



SHELL NEWS

JULY 1955

PUTTING SHELL ON TELEVISION



The intensive efforts of many people go into

the brief product messages locally-known per-

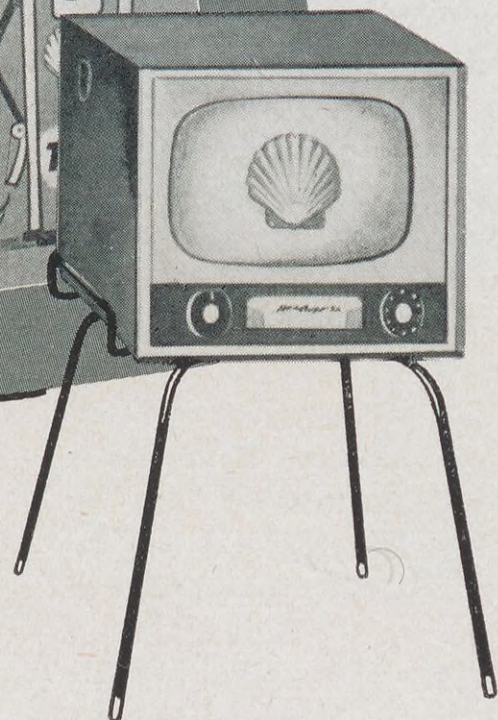
sonalities present with their news, weather and sports shows

IN the advertising man's vernacular, a personality capable of both drawing and holding an audience is known variously as a "hot property," "valuable talent," or a "super salesman." All these expressions might be aptly applied to the corps of news analysts, weather reporters or sportscasters which herald Shell products over 29 television stations across the nation.

Their audience appeal is unquestionable, for Shell's locally-presented, non-network shows go into 4,000,000 homes every week. They reach an audience totaling upwards of 10,000,000 television viewers and prospective Shell customers—an almost phenomenal number, representing about 75 per cent of the television potential in areas where the Company conducts marketing operations. Besides this, it is estimated that Shell's shows, most of them conducted five times a week, are reaching a greater audience at a lower cost per individual viewer than the top-rated network programs.

From Shell's point of view, there are numerous advantages to presenting many local telecasts instead of a single network show. First and foremost, it enables the Company to concentrate its television activities in areas where Shell markets its products. While product messages and filmed commercials are prepared in New York, each local show can be adapted and staged to suit a particular set of local marketing circumstances. Product "plugs" can be scheduled so that they have a local focus, and this might depend on such facets of petroleum marketing as climate, variable driving conditions, product supply or strength of competition.

These are sequences from some of Shell's current filmed commercials. Although films run only 20 seconds or a minute on the TV screen, they require many weeks of planning and production.



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

Employee Communications Department
New York, N. Y.

contents

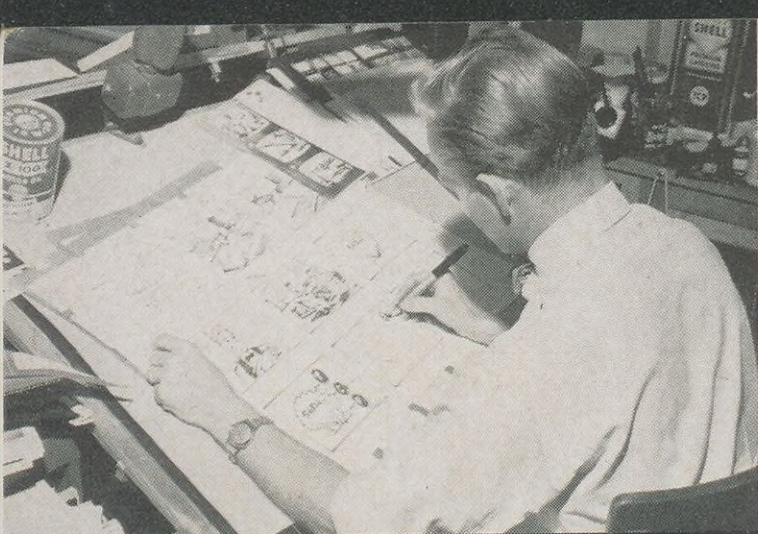
Putting Shell on Television.....	1
Glendive Gets a Closer Look at Oil....	4
Arsenal for Agriculture.....	7
Night Watch	10
Shell Scientist Receives High Honor.....	13
He Built a Better Monster.....	14
Shell People in the News.....	15
Houston Exploration and Production Area Organization Chart.....	16
Air Arm at the Arctic Circle.....	18
World Petroleum Congress.....	20
Craig's 45 Children.....	22
Shell Oil Marketing Personnel Changes	24
They Have Retired.....	25
Coast to Coast.....	26
Service Birthdays.....	29

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OILY OASIS

Shell's crude oil reserves, today greater than at any time in the Company's history, are located from northern Canada to the Mexican border—and the wells that draw production from these reserves are situated in all types of terrain. Indicative of the desert-like terrain found in West Texas, this month's front cover shows a lonely tank battery among the sand dunes on a Shell lease near Monahans, Texas.



Above, Ad Agency Artist Bill Tenschert works out picture sequences as one of the first steps in planning a Shell commercial to go on film.



Above, Ted Smith, J. Walter Thompson film producer for Shell, confers with Tenschert. Smith supervises filming of Shell commercials.

Below, in a closed circuit television studio, P. A. McLean of J. Walter Thompson Company tries out a new Shell Motor Oil commercial.



Below, E. S. Schulman, center, of Shell's Advertising Department, and two agency representatives watch commercial on TV screen.



But equally important, the local personalities Shell sponsors rank as "stars" in their own communities, with large followings built up through long experience in television. Moreover, their shows concentrate on covering local events. The efforts which Shell newsmen put into gathering original and timely material for their shows have often resulted in nationwide "scoops." One notable example of this took place in 1953 when camera crews shooting film for a Shell news show on station KSD-TV in St. Louis obtained the first pictures of the Greenlease kidnaping case in Kansas City, Missouri. In addition, the public service efforts of certain Shell personalities have occasionally been cited for widespread recognition. Julian Bentley, for example, who telecasts for Shell over Chicago's station WBBM-TV, recently won the Chicago Federated Advertising Club's Award for excellence in the field of television news and commentary.

Such Shell "salesmen" as these are, on the whole, as familiar to community television audiences as the neighborhood Shell dealers whose services they tell about. The impression thus given—and the one Shell strives to achieve by varying the format of its TV shows to suit local conditions—is that of a close relationship between the television personality, local Shell dealers, Shell products and the community.

The audience response to this localized TV-advertising approach frequently is extraordinary. Last year, for example, when one television newscaster advised prospective vacationers to request Touring Service information through their Shell dealers, so many persons filed applications for maps and route schedules that the Shell Marketing Division located in the city had to assign five extra employees to handle them. In another instance last year, sales of Shell Premium Motor Oil tripled in one area soon after the local telecaster had be-

gun featuring this product on his show.

Even the studio settings for Shell's news, sports and weather shows are given an individual, local touch. Newsmen or sportscasters may work before a display of Shell products, a model service station or simply a map of the area covered. Most Shell weathermen work in a more standard setting known as the Weather Tower. To individualize it, however, there is a cut-out blackboard map of the area on which the weatherman can chalk in local weather data. Dials indicate such things as temperature, humidity and wind. A seasonable display of Shell products completes the set. But instead of the Weather Tower at Washington's station WTOP-TV, Weatherman Louis Allen uses a drawing board on which he sketches "weather doodles" and associates local weather conditions with appropriate Shell products.

Despite the localized character of these shows, all are coordinated by the Advertising Department of Shell's Head Office Marketing Organization in New York, working in conjunction with J. Walter Thompson Company, the advertising agency used by Shell to assist in the planning and execution of its product advertising. Thus, the combined efforts of many people are reflected in the brief product messages—either in the form of animated films or "live" commercials—which accompany all Shell television programs.

In producing animated films, six weeks may elapse between the initial product conferences, held by Shell advertising men and agency representatives, and the time the approved work is ready for release to television stations. Meanwhile, a writer and an artist prepare what is known as a "story board"—in effect, a "shooting script" which indicates key picture sequences and their accompanying dialogue. Additional conferences follow. Revisions may be suggested. Then, before filming begins, the story board

is reviewed not only by Shell's Advertising Department but by the Products Application Department of Shell's Head Office Manufacturing Organization and by the Head Office Legal Department. The Advertising Department later reviews the actual film before it is finally edited and released to television stations.

On the other hand, ten working days may go into the preparation of a "live" commercial lasting one minute on the television screen. And "live" commercials are thoroughly reviewed by Shell in much the same way as are films. After dialogue and action have been worked out, the commercial might even be given a trial staging in the advertising agency's closed-circuit television studio, the only one of its kind.

Naturally, with a television advertising campaign as extensive and flexible as Shell's, consumption of these product messages runs high and new scripts are constantly in preparation. About a dozen new film commercials are produced each year. Every week, a number of scripts for "live" commercials are sent out to Shell's Marketing Divisions. From all of the currently available commercials, which might feature Shell Premium Gasoline with TCP, Shell Motor Oil or other Shell products and services, the Marketing Divisions select and schedule with television stations the ones which best fit the local marketing situation.

Television's direct impact on Shell's total sales is, of course, difficult to evaluate since TV represents only one segment of the Company's over-all advertising campaign. But Shell's confidence in using this medium to reach an ever-increasing number of prospective customers is perhaps illustrated most significantly by this fact: The number of Shell's regularly-programmed television shows has nearly doubled in the last year, rising from 16 to 29.

Some Shell Television Personalities



^
Julian Bentley
WBBM-TV, Chicago

Darryl Parks
WKRC-TV, Cincinnati

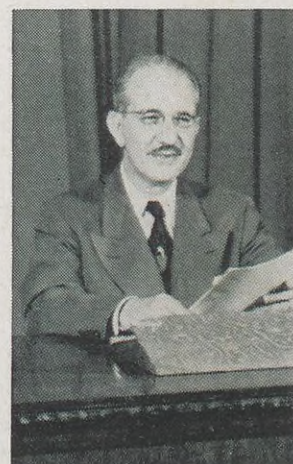


^
Gene Roper
WHBQ-TV, Memphis, Tenn.



^
Louis Allen
WTOP-TV, Washington

Bud Kraehling
WCCO-TV, Minneapolis



^
Del King
KSD-TV, St. Louis



^
J. Alexander
WMT-TV
Cedar Rapids, Iowa

Tiger Flowers
WDSU-TV
New Orleans



^
Fred Maxon
WHEN-TV, Syracuse, N. Y.

GLENDIVE GETS A CLOSER LOOK AT OIL



With their bus parked beside the largest pumping unit in the Cabin Creek oil field, residents of Glendive, Montana, listen to a description of oil pumping and other recovery methods given by F. A. Sikes, Glendive District Production Foreman in Shell's Denver Exploration and Production Area.

Shell Helps Its Glendive Neighbors Get a Better Understanding of Exploration and P

IN the three years since Shell discovered oil in eastern Montana, the residents of the prairie community of Glendive have been impressed—sometimes mystified—by the ensuing bustle of exploration and development activities. They are aware that several oil companies and attendant drilling contractors have discovered and developed still other fields. They know the search goes on for more. But the citizens of Glendive have not had much opportunity to learn the details of how their new neighbors accomplish these things.

To remedy this lack of information, and to be a better neighbor in a com-

munity in which the Company has much at stake, Shell recently sponsored an "Oil Appreciation Day," with the cooperation of the Glendive Chamber of Commerce. Features of the day were guided tours of oil fields, drilling sites and seismic party locations. At one point along the route a barbecue luncheon was served by the Glendive Junior Chamber of Commerce.

More than 200 Glendive residents and several others from as far away as Billings, Montana, made the tours in chartered buses. At each stop, Shell men explained what was going on, pointing up the problems and

costs involved. The guests were also briefed on geology and land leasing. Guides on each bus answered questions enroute.

During the six-hour tour, the tourists visited Shell wells which discovered the Pine, Cabin Creek and Gas City oil fields. They were shown a seismic crew at work, a drilling site being prepared, a drilling rig in operation, and the well heads of flowing and pumping wells. On the debit side, they visited a dry hole which cost Shell nearly \$400,000.

They learned for the first time about the many "extras" which go into oil development. For example,



For a first-hand look at the reason for all the activity in their area, Glendive residents mounted steps to see crude oil in storage tanks in the Cabin Creek field.



At the first stop on the "Oil Appreciation Day" tour, Geophysicist T. E. Young (with microphone) talked about a shot hole drilling rig, above, and the interpretation of seismograph records, below. The area's geology was also discussed here.



Production in Eastern Montana

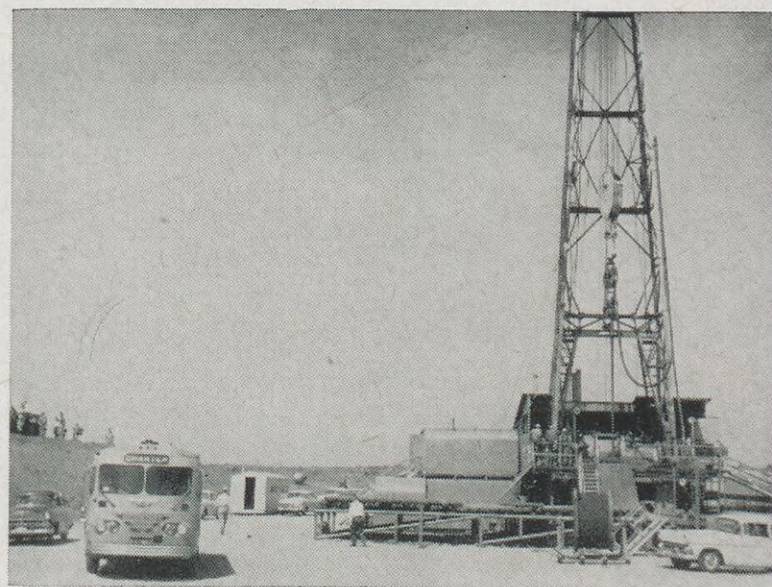
\$371,000 for building 70 miles of roads to Shell wells in the area; \$2,500 per well for grading and preparing drilling sites; \$2,000 per well for "housecleaning" after the rigs are moved away. They were told of the water wells, reservoir, and pipe lines to serve each drilling rig each day with enough water to supply the normal daily demands of 75 average-size families.

Said one guest in a letter of appreciation:

"I went on the tour expecting to learn something of the activities of Shell Oil Company, but did not expect to learn so much."



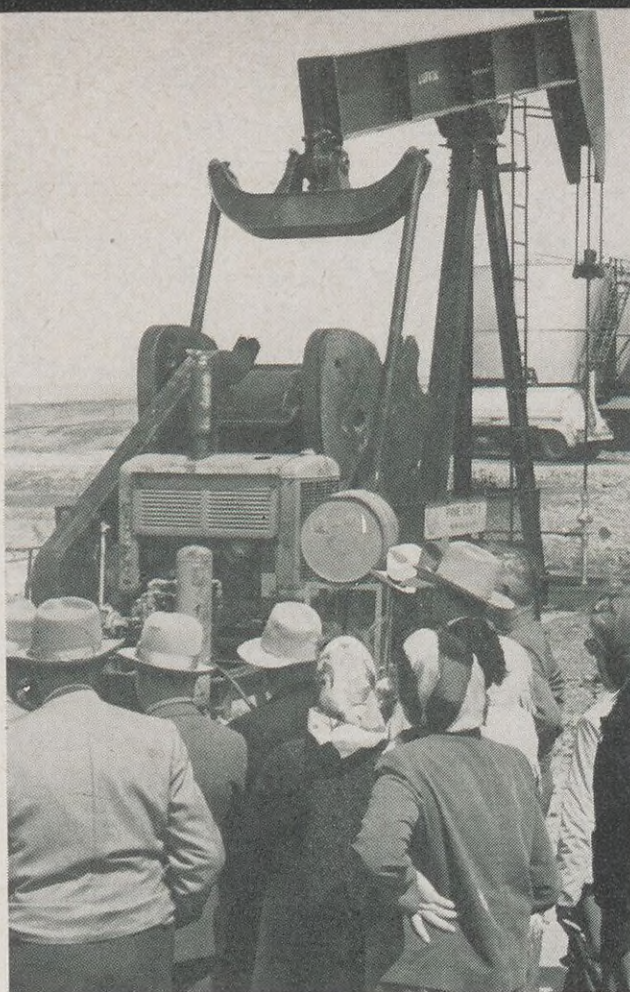
Drilling Foreman W. C. Howard, above, talked about Company Rig No. 19 in the Pine field.



Shell's guests watched Company Rig No. 19 as it drilled in the Pine field. During the tour they learned it costs about \$2,500 in this field to prepare a site before a rig can start making hole.

glendive gets a closer look at oil . . . (cont'd)

Enroute between stops, Shell guides on each of the tour's six chartered buses answered questions asked by the more than 200 guests and pointed out various things of interest along the way. Answering questions, below, is D. A. Betlach, Billings Division Exploitation Engineer.

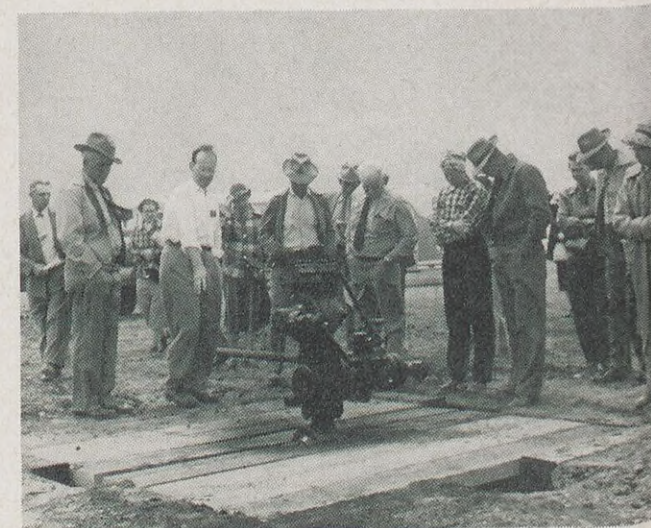


In the Pine field, above, the touring guests saw the huge pumping unit which produces the oil from Shell, Pine Unit No. 1, the field's discovery well.

In the Gas City field, right, D. A. Betlach pointed out the Christmas tree on Shell's flowing discovery well. Drilling rig was removed only the week before.



Near the site of the Pine field discovery, above, guests enjoyed a barbecue luncheon prepared and served by members of the Glendive Junior Chamber of Commerce.



Near a full scale heater-treater in the Pine field, a model was set up on a table for close inspection. It had one side cut away to show the working parts. Production Foreman W. W. Wood (at left with microphone) explained the process of separating crude oil and water in the heater-treater.

Arsenal for Agriculture

Here—in the Plant That Makes Aldrin, Dieldrin

and Endrin—Shell Chemical's War on Crop-Strangling Insects Begins



THIS year, as the spring planting season approached, many a farmer's eye undoubtedly shifted toward Denver, "command headquarters" for Shell Chemical Corporation's war on crop-strangling insects. From Shell Chemical's Denver Plant comes the army of fibre drums containing the insecticides aldrin, dieldrin and endrin, which have been responsible for healthier, sturdier food crops over much of the world.

In fact, the world reputation of these remarkable insecticides is so firmly established that it is difficult

to realize how recently they were introduced. Aldrin and dieldrin, which have effectively defeated destructive grasshoppers, boll weevils, locusts and various other types of insects, were first manufactured here five years ago. Endrin, which has proved itself particularly valuable in controlling the tobacco hornworm and certain cotton insects, was put on the market in commercial quantities only last year.

The plant in which Shell Chemical produces these insecticides exclusively—plus several other chemical products

—is in many ways as unique as the products themselves.

To begin with, it is located on the grounds of the Rocky Mountain Arsenal—on property leased from the Federal Government following World War II when several "surplus" U. S. Army Chemical Warfare Service plants were leased to private industry.

While Shell Chemical's administration offices are just outside the Arsenal's main gate, the bulk of the manufacturing buildings are intermingled with the Government-operated buildings. The more than 600 Shell people working there are thus subject to the Arsenal's security regulations. They wear photo badges on their clothing. Their autos bear identification stickers.

This unusual location for Shell Chemical's plant came about through the Corporation's association with Julius Hyman & Company in the early years of aldrin and dieldrin production. At that time, Shell Chemical, as agent, handled only the marketing and distribution of the two new insecticides which were then being manufactured by Hyman in the Arsenal facilities.

Later, to insure expanded production as demand for the insecticides increased, Shell Chemical bought the Hyman Company and its equipment. From then until last December, when it became a full-fledged part of Shell Chemical, it was operated as a subsidiary company.

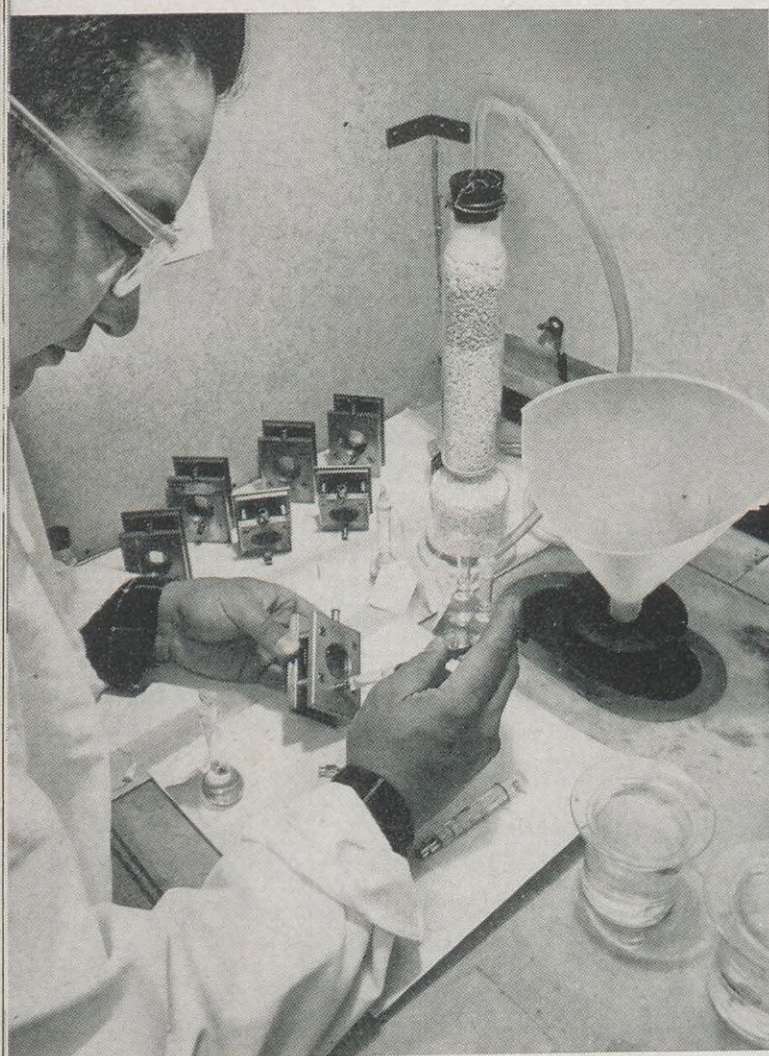
A near neighbor of the Denver Chemical Plant is Shell Development Company's Agricultural Research Division which operates laboratories in



Part of an expansion program at the Denver Plant to meet the growing demand for Shell Chemical's three insecticides, the concrete saddles in foreground are ready for the installation of four 8,000-gallon storage tanks. Aldrin is made in the vertical reactor in the center background.

arsenal for agriculture . . . (cont'd)

Below, Peter Y. M. Yin, Process and Control Laboratory Supervisor, injects a sample of aldrin into a device which enables him to analyze it chemically under an infrared spectrometer.



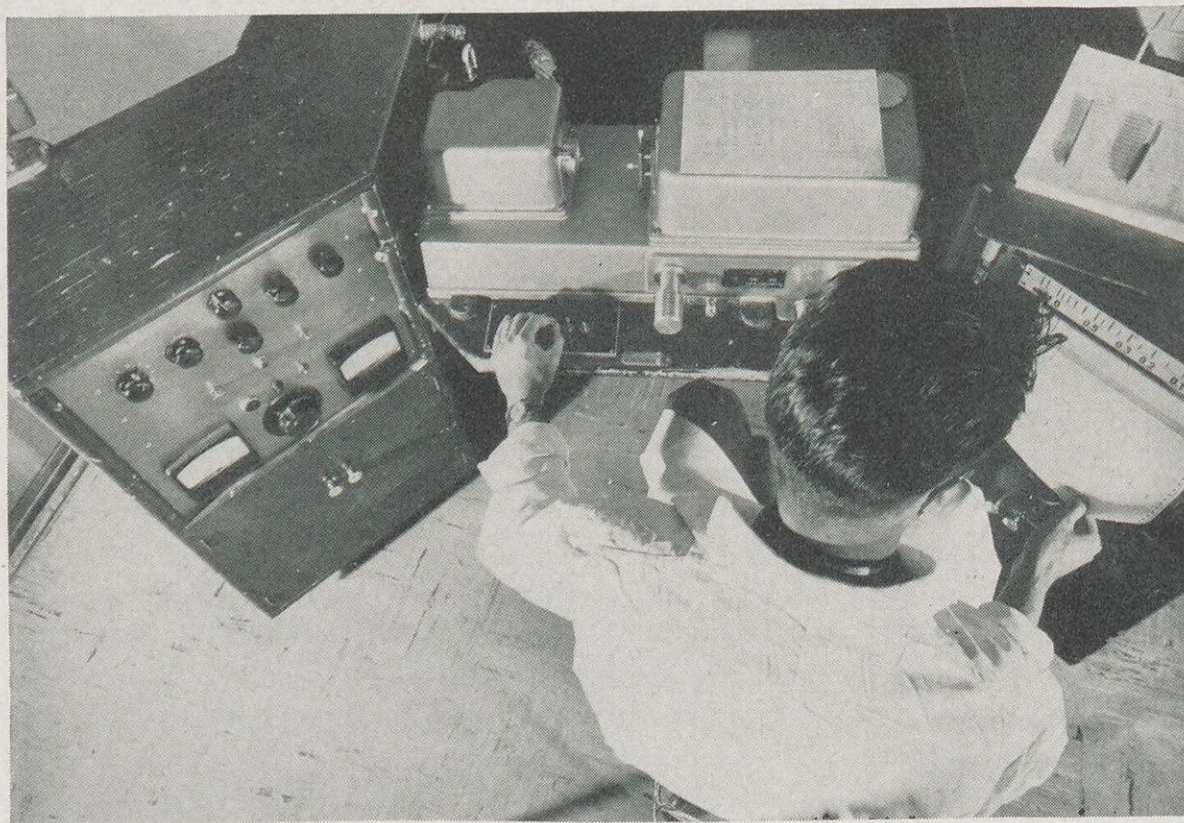
Right, an insecticide reactor kettle gets a thorough check-up from Maintenance Men Noel Gensheer, R. O. Barkley, J. L. Brand, and N. J. Brozovich. Most of the huge kettle is not visible in this photo. Its base is actually situated on the floor of the room beneath.



several buildings on the Arsenal grounds. Among Shell Development's varied activities at Denver, many of which are involved in the development and improvement of insecticides, the Company runs a "Bug Ranch" on which a variety of destructive insects are raised specifically for experimental use.

But physical location is not the only

thing unusual about the Denver Chemical Plant. Naturally, the utmost precaution must be taken in manufacturing materials like insecticides which will later come in contact with food stuffs. An elaborate system of laboratory checks has been set up at Denver, not only to make certain that product quality meets U. S. Department of Agriculture regulations, but



Laboratory Assistant J. C. Crowder uses the infrared spectrometer to test an insecticide sample for purity. By this means, absorption of the material is measured and compared to known standards.



Above, Shipper J. E. Burr regulates the flow of flake dieldrin into fibre drums. The concentrate is sold in lots to insecticide formulators.

that production processes are the most efficient and economical and that the technical aspects of potential new sales possibilities are explored.

The Production and Process Control Laboratory, for example, runs chemical tests on all incoming raw materials before they are cleared for use in aldrin, dieldrin or endrin. Moreover, through chemical analyses

of samples taken during various manufacturing stages, this laboratory spots any possible flaws in the insecticide compound. The Experimental Laboratory works closely with other technical departments, largely toward improving existing manufacturing processes.

The Formulation Laboratory, however, is quite unlike the other two. While it is a part of the Denver Plant, it serves solely as an arm of the Agricultural Chemicals Division of the Shell Chemical marketing organization. Aldrin, dieldrin and endrin are not marketed at the consumer level by Shell Chemical. Instead, they are sold in concentrated forms to large-lot formulators who add them to their own brand-name insecticides. For this reason, the Formulation Laboratory furnishes any technical information needed to further the sale of these products.

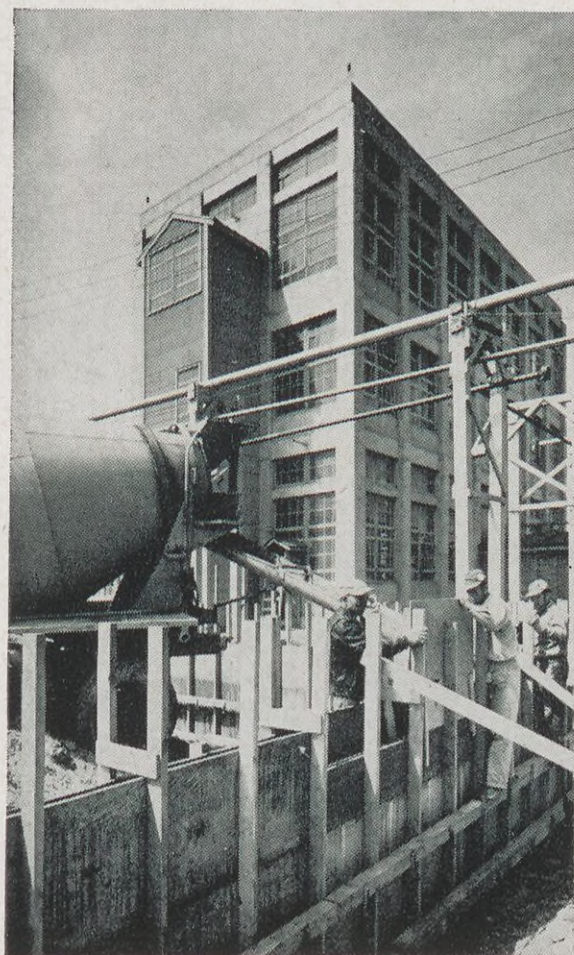
This technical information might take varied forms. Customers, for example, might request analyses of their formulations in which Shell Chemi-

cal's basic insecticides have been used. Or, the laboratory might be called on to evaluate the performance characteristics of a customer's packaged insecticide product. It is also equipped to prepare "pilot" quantities of potential new formulations perhaps needed by the Marketing Organization in order to sell Shell Chemical's insecticides to a customer.

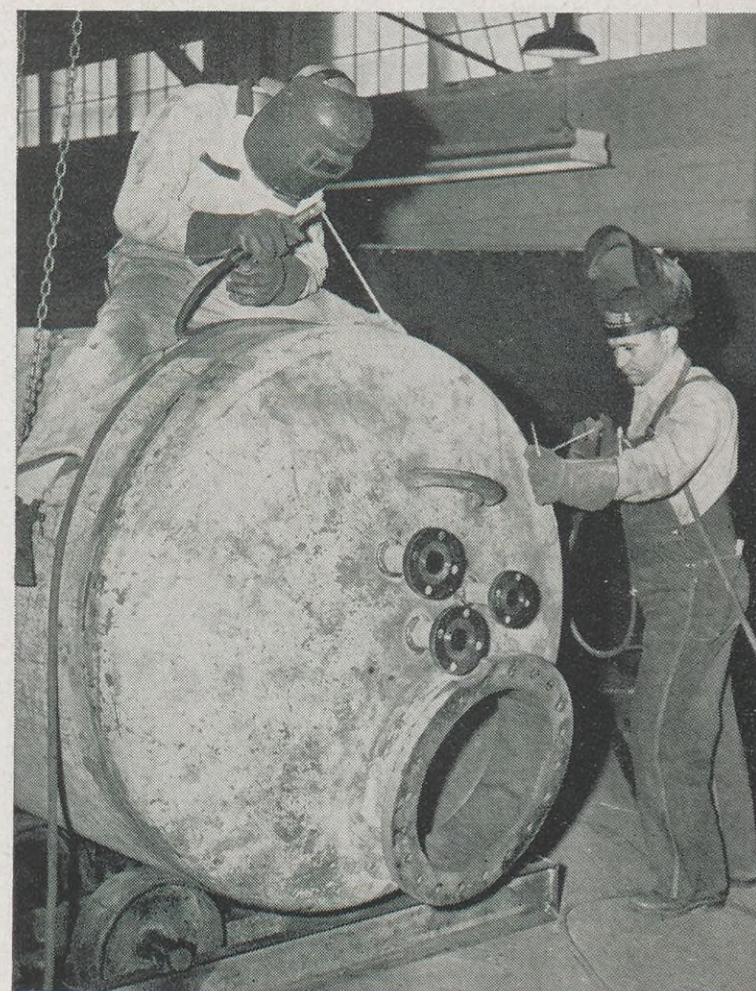
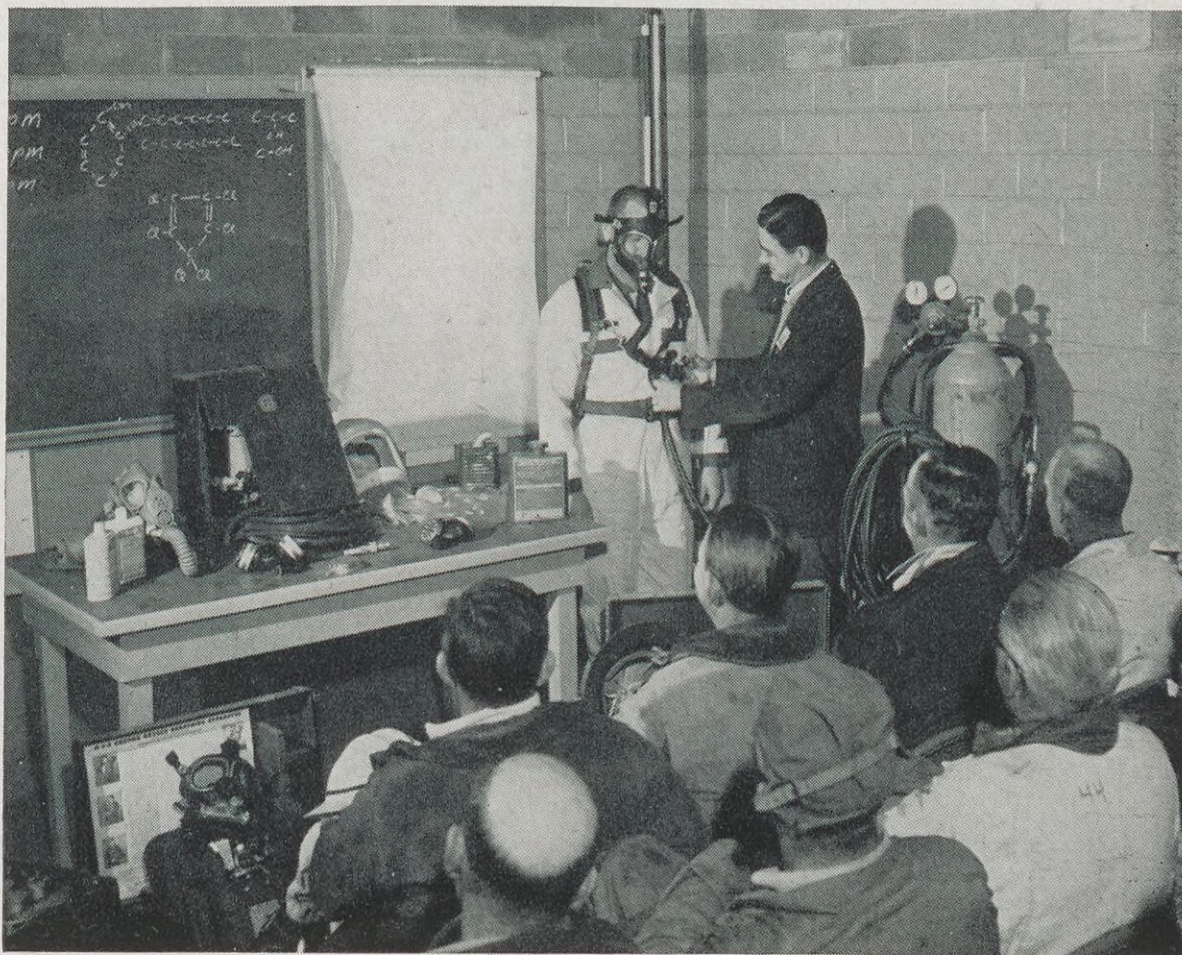
Insecticides, however, are not the only products manufactured at Denver. Among the others is a new soil fumigant called Nemagon, which is currently being produced on a pilot plant scale in liquid form. Nemagon is being introduced this year for use on cotton, grapes and perhaps additional crops.

Another product is EPON® adhesive. From an EPON resin produced by Shell Chemical's Houston Plant, the adhesive is manufactured at Denver in a blender which has rotating arms like a taffy-pulling machine. The binding quality is given to this product by adding a curing agent and applying heat.

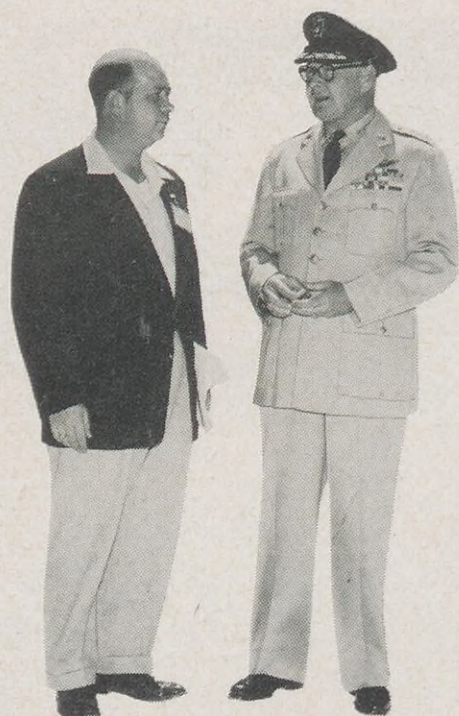
Below, endrin-producing facilities are undergoing enlargement. The three-story building at rear will house the new producing equipment.



Below, Head Fire and Safety Inspector B. R. Valls, in dark suit, helps Safety Inspector J. L. Rash demonstrate the use of oxygen masks at one of the Denver Plant's regularly scheduled safety meetings. Various other types of masks and safety equipment are visible on the table at left.



Above, Welders W. M. Cox, with face shielded, and J. A. Orecchio fabricate a tank needed in manufacturing endrin. The welding shop fabricates most of the specially designed tanks.



NIGHT WATCH

One Evening a Week, Many Shell People Double as Civil Defense "Skywatchers". They're on the Lookout for Any Enemy Bombers That Might Suddenly Strike This Nation

OUT at Yucca Flat, Nevada, the Atomic Energy Commission's desert proving grounds, an atomic bomb battered and scorched a "typical American town" this spring. Houses and factories were destroyed. The power system was damaged. Vehicles were twisted and overturned. Communications were knocked out.

The initial flash of this nuclear explosion was so bright that it was visible along most of the Pacific Coast, from Oregon to the Mexican border.

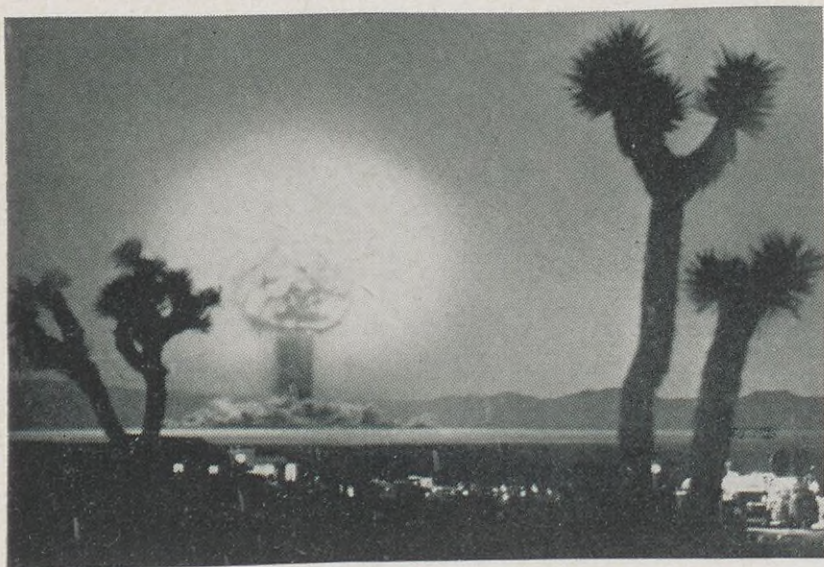
But from a distance of only eight miles, so close that some of the bomb's shattering impact could be felt, H. D. Kidd, Production Draftsman in the Casper, Wyoming, Division of Shell's Denver Exploration and Production Area, witnessed the test blast with about 1,000 Civil Defense workers from all parts of the country. They had been invited by the Atomic Energy Commission, the Department of Defense and the Federal Civilian Defense Administration to observe an atomic "attack" from close range.

The damaged area was, of course, not an actual town. Fit-

ted out with model homes, industry and public utilities, it was a capsule reproduction of an American community. The atomic attack on it was the first comprehensive test of what might happen to an ordinary American town in the event of an unexpected enemy bombing raid.

In a recorded eyewitness account of his experience, broadcast over a Casper radio station, Mr. Kidd had this to report:

"Having been positioned eight miles from the core of this mighty explosion, I have just experienced the earth erupting before my very eyes. First there was a blinding flash, then the developing ball of fire. Immediately



Above, atomic test explosion May 5 at Yucca Flat, Nevada. Top of page, H. D. Kidd of Shell's Denver Exploration and Production Area, a civilian observer specially invited to the test, talks with General B. W. Chidlaw, then Continental Air Defense Commander.

Right, after test area has cooled off, civilian and military observers view damage. The site represented a typical American community.



afterwards, from approximately eight miles away, the cold desert was bathed in sudden heat. Then the shock wave came rolling across the desert and I felt myself pushed and I had to react quickly in order to keep from falling. There was enough power in this bomb to break windows many miles away. As I watched this blast and saw it become a big ball of fire, it translated itself into

something of a personal nature. I could not help but think of what it could do to Casper, what it might do to my family and to my friends, my home, if the enemy had dropped such a bomb."

Thus, Mr. Kidd, the civilian administrative supervisor of the Casper Air Defense Filter Center, saw in a graphic way why he and many thousands of other volunteers in the Ground Observer Corps spend at least one evening a week on "night watch"—to help prevent a possible sneak attack by enemy bombers on America.

Whenever the drone of an airplane motor is heard overhead, the object of the Ground Observer Corps is to identify the craft and plot its speed and direction, and then relay this data to the U. S. Air Force's Air Defense Direction Center at which all information received on all unknown or unidentified aircraft is coordinated. While a well-integrated radar screen has been established across the nation, its long electronic fingers probing the skies for unidentified aircraft, this detecting device is unreliable below 5,000 feet. In the event of an attack, it might be possible for low-flying enemy bombers to squeeze through



Above, "Plotters" at the White Plains, New York, Filter Center surround these grid maps, accept calls from outlying Observation Posts and record aircraft information with plastic devices. From balcony overlooking map, Miss Georgette Benjamin, of Shell's Visual Aids Division, observes the Plotters' activity and reports aircraft data to the nearby Air Defense Direction Center.

Left, F. N. Turner, of Shell's Head Office Auditing Department, talks with an Observation Post near White Plains. "Raid stands" in front of him show the paths aircraft are following.

the radar net undetected—if it were not for the watchful, well-trained eyes of the 350,000 civilian volunteers in the Ground Observer Corps who keep a constant check on all aircraft aloft.

Ground Observers in some localities scan the skies 24 hours a day from 16,000 tower-like Observation Posts, many of them concentrated in areas surrounding the nation's most vulnerable industrial centers. Other volunteers work in 49 centrally-located Air Defense Filter Centers which record and analyze the telephoned aircraft reports received from many Observation Posts, correlate this information and promptly warn the Continental Air Defense Command of any suspicious aircraft movements.

In the Ground Observer Corps, there are many jobs to be done, all requiring training, discipline and the ability to take split-second action in case of emergency. Still, the Corps is undermanned at present and thousands more volunteers are needed. Among the Shell people who have volunteered to take part in this im-

portant off-duty service to their communities, Mr. Kidd instructs a group of young people every Tuesday evening in the operation of the Casper Filter Center. He has been a part of this Civil Defense organization since June, 1954. Similarly, like many other Shell people around the nation, two Head Office employees have been active in Filter Center work since 1951, almost from the time the Air Force

Miss Benjamin, Mr. Turner and Mrs. Turner, beside him, discuss the night's activity with another volunteer and Air Force Lieut. R. W. Handlin in the coffee lounge at the Filter Center.



instituted "Operation Skywatch" on an around-the-clock basis, at White Plains, New York, a large suburban community a short distance from the New York Metropolitan area. Miss Georgette Benjamin of Shell's Visual Aids Division has contributed 900 of her free hours to the White Plains Filter Center; F. N. Turner of the Auditing Department, more than 600.

On a busy night at the White Plains Filter Center, where some of the pictures on these pages were taken, telephoned aircraft reports from 149 Observation Posts "filter" in at a rate of about two a minute. "Plotters" wearing earphones surround a big grid map which resembles an outsize checkerboard. It is built to represent the topographical features of the several-county area covered.

As Observation Posts report to the Filter Center, the Plotters accept the telephone calls and, with a series of plastic devices, numerals and code letters, add all of the accumulated data to the map. These readily-interpreted plotting devices enable the

trained "filterer" to trace the paths of a single plane or many flying in different directions all across the Filter Center's assigned area. "Overlap Plotters" warn adjacent Filter Centers when planes are about to enter their areas. At the same time, "Recorders" and "Tellers," observing the map from a balcony above it, tabulate

flight information and report it to a nearby Air Defense Direction Center for any required Air Force action.

Even though the possibilities of an air strike on America might seem remote, people all across the nation can feel more secure because of the efforts of countless Civil Defense volunteers like these and other Shell people.

Below, Turner and Miss Benjamin work out an aircraft plotting problem with Lieut. Handlin, Adjutant at the White Plains Filter Center. Both Shell people have been active volunteers since 1951.



At the Casper, Wyoming, Filter Center, below, H. D. Kidd, wearing white shirt, instructs a group of young people in plotting aircraft movements. Because of his Filter Center work, he was invited to view the first comprehensive test of what an atomic attack might do to an American community.



Shell Scientist Receives High Honor

Dr. M. King Hubbert, Geological Consultant, Elected to the National Academy of Sciences

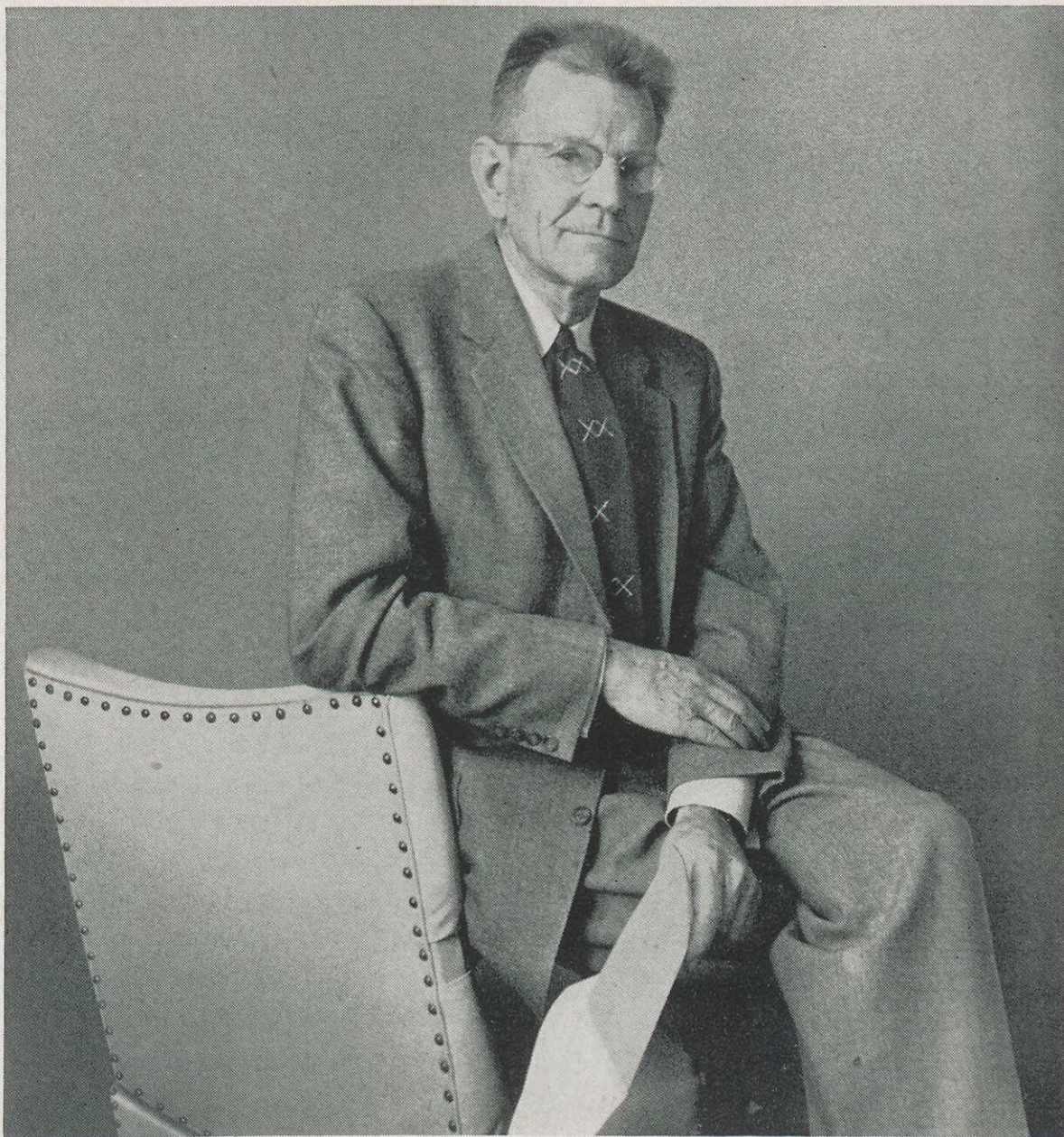
M. KING HUBBERT, Chief Consultant in General Geology at Shell Oil Company's Exploration and Production Technical Services Division in Houston, was elected this last spring to the National Academy of Sciences, the Nation's top scientific honorary body. Dr. Hubbert was honored because of his accumulated services to science.

The National Academy of Sciences, with a current membership of about 550 U. S. scientists and 50 foreign associates, is made up of men and women selected from all fields of science. Dr. Hubbert was elected to the Geology Section of the Academy. He is the fifth oil industry scientist to be chosen for membership and one of only about 20 from all U. S. industry.

The Academy, which lost one of its most distinguished members through the recent death of Professor Albert Einstein, was organized under a congressional charter and its original members were appointed by President Abraham Lincoln in 1863. It is the official scientific advisory body to the U. S. Government.

Over and above its honorary distinction, the Academy performs many vital functions in the world of science, some of which are unique. The body has advised the government on countless subjects that vary from new data on the extinct dodo to problems concerning atomic energy. The Academy operates as an independent, unbiased partner of U. S. Government.

Dr. Hubbert, who is one of the oil industry's leading authorities on the



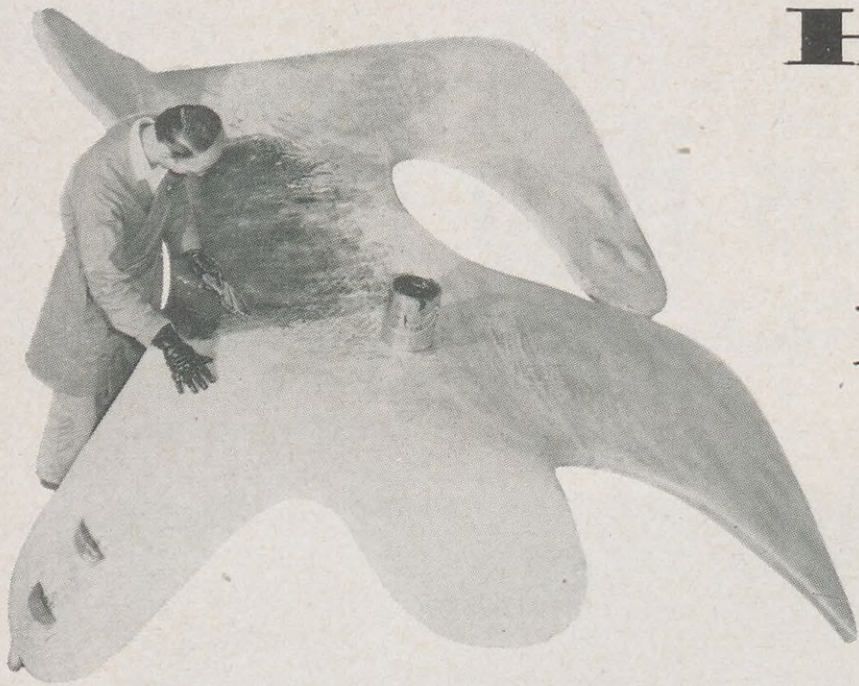
hydrodynamics of underground fluids, was accorded several scientific honors before his election to the Academy. Last year he was presented the Geological Society of America's Arthur L. Day Medal for "distinguished application of chemistry and physics to geology." On two previous occasions he was appointed a Distinguished Lecturer for the American Association of Petroleum Geologists and lectured before university groups and geological

and engineering societies in the United States, Canada and Mexico.

Dr. Hubbert, who received his early education in Texas and later earned bachelors, masters and doctorate degrees from the University of Chicago, joined Shell in 1943 as a Geophysicist in Houston. He has been assigned there since, working successively as Senior Geophysicist, Associate Director of Exploration Research and finally Chief Consultant in General Geology.

HE BUILT A BETTER MONSTER

*EPON Resin Helps the Oakland Park
Department Defend Its Friendly "Dragon" From
the Ravages of Pint-Size "St. Georges"*



GORDON MORTENSEN, an employee of the Oakland, California, Park Department, had a sick monster on his hands until he prescribed a dose of Shell's hard-wearing, long-lasting EPON® resin. The monster, also called the "dragon", the "butterfly" and the "thing" because of its unidentifiable shape, is a free form construction installed in the playground area of one of Oakland's parks. Children love to crawl about on it, slide down its sides, and play imaginative games on its curving back.

Mr. Mortensen designed and constructed the monster of steel pipe and fiber glass cloth, but his delight in its popularity was equalled for a time by concern over the wear and tear

caused by scores of scuffing feet that trod on it every day. His sturdy monster was destined to become as tattered as the Scarecrow of Oz if something could not be found to defend it.

The defense turned out to be an adhesive EPON resin compound with the consistency of a thin "mud" for saturating successive layers of the fiber glass cloth and coating the entire outer surface of the monster. Mr. Mortensen acquired the compound after he met and talked with D. W. Elam of Shell Development Company's Emeryville Research Center. Dr. Elam is a Supervisor in the Research Center's Organic and Applications Department, a group that have had a great deal to do with the development of new applications of the

EPON resins manufactured and sold by Shell Chemical Corporation.

A special compound, largely made of EPON resin, was prepared for the ailing monster by the Organic and Applications Department. Its combined adhesion, strength and wearing quality convinced Mr. Mortensen and the Oakland Park Department that their monster would no longer have to be a cowardly dragon. The low cost of the compound was also a convincing factor, although, in this instance, Shell Development donated it to the City of Oakland as a public service. As a matter of fact, the rescue of the battered monster set the stage for further experimentation with EPON resins in applications of this type.

The restored monster has two layers of heavy fiber glass cloth and one of ordinary weight cloth, each soaked in EPON resin "mud" and stretched on the pipe frame. When this laminated "monster hide" hardened and dried, it was sanded smooth, and small redwood steps were glued to the side with an EPON resin adhesive. Finally, the entire free form was sprayed with three coats of the compound. Color pigments were blended into the compound for the final coats so the brave new monster is now as colorful as it is durable—yellow on the top and blue underneath.

No longer a cowardly dragon, the Oakland Park Department's brave new monster can face up to daily onslaughts of scores of children. Its blue and yellow "hide" is protected by EPON resin.



Shell People In The News

E. N. VAN DUZEE has been named Manager of the Production Department in the Midland Exploration and Production Area, succeeding M. C. Brunner, who is on a foreign assignment. Mr. Van Duzee, who received a degree in mining engineering from the University of Minnesota, joined Shell in 1926 at Dallas, Texas. Following various Production Department assignments of increasing responsibility, he was named Manager of the Louisiana Division of the former Texas-Gulf Area, with headquarters in Lake Charles, Louisiana. He was appointed Area Production Manager at New Orleans in 1948 and, except for an assignment in Head Office in 1953, held that position until his recent appointment.



F. N. VAN DUZEE

J. W. PITTMAN has been named Manager of the Production Department in the New Orleans Exploration and Production Area, succeeding Mr. Van Duzee. A graduate of Texas A & M College with a B.S. degree in electrical engineering, Mr. Pittman joined Shell in 1934 at Kilgore, Texas. After serving in various Production jobs in Texas and Louisiana, he was appointed Division Manager at Lake Charles, Louisiana in 1946, and two years later was named Production Superintendent of the New Orleans Area. He was Acting Production Manager of the New Orleans Area while Mr. Van Duzee was on special assignment in Head Office and was himself named to a special assignment in Head Office in 1954.



J. W. PITTMAN



M. D. FYFE

M. D. FYFE has been appointed Treasury Manager of the New Orleans Exploration and Production Area, succeeding R. F. Gray, who has retired. Educated at the University of San Francisco, Mr. Fyfe joined Shell Oil Company in 1926 as a Junior Clerk in San Francisco. Following several assignments at West Coast locations, he joined Shell Chemical Corporation in 1948 as Assistant Manager of Head Office Auditing. In 1949 he rejoined Shell Oil Company as Chief Accountant of New Orleans Exploration and Production Area.



G. DERICKSON

GAYDEN DERICKSON has been named an Assistant Manager of Shell Oil Company's Manufacturing Engineering Department in Head Office. A graduate of Tulane University with a bachelor's degree in civil engineering, Mr. Derickson joined Shell in 1935 as a Gauger at the Norco Refinery. After serving there in various positions, he was transferred to Head Office in 1938 as an Engineer. Assigned to the Wood River Refinery in 1940 as an Engineering Inspector, he was named Chief Inspector there in 1943 and an Assistant Chief Engineer in 1946.

R. H. DOURSON has been appointed Manager of the Catalytic Cracking Department at the Wood River Refinery. Mr. Dourson, who received bachelor and masters degrees in chemical engineering from the California Institute of Technology, joined Shell in 1941 as a Technologist in San Francisco. He was transferred to the Martinez Refinery in that position a year later and in 1945 moved to the Wilmington Refinery as Assistant Chief Technologist. He served at Wilmington in positions of increasing importance until named Manager of the Experimental Laboratory at the Wood River Refinery in 1953.



R. H. DOURSON

R. W. LEWIS has been named Manager of the Experimental Laboratory at the Wood River Refinery, succeeding Mr. Dourson. Mr. Lewis, who attended Southern Illinois University and received a Ph.D. degree in chemistry from Indiana University, joined Shell in 1943 as a Senior Research Chemist at the Wood River Refinery. He was named a Group Leader in the Refinery's Research Laboratory in 1948.



R. W. LEWIS



The fifth in a new series of
organization charts

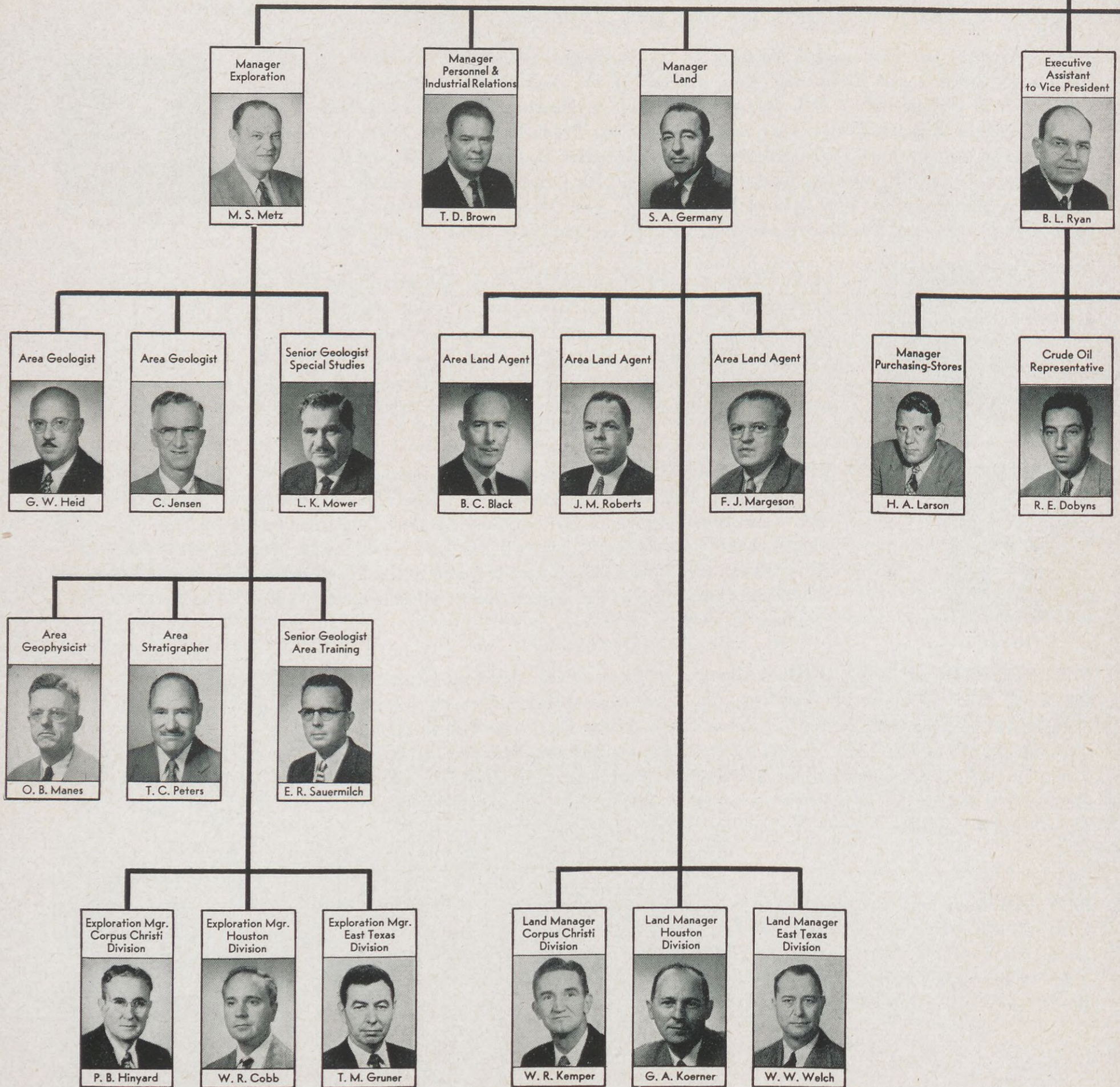
Shell Oil Company

July—1955

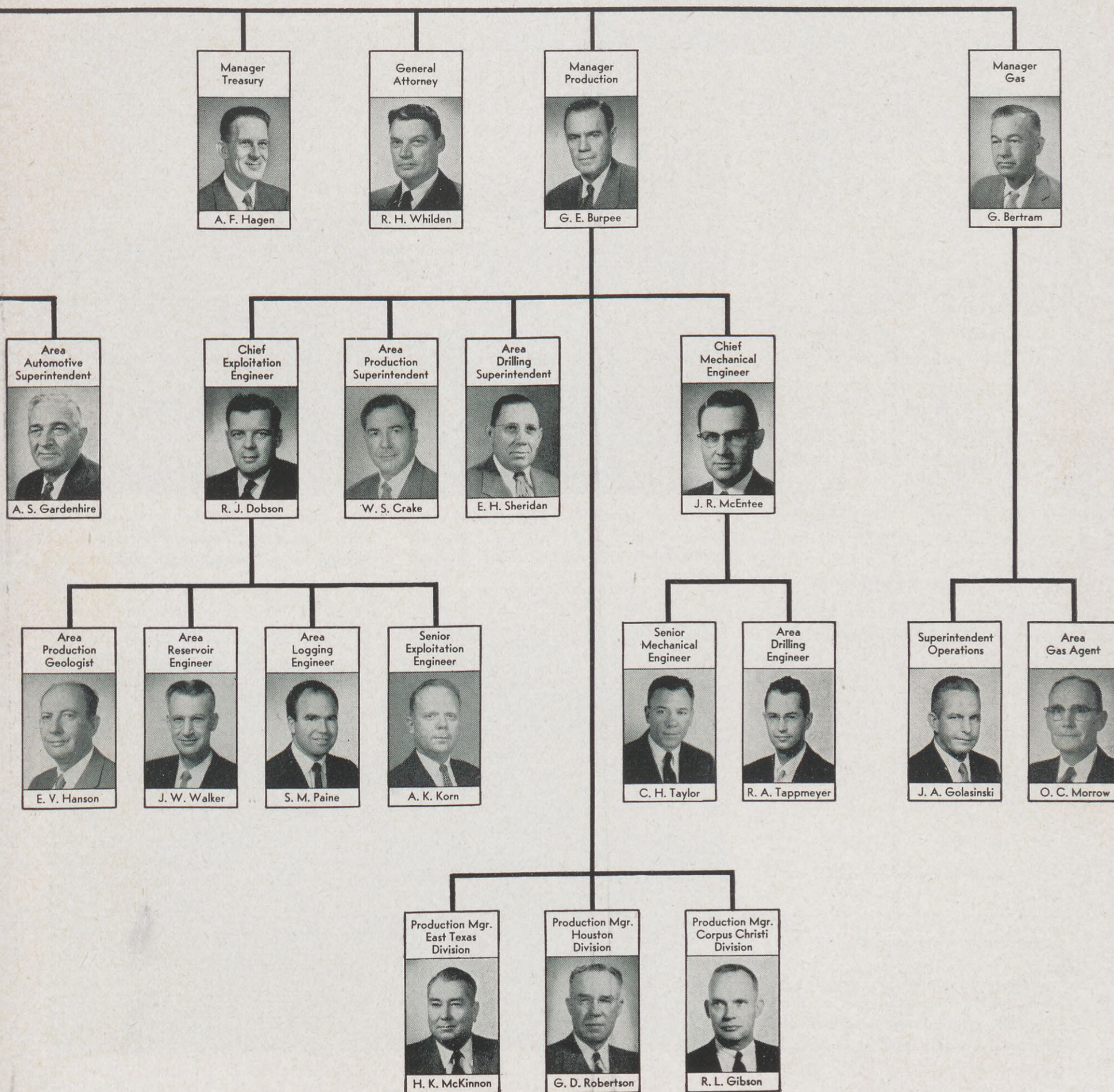


Vice President

E. D. Cumming

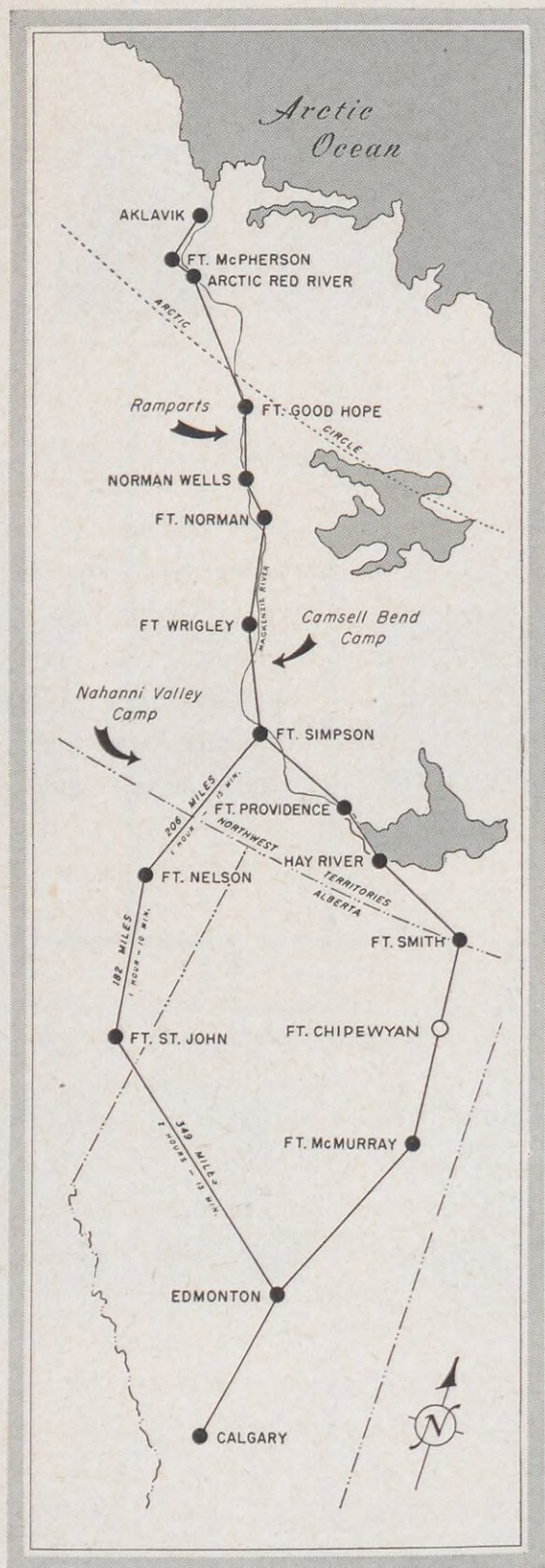


Houston Exploration and Production Area Organization Chart



AIR ARM AT THE ARCTIC CIRCLE

*Where Mountains, Marshes and Ice Once Delayed Early Explorers,
Oil-Seeking Geologists Clear These Hurdles by Plane and Helicopter*



The air routes indicated here were used last summer as Shell geologists engaged in surface mapping missions in the Northwest Territories. Area around the Mackenzie River was studied.



Above, Shell geologists prepare to board the Beaver. Pontoons make this craft ideal for operations requiring frequent water landings.

Below, the Beaver "docks" at Camsell Bend in the heart of this Canadian wilderness. Geologists lived in tents, visible among trees at right.



UP north on the fringes of the Arctic Circle, the rugged and barren lands that make up the Northwest Territories do not look much different today than they did 166 years ago to the famed Canadian explorer, Sir Alexander Mackenzie. But distances which once proved formidable to this hardy adventurer and his crew can now be traversed more readily by Shell geologists searching for clues to oil and gas accumulations throughout much of the territory Mackenzie originally explored.

When Mackenzie set out on his northern expedition in June, 1789, he had to pack canoes with enough provisions and equipment to last several months. Delayed frequently by ice and rocky terrain, he nevertheless continued his journey and sailed down what is now known as the Mackenzie River to the Arctic Ocean. Enroute, he collected much geological data in his log books; and some of this information proved valuable to Shell geologists, working out of the Calgary Exploration and Production Area, as they scouted the same areas last summer.

Mackenzie's 2,000-mile trip from Fort Chipewyan, near the northern border of Alberta Province, to the Arctic and back again took 102 days. By way of contrast, helicopters and several other types of aircraft enabled Shell's modern explorers to cover vast distances in a matter of hours as they ranged out along the Mackenzie River Basin on surface mapping missions, a preliminary step in the geologist's search for oil.

Much of this territory consists of water or sparsely vegetated marsh land, called muskeg. In winter, it becomes a frozen wasteland and travel by water is impossible because of ice. Although the summer sun in the sub-arctic regions is often bright enough at midnight for taking snapshots, the "warm" season is a brief two or three



For hopping among outcrops, from mountain ledge to valley floor, Shell geologists chartered this Sikorsky helicopter as well as a smaller Bell. A wide area was thus covered in the time available.

months long. Much drilling and seismic work is done in winter when the ground is frozen solid; but geological field trips in which the men "travel light" usually take place in warmer, more comfortable weather. Thus, Shell men race with time as they attempt to collect as much geological data as they can before winter sets in.

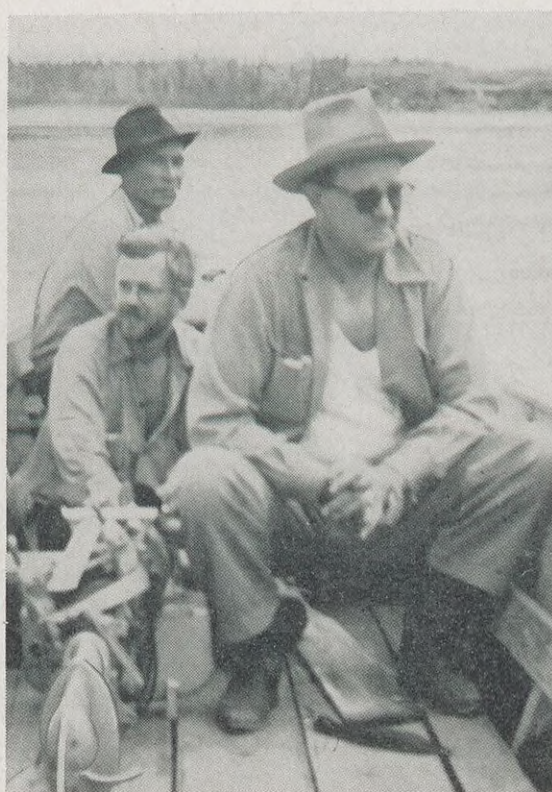
Without the assistance of aircraft, the handicaps of moving men, equipment and supplies from one location to another in such remote areas might have been insurmountable. Certainly, it would have been impossible for the

geologists to cover an equal amount of territory by any other means in the limited time available.

From camps such as those at Cam-sell Bend and in the Nahanni Valley, deep in the Northwest Territories and about 900 miles north of Calgary, three different types of aircraft supported five geological parties in the field. Two chartered helicopters whisked men and equipment to mountain ledges or valley floors. A de Havilland Beaver, a four-passenger plane equipped with pontoons, was used where water landings were necessary. And from Edmonton, Alberta, hundreds of miles away, a larger plane, a de Havilland Dove, delivered supplies and equipment to central points near locations where field crews were working. It was thus possible for the roving Shell geologists to remain in the field without losing time returning to bases for supplies.

Before the short summer season ended, Shell geologists classified and charted locations of rock formations over a wide area. They collected scores of rock and fossil specimens which are now being studied in the Calgary Area's paleontology laboratory. All of the accumulated data will be used to piece together a geological picture of the region they studied—with the possible result that, in some places, further exploration for oil and gas reserves will follow.

Boats were used, too. A guide, at rear, took Geologists Ralph Estelle and Area Operations Assistant Jack Boswell up the Nahanni River.





ROME, Italy, long a center of art, culture and religion in the Western world, last month became an information exchange center for oil industry representatives from around the globe.

The occasion was the Fourth World Petroleum Congress, where some 4000 prominent oil men and a few women from 34 nations met to discuss scientific, technical and economic subjects related to oil. It was an international forum that provided them an opportunity to exchange ideas freely and to evaluate the strides made in the industry in recent years.

The Congress, which was held in the spacious Congress building at the Universal Exhibition Grounds, seven miles from the center of Rome, was divided into nine sections to hear and discuss more than 215 technical papers. Subjects of the papers ranged from geology to industry statistics. Six of the 65 papers that were presented by oil men from the United States were authored by Shell men.

In addition to technical sessions, the Congress included four plenary sessions covering subjects of general interest.

The enthusiasm with which Italy played host to the Congress was evident from the special events that were

WORLD PETROLEUM CONGRESS

*Shell Men Joined Other Oil Industry
Leaders for an International Meeting in Rome*



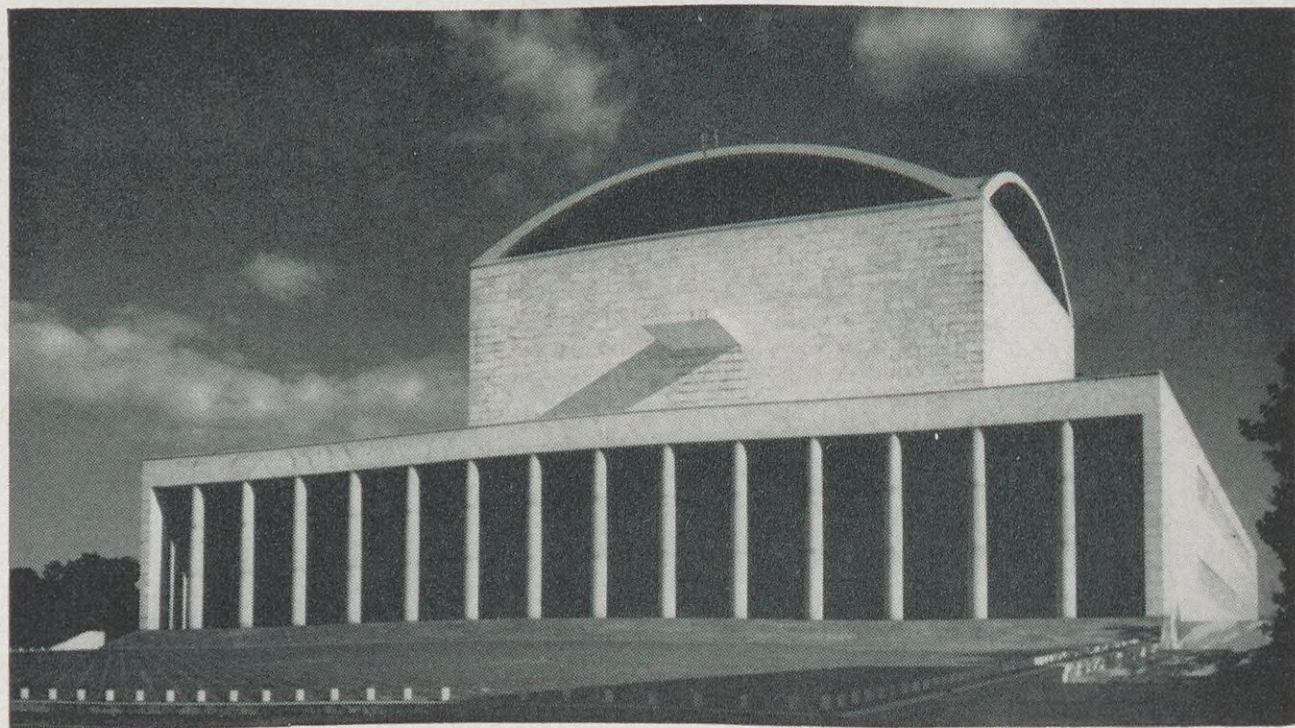
planned for the delegates. They included a reception by the Mayor of Rome, a symphony concert in the Basilica di Bassenzio, an official banquet, an international variety show, a special opera performance, an official reception by the ministers of Industry and Commerce and Education, a photographic exhibit of Italian oil installations and facilities, and an international exhibition of oil equipment at Naples.

World Petroleum Congress meetings date back to 1933, when the first one was held in London. It was attended by about 1,000 delegates from 24 countries. The second convened in Paris in 1937 and the third, delayed by World War II, convened in 1951, at The Hague in Holland. The gatherings have grown continuously in both

attendance and the scope of their discussions. Each Congress has hastened the progress of international petroleum science and technology, helped solve problems of standardization, helped develop raw materials and conserve resources, and aided in the development of a common terminology for oil men everywhere.

Three U. S. Shell men were instrumental in staging the Fourth World Petroleum Congress. F. S. Clulow, Vice President, Manufacturing, Shell Oil Company, is one of three U. S. oil men on the Congress' Permanent Council, a group with headquarters in London which plans the gatherings and generally supervises the technical and general sessions. Mr. Clulow, M. E. Spaght, Executive Vice President, Shell Oil Company, and T. E.

This is the Congress building at the Universal Exhibition Grounds, seven miles from Rome, in which 4,000 oil men from 34 nations met to discuss recent petroleum developments during the Fourth World Petroleum Congress. Shell men presented six of the 65 technical papers by U. S. oil men.



Swigart, who recently retired as President of Shell Pipe Line Corporation, serve on the U. S. committee that coordinates and directs the work of U. S. representatives to the Congress. In addition, Mr. Spaght was chairman of the Fourth Congress' technical section dealing with production of chemicals from petroleum, their properties and application. Mr. Swigart was chairman of the section on transport, storage and distribution.

Titles of the technical papers by U. S. Shell men presented at the Fourth Congress were:

"Important Fractured Reservoirs in the United States," by M. King Hubbert and D. G. Willis of Shell Oil Company.

"Chemicals from Petroleum in the United States," by J. P. Cunningham of Shell Chemical Corporation.

"Chemicals from Acrolein," by S. A. Ballard, H. deV. Finch, B. P. Geyer, G. W. Hearne, C. W. Smith, and R. R. Whetstone of Shell Development Company.

"The Determination of Heavy Oil Composition by Mass Spectrometry," by M. J. O'Neal, A. Hood, R. J. Clerc, M. L. Andre, and C. K. Hines of Shell Oil Company.

"Occlusion of Hydrogen in Steel," by J. G. Wilson, W. A. Bonner, H. D. Burnham of Shell Oil Company and T. Skei of Shell Development Company.

"The Design and Construction of Underwater Pipelines," by J. E. Green and H. H. List of Shell Pipe Line Corporation.

Active in Congress Arrangements



F. S. CLULOW



M. E. SPAGHT

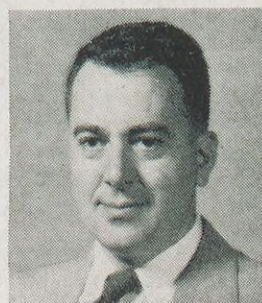


T. E. SWIGART

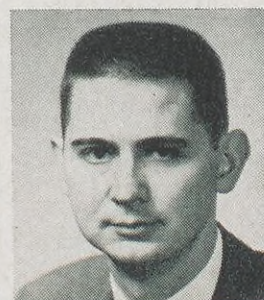
Shell Authors of Technical Papers



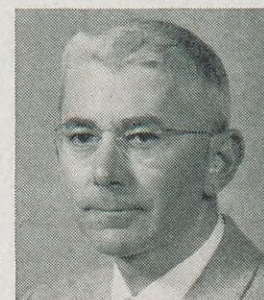
M. K. HUBBERT



S. A. BALLARD



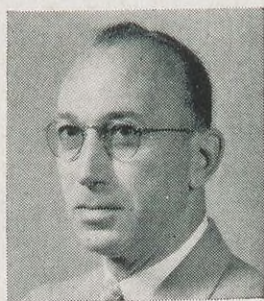
D. G. WILLIS



H. deV. FINCH



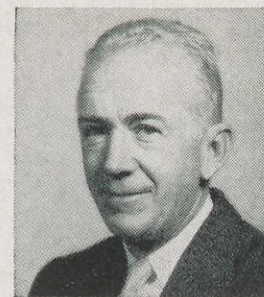
J. P. CUNNINGHAM



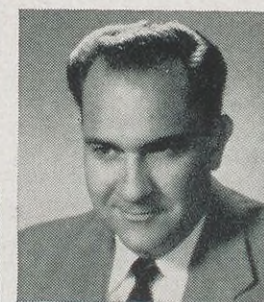
B. P. GEYER



R. R. WHETSTONE



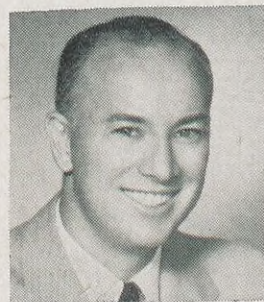
G. W. HEARNE



M. J. O'NEAL



C. W. SMITH



A. HOOD



H. D. BURNHAM



R. J. CLERC



J. E. GREEN



M. L. ANDRE



C. K. HINES



J. G. WILSON



W. A. BONNER



T. SKEI



H. H. LIST

CRAIG'S

45

CHILDREN



The Craigs stroll down the lane outside their ranch home with foster daughter Roberta Franklin, second from left, and three small neighbors.

*With Four Daughters of Their Own, This Shell Pensioner and
His Wife Have Helped Raise 41 Other Boys and Girls*

THE swing that hangs from the old oak tree in the yard of Allen B. Craig's California ranch home has been replaced four times. Over a span of 15 years an energetic procession of 45 boys and girls have worn out the swings, romped in the citrus grove, caught the school bus, and thrived in the loving care of "Mom" and "Pop" Craig.

With the exception of four Craig girls, for whom the original swing was hung, all have been orphans or children from broken homes whom this Shell pensioner and his wife took into their own home for periods ranging from a few months to several years. Two of the foster children are now living with the Craigs at Meiners Oaks in the Ventura River Valley. Most of the

others are grown and scattered all over the nation, some with families of their own. But each probably recalls with something akin to a child's love for its real parents the period spent with the Craigs as a time of happy readjustment in an otherwise troubled young life.

It can be surmised that Al Craig, who retired last February as Rig Repairman at Ventura in the Pacific Coast Exploration and Production Area, loves children. And so does Mrs. Craig, on whom the major burden of child care has naturally fallen. She has sent so many of her "children" to the local grade and high schools—and has maintained such active interest in their schooling—that she has been awarded a lifetime mem-

bership in the Meiners Oaks Parent-Teachers Association.

The procession of foster children in the Craig home began in 1939, a little more than a dozen years after Al began working for Shell as a Tool Dresser in the California oil fields. The four Craig daughters, Joyce, Faye, Estelle and Patricia, were either away at jobs of their own or at college (all are now married with homes of their own). The house seemed empty without them, so the Craigs decided to open their home to less fortunate children.

Contacting the Ventura County agency that takes care of wards of the court and children from broken homes, the Craigs obtained a state license for their roles as foster parents



Four daughters and 41 foster children have used the swings, but neighborhood children are welcome, too. At left, Al watches Jamis McNiven and Tommy McCauley swing Cathy McCauley. Tommy and Cathy are the children of J. D. McCauley, a neighbor and Shell employee in the Ventura Field.

—which meant that a state inspector certified them as responsible adults with adequate facilities for child care. They were to receive some compensation from county, state and federal agencies for caring for the children, but these payments are so small that being foster parents is a labor of love rather than one of profit. The payments stop when a child reaches 16 or is out of high school.

The first child to arrive was a five-year-old girl. She stayed with the Craigs about 4½ years and is now a secretary in Seattle, Washington. Other children followed and, leafing through a thick scrapbook of snapshots of birthday parties, graduations and weddings, Mrs. Craig recalls that an average of four or five children have been in their home ever since.

Many of the children eventually returned to their own homes, because their parents were reconciled, remarried or otherwise again became able to care for them. The ones who went back to their own parents or were legally adopted by other families were not encouraged to keep in touch with

the Craigs.

“We feel the loyalty of these children should not be divided,” says Al.

But the other children grew to know and love the Craigs as their own mother and father—as their many letters and greeting cards will attest. Mrs. Craig, who still keeps their grade school report cards, carries on a voluminous correspondence with them in such places as Michigan, Mississippi, New York, Washington, Germany, and many California localities. Two of the boys are now in the Air Force; another is in the Navy. Several served in the armed forces during World War II and in the Korean conflict. In fact, some of their wives lived with the Craigs while they were overseas.

A brother and sister are now living with “Mom” and “Pop” Craig. They are Dennis,

14, and Roberta Franklin, 19. Dennis was barely more than a year old when he arrived, and was the youngest ever to be taken into the Craig home. Roberta, a high school senior is an accomplished cook and dressmaker and plans to be a home economics teacher. Two other Franklin sisters and a brother preceded Dennis and Roberta at the Craig home. The sisters, Margie and Beverly, are married. Lonnie Franklin is a staff sergeant in the Air Force. Mr. Craig helped set the stage for his Air Force career. He financed flying lessons for Lonnie when he was in high school.

Now that Al has retired from Shell, he and Mrs. Craig will eventually retire from active duty as foster parents. When Dennis and Roberta have both finished high school, the Craigs want to travel. In fact, they are already planning for their second retirement by scheduling a trip through several states this summer with a trailer attached to their car.



Mrs. Craig keeps a thick scrapbook filled with birthday, graduation and wedding pictures of the Craig's many “children.” Most are now grown and married, but still correspond with her.



E. J. GRIFFIN



S. GOLDIN



P. G. DREW



C. S. GARVIN



N. H. MILES



F. H. STAUB



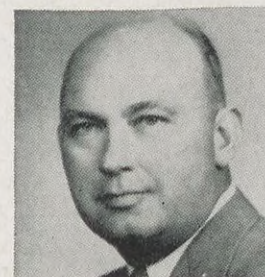
A. P. HYNES



R. B. LEWIS



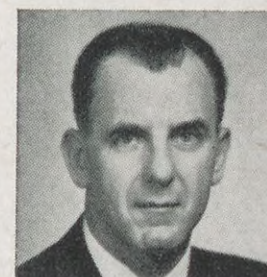
C. L. TOWERS, JR.



F. W. SPOONER



B. M. HYNES



G. S. MAXSON

Shell Oil Company

Marketing

Personnel Changes

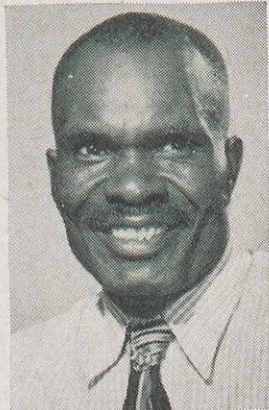
THE following personnel changes have been announced in Shell Oil Company's Marketing Organization:

Name	Former Position	New Position
E. J. Griffin	Assistant to Vice President Marketing, Head Office	Assistant Sales Manager West Coast
S. Goldin	Asphalt Manager Head Office	Assistant to Vice President Marketing, Head Office
P. G. Drew	Sales Manager Boston Division	Assistant Sales Manager Head Office
C. S. Garvin	Retail Manager West Coast	Assistant Sales Manager West Coast
N. H. Miles	Assistant Sales Manager Head Office	Assistant Sales Manager Midwest
F. H. Staub	Sales Manager St. Louis Division	Assistant Sales Manager East Coast
R. B. Lewis	Asphalt Manager Atlanta Division	Asphalt Manager Head Office
B. M. Hynes	Sales Manager Indianapolis Division	Retail Manager West Coast
A. P. Hynes	Personnel Manager San Francisco Division	Sales Manager Boston Division
C. L. Towers, Jr.	District Manager Hartford District	Sales Manager Indianapolis Division
G. S. Maxson	Sales Manager Sacramento Division	Sales Manager St. Louis Division
F. W. Spooner	District Manager Akron District	Sales Manager Sacramento Division

They Have Retired



R. R. BACON
Head Office
Manufacturing



S. CANNON
Atlanta Div.
Operations



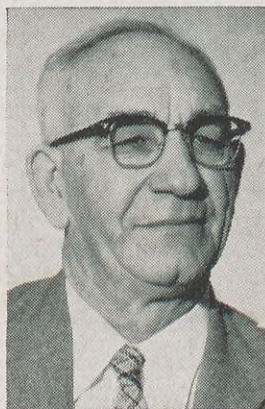
L. S. COLE
Portland Div.
Operations



O. D. DEES
Tulsa Area
Production



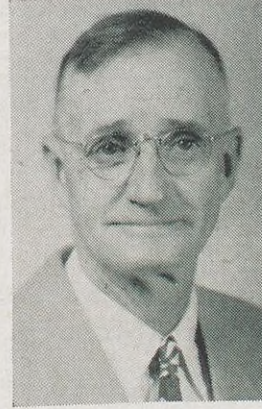
J. W. DOMERMUTH
Albany Div.
Operations



J. V. EAQUINTO
Wilmington Refy.
Engineering



S. F. GRAY
Pacific Coast Area
Production



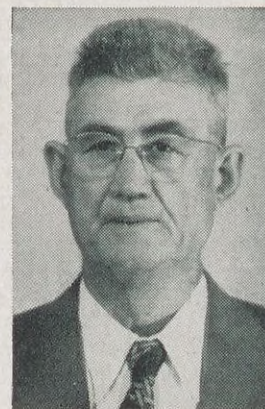
S. H. KENNEDY
Tulsa Area
Production



A. LUSK
Pacific Coast Area
Production



I. W. MILLER
Martinez Refy.
Engineering



W. F. PACK
Shell Pipe Line Corp.
Mid-Continent Area



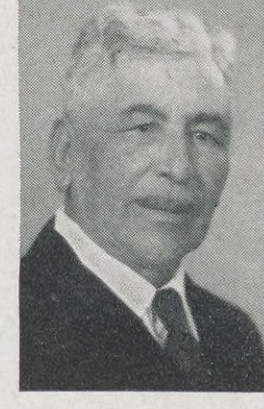
W. W. PANSANO
New Orleans Area
Production



E. RICKARDS
Portland Div.
Sales



R. B. RUYLE
Minneapolis Div.
Sales



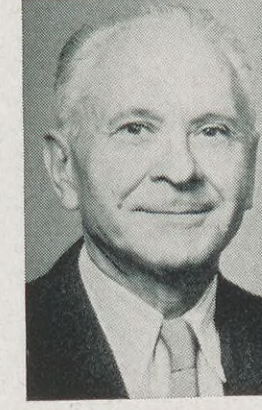
E. G. SAMARRIPA
Houston Refy.
Engineering



H. J. SMITH
Wood River Refy.
Engineering



C. H. TAYLOR
Portland Div.
Operations



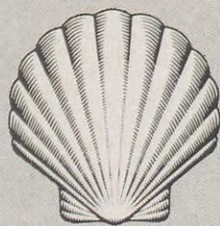
F. W. WARSINSKY
Shell Development Co.
Houston



G. E. YEO
Portland Div.
Treasury



C. A. YOUNG
Wilmington Refy.
Engineering



SHELL COAST TO COAST

Celluloid Cupid

LOVE stories are expected to have happy endings. But it's not often that Shell helps out by playing the role of Cupid.

It happened recently when a "celluloid romance," originally arranged as a scene in a Shell motion picture, blossomed into the real thing. And the two young "actors," Carl J. Bender, 24, an employee at the Wilmington Refinery, and Anna Louise Peterson, 20, formerly a Refinery employee, are now happily married.

It all came about like this:

Last summer, the script for a Shell-produced film, built around the city of Anacortes, Washington, and the Company's new refinery there, called for a boy-meets-girl sequence. E. J. Greene, Jr., of Shell's Head Office Visual Aids Division, directing the filming of "Place of Promise," visited Wilmington in search of a typical young couple. His selections were Carl and Anna. Up until that time, they had never met, although, as they

Below, Carl and Anna Louise re-stage the scene they played in Shell's film, "Place of Promise," when they met the first time.



Above, Carl and Anna Louise cut wedding cake at the reception which followed their wedding. They had not known one another until they were chosen to be in Shell's film.

soon discovered, they had mutual friends and had even attended the same church in Long Beach, California.

Carl, an Army veteran and the youngest in a family of nine, had joined the Company only the previous March. Anna had joined Shell a few days after Carl.

For the film sequence, they posed as two young people on a date. This was on a Monday in June. Talking, they learned that both were fond of dancing. So on Saturday, they had a dancing date at the Hollywood Palladium. Other dates followed.

On Labor Day Carl proposed, and the setting—a parked automobile was, coincidentally, much like that used in the Shell film. On May 12, of this year, Anna Louise left her job with Shell, and two days later she and Carl were married at St. Anthony's Church in Long Beach. Anthony M. Perez in the Distilling Department of the Wilmington Refinery, was best man.

High among Carl's plans for the future is to attend night classes at the University of Southern California and thus complete the final two years' work toward a college degree.



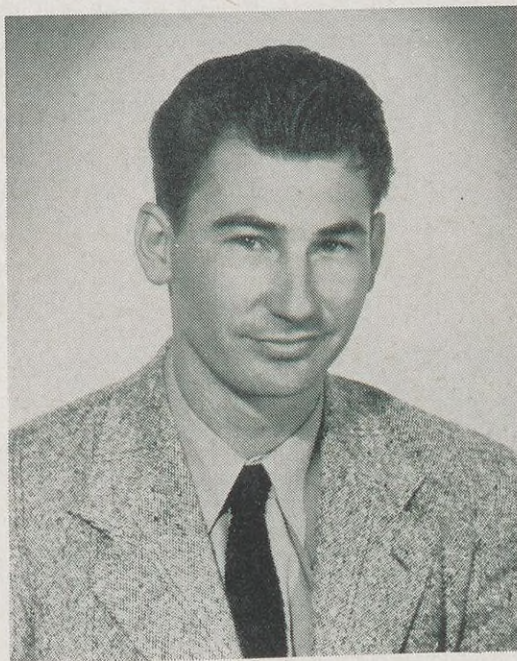
As Chairman of the Midland County Chapter of the National Foundation for Infantile Paralysis, E. L. Gardner, above, Analyst in the Land Department of Shell's Midland E. & P. Area, directed local distribution of the new Salk vaccine. Its development was doubly meaningful to Gardner whose daughter Glynda, 5, shown with him, contracted polio three years ago.



For the third straight year, J. P. Ingrassia, Analyst in Shell's Head Office Traffic Department, above, shared the National AAU senior four-wall doubles handball championship in the recent tournament at Yale. He and his partner, representing the New York Athletic Club, were the first to take three championships in a row.



U. S. Army and Air Force personnel from Fort Carson, Colorado, above, heard Ralph Berry of the Denver Exploration and Production Area's Reproduction Section describe the Area's silk screen process for coloring maps.



The impact that certain atomic by-products are having on oil research was discussed by Chemist V. P. Guinn of the Chemical Physics Department, Shell Development Company's Emeryville Research Center, left, at a San Francisco conference entitled, "Atomic Energy—the New Industrial Frontier." The conference was sponsored jointly by the Stanford Research Institute and Atomic Industrial Forum Inc. Guinn was among the conference speakers, including a score of widely known authorities on atomic energy, who were asked to summarize their papers for a recorded Voice of America broadcast. His paper was entitled, "Radioisotopes in Petroleum and Petrochemical Research."

The original painting used in a recent Shell national magazine advertisement, featuring Bell Aircraft Corporation's X1-A supersonic plane, was presented to Lawrence D. Bell, Bell's President, below, second from left, by C. A. Foster, Jr., Shell's Albany Marketing Division Manager, right. Looking on were W. F. Murphy, Head Office Advertising Department; G. W. Hart, Albany Division Sales Manager, and E. L. Markle, Albany Division Industrial Representative in Buffalo, New York.



Mansion Magic

THE name John Muir is indelibly written in the history of the West. A world-famed naturalist, he lived during his later years in a 16-room mansion near Martinez, California. And the conservation documents he wrote there were to have a marked influence on the Federal Government's policy of setting aside national parks.

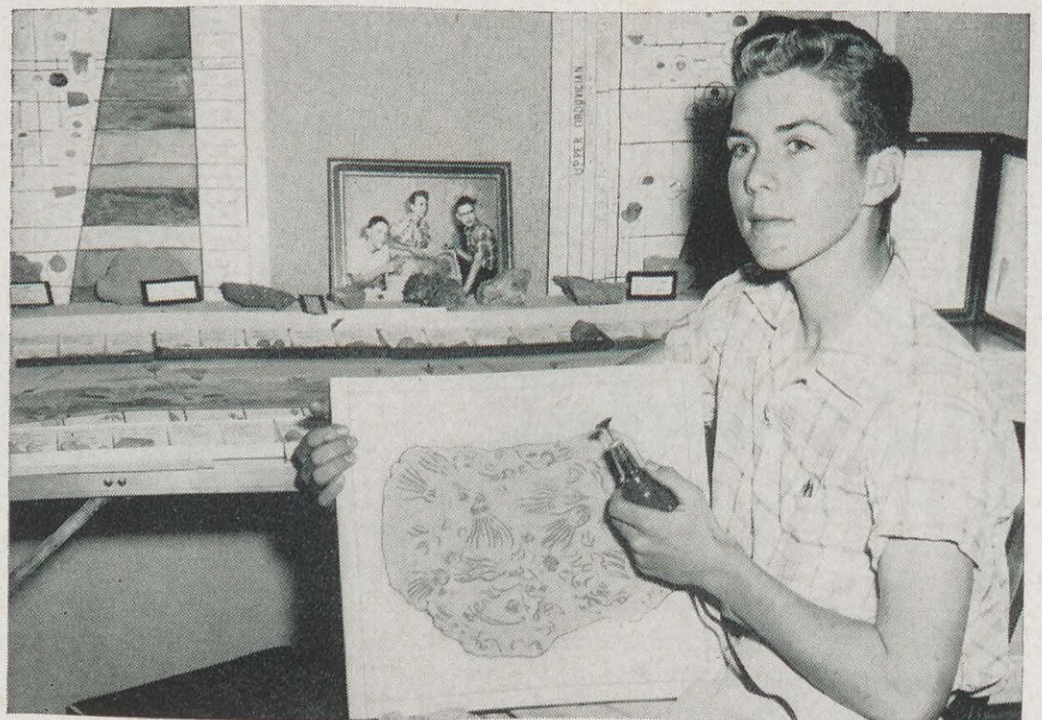
Not long ago, the 74-year-old historic Muir estate, with its innumerable flower gardens and varieties of trees, became the possession of Henry Sax, Shop Supervisor at Shell's Martinez

Refinery, and Mrs. Sax (photo at right). Henry, who has been with Shell for 27 years, will take long experience as a handicraft hobbyist to the job of restoring the rundown estate. Mrs. Sax is an experienced interior decorator. Working together, they expect the task to take as many as ten years. They expect to turn one part of the mansion into a public museum, exhibiting the many Muir maps, books, documents and historic pieces which various collectors have offered to loan them for this purpose.



The secretary and one of 20 charter members of the Road Knights of Illinois, a group supporting safe, sane and legal driving on the highways, is Richard Martin, left, of the Wood River Refinery's Mailing and Filing Section. Composed of young men in the Bethalto, Illinois, vicinity, the Road Knights are pledged to help any motorist in distress at any time or place. At their semi-weekly meetings, they hold automobile economy runs, safety checks and driving ability tests, but their prime purpose is to promote driver courtesy and responsibility on the highways.

A fossil display depicting life in Cincinnati 400 million years ago won top honors for Randy Scott, 14, right, in exhibitions sponsored by the Ohio Academy of Science. A ninth grader and member of the Dry Dredgers, a group of amateur geologists meeting at the University of Cincinnati, he is the son of W. A. Scott, Sales Supervisor in Shell Oil Company's Cincinnati Marketing District. Featured in Randy's display was an extremely rare slab of crinoids, or tiny ancient sea animals, which he found. The director of Cincinnati's Museum of Natural History termed the slab "the most important paleontological discovery ever made in the Cincinnati area." Ohio State University will borrow it for an exhibit this fall.





Service Birthdays

Thirty-Five Years



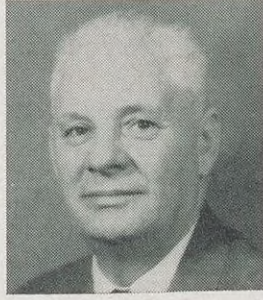
O. C. GENT
Wood River Refy.
Catalytic Cracking



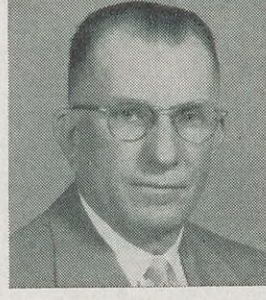
A. E. HACKER
Tulsa Area
Production



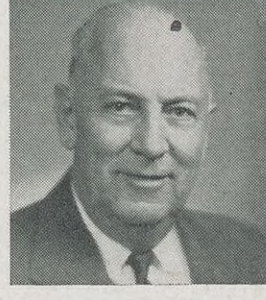
L. C. OUBRE
Norco Refy.
Marine Shipping



H. E. RETHORN
Wood River Refy.
Utilities



C. H. STEINER
Wood River Refy.
Engineering



B. F. WHAYMAN
Tulsa Area
Gas

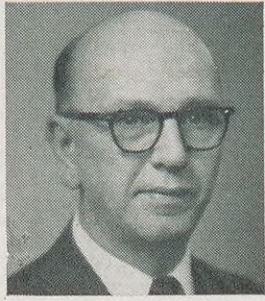
Thirty Years



M. C. BARTHOLOMEW
San Francisco Div.
Operations



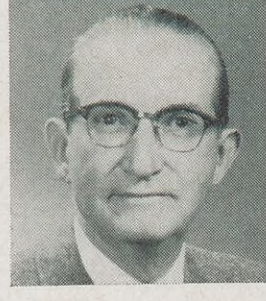
F. M. BELL
Sacramento Div.
Operations



T. J. BURKE
Head Office
Purchasing-Stores



H. I. CHAMBERLAIN
Wood River Refy.
Engineering



R. H. COWAN
Indianapolis Div.
Operations



F. C. CUTTING
Head Office
Economic Development



H. O. DONOHO
Shell Pipe Line Corp.
Mid-Continent Area



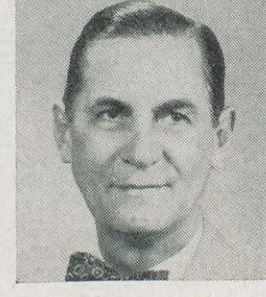
F. E. FEASTER
Martinez Refy.
Cracking



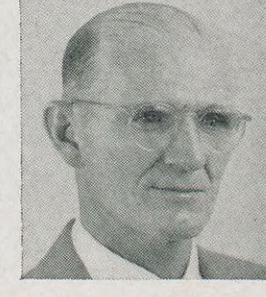
S. E. GEHRKE
Wood River Refy.
Stores



L. R. GRAY
Martinez Refy.
Technological



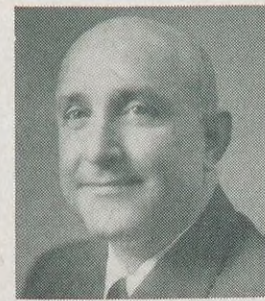
B. A. GWYNN
Indianapolis Div.
Sales



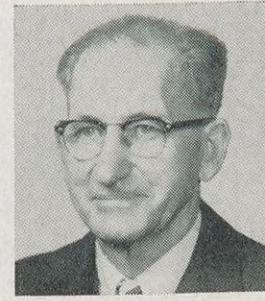
T. A. HOTARD
Norco Refy.
Engineering



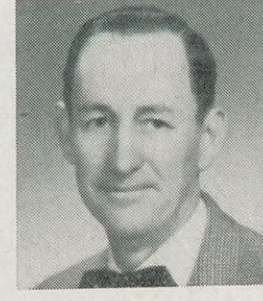
J. G. JORDAN
Head Office
Vice Pres.—Marketing



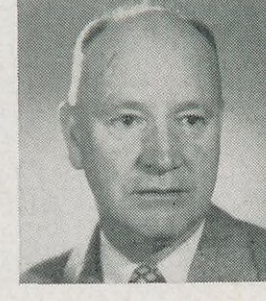
R. D. KIZER
Atlanta Div.
Manager



I. L. LACEY
Tulsa Area
Production



J. E. LEEVERS
Shell Chemical Corp.
Dominguez Plant



D. W. MARSHALL
San Francisco Office
Transp. & Supplies



C. J. OUBRE
Norco Refy.
Engineering

Thirty Years (cont'd)



L. A. PEARCE
Pacific Coast Area
Treasury



L. L. ST. PE
Houston Refy.
Dispatching



W. B. SPICER
Wilmington Refy.
Pers. & Indus. Rel.



M. A. TEACHOUT
Wood River Refy.
Treasury



J. H. WHITE
Head Office
Vice Pres.—Finance



M. WILLIAMS
Wood River Refy.
Distilling

Twenty-Five Years



G. H. ARNEAL
Shell Chemical Corp.
Torrance Plant



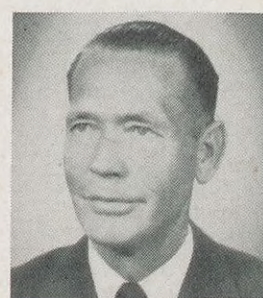
A. B. BAKALAR
Shell Development Co.
Dir.—Patent Div.



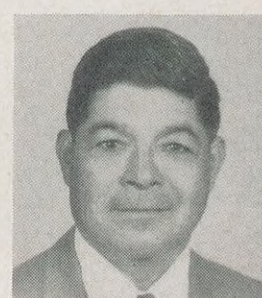
M. A. BARRICK
Shell Pipe Line Corp.
Mid-Continent Area



H. G. BROWN
Midland Area
Production



L. BURKHART
Shell Pipe Line Corp.
West Texas Area



A. B. CALDERON
Martinez Refy.
Engineering



F. H. COLBURN
Shell Chemical Corp.
Martinez Plant



S. J. COOK
Albany Div.
Operations



R. E. CORBETT
Wilmington Refy.
Alkylation



J. H. DALTON
Sewaren Plant
Terminal



J. Z. DUNCAN
Tulsa Area
Production



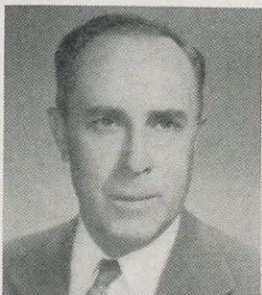
J. A. EMBERY
Pacific Coast Area
Pipe Line



B. D. FAIRCHILD
Shell Pipe Line Corp.
Texas-Gulf Area



E. T. GERHART
Head Office
Economic Development



C. B. GOODMAN
Sewaren Plant
Manager



W. C. HANSON
Martinez Refy.
Distilling



D. T. HARNEY
Wilmington Refy.
Control Laboratory



J. S. HARRIS
Head Office
Marketing



J. C. HAVLICEK
Head Office
Marketing



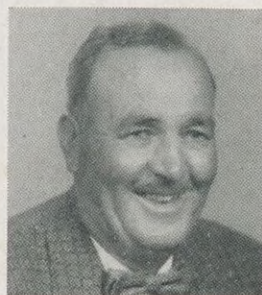
H. L. HEGMANN
Wood River Refy.
Gas



J. O. HILLIARD
New Orleans Area
Gas



C. E. HOBLEY
Head Office
Expl. & Prod.



M. D. HOWES
Pacific Coast Area
Production



T. H. HUGHES
Baltimore
Marketing



R. B. JONES
Pacific Coast Area
Production



J. M. LAUGHLIN
New Orleans Area
Production

Twenty-Five Years (cont'd)



H. J. LEAMY
Wood River Refy.
Lubricating Oils



C. F. McCAFFERTY
Cleveland Div.
Real Estate



W. J. MULCAHY
Pacific Coast Area
Production



J. F. NAUMAN
San Francisco Div.
Sales



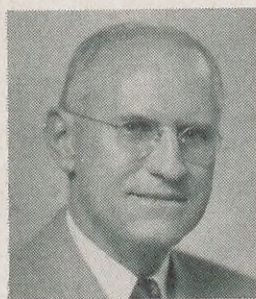
J. A. PARKER
Shell Chemical Corp.
Head Office



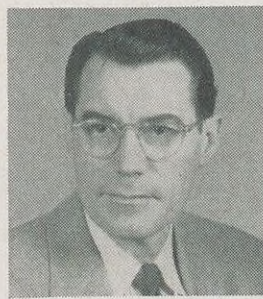
L. M. PETERS
Shell Development Co.
Emeryville



C. A. REHBEIN
Anacortes Refy.
Administration



E. S. ROBB
Shell Chemical Corp.
Head Office



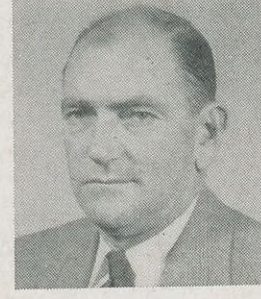
H. N. SCHWAAB
Wood River Refy.
Utilities



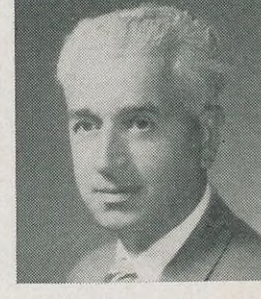
T. H. SEXTON
Wood River Refy.
Utilities



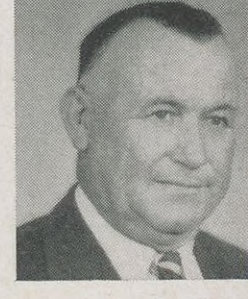
H. D. SOLSBERY
Shell Pipe Line Corp.
Mid-Continent Area



C. L. STOLTZ
Tulsa Area
Production



C. THOMAS
San Francisco Div.
Operations



E. B. WARD
Shell Chemical Corp.
Martinez Plant

SHELL OIL COMPANY

Head Office

20 Years

R. R. Zundel.....Purchasing-Stores

15 Years

O. W. Carlson.....Financial

10 Years

Lauretta M. P. Donovan.....Manufacturing
H. R. Hammerman.....Marketing
Dorothy B. Schnetzer.....Financial
Pegge T. Wade.....Public Relations

San Francisco Office

20 Years

M. W. Compton.....Marketing
J. M. Plantfeber.....Manufacturing

10 Years

Lucille Curry.....Financial

Exploration and Production

CALGARY AREA

10 Years

P. A. Beauchemin.....Production
R. A. Brown.....Exploration
D. Hathaway.....Exploration
W. Renschler.....Production
R. F. Story.....Exploration

HOUSTON AREA

20 Years

W. W. Parker, Jr.....Production
L. E. Sharp.....Production

15 Years

B. W. Anderson.....Exploration

10 Years

J. C. Choyce.....Treasury
G. W. Dabney.....Production
S. A. Duke.....Production
J. W. Gore.....Gas
H. G. Leeper.....Treasury
B. A. Mason.....Automotive
R. D. Young.....Legal

MIDLAND AREA

20 Years

D. L. Bell.....Exploration
B. C. Brown.....Production

10 Years

T. R. Brown.....Production
R. H. Duggins.....Production
M. B. Earp.....Production
H. G. Starling.....Production

NEW ORLEANS AREA

20 Years

I. W. Corbello.....Production
I. R. Hall.....Land
E. Trahan.....Production

15 Years

S. Ellender.....Production
T. F. Ward.....Production

10 Years

I. D. Calk.....Production
A. P. Hebert.....Production
E. L. Hebert.....Production

PACIFIC COAST AREA

20 Years

W. Galheber.....Production
J. L. Graves.....Production
A. M. Johnson.....Exploitation

10 Years

W. C. Dial.....Gas
P. N. Huskey.....Production
L. Keeter.....Production
E. W. Koeder.....Production
R. L. Luper.....Exploration
O. M. McClellan.....Purchasing-Stores
W. E. Mellen.....Land
C. V. Ramsey.....Production

TULSA AREA

20 Years

E. E. Beshear.....Production
L. L. Bowman.....Production
L. H. Hart.....Production
W. C. Martin.....Production
A. T. Osborn.....Production

15 Years

G. E. Ballard.....Production

10 Years

C. L. Millican.....Production
E. A. Milz.....Production

Manufacturing

HOUSTON REFINERY

20 Years

U. G. Atkinson.....Engineering
H. M. Baines.....Engineering
W. A. Baker.....Pers. & Indus. Rel.
J. V. Campo.....Engineering
W. E. Felcher.....Lubricating Oils
J. M. Hatcher.....Dispatching
J. M. Long.....Lubricating Oils
J. B. Masterson.....Engineering
J. V. Newsom.....Engineering
W. A. Phillips.....Distilling
J. L. Schumacher.....Engineering
C. M. Sharpe.....Engineering
J. R. Wacey.....Engineering
G. F. Wendel.....Thermal Cracking
A. L. Williams.....Lubricating Oils

15 Years

R. P. Ermis.....Engineering
J. D. Harness.....Lubricating Oils

10 Years

J. F. Hays.....Engineering
J. W. Lemmond.....Engineering
C. O. Loyd.....Lubricating Oils
M. I. Underwood.....Lubricating Oils

MARTINEZ REFINERY

20 Years

J. J. Esani.....Engineering
H. J. Muller.....Engineering

10 Years

N. Mehlhaff.....Engineering
R. F. Warren.....Engineering

NORCO REFINERY

20 Years

A. J. Ayme.....Engineering

15 Years

E. J. Guidry.....Engineering

10 Years

W. M. Dufresne.....Gas
J. Marse, Sr.....Distilling
L. J. Stein.....Dispatching

WILMINGTON REFINERY

20 Years

P. R. Brierley.....Alkylation
H. W. Hartman.....Control Laboratory
L. C. Marsh.....Alkylation
C. G. Petersen.....Dispatching
C. S. Wane.....Control Laboratory

10 Years

J. Keppler.....Thermal Cracking
R. J. Miller.....Effluent Control and Utilities
W. A. Minor.....Engineering
P. J. Molsen.....Effluent Control and Utilities
C. B. Sedwick.....Engineering
C. L. Swenson.....Control Laboratory
E. G. Williams.....Dispatching

WOOD RIVER REFINERY

20 Years

D. F. Bauer.....Engineering
J. G. Fisher.....Engineering
R. O. Gooch.....Distilling
C. Johnson.....Engineering
G. W. Richmond.....Lubricating Oils
M. A. Sullivan.....Thermal Cracking
C. E. Welch.....Control Laboratory

15 Years

H. D. Burnham.....Research Laboratory
K. I. Harpole.....Engineering
H. M. Smith.....Engineering
L. R. Starkey.....Control Laboratory
W. A. Wills.....Engineering

10 Years

V. S. Cline.....Treasury
R. C. DeRoy.....Engineering
D. A. Moehle.....Control Laboratory
J. E. M. Olds.....Compounding
L. E. Tittsworth.....Engineering

Marketing

MARKETING DIVISIONS

20 Years

J. J. Simon.....Albany, Operations
L. W. Fickett.....Boston, Operations
A. J. Fisette.....Boston, Operations
I. D. Schustek.....Chicago, Sales
C. L. Sanford.....Detroit, Operations
D. E. Scanlan.....Indianapolis, Treasury
T. M. Davis.....Los Angeles, Operations
R. A. Dubroca.....New Orleans, Sales
C. A. Hancock.....Portland, Operations
J. H. Arthur.....San Francisco, Operations
E. A. Banner.....Seattle, Operations
L. D. Prosser.....Seattle, Operations

15 Years

G. M. Crawford, Jr.....Atlanta, Sales
J. L. Schlegel.....Chicago, Operations
M. S. Templeman.....Chicago, Treasury
J. G. McGuire.....Cleveland, Operations
T. Manabe.....Honolulu, Operations
M. A. Flaherty.....Los Angeles, Operations
D. M. Hood.....Los Angeles, Marketing Service
H. R. Parker.....Los Angeles, Sales
K. H. Williams.....Los Angeles, Operations

10 Years

F. S. Jenkins.....Atlanta, Treasury
J. A. Renaker.....Atlanta, Sales
M. J. Broughton.....Baltimore, Operations
C. E. Silvers.....Baltimore, Sales
R. P. Wood.....Chicago, Operations
R. E. Cammann.....Cleveland, Operations
D. Feahr.....Cleveland, Operations
R. F. Kann.....Detroit, Operations
A. E. Bryant, Jr.....Indianapolis, Operations
J. Bass.....New Orleans, Operations
R. F. Shirley.....New Orleans, Operations
B. W. Beckman.....New York, Sales
M. J. McNiel.....New York, Operations
R. W. Wilkes.....New York, Operations
M. M. Shoup.....Sacramento, Operations
H. G. Serati.....St. Louis, Operations

SEWAREN PLANT

15 Years

E. J. Hendlowitch.....Depot

10 Years

J. M. Bobek.....Compound
J. R. Krewinkel.....Engineering & Maintenance
A. Olah.....Engineering & Maintenance

Products Pipe Line

20 Years

H. N. Chase.....Clinton, Illinois

10 Years

E. D. Ginn.....Chattanooga, Tenn.

SHELL CHEMICAL CORPORATION

20 Years

F. P. Bates.....Houston
E. J. Galle.....Houston
W. B. Golger.....Houston
R. M. Hodgson.....Houston
V. M. Stark.....Houston
B. O. Blackburn.....Synthetic Rubber
Sales Division

10 Years

E. M. Thomsen.....Head Office
S. Q. Gentry.....Houston
N. L. Kaufman.....Houston
H. W. Morey.....Houston
J. A. Perry.....Houston
J. C. Tullos.....Houston
R. W. Ward.....Houston
A. D. Peterson.....Martinez

SHELL DEVELOPMENT COMPANY

20 Years

W. V. Medlin.....Emeryville
R. I. Thomas.....Emeryville
E. B. Wist.....Emeryville

15 Years

C. O. Carlson.....Emeryville
J. T. Koot.....Emeryville

10 Years

Marie U. Casey.....Emeryville
R. O. Davey.....Emeryville
J. A. Felder.....Emeryville
L. B. Skinner.....Emeryville
Virginia R. Stollings.....Emeryville
A. C. Wurzbach.....Emeryville
C. J. Prien.....Houston

SHELL PIPE LINE CORPORATION

20 Years

R. J. Evans.....West Texas Area
R. M. McPherson.....Texas-Gulf Area
G. L. Morris.....West Texas Area
T. Sanders.....Texas-Gulf Area
M. J. Williams.....Head Office

15 Years

J. L. Coker.....West Texas Area
H. L. Hock.....West Texas Area
C. W. Hudgins.....Bayou System
N. F. Schreiner.....Head Office
P. Smith.....Texas-Gulf Area

10 Years

H. Baker.....Mid-Continent Area
O. L. Jenkins.....West Texas Area

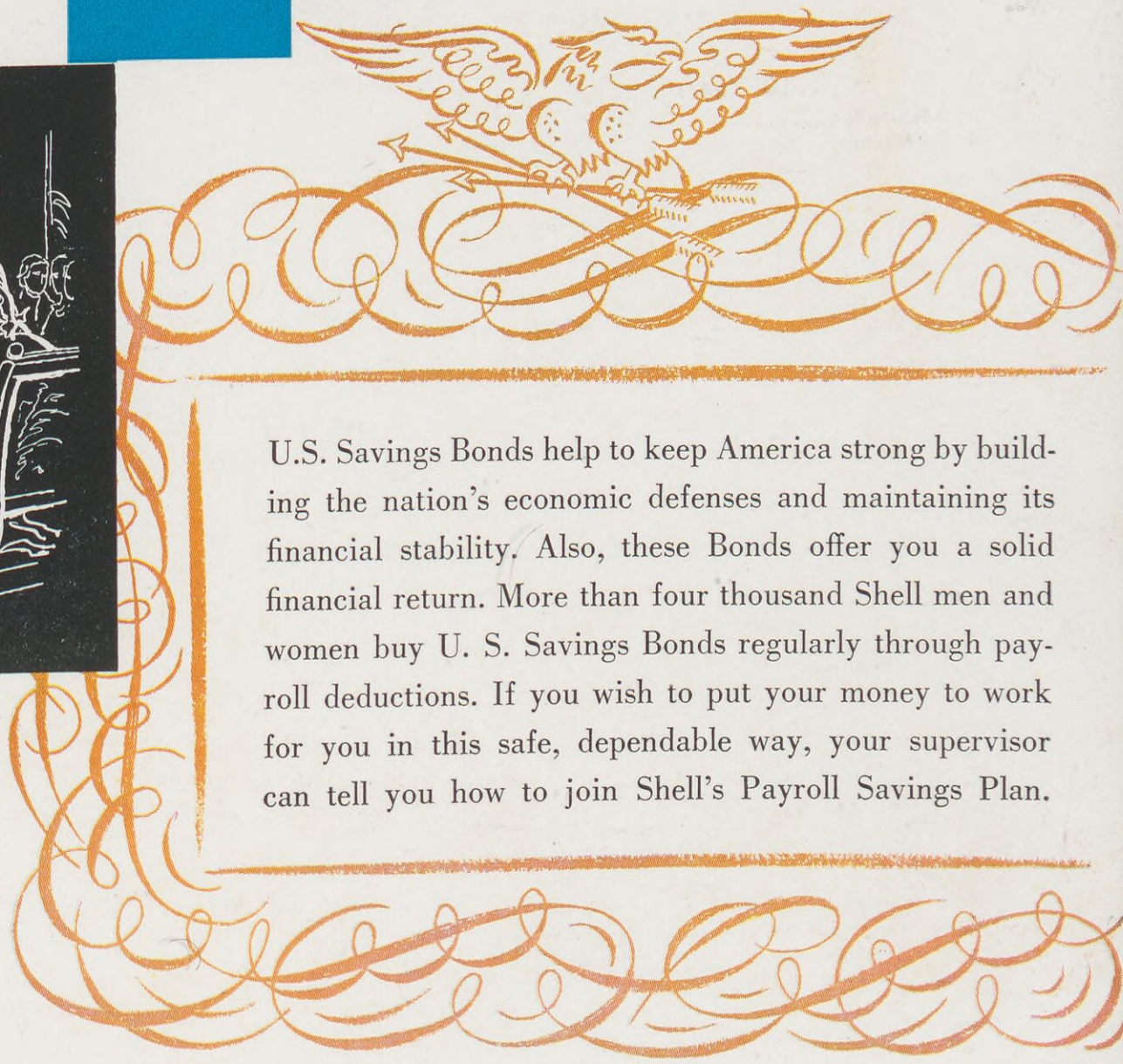
matters of
fact



Put your money to work

FOR AMERICA

... FOR YOU



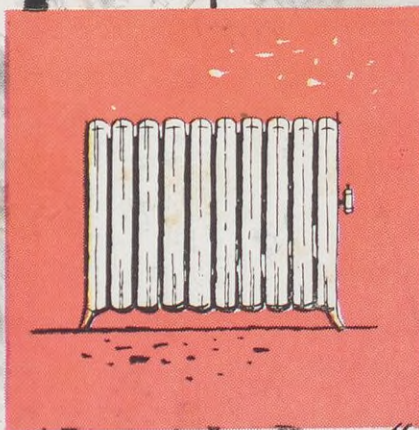
U.S. Savings Bonds help to keep America strong by building the nation's economic defenses and maintaining its financial stability. Also, these Bonds offer you a solid financial return. More than four thousand Shell men and women buy U. S. Savings Bonds regularly through payroll deductions. If you wish to put your money to work for you in this safe, dependable way, your supervisor can tell you how to join Shell's Payroll Savings Plan.

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

J. B. Bradshaw
4710 Bell
Houston, Texas

SCC

Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
New York, N. Y.
Permit No. 1101



LPG



LIQUEFIED PETROLEUM GAS, commonly called LPG, is just what the name implies—a gas kept in liquid state through storage under pressure. Among the fastest growing segments of the oil industry, LPG production and sales have more than tripled in the last 10 years, rising to more than five billion gallons in 1954. LPG is an efficient heating and cooking fuel in thousands of homes located beyond natural gas mains. Tractor, bus, truck and taxi fleet operators are using increasing quantities as engine fuels. Many industries use LPG as fuel because of the clean, even heat it provides. Still others use it as a raw material in chemical and synthetic rubber manufacture.

Shell produces a substantial percentage of the LPG used in the homes and industries of the nation. It is recovered from crude oil at Shell's five refineries, and is produced from natural gas at 20 gas processing plants located in Arkansas, California, Louisiana, Oklahoma and Texas.