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# United Fund Drives Go Over the Top

"Over the top" is as appropriate now as it was during World War I. In this case, the phrase refers to this year's United Fund contributions made by the Houston Plant employees, which totaled \$11,708.90, or well over the goal of \$11,440.

In one sense this victory by a combined force of volunteer workers may be a step toward conquering many ills. One thing certain, contributions will make many things possible for the unfortunate of this county.

This money could mean, for example, that approximately 100 homeless or sick children can be cared for; or that over 100 boys will be able to join the "Y" and take part in health character-building activities.

Other final figures for the Plant drive show that 81 percent of the employees took part this year. Also, several departments and departmental sub-groups showed 100 percent participation.

They are Administrative, Brickmasons, Fire and Safety, Burner, Riggers, Swampers, Tiners, Truck Drivers, plus staff groups in A Dept., E Dept., Engineering, P Dept., Purchasing, Stores, and Shipping.

**Thanks**  
The Shellegram joins with Management at both the Refinery and Chemical Plant and with representatives of Local 4-367, Oil, Chemical and Atomic Workers International Union (AFL-CIO) to extend hearty congratulations and thanks to everyone who contributed to our successful United Fund drives.

Putting forth their greatest effort in history, Refinery workers drove over the top in this year's United Fund drive with contributions of \$25,143.25. The goal assigned by the United Fund headquarters was \$23,610.

Contributions so far have come from 2,486 contributors. At press time, 99.7 percent of the employees had been contacted. The average contribution is \$10.11.

The total contribution for the Refinery and the amount per contributor are both all-time records for the Houston Refinery.

This strong support for the drive to finance the 1959 operations of 63 welfare and charitable institutions in Houston and Harris County was led by Co-Chairmen C. L. Marshall and J. F. Landrum, representing the Company and Local 4-367, Oil, Chemical and Atomic Workers International Union (AFL-CIO), respectively. (A list of volunteer solicitors and pictures of United Fund activities will be found on page three.)

Solicitation began on the morning of Wednesday, Oct. 8, and by Friday afternoon the assigned goal had been surpassed.



## shellegram



SHELL OIL COMPANY  
HOUSTON REFINERY

SHELL CHEMICAL CORP.  
HOUSTON PLANT

Vol. 23, No. 10

HOUSTON, TEXAS

OCTOBER, 1958

## Improved Wax Molding Facilities Under Construction at Refinery

Refinery Manager John [Name] has announced that construction is now in progress on the project of replacing and improving the wax molding facilities at the Lube Plant, with operations expected to begin about May 1, 1959.

Designed to mold and pack waxes under conditions of sanitation approaching those found in food-packaging plants, the new facility will feature a Greer machine, automatic wax molding machine with a design capacity of 10,000 pounds of wax an hour.

An automatic packaging machine and extensive conveyor equipment will also be installed. A new electric substation is being constructed to meet the need for increased power in the molding operation.

Project Engineer Luke Hamilton advises that Refinery personnel are handling most of the work involved in this project, doing all design, remodeling and construction work.

The enclosed, air conditioned operating area will house the Greer machine, packaging facilities and intermediate storage space. This 90x55-foot area will have an insulated acoustical ceiling with flush-mounted fluorescent lights, insulated walls, air-operated service doors, and other features designed for pleasant working conditions, sanitation and easy maintenance.

This Greer machine will have some 2,130 stainless steel pans measuring 399 cubic inches each. They will be arranged on a continuous chain in groups of six. Liquid wax flows automatically into the pans on the lowest level and then begins about a two-hour trip through a chamber maintained at temperatures as low as 9°F. The chain moves the wax-filled pans back and forth lengthwise on 15 levels within the insulated metal housing which measures 19 feet wide, 55 feet long and 12 feet high.

The area will be maintained at a constant temperature by a combination, all-year, 30-ton air conditioning and heating unit. The air conditioning of this area will serve to improve working conditions and to prevent the condensation of atmospheric moisture on the wax slabs when they come out of the low-temperature Greer machine.

A 190-ton refrigeration unit, combined with four York diffusers that circulate 64,000 cubic feet of air a minute, will maintain the low temperature within the machine area. The 10,000-pound-an-hour capacity of the machine, Hamilton pointed out, is a minimum figure based upon the type of wax needing the longest period to harden. Other wax slabs may be produced at higher rates.

At the end of their trip through the machine, the pans are inverted so that the 11-pound wax slabs fall onto a conveyor belt. This belt will be arranged so that the slabs may go either through or

## Refinery Engineering Gets Six Assistant Managers

Major changes in the Engineering organization at the Refinery went into effect this month, including the naming of six new assistant managers.

These changes came about through the separation of the three sub-sections of the Engineering Dept. into three individual departments—Engineering Field, Engineering Office and Engineering Services. Each of these is under the respective direction of Department Managers W. G. Eddleman, T. S. Lighthouse and S. S. Braun, with R. Haldane continuing to serve as Chief Engineer.

Assistant Managers of the Engineering Depts. named in the reorganization are J. W. Mizenko in Engineering Field, W. R. Moeller and C. E. Salter Jr. in Engineering Office, and J. C. Merritt, L. H. Markway and T. E. Lackey in Services.

Senior Project Engineer, which post he assumed earlier this year after holding a variety of assignments in Engineering, Technological and Operations. He came to work at the Refinery in 1948 shortly after being graduated from Georgia Tech. His new duties include supervision of project and cost control engineering.



J. C. Merritt J. W. Mizenko

Merritt's duties in the new Engineering Service Dept. include supervision of area engineering and preventive maintenance activities and mechanical engineering specialists. He finished at Auburn with a mechanical engineering degree and came to work here in 1949. His previous duties involved work in industrial, instrument, cost control and project engineering sections.

Markway, who came here earlier this year from Head Office where he had worked since 1955, will be responsible for all inspection activities. He joined Shell at Wood River in 1948 after receiving a degree as metallurgical engineer from the Missouri School of Mines. He held a variety of engineering jobs of increasing importance at Wood River before going to New York.



T. E. Lackey L. H. Markway

Mizenko joined Shell Development Company in 1943 and moved to the Houston Refinery in 1945 where he worked in the Technological Dept. and the Refinery Lab. He has been in Engineering since 1947. In his new job, Mizenko will coordinate the activities of Automotive and Field Construction groups and assist the Department manager with special and routine problems. He holds a degree in chemical engineering from Louisiana State.

Moeller, who will be responsible for over-all administration, as well as design and drafting work on all capital projects, has been a Shell employee since 1935 when he came to work at the Refinery. Previous positions held include those of Assistant Chief Chemist, Senior Technologist, Cost Control and Chief Project Engineer and Office Engineer. He is a chemical engineering graduate of Rice Institute.

Salter moved into the Assistant Manager post from



W. R. Moeller C. E. Salter Jr.

## Two Chemical Men to Attend New York Management Course

F. Roorda, Assistant Superintendent-Technical, and L. Maycock, Research Director, will attend the sixth Shell Management course to be held from November 16 to November 12 at the Arden House on the Harriman campus of Columbia University, about 50 miles north of New York City.

Roorda and Maycock will be among the 30 managers from all Shell companies throughout the United States and Canada who will participate in the four weeks of intensive study. The course is designed to give further training to people in management positions. Instructors for the course are

See COURSE, Page 2



R. L. Maycock



J. F. Roorda

See MOLDING, Page 2

## Refinery Research Team Making Cat. Cracker Performance Tests

The score now stands at six cat crackers down and one to go in the Refinery Research Laboratory's present series of performance tests at Shell installations in the United States and Canada.

This project, which has been going on for the past year, is designed to compare the various types of strippers and regenerators in use by Shell in order to obtain a better knowledge of catalyst stripping and regeneration gas mixing characteristics.

The cracking unit which has not been examined by the Researchers with the new techniques they have developed is the one here at the Houston Refinery. It will be studied shortly after the first of the year, following the big unit's next turn-around.

Previously studied are the units at the Wilmington, Ana-cortes, Wood River and Norco Refineries in this country and at the Shellburn and Montreal Refineries in Canada. The most recent performance tests were conducted at the Wilmington Refinery by a team composed of M. G. Geiger, Engineering Research Group Leader, and W. C. Lawhon, L. D. Ross and H. G. Sandland.

Other Researchers who were on teams that visited other Refineries for periods of about two weeks include W. R. Biles, currently Group Leader of the Research Laboratory Computing Group, R. R. Collins, D. E. Hardesty, R. G. Lutz and W. R. Pedigo.

Since catalytic cracking units are generally limited in their throughput by the capacity of the regenerator to burn off the coke and hydrocarbons that are carried into it by the circulating catalyst, studies such as this are designed to find ways of reducing the amount of undesirable material entering the regenerator, thus making it possible to raise

throughput.

The tests conducted by Houston Research teams involved the injection of helium as a tracer into the stripper and regenerator streams. Various vapor and catalyst samples were withdrawn through special probes into portable sampling devices designed especially for such service. The most novel of these is the portable mass spectrometer-recorder assembly which is used for continuous analyses of helium at the top of the regenerator. The test results are ultimately evaluated with the aid of the Research Laboratory's electronic computing equipment at Houston.

## Course—

(Continued from Page 1)

Shell's top executives along with outside authorities in specialized fields of management's work.

Maycock has been at the Houston Plant since 1955 when he came from Emeryville where he held the position of Assistant Department Head. Maycock has been with Shell since 1943 when he came to work as a chemist at Emeryville.

In 1949 Roorda joined Shell at Martinez as a Technologist. Holding positions of increasing importance, Roorda came to the Houston Plant in 1956 to assume his present duties.

## SAVE BY CHANGING OIL

You save by changing automobile motor oil regularly with Shell X-100® Premium every 1,000 miles for city and suburban driving, 2,000 for highway driving, and 500 miles for dusty-road driving and in freezing temperatures. Dirty oil increases oil and gasoline consumption and engine repair bills.

## Chemical Men Elected Officers

Organizational problems are under discussion here as recently elected American Materials Handling Society Officers meet. The 225 member chapter selected these three men to rule in 1958-1959. They are (l. to r.) J. B. Bradshaw of Shell Pipe Line, President, and Chemical Plant employees A. C. Fuqua, Secretary-Treasurer, and F. O. Gerbode, member of the Board of Directors, who will handle printing and publications. Bradshaw was Assistant Manager of the Purchasing-Stores Dept. at the Chemical Plant from 1952 to 1957.



J. W. Fosha

## Death Claims J. W. Fosha

The SHELLEGRAM regrets to report the death on Oct. 5 of J. W. Fosha, a Laborer in the Engineering Field Dept. at the Refinery.

Mr. Fosha, who was 43, died after an illness of about two months duration. Born and reared near Wallace, Tex., he was first employed by the Company on Oct. 13, 1941, and was re-employed in September, 1942. At the time of his death, he had 16 years of accredited Shell service, all of it in Engineering Field.

The SHELLEGRAM wishes to extend sincere condolences from all his friends and fellow Shell employees to his widow, Mrs. Annie M. Fosha, and other relatives.

## 30 Years Service



M. K. Kopp  
Lube Oils (Refy.)

## Programs Set For B-E Week

The Refinery will take part in the annual Business-Education Week again this year with two-way exchanges between Shell and school employees.

A group of some 20 teachers from junior and senior high schools in Pasadena will visit the Refinery on Nov. 13. Two days earlier, six Refinery employees will spend the day visiting a school in Harris County to provide students with an explanation of how the oil industry works with the schools.

Taking part in the school visit this year will be W. P. Bryan, Technological; E. L. Claridge, Utilities; H. D. Estes, Economics and Scheduling; F. Hillard, P&IR; G. A. Martin, Aromatics, and J. C. Merritt, Engineering Services.

The teachers who come to the Refinery will be allowed to visit departments or activities in which they indicate a special interest. Hilliard is coordinating these events.

## Copper Overlay Welding Work Proves Successful at Chemical

For the first time at the Chemical Plant a project involving the use of over-head copper overlay welding was attempted and turned out a complete success. This new development, thought impossible by many, may prove to be the answer to the need for on-the-spot repairs on operating equipment.

The work done on a reactor in E Dept., consisted of replacing a permanent type, corrosive resistant, copper gasket face surface. The gasket facing welded overlay was welded to the lower portion of the reactor bottom manway flange. The problems involved in this work were many and required the concentrated efforts of several Chemical Plant employees.

Normally the job of replacing copper gaskets of this type means that the reactor would be shut down, and the catalyst removed. Then the column would be lifted from its base and transported to an open field. Once in the field the repairs could begin.

Besides losing the catalyst the job of lifting an 84-ton column and transporting it to another location could take as much as a week. The obvious solution was to be able to do the work without having to move the column and if possible

## Molding—

(Continued from Page 1)

around an automatic packaging machine.

Wax slabs going through the automatic packager will come out in sealed cases containing five slabs each. Wax routed around this machine will be hand-packed into larger containers, including 1,000-, 1,500- and 2,000-pound cartons and 100-pound burlap sacks.

Facilities will be retained for loading liquid waxes directly into tank cars and tank trucks.

Production of wax slabs will continue throughout this remodeling program as six of the eight existing wax molding forms are still in use. They are in the area to be used only for storage and will be removed when the new process goes into operation.

The new electric substation, being constructed just across the street from the Lube Dept. office, will have a 2,500 KVA capacity. Project Engineer M. B. Milburn said all the power from this station will not be needed in the wax molding operation. Some of it will go to Cooling Water Tower No. 8, and the substation will also be able to handle future expansion in that area of the Refinery.

### FOR SALE

Two bedroom house, 8554 Carlisle, Shady Park Add., \$400 down, FHA or equity. Big kitch., screened porch, util. room, cen. heat, garage, carport, patio. Optional: drapes, 3 air conditioning units. Phone OL 4-4006.

### FOR SALE

Mechanical Engineering Text Books, Civil War history books. Vice Anderson Ext. 398 Chemical Plant

sible without the loss of a valuable catalyst.

The initial problem that had to be overcome was to make it possible for the welder to do an effective job on an object suspended above his head. At the same time an effective means of making a lasting bond between the copper and steel must be found. Since copper cools faster than steel it has a tendency to pull away which in turn causes leakage when the unit goes into operation.

Also, proper protection must be given to the welder so that he will not be hit by the molten copper while he is working.

The first thought was to save the catalyst, for this measure had to be taken before any other work could begin. K. Hansen, Engineer in the Engineering Dept. found that metal ring could be placed between the partially open flange and once secured would hold the catalyst in place during the entire operation.

Engineering Development G. E. Spears and J. J. E. went to work on the heating problem. Their solution consisted of stringing resistance heating wires around the inside of the steel flange. Use of this closely controlled preheating technique provided uniform temperatures and allowed a reduction in welding requirements. This provided the welder greater control of the copper weld metal during application of the weld overlay.

R. B. Stewart, Welder No. 1 was chosen to do the welding because of his knowledge of alloy metal. Stewart, with the aid of the heating technique, made a successful application. When the job was completed the heat was gradually reduced and after careful inspection was concluded that the weld was a good one.

It now came time for the final step which meant that the ing would have to be machined. Machinist R. R. Jeffcoat perfected a method that would allow the machining tool to be installed and taken down more rapidly than before. This proved particularly valuable because of numerous breakdowns of the machining equipment. However, after several attempts the job was completed.

Although much of a working day is filled with the routine, Chemical Plant employees proved in this instance that they were both willing and able to solve an unusual vexing problem.

## New Employees

### REFINERY LAB

Judith B. Pond, Chemist

### RESEARCH

Charles T. Adams, Chemist  
Charles R. Cupit, Res. Eng.  
Sunny L. Trammell, Op. Key Post  
Margie W. Nelius, Stenographer  
Carol E. Patella, Jr. Clerk  
Russell J. Halecek, Res. Eng.

### TECHNOLOGICAL

Duane L. Franklet, Technologist

### TREASURY

Dorothy H. O'Sullivan, Op. Key Post  
Melba L. Hester, Stenographer  
Betty Jeanne Armstrong, Steno.



Shown here are many of the volunteer solicitors who helped you put over a successful United Fund drive this year. They are in the Refinery Cafeteria to receive instructions on how to conduct this charity campaign.



Members of the United Fund Central Committee who helped put over the successful drive this year are (l to r front) E. P. Ford, W. G. Eddleman, J. F. Lee, M. G. Jordan, and Co-Chairman C. L. Marshall. In the back are Co-Chairman J. F. Landrum, R. Middleton, Marx Isaacs, B. W. Farmer, L. M. York, G. B. Dunn and J. F. Kobler. D. L. Price of the Paint Shop and Q. C. Berry, Distilling, were not present when this picture was taken.



Members of the Chemical Plant Central Committee for the successful United Fund drive are (l to r) C. L. Martin, J. F. Roorda, J. G. Massey, J. H. Ware and C. C. Kendrick. Massey and Ware served as Co-Chairmen with the others as Campaign Managers.

### OPW Activities Include Visit by High Schoolers

Eighteen youngsters from Harris County high schools visited the Refinery on Oct. 15, part of the activities held in observance of Oil Progress Week.

throughout the country under the sponsorship of the American Petroleum Institute and its member companies.

The 18 young people who spent the day at the Refinery are representative of the more than 400 scholastically-outstanding teenagers from throughout the country who visited some oil industry organization as part of "Oil Men



D. Estes, Manager, Economics and Scheduling, introduces the movie which was shown throughout the Refinery during Oil Progress Week to one of the groups. Each showing "A Story of People and Progress" was introduced by a Refinery department manager who also spoke briefly on the importance of Oil Progress Week.

## Dinner Honors Solicitors For Successful UF Drive

Solicitors at the Refinery did such an outstanding job in putting over this year's United Fund drive that Refinery Manager John Tench invited them to celebrate their success at a buffet dinner on Oct. 21 in the Cafeteria.

Solicitors worked this time under the direction of J. F. Landrum, B. W. Farmer, J. F. Lee, A. R. Middleton, D. L. Price and G. B. Dunn for hourly employees and Marx Isaacs for staff employees.

Conducting the drive in the four zones for hourly operating personnel were J. I. Graves, A. Mason, J. Carson, B. T. Weatherly, E. S. Ebel, L. R. Brossett, J. T. Parker, L. D. Jennings, E. D. Murphy, C. T. Williams, C. A. Beaver and W. F. Green. H. H. Reat, D. O. Henry and C. H. Welch worked in the Refinery Lab, and W. M. Stephens handled Stores solicitation.

In Engineering Field the solicitors were W. B. Parker, H. W. Ellington, J. D. Hughes, Q. P. Baygent, M. H. None-macher, C. Bailey, L. D. G. Levy, A. J. Hayes, M. P. Hunter, D. L. Langdon, M. W. Wells, L. C. Berger, E. M.

Ratley, C. M. Wolters and J. E. Dowda.

Also, M. F. Crosby, K. R. Harlan, L. Sudwischer, H. E. Janicki, J. H. Massingill, C. F. Babcock, W. T. Bratton, L. Sampy, W. G. Williams, A. Del Peral, J. Demley, S. M. Bear, J. E. Gaskill, L. J. Thibodeaux, R. R. Boyd and J. E. Holloway.

Others, L. M. Weiderhold Jr., G. W. Amonett, E. A. Jones, M. W. Tooke, M. L. Eason, G. E. Pribble, F. C. Hager, J. W. Henderson, F. H. Christensen, J. D. Flanigan, F. L. Shoemaker, H. C. Holcomb, and V. Sanford Jr.

Staff solicitors were T. J. Reed, J. W. Matthews, R. L. Hornsby, E. E. Heyen, C. E. Callihan, D. M. Bergin, H. M. Sims, O. C. Hickman, S. Costa, E. L. Curtis, C. O'Toole, O. H. Richardson, P. J. Hayes, J. Tesoro, D. R. Julian, H. M. Miller, J. A. Capers, L. A. Cassner, R. Cheshire, W. Peterson, L. L. St. Pe, C. V. Barbe, H. K. Kaiser, J. Y. Beard, S. L. Trammel, B. W. Arnold, L. A. Woods, F. C. Demny, W. C. Lawhon, H. C. Hannen, V. E. Pierce, G. P. Box, E. P. Logan and R. A. Johansen.



Outstanding high school students who visited the Refinery in observance of Oil Progress Week are (front row) Lyndel Tucker, Reagan; Betsy Baker, Lamar; Patricia Urban, Deer Park; Allene Crawford, Deer Park, and Ellis Beasley, Bellaire. In second row: Robert Brooks, Bellaire; Clinton Snyder, Lee; Ronnie Cohen, Bellaire; Bob Hood, Bellaire; James Martin, Reagan; Bob Dorrell, Deer Park; Robert Woodall, Reagan, and Pat Murphy, Reagan. Students in the last row are Dennis Hengst, Sam Houston; Robert Christian, Austin; Edward Miller, Reagan; John Heath, Deer Park, and Don Hopkins, Sam Houston. Employees in the picture are Refinery Manager John Tench, Fay Hilliard, who made arrangements for the program, and Marx Isaacs, who conducted the tour activities.

and Women for a Day" activities.

The Refinery also took part in OPW by presenting a movie entitled "A Story of People and Progress" to employees. This movie highlighted the oil

industry's role in our nation's economy.

A letter in which Refinery Manager John Tench called attention to Oil Progress Week was mailed to the homes of all employees along with a valuable booklet telling motorists how to get more miles for their driving dollar and an oil-oriented group of puzzles for children.

Personnel Representative Fay Hilliard presented model distillation kits to the sixth grade classes at the three grammar schools in the Deer Park Independent School District, and made arrangements for four Deer Park High School students to take part in the Oct. 15 visit to Shell. These students are Patricia Urban, Allene Crawford, John Heath and Bob Dorrell, son of B. B. Dorrell, Manager Dispatching.

### Stewart Presents Technical Paper

Richard A. Stewart of the Refinery Research Lab appeared on the program at the thirteenth annual technical meeting of the South Texas Section of the American Institute of Chemical Engineers in Galveston, Oct. 3.

Stewart, who holds B.S. and M.S. degrees from Mississippi Southern College and V.P.I. respectively, presented a paper entitled "Power of Statistically Designed Experiments and Results To Be Expected." Some 800 persons took part in the all-day program.

#### FOR SALE

Deer rifle, 8 mm Mauser, refinished stock, \$35.00 with box of ammo. Browning automatic .22, perfect condition, 1 yr. old, \$58.00 with case. Call GR 2-3187 evenings.

*To provide you with information about...*  
**Public Issues Affecting Our Industry**

## What About Price Wars?

How do gasoline price wars start? How do they end? Who pays for the low prices? Can't price wars be prevented? Most of us have faced these and similar questions.

A point to keep in mind regarding the start of gasoline price wars is that gasoline demand in a given market does not vary greatly from day to day. At a given moment, motorists of a particular area can be expected to buy only so much gasoline. The gasoline seller (whether wholesaler or retailer) can increase his business only by taking business from his competitors.

When retailers and wholesalers are content with their current level of sales, prices

Would you like more information on price wars? Shell's new 36-page booklet, *Old McDriver Had A Car*, by John Earl Davis, discusses this and other aspects of gasoline prices. If you would like a copy, send a postcard to the editor of the SHELEGRAM or call him on Ext. 540.

tend to remain stable. But, because of the highly competitive nature of the oil industry, somebody is likely to upset a stable market sooner or later.

These upsets generally take the form of price cuts which often end up in price wars. Here are four examples of price-cutting that often start price wars:

1. A dealer decides to reduce his retail price to customers hoping that increased volume will more than offset his lower per-gallon profit.
2. A supplying company (or a dealer), new to the business or new to an area, decides the quickest way to gain a foothold is to offer lower prices.
3. A dealer or supplier who has fallen behind may cut prices to regain lost business.
4. Surpluses of gasoline sometimes occur despite efforts of refiners to tailor their operation to expected demand. Lacking storage space, the refiner with excess gasoline sells it at a reduced price.

### Can Last Two Years

Once started, a price war can last from two days to two years. If total gasoline consumption in an area shrinks (the result, say, of a temporary slack-off in demand), the fight for the remaining business is likely to be long and severe. Eventually, a point is reached where those who started the price war have lost all advantage, and everybody (supplier, jobber or retailer) is either barely making expenses or losing money.

About this time some retailer or wholesaler will usually raise his price. If competitors are willing to call it quits, they soon raise their prices to a level which provides them a reasonable return and, in a few days the market is back—or nearly back—to where it was before the price war.

Who pays for a price war? The dealer, in part, by operating on a smaller mark-up; and

his supplying company, by temporarily reducing wholesale prices. The low price levels of a severe price war would force many dealers out of business except that most wholesalers, as a matter of policy, extend financial assistance to the dealers in the form of temporarily lowered wholesale prices.

A company may have different formulas for determining the kind and amount of price war assistance to its dealers. But the reason for all price war assistance is the same: No company wants to sit idly by and see its dealers driven to the wall by low prices. The effect of failing dealers upon Shell (and Shell employees) would be serious, for Shell depends on dealers for almost all its gasoline sales.

### Shell Assists Dealers

This is how Shell might assist a typical dealer involved in a price war: Shell first surveys the dealer's area to see if he needs help. Let's say a dealer charging 30.9 cents a gallon discovers that competitors have reduced their prices to 26.9 cents. He can either hold his price at 30.9 cents and watch his volume dry up, or reduce the price to 26.9 cents and see his profit disappear; either way, he will soon be out of business unless prices go back up or he gets help.

To permit the dealer to sell competitively, Shell might in this example temporarily lower its wholesale price by three cents a gallon. If the dealer were willing to reduce his own mark-up by one cent, he could then meet his competition. Having decided to assist one affected dealer, Shell then offers similar assistance to each Shell dealer similarly affected.

Thus Shell bears a large share of any severe price cut. In widespread price wars, company help given dealers becomes expensive. On a nationwide basis, it is currently costing Shell many millions of dollars annually.

### Can Wars Be Stopped?

Can't price wars be stopped? Attempts to prevent them are as old as competition itself. Crude "remedies," such as agreements among competitors

on selling price, were long ago forbidden by anti-trust laws.

In more recent times, there have been attempts to soften the harsh effects of free-market competition with measures like the so-called "fair trade" laws, which in most states permit a manufacturer to establish a minimum retail price for his branded product. Fair-trading has been abandoned in almost every field where it has been tried—for some seller has usually been willing to take a smaller mark-up, get more business, and run the risk of legal action.

The real answer to price wars, Shell believes, is to attack their basic causes with sound marketing methods, such as:

1. Careful selection of service station sites as long-term business opportunities.
2. Attractive, modern, competitive outlets that do not depend on price-cutting to bring in business.
3. High-caliber dealers who do not rely solely upon gasoline sales, but also do a balanced business in motor oil, tires, batteries, accessories, lubrication and motor tune-up.
4. Realistic pricing geared not to quick profits but to the long-term best interests of dealer, wholesaler and motorist.

## First of Three Service Parties Well Attended

More than 800 Ten-And-Over Club members from the Refinery took part in their annual all-day celebration last month, marking this first of three service parties as one of the most successful held in recent years.

But mere attendance figures cannot in any fashion convey the real pleasure these long-time Shell employees, who work together every day, found in visiting together for a few hours.

A large crowd could always be spotted in front of one of the television sets, watching Auburn defeat Tennessee. Dominoes, bridge and other card games provided entertainment for others.

R. R. Klechka was there with his accordion to provide a bit of "foot-stomping" rhythm from time to time. There was food aplenty, ranging from large helpings of beef and chicken and trimmings to the tasty little shrimp that so-rapidly vanished from each large bowl.

But perhaps the finest thing about this party, just as it is the finest element at all gatherings of Shell folks, was the air of friendliness that prevailed throughout the day. Groups of folks standing around swapping stories, employees enthusiastically renewing friendships with pensioners they had not seen for years,

persons who rarely see each other in their daily work—the Refinery sharing opinions on a great variety of subjects—all these were part of an atmosphere of fellowship and fun.

A rewarding aspect of the party for many persons was the fact that more pensioners attended this year than attended in any previous year. Thirty-six out of the 85 Refinery retirees took part in the affair, an excellent attendance considering the large number of such persons who live away from the Houston area.

This year also saw an exceptionally large number of new Service Club members join the ranks of party-goers by completing their tenth year of Company service. A total of 312 employees became Ten-And-Over members in 1960, bringing the membership figure, including pensioners, to 1,592.

Entertainment this year, in addition to the party included a choice of a ticket to either the Ice Capades or the University of Houston-Ten-And-Over football game.

Members of the committee planning this year's successful event are G. Atkinson, G. Boatright, E. L. Ford, L. Hallmark, F. Hilliard, H. Kaiser, G. E. Thorn and J. Wood.

The other two parties will be reported in subsequent issues.

## 25 Years Service



V. Anastasoff  
Research (Refy.)

J. W. Carter  
Operations (Chem.)

B. E. Norwood  
Effluent Control (Refy.)

J. W. Robinson  
Operations (Chem.)

## Ten More Complete Training Course

Ten Refinery Men recently became the second group this year to complete the week-long Professional Employees Development Course given by the Employee Communications Section. Advanced training in leadership and human relations, Company history and policies, and Refinery topics composes the course. Those finishing the most recent program are (front row) W. E. Brandes, Distilling; C. E. Davis, Research; R. R. Laveille, Engineering Services; R. D. Jaquay, Research; C. G. Farrington, Engineering Services. In back row are H. D. Smith, Training Representative; H. J. Lewis, Engineering Office; J. M. Martin, Research; C. A. Schaeffer, Utilities; R. E. Ford, Refinery Lab; T. R. White, Technological.



## 10 Years Service

- |                                     |                  |
|-------------------------------------|------------------|
| <b>CHEMICAL</b>                     |                  |
| J. E. Bivin, Eng.-Field             |                  |
| J. V. Bunjes, Eng.-Field            |                  |
| R. S. Cox, Purchasing-Stores        |                  |
| A. Hebert, Eng.-Field               |                  |
| H. C. Wilson, Purchasing-Stores     |                  |
| R. S. Zawistowski, Eng.-Field       |                  |
| <b>REFINERY — ENGINEERING FIELD</b> |                  |
| J. W. Barber                        | H. W. Harp       |
| J. C. Baumbach                      | E. B. Jones      |
| H. E. Boeer                         | A. B. McClintock |
| M. H. Borden                        | V. E. Skrabanek  |
| Lee Byrd                            | Harold Woodard   |
| L. A. Drewery                       |                  |
| G. D. Baldauf, Utilities            |                  |
| John Carson, Aromatics              |                  |



See Who Was There



There are 29 of the pensioners who attended the 1958 Ten-And-Over party. Top left in back row are W. Elliott, T. E. Ross and R. D. Perry; front row, W. W. Smith, G. M. Cole, R. V. Board. In top right photo: back row, J. Fountain, R. K. Hopper, T. E. Ross, T. W. Shields; front row, J. L. Hayward, A. B. Carmick, F. G. Sager. In center picture: back row, J. C. McGregor, J. C. Rivers, J. Kandal, B. Green, E. Shafer, T. A. Barker and B. Simon; front row, E. W. Elliott, M. W. Hendricks, C. H. Webb, R. L. Owen, E. L. Thomas and H. A. Whitehead. Lower left, G. Atkinson, a member of planning committee, with L. B. Hubbell, L. J. Lagroue. Lower right, J. M. Fincher, L. W. Smith, J. D. Gore.



At this all-day affair there was a little something to suit everybody's taste be it eating a full meal with good companions, watching the Auburn-Tennessee football game on television or nibbling at the always-popular shrimp. Persons clockwise around the table facing camera are H. N. Creamer, J. J. Staton, A. J. Hayes, A. C. Priess, retiree R. L. O'Brien, V. E. Skrabanek and L. F. King. That's L. J. Grossheim with his back to camera. Most of those avid pigskin fans in the center picture didn't know their picture was being taken, so interested were they in the defensive ability of Auburn. Dipping the shrimp on the left side of table are J. W. Clary and an unidentified visitor from another Shell location. Left to right on the other side are W. E. Guin, J. M. Perry, R. J. McAllister, W. R. Alford and R. G. Funk.



Refinery service club members Opal Hickman and Edna Earle Heyen chat with J. D. Phoenix and R. H. Adams who represent the new and old of Ten-Year parties. Dale is a first year man at these events while Doc is a veteran of these affairs with more years of Company service than anyone else at the refinery. Something out of camera's range seems to have really attracted the attention of party-goers G. Griffin, L. J. Schumacher and W. D. Layne.



Researchers around the bridge table at the left are J. M. Martin, C. E. Davis, E. G. Carlson and W. Maas. That's F. C. Demny kibitzing while C. C. Hyatt sneaks a look at the camera from the background. Photographer Al Locke lined up a group of Instrument Shop employees for the center picture. In the usual order: K. Stuart, A. G. Perrard, J. A. Sullivan, R. M. Mace, E. Duke,

W. T. Mehrkam and—why that's Photographer Al Locke who must indeed be the most nimble-footed shutter snapper in these parts. At the right, all smiles over the good time, are Pipe Shop workers C. H. Hay, A. H. Smith, F. H. Berg, M. L. Eason and P. J. Bagwell.



Looks like a good time for the folks around the table in the left picture. Enjoying the fun are D. Finch, N. O. Echols, C. A. Robertus and F. K. Wilson. E. Duke of the Instrument Shop liked the looks of the huge, special cake so well that he stayed around until Refinery Manager John

Tench cut it and handed him the first piece. Enjoying a bit of conversation at the gala party are A. L. Taylor, J. E. Holloway, R. R. Boyd and A. J. Marches.



Some folks just stand around and talk while others entertain themselves with music or a fast game of dominoes. In the lefthand picture are (l to r in front) T. F. Nowak, Dorothy W. Curlee, P. C. Holmes, N. O. Echols and L. B. Birch. That's T. B. Harris in the center background. R. R. Klechka presides on the accordion in the center picture for the benefit of W. F. Stagner, C. M. Cunningham, R. A. Cawfield and G. H. Cansler. Matching up the dots are J. W. Spencer, G. A. Lindstrom, J. H. Howard and W. L. Orand.

# HOUSTON CHEMICAL PLANT



J. W. EBERMAN

MANAGER

# UTILITIES DEPARTMENT STAFF PERSONNEL October 1, 1958



J. H. VALCIK

ASSISTANT  
MANAGER



J. P. WOLD

ASSISTANT  
MANAGER\*



J. W. CARTER

OPERATING  
ASSISTANT



J. R. BUCHANAN

TECHNICAL  
ASSISTANT



J. L. CAMPBELL

CLERK

\*(ACTING)

## Three Refinery Employees Teaching Instrumentation Courses in Schools

Three more Shell employees have joined the ranks of the part-time teachers this fall, providing valuable, high-level instruction in the instrumentation field.

These men are Herb Cannon and Cecil Farrington of the Refinery Engineering Services Dept. and Emery Davis of Chemical's Engineering Development Dept. Cannon is teaching at Lee College in Baytown, while Farrington and Davis are presenting their courses at the Pasadena Evening School.

All of these programs are being taught for the first time this year.

Cannon is teaching one

course for mechanics who service plant control instruments and one in process control systems for engineers and technologists who have college degrees in engineering.

Davis and Farrington are each teaching one section of the same three-hour-a-week course in instrumentation and process control for graduate engineers from many industrial firms in this area.

Cannon, who holds an M.S. degree from the University of Vermont, has been a Shell employee for 11 years, doing con-

siderable work in the fields of control instrumentation and quality control analyzers. He gained teaching experience during World War II in military communications schools.

Both Farrington and Davis are teaching for the first time. Farrington is a seven-year Shell employee who holds a mechanical engineering degree from the University of Texas. Davis is also a mechanical engineering graduate, from the University of Tennessee, and has been employed at the Chemical Plant for five years.

Davis and Farrington both attended the year-long instrumentation and process control school given by Shell Development Company at Emeryville.

### Lucas Addresses Oil Women's Club

"Progress Through Employee Training" was the subject selected by R. L. Lucas, Refinery Treasury Manager, for his talk at the September meeting of the Desk and Derrick Club of Houston.

He pointed out that people are the richest source of energy, and that the continued growth and progress of the petroleum industry were limited only by the effective use of the talents and abilities of individual employees.

### Home Accidents Take Big Toll

Each week, according to the National Safety Council, 81,000 persons are injured in home accidents—an average of an injury every eight seconds. More than four million persons are hurt in home accidents annually, and about 28,000 persons are killed.

### Bowling League Gets Underway

After the first five weeks of the bowling season, the Shifters and Construction were tied for first place in the Shell mixed bowling league with 15-5 records.

Alkylation was third at 14-6, and the Cavaliers were fourth at 13-7 in the 24-team league.

At this early point in the season, R. Dugas at 184 and A. Washburn with a 515 held the top game and series respectively among the women bowlers. S. Degielski had a 255 and B. Howell a 615 for the best single and triple efforts among the men.

The Motor Lab team with a 1015 held high game ranking, while the Risers had posted the best series at 2597.

## 15 Years Service

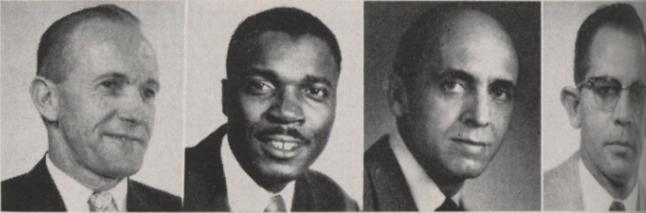


N. J. Campbell  
Eng. Field (Chem.)

S. W. Chalmers  
Eng. Field (Refy.)

A. H. Cherry  
Refy. Lab. (Refy.)

O. A. Cox  
Eng. Field (Refy.)



A. C. Doughtie  
Eng. Field (Refy.)

W. E. Hall  
Eng. Field (Refy.)

A. A. Jaeger  
Tech (Chem.)

H. B. Jarrett  
Eng. Field (Refy.)



I. W. Land Jr.  
Gas (Refy.)

J. B. Lanier  
Eng. Field (Refy.)

F. Lynch  
Eng. Field (Chem.)

W. D. Murrish  
Cat Cracking (Refy.)



D. R. Nelson  
Lab (Chem.)

E. W. Page  
Eng. Field (Refy.)

W. C. Sims  
Eng. Field (Chem.)

M. S. Smith  
Cat Cracking (Refy.)

## Chem. Golfers Still Winning

Chemical golfers again dominated the monthly SERA tournament held last month at the Hughes course.

In the low handicap division four of the top five positions went to Chemical players. First place went to F. P. Thompson of P&IR (Chem.), who netted a 65. He was followed by A. R. Pustejovsky, Automotive (Ref.), G. J. Irwin, Engineering-Field (Chem.), G. C. Noonan, Shipping (Chem.), and F. G. Reitz, Operating Department Manager (Chem.).

In the high handicap group W. U. Woodward, Engineering-Field (Chem.) placed first followed by J. D. Phoenix, Treasury (Ref.), R. D. Weatherford, Treasury (Ref.), R. B. Bush and J. V. Martin, Engineering-Field (Chem.).

## Herren Gets Scholastic Honors

LeRoy Herren has provided proof that not all his talents lie in the water skiing line by compiling the second best average among physics majors at Texas A&M College.

The son of Cecil Herren,

Refinery Instrument Shop, Roy has also been elected president of the Physics Club at the school. A senior, he has a 2.1 average out of a possible 3 in the extremely difficult physics course.

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# HOUSTON REFINERY



## LUBRICATING OILS DEPARTMENT STAFF PERSONNEL OCTOBER 1, 1958

### SECTION A



### SECTION B



### SECTION C



### OPERATING ASSISTANTS



### TECHNOLOGICAL



### CLERICAL



### FOREMEN

#### WAXY OIL PREPARATION



#### DEWAXING, OIL FINISHING



#### SHIPPING - STORAGE, WAX FINISHING



## Mexican Students Tour Refinery



A group of fifth year chemical engineering students of the Instituto Politecnico Nacional in Mexico City visited the Refinery recently during a tour of chemical plants and related installations in Texas and Oklahoma. Refinery Technologist Marx Isaacs conducted the students on a tour; he is second from right. The two gentlemen in coats are representatives of the Manufacturers International Sales and Service Co., which company planned and sponsored Houston activities.

### 1,950,000 ON-JOB INJURIES - AVOID HEAD INJURIES

There were approximately 1,950,000 disabling on-the-job injuries in the United States during 1957. Of this number, about 14,200 were fatal and 80,000 resulted in a permanent impairment.

The importance of wearing hard hats on many Shell jobs is emphasized by the fact that about 40 per cent of all disabling U. S. industrial accidents are caused by falling objects striking employees.



# shellegram

SHELL OIL COMPANY HOUSTON REFINERY SHELL CHEMICAL CORP. HOUSTON PLANT

JAKE KOBLER, Editor  
(Refinery)

R. L. BURGET, Associate Editor  
(Chemical Plant)

Staff Photographers: Sam Davis, Al Locke

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## Chemical's First Service Party Includes Skating Star's Visit

The first ten-and-over party of the year highlighted, other than plenty to eat and drink at the original Kelley's, an ice skating star as a dinner guest and later attendance at the Ice Capades.

About 136 service club members attended this event, which is the first of three parties to be held this year. Actually the number of new service club members set an all time high at the Houston Plant, one that will probably never be exceeded. This year 273 will celebrate ten years. This brings the total of employees with ten or more years service to 793.

The special guest was the ice skating star of the Ice Capades, Aja Zanova. She gave a short after dinner talk that covered her career as an ice skater, which includes two world championships. She also told of how she escaped from her homeland after the communists took over.

The story of Aja's escape would be suitable material for television or the motion pictures. In 1949 she went to England with a Czechoslovakian ice skating team to compete

### CHANGE OIL REGULARLY

Motorists who operate their cars in the city and in suburban areas should change motor oil regularly every 1,000 miles. In freezing temperatures, oil should be replaced every 500 miles. For top operating performance at all times, make the change with Shell X-100® Premium.

## Traber-Spurlock Wedding Held

Miss Betty Traber, Refinery Receptionist, was married to Elwin "Spud" Spurlock, Refinery Engineering Services, on Oct. 19, in the St. Mary's Catholic Church, Victoria, Texas. The Rev. Albert Henkes, cousin of the bride, performed the ceremony.

Mrs. Spurlock is a graduate of Nazareth Academy and Victoria College in Victoria and attended Mexico City College and the University of Houston. The groom, a native of Jonesville, La., is a graduate of LSU.

Pictured below is the group of fellow Refinery employees who held a shower for Mrs. Spurlock prior to the wedding. The bride is in the front-center of the picture.

In the row immediately behind her are Helen Smith, Pat Hayes, Mary Gillespie, Sally Pierce, Vernell Hohensee. The next row: Pat Meaux, Mrs. W. A. Baker, Edith Pavlicek and Polly Lusk.

Left to right in the back two rows are Lynn Boyle, Lillian Long, Ruby Pollock, Anelle Patterson, Ina Foster, Mittie Deaton, Kay Gold, Charlene Cotton and Betty Lewis.



at the world meet. Before leaving she was told that rather than return to her homeland she would be sent to Russia to teach their children.

Rather than accept this fate Aja made arrangements for her escape to America and did so in 1950. Last year she became an American citizen.

Vivian Tucker and B. F. Walling of Houston, and L. O. Knigge of La Porte, three of Houston Plant's retired employees attended this dinner and renewed many old friendships.

Earlier this month the second and third service parties were held but will be covered in a later issue.

## Three Refinery Men On Champion Team

Three Refinery employees played on the Stuart's Drive-In baseball team which advanced to the finals of the national amateur tournament this year.

Roy Pitts of the Tin Shop and Bobby Schroeder of Automotive both made the trip to Cushing, Okla., where Stuart's won the regional championship, and to Battle Creek, Mich., for the finals. The Tacoma, Wash., team eliminated Stuart's in the championship competition.

Frankie Sparacino, also of Automotive, was a member of the team during the regular season, but was forced to miss the two tournaments because of an operation.



L. O. Knigge, left, and B. F. Walling, both retired employees compare notes for it has been many years since they last saw each other. Walling retired in 1951 and Knigge in 1957.



H. A. Dufresne, Manager of P&IR, talks prior to dinner with J. R. Fowler, (cen.) Carpenter No. 1 and C. L. Holt, Operator No. 1 in A Dept.



Aja Zanova, Ice Capades skating star, was guest at service dinner. Seated with her are S. R. Scoggin, Manager, Chemical Sales, Houston; Chemical Plant Manager Clenn Purcell, and K. B. Field, Treasury Manager.

## Mrs. Kaiser Is PTA President

Mrs. Kemper Kaiser is serving as president of the Briscoe Elementary School P.T.A. this year, capping a series of jobs with the group which began when her son Kenneth, now 10, first entered school.

Mrs. Kaiser, whose husband works in the Refinery P&IR Dept., is active in other civic affairs and is extremely generous with services to the community. She was a Cub Scout den mother for two years and superintendent for seven years of the nursery division of the Sunday School at Ludtke Memorial Methodist Church.

Previous jobs with the P.-T.A. group included those of room mother; director of civil defense, of publicity and of finance, and vice president. One of the first projects on Mrs. Kaiser's agenda as president was the holding in her home of a school of instruction for fellow P.-T.A. members. The instructor of this course was Mrs. Jack Cleveland, wife of Jack Cleveland of the Chemical Plant Engineering Dept.

Mrs. Kaiser's close association with Ludtke is especially important to her because the church was named in honor of her grandparents. She was christened and married in the church and Kenneth was also christened there.

One person in 40 is injured each year in a home accident, according to the National Safety Council.



Ten or more years service brings smiles from (l. to r.) E. M. Branch, Opr. No. 1 G Dept., M. A. Burgess, Light Equipment Opr., J. R. Duty, Engineering Shift Maintenance Foreman, and F. S. Smith, A Dept., Shift Foreman.

## Who's New?

### Chemical

Aug. 9: Vicki Lynn, daughter of Mr. and Mrs. D. R. McMillian, Eng.-Field.

Sept. 9: David Alexander, son of Mr. and Mrs. D. W. Miles, Eng.-Field.

### Refinery

Sept. 2—Allison Kaye, daughter of Mr. and Mrs. G. T. Bryant, Dispatching.

Sept. 25—James Patrick, son of Mr. and Mrs. W. G. Ogden, Electric Shop.

### PROMOTION FROM WITHIN

Shell's policy is to fill vacancies from within the organization wherever possible. In an organization as large as Shell, the opportunities for advancement are excellent and an employee can go as far as his or her talents and capabilities permit.

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