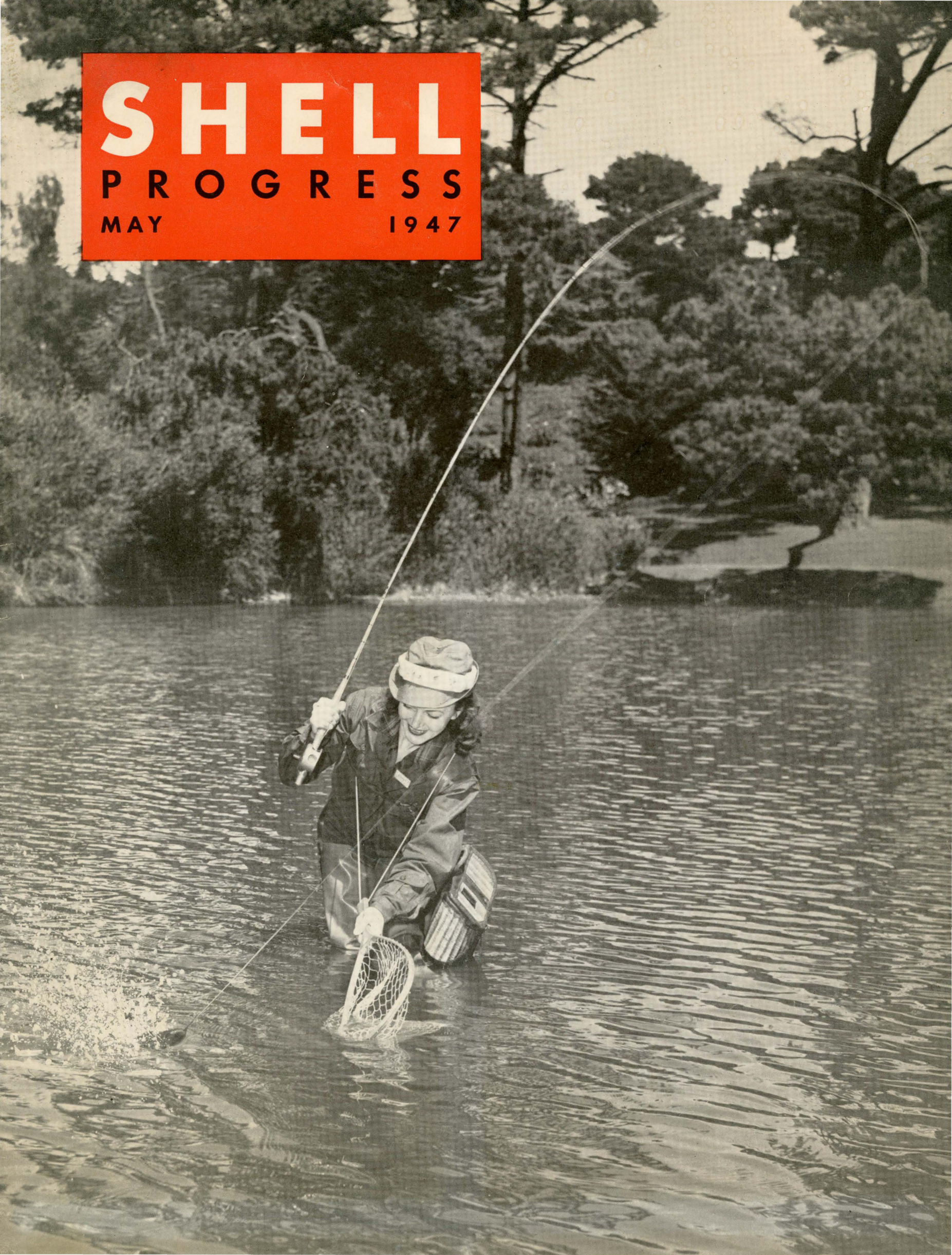


SHELL
PROGRESS
MAY 1947



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LOOK IN YOUR MAILBOX!

SHELL PROGRESS is now mailed direct to the residence addresses of Shell dealers (and "C" station managers) in practically all areas. This new system, effective with the April issue, has several advantages, such as prompt delivery and improved readership in the relaxing surroundings of "home sweet home."

Under this plan, the dealer should take his copy to the station and pass it around for his employees to read. Better yet, he should arrange a get-together with his personnel to discuss articles of particular interest in each issue. In this way, the dealer and his staff will obtain the greatest sales promotional help from the publication.

A SHELL PROGRESS is sent via third class mail, which cannot be forwarded, to insure regular delivery it is requested that all dealers (and "C" station manager) promptly advise their local Shell office of any change of residence address.

The Front Cover

THE "FISHERMAN" on this month's cover symbolizes May-time—the opening of trout season and the period of vacation planning—when the compelling call of the great outdoors can no longer be denied!

You'll be seeing the motorists, who are responding to that call in ever-increasing numbers, at your stations along the highways and byways of the West. And they will be spending an unbelievable sum of money for their automotive needs en route.

Are you prepared for this recurrent mass migration of city dwellers heading for the wide open spaces? Are your stations and restrooms clean and adequately stocked? Are your stations sufficiently manned with neat, courteous, well-trained personnel to render efficient, complete service? In other words, have you put yourselves in a position that will insure your getting your rightful share of this profitable, expanding, transient trade?

It's something to think about, isn't it?

Did You Know...



... that there were ONE HUNDRED THOUSAND accident deaths in the U. S. in 1946? Does it jolt you to learn that the accident has become America's fourth greatest killer?

THESE HARD, COLD STATISTICS are part of a group of startling facts and figures on accidents released by the National Safety Council which we are publicizing here in support of the 1947 Green Cross Fund Drive.

In 1947 that killer again may strike down 100,000 lives—one every 5¼ minutes. Twenty thousand of them will be children. This year 370,000 persons will be maimed for life—due to an accident. Again this year the national cost of accidents will approach SIX BILLION DOLLARS.

Medical science gropes desperately for the cause and cure of the dread death diseases. The tragedy about accidents is that both cause and cure are in your hands. You can stop this killer!

Why doesn't somebody do something about it? Somebody is! That "somebody" is the National Safety Council which is spearheading an aroused nation's determination to stop this appalling accident toll. But it's up to you to become a part of that effort and support that organization's work.

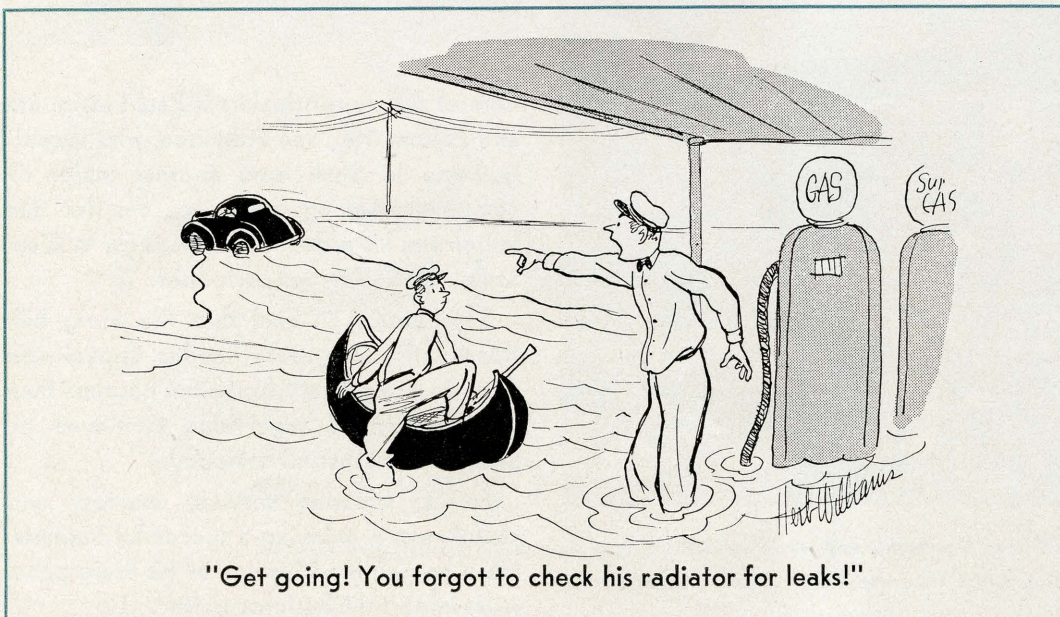
What is the National Safety Council? It is you and your neighbor; it is the big business downtown and the sprawling industry on the waterfront; it is the corner grocer and your child's teacher; it is the motorist who stopped to let you cross the street safely and the police officer who implores you not to jaywalk.

All these have joined in a common pledge and under a new emblem which all America will grow to know with hope—the Green Cross For Safety.

The National Safety Council has fostered the formation of Green Cross chapters in all major American cities. They are non-profit and non-political. They are directed by outstanding business and community leaders. They have one purpose—to make this country a safer place in which to live, work and play.

Your Green Cross chapter is financed entirely by the voluntary contributions of business and individuals in the community. Once a year—during the month of May—it conducts a public campaign to raise its annual operating fund. The chapter's effectiveness depends upon how well you contribute.

Let's all—GIVE TO LIVE LONGER!



Thirty-Three Years Together

THERE WERE no service stations. But there was a gas pump at the curb and an air hose coiled in a wooden box. Gasoline sold for 11c, kerosene for 5c, and octane rating was unheard of. The customer pumped his own gasoline through the one-gallon pump and considered it a great favor if the garageman tested his tires and filled his grease cups.

Yes, that's exactly the way it was in a small midwestern town when two four-



Glenn Wainner and George Harris of Long Beach, California, are successful, satisfied dealers, who cooperate to the fullest extent with Shell's efforts to create new customers and more profits for its dealer organization.

teen-year-old boys, who are now old time Shell Dealers, began working together in a little garage. The year was 1914.

Several years later, a major oil company built the first drive-in service station in that town—Hutchinson, Kansas. Recognizing the ambition and capabilities of these young men, Glenn Wainner and George Harris, this company selected them to operate the new venture.

NEW OLDTIMER

Meet a new Shell dealer who's really not new at all! Herbert C. Weddle joined Shell in 1924 as a roustabout at the Lomita-Redondo field. He soon became a fireman, then a pumper at Signal Hill in Long Beach. He was transferred to Domenguez-Inglewood in 1943.

After twenty-two years, uninterrupted by sickness or accident, Weddle retired but just couldn't stay away from Shell. He's enjoying his retirement by operating his own service station at Compton, California.

Despite the heavy competition, which soon moved in, the boys prospered and eventually leased a station of their own. Later they branched out with a second station.

Meanwhile they had expanded their business to include lubrication, vulcanizing, tires and accessories; had taken special training in these services.

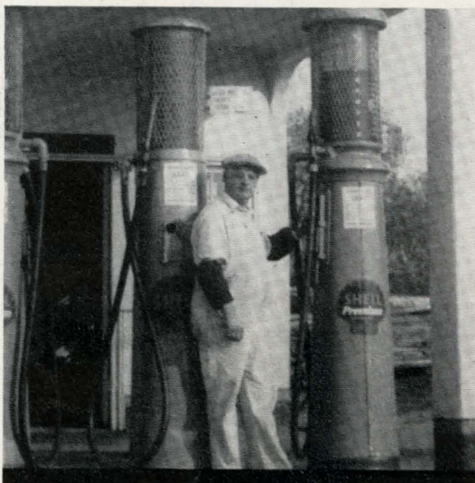
In 1938, they decided to "go west." So, they sold out and relocated in Long Beach, California. Convinced that successful operation required association with a good major oil company, they selected Shell "because of excellent products and Shell's dealer assistance in merchandising."

The proof of the pudding has been a steadily growing, profitable business throughout the past eight years.

They are enthusiastic users of direct mail, both the Shell plan and one of their own device. The latter consists of mailing Shelllubrication postcards to their large file of so-called "dead" lubrication accounts, in addition to regulars. They call these their "Question Mark Cards"—they write in a row of ????? in the place where the speedometer reading normally is entered. This novel method of utilizing the free Shelllubrication postcard has helped them revive better than 50 per cent of the lubrication accounts lost due to wartime rationing.

On the property adjoining the station Wainner and Harris have installed a neat, modern, paved auto park accommodating 40 cars. This is a fine source of new gasoline and Shelllubrication customers.

For Glenn Wainner and George Harris, beginning their ninth year as successful, satisfied Shell dealers, it is a far cry from the days of the curbside pump and the horseless carriage.



No more alfalfa, melons and cattle. Earl Schmidt, left, and Helm finally persuaded their 72-year-old mother to become an aviation enthusiast too. Now, there's a runway and planes—a growing airpark—instead of a farm!

PERSUADED

MOTHER SCHMIDT clung tenaciously to farming—alfalfa, melons, onions, potatoes and thoroughbred cattle, but her elder son, Earl, had other ideas for their 200 acres of fertile farm land.

To begin at the beginning—Earl and his brother, Helm, live on a ranch, near Saugus, California, with their widowed mother. While still in high school the boys were aviation enthusiasts—spent many happy hours building a plane which unfortunately is still in the old barn, unfinished. Enterprising Earl finally took time off from farming to learn to fly with the ambitious thought of converting their ranch into an airport.

It was hard-sledding and took a long time to convince his mother that it was the right thing to do, but she was finally persuaded. Now that the long-hoped-for airpark is actually in operation, Mrs. Schmidt, who is 72, is one of its most enthusiastic boosters and gives the boys her whole-hearted support.

At present they have a 2750 foot runway, 400 feet wide, with a 50 foot oiled strip in the center. Seventeen planes are permanently located on the field. Future plans include a large hangar, steak house, barbecue grounds, swimming pool, overnight accommodations for fliers and lighted runways for night flying.

Schmidt Brothers is the oldest Shell account served out of the San Fernando Sub-Depot. They began buying Shell products for their farm machinery when the company first entered the area. More than satisfied with the products and service, they just naturally wanted the same aviation petroleum products for their 6-S Ranch Airpark.