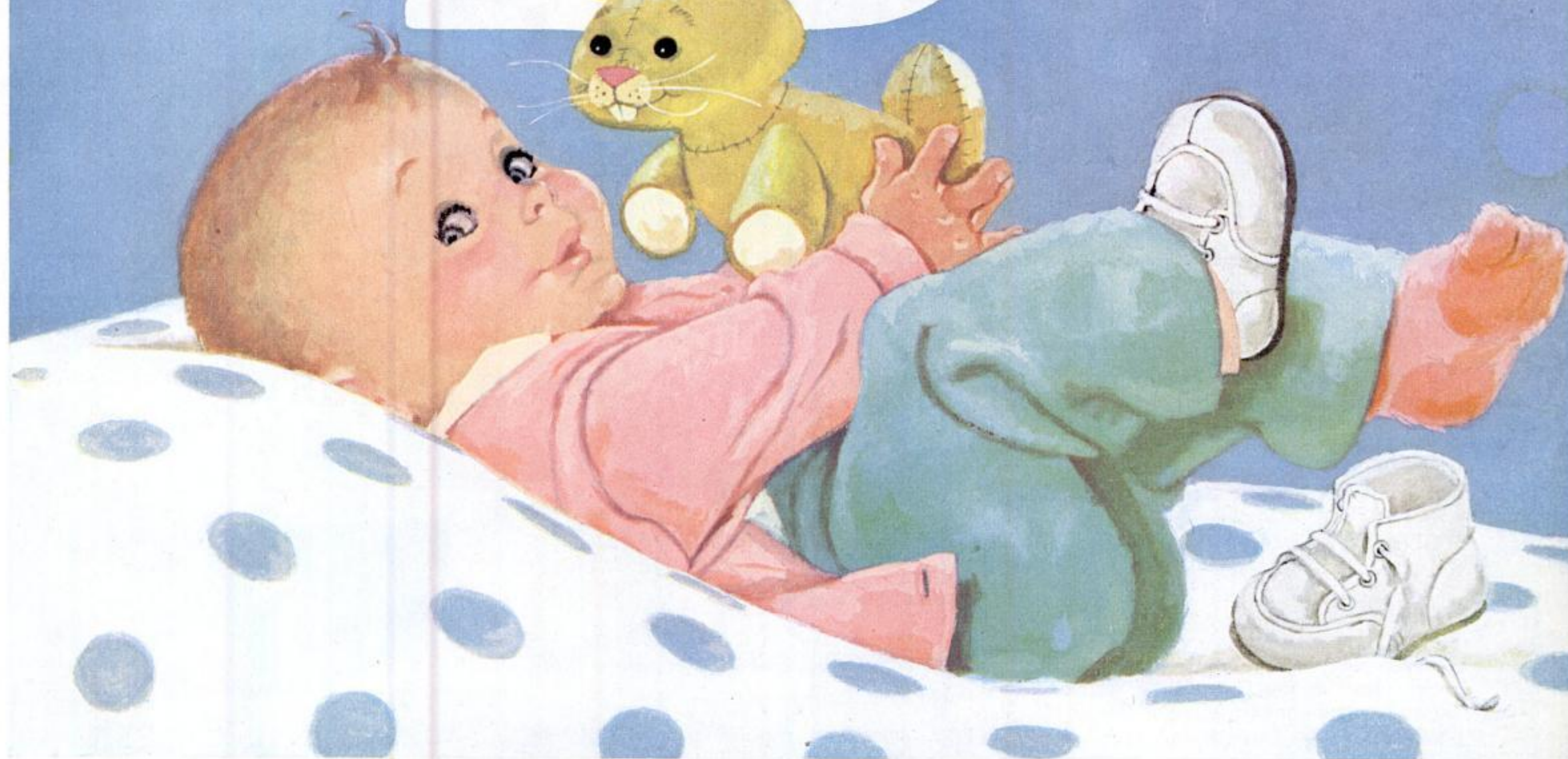


SHELL FROM A TO Z — AN ALPHABET



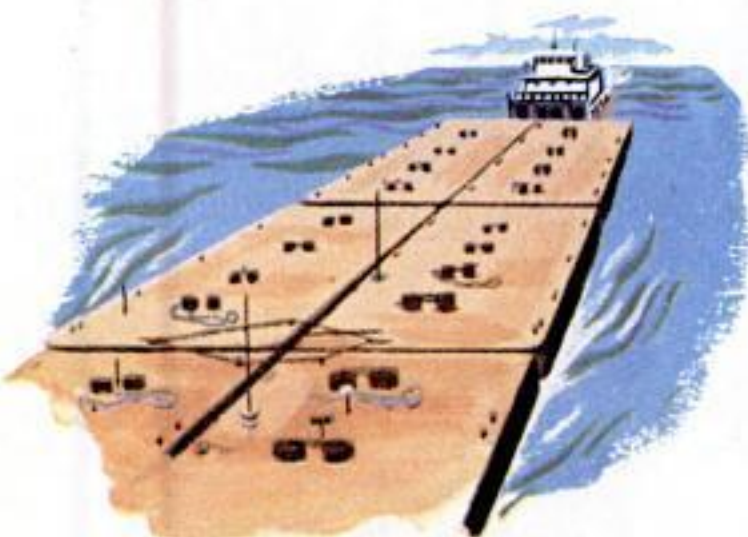
is for

Baby At the tender age of three minutes, he was bathed in a soothing petroleum product. Soon after, he used baby lotions, bottle nipples, bibs and a lot of other b's that could come from petroleum. These started him on his way to the 57,805 gallons of oil he'll use during his life (lots of it from Shell, we hope).



Barge

One way 1001 oil products get to market. (Other ways: tank car, ocean tanker, pipeline, truck.) Barge trains — some longer than the "Queen Mary" — are a low-cost way to haul products, help us keep the price to you as low as possible.



Basement

The new basements are cheery places. A trim oil burner fits in — even in no-basement homes.

Always remember that you can rely on your local Shell fuel supplier. He knows your burner inside out, will see that it works perfectly. He's your best *foul*-weather friend!



OF GOOD THINGS ABOUT PETROLEUM

Bathing suits

They're brighter, they dry faster, they hold their shape—and shapes—better. All made possible by the new oil-based synthetic fabrics, and the new colorfast dyes that come from petroleum products.



Bugs

Shell can't kill *all* of the 10,000 harmful species of bugs on this continent. But minute doses of aldrin and dieldrin (Shell insecticides) can now deal death to whole plagues of insects like rootworms, grasshoppers, boll weevils and mosquitoes.



Beach

With 500,000 miles of swimming in North America, it's only a short drive to good wet fun. Your car, modern roads and gasoline combine to give you the world's most convenient family transportation.



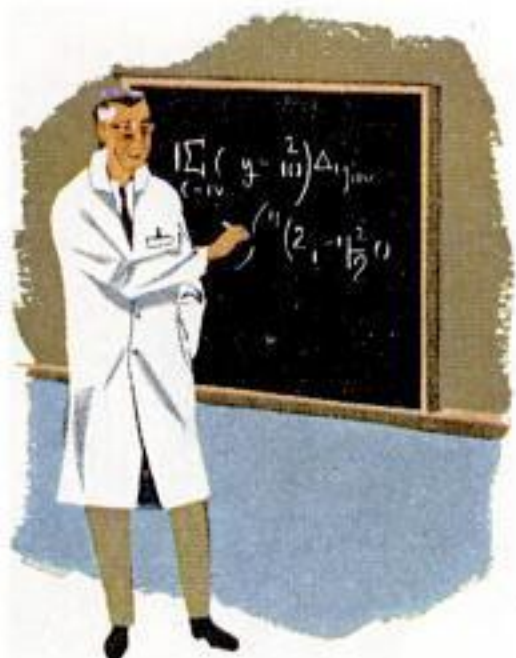
Butadiene

It's a basic ingredient of synthetic rubber. Shell researchers developed a way to make it as early as 1938. In 1941 Shell built a plant in time to supply defense needs. Now manufacturers use butadiene rubber in tires, overshoes, floor tiles, and other rubber items.



Brain power

A mathematician covers his slate with equations. Geologists argue over midnight coffee. Brain power is a prime resource. That's why Shell supports schools and colleges to train the people who will work for you tomorrow.



Brass band

Oil products can be tar-heavy or air-light. One of the lightest: an oil refined by Shell to lubricate trumpet valves—a clear case where we help somebody blow his own horn.



Below you'll see that Shell is actually a family of five companies—all necessary to each other and to you. You may never have heard of Shell Development Company, where most of our basic research is done. But out of it have come some of the most important modern oil and chemical processes known today—methods that Shell uses to originate and refine inexpensive and useful things that you use daily. In our business, the supreme ingredient is quality—and you get it in supreme quantities, because we can follow oil and its 1001 derivatives all the way from well to you.

Sign of a better future for you

THE SHELL COMPANIES



SHELL OIL COMPANY

SHELL CHEMICAL CORPORATION

SHELL DEVELOPMENT COMPANY

SHELL PIPELINE CORPORATION

SHELL OIL COMPANY OF CANADA, LTD.