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Major US-China Ports

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US-China Trade



Inspecting a map of the Beaufort Sea are, left to right, Diamond Shamrock's Vice Chairman Avery Rush, President Al Tomlinson, and Bill Bricker, Chairman and CEO.

**“The conventional wisdom said, ‘Global oil glut... trim your sails.’ Diamond Shamrock responded with \$161 million for five offshore Alaska leases.”**

— W. H. Bricker



With the price of oil down, why did Diamond Shamrock make the largest exploration commitment of its history?

1. *Diamond Shamrock believes there is oil in the Harrison Bay structure under the Beaufort Sea. If oil is found, we believe it could be a reservoir so huge it would increase our domestic reserves many times over . . . at a remarkably low cost per barrel. Not incidentally, that judgment is shared by our partners and the geological community.*

2. *We see a bright future for*

*oil. In the U.S. alone, demand for energy is expected to increase 15% by 1990 . . . and only companies that explore for significant new reserves today will be ready to meet that demand.*

3. *The timing was right. Diamond Shamrock had the resourcefulness . . . and the financial resources . . . to seize the opportunity. We have found that, from time to time, the unconventional action can generate the uncommon profit.*

Write Director of Communications, Suite 3255, for the booklet, “The Beaufort Sea Story.” And

for all the facts on Diamond Shamrock. Entrepreneurial. Big enough to make an impact. And, when genuine opportunity knocks, pretty darned resourceful.



**Diamond Shamrock**

The resourceful company.

Diamond Shamrock Corporation,  
Dallas, Texas 75201