



## Driver safety gets healthy boost from dose of psychology

A unique approach to safety training is rapidly gaining support around the Complex. Currently, it is being applied mainly to driver safety, but is expected to prove effective in other areas, both on and off the job.

This breakthrough is based on a technique of psychotherapy known as Transactional Analysis. Widely referred to simply as TA, it was popularized a few years ago in the best-selling self-help psychology book, "I'm OK ... You're OK," by Richard A. Harris.

TA assumes that our behavior is influenced by three different ego states or attitude states: "Parent," "Adult" and "Child." Putting the theory very briefly, our Parent and Child states were formed mainly by the age of six and consist of imprints of all our experiences (Parent) and the feelings accompanying those experiences (Child).

The Adult state is the current source of rational, problem-solving behavior, and, of course, that's where we want to be when we're out there driving around.

Credit for applying TA to driver safety goes to Aetna Life & Casualty Company. They came up with the Aetna Program for Driver Improvement, consisting of eight hour-long films designed for audience participation. The films employ "stop-action" and include question and discussion sections. This provides immediate verification as to whether or not the audience is getting the message.

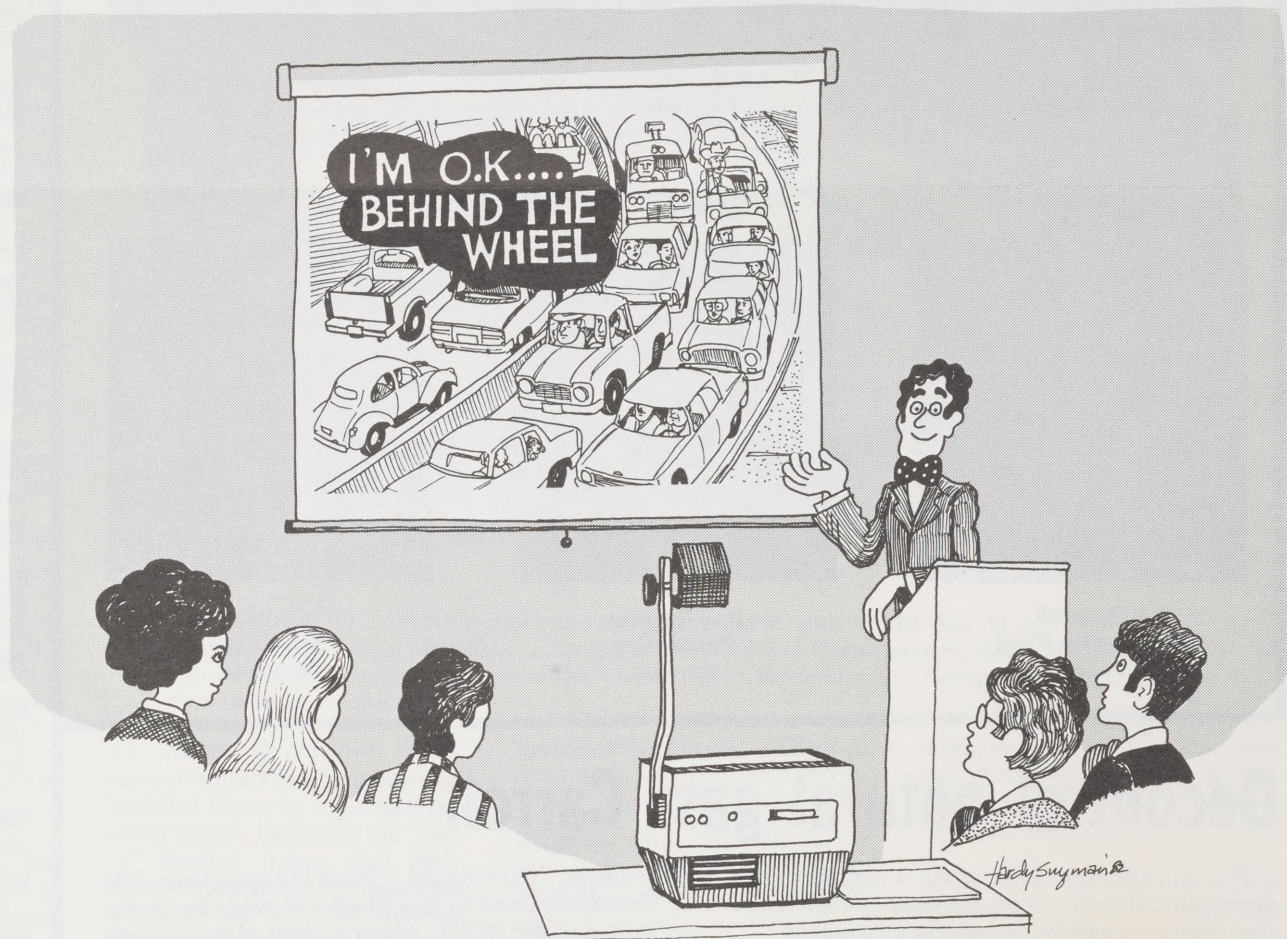
The Aetna Program came to the attention of George Gutierrez during his tenure as safety manager in Products Distribution. "We had phenomenal success presenting the program to Shell truck drivers," says Gutierrez, "Preventable accidents were reduced by 80 percent!"

He adds that the city of Dallas adopted the program and in five years taught 50,000 people. They experienced a 68 percent drop in traffic citations and a 54 percent decrease in the accident rate.

Gutierrez brought his enthusiasm for the program to DPMC in 1981, when he became process manager, Resins Distribution. "We trained nine people as instructors in the fall of 1981," he relates. "Our first program was held during the idle period caused by the BPA shutdown of June 1982. Solid Resins put some people through it and my department sponsored a program. This one was during working hours and was presented as a safety program.

"In September, we sponsored our first all-voluntary session and opened it up for Resins employees and their families. All were successful. To date, approximately 50 Resins employees have been through it."

As word spread of the program's success, more DPMC departments got on the bandwagon. Another factor contributing to this trend was a survey done by Rick Erickson, health and safety superintendent, on non-work-related lost-time injuries. He found there were 38 in July and August.



In Operations West, 12 hourly employees have been trained in the Aetna program and will instruct the hourly and staff employees desiring this course. The total management of the program is being handled by this group of instructors.

Environmental put on a program last week, conducted by Herb Gordon of Specialties, who also served as instructor for one of the Resins programs. Jerry Ivie plans to set up additional sessions for Environmental people.

Buck Buchanan of Olefins is compiling information on the program. "When our study is complete, I feel sure we'll make the program available for our people, in one form or another," says Buchanan.

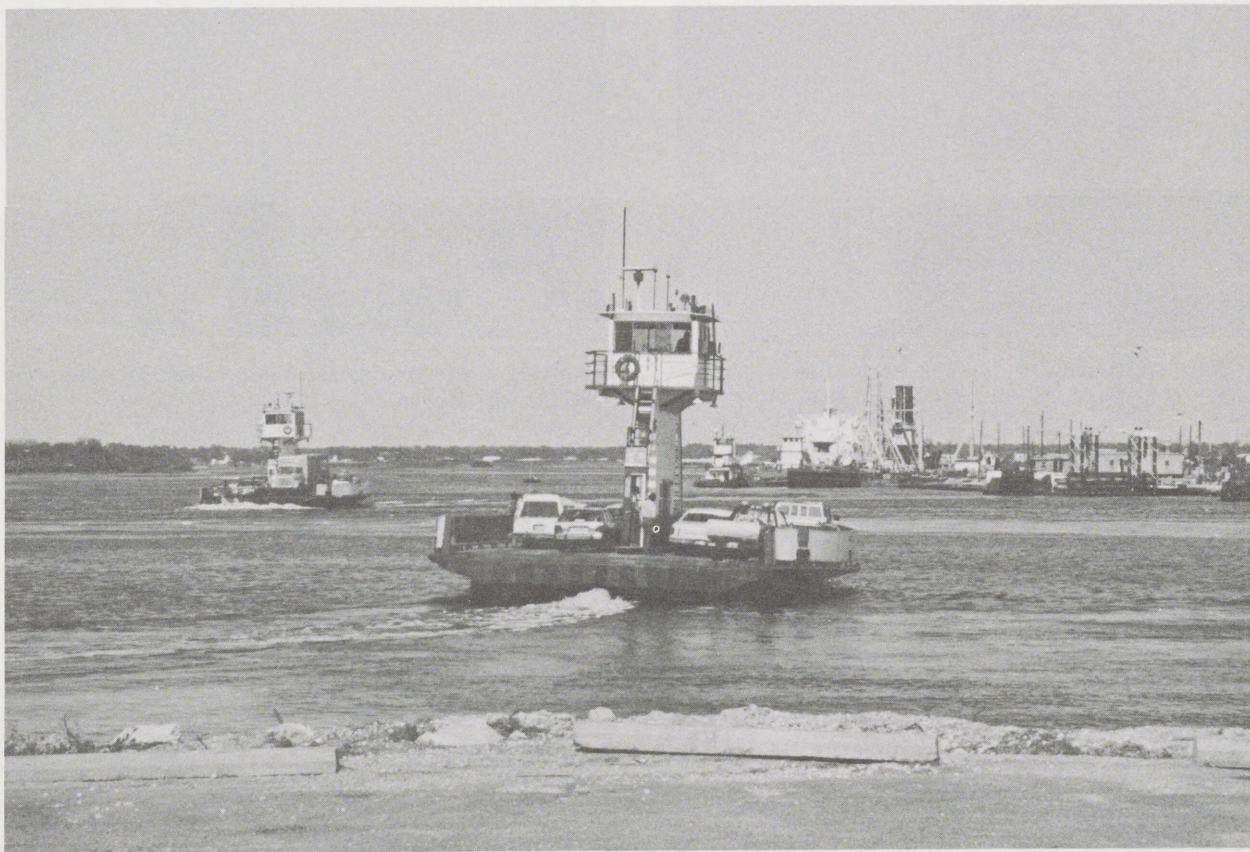
Others studying the program for possible usage in their organizations include Dave Kievet of Economics and Scheduling North, and Bernie Otten of Purchasing.

There are incentives for taking the course in addition

to improved driving. Many insurance companies offer rate reductions of 10 percent, some as much as 15 percent, to graduates. Also, drivers cited for traffic violations in some cases are required to take a course of this kind.

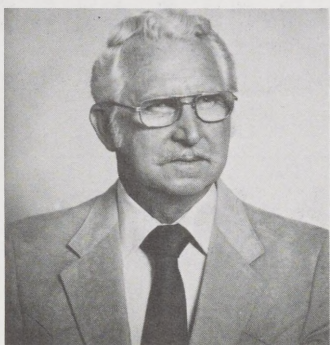
Although recently transferred to Head Office Public Affairs, George Gutierrez maintains strong enthusiasm for promoting this program at DPMC. He feels that the Transactional Analysis approach makes the course superior to the National Safety Council's Defensive Driving course, which also consists of eight hour-long films.

As Gutierrez puts it, "TA is a key ingredient that makes the Aetna program popular and effective. For many of us it's our first real experience with self-analysis, that is looking at ourselves critically for improvement—in this case, driving. It's also something that sticks with you long after."



**VOYAGES INTERRUPTED** — Patrons of the Lynchburg Ferry are pursuing alternate routes during repairs to the northside landing, damaged by an errant barge. The ferry service is expected to resume December 6, weather permitting. Until then, alternatives include the Baytown Tunnel, the Washburn Tunnel, the toll bridge and Route 610.

## Anniversaries



Ray Crawford  
Maintenance North  
40 years



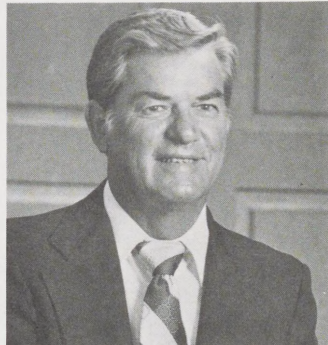
Juanita Batton  
Financial  
35 years



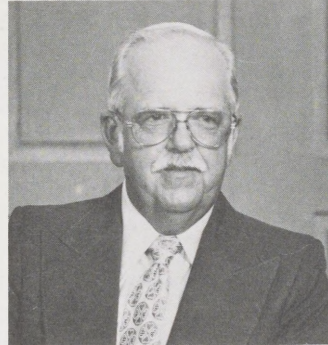
Bill Glascock  
Financial  
35 years



A.H. Smith  
Engineering Field  
35 years



Ray Hornsby  
Purchasing  
35 years



Vic Branch  
Distilling  
30 years

## Decontrol natural gas: Carroll

The 98th Congress must bring a common sense approach to the natural gas business by returning to free market principles as quickly as possible.

P.J. Carroll, chairman of the Independent Petroleum Association of America's public information and consumer affairs subcommittee, and vice president of Public Affairs for Shell, told the annual meeting of the IPAA that the Natural Gas Policy Act of 1978 (NGPA) with its two dozen different price categories for a single commodity, is a failure.

The prolonged transition period toward partial decontrol has caused irrational economic incentives to producers, transmission companies, distributors and consumers. "It is not fair to anyone," Carroll said.

Carroll called on the 98th Congress to correct the disorder in the natural gas industry by phasing out price controls on all natural gas — with no windfall profit tax — by January 1, 1985.

"Piecemeal legislation and 'quick-fix' solutions to take-or-pay and indefinite pricing will not solve the

problem," Carroll said. "These are symptoms. The illness is caused by gas which will never be decontrolled under NGPA, which is most of our current production. All of us feel the pain as that gas is doled out as subsidies to a distinct minority in our society," he said.

"The vast majority of Americans would benefit from a return to free market conditions. Previous controls failed from 1954 to 1978, and NGPA has failed since 1978," Carroll said.

The consumers of natural gas will not tolerate the economic inefficiencies of current controls, and the gas industry shouldn't have to, either," he said.

"In a free market, where natural gas could compete with other uncontrolled fuels such as coal, residuals, distillates and electricity, we would search for and produce the cheapest gas rather than the most expensive, as now exists under NGPA."

Carroll said, "There were prophets of doom and gloom when crude oil was decontrolled. But look who has benefitted—the American consumer. So it will be with natural gas decontrol."

## Shell News



### Shell extends credit card program

The Company has extended its two-month old credit card campaign east of the Rocky Mountains and has introduced the program in four western states because of high consumer and dealer participation.

The eastern campaign is being extended from the original November 30 expiration date to December 31. Inclusion of four western states in the campaign began on November 8 and is expected to continue until January 31, 1983. The western states in which Shell will accept all other oil company credit cards are Arizona, California, Hawaii and Nevada.

Shell was the first oil company to introduce a program to encourage holders of all other oil company credit cards to present them for purchases at Shell service stations and to apply for a Shell card at the same time.

Since the program began on September 15, prices for credit sales at Shell stations have generally been the same as competitive "discount-for-cash" prices.

The campaign was designed to attract new credit card customers who were confused or disillusioned by discount for cash or other new pricing policies by competitors. Also, the Shell program was intended to encourage the customer who already has a Shell credit card to use it more often.

According to W.J. Bittles, Jr., Shell's vice president of Retail Sales, the program has been highly successful in states of the Eastern Region. It is being extended to the four western states due to "competitive conditions and enthusiastic acceptance by consumers, dealers, and jobbers."

"We've had to add 400 people temporarily to our Credit Card Center staff since the program started," said Bittles. "Applications are taking up to four weeks to process instead of the anticipated two-to-three because of the increased load."

"Many consumers either question or don't understand policies they are encountering today. We think they will opt for service stations where the product quality is high, and dealer's price competitive, but the same—cash or credit," said Bittles.

"As are our competitors, Shell is concerned about the rising cost of providing credit, but we also have to consider that a large segment of the driving public wants the convenience and safety provided by credit cards."

"A great majority of Shell's independent dealers are currently selling gasoline at prices that are competitive with most "discount for cash" prices. Shell's campaign comes in response to recent decisions by some other oil companies to offer discounts to customers who pay cash, or decisions to do away with credit cards, or some variation of the two, said Bittles.

"Shell wants to be responsive to consumer demand. There are many concepts in gasoline marketing being introduced currently. Shell will continue to evaluate the results of its program very carefully and respond to competitive conditions in all of our markets," Bittles added.

Under the terms of the program, holders of other oil company credit cards may present them for purchases at Shell Stations. In addition to imprinting the credit card on a special invoice form, the dealer will also need the customer's address and social security number. Shell will then bill the customer directly and send a Shell credit card once the usual credit check is found satisfactory.

## Distilling safety dinner



On hand for the Distilling safety dinner are Scott Willis, DU-2 shift foreman, and his wife Traci.



Rene Soliz, DU-2 operator, brought Doris Leos to the safety dinner at Gallagher's on NASA Road One.



Enjoying the festivities are John Kaiser, DU-2 operator, and his wife Deven.

Distilling Operations Supervisor Delbeat Womack (1) gets together with retiree Jim Fairleigh and his wife Lola.



Relaxing between courses are Paul Duer, DU-2 operator, and his companion Carol Miller.

# Ursprung relives World War Two with old buddies

by Deena Trankina  
Head Office  
Public Affairs

The year is 1945. On a remote island in the Pacific, nothing more than a coral atoll, the 71st Air Force Reconnaissance Group camps. Twelve hundred men, their airplanes and equipment blanket an area the size of DPMC. Lonely soldiers read and reread letters from home and tell each other the war will end soon.

Ie Shima is a coral speck in the Pacific, but it will become a stepping stone to world peace. One day Master Sergeant Bill Ursprung, flight chief and engine specialist of the 82nd Fighter Reconnaissance Squadron witnesses the arrival of two "Betty" bombers bearing the Japanese surrender delegation. The Japanese transfer to an American C-54 transport plane that takes off for Manila, where they will formally surrender to MacArthur. Within four months, the 71st receives orders to head for home.

Nearly 40 years later, the men of the 71st are brought together for the first time since the war. Ursprung, now a Utilities supervisor who has worked at DPMC 44 years, attends the reunion in Buffalo and returns with photographs, revived memories and an unusual tale of how the reunion came about.

It seems that a Los Angeles restaurant owner who was a World War II enthusiast undertook an expedition to find and return to the United States aircraft abandoned on South Pacific

islands during the war. A Buffalo schoolteacher who, like Ursprung, had been a mechanic in the war, read about the discovery of the planes. He then coordinated the transfer of a P-39 Aircobra to the Buffalo Naval Base museum.

Ursprung's squadron, the 82nd "Strafin' Saints," was one of four assigned to the 71st Reconnaissance Group in the South Pacific between 1943 and 1945. Their missions — the New Guinea campaign, Luzon, Okinawa and others — required island-hopping to fly reconnaissance and bombing missions as they provided air support for the army.

His diary records the death of friends, news of the war, and tales of heroism and camaraderie. "The pilots and crew chiefs grew very close," Ursprung said. "When you repair the planes they fly, you feel responsible for the pilots' lives."

Ursprung grins from ear to ear when he talks about pilot Bill Shomo.

"One day, Shomo and Lippy (Lt. Lipscomb) were returning from a reconnaissance flight in two new P-51s; they were the first P-51 planes sent to the Pacific, and ours was the first squadron to get them. Shomo thought he saw something peeking through the clouds overhead, so he asked Lippy if he wanted to have a look. They discovered 12 Japanese Toni fighters accompanying a "Betty" bomber. Because the Tonis and the new P-51s were so similar, the two went unrecogniz-



Bill Ursprung (l), Utilities supervisor, enjoys reunion with World War II Ace Bill Shomo. Ursprung hadn't seen his buddy, a Congressional Medal of Honor winner, since 1944. They were together in Buffalo for a reunion of the 71st Air Force Reconnaissance Group. In background is a P-40 flown in for the event.

ed. Within 15 minutes Shomo earned himself the Congressional Medal of Honor by shooting down seven planes, including the "Betty" bomber. Lippy shot down three to receive the Distinguished Flying Cross. The other Japanese planes fled over the mountains.

"Shomo flew back to the base and started victory rolls. There happened to be a squadron commander there at the time; when he saw Shomo he was outraged because his aerobatics were holding up his mission. When confronted, Shomo told him the whole story, but the colonel didn't believe him, until Shomo produced pictures of the planes he shot down burning on the ground. Later on we found out the Tonis had been escorting a large number of Japanese officers evacuating Luzon in the "Betty" bomber.

"Before that incident our squadron had eaten bully beef," Ursprung said. "But afterwards, we ate steaks that were flown in just for us."

Shomo also had an illegal copilot. "Shomo hid a black cocker

spaniel inside his coat all the way from an R & R (rest and recreation) break in Australia,"

Ursprung said. "For the rest of the war, the two were inseparable, even on flight missions."

Ursprung also recounts stories of life with the island natives. "In the Philippines we staked our tents in the villagers' back yards, he said. We had a hard time taking showers those first couple of days because the women had never seen men with hair on their chests.

"We hated to leave some of the people," he continued. "On one island we adopted a young boy and took care of him. On Luzon, a villager used to sneak us shrimp he caught himself, and his wife made candy with sugar cubes we gave her. Those were delicacies for us."

It certainly wasn't all fun and games. "We were all homesick and lonely. After two years out there, we had given up hope that the war would end. The most ex-

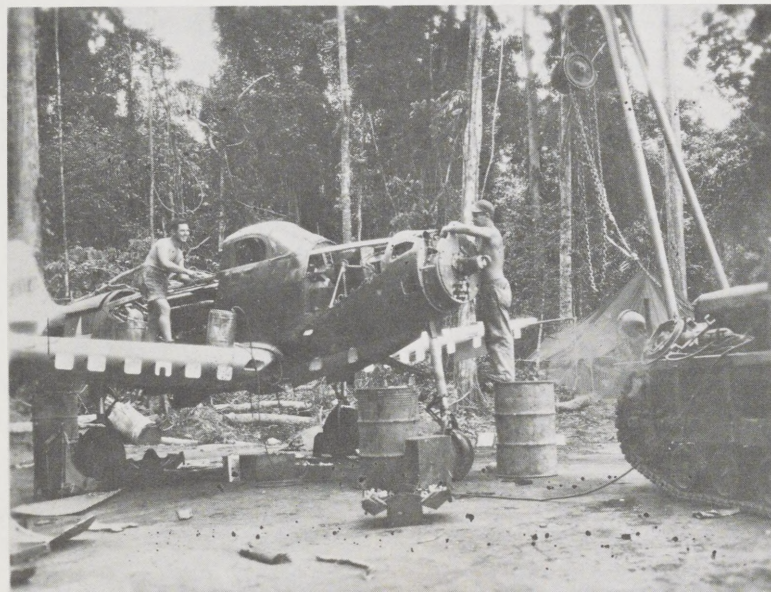
citing event in the day was mail call. You'd feel sorry for a man passed over. He'd go off to himself and brood."

But the war did end, and Ursprung was there when two white-clad "Betty" bombers landed on Ie Shima bearing the Japanese surrender delegation. He especially remembers his first meal back in the States. "They brought us — a room full of soldiers — the biggest steaks you've ever seen," he said. "But when they set milk out on the tables, the steaks were forgotten. We hadn't seen milk in two years. I'll never forget how it tasted.

"I'd take nothing in the world for the war experience," he added. I think it made my life more meaningful."

Another reunion of the 71st is planned for 1984. Ursprung says the crowd will be larger next time.

"This reunion brought back a lot of good memories. But even after all these years, it just doesn't seem like its been that long."



In this Christmas Day, 1943, photo, Bill Ursprung is standing on the wing of a P-39 Aircobra, on the island of New Guinea, doing maintenance work.



SPECIAL JACKETS were awarded to Maintenance people from the Phenol Acetone Unit for five years without a lost-time injury. Wearing their honorary garments are (back row, from left) John Locke, Dow Williams, Jim Collins, Charlie Lindsey, Paul Davis, Mark Hammers, Bobby Lee, Stuart Zoch, and Fred Tillman. Front row (from left): Wayne Reeves, area manager, Robert Hart, Joe Maples, Joe Newman, Randy Ingebretson, Allan Rector, Jim Paar, Louis Wiederhold, area supervisor. Award winners not pictured: Randy Jones, Walter Clemishaw, Barry Mackebon, Mike Akers, Kenneth Haverkorn and Marshall Wells.

# Classifieds

## FOR SALE

1981 Bonneville Brougham. Diesel, loaded, super clean. \$7,900. Telephone 487-3814.

1979 Mercury Grand Marque. Loaded, average mileage. \$5,800. Telephone 471-3427.

1977 Ford Ranchero. Power, air, automatic, cruise, AM-FM stereo, CB. \$2,150. Telephone 932-9698.

1976 AMC Gremlin. Clean, 42,000 miles. \$1,500. Telephone 946-9105.

1974 Olds Delta 88. Good Condition, some body rust. \$600. Telephone 473-4978.

1972 Datsun pick-up. Camper, good shape. \$1,195. 1970 Dart. Six-standard, good shape. \$500. Telephone 479-9854.

1955 Chevrolet. Looks and runs great. \$2,500. Telephone 487-4820.

1100 Suzuki. '81 model, kerker headers, backrest, luggage rack, racing shield, crash bars, highway pegs, perfect condition. Will make very good deal (including riding equipment). Telephone 738-5868 or 481-5018.

Honda CX500 motorcycle. Like new, 2,300 miles, vetter windshield. \$1,995. Frigidaire refrigerator. Very clean. \$150. Telephone 476-4534 or 479-3438.

900 Honda Custom. '81 model, 5,500 miles. Telephone 998-9226.

Yamaha 250. '72 model. \$100 Telephone 473-8727.

Ithaca pump shotgun. 12 ga., Model 37, like new, three-inch magnum, 32-inch full choke ventilated rib barrel, recoil pad, handles 2 3/4-inch shells. \$250. Telephone 472-2245.

Eheim power filter and Agnology underground filter for 20-25 gal. aquarium. \$75 for both.

Telephone 487-8974.

Deer Park house. 3-1 living room and den with fireplace, approx. 1,500 sq. ft., lots of extras. \$12,500 equity and assume low payments. Telephone 479-7917.

Complete bedroom set. \$500. Washer and gas dryer, harvest gold, excellent condition, \$300. Refrigerator, \$50. Lawn mower, self-propelled, needs chain, \$40. Telephone 479-3212.

Set of three marble-top French tables (two end tables, one coffee table). \$20 each. Two lamps, \$5. Telephone 479-6562.

Bar and two stools, \$100. Newly upholstered red couch, \$300. Mediterranean coffee and comode tables, \$125. GM trailer hitch, (Type I), \$15. Telephone 472-5988.

Steel toe dress shoes. Two pairs, size 11 1/2, almost new. \$25 for both. Telephone 1-938-3763.

Beagles. Two AKC female pups, nine weeks old. Two grown AKC females and one male. Must sell. Telephone 337-2086.

German Shepherd. AKC black and tan male, two years old, excellent pedigree, should be excellent stud. \$125. Telephone 488-7370, after 5 p.m.

Tool box. All plastic, adjustable, fits long or stepside pick-up beds, locking handles. \$100. Telephone 643-9958.

Fire screen. Solid brass wire mesh, new, fits opening 41 1/2 inches wide by 26 inches high. \$85. Telephone 531-4949.

Darkroom equipment. Omega C-700 dichronic color enlarger with 50 mm lens, Graylab timer, uniroller, 8X10 drum, chemical storage bottles, excellent condition. \$300 takes everything. Telephone 457-2685 after 4 p.m.

Barbie doll clothes. Handmade. \$2.75 and up. Telephone 473-8727.

## WANTED

West Operations personnel, spouses, and /or licensed children living at home to participate in Driver Training Course. It offers 10 percent off auto liability insurance (20 percent if husband and wife both take course!!) and voidance of one moving violation. For more info. please call Dave Cofer, Thermal Cracking, ext. 6246 (7/3 shift), or Dawn Buffington, West Operations, ext. 6752.

A ride home at 4 p.m. Park Meadows area (Van Buren Street). Telephone 476-5193. Ask for Bobby.

Broomsticks for child's volunteer project. Will pick up. Telephone 479-8470.

Training Dept. seeks 16 mm film titled "Pump Operation." There are five reels with I.D. No. PO-091. Film was borrowed by someone in the Complex. If you know location, please contact A.P. Augustine, Training Dept., Ext. 6112.

## PERSONALS

The family of Anton (Tony) Perrard, who died October 13, wishes to extend its deepest appreciation to all his friends who remembered him so graciously. (Tony Perrard retired in 1963 as an Instrument Man No. 1, Maintenance North.)

Thanks so much for a wonderfully touching and fun party. I really appreciated everyone's contribution to the party. I am surrounded by a host of ex-DPMC folks here at Head Office, so in spite of the fact that I miss you all, it still seems a little bit like home here.

Jerri Dromgoole.



Joyfully displaying "Superman" t-shirt, one of the gifts received at his 25th anniversary party, is Ray White, supervisor of Quality Assurance South. Laughing it up, at left, is emcee for the event Dave Hedger, manager, Quality Assurance.



YOUTHFUL BEAUTY QUEEN — Two-year-old Analisa Kolb, daughter of Olefins Foreman Michael Kolb, emerged victorious in the annual Harvest Queen Beauty and Talent Contest. This contest is a preliminary to the National Children's Beauty Pageant. The Kolbs live in Deer Park.

## Provident Fund

The Provident Fund valuation is as follows:

**Equities Fund**  
October 15 - \$4.559

**Shell Stock Fund**  
October 1-15 - \$41.194

The Shell Employee Stock Ownership Fund valuation is:  
October 1-15 - \$39.646



B.F. Ashmore

The Shellegram is published each week for the purpose of informing and recognizing pensioners and employees such as B.F. Ashmore, a boilermaker in Maintenance North. Ashmore has worked at the Complex 34 years.

Ben Seff  
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