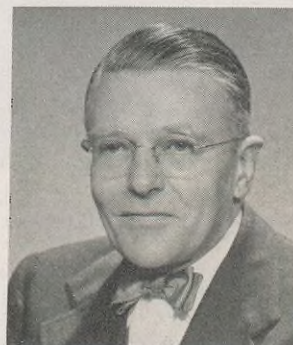


Employees of the Stores Department of the Wood River Refinery held an "open house" recently at the new Stores Building. Hostesses for the occasion were (left to right) Bernice Sperino, Norma Dustmann, Mary Fischer, Ruth Holiday, Betty Lou Cox and Gloria White.



Service Birthdays

Thirty-Five Years



A. C. SAUL
San Francisco Office
Transportation & Supplies

Thirty Years



R. H. BLAKELY
Tulsa Area
Land



G. F. FONTANA
Los Angeles Division
Treasury



LEONARD FORD
Sacramento Division
Operations



W. H. FRANK
Pacific Coast Area
Production



F. W. J. HAAS
E. & P. Technical Division
Technical Services



P. T. HOFFMAN
Los Angeles Division
Treasury



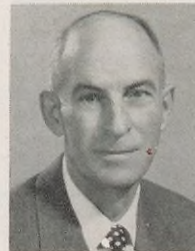
J. A. HOWDESHELL
Wood River Refinery
Operations



W. E. ISENSEE
Pacific Coast Area
Purchasing-Stores



A. L. KURTH
Sacramento Division
Operations



C. W. MONTZ
Pacific Coast Area
Production



H. G. RENFRO
Tulsa Area
Land



J. F. SHAW
Wood River Refinery
Engineering

Twenty-Five Years



W. R. ALBERTS
Products Pipe Line
Bradley, Illinois



F. A. BALESTRIERI
Martinez Refinery
Distilling



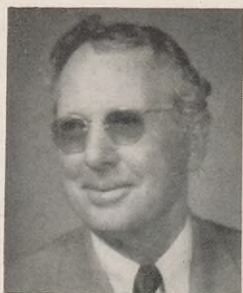
E. E. BARONI
Martinez Refinery
Compounding



R. T. BEARD
Wilmington Refinery
Engineering



W. H. BELL
Sacramento Division
Treasury



N. E. COLLETT
Pacific Coast Area
Production



JOE T. DICKERSON
Midland Area
Vice President



E. D. DICKEY
Midland Area
Gas



C. P. EDSALL
Wood River Refinery
Operations



W. W. EHRICH
Pacific Coast Area
Production



J. G. ELLIS
Wilmington Refinery
Catalytic Cracking



E. M. FARRA
Seattle Division
Treasury



G. M. FLICKINGER
Pacific Coast Area
Production



J. M. GRIFFIN
Indianapolis Division
Marketing Service



J. M. HACKETT
Wilmington Refinery
Laboratory



W. S. HENRY
Tulsa Area
Land



C. L. JAEGER
Los Angeles Division
Sales



A. L. JOHNSON
Shell Pipe Line Corp.
Mid-Continent Area



A. N. JOHNSON
Portland Division
Sales



L. L. KELLY
Atlanta Division
Sales



C. S. MAPLE
Seattle Division
Operations



J. L. MCGOWAN
Shell Pipe Line Corp.
Mid-Continent Area



J. T. MORRIS
Wilmington Refinery
Engineering



T. F. PHILLIANS
Pacific Coast Area
Production



L. I. RUCKER
Products Pipe Line
Bradley, Illinois



H. J. RUHLANDER
Products Pipe Line
Harristown, Illinois



F. R. SCHMIEDER
Pacific Coast Area
Expl. and Prod.



E. M. SCOTT
Seattle Division
Operations



H. C. SCRUGGS
Wood River Refinery
Engineering



M. O. SEALE
Portland Division
Sales



D. F. SEARS
Shell Pipe Line Corp.
Head Office



H. L. THORNTON
Products Pipe Line
East Chicago, Indiana



E. M. TILLMAN
Pacific Coast Area
Treasury



W. M. TRINKLE
Tulsa Area
Production



R. A. VETTER
Portland Division
Treasury



H. A. WALDREP
New Orleans Area
Production



R. H. WHILDEN
Houston Area
Legal



T. B. WINNINGHAM
Houston Office
Gas



M. L. YOUNG
Wood River Refinery
Engineering

SHELL OIL COMPANY

Head Office

20 Years

J. R. Janssen.....Personnel
W. J. Oldfield.....Marketing

15 Years

N. R. Dalton.....Manufacturing
D. T. Gilman.....Marketing
F. L. Johnston.....Manufacturing
J. E. Morehouse, Jr.....Marketing
H. N. Pollard.....Marketing

10 Years

Ruby N. Hagaman.....Treasury
Bettylou Miller.....Treasury
M. L. Renquist.....Manufacturing
Edna Stecko.....Legal
Mildred B. Szachacz.....Treasury
W. M. Upchurch, Jr.....Employee Publications

San Francisco Office

20 Years

J. H. Polhemus.....Transportation & Supplies

10 Years

W. F. Bailey.....Transportation & Supplies
J. A. Lettier.....Manufacturing

Exploration and Production

HOUSTON OFFICE

15 Years

G. T. Tennison.....Gas

TECHNICAL DIVISION (HOUSTON)

10 Years

T. W. Lamb.....Research
R. W. Rees.....Technical Services

HOUSTON AREA

20 Years

R. R. Rigney.....Gas

15 Years

W. D. Mahan.....Production
C. H. Miller.....Production
H. T. Miller.....Exploration
C. H. Taylor.....Production

10 Years

H. H. Herricks.....Production
D. R. Perry.....Production

MIDLAND AREA

20 Years

R. R. O'Neil.....Exploration

15 Years

R. Stroder.....Production

NEW ORLEANS AREA

20 Years

G. E. Tash.....Exploration

15 Years

E. C. Barnes.....Gas
D. W. Cook.....Production
W. Ellisor.....Land
C. D. Harris.....Gas
H. J. Kember.....Production
J. F. West.....Exploration

10 Years

Ara M. Eloi.....Production
H. W. Miller.....Gas
P. B. Thiac.....Production
J. A. Trosclair.....Production

PACIFIC COAST AREA

20 Years

W. J. Blyler.....Production
H. A. Collis.....Production
M. H. Harvey.....Treasury
A. P. Hyrup.....Production
V. Moon.....Production

15 Years

R. T. W. Baird.....Production
H. H. Chapman.....Production
J. O. Herrington.....Treasury
W. C. Little, Jr.....Production
D. W. McRae.....Production
W. W. Williams.....Production

10 Years

Gladys D. Chapman.....Treasury

TULSA AREA

15 Years

J. C. Hutcheson.....Production
H. R. Neal.....Production
F. R. Versaw.....Exploration
J. A. Walraven.....Production
G. G. Williams.....Gas

10 Years

C. C. Corona.....Gas

Manufacturing

HOUSTON REFINERY

20 Years

W. Cowgill.....Engineering
J. L. Hayward.....Engineering
E. L. Thomas.....Gas
C. W. Weathers.....Engineering

15 Years

R. L. Davis.....Engineering
F. M. McClain.....Engineering
C. W. Posern.....Gas
M. L. Smith.....Control Laboratory

10 Years

J. C. Allen, Jr.....Distilling
A. E. Beverly.....Engineering
J. K. Buchanan.....Lubricating Oils
W. O. Childs.....Engineering
J. B. Davis, Jr.....Stores
J. C. Grissom.....Utilities
I. L. Ham.....Gas
M. W. Hambrick.....Engineering
C. L. Ivy.....Distilling
W. C. Jahn.....Engineering
D. R. Julian.....Engineering
P. B. Miller.....Engineering
R. W. Moser.....Lubricating Oils
J. J. Murdock.....Engineering
L. B. Race.....Engineering
H. H. Reat, Jr.....Control Laboratory
M. S. Reeves.....Engineering
J. Sanders.....Cracking
R. H. Schultz.....Cracking
W. H. Shields.....Engineering
C. B. Skidmore.....Control Laboratory
S. A. Smith.....Distilling
J. H. Williams.....Distilling
H. R. Willingham.....Engineering
R. A. Wilpitz.....Research
J. D. Wood.....Engineering

MARTINEZ REFINERY

20 Years

D. W. Glendinning.....Economics & Scheduling
R. M. Macey.....Distilling

15 Years

V. S. Bruno.....Control Laboratory
J. R. Eisele.....Lubricating Oils
C. G. Mackenzie.....Control Laboratory
G. J. Pallini.....Engineering
J. Skorja.....Engineering

10 Years

W. Fischer.....Cracking

NORCO REFINERY

20 Years

L. J. Richard.....Gas
M. J. Roussel.....Treating

10 Years

J. J. Babin.....Treating
A. J. Brignac.....Cracking
D. Broussard.....Engineering
R. J. Colon.....Dispatching
E. J. Crochet.....Shipping
L. H. Dicharry.....Laboratory
A. L. Fauchaux, Jr.....Treating
L. B. Gonzales.....Treasury
R. M. Kuebler.....Laboratory

WILMINGTON REFINERY

10 Years

Leanna G. Convis.....Personnel & Ind. Rel.
B. S. Fannesbeck.....Laboratory
E. O. Jones.....Catalytic Cracking
T. O. Jones.....Laboratory
W. H. Snyder.....Alkylation
R. L. Wiles.....Treasury

WOOD RIVER REFINERY

20 Years

A. Cremeens.....Fire & Safety
A. W. May.....Gas

15 Years

H. A. Dumont.....Control Laboratory
C. L. W. Hunze.....Control Laboratory
W. O. Linder.....Engineering
R. F. Sunkel.....Engineering
V. B. Williams.....Engineering

10 Years

A. W. Barr.....Engineering
J. Brussatti.....Engineering
E. T. Burges.....Stores
S. Chesnut.....Engineering
H. F. Clayton.....Engineering
R. L. Cox.....Compounding
W. E. Dowland.....Control Laboratory
G. C. Evans.....Engineering
C. G. Forrer.....Utilities
W. H. Frohock.....Stores
W. R. Jones.....Engineering
E. L. Kimmel.....Research Laboratory
R. B. Kirkwood.....Engineering
L. L. Lyles.....Engineering
C. E. Needham.....Compounding
C. T. Payne.....Utilities
W. H. Schneider.....Utilities
C. G. Spindler.....Lubricating Oils
C. T. Thacker.....Engineering
J. I. Thorn.....Engineering
V. T. Welch.....Research Laboratory
J. W. Willeford.....Engineering

Marketing

MARKETING DIVISIONS

20 Years

W. C. Homan.....Atlanta, Treasury
M. A. Oakes.....Boston, Operations
F. C. Edwards.....Detroit, Sales
I. A. Keller.....Detroit, Treasury
C. F. Martineau.....Detroit, Sales
J. O. Smith.....Detroit, Operations
C. L. Huber.....Indianapolis, Treasury
H. V. Stephany.....Indianapolis, Sales
J. W. Bowen.....Los Angeles, Sales
D. J. LaMont.....Los Angeles, Sales
A. Battocchio.....New York, Operations
F. Ducker.....New York, Operations
V. G. Gustafson.....New York, Treasury
F. O. McGrath.....New York, Operations
E. V. O'Connell.....New York, Operations
A. F. Wolf.....New York, Operations
W. A. Clippingdale.....Portland, Treasury
W. N. Scheel.....Portland, Operations
T. L. Braxton.....St. Louis, Operations
B. A. Violet.....St. Louis, Operations
K. C. Carey.....San Francisco, Operations
T. G. Lindner.....San Francisco, Operations
A. L. Daniel.....Seattle, Operations
A. H. Thorsen.....Seattle, Treasury

15 Years

J. M. Appler.....Albany, Operations
C. S. Sims.....Albany, Marketing Service
R. B. Lewis.....Atlanta, Sales
W. H. Lockhart.....Atlanta, Operations
B. F. Corson.....Baltimore, Operations
Katharine E. Hazlehurst.....Baltimore, Marketing Service
W. B. Bennett.....Detroit, Operations
E. D. Carter.....Indianapolis, Operations
L. D. Higdon.....Indianapolis, Sales
L. W. Oliphant.....Indianapolis, Treasury
T. T. Clark.....Los Angeles, Sales
F. E. Ware, Jr.....Los Angeles, Treasury
R. D. Hyde.....Minneapolis, Sales
E. H. Hoffman.....New York, Operations
C. W. Medley.....Portland, Treasury

S. R. Aliment.....Seattle, Operations
A. B. Ogden.....Seattle, Operations

10 Years

E. R. Hathaway.....Atlanta, Operations
N. W. St. Laurent.....Boston, Operations
Eleanor H. Milke.....Detroit, Treasury
F. D. Hubler.....Minneapolis, Operations
R. C. Derby.....Seattle, Operations
F. J. DeSelle.....Seattle, Operations
R. L. Gouge.....Seattle, Sales

SEWAREN PLANT

15 Years

C. L. Covil.....Laboratory

Products Pipe Line

15 Years

R. L. Ayers.....Holliston, Mass.
Evelyn M. McGaughey.....East Chicago, Ind.
C. J. Maguire.....Sibley, Ill.
F. D. Smith.....East Chicago, Ind.

SHELL CHEMICAL CORPORATION

20 Years

F. W. Hatch.....Head Office
T. A. Weinzel.....Houston

15 Years

W. C. Smith.....Houston
L. R. Burkhead.....Shell Point

10 Years

C. R. Rehbock.....Head Office
L. V. Ashe.....Houston
A. G. Baker, Sr.....Houston
C. N. Barker.....Houston
J. W. Dickens.....Houston
T. E. English.....Houston
W. P. Matthews.....Houston
R. B. Simmons.....Houston
D. O. Starnes.....Houston
N. A. Tippit.....Houston
D. A. Bell.....Shell Point
H. E. Ludricks.....Shell Point
Z. J. Valencia.....Shell Point

SHELL DEVELOPMENT COMPANY

20 Years

D. S. LaFrance.....Organic Synthesis

15 Years

Donna A. Buttner.....Research Director's Staff
W. L. Everson.....Secretary's Office
J. W. Hickling.....Instrumentation
W. F. C. Kay.....Analytical
J. L. Ralph.....Chem. Engr. Application
H. E. Sturdivant, Jr.....Purchasing-Stores

10 Years

W. C. Burdick.....Purchasing-Stores

SHELL PIPE LINE CORPORATION

15 Years

R. J. Cartwright.....Head Office
C. W. Driggs.....West Texas Area
E. C. Myrow.....Texas-Gulf Area
G. F. Smith.....West Texas Area
R. T. Womack.....Head Office

10 Years

B. S. Groff.....Mid-Continent Area

The most valuable petroleum products in the world aren't worth the effort it takes to produce them . . . until they are placed in the hands of the consumer. To accomplish this last and most important objective, Shell maintains efficient Marketing organizations composed of experienced oil and chemical men who have devoted years to the careful study of consumer demands and how to meet them.

SELLING IS SERVING

Marketing is just one group working at the over-all job Shell does in finding oil, making products and moving them to the public. Doing the full job requires the coordinated efforts of Exploration and Production, Manufacturing, Transportation and Supplies, Marketing, Research and all our other groups. You are one of more than 30,000 Shell men and women doing 1860 different kinds of work to keep the full job going — and growing. Each Shell group — large and small is essential to a well-balanced flow of oil and products from well to consumer.



JOINED TO SERVE BEST

SHELL OIL COMPANY

50 West 50th Street
NEW YORK, N. Y.

RETURN POSTAGE GUARANTEED

Elliott W. Marsh
101 S. 30th
Tacoma, Wash.

Sec. 34.66, P. L. & R.

U. S. POSTAGE

PAID

New York, N. Y.
Permit No. 1101

G

FAMILY PORTRAIT

A KNOWLEDGE of what other companies are doing is important to the exploration and production activities of any oil company. In Shell, there are 50 men who scout for this knowledge. Like William H. Thomas of the Pacific Coast Area, they obtain information about competitors' exploration, leasing and drilling activities which the Company may find valuable in planning its program. A scout must be a good judge of human nature. He must like people. He travels constantly, maintaining wide personal contacts and, at times, may swap information to get needed facts. A Scout has access to many publicly filed reports on drilling and completed wells. In fact, a good part of a Scout's assignment is that of a collector of general information on the oil fields.

Bill Thomas, a 19-year veteran with Shell, lives with his wife and son, William S., age 7, in Casper, Wyoming. Besides hunting, he likes mountain-stream fishing.



SCOUT (Exploration and Production) ● **WILLIAM H. THOMAS**