



# Shellegram

Deer Park Manufacturing Complex

Thursday, July 17, 1975

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## SOMETHING NEW IN OAKLAND: AUTOMATED STATIONS

Something new is being tested in gasoline retailing - a computerized automated service station. The first of three stations went onstream in February in Oakland. The other two - also in Oakland District - will be onstream by the end of summer.

"We're testing an automatic cashier machine," says Mann Munday, senior representative, Marketing Concepts & Designs, Merchandising. This new computer-controlled 'cashier' has the advantage of providing the customer with faster service and providing Shell with a reduction in operating costs and paperwork."

For motorists, the procedure is simple. The customer inserts either a Shell credit card or paper money (\$1 and \$5 bills) into a control terminal located on the pump and type of gasoline desired, along with car wash and wax selections, and then fills the tank in the usual manner. Step-by-step instructions appear through a window in the terminal at each stage of the transaction.

If cash is used, the pump automatically shuts off at the dollar amount the customer has inserted. For Shell credit card users, the computer instantly prepares a printed receipt, including details of the amount and type of gasoline purchased, price per gallon, and the date and time of transaction.

"This means quicker service for the customer," says Earl Rossler, manager Merchandising. "He no longer has to wait in line at the register to pay his bill.

For the station manager, it means not having to imprint card invoices. And for the company, it means fewer shortages - by eliminating

(Continued on page 2)

## VENARDE RECEIVES ARCHITECTURAL AWARD



Clifford Venarde, Shell Oil Company manager for Real Estate Land Investments, left, received an award presented by Houston Mayor Fred Hofheinz on behalf of the Houston chapter of the American Institute of Architects. The award was made for the design of a bus stop shelter at the Plaza del Oro properties which Shell owns and is developing in South Houston.

## EMPLOYEES' CHILDREN RECEIVE RECOGNITION FOR EFFORTS ON BEHALF OF ENVIRONMENT

Two Shell children were among the 39 students and advisers in the Earth Awareness Foundation's 1974 Clear Creek Basin Water Quality Study who were given Environmental Merit Awards signed by President Gerald R. Ford.

Receiving the award of excellence "for outstanding achievement in environmental protection services" was Debbie Bergeron, daughter of G. P. Bergeron, superintendent, Field Construction.

Jeff Franklin, son of R. N. Franklin, manager, Engineering Design O/S-Utilities, received a certificate of merit in recognition of his

efforts on behalf of protecting the environment.

The awards were given in recognition of achievement, action and leadership in environmental protection and were presented in recent ceremonies at Johnson Space Center.

## SHAREHOLDER NEWS NOW AVAILABLE

The June 1975 Shareholder News is now available. To obtain your copy, drop by the SHELLEGRAM office or give the editor a call.

**SCORA**  
**FAMILY DAY PICNIC**  
SATURDAY, JULY 19  
10AM to 7PM  
CAMP MANISON ... FRIENDSWOOD, TEX.  
(FM 528 & FM 518)

SCORA Club members and guests . . .



. . . dance  
the light  
fantastic.

WESTERN DANCE  
June 11



CARSON/SUHR GRADUATE



Carson



Suhr

Whoops, these were received too late to make the GRADUATES' ISSUE, but it was decided to recognize them anyway.

Virginia L. Carson, daughter of John Carson, Aromatics-East, is a math and business major graduating from Sam Houston State University.

Judy Belinda Suhr, daughter of Edmund G. Suhr, Engineering Field, is a graduate from Milby Senior High.

Something new in Oakland: automated stations

drive-outs - and greater security from theft."

In addition to the three pump islands and three terminal consoles at the Oakland test station, there is a mini-computer located in the station manager's office. This mini-computer/electronics unit is the brains behind the operation.

"We can program into the computer prices of the separate grades of gasoline, plus prices of car washes and waxes," says Ron Mc Williams, station manager. "But, what is really impressive is that we are able to do a shift checkout in one minute, 40 seconds. That sure beats spending 15 minutes out on the pump islands reading all the pumps. The computer also can summarize our total transactions for

any time we elect for a shift closing."

Since the test began in mid-February, wax sales have doubled. Gallonage at the tunnel car wash station has increased substantially, with the increase attributed to self-serve pricing. Most important, automation has not driven the customer away.

Customer reaction so far has been good. Some typical comments are, "I hated to wait in line to pay the bill at the self-serves," and "It's fun."

While Merchandising will wait until late summer to make a full evaluation of the test, they already are pleased with the results. And they should be. As one customer said, "It's almost like having your own service station."

### ALBIN, DICKEY AND STEVENS ELECT TO RETIRE

June 30 was a day of farewells for three long-time employees, as they traded in their jobs with the company for a new one - that of a retiree.

No more alarm clocks to start their days. From now on they'll get up when they please, eat when they please and fish when they please - provided, of course, the "little lady of the house" agrees.

Among those retiring are: Henry D. Albin, medium equipment operator, Engineering Field.

Henry leaves the company with some 27 years of service.

He and his wife, Viola, make their home at 16027 Avenue C, Channelview.

Leo C. Dickey, master mechanic, Engineering Field.

Leo had 33 years of company service at the time of his retirement.

He and his wife, Doris, reside at 602 West Lane in Pasadena.

Earl Stevens, wax helper, Lubricating Oils.

Earl leaves the company with 30½ years of service.

He and his wife, Estella, will make their retirement



Henry Albin is thinking about all of the trees he can cut down with his new chain saw.



Leo Dickey (right) goes through the line at his retirement party held in the refinery cafeteria. Leo received an outboard motor as his farewell gift.

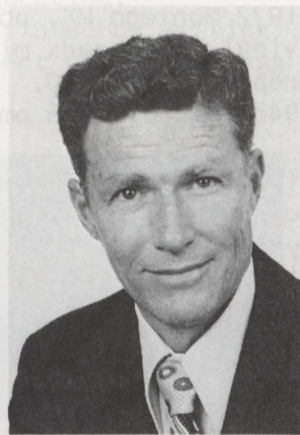
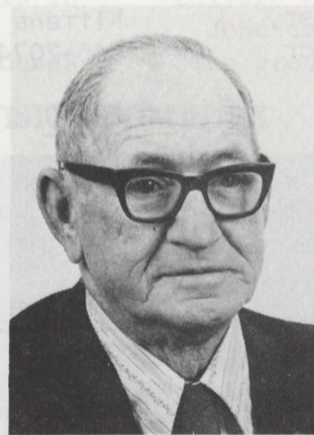
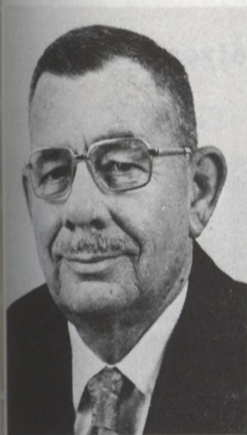
It's all smiles for Earl Stevens as he looks over his new rod and reel.



home at 3809 Rosedale in Houston.

Although these employees will be missed at the complex, we wish them the very best in their years of retirement.

### SERVICE ANNIVERSARIES



40 Years  
F. B. Wischusen  
Lubricating Oils

30 Years  
Z. C. Brewer  
"A" Department

25 Years  
J. L. Brelsford  
"E" Department

### PROVIDENT FUND NEWS

The following is the Provident Fund valuation:

- Equities Fund
- June 30, 1975 - \$2.628
- Shell Stock Fund
- June 16-30 - \$54.846

A graphic featuring five tulips with the letters S, A, F, E, T, Y written inside their petals. Below the tulips is a wavy line representing grass. At the bottom of the graphic, the text reads "NEEDS YOUR HELP TO GROW".

**NEEDS YOUR HELP TO GROW**

NATIONAL SAFETY COUNCIL

**CLASSIFIEDS**

**FOR SALE**

15' boat, 40 hp motor, trailer. \$500.  
488-0449

1970 Open Road travel trailer, sleeps 6, self-contained, air, 110 volt or 12 volt, double sink, gas or electric refrigerator, very clean. \$1,795.  
487-3161 after 5 pm

1966 Mustang 2-door, good a/c and engine, damaged left side. \$100.  
481-3766

1966 Buick Special, small V-8. \$300.  
944-1643

1972 Montego MX, power steering, brakes, vinyl top. \$1,400.  
943-0016

36,000 BTU central air unit, needs compressor overhaul, other components in excellent condition. \$60.  
643-8624

1972 Ford Custom 500 4-door, all power, air, very clean. \$1,550.  
485-3064 after 6 pm

1973 Starcraft 21' aluminum boat with 1974 Johnson 85 hp motor, big wheel sportsman trailer, lot of extras. \$3,900.  
534-3453 after 6:30 pm

42" aluminum window awning. 1965 Chevy and 1972 Vega P.G. transmissions. P.B.-AM radio and 1972 Vega accessories. Best offer.  
472-5988

Wards Signature compact washer and dryer with stand. Avocado Green. \$175. Wards Signature 1900 BTU air conditioner 1974 model. \$375.  
921-5058 after 4 pm

1973 Vega sedan, new tires, radio.  
943-1239

East of Hawaii surfboard in new condition, 6'10" length, rack included. \$85.  
471-0599

1969 VW, rebuilt motor, good condition. \$700.  
479-1407

Early American queen size hide-a-bed. \$100. Early American recliner. \$45.  
479-8195

Miniature Schnauzers, AKC registered. \$125.  
771-1563

1972 Broadmore trailer, 1 1/2 bath, 3 bedrooms, air and heat, washer and dryer, 2 redwood porches. \$8,500.  
946-1707

41 Magnum pistol, like new with box of shells and scabbard. \$100.  
424-7698

1966 Pontiac Grand Prix, clean, good tires, new cooling system. \$300 cash.  
487-0157 after 5 pm

1969 Buick Skylark, a/c, good second car. \$1,190.  
482-3564

One ton air conditioner. \$50.  
479-2434

1969 El Camino, mag wheels, automatic, 350 motor. \$995.  
473-1274

1972 Montego MX, power, vinyl top, needs minor repairs. \$1,200.  
943-0016 after 6 pm

10,000 BTU, 110 volt window air conditioner, about 3 years old, no rust, excellent condition. \$120.  
473-3709

AMERICANA CALENDARS - \$2.50 EACH - SEND REQUEST AND MONEY TO RANDEE ROTHMAN, MAIL ROOM, BY JULY 25.

One male and two female poodle puppies, black, black and white, no papers. \$25.  
339-1656

1968 Corvette, power steering, brakes and windows, air, auto, AM-FM stereo, radials.  
479-5018

1970 Chrysler 16' boat, 70 hp outboard with electric start, good condition for skiing or fishing.  
474-2310

**WANTED TO BUY**

4'x8' utility trailer frame or galvanized channel iron to build frame. Reasonable.  
479-3355 after 5 pm

Trombone or coronet in good condition.  
471-2592

One ton air conditioner in good condition.  
479-2425

Plymouth body in good shape.  
473-7105 after 4 pm

**FREE**

Kittens  
946-2074 after 5:30 pm

**FOUND**

Clip-on sunglass lenses during DU-2 shutdown. Claim at the SHELLEGRAM office.

**PERSONALS**

I just want to thank you for the gifts you got me. The welding equipment has already come in handy. Thanks again, and I'll remember all of you.  
- C. D. Vestal



**SHELLEGRAM**

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**Mrs. Dotti West - Editor**