



# Shellegraph

Houston Refinery

No. 32

Friday, August 7, 1970



Surveyors H. I. Busing and H. J. Krebs, Jr., seem to be placing a line in the water for some recreational fishing. For details see story, more pictures on Page 2.

## NONLEADED GASOLINE TO BE SOLD AS 'SHELL OF THE FUTURE' THIS FALL

Shell Oil Company has announced that its nonleaded grade of gasoline blended from premium components will be introduced this fall as "Shell of the Future."

M. B. Holdgraf, Vice President of Marketing for Shell, said the name reflects the fact that the new product is formulated primarily for automobiles of the future, beginning with most of the 1971 models. He added that many pre-1971 cars will also be able to use the new gasoline.

"We're convinced the three-product system we are adopting is best for the consumer and the environment as well as for Shell," Holdgraf said. This is because most cars produced prior to 1971 will be on the road for some time to come and will require the characteristics of existing grades of gasoline.

"We believe the most efficient way to reduce emissions and also provide optimum performance economically for those cars now on the road is to maintain the quality of existing gasolines and make new grades of gasoline available as required for the new model cars," he said.

The new gasoline will be about 91 octane, designed to meet the requirements of the 1971 cars and of about 20 percent of the pre-1971 cars. It will call for the ultimate installation of more than 30,000 blue gasoline pumps and thousands of underground storage tanks in Shell Service Stations.

Initial marketing of the new gasoline will start in October and November throughout Shell's marketing territory. Shell was the first oil company to announce it would

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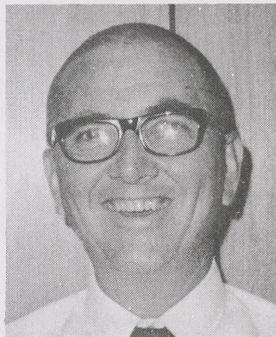
## DIFFERENT METHOD USED IN TESTING STORAGE TANK FLOOR OUTLINE

Two men went fishing in a rowboat in a storage tank last week. They were fishing for information on the configuration of the tank floor, not for their supper.

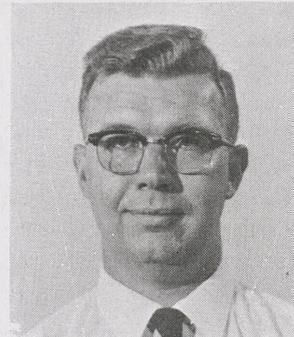
When it was suspected that the soil underneath the tank floor was subsiding from the weight of the water in the tank, two surveyors used the rowboat to take soundings of the tank floor in about 30 feet of water. A crane lifted the men and equipment to the

(Continued on Page 2.)

## C. G. FARRINGTON, R. H. HUNT INVOLVED IN STAFF TRANSFERS



Farrington



Hunt

C. G. Farrington, Jr., and R. H. Hunt have been named in staff transfers by L. T. Wilson, Refinery Manager.

Cecil Farrington, Senior Engineer in the Engineering Services Department, will transfer to the General Offices - Houston, Transportation and Supplies, Loss Prevention Department, effective August 16.

Dick Hunt will transfer to the MTM - Research and Development, Planning and Administration Department, as a Senior Engineer, effective September 1.

Cecil joined Shell at the Houston Refinery in January 1952 following his graduation from the University of Texas with a B.S. degree in mechanical engineering. After a variety of technical assignments, he was promoted to his present position in September 1964.

Dick was employed as a Research Chemist at the Houston Research Laboratory in 1949 after receiving the Ph.D. degree in chemistry

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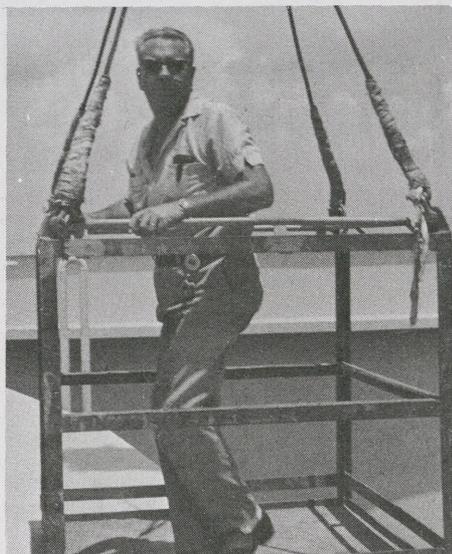
Copies of SECOND QUARTER REPORT

on SHELL'S EARNINGS

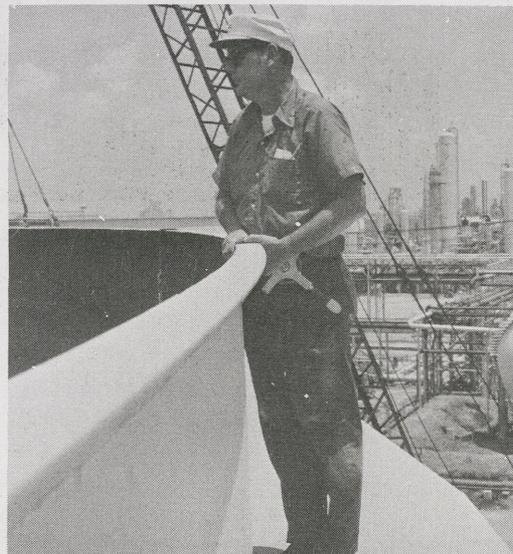
Now Available in Shellegraph Office

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## STORAGE TANK FLOOR TESTED BY MEN IN ROWBOAT



Foreman J. J. Morris, L, used basket to ascend to tank to check on progress of Busing and Krebs in boat while sounding tank bottom. D. M. George is Helper on far rim of tank. N. A. Vaughn helped with tank gauge tape from other side.



(Continued from Page 1.)

top of the tank and then placed them and the boat in the water. Using a tank gauging tape, they took readings to determine what area of the floor was affected by the soil movement and to what degree.

This method was used to see if enough information could be obtained without draining the tank and putting it out of service. Tank W38 is used for storing unclarified river water before it goes to a cooling water tower. Water is replenished in the tank as soon as it is used under normal operations, so it is difficult to schedule the tank out of service to physically and visually inspect the bottom.

The results of the information received are being studied for possible corrective action while the tank is still in service.

#### HURRICANE CELIA VICTIMS NEED HELP

Take non-perishable food, bedding and blankets, portable generators, medical supplies To five Pasadena fire stations, or Pasadena Jaycee Headquarters at Main and Shaver, or Bernard's Men's Store, corner of Red Bluff and South.

Call 473-8818 if you have any questions or want the materials picked up.

The Pasadena Jaycees will see that all donated items get to hurricane victims promptly.

#### PETROLEUM INDUSTRY'S INVESTMENT WILL GO UP TO \$200 BILLION BY 1980

It is estimated that from 1968 to 1980, the petroleum industry's capital outlay in the U.S. and abroad will have to exceed \$200 billion to find, develop, refine, transport and market oil to meet its customers' requirements, the American Petroleum Institute reports.

Based on U.S. Department of the Interior estimates, Americans will consume 2 1/3 times more oil between now and the year 2000 than was consumed in this country in the last 100 years.

About 99 percent of the nation's transportation runs on petroleum energy.

#### KIWI BIRD CAN'T SEE, WALK, THINK AS THE SAFETY-CONSCIOUS MAN

The national bird of New Zealand, the kiwi, is one of nature's misfits.

The kiwi can't fly, fight, or see very well--it is a strange looking bird about the size of a chicken, and is so poorly equipped for life that it was almost extinct until sanctuaries were established and strict laws were passed to protect it.

This strange bird is so timid and has such poor eyesight that it wanders around blind to danger and is an easy mark for its enemy, its short, strong, scale covered legs enable the bird to avoid the enemy by rapid running.

Even though the kiwi's home is in far-off New Zealand, we sometimes find a "kiwi" here and there in our refinery... "birds" who walk around so pre-occupied they don't see where they are going. They are blind to the hazards around them and are careless about the rules and procedures that were established to protect them.

The kiwis were short-changed by mother nature, but you don't have the same handicap. Mother nature provided you with only the best. In addition to arms and legs, hands and feet, eyes and ears given you to perform all kinds of jobs, she has also given you the best possible protective equipment, your brain and the ability to THINK.

#### FARRINGTON, HUNT--

(Continued from Page 1.)

from the University of Wisconsin, He was promoted to Group Leader in 1956 and following a four-month foreign assignment in 1958, he returned to the Houston Research Laboratory as a Group Leader. He assumed his present position of Supervisor (Research) in the Chemistry and Physics Department in November 1969.

#### SHELLEGRAPH

Published by Shell Oil Company for its Houston Refinery and Houston Research employees at Deer Park, Texas.

Mrs. Josie Ochoa--Editor

**SHELL REFINERIES, CHEMICAL PLANTS EMPLOYEES ATTEND FIRE SCHOOL**

Emphasis was on prevention at the Texas A&M Firemen's Training School Industrial Section last week as employees from 11 Shell Refineries and Chemical Plants learned more about safety.

Then, they were taught how to extinguish fires whenever preventive measures fail and fires break out.

Houston Refinery participants included J. A. Gregg, K. D. Benjamin, W. L. Carraway E. H. Wells, and R. L. Bryan, instructor.

The students were involved in extensive theory discussions in the classroom and later went to the field to extinguish fires.

In the July heat, the 650 participants extinguished LPG, process unit, pipe rack, tank and pit fires using water, foam and extinguishers.

Instructors included employees from Wood River, Odessa, Martinez, and Wilmington and Norco Refineries and Head Office.

Four men from the Geelong Refinery, a Royal Dutch/Shell Group installation, in Melbourne, Australia, also attended.

**SHELL SECOND IN GASOLINE SALES HOLDING 8 PERCENT OF US MARKET**

Shell is the nation's second leading gasoline marketer and is in hot pursuit of top-ranked Texaco, according to the first comprehensive public survey of the U.S. market.

Texaco topped the survey by marketing seven billion gallons of gasoline in 1969 for 8.2 percent of the nation's market. Shell was a close second--even though it does not market in all 50 states as does Texaco--with 6.9 billion gallons sold for an even eight percent of the nation's market.

The other companies in the "top 10" list and their percentage of the market are: Humble, 7.5; Gulf, 7.4; American, 7.4; Mobile, 6.6; Atlantic Richfield, 5.6; Standard of California, 5.1; Sun, 4.1; Union, 3.3; Continental, 2.2; and Citgo, 1.9.

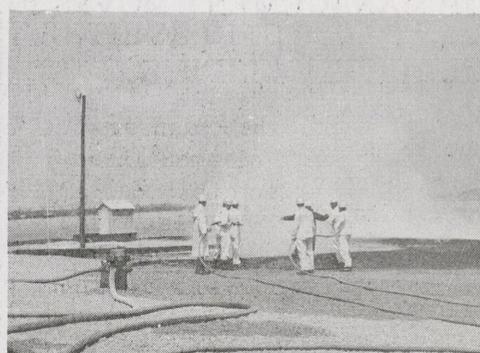
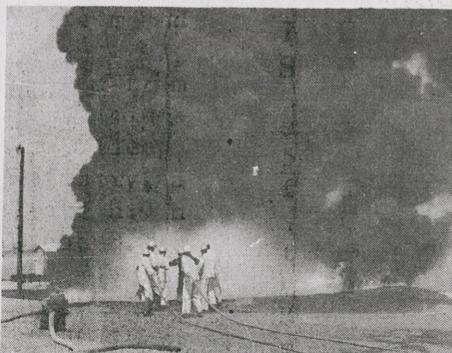
The survey was recently completed by the Lundberg Survey Inc. company of Los Angeles.

Total gasoline sales in 1969 for all companies were 86.7 billion gallons, up 6.3 percent from 81.5 billion gallons sold the previous year.

**NEW HOURLY EMPLOYEES RECEIVE FIREFIGHTING TRAINING**



J. B. Floyd, in center of left picture, briefed new hourly employees on firefighting procedures before they took a turn at extin-



guishing a pit fire. Center and right pictures show how they put out the fire quickly and efficiently during on the job training.

**ELLIS A. CRAWFORD RETIRES AFTER 22 YEARS COMPANY SERVICE**

Ellis A. Crawford, Inspector, Engineering Services, retired August 1 after 22 years of company service.

He began as a General Helper in Engineering Field in 1948. After serving as a Pipefitter Helper #1, he became an Inspector in 1955.

He attended Baylor University, the University of South Dakota and Michigan State.

He and his wife, Mary, will make their retirement home at 3826 Minglewood, in Houston.



**EMPLOYEE, RETIREE DIED THIS WEEK, SERVICES HELD FOR HOLLIS, HEIDRICH**

Funeral services were held Wednesday, August 5 at the Humble Funeral Home in Humble, Texas, for James L. Hollis who died Monday.

Hollis was a Lab Assistant in the Chemistry & Physics Department of the Research Laboratory. A native of Humble, he had attended Stephen F. Austin and the University of Houston before being employed by Shell.

He is survived by his parents, Mr. and Mrs. Jay Hollis, and three sisters.



Heidrich Died July 28

E. R. "Pappy" Heidrich, pensioner, died July 28 after an extended illness.

He had retired as a Senior Engineer in Engineering Fld. in July 1969.

Heidrich is survived by his wife, Mrs. Mildred Heidrich, two daughters and a foster son.

A graduate of Texas A&M University, he was a Deacon of Heights Church of Christ, a member of the A&M Alumni Club and The American Welding Society.

Services were held Thursday, July 30.



## CLASSIFIEDS

FOR SALE

3 poodle pups, 8 weeks old, one black, 2 chocolate brown--mother is a miniature, father is a toy--\$35 each.  
Telephone: 946-1922

Brownie 8 movie camera kit, includes camera, light & two reflector floods, \$15. Metal car rack, 41 inches by 65 inches, \$5.  
Telephone: 649-1033

1964 American Rambler, 220, 2-door, runs good, \$400.  
Telephone: GR 3-4265

'62 four wheel drive Scout. Good condition.  
Telephone: 645-1155

Organ lessons for beginner students, reasonable rates, 7634 Azalea, Houston.  
Telephone: WA 3-5319

'67 Ford Ranger pickup, V-8, automatic, air, LWB, 8' Heron cabover camper, sleeps 4, \$2350  
Telephone: 433-4659

Shoreacres, must sell, beautiful 2 story colonial, 3-2½-2, wooded fenced yard, 6½% loan, appraised at \$24,800. Make offer.  
Telephone: 471-0927

1968 Ford XL 2 door hardtop, power brakes, air conditioned, bucket seats, new tires, new battery, tinted glass, 350 motor, 52,-000 miles, \$1895.  
Telephone: 473-1463

40 hp. Evinrude motor, 16 ft. fiberglass boat with galvanized trailer.  
Telephone: GL 3-6581

'66 Corvette 327, auto, air, AM-FM, power steering, windows, antenna, both tops.  
Telephone: 487-0378

Utility trailer for sale, low chasis, 4x8 ft., 3 ft. deep in front, tapers to 2 ft. in rear. Real good condition, \$75 for quick sale.  
Telephone: 645-6934

Gulf Coast Bottle & Jar Club will have a flea market, Saturday, August 8, at the

**TOP MANAGEMENT MOVES IN BRIEF...**

M. E. Spaght, former President of Shell Oil Company, has announced his resignation as Chairman of the Board of Directors. He will continue to serve as a Director.

D. H. Barran, a Director of Shell Oil Company and Chairman of Shell Transport and Trading Company, became Chairman of the Board of Shell Oil Company.

Harry Bridges, President, Shell Canada, Limited, will be proposed to the Board of Directors of Shell Oil Company for election as a Director and as Executive Vice President and Chief Operating Officer effective in the early fall.

PAL Building, Pasadena, corner of Southmore and Red Bluff from 8 to 5.

14 cubic ft. icebox with mini freezer, '68 model, coppertone, \$200.  
Telephone: 578-2990

1963 Chevrolet Impala, 4 door sedan, immaculate condition, power, air, one owner, \$650.  
Telephone: 473-6824  
WANT TO BUY

40 to 50 ft. x 12 ft. 2 bedroom house trailer, preferably air conditioned.  
Telephone: 479-3004 after 5 p.m.

1968 or later VW sedan transaxle, with or without engine, will pay reasonable price for good unit.  
Telephone: 522-1583 evenings

FREE

Small dog house.  
Telephone: 472-7462

WANTED

Retired couple needed as caretaker and general maintenance for private club. Supplement retirement income with unfurnished house plus all utilities plus salary.  
Call after 6 p.m.  
Telephone: 643-2995

FOUND

Set of car keys found under pipe rack at casinghead pumphouse. Come to Shellegraph office if yours.

market a nonleaded gasoline this fall.

"Our aim has been to make the new gasoline available across the country at the time the new cars come on the road," Holdgraf said.

Shell is launching a newspaper advertising campaign in 25 cities featuring the new gasoline as "another step in Shell's drive for clean air."

**WELCOME TO SHELL**

Donna C. Newell  
Typist  
Treasury



George Stefanidakis  
Research Engineer  
Research