

SHELL PROGRESS

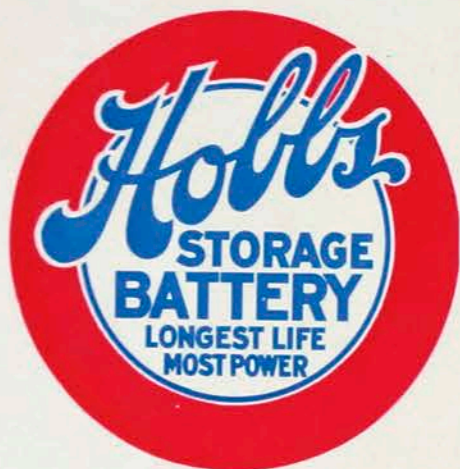


J U N E

35¢

1 9 3 5

USED BY MORE WESTERN INDUSTRIAL FIRMS THAN ANY OTHER BRAND



Constructed for *finger-tip* contact!

Port Orford Separators

of unexcelled quality and performance. Accurate dimensions, durable in acid, lowest in electrical resistance. Processed to maintain greatest possible porosity and freedom from impurities by the

PAYNE MANUFACTURING CO.
of Berkeley, California.

Hard Rubber Cases

Leakproof, sturdy, seamless and tested constantly against all possible defects. Quality design reflects quality construction by

PACIFIC HARD RUBBER CO.
of Los Angeles, California.

Brand New Oxides

exclusively. And only newly refined anti-monial lead enters into HOBBS grids and posts.

Today's cars are designed to unleash power almost instantly. So HOBBS Batteries are equipped with ample reserve power for instant starting—and the dependability that “keeps you rolling.” When you step on the starter of a HOBBS-equipped car, you know that “finger-tip contact” is a fact!

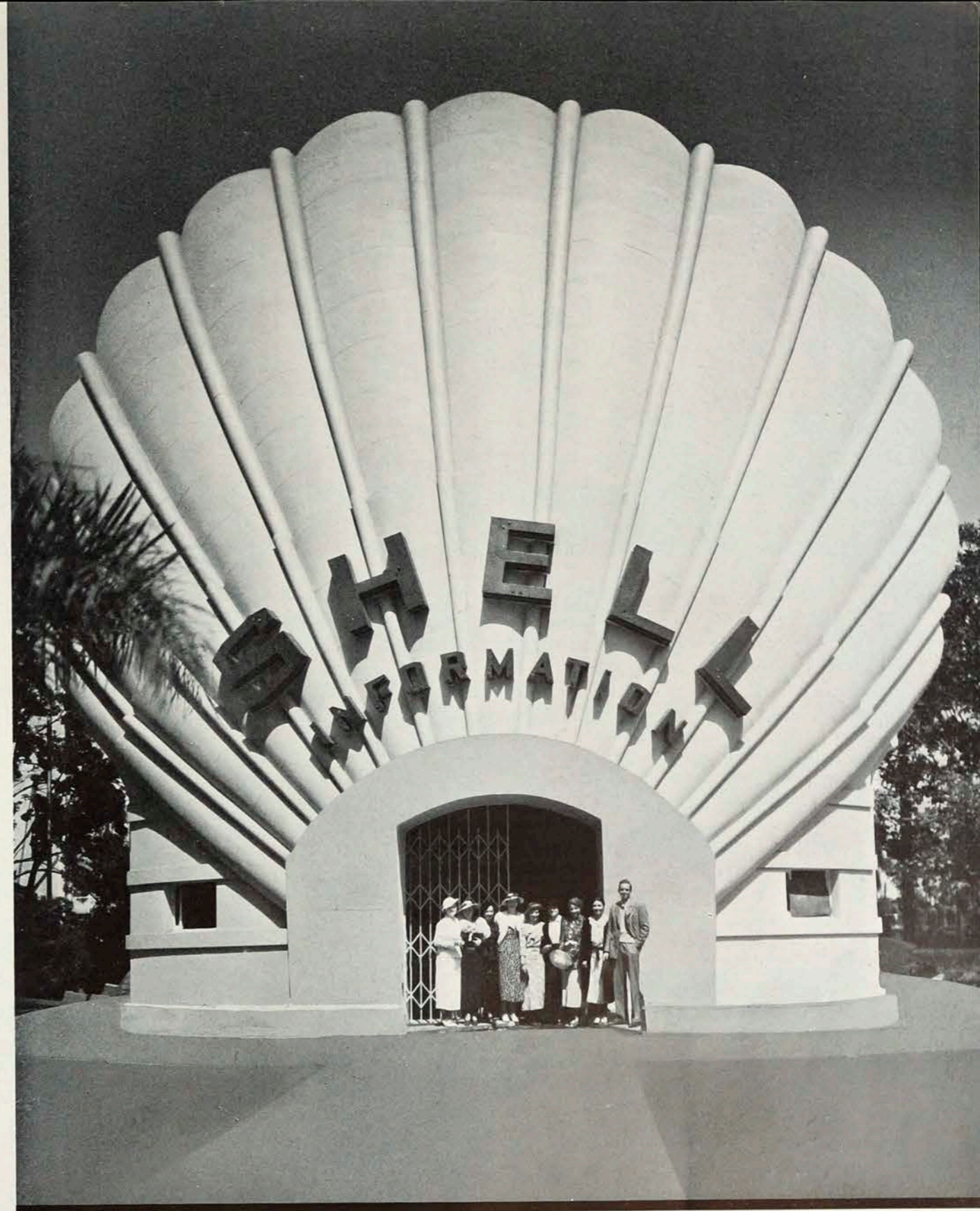
HOBBS BATTERY COMPANY

FACTORIES

SAN FRANCISCO ✓ 1228 Folsom St. LOS ANGELES ✓ 711 E. 14th St.

FACTORY BRANCHES

SACRAMENTO ✓ 1220 C St. SAN DIEGO ✓ 1146 Union St.
PORTLAND ✓ 227 N. W. 10th Ave. FRESNO ✓ ✓ ✓ 1514 H St.
SEATTLE ✓ ✓ ✓ 517 Dexter Ave.



WHERE SHELL GREET'S AMERICA AT SAN DIEGO

The beautiful Shell Building on the grounds of the California Pacific International Exposition ✓ ✓ ✓ ✓ ✓

All Roads Lead to San Diego

And Shell's Exhibit Tells Tourists All About Them

THE CURTAIN IS up—the lights are on—the bands are playing—and America's most colorful show of the year is in full swing—the California International Exposition at San Diego!

Thousands of motor tourists from all over the country are either hurrying to the fair, or arranging to make the trip. Some of them are planning to make San Diego their only objective. Others, perhaps the majority, expect to take in the added fascinations of the Pacific West before returning to their native states.

Shell Oil Company is helping to see to it that the motor tourists who come to San Diego make the Exposition not the end, but the *start* of their voyage of discovery through the West. Thousands of dollars are being spent to make sure that the tourist visitors to the San Diego Exposition not only have the most complete and detailed information about the fair itself but about the entire West. Shell's eye-catching, dominating building at the San Diego Exposition is more than a travel information headquarters—it is travel *stimulation* headquarters. It is going to bring business to Shell station men in every part of the West as well as to those in the immediate vicinity of San Diego.

To get a picture of the way motorists will be encouraged to tour the West imagine yourself a visitor from the Sunset side of the Rockies heading for the Exposition. You're descending on San Diego from the North and motoring to the Exposition grounds along Park Boulevard. As you

drive by, one of Shell's big highway posters catches your eye. It tells you to "Ask Shell—where to go—where to stay—what to see in San Diego." And that suggestion applies both to Shell stations and to Shell information headquarters inside the Exposition's gates.

Nearing the entrance you see something that at first you might take to be a giant yellow fan rising above the trees. Drawing closer you see that it's a gigantic metal Shell, towering fifty feet into the air. You know in an instant that it's Shell's main exhibit building—an unmistakable landmark that says "Shell" to every Exposition visitor.

You park your car and go onto the Exposition grounds. A short walk and you are at the door to the main Shell building—a large entrance, though



One of the two "baby" Shell Buildings on the Exposition grounds

Shipping the huge animated wall map from the Shell Building, San Francisco, to the Shell Building on the Exposition Grounds. Note the intricate maze of wires on the reverse side. These regulate the flow of lights marking the flow of principal highways of the West. (See story)

Shell Progress

Like an enormous sea-shell, the Shell building looms above the dark green of trees and shrubbery. This view shows you how the graceful structure looks to a visitor who approaches from the rear. The front-piece of this issue shows the front view

The attractive hostesses who will preside over Shell's exhibits headed by Miss Zelia Zigler (fourth from the right) of the Shell Touring Service



it appears small with the graceful lines of the building rising above it. You step inside and the effect is startling. You are in a great cave-like room 38 feet wide, twenty feet deep and 28 feet high. Opposite and above you a great map of the West curves around the entire length of the back wall. Highways are marked in lights which continually flow from one end of the map to the other like ribbons of colored water.

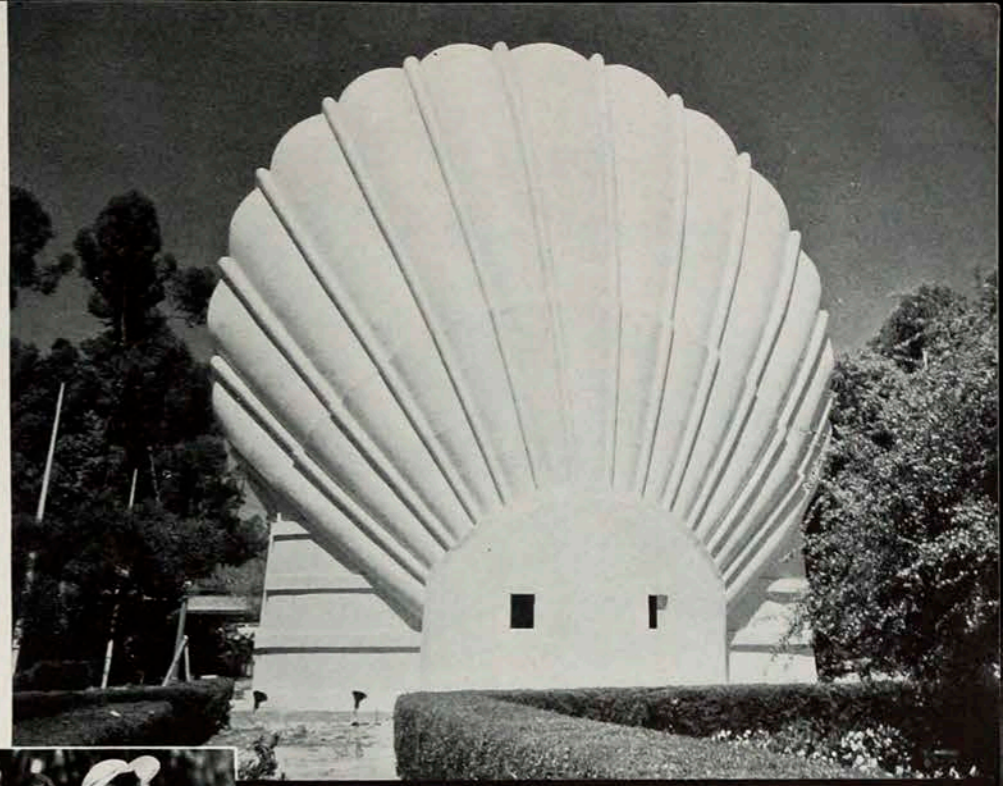
Beneath the big map of the West, extends a long rack. It contains maps and travel information covering not only the entire West but the rest of the country as well. Ask any of the polite young ladies in charge a touring or travel question and you'll get the answer. Soon you'll find yourself itching to take a trip up the Coast—visit Los Angeles, San Francisco, the great Northwest, after you've seen the fair. At the desk you can buy for ten cents the officially approved cartoon map of the entire Exposition which was made for you by Shell. This beautifully designed and colored cartograph has details that you'll want to

mired the bright hues of the illuminated Shell lube oils and gasolines, you step out into the dazzling Southern California sunshine and start to "do" the Exposition. And if you want any local information about exhibits or directions at the Exposition you'll find two miniature replicas of the giant Shell at strategic locations on the Exposition grounds.

Motor to the California Pacific International Exposition this year and you may have in reality much the same experience you have just had in imagination. You, and thousands of other motorists from every section of the United States and Canada.

If you aren't lucky enough to make the trip—and you may not be able to get away because you'll be too busy—you can expect to greet many motorists during the coming months who have driven up your way because they happened to visit that spectacular house that Shell built on the San Diego fair grounds.

It's a building for building business!



June, 1935

[3]

More "Regulars"

NOW YOU CAN GET 'EM!

THE "50 CLUB" is ready! And with it as a working plan Shell station men can stake out their share of new "regulars."


The "50 Club" is the biggest thing Shell has ever offered Shell dealers and station salesmen. It is a money making, business building proposition from start to finish. It shows you *where* your new business is coming from; and *how* to get it . . . step by step . . . systematically and methodically, *certainly!*


Think of the "50 Club" as a tool—a constructive instrument that shapes scattered effort into a well-defined business structure. And like any good workman you need good tools with which to build. With the "50 Club" to help you,

you can build up your business house, surely and profitably, plank by plank, which, in this case, means customer by customer. To put it another way, your goal is set . . . you know where you want to go and how to get there. You won't lose any motion or go up any blind alleys. Your plan of campaign is laid out in front of you. And you'll capture every business objective as planned if you carry on your offensive intensively and conscientiously.

The "50 Club" is not a something for nothing proposition. No good thing ever is. It entails work and lots of it. **It's not an elevator, but a ladder by which you climb to new profit levels under your own power.** Nor is it a here-

PROBLEM: IF THE AVERAGE MOTORIST SPENDS \$155.21 PER YEAR AT A NEIGHBORHOOD STATION-- HOW MUCH WILL 50 SUCH MOTORISTS BE WORTH TO YOU AS "NEW REGULARS"?

ANSWER: LET  REPRESENT ONE "REGULAR" " X " THE AMOUNT OF EFFORT YOU NEED TO GET ONE "REGULAR"

 + X (50) = \$ 7760.50
WORTH OF NEW BUSINESS
Q. E. D.



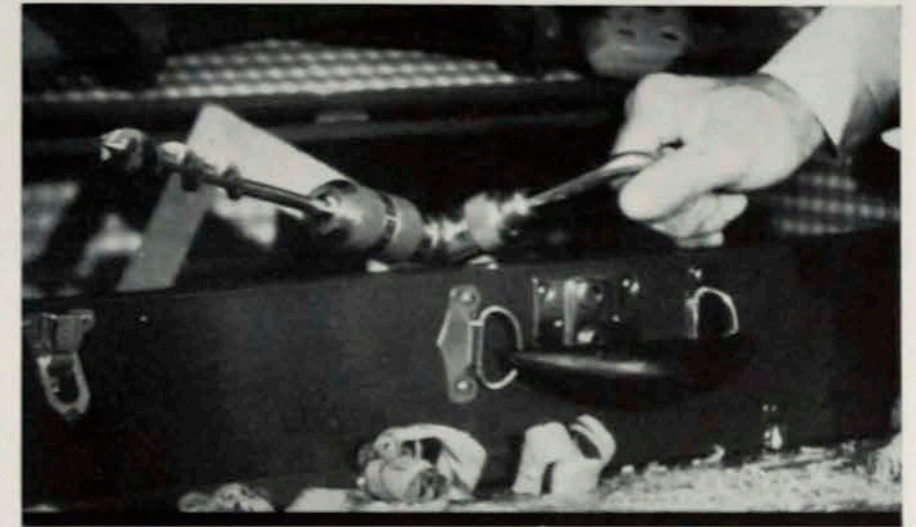
today - and - gone - tomorrow affair. The "50 Club" is continuous from month to month—and so are the profits that come from doing the job right. There are no question marks embedded in the framework of the "50 Club" plan. It will work for you if you work for it.

Possibly the only unknown quantities are how many customers you really want and how hard you are willing to work to get them.

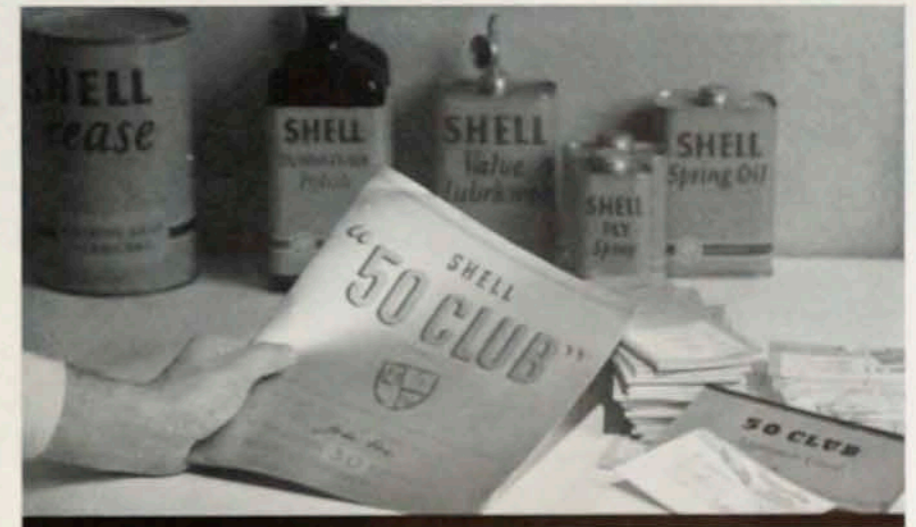
Shell's intensive advertising this year has already run interference for you. It has put across to your car-owning neighbors the fact that Shell stations are neighborhood headquarters for a new and more balanced gasoline. The "50 Club" is your clean-up opportunity—your chance to directly capitalize on this powerful advertising and make it work for you.



Like Every Good Workman . . .



You Need Keen Tools . . .



To Build Your Business!



SERVICE STATION SECTION

The Shell "50 Club"

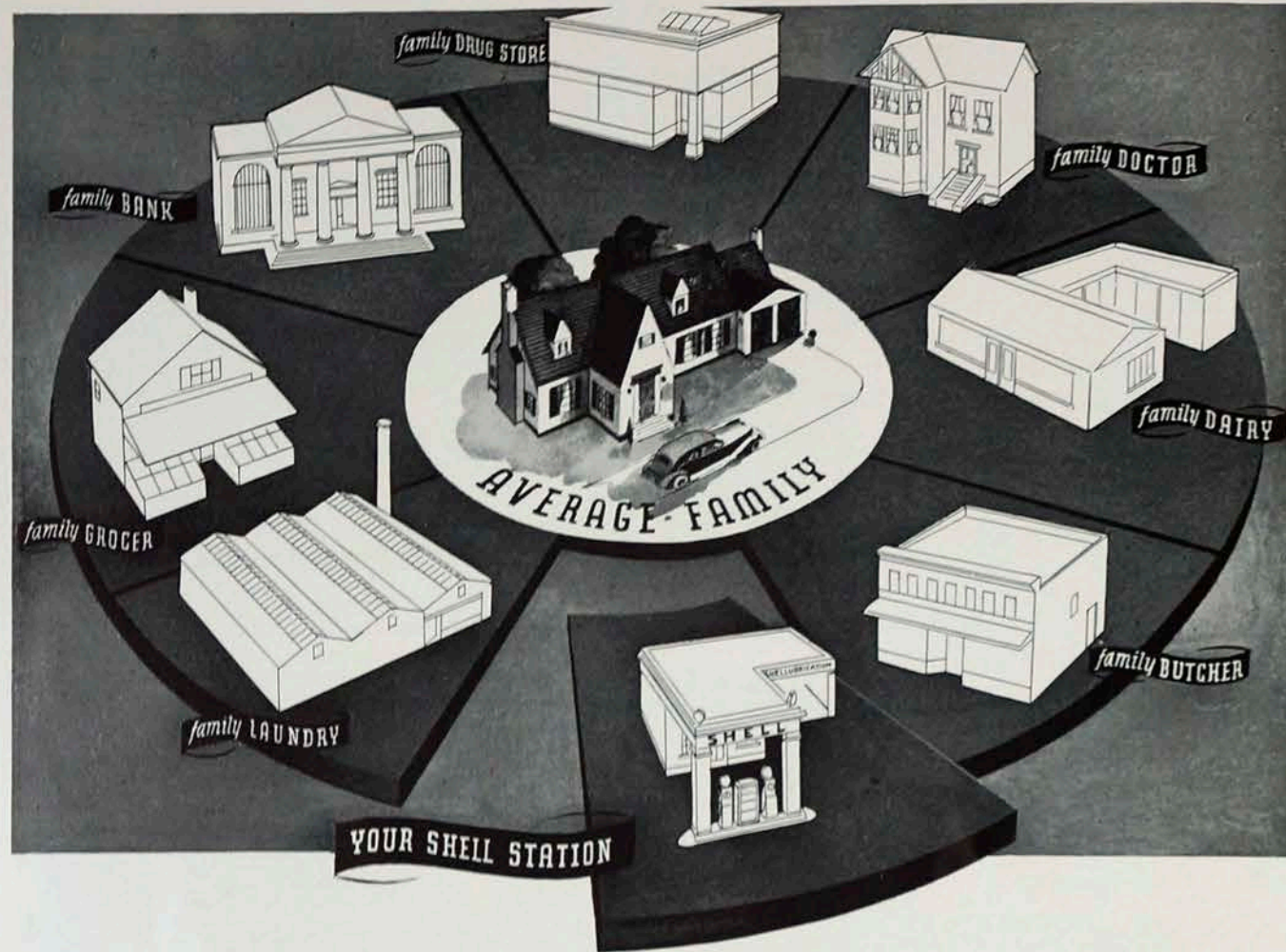
BY THE TIME this message reaches you, the Shell "50 Club" will have been explained to you in detail by your supervisor, and we are confident all of you will agree that, as Mr. Durkee stated at the divisional "50 Club" meetings, the simplicity of this plan gives you an easy, workable method of building a steady, permanent business.

This plan is actually a road map for your sales course for the remaining months of 1935. The material furnished you to date covers only the first few milestones as we intend to sustain activity by a continuous stream of additional sales helps.

The "50 Club" solves the problem of how to get more prospects for your service station and the sales increases accruing from your active membership will place you in the front ranks of the profit parade.



E. C. Harrison
Manager, Service Station Department



Round Out the Family Circle

ONCE UPON A time service station selling was supposed to be based on the catch-as-catch-can principle.

That is, the service station was considered a sort of filling point, catching the motorist whenever and wherever he needed gasoline or oil in his ramblings about the countryside.

If they ever existed—"them days have gone forever."

Today we know that the average motorist does 80 per cent of his driving within 25 miles of his home—which clearly indicates that he also does 80 per cent of his automotive buying from his neighborhood service station.

Thus the neighborhood service station proprietor ceases to be a pump man for itinerant and occasional motorists—he is definitely established as a neighborhood merchant. He competes for the favor and patronage of people in his trade area in precisely the same way that the local grocer, milk

man, banker, butcher or dry cleaner competes for that same regular and profitable business.

Recognizing the fact that the regular customer is the neighborhood service stations' bread and meat, Shell is devoting the greater part of its extensive 1935 sales promotion program to winning more "regulars" for Shell stations.

Or to put it another way—Shell is helping you and your station to join "the family circle" of tradesmen who profitably serve the people in your neighborhood.

The latest and one of the most direct ways in which Shell is working to aid you in capturing more steady customers from your trade area is the "50 Club" to which you are introduced in this issue of SHELL PROGRESS.

Read about it, study it and use it. It's designed to put your station into the family trading circles of many more car owners in your neighborhood. And that means more profit in 1935.



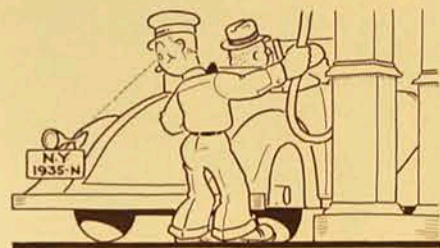
Shell Station No. 518 at
Watsonville, California

PICK-UPS from the PUMPS

CONTRIBUTORS
 J. J. Robbins
 E. L. Woods
 R. E. Cashatt
 William Young
 Ed. Couse
 W. R. Nerbovig

WITH THE TRAVEL season approaching its peak, the visitor with out-of-state license plates is making his appearance more and more frequently in your station. These customers are real prospects, not only for gasoline and oil, but particularly lubrication.

Before going on a trip the average motorist has his car lubricated, the tires and battery checked and the spark plugs cleaned. However, just two or three days on the road will pile up a thousand miles and the car is again in need of lubrication and supplementary services.



Keep your eyes peeled for these "foreign" licenses—these customers are more in need of lubrication service and more receptive to lubrication solicitation than any other type of motorist.

And remember, the tourist is many times more conscious of the performance of his car when miles from home and he is usually willing to take every precaution to protect his means of transportation to assure a comfortable journey and a safe return.

Clowning

AT THE RECENT Imperial County Fair, held in El Centro, California, Shell staged a comedy act which made an outstanding hit with the 10,000 people in attendance and received valuable publicity in the local press.

High spot of the act occurred when a battered car, which had been driven around the race track at the fair grounds ran out of gasoline in front of the crowded grandstand. Station Manager W. R. Nerbovig of El Centro, in Shell Service uniform, dashed from the grandstand with a five gallon container of Super Shell and saved the day. The ancient vehicle was manned by a clown, constantly harassed by another clown

and cops who kept the crowd in a constant uproar.

Magnet

TAKING A LEAF from the merchandising methods recommended by the manufacturers of PurOlaters, R. E. Cashatt at Berkeley, California, recently arranged a convincing display which increased the sales of oil filters at his station.

The materials necessary were an old magnet from a magneto and a used PurOlator.

At a safe distance from fire hazards, Cashatt burned the element of the PurOlator in a shallow pan and drew the magnet through the residue. A surprising amount of injurious metallic particles clung to the magnet. Magnet and particles were then hung in the window over an exposed worn-out PurOlator element where they made a silent but strong argument for the replacement of over-due oil filters.

When Words Fail

ONE PICTURE IS worth ten thousand words—as the ancient Chinese proverb has it. Ancient or not, the saying is up-to-date when it's a question of selling.

William Young, Los Angeles Station Salesman, has scored considerable success in selling wheel packs by the visual method—not only to the customer who must be shown but to others as well.

He has obtained from a local garage a front wheel bearing which has been pitted and worn from lack of proper lubrication. When the opportunity to discuss wheel packs arises, the worn bearing is shown to the customer and it takes but a moment to reveal to him what "goes on" inside the front wheels of his car.

Salesman Young finds that usually the need of the right lubricant properly applied is so evident that no further sales effort is necessary.

Although the actual evidence of the need for replacement or service is always the most powerful argument, word pictures, skillfully painted, are also effective. In any case it's simply a question of making the prospect see what he should buy.

Follow-Up

LAST MONTH'S "PICK-UPS" recounted an instance wherein the Shelllubrication follow-up system figured in recovering a stolen car. Now comes another example of Shelllubrication "Secret Service" work. However, in this instance, the alertness of Station Manager Ed Couse, Forrest Avenue and Coast Highway, Laguna Beach, California, also helped materially in aiding the law to retrieve stolen property.

Busy about his business, Mr. Couse happened to notice the car of one of his feminine customers heading down the highway and driven by a stranger. A moment later the phone rang and the car's owner was on the wire frantically reporting the theft of her automobile and would he help her, please? He would.

Not sparing a minute, Mr. Couse took the model and license number from his Shelllubrication follow-up records, telephoned the highway patrol and, in less time than it takes to tell it, Officer Jack Blakeney—with his police siren wailing—was off in pursuit.

Some miles down the highway the long arm of the law caught up with the culprit, returning him to justice and the car to its owner.

Long Distance

ALITTLE GOODWILL goes a long way—How far? J. J. Robbins, National City, California station salesman says "It will go at least thirty miles." He bases his calculation on the following experience.

Driving back to National City one day, he spotted a lady in distress, far from help—with a flat tire. Mr. Robbins quickly pulled up, got out, changed and repaired the tire.

It happened that, though off duty, Manager Robbins was in uniform, and the lady asked his name and the address of his station. A few days later he received a phone call from her and an order for two new tires . . . and the



call was long distance . . . a distance of thirty miles.

Now, although she lives thirty miles away, she is seen frequently in this National City Shell station shopping for all her automotive needs.

Moth Control

NEW SELLING ANGLES frequently are discovered by our customers and passed on to the station salesman where they form a valuable part of his selling equipment.

Portland Station Manager E. L. Woods reports the case of one of his feminine patrons who had considerable success in controlling the bane of all housewives—the common moth.

It seems that this customer found that spraying the pads under her Oriental rugs once a month with Shell Fly Spray kept the valuable floor coverings free of moths.

This tip, passed on to other householders, has netted Manager Wood some good sales on Shell Specialties.



Missing, One Very Valuable Prize Story

THE PRIZE STORY is still missing from the Service Station Section of SHELL PROGRESS.

Apart from the valuable selling sug-

gestions and merchandising hints which they carried, Prize Stories in the past have earned very timely \$10 checks for their authors.

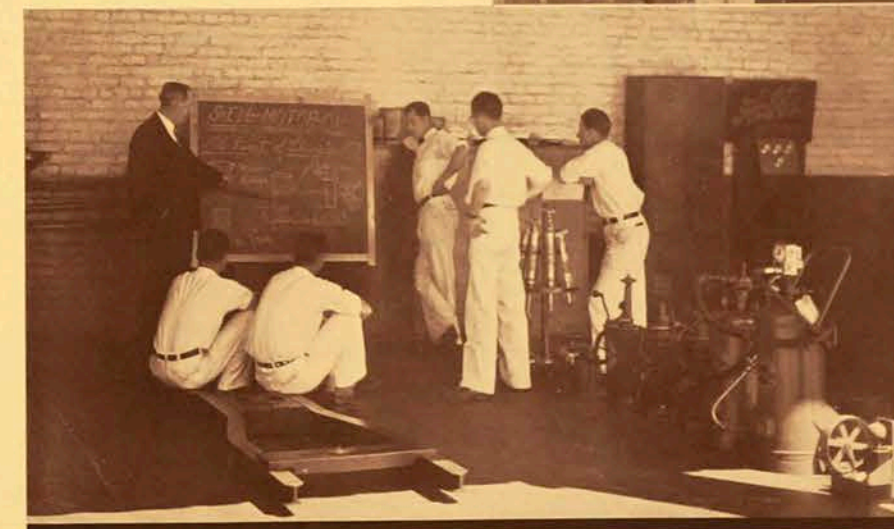
During the twenty-seven consecutive months which saw Prize Stories run in SHELL PROGRESS, a total of \$270 has been added to the incomes of station personnel whose offerings were published.

More \$10 checks await salesmen contributing publishable Prize Story material.

Remember, you don't have to be an O. Henry to get paid for a Prize Story. A new, original selling idea, or a new twist to routine or recommended procedure is all that's wanted.

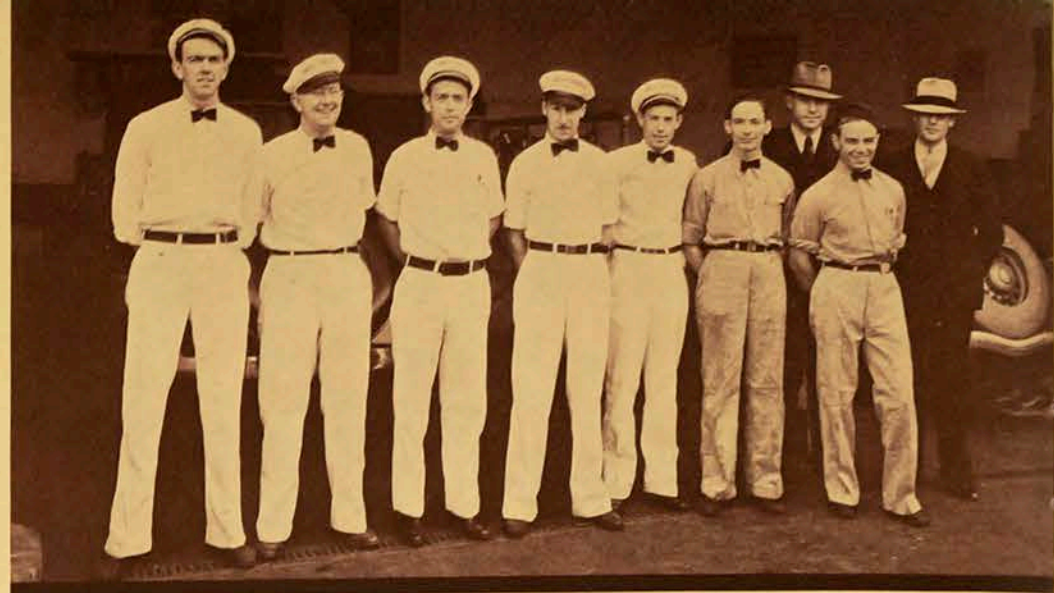
Just jot down a brief, factual account of what you've done, send it in and you may collect.

Below—Absorbing instruction and information in favorable surroundings is this group of Shell station men caught in natural, unstudied attitudes by the Shell candid cameraman. L. C. "Pat" Rafferty is lecturing on the qualities of Shell Motor Oil and grouped from left to right are Shell Station Salesmen B. F. Avery, J. T. Whittemore, J. L. Kent, W. G. Robinson, and M. J. Randall



Above—Directors and players in the amusing act Shell staged at the recent Imperial County Fair in El Centro, California. Left to right they are: Shell Salesmen E. J. Stevens and R. A. Yazell, the clowns Shorty and Harold, Station Manager W. R. Nerbovig, Local Manager A. P. C. Craig, Bernie, another of the clowns, Supervisor F. E. Grant, District Credit Man, R. Jonason—and "Lizzie"

They did \$521.52 worth of lubrication in 30 days! Left to right: Salesman Zeller, Station Manager Les Ferguson, Salesman Young, Senior Lubrication Salesman Parker, Lubrication Instructor Munson, Assistant Lubrication Salesman Campbell and Supervisor Crewell



HOW THEY DID IT

Two Southern California Stations Make Impressive Lubrication Records

REMEMBER THE success stories we've had in the past about stations that showed commendable increases in lubrication business? No doubt when you read about stations such as the one across the street from the largest hospital on the Coast and getting all the staff's business—or the one next to a big industrial plant whose large fleet of cars they were lubricating—or the one—well, we could list a good many—you thought, "Maybe so—but there isn't any hospital or industrial plant within miles of my station."

Well, here's a story of two Southern California

stations with no special advantages in trade area, with only your regular Shelllubrication facilities, who did a combined lube business in excess of \$1,000 in one month.

Manager Jack Campbell's station at Franklin and Cahuenga, Hollywood, and Manager Ferguson's unit at Beverly and Larchmont, Los Angeles, in the month of April, lubricated over 400 cars between them, bringing in a sum of \$500.00 apiece. These two stations have gradually been approaching the 200 job mark for the past few months, which fact proves that April's performance is no flash in the pan

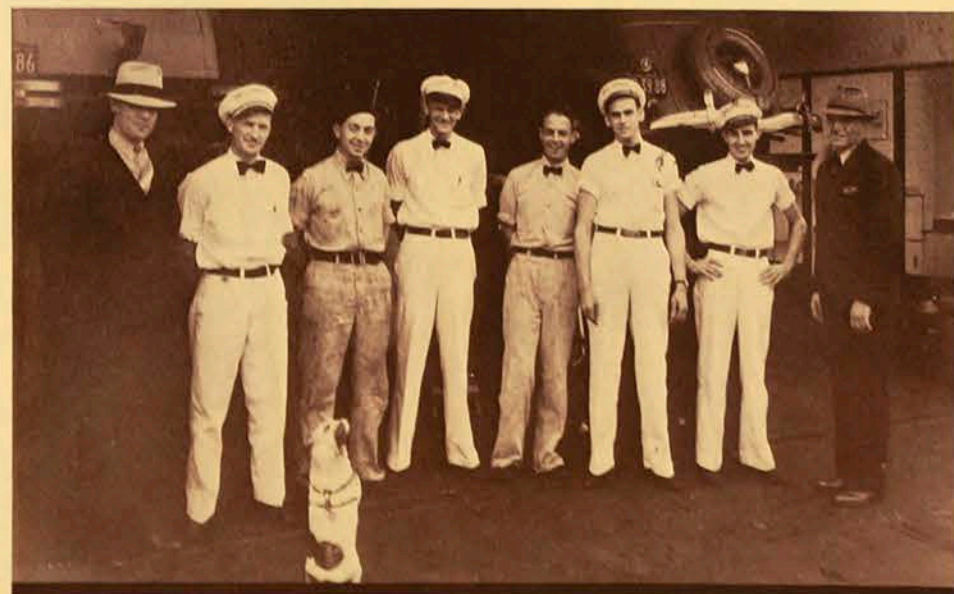
—but merely a new high.

How did they do it? Here's how!

1—By consistently using the Shelllubrication file box for the prescribed follow-up purpose.

(Continued on Page 5A)

This crew lubricated 206 cars totalling \$509.00 worth of lubrication business in one month. Shown here left to right are: Supervisor C. T. Crewell, Assistant Manager Lance, Assistant Lubrication Salesman Riley, Station Salesman McGraw and Lubrication Instructor Carl Munson



Shell Progress

HOW THEY DID IT—(Continued from Page 4A)

First by employing the usual mailing card, second by using the telephone when the card has not brought in the customer; third calling on the customer in person.

2—By using this same file box to maintain a record of inactive customers. These are periodically contacted by a personal call. Both stations have had outstanding success with this method of converting those who have dropped off the active list into paying customers again.

3—By training "front end" salesmen to be constantly on the alert for customers whose cars are overdue for lubrication. This need does not necessarily have to be indicated by the mileage on the door plate, or the envelope under the hood. A squeaky hood latch—a leaky water pump—a dry

spring shackle—all suggest openings to solicitation of lubrication to the salesmen on these two stations.

4—By making good use of the lubrication hand out folders for distribution whenever customers drive onto the station grounds. Every station salesman sees to it that a lubrication prospect either leaves the station grounds sold, or with a Shelllubrication hand out folder in his hands. These folders are used extensively in outside calls also.

How did they do it?

That's how! Simply by using the same Shelllubrication selling tools you yourself have—using them every day, intensively, consistently.

Put these basic principles for building lubrication business to work. They'll bring results for you as they did for these Los Angeles stations.

First Mystery Car Awards Made

THREE SALESMEN HAVE already won awards for properly contacting the Mystery Cars and daily reports indicate a great number of salesmen are just barely missing the \$5.00 award by overlooking one small selling opportunity.

Here's a play by play account of the way in which Station Salesman Jerry Towne, No. 856, Eugene, Oregon, won the first Mystery Car award.

Opening with the regular approach Salesman Towne checked the oil, serviced the radiator and glass, requested permission to check the tires and had two strikes on the Mystery Car driver as he came to bat. Then, just three of several glaring needs were brought to the attention of the

driver and the Mystery Car was struck out.

Read over that play by play account and you'll see that Shell Salesman Towne only performed the natural service you give to every one of your customers—and then—just brought to the driver's attention three needs which he couldn't help but notice.

By just doing his regular, everyday job—and doing it right—this Shell salesman collected a \$5 bonus.

There's no mystery surrounding the drivers of those Mystery Cars. The award is yours for the asking—why not ask the Mystery Car driver (and all drivers) to buy?

You can't lose, and you may win that \$5!

For correct procedure in servicing one of the Shell Mystery Cars, Salesman Jerry Towne, Eugene, Oregon, gets a check for \$5.00. Delivering the check is R. N. Stevenson, Local Manager. Others in the picture are H. E. Van Bevers, Shelllubrication Instructor, V. W. Yonce, Service Station Supervisor, and Roy Stein, Station Manager, first, fourth and fifth from the left, respectively



June, 1935

[4A]

Weather Report:
Sailing—Clear
Prospects—Hot

Progress Bulletin

★★★★★
FINAL

JUNE, 1935

"G³" MEN TRAIL TIRE BUSINESS!

"OUTSIDE JOB" SAY VETERAN TIRE HUNTERS

SEATTLE.—Shell G3 Men converging on dangerous "slickers" from all parts of the Northwest agree that the work in hand is largely an outside job.

Veteran operatives, many of whom have outstanding records won in former campaigns, believe that the best results are to be gained by going outside for business.

Circumstantial Evidence

When it's a question of getting down to casings, say these experienced men, outside work wins every time. The first step is to go out and collect leading evidence in the form of tire "footprints"—then present this Exhibit A to tire prospects—both on and off the station yard.

G3 operatives have been extraordinarily successful whenever they have left headquarters and gone outside armed with this documentary evidence of G3's lasting quality and greater mileage. Confronted in their own homes with such conclusive proof, prospective buyers have weakened and confessed that the Goodyear G3 presented an iron-clad case for conviction.

EVIDENCE IN HAND



Operator Treadwell shows Prospect Smith the "footprinted" record of his neighbor Jones' G3, taken after months of service

Footprints Lead Station Men to Sales In Hot Tire and Tube Profit Hunt

LOS ANGELES.—A veritable trail of tire "footprints" lead Shell's relentless detail of Southern G3 Men to new tire profits. In a special interview granted a SHELL PROGRESS News reporter here yesterday, G3 Operative Joe Treadwell told of this latest and most sensational method of trailing and rounding up "smoothies"—a common term for dangerous, bald-headed tires.

"It's a cinch," said Operative Treadwell modestly. By following the latest identification methods worked out by Goodyear, selling the tire prospect becomes a matter of presenting actual proof of G3 performance.

"We round up our 'trusties,' that is, people who bought G3's

last year, 'footprint' their tire's record of a year's service, and then confront the new buyer with this conclusive and overwhelming proof of G3 superiority. "When they see the distinct tread 'footprints' of Neighbor Jones G3's taken after months of hard service they're sold!"

Footprints Clinch Case for Goodyear

Using "footprints" Shell G3 Men have successfully demonstrated before the most skeptical jury of rubber buyers that the Goodyear G3 tire will yield more non-skid mileage than any other tire. They clinch the case.

OPERATIVES TRACE RUBBER SALES TO SECRET HIDEOUTS

AIDED BY CLUES in the form of tire "footprints" Shell's crack squad of sales hunters, better known as G3 Men surrounded a score of dangerous "slickers" here yesterday.

"Slickers," alias "Smoothies" or "Bald Treads" are known to be working against motorists on the Pacific Coast. Under cover—under worn cover—they constitute a real menace to drivers.

Now, however, the G3 hunt is on, and old tires by the hundred are expected to roll out and give themselves up. To replace them, car owners should agree to buy new G3 Goodyears, in order to protect themselves from blow-out and get 43 per cent more non-skid mileage.

Rubber Round-Up

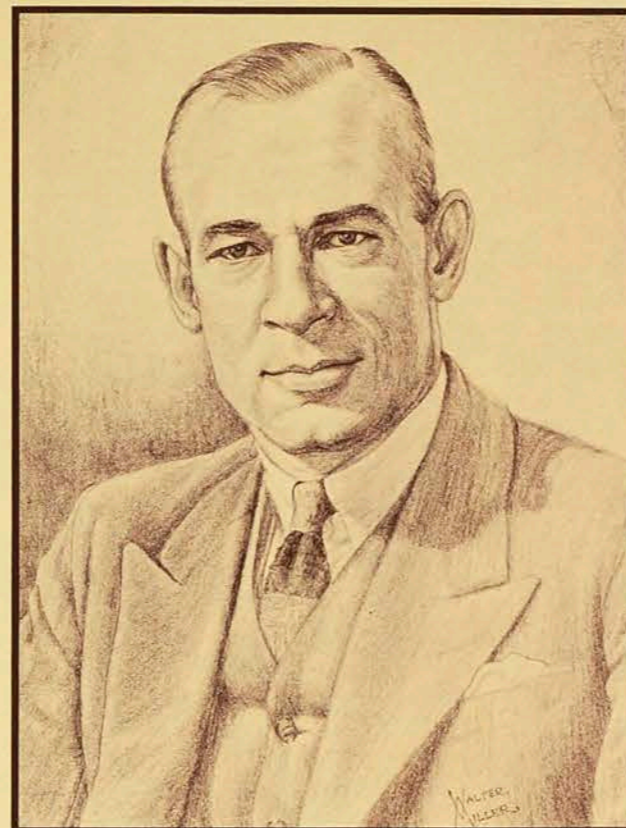
This latest round-up features one of the most intense drives for new business ever inaugurated by Shell and Goodyear. The sensational angles of the case have made it front page news since last month. Shell's G3 Men are making every effort to tie in their tire salesmanship with Goodyear's tremendous campaign in the interest of more tire profits.

Goodyear Move Arms G3 Men

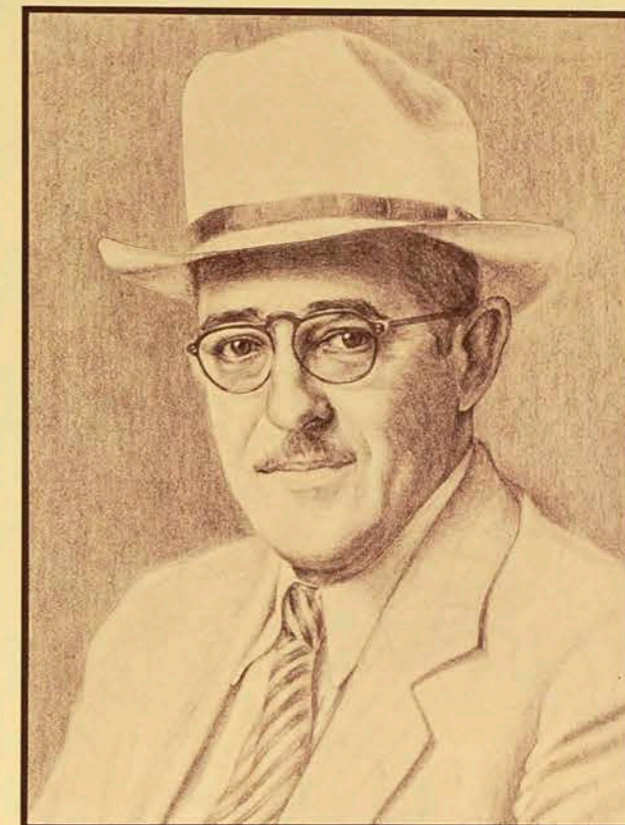
AKRON, OHIO.—By enabling Shell G3 Men to arm themselves with tire "footprints" for the first time, Goodyear has given operatives a decisive weapon with which to wage the battle for more tire sales this year.

This great forward step is expected to produce results over and above anything seen in a long time. Although G3 Men have been equipped with the powerful Supertwist machine for some years, this latest move is regarded as the final answer to putting the finger on elusive tire sales.

JUST BETWEEN OURSELVES News of the Whole Shell Family



Mr. Miller's drawing of R. F. Schroeder, Manager, Wholesale Sales



Service Station Artist Miller did this black and white sketch of Service Station Supervisor M. F. Cooper

He Has Drawing Talents



And here's the artist as he looks to himself!

WALTER J. MILLER, manager of the Shell service station at Tenth and Market Streets, San Francisco, knows how to draw business to his station—and what to do when he gets it there. But his drawing talent doesn't stop with commercial affairs—he's an

artist of no mean ability.

A graduate of the Polytechnic High School where he took as much art work as the courses permitted, Mr. Miller also studied at the California School of Fine Arts. At present he is attending private life classes.

The young artist, while particularly adept at portrait work, goes in for cartoon drawing too and has produced some good original sketches.

Reproduced on this page are Mr. Miller's drawings of Mr. R. F. Schroeder, Manager Wholesale Sales; Mr. M. F. Cooper, Service Station Supervisor of San Francisco Division and—Station Manager Miller, himself.

Shell Creates Seven New Divisions

EFFECTIVE JUNE 1ST Shell Oil Company increased its number of sales divisions from five to twelve. The following schedule shows the twelve divisions and the names of the division managers.

Seattle	C. C. Van Fleet
Spokane	J. E. Pendergast
Portland	E. R. Raphael
San Francisco	H. W. Stewart
Oakland	F. G. Franciscus
Sacramento	H. L. Curtis
Fresno	R. B. Jensen
Los Angeles	P. J. Pieroth
Southern California	S. Eddy
Arizona	C. H. Shivvers
Inter-Mountain	W. A. Rich
Hawaiian	J. A. Pell

In addition, Shell Oil Company owns entirely Shell Oil Company of British Columbia, Ltd. Mr. C. E. Anstie is General Manager of the British Columbia Company.

In forthcoming issues of SHELL PROGRESS we hope to publish more details of the new divisions together with photographs of the division managers and their assistants.

The reorganization was not undertaken from the point of view of securing economies but, primarily, for the sake of efficiency. Nevertheless,

substantial economies are hoped for and have been made possible by shortening the lines of authority between the Head Office Management and the field. With the new organization there are only two steps from the field to the Head Office, namely from depot to division and from division to Head Office.

The districts, into which the former large divisions were subdivided have been discontinued because their necessity no longer exists in view of the smaller division areas which will enable the division managements to maintain a closer personal contact with their territories.

The new organization will be much more flexible and better suited to cope with the competitive situation as it exists today. The selling force has actually been strengthened, and duplication of supervision has been eliminated so that the men in the field have clear cut objectives and responsibilities. The change has been received with the greatest of enthusiasm throughout the marketing department and the management is confident that Shell Oil Company has a selling organization geared up to the highest pitch of efficiency, with each man in it giving his full effort to promote the Company's interests and thereby insure his own advancement.

Shell Chosen by Cup Winner

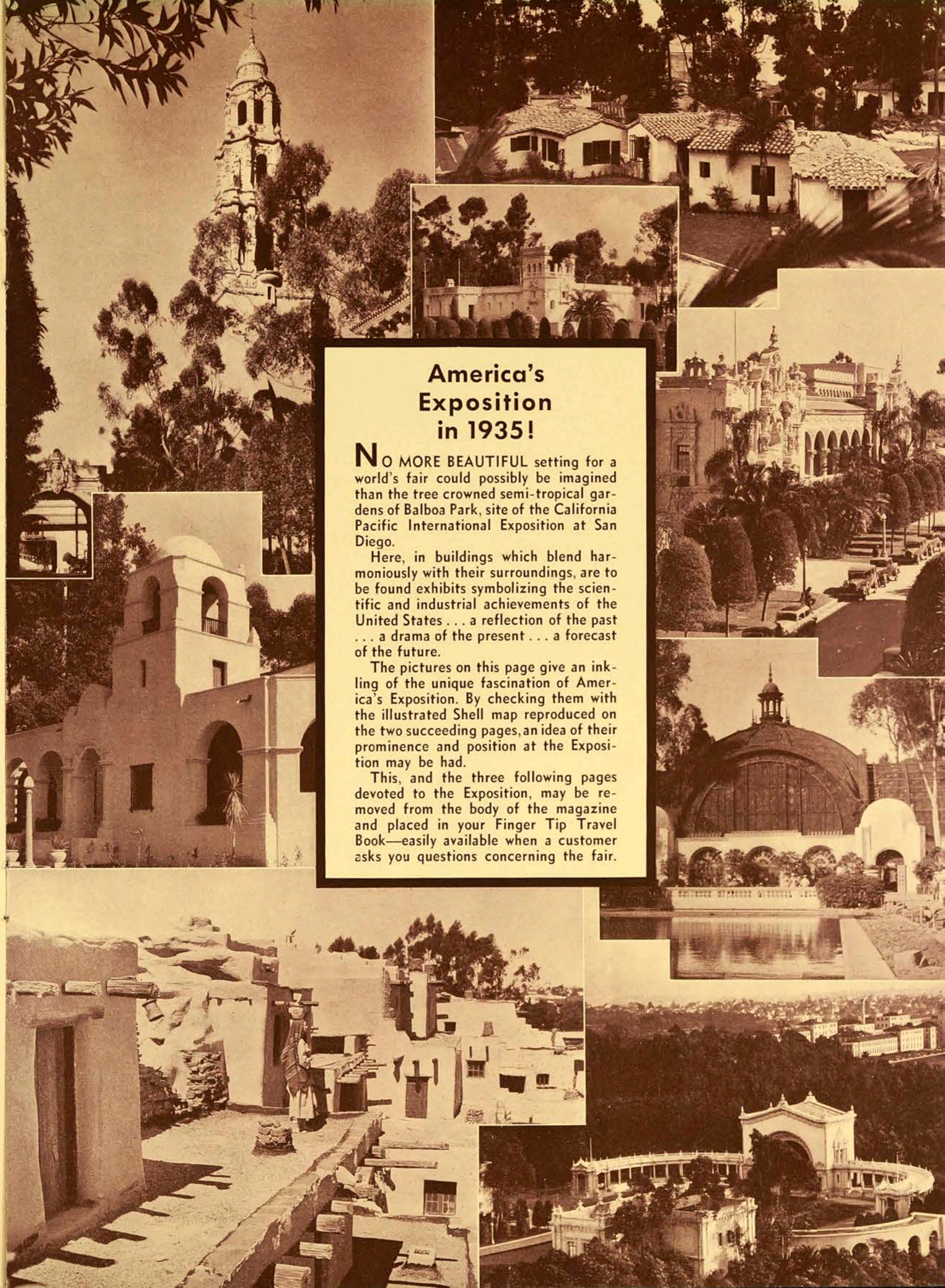
WHEN THE JEAN II, trim, graceful 28-foot sloop, slid down the ways at the Astoria Marine Construction Company Plant at Astoria, Oregon, she looked and acted like a cup defender. That she was a winner was soon proved when the boat was entered in the International Regatta at Vancouver, B. C., where the Jean II won the cup in her class.

The trip to and from the race course was made partially under sail and partially under the power provided by a sturdy 20 H. P. Universal Marine engine operating on Super-Shell and Shell Marine Oils.

According to Dean Webster, one of the crew of amateur yachtsmen who piloted the Jean II up the straits of Juan de Fuca and to subsequent victory in the Regatta, "thanks to the efficiency of the engine and the never-failing qualities of Super-Shell and Shell Marine Oils, performance was perfect throughout the trip."



The Jean II under sail



America's Exposition in 1935!

NO MORE BEAUTIFUL setting for a world's fair could possibly be imagined than the tree crowned semi-tropical gardens of Balboa Park, site of the California Pacific International Exposition at San Diego.

Here, in buildings which blend harmoniously with their surroundings, are to be found exhibits symbolizing the scientific and industrial achievements of the United States... a reflection of the past... a drama of the present... a forecast of the future.

The pictures on this page give an inkling of the unique fascination of America's Exposition. By checking them with the illustrated Shell map reproduced on the two succeeding pages, an idea of their prominence and position at the Exposition may be had.

This, and the three following pages devoted to the Exposition, may be removed from the body of the magazine and placed in your Finger Tip Travel Book—easily available when a customer asks you questions concerning the fair.

CALIFORNIA PACIFIC
INTERNATIONAL EXPOSITION
May 29 to November 11, 1935
SPONSORED BY SHELL OIL COMPANY 1935



SEE FOLLOWING PAGE FOR
KEY NUMBER EXPLANATION

Thumbnail Guide to Exposition

The map on the two preceding pages is a black and white reproduction of a full color cartoon map prepared by Shell Oil Company for visitors to the Exposition. The original, bordered with scenes and symbols representative of early American and Spanish life, is 32 by 22 inches in size. On the reverse side appears another pictorial map of the San Diego District with a border of eight historical paintings. The maps are available to Exposition visitors at ten cents, including mailing to any point in the United States.

FOLLOWING IS A key to the map on the two preceding pages and a brief description of the various buildings and exhibits indicated:

1. Indian Village—150 Indians from 30 different North American Tribes live here and engage in rug weaving, pottery, basketry, arrow-making, blanket weaving and other arts of the Red Men.

2. Amusement Zone—The Midway—an unrivalled group of fun attractions, strange shows and rides gathered from all corners of the world.

3. Spanish Village—a faithful reproduction of the architecture of Old Spain—the largest village of its kind ever built for an Exposition—made attractive with olive trees, colorful blooms and a merchandise bazaar and patio cafe.

4. Shell Oil Company—information bureau where inquiries concerning the Exposition and trips anywhere on the continent will be answered.

5. Canadian Legion—official building of this organization.

6. Boulder Dam—scale reproduction of Dam—a giant relief map and specimens of materials used in construction.

7. Natural History—contains 397,088 specimens of birds, fish, animals, reptiles and plants.

8. Bank—complete banking facilities arranged by the Bank of America.

9. Gold Gulch—a page from the book of early California—bearded miners panning gold in a setting of an old mining town complete with sheriff's office, iron-barred bank, general store, saloon, stamp mill and shacks.

10. Modern Home—the last word in everything for the household.

11. Foods and Beverages—everything relating to food and drink—from the latest type of patented can opener to the most modern multi-operations bottling machines.

12. Botanical Gardens—trees, plants and shrubs from all over the world.

13. Japanese Gardens—a little bit of the Orient—quaint bridges, stone lamps and limpid pools.

14. Zoo—Mrs. Belle Benchley, only woman zoo keeper in the world,—2,500 animals, birds and reptiles.

15. Palace of Fine Arts—one of the finest collections of old masters and moderns in the United States.

16. Cafes of the World—dishes of every country tempt the visitor here.

17. House of Hospitality—meeting place for out-of-state visitors to the Exposition—place of entertainment for visiting dignitaries.

18. Spreckles Organ—most magnificent instrument of its kind in the world—daily concerts are presented.

19. Water and Transportation—complete history of advances made in transportation.

20. Federal Building—exhibits of more than 20 government departments.

21. Electricity and Varied Industries—exhibits of electrical machinery and devices as well as business and office machinery.

22. Music Bowl—part of the Ford exhibit—a huge music amphitheatre where daily symphonies, musicals, chorals, band concerts, ballets and stage presentations are offered.

23. Ford Building—actual manufacture of parts for Ford automobiles—display of Ford and Lincoln cars.

24. State Building—exhibits from every county.

25. Women's Palace—women and their achievements.

26. Palisades Restaurant—perhaps the most popular eating place from the Century of Progress at Chicago.

27. Standard Oil Company—story of benefits of petroleum to the human race.

28. Foreign Nations Haciendas—15 cottages where foreign colony will reside.

29. Christian Science Monitor—world peace program.

30. Shell Information Booth—supplementary to main Shell building.

31. Floral Building—flowers of many varieties.

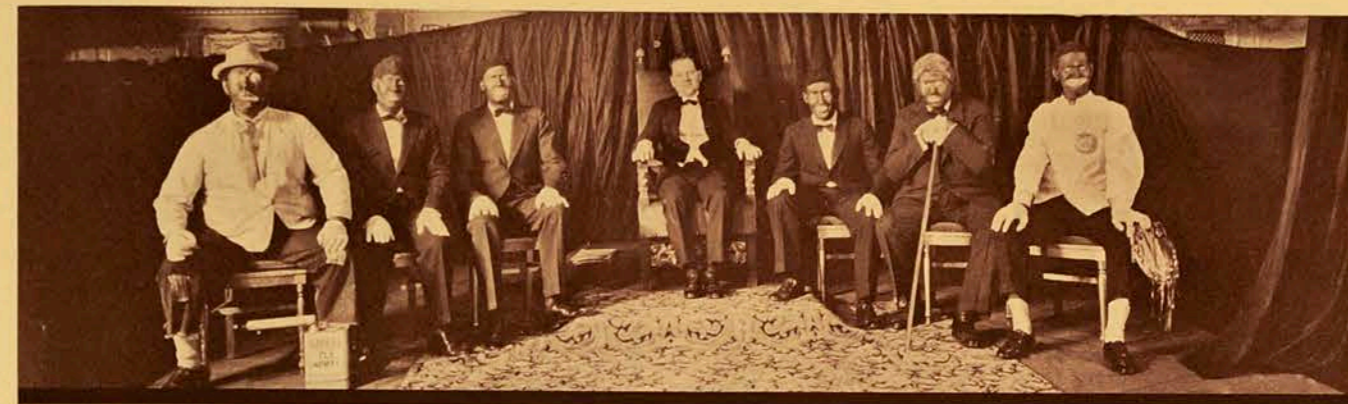
32. Palace of Education—latest methods—forum for discussion of educational problems.

33. House of Charm—center of style and domestic arts.

34. San Diego Museum—one of the interesting permanent buildings of the fairgrounds.

35. Palace of Science and Photography—Scientific developments and Fifth Annual Salon of Photography.

36. Cabrillo Bridge—gateway to West entrance of Park.

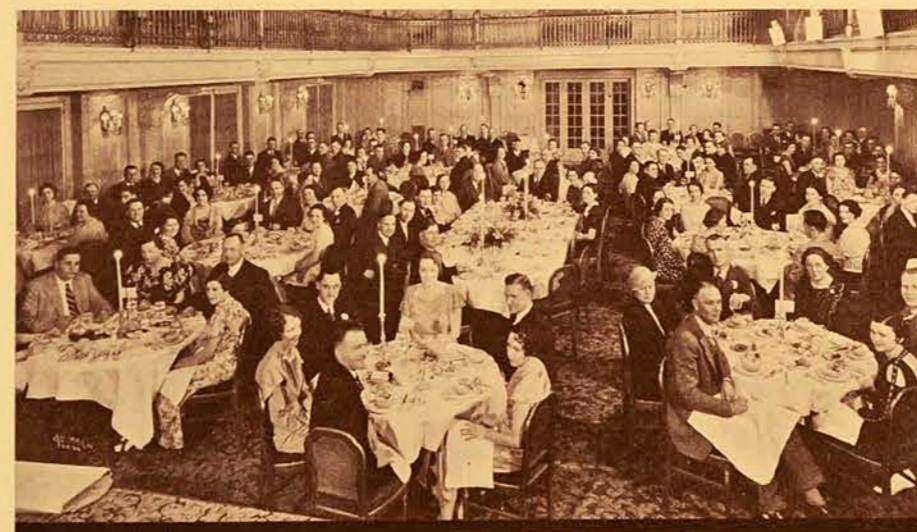


A minstrel show, a 100 per cent Shell affair, followed the banquet celebrating the winning of the D. G. Fisher Safety Trophy. Performers were (reading from left to right) J. E. Beattie, M. L. Rist, M. Stipe, J. E. Adams, I. O. Coffman, J. P. Murray and R. E. Gaut.

"Unaccustomed as I am..."

Two Shell Banquets Celebrate Notable Events in North and South

The picture above shows the new Southern California Division meeting together officially for the first time. The banquet was held in the Spanish room at the Ambassador Hotel with Mr. R. T. Collier as special guest. Also honored at the affair was Selwyn Eddy, new Southern California Division Manager.



To celebrate the winning of the D. G. Fisher Safety Trophy, Shell men in the North held a banquet at the Davenport Hotel, Spokane, Washington. The handsome silver plaque was presented by H. J. Roche, Operations Department from Seattle and accepted for the new Eastern Washington Division by J. E. Pendergast, Division Manager. J. M. Anderson, Spokane Agency Supervisor was credited with winning the trophy for his division.

Time Table Trucks

To Insure Prompt Deliveries United Parcel Picks Shell

FLASH BACK TO 1907. The horse was still the transportation standby, though primitive automobiles were beginning to sputter through the streets in increasing numbers, serving notice on old Dobbin that his days were numbered.

But twenty-seven years ago, horses—one horse to be accurate—still did most of the pulling and hauling for the United Parcel company; although a bicycle was on hand to help out, as well as a motorcycle—whenever it worked.

And now—1935. Transportation, along with other things, has come a long way and United Parcel Service now lists in its rolling stock thousands of light and heavy duty trucks, has contracts in many of the larger cities, engages in inter-city traffic.

Speed and dependability are two essentials which have contributed to the success of United. Railroad-like schedules are maintained. For example the Los Angeles to San Diego schedule demands that a truck carrying a twenty thousand pound gross load make the 268 mile trip in eight hours flat, including intermediate stops and unloading.

Super-Shell's dependable quality helps make close schedules possible for the United Parcel Service in Southern California, Oregon and Wash-



Uniformed drivers man the delivery cars of United Parcel Service. Only a part of the 267 pieces of the company's equipment used in the Southern Division are shown in the accompanying photograph—powered by Super-Shell gasoline they insure dependable service

ington. Mr. George W. Casey, President, West Coast Division of United Parcel Service, says, "We like Shell's marvelous service and we are glad that your Los Angeles salesman, Mr. A. G. Schilling, sold us the idea of using Super-Shell."

Mr. C. W. Bailey, in charge of all truck maintenance for United Parcel Service in Southern California, states, "Our economy of operation has improved 25 to 46 per cent since we changed from third structure gasoline to Super-Shell."

Coulee Railroad Makes Progress

By F. T. Williams, Salesman
Grand Coulee, Washington

HAVING COMPLETED IN record time the excavation of 3,000,000 cubic yards of dirt, the first large contract awarded in the Grand Coulee Dam project, David H. Ryan of San Diego has undertaken another and equally difficult task in building a railroad from Coulee City on the Northern Pacific line to Coulee Dam. The railroad will be thirty-four and one half miles long and is said to be the only line now under construction in this country.

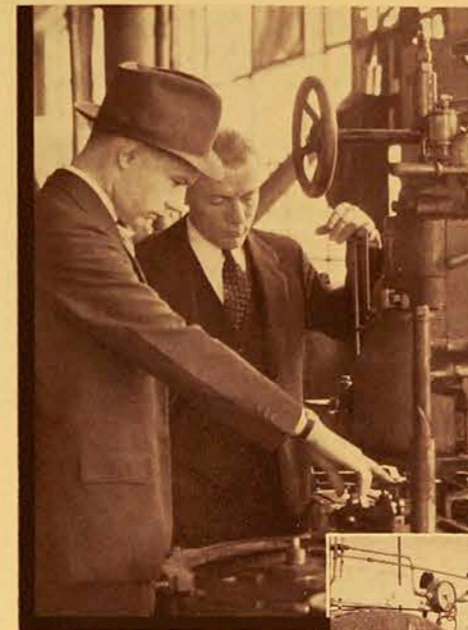
Mr. Ryan, with E. Paul Ford as General Superintendent, found soon after starting work that building a railroad in the Coulee country involved

many problems. It seemed impossible to lay a bed that would hold a track, let alone a train, as the dirt is as fine as emery dust and just as destructive to equipment, and refuses to pack. The addition of tons and tons of ballast, however, has done the job and the track is as solid as if encased in cement.

Mr. Ryan has equipment capable of laying a mile of track a day, but due to inability to get ties rapidly enough, this cannot be averaged. In addition to many trucks, tractors, bulldozers, compressors, etc., he is using a 20-ton crane for laying track, a 75-ton locomotive with cars, three scrapers, a three-yard dragline shovel, and a pile driver for building twelve timber bridges.

David H. Ryan Company has used Shell products exclusively since coming to the Northwest.

Ravioli by the Thousand— Spaghetti by the Mile



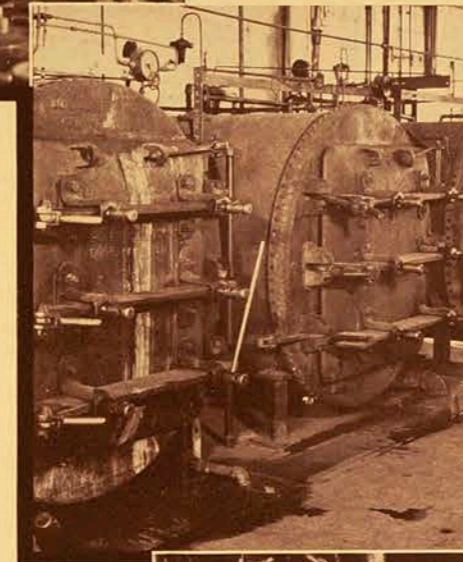
Left — Shell Salesman Clyde T. Barr points out to Mr. R. Shemwell, Assistant Manager of Del Ray Foods, the importance of correct lubrication on this high speed machine which vacuumizes and seals 100 cans per minute

THERE WAS A time when ravioli for dinner meant, for the housewife who served them, hours and hours of cutting and rolling and filling and of standing over steaming kettles of simmering gravy.

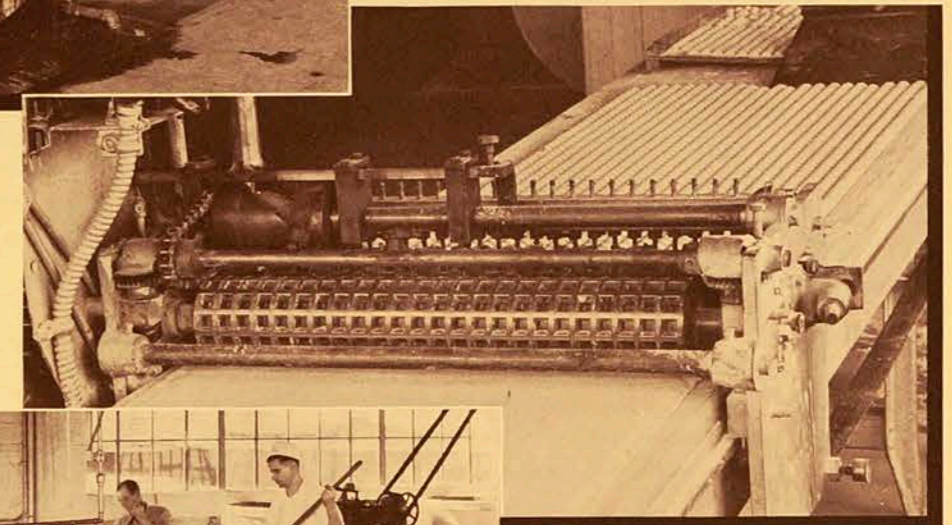
And then there were just a few dozen ravioli that a hungry family could down in a few minutes.

But that's not true any more. Mrs. Housewife can serve any number of people with all the ravioli they can eat—at a moment's notice. Modern canning machinery, economically lubricated and fueled with Shell Oils have been one of the factors in bringing this change. The pictures below show how the Del Ray Corporation in San Francisco turns out millions of dinners of ravioli and spaghetti.

Right — Shell Fuel Oil heats these retorts to high temperatures for sterilizing the cans



Below—Spotlessly clean solid aluminum kettles are large enough to boil hundreds of ravioli or pounds of spaghetti

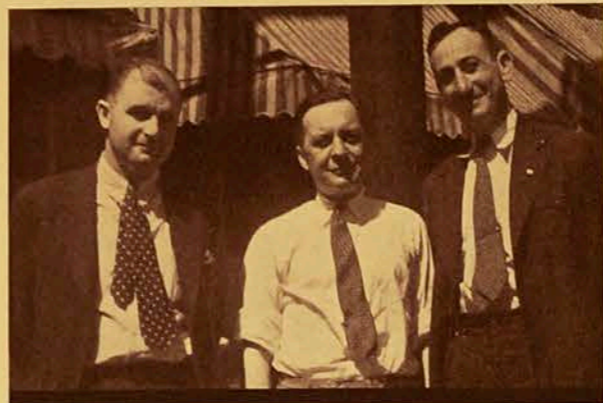


Above—12,000 dozens of ravioli in one working day are made with this ingenious machine designed and built by Del Ray

Paper Profits

MEAT, LAUNDRY, ORANGES, apples, tomatoes, butter—no, this is not a random list of unrelated items, but just a few of the many products being wrapped in papers manufactured by the California-Oregon Paper Mills in Los Angeles. Various types of wrappings are made: thin tissue for oranges; heavy, non-absorbent paper used by butchers; vegetable parchment for crate liners and butter; tough, tear-resisting wrappings which keep fruits and vegetables fresh and unshriveled by preventing evaporation; transparent wrappings which allow foods to be displayed under sanitary protection. Business not only is good, but has been growing steadily.

Shell makes an interesting contribution to the company's work in the form of special oils which are used in the papers themselves. Shell has been



Paper profits are real profits to Lewis H. White, (center), Vice President of California-Oregon Paper Mills. He is standing between Messrs. Wulff and Moore of the Los Angeles Depot

supplying these oils for a number of years, and Vice President Lewis H. White says they give perfect satisfaction. Shell Lubricants also are used in the plant's complicated machinery.



Big-Scale Agriculture

So large are the operations of Consolidated Farms of Stratford, California, that Shell Lubricants are bought in carload lots for the automotive machinery used. Mr. George Smith, Jr., is Manager of this outstanding big-scale grain development and Mr. Charles Schwartz is Superintendent of mechanical equipment. Shell Distributing Salesman Kludas is seen with Mr. Schwartz



Exclusive Shell User

Newport Construction Company recently completed an extensive road surfacing contract near Cathlamet, Washington. C. W. Matthews, Superintendent, and Ed Prathers, shown in the photograph, highly endorse Shell fuel and lubricants which are used exclusively by the company

Holding Wear to Four Decimals



The modern Hollywood plant of the Home Ice Machine Company

A MIGHTY FACTOR in any Chief Engineer's life is wear; negligible wear makes a man feel good, excessive wear makes a man, in many cases, change his oil, but as long as Hollywood's Home Ice Company can get Shell Ice Machine Oil they'll probably never change.

After six years of continuous service an ammonia compressor was taken down and, incredible as it may seem, cylinder walls showed a wear of less than one one-thousandth of an inch! Take a look at the gleaming, smooth cylinder which Shell's photographer got as it was removed!

Chief Engineer H. N. Royden explains this remarkable performance of his machinery:

"In 1928, the Los Angeles Engine Works re-bored the cylinder of one of our large ammonia compressors, seventy one-thousandths of an inch being taken out to clean up the cylinder; the

actual wear on the cylinder in the previous nine years of operation was about sixty one-thousandths of an inch.

"Deviating from the usual practice of casting a new piston, we decided to follow a new and original procedure. A rough cut was first taken off the old piston, which was then pre-heated to about 300 degrees F., and a layer of special composition manganese bronze about one eighth inch thick, welded to the cast iron wall of the piston by the acetylene process. The piston was then turned and the ring grooves trued up in a lathe in the customary manner.

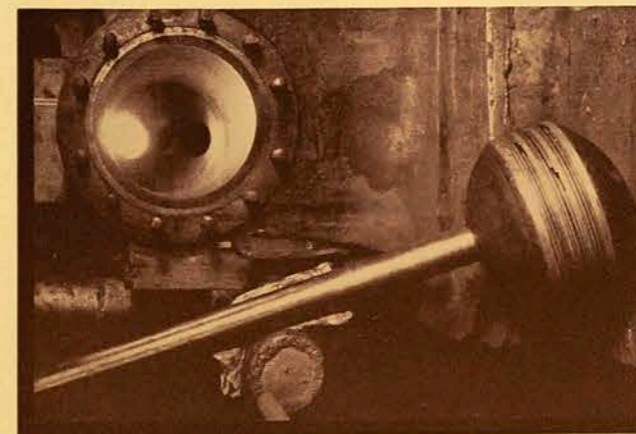
"During a recent periodical check-up, we found the cylinder and piston to show so little wear that the original tool marks made in machining both piston and cylinder in 1928 were still plainly visible to the eye. Micrometer measurements showed wear on the cylinder walls of only five ten-thousandths of one inch and on the piston of eight ten-thousandths of one inch.

"There are several reasons, I think, to account for the remarkable condition of this cylinder and piston.

"First: A considerably lower co-efficient of friction results from the use of the special bronze alloy in place of cast iron for the wearing surface of the piston.

"Next: An adequate supply of proper lubricant is supplied; on this machine the oil is fed by force feed lubricator to the piston rod packing, and part of this oil follows the rod into the cylinder. Shell Ice Machine Oil was used as a lubricant."

Chief Engineer Royden is thoroughly satisfied with Shell Ice Machine Oil.



After six years of use, this piston and cylinder lubricated with Shell Ice Machine Oil showed less than one one-thousandth of an inch wear



Members of the Los Angeles Office gather at the Toastmaster's Club. This organization is dedicated to the proposition that every good business man should be able to get on his feet and talk, minus stutters and "ahems." Shell men are reported to be among the comers in this aggregation of after dinner speech makers.

They Play Hard and Work Hard

THE OLD ADAGE "All work and no play makes Jack a dull boy" seems to have been taken to heart by these Shell employees in the Southland—but, judging by these pictures, they are equally successful at both.



Above—Salesman C. D. Stubbs of Los Angeles apologizes for this picture because when it was taken three cups he had just won were still at the engravers. Most recent additions to Mr. Stubbs' tennis trophies signify: Singles Championship in the Southern Division Tournaments of 1934 and 1935 and Doubles Co-Championship of the Los Angeles Olympic Tennis Club for 1934 and 1935.

Right—The man with the candid camera stops by the Ventura Production department and finds Superintendent W. L. Bagby doing some selling. Local Manager Al Howland is seen checking up on some dope Mr. Bagby has handed him and it looks like another order is coming through the Production Department. (Since this photograph was taken Mr. Howland has been made Local Manager at Paso Robles)



Here is an old-time S.S.S. star who's still selling successfully—Don Buehrig of the Los Angeles Purchasing Department. In one month recently he sold: Scrip Books, \$440.00; Kerosene and Greases, \$80.00; Shell Motor Oil, 120 gallons; Fly Spray, 5 gallons; and Furniture Polish, 4 gallons—and in the same month he opened one credit card account. And Mr. Buehrig's cash sales for the past six months total nearly \$5,000.



Piscatorial Profits and Prestige

By W. H. Hitchman
Associate Editor of Shell Progress

E. F. "JIMMY" JAMES, Department Manager, Office Managers Department for the Los Angeles and Southern California Divisions, goes down to the sea—not in a ship, but in a swim suit. And when he comes back he brings lobsters, clams, abalones, scallops, cockles, tuna, yellowtail, barracuda. Here's a hobby that pays dividends in good things to eat, as well as in fun.

In the James home is a "large size" electric refrigerator, and in a capacious, well-filled corner we saw great quantities of lobsters and clams, and other sea delicacies none of which had ever been in a market.

Sunday mornings, the Jameses with a few fishermen friends go down to Crystal Cove near Laguna Beach, and lift their traps set on the floor of the ocean under the kelp beds. The lobsters are removed and the traps re-baited. If it is low tide, the entire party then goes after clams.

Clad in swim suits, Jimmy and five more slide into the water; three of them carry long poles with steel forks on one end and gunny sacks around their own necks. Some 150 yards off shore, the three spear for the clams on the bottom. When clams are located, the other three dive down by the long poles, tear the clams from their sandy bed, and bring them up, putting them into the spearman's sacks. It takes one to one and one-half hours to secure a clam limit.

In spring and summer, tuna and yellowtail fall to Jimmy's enterprising fishing off Coronado Islands.

Some years ago Jimmy, already well known as an excellent swimmer, found a way to get his exercise and fill his larder, to say nothing of bewildering the throngs who flock to Southern Cali-



E. F. James' hobby is swimming and fishing.

fornia beaches in the summer.

With his friends he swam two air-tight five-gallon cans about half a mile off shore. The two cans were connected to a 600 foot line having baited hooks every six feet. Two thirty-pound rocks were used as anchors, being attached by a thin anchor line to the bottom of each can. It is possible, you may ask, how it was Jimmy and his friends could swim half a mile to sea with two thirty-pound rocks, but if it is explained, each rock, together with its own anchor line is snugged up close to each

air-tight can with a small rope, you will see how Jimmy ferried the cans out, cutting the smaller rope which let each rock sink to the bottom of the sea.

The amusing part would be after the boys had rested on shore for an hour or so. Then they would tuck gunny sacks into their suits and swim to sea—too far off for the lounging crowds to observe what they were doing. Soon after, the fishermen would come back, each with a bulging sack of fish. "Where did you get them?" asked incredulous bystanders, unwilling even to believe their own eyes. "Oh! We just chased 'em down," Jimmy would laugh and leave them mystified.

Mr. James' prowess at swimming brings to mind the famous Catalina-San Pedro swim some years ago. Greased and feeling fine, Jimmy stood with the other hundred odd starters. Some twenty-two miles of deep blue Pacific separated them from the mainland. George Young came ashore at San Pedro in some sixteen hours. Shell's Jimmy James was in second place, some distance behind Young, and as there was no second prize, he boarded his tender when told the news.



Shellmen Miller and Tribble demonstrate a variation of the old number about "one shoe off and one shoe on" r r r

January in June

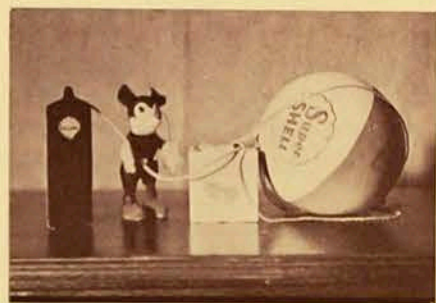
WHEN R. W. MILLER of Ontario, California and E. E. Tribble of Los Angeles went to Big Bear to supervise the underground installation of Shell storage tanks as part of the construction agency at that point, they weren't prepared for the wintry hardships they

encountered.

They started off in summer weather—but a storm blew up and—suddenly it was January in June. The two Shell men were forced to use snowshoes. Despite the "Little America" aspect of the countryside, the work proceeded.

Micky Mouse in Three Scenes

ALBERT T. PERRETT of the Central Division Sales Service Department makes photographs for the fun of it, although he was once official photographer of a company of the British Army stationed in India. Making the little figures and photographing them against a screen, he cleverly recorded this thrilling drama of the famous rodent's stratosphere ascent.



Gassing up with Shellane r r



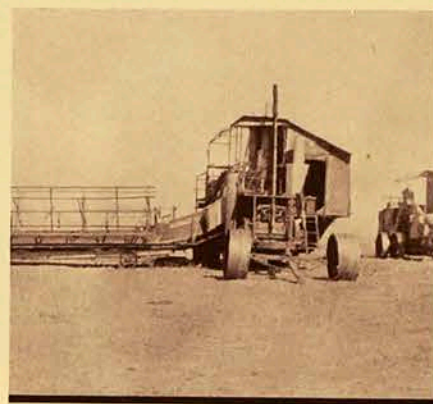
Up where mouse has never been before



Happy landings? r r r r r

Lubricating Costs Are Cut in Half

A REDUCTION OF ALMOST 50 per cent in lubricating costs since he changed from eastern oil to Shell Diesel Engine Oils is reported by Lewis Kandra who farms 2700 acres of grain at Tule Lake, Oregon. His equipment consists of an International R-40 Caterpillar, lubricated with Shell Diesel Engine Oil No. 3, a Caterpillar 35 Diesel, lubricated with Shell Diesel Engine Oil No. 4, and two combines, the larger of which is a Harris with a 24-foot cut and 36-inch cylinder, powered by a 45 Caterpillar gas motor. Both tractors are operated on Shell Diesoline, and both combines use Super-Shell gasoline and Shell Motor Oil.



Lewis Kandra's Harris Combine in the foreground, operated on Super-Shell gasoline and Shell Motor Oil 40

These Letters Pay Cash

AS ANNOUNCED IN the May issue of SHELL PROGRESS 37 letters written in connection with the recent Tips Tournament were voted worthy of publication and a dollar each for their authors. Six of them appear on this page—if yours isn't among those present, continue to watch future issues. There are thirty-one more letters to be published.

F. A. Briggs of Castaic, California gets the first dollar with his letter about Tip No. 14. Mr. Briggs says:

"After I read Tip No. 14 I kept a record of my gasoline sales and in one week, single handed, I sold 95 gallons of gasoline to motorists who had come onto the property to use the convenience buildings. Since I have a small station with only one man on duty, it is impossible to contact every one who comes in—but this Tip certainly has worked for me!"

Getting over the hurdle of trying to sell something extra, was solved for P. R. Wing, Oakland Shell man, by using George Peterson's winning Tip No. 15.

"For a long time figures on flushing oil sales had little effect on our bookkeeping but when we began to follow the suggestion in Tip No. 15 they became a real problem. The idea of a bargain went over with a bang when we tried to sell a flushing along with an oil drain. Flushing oil has become a big money maker with us."

Two Profitable Tips

Rush business doesn't mean loss of sales opportunities for Vern Roland, Shell station operator at 400 North Alvarado Street, Los Angeles, California—not any more!

"My tire quota was always the toughest quota to make, but I have made it with ease for the past few months by using Tip No. 21. It is true that tires are hard to sell on the driveways and especially true in a small station where only one man is on duty. The attendant is continually interrupted and cannot give a complete detailed sales story. But by keeping a look-out for motorists' needs and checking on those needs with a personal call when the customer is relaxing after dinner I have made some big tire sales and won many new customers."

O. W. Engblom of the Castlemont Service Garage at 83rd Avenue and Foothill Boulevard,

Oakland, earns his dollar with the following incident in connection with his use of Tip No. 33:

"Ever since I read Tip No. 33 I have been careful to give every customer from out of town a Shell map with the name of my station liberally stamped on it.

"Here's the most notable experience I have had with the effectiveness of this advertising. A transient customer traveling south saw my lubrication sign and stopped for a job. I gave him one of the maps and he was so pleased with the way his car performed after we had thoroughly serviced it that on arriving in Los Angeles he gave the map to a friend who came north about a week later. The sales resulting from this one contact were: a lubrication job, patching of four wheels, changing and flushing of transmission and differential, 8 new spark plugs, 1 light and 1 tire and tube."

Proof of the Pudding

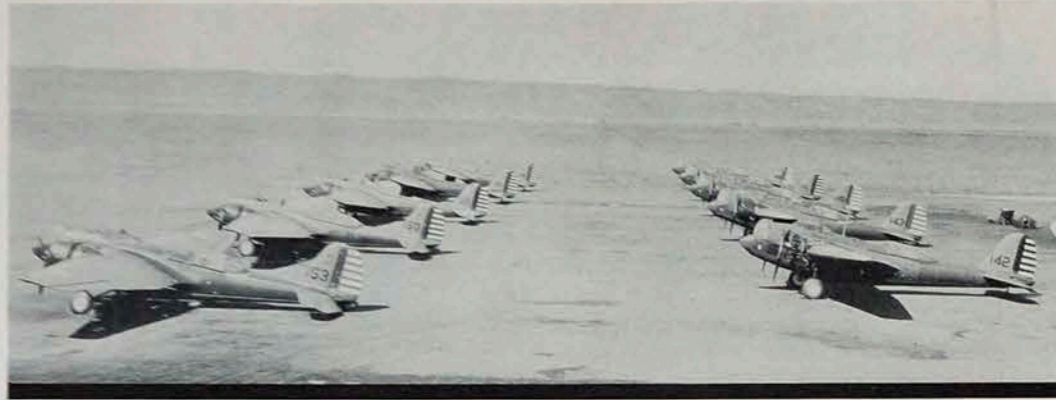
Joe J. Robbins at 904 National Avenue in National City, California uses the Prospect notebook suggested in Tip No. 35 but he goes a step further because: "the small notebook is in danger of being unsystematic and might possibly get lost, so at home I keep a big ledger in which I have transferred my prospect records under a cross-index system. The name is listed alphabetically and also by date. In this way I have a permanent record of the customer, his needs, my previous sales to him, and the future dates for me to call and remind him to buy.

"Proof of the system is that it works. I know definitely that it has enabled me to make several large sales and because it is systematic, it makes my future calls interesting and successful."

John Barrie's Tip No. 47 helped the business of Norman Christ at 34th and Chester Streets in Bakersfield—but in a different way than he had anticipated.

"I polished up some of the customers' cars with Shell Furniture Polish and while it did help my sales of that product, it did more than that and brought me in some good steady customers.

"My trade is mainly neighborhood trade and almost half of the cars that are brought to me are worth less than \$100 but the customers are always pleased to have interest taken in the old crate and have not only become steady patrons themselves but have brought in many new customers for me."



Martin Bombers lined up at Rockwell Field, North Island near San Diego, California. This squadron had just returned from a history making formation flight to Alaska and return. Commanding at Rockwell Field is Lieutenant-Colonel H. M. McClelland

Shell Serves Uncle Sam's War Eagles

YOU HEAR THE distant drumming roll of motors . . . far off, looking no larger than a swarm of hornets, a V-formed squadron of planes sweeps across the sky from horizon to horizon. A few minutes . . . a few seconds even, and they have disappeared . . .

In all likelihood, what you have seen is a squadron of super-fast battle plane from one of the four Army Air bases in California — Hamilton, Crissy, March or Rockwell Fields. Here, if you're lucky enough to get in, you'll discover the nests of the war eagles—bullet-like Boeing P26A pursuit planes; formidable, two-motored Martin bombers; sleek Douglas observation ships.

The motors that carry these fighting planes into the skies are always ready to deliver the utmost in performance, at all times and under every variety of flight

condition. For this reason only the most scientifically developed gasoline is ever used—fuel that must meet the stringent demands of Army flight work.

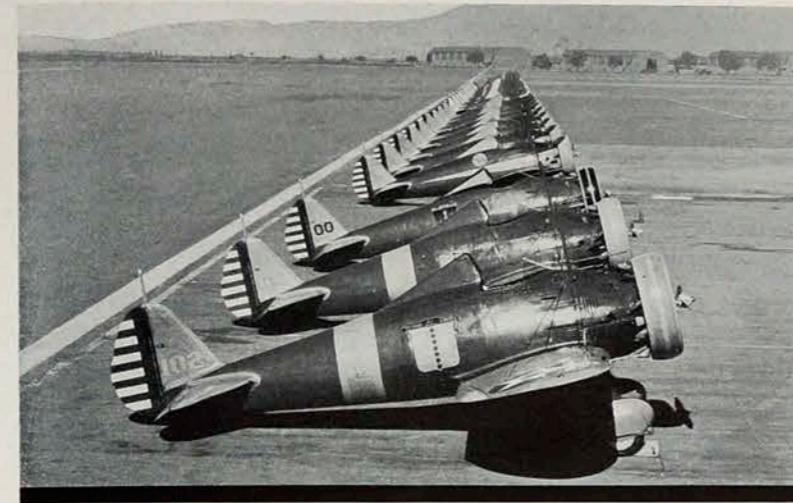
Shell is proud to have been called upon to supply the Army Air Corps with the majority of their aviation fuel requirements in the West—especially at the four great air bases which are pictured on these pages.



The Air Corps has its own gasoline trucks. This one can do 80 miles an hour, if necessary. The ship being fueled is one of the new Martin Bombers at Hamilton Field—fastest twin-engined heavily armed bombers in the world

A bird's-eye view of Hamilton Field showing the hangars, shop and administration buildings. Hamilton Field, located on the north shore of San Francisco Bay, is under the command of Lieutenant Colonel Clarence Tinker and forms the most modern and powerful link in the chain of Army Air Corps bases protecting the Pacific Coast

Shell Progress



Boeing of the 17th Pursuit Group on the inspection line at March Field, Riverside, California. One of the biggest of the Army Air Corps bases, March Field harbors a powerful flock of war-eagles under the command of General H. H. Arnold



Crissy Field—air base of the 91st Observation Squadron. Commanded by Major Floyd Galloway, Crissy Field is one of the pioneer Army Air Bases on the Pacific Coast. In the background can be seen the towers of the Golden Gate Bridge

Three Douglas Observation planes from the 91st Squadron at Crissy Field soar above a fleecy floor of fog on a morning practice flight



Boeing P26A Pursuit ships from the 34th Squadron at March Field flying in formation over Southern California. These wasp-like single seater fighters are the last word in combat planes capable of well over 200 m.p.h.

(All photographs on these pages are official and are reproduced through the courtesy of the Air Corps, U. S. Army)

June, 1935

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Meet "Miss Hobbs"— She Has Winning Ways!

By David Smart, Jr., Associate Editor Shell Progress

WHEN FASTER SPEED boats are built on the West Coast it is pretty safe to say that A. J. ("Mac") McGrete of Oakland will build them, and that Super-Shell gasoline will be called on to furnish the power.

Certainly at the present time Mr. McGrete's "Miss Hobbs" can throw spray in the face of anything in her class on the water, a statement which is borne out by her recent flashing performances in California speed boat regattas.

Shortly after the boat was launched in March and christened "Miss Hobbs" in honor of the dependable Hobbs batteries with which she is equipped, the speedy craft whipped through trials at the wave-burning rate of 59.5 miles per hour—a new Pacific Coast record for her class.

Using Super Shell, the "Miss Hobbs" continued her winning ways in the Gold Cup Race sponsored by the American Legion at Lake Espinosa near Castroville, California and more recently at the annual regatta of the American Power Boat Association at Vallejo, California.

In this latter event more than 10,000 people crowded the banks, saw "Miss Hobbs" streak to victory and capture the coveted Gold Trophy.

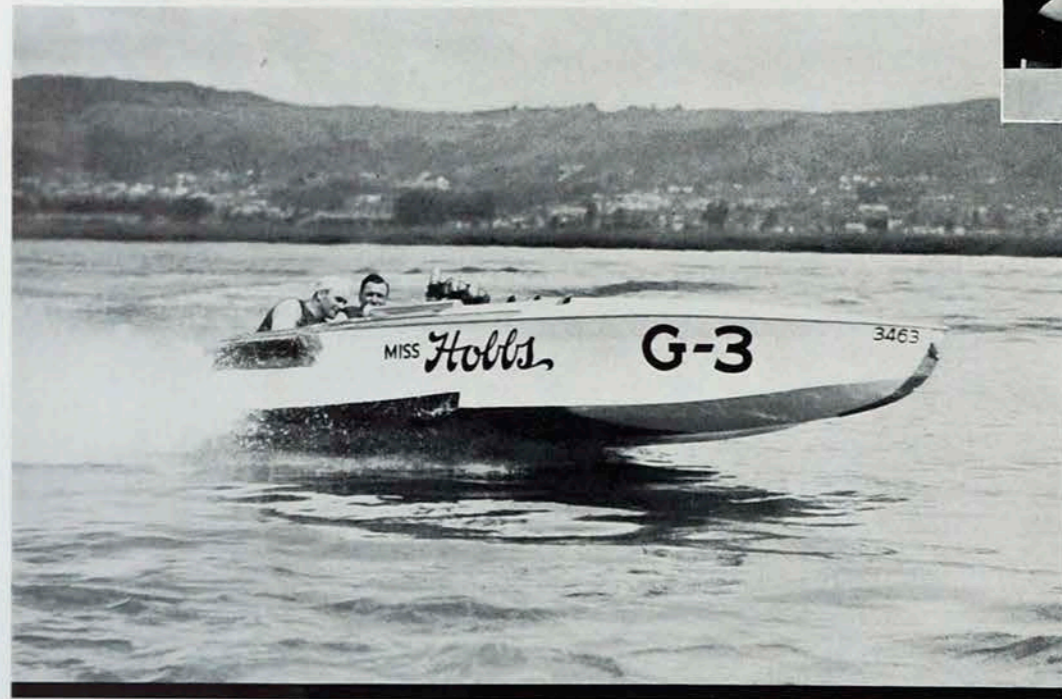
The race was one of a number which featured the colorful regatta, sponsored by the Vallejo Yacht Club.



Not as fast as the power boat races, but more picturesque, are the sailing events. This shows the start of one of the races at the Vallejo Yacht Club's regatta. In the background you can see one of the Navy's newest cruisers in course of construction at the Mare Island Navy Yard



A. J. McGrete, builder and owner of the "Miss Hobbs" received the Gold Trophy from the hands of Commodore Casper of the Vallejo Yacht Club



A smother of white foam—a gleaming white hull—and that's about all you see of the champion speed boat, "Miss Hobbs," as she rounds a turn—she's that fast!

Right—Shell's now famous puppets, again under the direction and control of George Kegg, played to over 40,000 people at the Spokane Sportsman's Show and in the course of a seven day stand they were far and away the outstanding hit of the show. Assisting Mr. Kegg were Bob Adams and Kenneth Peterson of Shell's Service Station Department



Shell Shows

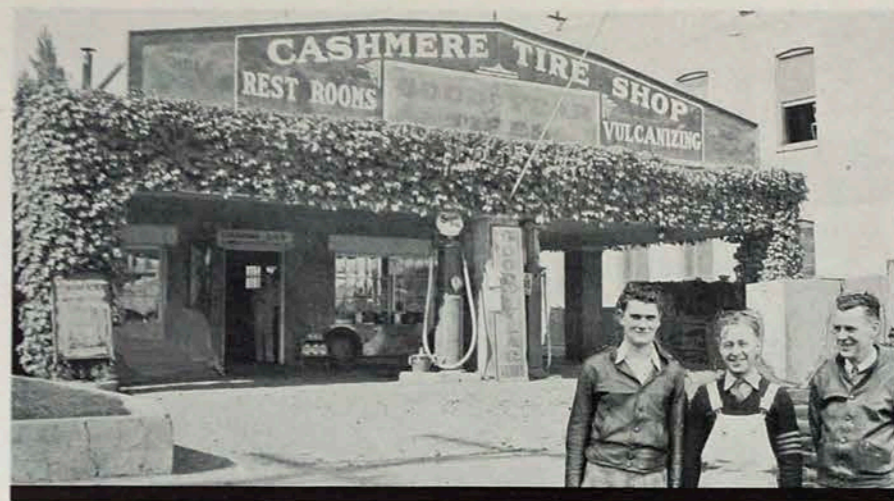
IN ORDER TO keep the mind's eye of the driving public focused securely on Shell, the Company is constantly exhibiting at various shows throughout the West.

Topping everything this year, of course, is Shell's sensational exhibit at San Diego in conjunction with America's Exposition, details of which are given elsewhere in this issue. But Shell is equally well-represented on a smaller scale at other events. In this way thousands of motorists are reminded that Shell leads the way both in the matter of progressive petroleum development and in the products and services to be found at Shell stations. The photographs on this page show Shell's exhibits at three recent Pacific Coast Shows.

Below—For the Los Angeles Sport Show, Shell set up a rustic mountain cabin, complete even to the bark and clapboard shingles. A motion picture running in a cabin window gathered crowds who were told all about Shell Touring Service



Shell's interesting exhibit at the Diesel Power Show in Los Angeles, demonstrating that again Shell leads in a new and important automotive development—Diesel facilities. The panorama map of the Pacific Coast shows localities where Shell Diesoline is obtainable from the Mexican border to British Columbia



Cashmere's 100% Shell and Goodyear station. Inset—Left to right Art Tosch, son of the proprietor, Vernon Broadus, service man, and A. J. Tosch

Goodyear Tires, Shell Products Helped Build His Business

A VETERAN IN THE oil and tire business is A. J. Tosch of Cashmere, Washington, in the fertile Wenatchee Valley. Mr. Tosch has been a Goodyear tire dealer for sixteen years, a Shell dealer for ten. Just recently he celebrated his sixteenth birthday in business and his community honored him not only by liberally patronizing his Shell pumps, but with a feature article in the Cashmere Valley Record.

The photograph and the article itself are reprinted herewith, by permission of the Editor, Mr. H. E. Van Ommeren:

"'Kelly' Tosch has been slicking up the Cashmere Tire Shop.

"March 1st was his sixteenth birthday—in business—and he celebrated the occasion by giving his customers just a little extra service as a souvenir of the occasion.

"Sixteen years ago Kelly Tosch, whose official name is Art, in partnership with Paul Kinney, started in the tire sales and repair business. Shortly after that Kelly purchased the interest of his partner and became sole owner of the business.

"In 1920 the business was continuing to prosper and Kelly decided to build. He purchased the lot where he is now located and built what was then one of the most modern tire and service stations in the section. Since that time Kelly has been continuously in business in the same location and is

becoming one of the pioneer business men of the city. His is also the oldest service station in the Wenatchee Valley, and for ten consecutive years he has sold Shell products exclusively.

"For fifteen years he has handled Goodyear tires and the company has presented him with a fifteen year plaque honoring his long service.

"My business has been excellent, thanks to Shell petroleum products and Goodyear tires and tubes."

For Sale, Rent, or Lease

One modern two-pump Service Station with new brick garage.

See or write Wm. Butler, 5024 South Main Street, Los Angeles, California.

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Service Sells, Says Shell Dealer Holmes

THE PIONEER SERVICE STATION in Wells, Nevada, operated by Earl Holmes, is an outstanding example of what can be accomplished by giving prompt and courteous service.

This 100 per cent Shell station is located in eastern Nevada on U. S. Highway 40, one of the main arteries of cross continent travel. For this reason Mr. Holmes makes it a special point to keep well posted on touring conditions.

Besides using Shell Touring Service to good advantage Mr. Holmes has an extensive knowledge of road conditions in the eastern part of Nevada.

Mr. Holmes is aided in business by his son, Earl Holmes, Jr., "Goldie," who is also coach at Compton Junior Col-



Earl Holmes, Sr. (filling the tank) Mrs. Holmes and Earl Holmes, Jr.

lege. One of his teams played the Northern California basketball champions for the state title, losing by a single point.

"Stay on the job—give them service—and you'll get the business," is Mr. Holmes' advice to other Shell dealers.



Shell Agent Guns for Game

Late last winter, Elmer Olson, Shell Agent at Lewiston, Montana went hunting in the Gallatin region of Montana. Although this is a January picture in June, due to unavoidable circumstances, it has its place this warm month—possibly to cool off any readers who may be scanning SHELL PROGRESS with the mercury batting around 100! The photo shows Mr. Olson (2nd from left) and members of the party

FAMOUS SLEUTH UNCOVERS SENSATIONAL TIRE EVIDENCE

Exciting news starts new rush of buyers to dealers pushing "G-3" All-Weathers

Are YOU getting your share?

AGAIN this year, "G-3" is the hottest news in the tire business!

"G-3" All-Weather—the tire that made spectacular non-skid mileage records on the test fleet—stood up under the famous "speed up to 50—jam on the brakes" driving order and delivered 43% more miles of safety!

"G-3" All-Weather—the tire that ended the depression for tire dealers by bringing in a flood of sales!

Man-hunter piles up evidence

And now the "G-3" All-Weather is back in the headlines—with bigger excitement than ever. Joseph A. Faurot—famous detective—trailed by an ace reporter—has made this tire real news.

From coast to coast—on city streets, on country back roads—he has hunted out the truth—and turned in evidence which proves "G-3" beats its own test fleet records—delivers MORE than 43% longer



non-skid mileage on owners' cars.

Tire dealers' harvest

What an opportunity for alert dealers! Right when tire buying is at its peak—millions of motorists are reading about—talking about—the "G-3" All-Weather.

And "G-3" advertising—this sensational detective story—is clinching the fact that "G-3" All-Weathers give more miles of safety at no extra cost.

If you're selling "G-3"—every salesman can be a "tread-inspector"—looking at every tire that comes in—building up local

evidence of "G-3" satisfaction—selling the importance of the longer grip—greater grip that's back of the Goodyear margin of safety.

Are you making the most of this big opportunity?



THE GREATEST NAME IN RUBBER
GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



**WHICH IS YOUR END
IN THIS FIGHT — —**

**— — GIVING OR
RECEIVING?**



MOST SHELL DEALERS are not worrying these days. They're too busy! If you're an exception, if you're taking a licking in the fight for gallonage, there's a sure way to turn the tables and win a favorable decision.

Shell is engaged right now in the most spectacular and effective sales promotion program in the entire petroleum industry. Al Jolson is Shell's latest sales builder, the greatest star of stage and screen now acting as Master of Ceremonies in "The Shell Chateau" radio program. Each week he has guest stars — John Barrymore, Babe Ruth, "Dizzy" Dean, "Daffy" Dean, Max Baer, Polly Moran, Miriam Hopkins — who attract millions of listeners to the story of Super-Shell superiority. The Shell sales story also is being told in national magazines and newspapers, and on outdoor posters.

You can focus all this advertising right on your own station by a little local work. Shell will show you how and provide the promotion material. Get busy today and let Shell's backing help you win this fight for more business and more profits.

