



Clive Moulton – The Gentle Art of Persuasion

Shell-Mex and B.P. was a marketing business. This may seem a statement of the obvious and the size of the company meant that a whole raft of support functions had to operate efficiently to make the core business successful. Operations and Finance and Computing and Research and the rest were crucial, but when push came to shove it was those who managed the interface with SMBP's customers who were the key. One such was Clive Moulton who through most of his long career was in the front line as a Representative, an Account Manager and, in time, one of Shell UK's senior negotiators with major customers. His story is told from Page 4 onwards.

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You can also do this by visiting the Club website:
<http://www.44club.org.uk/>



Welcome

After Victor Meldrew's grumpiness in the last edition of the Club News I promised myself I'd be more upbeat in this issue but these are strange times and grounds for optimism don't always rise to the top of the consciousness. On the face of it to write about the scourge of loneliness is a bit more of the same so forgive me! I stumbled across a good initiative by the House Builder McCarthy and Stone and their 'Campaign Ambassador' Paula Radcliffe. Research has shown that loneliness is a way of life for more than six million British people over the age of 65. This is concerning for so many reasons, not least because the long term effects of feeling alone can be profound. One in five older people who are lonely say they feel invisible. Sadly, the vast majority of them have never told anyone how lonely they feel. We can be proud that the '44 Club' is an element in combating the loneliness which some of our members may sometimes feel. The key challenge is to engage with members via this magazine but especially at Branch level. And as individuals we could probably all do a bit more. The 'Ten small actions' initiative explained in the graphic below seems a good one to me and I'm pleased to share it with you. If you'd like to know more follow this link:
<https://tinyurl.com/Loneliness44Club>



Paddy Briggs

Club Office back in Shell Centre (Sort of!)

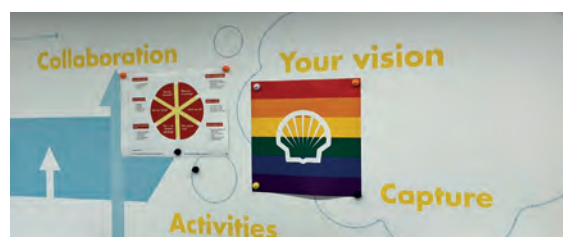


For the past three years the home of the Secretary of the SMBP 44 Association Colin Hill has been on the 14th Floor of 40 Bank Street in Canary Wharf the office to which hundreds of Shell staff decamped as all but the Tower building of Shell Centre succumbed to demolition. The intention was always for the temporarily housed staff to return as one of the new buildings in the South Bank complex will be a new Shell building. Colin has been in the first

wave of returnees but he is now back in the Tower in a room with fine views of the Thames. I have used the word 'room' advisedly – Colin is located there but it's not an office as we would know it. There are work stations into which you plug your laptop and a desk top and chair, but you don't have a desk as such and each day you're in the office you have to find somewhere to sit. First come, first served. There is no personal storage beyond a small metal drawer in an alcove. In our digital world there's not much paper about. The walls are decorated with rather Orwellian messages which presumably the natives understand. You can get a good lunch in the building though (if you pay for it) and the vibrant South Bank is surely better than the cold Bankers' world of Canary Wharf. We wish Colin well in his new 'home'



– Shell-Mex House is visible from the window – they did things differently in that foreign country in the distant past!



Social Events

Volunteers up and down the country do a brilliant job of organising social gatherings. You will see the range and variety of these events in the News from the Branches.

Unless you, the members, support these events, they will cease to happen and the opportunities to catch up with old colleagues and friends will be lost. In drumming up support for these events, many of you will be receiving invitations/notifications: some by email but a majority are sent in the post. If you receive these circulars it is because, when joining the 44 Club, you indicated that you wanted to receive them. We are very aware that circumstances change and your ability to attend may have also changed. If you are receiving invitations to locally-organised events and no longer wish to receive them, please can you let Colin Hill at the Club Office know? You can call him on 020 7934 5132 (leaving a message as the office is manned part-time), or email 44-club@shell.com, or send a note to the office address: The SMBP 44 Association, Shell Centre, London SE1 7NA. If you decide not to receive the circulars, please be assured this will not affect you receiving the 44 Club News, nor will it affect you getting birthday cards where eligible.



Hold the Date

The 2019 Members' Reunion and our Annual General Meeting will be held on Thursday 16th May 2019. The venue will be Shell Centre, London.

Clive Moulton – The Gentle Art of Persuasion

Having served some time in Accounts Receivable in Knightsbridge Clive Moulton had decided that what he really wanted to do was to get into Marketing – Shell-Mex and B.P. was, after all, a marketing company and that was where the action was. It was also to be a home from home for the rest of his near forty year career for Clive, who rapidly progressed to being a Representative and later a senior Negotiator with major customers, was the archetypal salesman.

Early Life

Clive was born in 1945 into an Army family and like all such offspring had to adapt to many different homes and schools, home and abroad, in his early life. But eventually, in his teens, the family settled in Windsor and Clive completed his studies at Windsor's County Grammar School for Boys where he passed three 'A' levels and became Head Boy. Immediately after his school years Clive applied for and was chosen to do a year's VSO (Voluntary Service Overseas). He was sent to Rhodesia (as it then was) where he taught English in a Boy's secondary school in Salisbury. The boys (all locals) were bright and Clive was given considerable responsibility. One of his pupils was later to become the first black editor of the main Zimbabwean newspaper and Clive and he have kept in touch. This was an early opportunity to be taken out of his comfort zone and Clive looks back on it with affection. Clive enjoyed teaching and initially decided to pursue Teacher Training at Loughborough but he became rapidly disillusioned with the standards there and left. He obtained a place at Durham University but Berkshire Council refused him another Grant so he decided to plunge himself into the world of business instead. A one hour interview at Shell-Mex and B.P. followed and a job offer was made.

Accounts Receivable

To be a clerk in Finance was the common entry point to SMBP for many 'A' level recruits whose real ambition was to go into Sales. In the main it didn't last more than eighteen months and there was valuable learning along the way for the new entrant. In Clive's case this was particularly so because he stumbled

across a serious defalcation taking place and involving a company employee. The police were called and Clive's discovery of the fraud was much praised by his bosses Stan Finch and 'Curly' Gatfield. A move to a job as a Marketing Assistant in Commercial's Barnet Area office was to follow. It was 1970 and SMBP had a very large marketing set-up with Regional and Area offices and hundreds of Sales Representatives across the country. Barnet, under Len Dennis, had ten 'Group Commercial Representatives' as well as Fuels and Lubs Reps. It was soon to move location to Watford where Tom Butler ran the office and the sales force included some familiar SMBP names – Maurice Butcher, Peter Simmonds, Bernard Jones, Andy Vanderhook...

Group Commercial Representative

In the same way that a spell in Finance was a good introduction to SMBP so some time as a Marketing Assistant in an Area Office was good preparation for those with an ambition to 'go on the road'. But first a 'Sales Panel' had to be passed and Clive travelled to the Birmingham Regional Office to be interviewed by a senior panel of three heavies. Two of the interviewers scored Clive high but one low – usually there was more agreement! Perhaps Clive's appeal was then a 'Marmite' one but anyway the dissenting voice was overruled and Clive passed. A little later Andy Vanderhook moved into Distribution and Clive took over his territory in North West London and centred on Wembley. Sales training took place with some excellent and experienced career reps like John Hotchkiss and Peter Sweet but there was also a 'Rite of Passage' few days with



Peter Ost (the Maidstone Area Manager) and his senior Rep John Auger. Clive survived!

This magazine generally has a very positive look on the distant days of Shell-Mex and B.P. – we accentuate the positive and don't dwell on the company's occasional deficiencies. It's worth recording, though, that with a few exceptions, hands-on Sales Management was not part of the culture! Representatives, even new ones like Clive, were generally left alone by their largely office-based managers. There were exceptions to this of course not least from Bryan Mayor who recalls 'ASAMI' - 'A Systematic Approach to a Marketing Interview'. Bryan was a passionate advocate of ASAMI and an instructor for three years. He recalls "The challenge to course members was to destroy the logic or adopt the change. Where failure had resulted a different approach was needed. ALL sales staff had to attend an ASAMI course. I even went to Ireland to run Courses. I could bore you to death!" Maybe another time Bryan!

Back to Clive Moulton. He was a natural above all, I think, because he relished the job. His knowledge built up quickly both from the generally excellent product and other training SMBP

organised but also from on-the-job experience. Not to be underestimated was the peer group learning. Whilst it may seem a post hoc rationalisation the regular (at least weekly) lunches with fellow reps was part of the learning experience. Many, like David Marshall and Colin Jones, were of the same age and from similar backgrounds and if they were joined by a more experienced Rep like Hotchkiss or Jack Coulter there was informal but genuine learning. There were also some free loaders - survivors of an older generation who were gradually wheedled out of the system. Bryan Mayor could tell you about some of these – another time again!

If product knowledge and knowledge of how the supply and distribution (and Accounts!) systems worked was essential then to combine this with a natural sales talent (fine-tuned with ASAMI or not) was the perfect mix. But what made SMBP's reps different was also, without being too overblown about it, summed up in the word 'Integrity'. In short if you knew your stuff, could present the case and if you did all this in a principled way there was a fair chance you'd succeed. Clive Moulton did. The brand was all important of course. The business card with the Shell and BP emblems on it would always get you in to the buyer – then it was up to you to get invited back.

Clive had good relations with his Sales Managers from Len Dennis, to Tony Seales, Bill Armstrong and Harry Binns. His experience as a Marketing Assistant helped in his relations with the Office staff and the earlier experience of customer accounts in 'Accounts Receivable' was not unhelpful either. But like most Sales Representatives on a day to day basis Clive was on his own. He decided his sales call plan and what his priorities were. There were campaigns like the challenge to convert customers to Direct Debit payment or the annual Antifreeze sales blitz (in high summer!) which gave instant results. But real added value came from long term contracts - the re-signing of a three year agreement with a major customer was always something to celebrate. Essentially the job was relationship management rather than hard selling. In the main you weren't selling a one-off package of anything but the benefits of continuing the customer relationship

– some of which stretched back twenty or thirty years. Taking an interest in the customer's business was crucial – if you knew what his priorities were and could find a benefit to match his needs you would succeed.

Shocks in the Oil Industry and Brand Separation

Within a year or two of Clive Moulton becoming a Sales Representative changes were happening both in the industry generally and also to SMBP. The 1973/4 Oil Price shock led to shortages and rationing – 'allocations' as it was called. Clive was offered a job as a Training Officer at this time but decided to turn it down – he really wanted to stay a hands-on marketer. At the same time Brand Separation became a reality with customers being divided 60/40 – to be followed, of course, by staff on the same basis. Clive went to Shell though many of his best buddies in SMBP went to BP. Post Brand Separation the pace of change accelerated and the old Region/Area/Territory structure gave way to a leaner organisation. Clive, now a Senior Representative, took on a Central London territory where the emphasis was on centrally coordinating customers buying across the country. This was the experience which prepared Clive for his subsequent role as a National Buyers Manager when SUKO's new structure was introduced in 1982. These large customers bought substantial quantities of Shell products and had more complex and diverse needs as well as very substantial ones. Clive was now dealing close to the highest level as a Shell negotiator – mainly with big buyers in East Anglia. Another reorganisation in 1990 created a class of trade focus and Clive took on firstly sales to Local Authorities and then all public sector contracts.

National Buyers Manager

The days in National Trade were happy times despite the sporadic difficulties caused by occasional cost pressures and, later, some curious appointments. There was a close team with Frank Downes (above right) being in overall charge and good colleagues like Mike Ross and Donald Reid - though their successors were not always on quite the same Ex-SMBP wavelength. Some of this later team were best kept away from customers – not ideal in a



Frank Downes

predominantly Sales organisation! Of Frank Downes Clive says "I'd worked for Frank for twelve and a half years then, half my time in Shell. He was great to work for, giving you responsibility and freedom, but demanding performance in return. His open style of management was rewarding."

Shell Gas Direct

By the late 1990s the downstream oil industry was changing beyond recognition from the business that Clive Moulton had joined in 1966. Oil product demand had fallen – especially in the sectors where Natural Gas was making massive inroads. There was not enough added value around to justify complex and costly sales structures – much of the business in commercial and industrial markets had become commoditised. Relations were far less important than price. Shell entered the downstream Gas business in the UK by forming 'Shell Gas Direct' which was to market Shell Gas to large industrial and commercial customers. The Shell network worked to help staff this new business and Clive Moulton was well-placed to become one of their Account Managers, which he did for the last seven years of his career. Negotiating supply deals with very large Gas users, some of them with head offices in Europe and involving trips to Madrid or Lyon or Hamburg (etc.), seems a long way from knocking on doors in Wembley's backstreets. But Clive enjoyed his final role where he had a Shell pecten on his business card and felt that he finished on a high when he retired in 2004.

Away from Oil and Gas

In concentrating on Clive Moulton's career here some of Clive is a bit missing! That Clive is a relaxed and genial colleague and friend is confirmed by the many others who volunteer a point of view. Family is important and Clive and Jill have been happily married for 44 years and have three grandchildren – a four-year-old boy and two infant granddaughters - of whom they are understandably proud. They have always lived in Windsor and you sense that this has been a welcome stability when, especially later in his career, Clive's job involved a lot of travel. In his youth Clive was a good Rugby player but an injury brought a premature end to this burgeoning sporting career. He took up golf at which he has excelled and as well as being an active member of his local Golf Club he participates in the Oil Industries Club Golfing Society for which his old colleague Donald Reid is the Hon. Secretary/Treasurer. He also has a great love of cricket which stretches as far back as 1953 when his father took

him to Lord's for the Ashes Test Match. That was the one in which Watson and Bailey saved the day for England in the second innings helping a recovery from 12/3 and 73/4 to the safety of 236/5. (Any excuse to insert a cricket story and photograph in the magazine!). The gentle art of persuasion is what Clive Moulton did throughout his long SMBP/Shell career. To say that he was a natural to represent the company at the Customer interface rather underrates Clive's skills. The best salesmen are both born and made. That combination of knowledge, negotiating skill and integrity is a pretty formidable one. Clive would agree that it was ten years in Shell-Mex and B.P. that was the foundation of this strength.

PSB



Memories...!

Funny how long lost memories can be reignited by a discovery. These items turned up mysteriously in the Club Office. As I recall it back in the 1960s in Shell-Mex House you had to be a certain seniority to get a teapot. The rest of us just got a cup and saucer (or was it a mug?). I used to take the branded sugar lumps and the book matches home to my Mum as I didn't take sugar or smoke. What other branded SMBP things can readers remember?



What was happening here?

We posed the question as to what was happening here on the back page of the last Club News.

Tom Cannon says "I have studied the aircraft photo and I believe it is a Bristol 170 freighter. I cannot tell which airline it belonged to from the small part of the logo on the tail. It looks like it is loading cars at a small airfield somewhere. Could it be Ferryfield, Lydd? I say that because my wife and I had a return flight with our Mini, to Le Touquet in May-June 1967. The operator was, I think, Silver City Airways who were taken over by British United. As I recall, it carried 3 cars with their passengers and was a 20 minute flight one way. It was very noisy! I think they operated in the 50s into the 60s."

Tony Sewell confirms this "I think the picture is a bowser in the foreground after refuelling a car ferrying passenger plane from Lydd Airport in the early 60s." And Mike Wager adds "Shell vehicle is a Thompson used for oil dispensing on piston engine aircraft. Aircraft I believe is Bristol freighter. Suspect it's Lydd or Southend the airport."

A bit of research shows Silver City at Lydd in probably the late 1950s in this photograph. It was a major operation and very successful for a time. Can anyone recall SMBP's involvement in a bit more detail? **PSB**



Wedding Anniversaries

Blue Sapphire (65)

Bob and Betty Gregory

14th November 2018



All Saints, Farringdon where Bob and Betty were married in 1953

Welcome New Members

Mrs Barbara Curnow - Plymouth

Mr Roy Havery - Manchester

Mrs Joan Jarrett - East Grinstead

So what did employees of SMBP really think about the company 50 Years ago?

This magazine is driven by nostalgia (and why not) and all the stories and letters look back on Shell-Mex and B.P. with fondness and regard. But get in a time machine and press the 'Go back 50 years button' and what would you find? Well thanks to a find in the Archive we can let you know! In the summer of 1968 the company asked Ashridge College to conduct an independent survey of the employees of SMBP to find out what they thought. The good news was summarised in a table which showed the answer to the question 'What do you think of the Shell-Mex and B.P. Group as a company to work for?'

But there was room for improvement. The staff thought that management could 'make better efforts to keep staff informed about what was going on'. Did employees think that 'top management' understood what staff felt about the Group and about their jobs in general? 'About three-quarters of those with any opinion thought that

One of the Best	38%
Above average	40%
Average	20%
Below Average	2%
One of the Worst	Nil

top management had some idea of what employees think, but they implied that things could be better. Nearly a third replied that they had no opinion on this question which might indicate that they found management a bit remote'.

SMBP Director John Buscombe summed up the survey results as follows: "... employees as a whole thought the organisation was a pretty good one, but they were critical of some of the ways communications work....we have an awful lot of boundaries in our business..."

SMBP was a very big company indeed and in some respects it was inevitable that there would be the boundaries that Buscombe referred to. It is also important to place the survey in the context of the times. SMBP was emerging from the extremely hierarchical and traditional management style of the post war years. 1968 was a watershed year in the UK and across Europe and traditional ways of doing things were being challenged by the Baby Boomer generation as we came into work. Change was around the corner. A paternalistic concern for employees (cradle to grave) was to remain for quite a while before it started to crumble after Brand Separation, various oil crises and external political and commercial challenges. The signs that workstyle changes were inevitable are in the detail of this survey. That it was in many ways a golden era we can only say with hindsight. **PSB**

Birthday Thanks

80th I was pleased to see I made a guest appearance in two photos in the last Club News which featured Bristol Branch outings! I still find it difficult to believe that I retired over thirty years ago after 26 years' service. Best wishes to all who remember me.

John Nunn

(Ed: Here you are again John! Cropped especially for you!)



80th I had always wanted to visit Betty's in Harrogate for Afternoon Tea, and my lovely Daughters made it happen in June! An 'Airbnb' flat was booked three minutes' walk from Betty's and we stayed there for three nights and two of my brothers along with some of their families drove from Cheshire to join us. There were ten of us in all and the youngest was just one year old. We had an extra treat that evening as we were taken out to a Spanish restaurant - a favourite of my nieces. It was possible to spend time exploring the town and gardens of



Harrogate. The weather was good but it is Yorkshire so was several degrees cooler than Hampshire!

At Bettys the staff were wonderful, moving tables for us and taking photos and just being really caring. They discovered it was my 80th and produced a little cake with a candle (just the one!) Then everyone sang Happy Birthday!

Eileen Watson

82nd Thank you again – I enjoy hearing all about the 44 Club and what everyone is doing.

Alice L Brown

82nd I cannot believe it is 56 years since I joined the company at the Eastern Division office in Ipswich and was trained to be a Commercial Market Superintendent. What a grand name for a representative!? Like many others I only wish I had joined SMBP earlier – it was a great company to work for. My thanks go to the volunteers who provide this service.

(Ed. The 'service' is provided to the Club and its members by our ex-Chairman Peter Cast and his wife - we are enormously grateful to them for this.)

Tom Cannon

84th Thank you to all of you who administer the 44 Club for my card. I have several prompts to remember the happy life with SMBP and Shell – two Grandfathers' Club lunches, two Trade Relations lunches and the 44 Club and SPA magazines. But it is particularly nice to be remembered with a Birthday card!

John Bamberg

85th Since my ambition when I was young was to live until 25 - by which time I calculated I was over the hill, at 85 I have comfortably exceeded that target!

My first ten years in work were spent in Shell International and I had been rather snooty about Shell-Mex & B.P. Then I was transferred to SMBP as a Group Commercial Representative and for the first time I was confronted with real customers and I started to develop. I felt very uncomfortable asking customers to pay their outstanding bills. Then one day on my third call, having threatened 'Cash With Order', the customer said "Ok Roy, I can see you are serious". He then went to his safe and extracted a cheque for the amount outstanding! From then on I always went in 'hard' on the assumption that the customer would have a cheque made out in the safe! It was powerful learning for me.

In those days SMBP did some 60% of the UK oil business and I carried cards for Shell, BP, National Benzole and Power Petroleum. Over five years as a salesman I learned what an outstanding organisation I was part of. My time on the road gave me a solid platform when I became a Training Officer.

Roy Fielder



89th You've all cheered me up as I was feeling a bit poorly after giving myself a present of gout on my birthday! But I am now feeling much better. I so enjoy reading the '44 Club News'.

Irene Hawksbee

89th 'All the World's a Stage' and the curtain has not been rung down yet on this old codger in his seventh age and hoping to make 90. It's good to be remembered. Thank you.

Peter Farr

90th Golly how time goes! It always brings back fond memories of yesteryear, whilst still in your memory, have often become pushed well to the back by current events etc. I have very pleasant thoughts of the old days whilst working in H.O. My best wishes to all who can remember me.



Lawrence Townsend

89th I have so many happy memories of SMBP and Shell UK Lubricants. There were challenges, of course, but overall they were exciting times. Can you believe that I have now been retired longer than I worked! So if spared it's 90 next year and 65 years of marriage to my lovely wife Anne. Amazing! Thank you.

Neil Norman

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BIRTHDAY THANKS

90th I left school in September 1942 and started work in the (then) Petroleum Board Dingle Bank Installation in Liverpool (see photograph). I was a



messenger boy working in the Shipping Department delivering Shipping Notes to the barges bunkering oil to the ships in the Mersey. The war was on and the ships were in and out all the time – it was exhausting but I enjoyed it for four years. Then I was called up for my National Service in the Army for two years.

I returned to Shell-Mex and B.P. as a second man on the tanker lorries – in those days you had to wait until you were 23 years old to become a driver which I did in 1948 and worked at Dingle until it closed in 1969 when I transferred to Haydock. I became a Senior Shop Steward and the Union Branch Secretary which continued to my retirement at 60. I later became a Justice of the Peace following Shell and the Union's nomination and this continued until I was 70. Happy Days!

Tom Christie

91st Having joined Power Petroleum on 1st April 1954 I now look in vain for news of old colleagues from those far off days. Working for the "Group" in the 1960s and 1970s was the best time...

Barrie Wilson

(Ed: Over to you readers – any old Power folks to give cheer to Barrie?)

96th It's wonderful to be remembered after all these years – thank you.

Stan Unwin

86th It's a nice feeling that someone, somewhere remembers me from the old SMBP days. My wife and I remain in reasonable nick, though inevitably a rather more sedate form. It is a pleasure to receive the magazine and spot colleagues from those happy days.

Martin Spankie

92nd The usual warm glow set me up for the day but are you sure that another year has flown by? The picture of Lydd Airport on the back page of the last Club News brought more memories flooding back. Was it really 66 Years ago when my wife and I with a friend made a trip with our two new motor cycles - my 500cc AJS and his 500cc BSA Gold Flash? We arrived at Lydd early in the morning in July 1952. The Aircraft was the Bristol Wayfarer and the Shell Vehicle was the Hurn - a special oils Refueller with a three wheel Chassis. Little did I know then that in May 1960 I would be working for Shell Aviation! Now I have been retired longer than I worked for the Greatest Company in the Oil Industry. I am now a permanent resident in France and enjoying life to the Full but as always wondering - what the future holds. Thanks again to all at the Club that continue to look after us retired



persons. (Tolstoy wrote 'War and Peace' more quickly than I have taken to write this).

Frederick Jones

Thanks also received from:

Nigel Browning (84), Roger Price, Dennis Naismith (85), Donald Cotton, Marguerite Nicklin (90), Colin Gibbens (82), Brin K Morris, Mike Holland (88), Liz Kershaw (87), Ken Doran, Harry Macquaker (81), David Rowse (88), John Wells (84), Gordon Pattenden (84), John Hoare (80).

Your Letters

Lubricants memories



Front row: Ken Froy, Peter Berryman(?) and Tom Relf.
Back row: Ron Gunnel, David Dewar, George Napier, Bill Harrow and - Jim R

Ken Froy asked us to pass the above photo to Jimmie Robertson which we did. He kindly provided some background in a letter!

The men were all members of my team of Engineers in some later manifestation of HO Lubricants Department - Industrial. It had to be some mixed lunch which I had sponsored - for some as yet unremembered reason!! It was a fairly modest event, seeing the pile of beer bottles. I suspect that the event was just Post Brand Separation but they were all SMBP folk. It was before we were hooked up with Frank Downes and Special Products - and after Alan Salisbury had gone to Central Lubricants.

The photo was taken by one of the wives - eight men & seven ladies in the photo! Notable absentees included Ian Palmer-Lewis, Roy Burton, Ben Hurley - but the location beats me!!

Ken Froy, Peter, and Tom Relf looked after Plant Builders, whilst David was the CC Auto man, and George was the Electrical Oils man. Bill had some Supervisory role.

I would like to add a Post Script regarding Ian Palmer-Lewis who sadly died recently. I sponsored Ian for an MSc Degree in Tribology at

Leeds University - he was one of the first Graduate Intake to Lubricants Dept.

Jimmie Robertson

Dress Code

Victor Meldrew's sadness at the demise of dress codes hit a recall button for me. When I completed my SMBP induction training I was posted to Manchester Branch where the Branch Manager Arthur Swain told me of his dress code: "No suede shoes, no fancy waistcoats and get yourself a hat!" I re-entered the main office where the Industrial Fuels Rep, one Colin Gledhill, had received the same instruction. He completed a PERV (expenses claim) on which under "Chargeable items" he included a hat. A little later Arthur Swain appeared "I pay you well Gledhill but I don't clothe you. Rewrite your PERV". This Gledhill did and he resubmitted it. Swain reappeared "Your PERV adds up to the same total Gledhill" he said, to which Colin replied "With respect sir the total is the same but this time you can't find the hat!"



Bryan Mayor

Old Comrades

What a delight to see three of my old comrades on the cover of Club News 159 - also a welcome article which brought back memories of Distribution. The three chaps all went



on to be Terminal Managers, perhaps the only position in SMBP where you ran your own integrated business with multiple responsibilities touching all aspects of the company from refinery gate to customer. I would argue that although this could sometimes be a



lonely position it was the best job in the company.

I'm many years out of touch but I suspect the Distribution network has all but disappeared from company control. Installations had employees with many diverse interests and they also had active social committees. Families were a part of Installation life. I have memories of children's parties, day excursions, Lorry Driver of the Year, dinner dances, cricket/skittles matches and much more.

(Ed: Photo is of a children's party at Barton in 1968. The clown was Alec Hindley.) Can we have more articles from Distribution whilst we are still here to enjoy and reflect!

Bob Chapple

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Victor and Whisky

I have just read the editorial by Victor but I think he used a bit of poetic



licence in one part. Drinking a **small** whisky with Paddy? To paraphrase his alter ego "I do not believe it"!

(Ed: I think Victor probably agrees with the dictum that a small whisky is better than no whisky at

all. I share that view. He has been happy to compromise his tastes and whilst good Malt is top of the list he's also happy to promote the excellently

named (for Victor) 'Black Grouse' from the home of "The Famous Grouse").

Brammer Allport

Big Beasts!

The photograph of the Highwayman tanker on the front of the Autumn edition of '44 Club News' took me back to my early days at Heathrow Terminal. I had to do a four-day driving course on the Highwayman at Fulham depot to qualify me to drive the 60 foot articulated aircraft



refuellers. I enclose a photo of a 60 foot Severn refueller on a BOAC VC10, probably from some time in the early 1970s.

Ged West

News from the Branches

Some good Branch events to report this edition and some lovely photos. But lots of gaps! Please keep the editor advised of your Branch status and plans even if the Branch is going through a quiet time. And if you need some help please don't hesitate to contact the Club Secretary or the Editor. The success of the rejuvenated Bournemouth and South Wales branches shows it can be done and we are happy to help.

Inverness

Contact: Keith Pickering

Coming up:

Lunches at the Kingsmill Hotel on the last Thursday of the Month, March to June and August to December. All welcome.

Aberdeen

Contact: Graham Walker

Coming up:

Monday 11th February: Coffee morning 10:30 onwards. Michies coffee shop, 391 Union Street, Aberdeen

Monday 11th March: Venue as for February

Glasgow

Contact: Elaine Ellen

The first meeting of the new session took place on Thursday 15 October 2018. Thirteen members and guests were present; it was great to see

everyone again. Elaine gave a talk about the Hurtigruten Coastal Voyage she and her husband were on in April. The talk was well received and the speaker was very relieved that all appeared to have gone well!!! The usual raffle etc. took place and many thanks to those that provided raffle prizes.

Coming up:

Thursday 17 January: My Favourite Scottish Gardens (Louise Bustard)



Glasgow Branch

Thursday 14 February: Family History – the story continues ... (Christine Miller)

Thursday 14 March: To be finalised but will be preceded by the AGM.

Belfast

Contact: Norman Mavitty

Londonderry

Contact: Mr. A.T. Hoy

Northumbria

Contact: Keith Taylor

West Riding

Contact (provisional): Terry Morley,

Teesside

Contact: Ces Tate

South Yorkshire & Lincolnshire

Contact: Jim & Audrey Broughton

Manchester

Contact: Pat Withers

Coming up:

Manchester branch have their usual monthly pub lunch on the second Monday of each month at 12:30. Contact Pat for details.

North West - Western

Contact: Norman Waterfall



North West Branch

Our mid-October meeting at the Burnside Hotel at Bowness on Windermere does seem to get smaller in number in each successive year, however the eleven members and guests enjoyed the early Autumn tints, the companionship and excellent meal gave everyone a very pleasant day out.

North Midlands

Contact: Frank or Carol Barnett

Coming up:

To be confirmed February. Carvery Lunch, The Plough, Far Forrest, Bewdley.

South Midlands

Contact: Malcolm Bury

Our 2018 programme of pub lunches drew to a close in October with a well-supported visit to The White Horse at Bourne End near Hemel Hempstead which has been one of our regular haunts in recent years. More than thirty members enjoyed a very pleasant get-together over a couple of hours or so and our thanks are due to Christine Cowie for her efficient organisation of the day. Once more this year our selection of pub lunches has attracted strong attendances from Branch members and the Committee looks forward to continuing this success with its programme of events for 2019.

Coming up:

Our first pub lunch of 2019 will be held in early/mid-March and the actual date and venue will be chosen at our next Committee meeting in January. Our usual diary circular giving full details of our 2019 programme will be circulated to all active members in February.

Chelmsford

Contact: Peter Gobell

On September 3rd a very successful lunch was held at the Beauvoir Italian restaurant when 42 members and guests enjoyed another wide selection lunch. Unfortunately the Chairman Peter Gobell had to miss this lunch after recovering from ill health whilst



South Midlands Branch

NEWS FROM THE BRANCHES



Chelmsford Branch

on holiday; it was Peter's first lunch missed in almost 25 years. Thanks to Tony Scott-Russell for deputising at the last minute.

Our next lunch was on October 17th when we returned to Orsett Hall Hotel where 62 members and guests enjoyed a first class high quality lunch. We have been to Orsett Hall for many years and it is on our annual list, hoping to return next year. This year we increased our numbers in spite of many being on holiday. Our final lunch of the year was held on December 13th at Langdon Golf and Country Club.

Sadly we have to report the passing of Irene Abrahams aged 97. Irene with her husband Len helped to form the branch in 1980 and will be long remembered. The branch has made a donation to a Children's Charity in memory of Irene.

Ipswich

Contact: Tony Grayston

Or Contact: David Cattermole



Ipswich Branch

A lunch was held on October 16th at the Black Tiles Martlesham when 32 members and guests had a very good lunch with large portions and choice. It was pleasing to see many new faces who have indicated they would like to attend future Branch lunches which is encouraging.

The next lunch will be the Xmas lunch to be held at the Best Western Hotel Copdock near Ipswich on December 13th.

King's Lynn

Contact: Tom Cannon

A group of 19 members, wives, and guests enjoyed a splendid carvery lunch at the Foldgate Inn, Stradsett. Numbers were down a little owing to illness, hospital appointments, and holidays. A very good atmosphere prevailed and we were pleased that four Ipswich branch members joined us. Also Jean and Dennis Tabor travelled all the way from Sawston, Cambs, and said it was well worth coming! As it is such a popular venue it was decided to return there in the Spring for our first event of 2019.



Kings Lynn Branch

South Wales

Contact: Viv Perry

<https://www.44club.co.uk/south-wales.html>



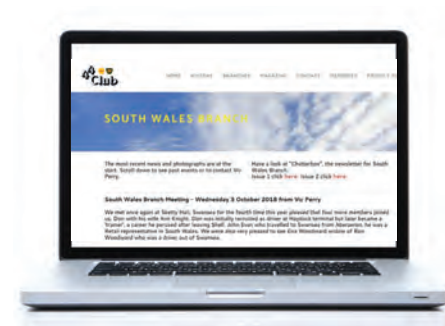
South Wales Branch

The South Wales branch met for the fourth time this year having been reinstated in March 2018.



South Wales Branch

Our numbers increased by four more members joining us at what has become our base meeting place Sketty Hall, Swansea. We have decided as a group to meet regularly bi-monthly on the 2nd Wednesday of the month - members will know without having to have written invitation every time we come together! Please see our website for lots more details.



On Thursday 13th December we met for our Christmas celebrations. Report in next Club News. South Wales branch also enjoys the benefit of a drivers' bi-monthly reunion (wives are happy not to attend) who meet at the local Skewen Rugby



Club. The last meeting was on 24th September and there was a great nostalgic chat about the forthcoming 44 Club article of the terminal network. They reminisced about Cardiff airport once having to refuel Concorde and recalled that the driver nominated to re-fuel was John Fulford, a SMBP driver. He had only just had his broken down vehicle replaced with the tanker in the photograph. The terminal staff wondered who would have been the older - John or the vehicle! The 44 Club Drivers have now all become members of the South Wales Branch and now receive a copy of the 44 Club Magazine, something many of them did not enjoy previously.

Many spouses of employees who have passed away can enjoy the benefits of becoming 44 Club members. However, the administration process does not automatically nominate them. If any member is aware of spouses in our area who would like to join the 44 Club in South Wales, please contact Viv Perry who will be only too pleased to help.

Greater Bristol

Contact: Roger Gamlin

Our Chairman, Roger Gamlin, organised another lovely day for our Autumn Pub Lunch event which took place on September 13th – a return

visit to 'The Salthouse' in Clevedon. We met at 11am for coffee and there was plenty of time to reminisce. We were only 16 in number but we were very pleased to welcome a new member – Bernard Amos, who still does some training work for Shell. We sat down for lunch in a reserved area and ordered from the extensive menu. Roger was again thanked for his efforts in arranging the day.

Bournemouth and Southampton

Contact: Tony Reeve-Parker



Bournemouth and Southampton Branch

On 12th September a very good turnout of members made their way to the award-winning pub 'The Kings Arms' at Longham for our autumn get-together. We went to the same pub last year and we were not disappointed. We were pleased to have Colin Lambert with us - Colin is Secretary of the SPA for our area. The food was first class with the chicken, ham and leek pie being top choice from the menu and well up to the standard we have come to expect from what is called the 'best dining pub' in Dorset.

Our Christmas Party Lunch was held this year at The Amberwood Pub in Walkford on 12th December. A report in the next 'Club News'.

South East

Contact: Charles Richards

Coming up:

With our holding only two events a year, our next lunch is not until the annual visit to Marden in March 2019. However, if anyone, here in the South East, wishes to hold a function at a venue that is known to them, please let me know, and I will be delighted to help them, as much as I can, organize an event! Over to the South East members!!

Guildford, Kingston & London West

Contact: to be advised

Harrow

Contact: Greta Chandler,

Coming up:

24th May: Lunch at Miller & Carter (Leefe Robinson V.C.) Brockhurst Corner, Uxbridge Rd. Harrow HA3 6DL. 12.30 p.m. Please advise Greta if you wish to come (She has to inform the restaurant how many people to expect.)



Greater Bristol Branch

Obituaries

We regret to report the deaths of the following members. Our condolences are sent to their families, friends and past colleagues.

ABRAHAM (97). Mrs Irene Abraham of Grays died on 28th September 2018. She was the wife of Mr Leonard Abraham once an Office Supervisor at Shell Haven.

AIREY (93). Mrs Zena Airey of South Shields died on 21st September 2018. She was the wife of Mr Robert Airey, once a Construction/Bitumen SVR at Newcastle Regional Office.

BARRETT (85). Mr Peter Barrett formerly of Melton Mowbray died on 8th October 2018. He was Territory Manager, Retail Marketing, Birmingham Regional Office when he left group service in 1989.

BREWER (97). Mrs Irene Brewer of Hythe died on 21st August 2018. She was i/c ASU/Budgets, Shell-Mex House when she left group service in 1980 after 24 years.

COTTERELL (82). Mr Allan Cotterell of Bristol died on 12th April 2018. He was a Marketing Assistant, Retail Sales, Bristol when he left group service in 1992 after 28 years.

DAVIES (84). Mr David Davies of Helsby has died. He was a Supervisory Assistant at Whittington Terminal, Oswestry when he left group service in 1985 after 30 years.

DAVIS (86). Mr John Davis of Solihull died on 29th September 2018. He was Retail Representative, Shell Oil, Birmingham Area when he left group service in 1977 after 14 years.

DAY (101). Mrs Joyce Day of Freshwater (IoW) died on 7th September 2018. She was the wife of Mr Eric Day, once a Terminal Office Supervisor at Wandsworth.

DELAUNAY (78). Mr Brian Delaunay of Warwick died on 6th August 2018. He was an Operations Planner at Stanlow Lubricants Centre when he left group service in 1995 after 33 years.

DRIVER (81). Mrs Helen Driver of Poole died on 12th October 2018. She was the wife of Mr Raymond Driver, once a Tanker Driver at Poole (Hamworthy).

ELLIOTT (92). Mr Roy Elliott of Coventry died on 4th September 2018. He was Area Manager, Retail when he left group service in 1985 after 35 years.

GATES (85). Mrs P M Gates of King's Lynn died on 5th November 2018. She was the wife of Mr Roland Gates, once a Driver at King's Lynn.

HICKS (99). Mrs Bessie Hicks of Seaford died on 29th August 2018. She was the wife of Mr Dennis Hicks once a Driver at Portslade.

IRVING (92). Mr Frank Irving of Knutsford (formerly of Alderley Edge) died on 1st July 2018. He was Corporate Affairs Director, Ward Blenkinsop & Co Ltd, Widnes, when he left group service in 1975 after 21 years.

KENNERELL (99). Mr Brian Kennerell of Morphett Vale, South Australia died on 13th May 2018. He was an Administration Supervisor – LPG at Watford when he left group service in 1983 after 27 years.

LAWRIE (80). Mr Thomas Lawrie of Stockport died on 16th October 2018. He was a Supervisor Oil Accounting, Shell UK Downstream, Wythenshawe when he left group service in 1993 after 40 years.

LUKE (87). Mrs Decima Luke of Wakefield died on 16th October 2018. She was the wife of Mr William Luke, once a Driver at Leeds Terminal

MACKENZIE (91). Mr Hector MacKenzie of Falkirk died. He worked at BP Oil Refinery, Grangemouth when he left group service.

PATTON (73). Mr David Patton of Derry died on 25th August 2018. He was Shift Manager at Londonderry Terminal when he left group service.

PORTER (94). Mr Philip Porter of Basingstoke died on 19th July 2018. He was Market Development Manager, Region, Surbiton when he left group service in 1978 after 13 years.

REDPATH (75). Mr James Redpath of Bangor died on 29th July 2018. He was a Plant Operator at Shell Belfast Bitumen Terminal when he left group service in 1994 after 34 years.

ROBERTS (92). Mr Jack Roberts of Wolverhampton died on 23rd July 2018. He was a Senior Airfield Operator at Birmingham Airport when he left group service in 1981 after 31 years.

SCULL (82). Mr Leslie Scull of Newton Abbot died on 20th October 2018. He was Sub Section Head, Sales Analysis, Shell-Mex House when he left group service in 1979 after 42 years.

SHIPMAN (91). Mr Reginald Shipman of Reading (formerly of Leatherhead) has died. He was Industrial Fuels Technician (LPG) and Manager Environmental Services, BP Oil Victoria when he left group service in 1984 after 21 years.

SHOTTON (89). Mr John Shotton of Burgess Hill died on 25th September 2018. He was a Driver at Jarrow when he left group service in 1989 after 22 years.

SKINNER (86). Mr Derek Skinner of Leeds died on 19th August 2018. He worked for Shell UK Oil, Leeds when he left group service in 1982 after 20 years.

SMITH (90). Mr Ashley (Bill) Smith of Bedford died on 16th September 2018. He was Engineering Manager, Truckstops, BP Victoria when he left group service in 1988 after 30 years.

SMOLLETT (71). Mr Alistair Smollett of Aberdeen died on 27th October 2018. He worked at BP Oil UK Ltd, Aberdeen when he left group service in 2001 after 25 years.

STEPHENS (76). Mr Douglas Stephens of Isham died on 22nd October 2018. He was Central Oil Storage Inspector when he left group service in 1985 after 17 years.

TAYLOR (89). Mr Brian Taylor of Faversham has died. He was Manager, Product Technology, Shell Lubricants, Cheadle Hulme when he left group service in 1985 after 32 years.

TAYLOR (68). Mr Richard Taylor of Tring has died on 29th August 2018. He was ESP Financial Controller: Hemel Hempstead/Brussels when he left group service in 1993 after 25 years.

THRIDGOULD (77). Mrs Valerie Thridgould of Bourne End died on 11th October 2018. She worked in Profit Improvement Unit, Shell-Mex House when she left group service in 1968 after 10 years.

TURNER (88). Mr Stanley Turner of Altrincham died on 23rd September 2018. He was the husband of Mrs Margaret Turner, once a Computer Operator at Wythenshawe.

TUVEY (86). Mr Ken Tuvey of Wymondham died in November 2017. He was a Retail Sales Representative, East Anglia when he left group service in 1983 after 24 years.

WALLIS (95). Mr William Wallis of Guildford died on 23rd September 2018. He was a Craftsman at Shell Lensbury when he left group service in 1975 after 17 years.

WATERS (99). Mrs Josephine Waters of Leatherhead died on 23rd September 2018. She was the wife of Mr Philip Waters, once a Shift Supervisor at Walton-on-Thames Terminal.

WYATT (98). Mr Raymond Wyatt of Poole died on 31st July 2018. He was a Commercial Representative, South East Region when he left group service in 1979 after 25 years.

Remembering Scammell days

There has been a great response to the feature about Road Tank Wagons, especially the Scammell Highwayman. From Kings Lynn we received this photograph from Tom Cannon of three proud ex-drivers - Dennis Tabor, Ted Pidgeon, and David Feeke who

were "...recalling the days when they drove the Scammell artic. Particularly the HGV Class 1 test they had to take in Birmingham, because they had to deal with the newly opened Spaghetti Junction. Their combined ages are 264 years!"

In response to many requests for a copy of the Scammell picture we have put it on the inside cover of this edition of the magazine in a format that you can cut out, and frame and keep!



Before Shell-Mex House – The Hotel Cecil



Many members who worked in Shell-Mex House will know that before 1932, when it opened, the area where it stands today was occupied by the 'Hotel Cecil'. Some images have come to light recently which show the Hotel – a fine building in the 'renaissance' style from the late Victorian era. It was the largest in Europe when it opened, with more than 800 rooms.



The hotel was requisitioned for the war effort in 1917, and was the very first headquarters of the newly formed RAF from 1918 to 1919. There is a Green plaque from Westminster Council under the archway at the Strand entrance which records the RAF formation on the 1st April 1919 on this site.



Members will recognise the entrance to the Hotel in the third photograph as this was largely retained when Shell-Mex House was constructed, as was 'Cecil Chambers' and the façade to the Hotel on The Strand.



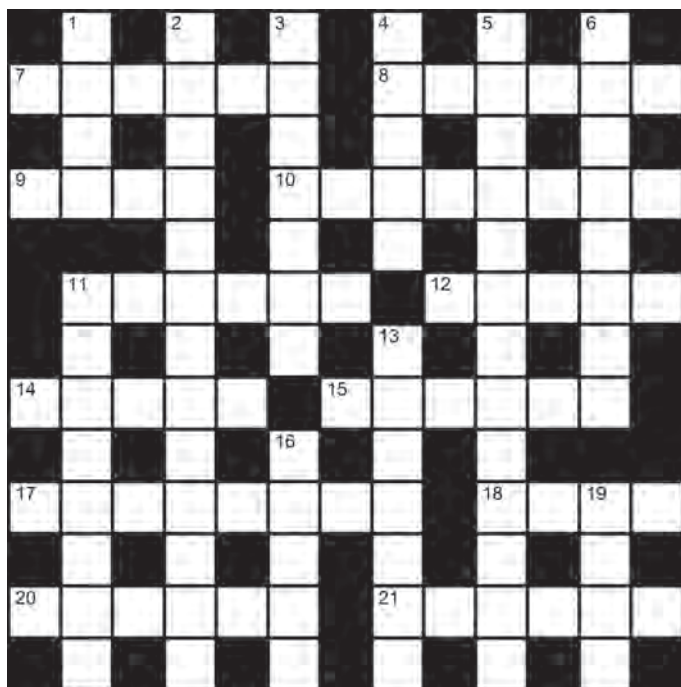
and Finally ...

Quotable Quote

"Good communications is a popular cure-all for the ills of government, education and business. We all see its importance, but few people can say what exactly to do about it."

SMBP Director J H Buscome 1968

Prize Crossword



Across

- 7 A Pool with no water (6)
- 8 Tea Shop in Harrogate - a treat for Eileen on her 80th (6)
- 9 Time in the month of March to take care (4)
- 10 Get rid of the evil spirits (8)
- 11 On offer in a Petrol Station (4-2)
- 12 Metric weight unit (5)
- 14 Shell, BP, National were all strong ones (5)
- 15 The lowest spaces of a ship (6)
- 17 International tennis competition (5,3)
- 18 Oil cartel (4)
- 20 Shell's shop brand on petrol stations (6)
- 21 If you're short of the crease you're... (3,3)

Down

- 1 The airport where cars were ferried from (4)
- 2 BP Vanellus was made for them (6,7)
- 3 A rock that is solidified from lava or magma. (7)
- 4 Holy Australian Prime Minister ? (5)
- 5 Obstacle to progress (8,5)
- 6 What we wore before trainers (sporty) (3,5)
- 11 Place for high temperature heating (8)
- 13 Lydd was one (7)
- 16 Natives north of the border... (5)
- 19 Second largest bird, native of Australia (4)



Last Issue's Crossword

A remarkable twelve correct entries from which Margaret Meldrew has randomly selected Ken Hill of Bridgewater as the winner. A copy of the 'Shell Guide to British Archaeology' winging it's way to you Ken.

Closing date for next issue
10th February 2019