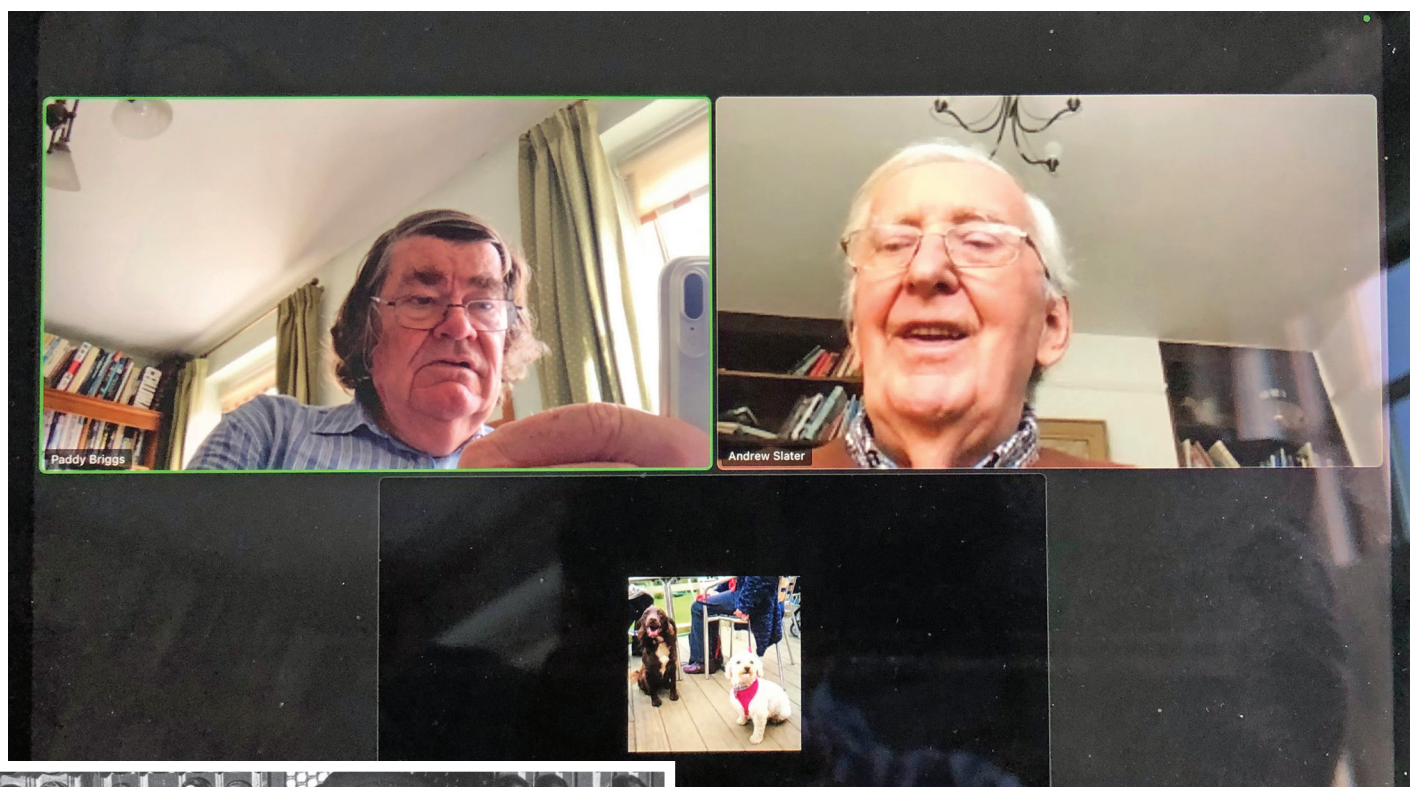




## Editing in lockdown

This edition's 'Life after Oil' is former SMBP Shell Retail Advertising and Sales Promotion Manager Andrew Slater – later a successful restaurateur. Because of lockdown the Editor was unable to meet with Andrew to interview him. So, we carried out the chat on 'Zoom'! It worked well. Andrew's fascinating 'Renaissance Man' story starts on Page 4.



## Useful Contacts

**The 44 Club** – For anyone who worked for Shell-Mex and BP

### **The SMBP 44 Association**

Colin Hill Secretary  
Shell Centre  
London SE1 7NA  
Tel: 020 7934 5132  
Email: 44-club@shell.com

### **44 Club News**

Honorary Editor  
Paddy Briggs  
40 Broom Park  
Teddington TW11 9RS  
Tel: 020 8977 1712  
Email: pb@brandaware.co.uk

### **44 Club Website**

Honorary Editor  
Elaine Ellen  
Little Finnelly,  
Gartocharn,  
West Dunbartonshire G83 8SA  
Tel: 07703 578614  
Email: elaine.ellen@btinternet.com  
<http://www.44club.co.uk>

### **The Shell Pensioners Association (SPA)**

– For Shell Pensioners

Amanda Hunt SPA Secretary  
Shell Centre  
London SE1 7NA  
Tel: 020 7934 5129  
Email: Amanda.A.Hunt@shell.com  
<https://tinyurl.com/HelpfromShell>

### **The BP Society**

– For anyone who once worked for a BP company - including Shell-Mex and BP

Administration Secretary  
The BP Society  
Chertsey Road  
Sunbury-on-Thames  
Middlesex TW16 7LN  
Tel: 01932 762029  
Email: BPSociety@uk.bp.com  
<https://bpsociety.co.uk/>



## Welcome

The Government's latest 'Green' wheeze to phase out domestic central heating boilers will have brought a smile to the faces of those of us ex SMBP who remember how we were the pioneers of central heating. True gas took over later, but it is no false claim that SMBP initially created the market.

Today across Europe, in most of North America and throughout the rest of the world where domestic space heating is a necessity gas (and still in some cases oil) is the established heating fuel. For new build homes you can specify a "greener" alternative like heat pumps (at a cost) but to retrofit existing properties with a replacement system is likely to be prohibitively expensive, and complex engineering and be very disruptive to the residents.

As well as residential premises tens of thousands of offices, schools, hospitals and commercial premises rely on gas boilers for their heating systems. The practicability of replacing these, as well as the cost, makes it all very problematic.

The change from the principal domestic fuel being coal in a grate to a boiler and radiator (or hot air) system in the 1960s onwards came from technology advances, the easy availability of initially oil and then mainly gas and the demand for the huge increase in comfort that central heating gave. Mrs 1970 lived in a much warmer and more comfortable home than she had when she was a child.

None of the alternatives to gas boilers mentioned today match them in their efficiency or value and none can be installed in existing premises without major cost and disruption. A far more logical alternative is to continue to make traditional boilers more efficient. There are no reasons why new boilers should not be very low emissions, indeed - this is an ongoing process.

Changing the energy balance of a nation is a complex task. To switch from petrol cars to electric ones, or from gas boilers to heat pumps or hydrogen fuelled ones, is a very long-term goal indeed. The most effective Green policy for now is conservation - cars and boilers are far more efficient these days with much lower emissions per unit of useful output. This should continue.

A society that seeks magic and rapid solutions to real or perceived problems is likely to be disappointed. Whilst we are all prepared to pay for personal lifestyle improvements spending our own money in order to make the world a greener place is a minority sport. We are unlikely, except in a few cases, to volunteer to pay for electric cars or replacement heating systems out of the goodness of our hearts. A touch of reality is necessary.

*Paddy Briggs*

#### **MRS 1970 knows what she wants**

And she knows just where to get it. Because the hard-hitting advertising, which first sells her on the idea of installing Shell and BP Housewarming, also tells her of the superb service offered by her local Appointed Installer. The special Shell and BP Appointed Installer's sign is prominently featured in each advertisement to help her remember it.

There are hundreds of Mrs 1970's. All looking for the Irish Shell and BP Limited Appointed Installer's sign - the sign which they know means prompt, efficient service. Hundreds of Mrs 1970's - hundreds of systems to install and service. It's obviously very good business to give Mrs 1970 what she wants!

**For Central Heating**



# Noticeboard



## Members' Reunion and Annual General Meeting

With the continued uncertainty surrounding Covid-19 and our ability to meet, we are considering our options regarding our Annual General Meeting & Members' Reunion. Given the current situation a reunion looks unlikely as social distancing is likely to remain for the foreseeable future. However, our Constitution requires us to hold an Annual General Meeting. The Executive Committee will be considering the most practical and cost-effective way of doing this – likely to be using technology such as Zoom. We will communicate the decisions with you in the spring edition of the 44 Club News.

## Help in difficult times

Most 44 Club members are Pensioners of either Shell or BP and many are members of the respective pensioner associations – the 'Shell Pensioners Association' (SPA) and the 'bp Society'. Both have useful websites and Facebook pages; however, you will need to be members to make full use of them:

Shell: <https://tinyurl.com/HelpfromShell>  
bp<sup>1</sup>: <https://bpsociety.co.uk>

Any ex-employee of SMBP can join the bp Society even if they went to Shell on Brand Separation.

### Shell Help

The Shell Pensioner Programme and the Shell Pensioners Benevolent Association (SPBA) provides support to Shell Pensioners who are members of the SPA. Contact Number **0345 850 8944**.

### bp Help

The bp Benevolent Fund provides financial help to former employees of bp and their dependents who find themselves in financial need. Contact Number **0203 401 4223**.

### The Silver Line

The Silver Line is an independent free confidential helpline providing information, friendship and advice to older people, open 24 hours a day, every day of the year. Helpline: **0800 4 70 80 90**

<sup>1</sup>bp is now designated with lower case letters so use **bp** rather than **BP**! This does not apply to historic uses so we will still use upper case when talking about the **SMBP** (not SMbp!) years.

## Correction: The late Mr Raymond Carter

In the last edition of the 44 Club News (no. 167), Mr Carter's age on his death was incorrectly recorded as 85. Mr Carter, from Horsham, died at the age of 93. Apologies for this error.

## Did you drive one of these?

Let us know where and when!



## Welcome New Members

Mrs Betty Beeby – Sheffield

Mr David Jenkinson – Stockport

Mr Robert McDonald - Deeside



# Andrew Slater – From promoting the Shell Brand in Retail in SMBP to running a Greek restaurant in Pimlico!

In Shell-Mex and BP most of us entered the company in early adulthood and stayed in SMBP and later Shell and BP for the rest of our oily careers. Often for forty years or more. We grew our own. But this norm was sometimes broken when we had a job vacancy where we struggled to find anyone internally who had

Some Englishmen dress exclusively for the greater sex

Englishmen know they're right with **AUSTIN REED**  
*(Of Regent Street)*

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

the right mix of skills and experience. Back in 1968 this happened in Shell Retail when the need to have someone proficient in the subtle arts of brand management and advertising became apparent. Enter Andrew Slater who had been at the men's outfitters Austin Reed for seven years. This had been a good job with a strong brand name and quality products to market. But compared with Shell Retail it was small beer – the Shell budget was at £7m - far larger and the scope was much greater.

Andrew was an alumnus of Rutlish School in Merton and had grown up in SW19 in South West London. He had memorable local experience leading a team of ball boys at the nearby All England Tennis Club during Wimbledon. After his schooldays he entered the London School of Printing and Graphic Arts as a management trainee – here he learned all aspects of the printing business. He then became one of Britain's last national servicemen, was commissioned and found, unusually, that his printing and design skills were in demand - he spent an enjoyable time in the Army's map printing units in Egypt and Cyprus. When this was over, he joined the Advertising Agency Erwin Wasey first as a progress chaser then in account management. After that he became the Publicity Manager at Austin Reed. Overall a very good apprenticeship in the world of communications.

The 1960s were something of a golden age for Shell's advertising in the UK and Retail was at the heart of it. It was corporate in style with, for example, Bing Crosby reassuring drivers that they could "Go Well with Shell". However, by 1968 Andrew's job title as 'Sales Promotion and Advertising Manager' suggests that the emphasis was changing. Early in the decade brand building had been the key but later promotions became the main tool to entice the



motorist to fill up with Shell. At the same time Conoco acquired the Jet brand and intensified their cut-price based marketing across the UK. In essence the motorists could choose the promotions of Shell or Jet's lower prices. Andrew's task was to persuade them to do the former – so the

promotions had to be good! It was a long way from Bing! Among the promotions were the coins of 'Man in Flight' and Historic Cars. They were European initiatives, and the former involved the purchase of 137 million coins! The tactics were clever. The coins had a high perceived value though the sheer scale of the likely demand meant that Shell

could acquire them cheaply. And a collectible is addictive. Once you have started to collect you continue!







The other brand positioning option pursued by Shell Retail was product differentiation – creating the perception that Shell petrol had inherent qualities that would benefit the motorist's car, or his pocket! This went back to the 'SuperShell with ICA' proposition of the mid 1950s which claimed that an 'Ignition Control Additive' would improve performance. By Andrew Slater's time the message was that Shell had a 'Mileage Ingredient' which asserted that this new additive in Shell



petrol would mean that the car would go further on a gallon of Shell, thus saving money. Andrew was involved in the shooting of the famous 'White Car, Black Car' TV Commercial which demonstrated this message. He went to Nevada where the commercial was shot in the desert. It was one of the great ads from the Shell/Ogilvy and Mather years.

One area that Andrew was heavily involved with was Market Research. Under Peter Bennellick SMBP had a small Market Research department which included Linda Chalker (now Baroness Chalker of Wallasey) and Mike Livesey (later to run the Smurf promotion for National). Andrew

encountered a degree of scepticism about market research – not least when research results conflicted with long held beliefs in senior management. Management styles were fairly 'top down' in those days and challenging the likes of John Bradley needed courage and a thick skin!

Andrew worked with the researchers to measure the effectiveness of advertising and promotion ideas as well as a major change to Shell's Visual Identity to be launched in 1971. The change to what was called Shell's "Visible Manifestations" (VM) was a significant one and Andrew represented SMBP on the team set up by Shell International to develop the change and helped in the UK implementation of the new version of the Shell emblem (the 'Pecten') designed by the great French/American designer Raymond Loewy. At the time research showed the immense strength of the Shell brand a situation the new VM was to consolidate.

In the early 1970s oil prices started to move upwards and shortages to appear. SMBP responded with cuts to advertising budgets and although the major crisis was a few years away

Andrew saw that it was unlikely to be a golden age for his Advertising specialism. Also Brand Separation was around the corner and as a "buy-in" he felt that there was a rather uncertain time ahead. After four productive and enjoyable years he decided to leave SMBP having been offered redundancy terms in 1972. He remembers with affection colleagues like Derek Lowe, Brian Burgey, Stanley Simmonds, Dennis Hodder, Tim Faithfull and Walter Wilson and the work they did together and feels that he left a legacy, in a small way, for those who were to steer the Shell Retail brand through what would be challenging times ahead. He enjoyed the SMBP years which he describes as being an organisation with 'considerable scope for sociability and conviviality' with 'lots of pub, restaurant and party gatherings' – always well lubricated as was the norm in those times.

Andrew Slater is and was something of a renaissance man stimulated by the challenge of the new. After SMBP he moved into residential property, in part using his redundancy cheque! Some of his investments, mostly in central London, were profitable others less so as is the way in this unpredictable sector. There was a lot of volatility and some investors got into very squally waters indeed. Andrew avoided that but decided to change direction again by opening a Greek restaurant in Pimlico. His main experience of restaurants was as a customer, but he had a



1961

1971

*continued on page 6*

good partner, a good chef and performed his front of house role with enthusiasm. He also looked after the finance and marketing side of the business. He and his wife had experience in hospitality media and customer relations with the Carlton Tower Hotel and this was valuable preparation. 'Opsaras' like most successful tavernas combined a party atmosphere with good food and wine. It became quite trendy, was popular with politicians and once had a rave review from Fanny Craddock and was clearly enormous fun. The full story about the day the cat bit the taxman we will have to leave until Andrew, and I come together for a real meeting not a Zoom one. Taramasalata and Ouzo may be involved! The restaurant kept Andrew busy for seven years and he even kept a Shell connection by having one of the great Shell posters on the restaurant wall – appropriately the one with the bearded fisherman on it. In 1975/6 the New Year's Eve offer

at the restaurant was a six course dinner with music, dancing and 'general jollifications'. All for £7.50. The Greeks have a word for that - *η ώρα περνάει* – 'Time passes'.

Andrew Slater's creative navigation of life continued - he was also willing to turn his hand to anything which seemed like a good idea! They were tough times for the hospitality sector with the miners' strike, the 4-day week and interest rates reaching 17.5%. To augment the restaurant income Andrew lectured on communications at The London College for Distributive trades. He also became a Lloyds 'name' which could have been a financial disaster but just about was not. A return to the printing business was a bit more mainstream and it



was from this return to a measure of convention that Andrew finally 'retired'. Sort of! It was a pleasure to meet, even if at a distance, a man with such a zest for life and one with such happy memories of Shell-Mex and BP, and who he acknowledges in retrospect the enterprising Sales Promotion initiatives he saw in SMBP and Shell. **PSB**

## Birthday Thanks/Your Letters

**75th** The picture of Shell-Mex House brings back happy memories of my five years working there prior to Brand Separation. I was lucky enough to enjoy all my 32 years in the oil business starting in 1962 with National Benzole in Knightsbridge through to my departure in 1994 from BP Oil in Hemel Hempstead. It was a privilege to be part of such a wonderful family.

Eddie Edmonds

**81st** In September 1963, shortly after my marriage, I began my employment as an Admin Assistant with Power Petroleum based in

Princes Square Glasgow (which today is a very fashionable fully enclosed shopping area).

1965 saw the consolidation of Shell Mex and BP including the integration of Power staff with others in Bothwell Street. I worked in different departments until it was announced that Shell and BP would go their separate ways. I was sure I would go to BP but was instead I was branded Shell and as a result moved out to a new office block further along the street. During the following few years I was in the Domestic Tech Services / Heating and Agricultural and latterly Purchasing until it was decided to close the Glasgow Purchasing office and transfer the work to Manchester Regional Office in Oxford Road. The current 2i/c was leaving, and I was offered his position.

I thoroughly enjoyed my spell in Manchester and got on well with all the staff in the regional office. In late 1985 we began to hear rumours that all Purchasing Units would be combined with Materials Division. It eventually transpired that they had looked at premises in Wilmslow, Cheshire and the decision was made that would be our headquarters. I then had to travel to Shell Mex House to learn the work I would take to Wilmslow. I was still on the marketing side of Purchasing on my return when a short time later I was approached by my boss and asked if I would go on a 6 month secondment to help out the staff in the Purchasing Dept at Thornton Research Centre at Stanlow. When I was called back to Wilmslow suddenly near the end of the secondment, I returned to the work I had been involved in and later



moved over to the Materials section and became a Senior Stock Analyst/Buyer where I remained until yet another reorganisation.

It was now 1993 and I was nearing my 30 years' service. Management were looking for volunteer redundancies and when I received it, I discussed it with my wife and agreed to accept. I have taken to retirement like a duck to water. I have worked with Shell Better Britain Campaign and became a Campaign Advisor in the North West. For the next 9 years I visited various organisations who were looking for funding for environmental projects. I am still quite active helping Cubs and Scouts which I have done for twenty years. I have a dog and have always enjoyed walking, so he keeps me fairly fit.

Bill Welch

**83rd** My wife and I are still trying to live a normal life and get out locally, keeping a safe distance and wearing our masks.



Donald Cotton

**83rd** It is lovely to be remembered again in such a very appreciative way. In Shell-Mex and BP you always really felt that you were part of a family and I have lots of happy memories that will always remain with me. How nice to have

a photograph of Shell-Mex House where I spent 25 years.

Eileen Davis

**84th** My wife gave me this memorable vehicle registration number for my birthday on 11th October!



Terry Griffiths

**85th** The picture of Shell-Mex House is a reminder that it is now more than 64 years since I joined the Accounts Department in that illustrious building - 64 years and many memories of good times there, in Hemel Hempstead and in Dublin. I am pleased to say the regular 44 Club News and the SMBP 44 Association keep me in contact with many of the friends and colleagues I knew from those days as well as giving interesting stories about the company in times past. Carry on the good work - I am sure we are all grateful for all that the Association does on our behalf.

Alan Mallett

**86th** I am pleased to say that I am still fit and well and here in the West Country COVID-19 seems to be less of a problem than elsewhere in the UK.

Michael Beacham

**86th** Very many thanks for the lovely card of Shell Mex House - it is so nice to be remembered. I left Shell in the early seventies and have lived in a small mountain village in Spain ever since. I still play a lot of tennis, do mountain walking, and yoga. I have been a widow for twenty years, so have my house and big garden to take care of on my own. It all keeps me going!



Margaret Bulle

**87th** Thank you for remembering my husband Dennis's birthday - it pleases him very much to receive a card from the 44 Club. Dennis was employed at Shell Haven for 33 very happy years and often talks about the good times he had with workmates. The magazine is very welcome with its good variety of reading matter. Long may it continue! **[Ed: We will do our best Irene!]**

Irene Parkes

*continued on page 8*

## BIRTHDAY THANKS/YOUR LETTERS

**82nd** Looking back on my time in Shell, SMBP and BP I appreciate how in those days those large organisations provided excellent career development opportunities. In truth my first jobs in oil exchanges, shipping and cargo sales were unremarkable and I was 'rescued' by a committee that looked at how



staff were progressing after two years. It led to a job in Shell public relations, which I enjoyed, then selling oil in SMBP - even better - and finally management training and organisation development where I found a role where I could be really

creative. Of course my experience in earlier jobs provided a background which helped me to relate to training course members. Hoping that by the next 44 Club get together, things will be more or less back to normal!

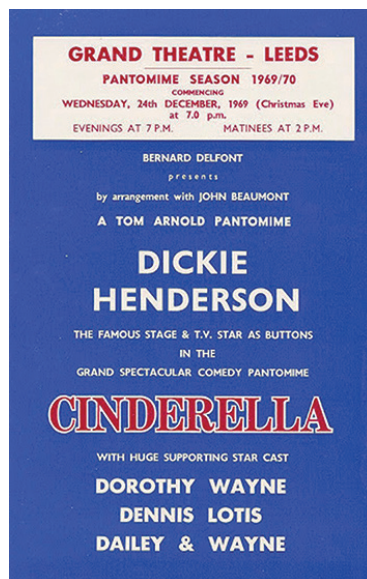
Roy Fielder

**90th** I am the only member of the family to cross the line into the nineties, though I had a great-uncle who fell at the last fence. My relatives threatened to use a foot-pump as a last resort to get me there, but fortunately it wasn't necessary.

Gerald Arthur

**90th** I could never have expected to have such a wonderful birthday considering the awful pandemic situation. I received over 30 cards, and the one from the 44 Club was particularly poignant as, reaching the age of 90 without Keith makes us all miss him all the more. I received seven bouquets and several bottles of champagne and prosecco!

SMBP and Shell has been such a big part of our lives, and that of our three

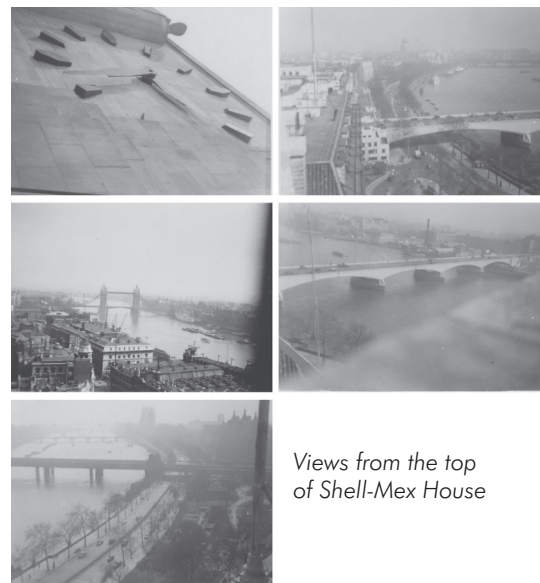


children. My daughter, Louise, who is now 58, has wonderful memories of the trips to the Christmas Pantomime, with the party afterwards which was always attended by the stars of the show. I have a photograph of her presenting a bouquet of flowers to Cinderella, with Dickie Henderson as 'Buttons' next to her.

Thank you for remembering me and being part of my special day.

Brenda Clifton

**90th** My earliest recollection of Shell-Mex House, which featured on my card, is going there from my New Entrants course at The Node in November 1954. A very gregarious communications gentleman called Mr Fidler took us up to the roof for a wonderful view of the river and lots of well-known buildings. After this we were warmly greeted by a superbly smartly-dressed young man called John Price for lunch in the River Suite. Smoked Salmon and Prawns, a beautifully cooked steak and strawberries! Yes, strawberries in November – the ultimate luxury 66 years ago. If the management wanted to impress newcomers, they certainly succeeded!



Views from the top of Shell-Mex House

Dick Foster

**92nd** Your 44 Club Card certainly brings back a lot of memories from back along. Might I also pass on to those I knew and the many others, my very best wishes for a very happy New Year together with hopes for an end of the wretched COVID. Many thanks to the volunteers for their tireless work for the club.

Lawrie Townsend

**93rd** When I went up to London on holiday it made me proud to see Shell-Mex House. Truly one of London's great sights in those days. I was a Power Representative at that time. In 1984 I moved from SUKO to the Shell Distributor Autobrec Oils as Sales Manager. This involved me with the Royal Welsh Show at Builth Wells – a four-day event. As an attraction on the Shell Stand, we had a group called "The Shell Good Companions" after the company's advertising campaign for Universal Farm Oil at the times. I was thinking





about the 1963/4 winter recently and remember how the drivers performed miracles reaching some delivery points.

Barrie Wilson

**95th** I received 47 cards on my birthday, but none gave me more joy than yours. Congratulations to the Club on attaining 44 years in existence. Long may you reign!

Mary Lovatt

## Memories of the Node

I look forward to each issue of the 44 Club News, and particularly the 'Birthday Thanks/Your Letters' section, having received my own card, only last December.

Brian Goodwin's contribution (Autumn issue) included a 'photo of the delegates who with him, attended the first 'Training the Trainers' course at the Node in 1970. I can identify David Leatherbarrow, third from the right in the back row, and Philip Porter, next to Bryan in the front row. Both Philip and David were appointed Retail trainers, David in Bristol and Philip in Birmingham.



Philip sadly passed away a couple of years ago.

My own visit to the Node occurred in December 1964, on a New Entrants' Sales Training course. That's me, third from the right in the back row, with Ernie Sudron on my right, and Keith Hutchinson in front of me. Ernie and I were to meet again in early 1970, having both been appointed to new jobs in Shell-Mex House. We were ensconced in the Strand Palace and the Regent Palace Hotels while negotiating our respective house moves. Evening entertainment included trying to gain access to various Theatre parties. Our negotiating skills never got us beyond the outer recesses of these affairs, but it was fun trying.

I was later to meet Keith Hutchinson again when we were both colleagues in BP Retail.

Of the others in the 'photo, I think Bill Lovemore? is featured on Ernie's right in the back row, and whilst some of the other faces are familiar, regrettably their names are not. It would be interesting to hear if any memories are jogged by the 'photo, taken nearly 56 years ago.

Many thanks for keeping the magnificent '44 Club News' going.

Rodney Dale

Thanks also received from Brian Morris (86), Phil Evans (80), Valerie Cook (80), Irene Speedbury (91), Nora Wisdom, Alice Brown (84), Roger Price (77), John Clements (82), Ian Purches (84), Bram Hill (89), Nick Edmonds (77), Jim Broughton (88), John Shannon (80), David Yorke (84), Nigel Keen (88), Norman Murrell (93), Larry Billingsley (93), Colin Charter (86), Jimmie Robertson (94), Vera Mawson (78), Colin Bowkley (77), Harry Macquaker (83)



The Node

# News from the Branches

**We look forward with optimism to the time when we shall be able to gather together again to renew in person those long-lasting friendships which are the essence of the 44 Club.**

Obviously Branch activities continue to be largely suspended but we know that Branches have been helping their members where they can and that the 44 Club community is doing its best to alleviate the distress that some may be suffering from – especially those on their own. If there is anything the officers of the Club (centrally and in the Branches) can do in individual situations, please let us know.

## Inverness

Contact: Keith and Mary Pickering

## Northumbria

Contact: Keith Taylor

## North Midlands

Contact: Frank or Carol Barnett

## Aberdeen

Contact: Graham Walker

## West Riding

Contact: Bram Allport

We hope all our member are keeping well and safe while under the restrictions that we are still having to live with. It seems that this is ongoing for the foreseeable future and have therefore decided to suspend all branch activities until there is something more positive.

## Glasgow

Contact: Elaine Ellen

## Teesside

Contact: Brammer Allport

## South Midlands

Contact: Malcolm Bury

[www.smbp44glasgow.weebly.com](http://www.smbp44glasgow.weebly.com)

In keeping with probably most, if not all branches, we have not been able to hold any meetings. We hope, vaccine etc permitting, that things will change in 2021. In the meantime we hope everyone stays safe and wish you all the very best for the New Year.

## South Yorkshire & Lincolnshire

Contact: Jim & Audrey Broughton

When more than a hundred Branch members and guests departed in a happy and festive mood from our Christmas lunch in December 2019 no one would have imagined how our day to day lives would change so dramatically in 2020. The impact of Covid-19 with its alternating lockdowns and living in tiers has meant that, to our great disappointment, all the planned Branch events for this year have been cancelled.

## Belfast

Contact: Norman Mavitty

## Manchester

Contact: Pat Withers

One of the event casualties was our 2020 Annual General Meeting. In the unprecedented circumstances in which we found ourselves the Committee decided to carry over all the usual formal business to our next General Meeting which, all being well, will be held on Friday 10th December 2021 immediately after our Christmas lunch. All the present

## Londonderry

Contact: Mr. A.T. Hoy

## North West - Western

Contact: Norman Waterfall

We hope everyone in our Branch is staying well and safe. We will let you all know as soon as we can meet again!



Committee members have agreed to remain in post until then. Provided that the rollout of an effective vaccine is successful we are hopeful that, with the exception of the usual March pub lunch date which is looking doubtful, we shall be able to carry over last year's cancelled events and reinstate them within our 2021 programme.

Our Committee would like to wish all members continued good health in the New Year. As a Branch we look forward with optimism to the time when we shall be able to gather together again to renew in person those long-lasting friendships which are the essence of the 44 Club.

## Chelmsford

Contact: Tony Scott-Russell

Owing to the continuing COVID-19 restrictions, the Christmas lunch planned at Langdon Hills Golf Club was cancelled. No more events have been booked for the moment though we look forward to resuming our lunch programme next year when it is safe to do so. Further details will be posted when the situation allows. We wish all members a better year in 2021.

## Ipswich

Contact: Tony Grayston

Or Contact: David Cattermole

## King's Lynn

Contact: Tom Cannon

## South Wales

Contact: Viv Perry

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

## Greater Bristol

Contact: Roger Gamlin

## Bournemouth and Southampton

Contact: Contact: Tony Reeve-Parker

I am sorry that our get-together did not come to fruition for Christmas 2020 which has been a pig of a year all round. If the predictions come true, we should be back in business before too long and hope that 2021 will be a much better year for us all. When we can start functions again, the first thing we will be doing is to investigate the pubs we use to see if they are still in business. 2020 has been an exceedingly difficult year for the pub and hospitality trade but we hope they will emerge even stronger. We have been invited to enjoy a 'behind the scenes' tour of Beaulieu Motor Museum. The maximum number

they can accept for the tour is 25. Something to look forward to especially for the petrol heads amongst us. It is open to all but of course it will be subject to any COVID-19 regulations and restrictions. We will keep you up to date with the situation and if there is a chance, we will take it. I wish you all a healthy and happy 2021 and please stay safe and virus free. Stella and I hope to see you all soon.

## South East

Branch in abeyance

## London West & Surrey

Branch in abeyance

## Harrow

Contact: Greta Chandler,





# Wedding Anniversaries

## Diamond

Tom and Margaret Dougan

Vivian and Sheila Morgan

Roy and Betty Mortimore

20th August 2020

Joyce and Ken Mills

3rd September 2020

## Sapphire

Malcolm And Luanda Bury

16th July 2020

Garry and Thelma Conacher

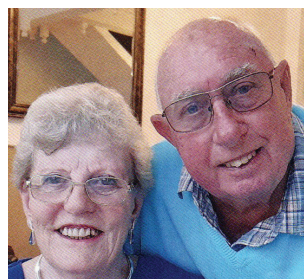
17th September 2020

James and Irene Myles

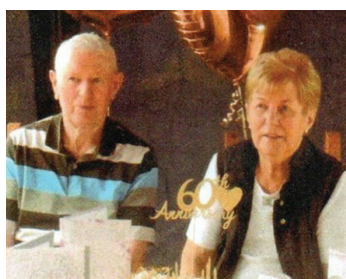
4th October 2020

4th August 2020

3rd September 2020



Tom and Margaret Dougan



Vivian and Sheila Morgan



Garry and Thelma Conacher



Joyce and Ken Mills



James and Irene Myles



Roy and Betty Mortimore



Malcolm And Luanda Bury





# In Memoriam

## Richard Whitehouse

Nigel Martin writes:



Richard was unquestionably and enduringly, the most colourful character at 195 Knightsbridge during my time there. Richard was born in Bournemouth in 1932 and, from the outset, was destined

to be a legend in his own lifetime! Following national service in the RAF and a stint working at a London hospital, Richard joined National Benzole and later SMBP until he quite suddenly opted for retirement in 1982 at just 50.

The backcloth for Richard was the theatre, especially Broadway. He had many stays in New York with his friends - some quite famous. For a while Richard directed for The Lensbury Players and enjoyed extracting good performances from those more used to the sports fields at Teddington than the stage!

Richard lived in a succession of atmospheric studio apartments in the Bayswater area. A stroke started Richard's decline in 2012 but he continued to put on a brave face and stride out into the London that he so loved. Theatre, meals and drinks with friends whilst enjoying daily bus and taxi rides to his favourite parts of town. (He still sung



beautifully at his 80th birthday party that year).

Richard's funeral at which three former SMBP colleagues were present, along with family, neighbours and friends was a thoroughly light and enjoyable affair with humorous anecdotes and some of his favourite RJW quotes and ripostes – there were songs from musical theatre and his favourite pieces of music and constant applause. Following the ceremony at Golders Green, the funeral director - who had "never attended a funeral like it" - arranged Richard's floral tributes alongside the memorial to one of his heroes, the composer Eric Coates. The photograph (bottom left) captures Richard (Oscar in hand) at his 70th birthday party. There will never be another Richard Whitehouse!

## Lawrie Wheeler

Charles Madge writes:

John Burton and I found Lawrie an invaluable member of the 44 Club team. He came to the office frequently to help us with the administration of the Club, principally by keeping membership records up to date, a task he undertook in his own quiet and unobtrusive way. His career had started in Eagle Oil and he spent most of his years in SMBP as a journalist in Public Relations – the 44 Club was unaware of these skills, so we never had the opportunity of using them!

Another significant extra-curricular activity was with the local association of retired and semi-retired professional and business people Probus – he was Chairman of the Pinner branch. Lawrie was a very agreeable man, politely assertive when he needed to be, but with charm and a ready smile. He was a pleasure to have as a colleague.

Russell Perrin adds:

I knew Lawrie since 1952, when we

were both members of a rambling club and enjoyed walking holidays across Europe. His father worked in the brewery trade in Southampton and I recall he often said there was a period in his life when he exchanged the hop for the grape. He married Joan in 1968 - she predeceased him by nearly 20 years. Midway through my own career, I joined Shell UK in Shell-Mex House where I had lunch daily with Lawrie and his colleague Lionel Bather.

In retirement we met up at least once a month. Lawrie was always a club man and I struggle to remember all his memberships; he often took on committee jobs, it was in his nature.

## Frank Irving

Frank Irving of Alderley Edge, who died on 1st July 2018 aged 92, was in many ways the father of the Northern Computer Centre at Wythenshawe which he headed up for many years. He had been previously Head of systems at SMBP's first computer centre at Hemel Hempstead.

The culture change involved in the introduction of automated data processing was considerable and Frank handled some challenging situations with care and with calm. He was Corporate Affairs Director, Ward Blenkinsop & Co Ltd, Widnes after he left group service in 1975. He is pictured here with his wife June.



# Obituaries

*We apologise for the brevity of some of these announcements.  
The missing information is in the office to which we have  
no access at present.*

**ALEXANDER (96).** Mrs Margaret Alexander of Prestwick died on 1st September 2020. She was the wife of Mr M Alexander, who once worked at Prestwick Airport.

**ASHTON (85).** Mr Peter Ashton of Chester died on 27th July 2020. He was Business Development Manager, Manchester Lubricant Centre when he left group service in 1991 after 21 years.

**ASHWELL (85).** Mr Terence Ashwell of Bridport died on 4th August 2020. He worked in Administrative Services, Shell-Mex House when he left group service in 1989 after 24 years.

**BARRATT (93).** Mr Thomas Barrett of Teignmouth died on 20th September 2020. He was an Area Sales Manager, Bristol Regional Office when he left group service in 1979 after 25 years.

**BEE (82).** Mrs Jane Bee of Falkirk died on 10th November 2020. She was the wife of Mr Thomas Bee, once a Driver at Grangemouth.

**BODDY (88).** Mr Keith Boddy of Gravesend died on 20th November 2020. He worked in Lubricants, Bitumen & Special Products at BP, Hemel Hempstead when he left group service in 1989 after 31 years.

**BOWYER (97).** Mrs Vera Bowyer of Ipswich died on 25th July 2020. She was the wife of Mr Dennis Bowyer, once a Senior Marketing Assistant, Industrial at Ipswich.

**BRENNAN (85).** Mr Denis Brennan of Tamworth died on 20th July 2020. He worked at Birmingham Airport when he left group service in 1991 after 23 years.

**BRISTOW (88).** Mrs Joyce Bristow of London has died. She was the wife of Mr Gerald Bristow, once a Shift Manager at Fulham Terminal.

**BYRNE (89).** Mrs Christine Byrne of Midhurst died on 22nd September 2020. She was the wife of Mr T R Byrne, once a Marine Lubricants Superintendent at Shell-Mex House.

**CLARK (97).** Mrs K J Clark of Byfleet died on 7th August 2020. She was the wife of Mr Fred. Clark, who was once Head of Lubricants / Auto Fuels based in the Bristol Office.

**DICKINSON (89).** Mr Hugh Dickinson of Tobermory, Isle of Mull died on 15th November 2020. He was a Driver at Leeds when he left group service in 1987 after 22 years.

**DONOVAN (88).** Mr Paul Donovan of Cranbrook died on 29th September 2020. He was Retail Area Sales Manager, South East when he left group service in 1977 after 28 years.

**FRY (80).** Mr Ian Fry of Bridgwater has died. He was a Driver at Avonmouth when he left group service in 1991 after 26 years.

**HARGREAVES (87).** Mr Brian Hargreaves of Stockport died on 24th August 2020. He worked in Lubricants Department, Cheadle Hulme until he left group service in 1993 after 10 years.

**HARRIOTT (92).** Mr Roland Harriott of Rochester died on 29th October 2020. He was Chief Engineer, Shell Distributor, on the River Thames when he left group service in 1984 after 30 years.

**HAWKINS (75).** Mr Peter Hawkins of Ringwood died on 25th October 2020. He was Finance Manager, seconded to UK Truck Stops Limited when he left group service in 1998 after 34 years.

**HAYNES (93).** Mrs Daphne Haynes of Dorking has died. She was the wife of Mr John Haynes, once Financial Assistant, Corporate Project Accounting, BP Victoria.

**HOPE (90).** Mr Brian Hope of Leeds died on 16th June 2020. He was a Driver at Leeds Terminal when he left group service in 1987 after 37 years.

**HUME (90).** Mrs Agnes Hume of Glasgow died on 20th September 2020. She was the wife of Mr Archibald Hume who was a Shift Manager at Bishopbriggs.

**INNES (93).** Mr Fred Innes of Buckie has died. He was Chief Engineer, Shipping Branch, BP Victoria when he left group service in 1984 after 14 years.

**JAMES (84).** Mr David James of Neath died on 24th October 2020. He was a Driver at Swansea when he left group service in 1992 after 22 years.

**JULY (101).** Mr Denis July of Teddington died on 12th July 2020. He worked in Management Accounting, Shell-Mex House when he left group service in 1979 after 32 years.

**KNOWLES (84).** Mrs Mary Knowles of Manchester died on 23rd September 2020. She was a Personnel Assistant at Wythenshawe when she left group service in 1986 after 11 years.

**LAUSCH (87).** Mrs Julia Lausch of Gloucester died on 3rd August 2020. She was the wife of Mr Peter Raymond Lausch, once a Commercial Representative at Birmingham.

**MAIDMENT (88).** Mrs Maureen Maidment of Walton-on-Thames died on 4th October 2020. She was the wife of Mr John Maidment, once a National Buyer Manager at Watford.

**McINTYRE (92).** Mr Francis McIntyre of Glasgow died on 16th October 2020. He was an Industrial Markets Analyst at Glasgow Regional Office when he left group service in 1982 after 26 years.

**MULLETT (90).** Mr John Mullett of Swansea died on 26th May 2020. He was a Shift Manager at Swansea when he left group service in 1985 after 32 years.

**NORTON (88).** Mrs Doris Norton of Mold died on 24th September 2020. She was the wife of Mr Roy Norton, once a Terminal Manager at Caernarfon.

**NOYCE (85).** Mrs Elizabeth (Liz) Noyce of Thame died on 3rd December 2020. She was the wife of Mr Ronald Bale, once an Automotive Engineer, SE Region, Norbury.

**O'HARA (81).** Mr Kevin O'Hara of Middlesbrough died on 14th October 2020. He was a Garage Technician at Jarrow when he left group service in 1992 after 24 years.

**PAGE (95).** Mr Anthony (Tony) Page of Haslemere died on 11th October 2020. When he left group service in January 1985 (after 27 years), Mr Page was Secretary, Oil Industry Emergency Committee.

**PALMER (84).** Mr Peter Palmer, JP, of Selby died on 1st November 2020. He was BP Regional Manager, Lubricants when he left group service in 1991 after 30 years.

**PLUMB (97).** Mrs L D Plumb of Romford died on 22nd July 2020. She was a Catering Supervisor at Shell-Mex House when she left group service in 1992 after 22 years.

**POMERY (91).** Mr Ivor Pomery of Southampton has died. He was a Driver at Hamble when he left group service in 1983 after 17 years.

**QUELCH (87).** Mrs Olga Quelch of Royston died on 18th July 2020. She was the wife of Mr Ken Quelch, once a Driver at Royston.

**REFFELL (84).** Mr Malcolm Reffell of Basingstoke died on 16th October 2020. On leaving group service in 1990, having served 30 years, Mr Reffell was Finance Director, Superdrive, Shell-Mex House.

**RODDAN (90).** Mr John Roddan of Wallingford died on 30th October 2020. He was Manager, New Business Ventures, BP Nutrition, Britannic House when he left group service in 1979 after 24 years.

**RUSH (90).** Mrs Marion Rush of Epsom died on 29th September 2020. She was Secretary to the Chief Executive of Shell UK when she left group service in 1977 after 24 years.

**SAUNDERS (79).** Mrs Gloria Saunders of Clacton-on-Sea died on 17th July 2020. She was last employed in Accounts Section, 195 Knightsbridge, when she left group service in 1970.

**SMALLWOOD (89).** Mr Reginald Smallwood of Larkhall died on 24th October 2020.

**TAYLOR (83).** Mr Ian Taylor of Manchester died on 3rd August 2020. He worked at Barton Lubricants Plant when he left group service in 1988 after 31 years.

**UPSHER (79).** Mrs Jane Upsher of Torquay died on 22 June 2020. She was Secretary to the Regional Manager, National Benzole, Bristol when she left group service in 1975 after 11 years.

**WARREN (82).** Mr Tom Warren of Canvey Island died on 14th November 2020. He worked at Shell UK Oil, Shell Haven when he left group service in 1993 after 31 years.

**WHEELER (92).** Mr Laurie Wheeler of Pinner died on 11th November 2020. Mr Wheeler left group service in 1984 after 31 years.

**WILCOCK (95).** Mr Roy Wilcock of Lichfield has died.

**WRIGHT (87).** Mr Ian Wright of Stockport died on 26th March 2020. He was a Real Estate Surveyor (Retail), Manchester when he left group service.



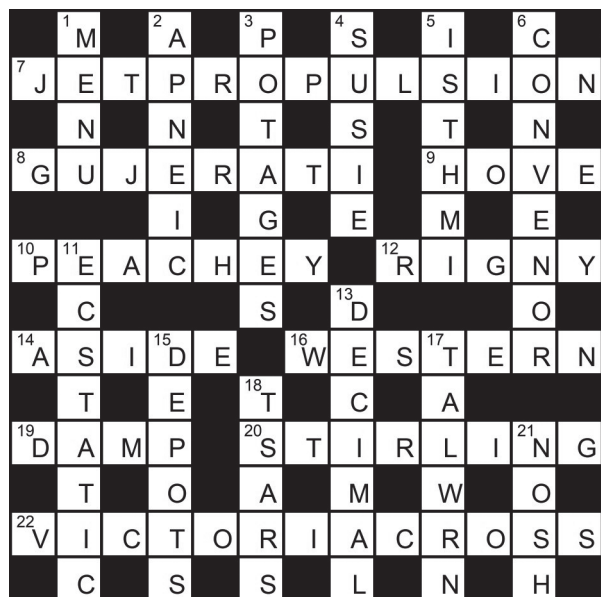
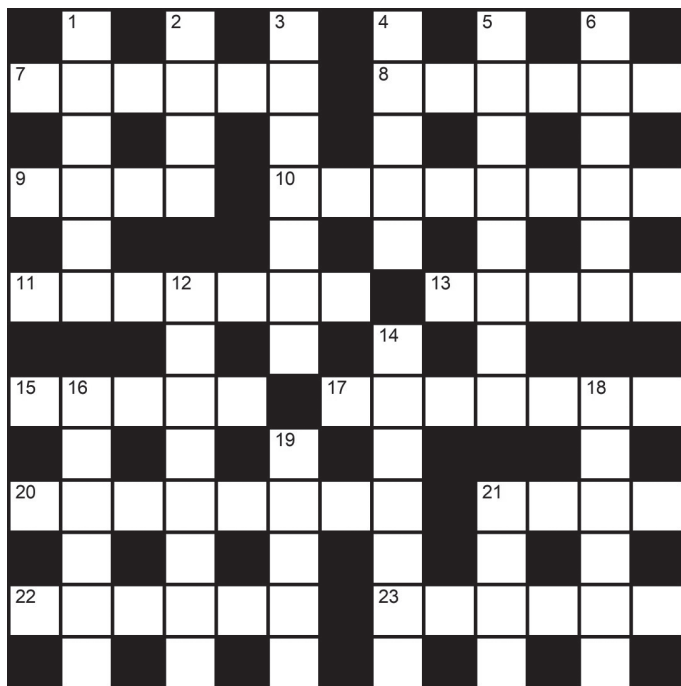
# and Finally ...

## Quotable Quote

"We look forward with optimism to the time when we shall be able to gather together again to renew in person those long-lasting friendships which are the essence of the 44 Club."

South Midlands Branch

## Prize Crossword



7 across




### Across

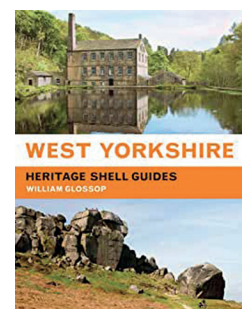
- 7 See Photo (6)
- 8 Gas from organic matter (6)
- 9 Statistic (abbreviation) (4)
- 10 Like 'fares' 'fears' 'safer' (8)
- 11 Andrew Slater's Greek restaurant (7)
- 13 Sometimes with faint praise (5)
- 15 Bill, retiree who worked on Shell Better Britain (5)
- 17 SMBP Researcher who became a Baroness (7)
- 20 The dark stuff from the bottom of the barrel (8)
- 21 Pint glasses with handles (4)
- 22 Leading Lady in 'The Merchant of Venice' (6)
- 23 Feedstock for ethylene production. (6)

### Down

- 1 Portable computer (6)
- 2 Man of Britain (4)
- 3 Wisden is one (7)
- 4 German Submarine (5)
- 5 Dead as a \_\_\_\_\_ (8)
- 6 Smoked starter in the River Suite (6)
- 12 Where the counters of beans work (8)
- 14 Cathedral City near Stanlow (7)
- 16 Produces the Magazine (6)
- 18 Powers the car (6)
- 19 The department that kept us on the right side of the law (5)
- 21 \_\_\_\_\_ Clements (82) (4)

## Last Issue's Crossword

Eleven all correct entries from which Freddie the Cat  placed his discriminating paw on the entry form from Chris L'Estrange of Huddersfield who wins a collector's edition of the Shell Heritage Guide to West Yorkshire.



Closing date for next issue  
20th February 2021