

Shell Houston Refinery

Shellegraph

Friday, July 26, 1974

Vol. 39, No. 29

SHELL OIL OFFICIAL STRESSES NEED FOR INSTITUTIONAL ADVERTISING

It is indeed a sad state of affairs when business finds it necessary to resort to advertising to clarify important issues affecting its activities," a Shell Oil Company official told members of the subcommittee on environment, Commerce Committee, in Washington, D.C.

Eugene F. Loveland, vice-president, Commercial Marketing, said that at the height of the oil embargo there was an imbalance in the news and information available to the American public in the mass media.

"Not the imbalance," Loveland added, "was tilted not in favor of business, but rather against it."

Noting the success of industry critics in using both the print and electronic media to present their views on oil company profits, Loveland admitted Shell's advertisements were essentially a defensive move designed to properly balance the perspective on the subject.

Loveland said the American people have nothing to fear from this kind of advertising, but rather stand to gain by it. The average citizen is intelligent enough to know when he is being sold a bill of goods if he has the opportunity to consider all sides of the important issues of the day.

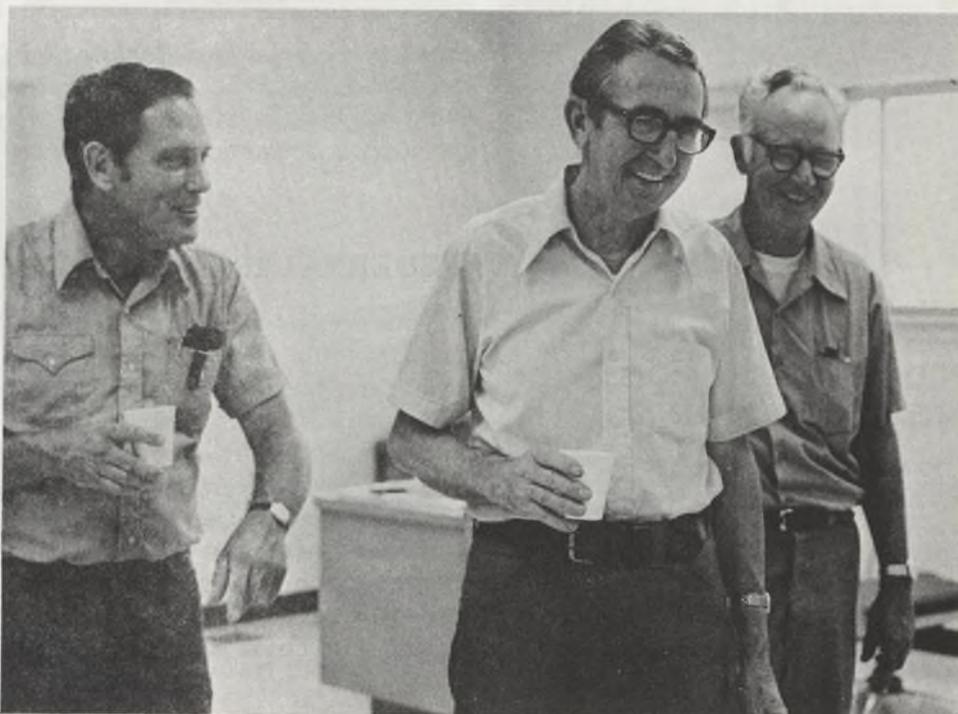
Expressing Shell's views that laws should encourage the free exchange of ideas, Loveland stated that concern should not be how to further limit the access of business or anyone else to the mass media, but rather how to make mass media more available for the free exchange of information and news so vital in a democracy. Now that the media have gained insight into the complexities of the energy problem, they are more comprehensive in their reporting, commented Loveland. As a result,

Shell has had more success recently in getting its views across in the media without resorting to advertising.

The Shell official went on to say that critics of business seem to be asking the subcommittee to penalize business for expressing its views or

else to find some way of limiting what it can say in the mass media. Yet, this is a matter fraught with risk since any attempt to limit what business can say in tax deductible advertising raises the same old problem faced by censors the world over, he stated.

To find out what these employees are laughing about, SEE PAGE 3 . . .



What do these Purchasing-Stores employees, John Mudd, Fred Holleman and O. B. Johnson, find so amusing? To discover the source of their amusement, turn to page 3 for a picture and details.

DOING OUR PART

To make sure everyone gets his fair share of the energy that's available, we can all do our part in conserving what we do have.

As consumers, we can:

- Drive a little slower
- Fill up gas tanks only when necessary
- Form car pools
- Use appliances sparingly
- Keep thermostat at 68 degrees in winter and 76 degrees in summer

As a company, Shell can

and is:

- Conserving energy at its refineries and plants
- Researching for more efficient methods of oil production
- Stepping up exploration for oil and gas
- Investigating and/or investing in alternate sources of energy, such as nuclear power, oil shale, coal, thermal power, solar energy and tar sands
- Converting its fleet to smaller automobiles



Ken Rogers pats Roy Wegenhoft's name tag into place; while in the background, J. D. Kuebler laughingly greets a fellow employee in Catalytic Cracking.



DENLEY AND KULHANEK PROMOTED TO OPERATIONS FOREMEN

Joel Denley, operator No. 1, has been promoted to operations foreman, Aromatics-East.



Denley was hired in October 1952 as a laborer in Engineering Field. He became an operator No. 1 in September 1967.

He and his wife, Amelia, make their home in Galena Park.

Edward E. Kulhanek, operator No. 1, has been promoted to operations foreman, Aromatics-West.



Kulhanek was hired in November 1944 as a general helper, Cracking Operations. In December 1972, he became an operator No. 1.

Kulhanek and his wife, Lorine, make their home in Pasadena.

CATALYTIC CRACKING ACHIEVES ANOTHER SAFE YEAR ON-THE-JOB



Above Virginia and Robbie Robinson enjoy a conversation with Julia Ham. J. D. Kuebler shakes hands with Marwynne Kuhn. And, to the left is the department's newly wed couple, Debbie and Lance Frierson, who are all smiles for the camera.



PEDERNALES FALLS PARK NOW OPEN TO CAMPING

Pedernales Falls State Scenic Park is now open for overnight camping at campsites offering water, picnic tables and access to restrooms.

The park, located 14 miles east of Johnson City, has been open to primitive camping by reservation only, but the gates were closed at night to other visitors.

Formerly the Circle Bar Ranch, the area typifies the Edwards Plateau with its live oak, deer, turkey and stone hills. Intermittent creeks and rivulets, some spring-fed the year-round, tumble over limestone on their way to the cypress-lined Pedernales River which winds through the park for six miles.

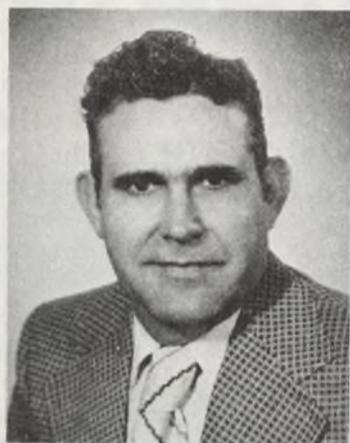


REMEMBER - Always follow established safety procedures.

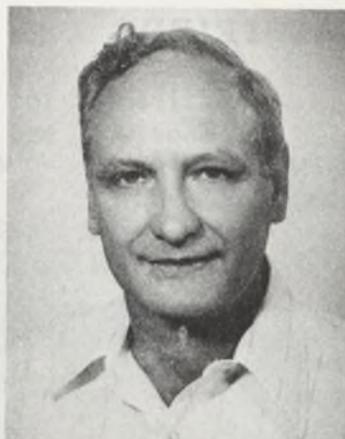
SERVICE ANNIVERSARIES



35 Years
A. J. Lueckemeyer
Engineering Field



25 Years
L. J. Kasmiersky
Engineering Field

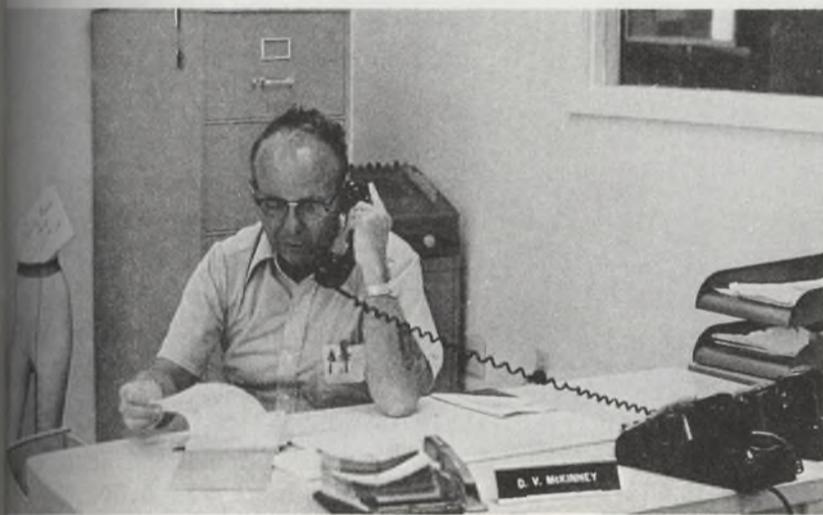


25 Years
A. M. Seelhurst
Lubricating Oils



25 Years
J. L. Swinney
Engineering Services

VACATIONS REAP BENEFITS FOR TWO EMPLOYEES



McKinney takes another customer's order over the telephone. It's just one of many that he gets daily from his fellow workers. Even when the supply is tight, he manages to fill the bill.

D. V. McKinney, foreman, Purchasing-Stores, returned from a two-week vacation Monday and discovered that his hands had been busily at work in an effort to assist in his job.

It seems that they felt McKinney wasn't offering all that he should in the supply area, especially since Shell was hiring more and more female general helpers. So, they put their heads together, and the result was a partial sequin attired in pantyhose for the lady general helper for everything. Now, it's that they also provided McKinney with a delicious orange cake with orange frosting; and, with all the orders coming in for the newly available

item, he'll need something to provide him with quick energy so that he'll be able to keep up with the demand.

Ben Moore, pumper No. 1, Dispatching, took a vacation and returned with a celebrity. The celebrity is his wife, Linda, who will appear on the "Split Second" TV quiz show scheduled for ABC's Channel 13 on August 5 and 6 at 11:30 a.m.

According to Moore, Linda won \$600 in cash and another \$150 in prizes for her participation on the program.

The show was taped in ABC's TV studio in Hollywood on July 12, while the Moores were vacationing in California.

EMPLOYEES DAVIDSON AND McCUNE DIE

Elmer E. Davidson, Jr., boilermaker "C", Engineering Field, died July 18.



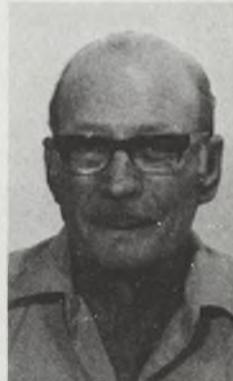
Davidson had some five years of company service at the time of his death.

Funeral services were held at 10:00 a.m. July 20 at the Howard-Glendale Funeral Home.

Burial was in San Jacinto Memorial Park. He is survived by his wife, Monika, who resides at 14906 Arundel in Channelview.

Robert E. McCune, painter No. 1, Engineering Field, died July 21 after an extended illness.

McCune had 25½ years of company service at the time of his death.



Funeral services were held at the Colonial Funeral Home in Pasadena on July 23 at 10:00 a.m.

Burial was in Bedies, Texas.

He is survived by his wife, Helen H., who resides at 1309 West Harris in Pasadena.

CLASSIFIEDS

FOR SALE

1974 Luxury Le Mans, AM-FM radio, bucket seats, 6,000 miles.

Telephone: 487-3501

38,000 BTU central air compressor/condenser; excellent condition except for jammed compressor rotor.

Telephone: 643-8624

1967 VW, 58,000 miles, body perfect, good motor and tires, radio, heater. \$695.

Telephone: 479-2010

1970 Opel Kadett stationwagon with 8,000 miles by lady driver, fully equipped, rack on top. \$1,995.

Telephone: 479-2010

1965 Olds Delta 88, auto, radio, heater, air conditioning (not working) and good tires. \$295.

Telephone: 473-2170

Lot located in Sommerville Place Community approximately one mile from the lake. Has pool, pavillion, two private lakes, grocery store, etc. \$1,600.

Telephone: 479-4979

Suzuki TM-400, great dirt bike in showroom condition. Four months old. \$800.

Telephone: 479-4979

1965 Ford truck, 1/2-ton, LWB, camper cover, 351 V-8, std. transmission, air, radio and good tires. \$750.

Telephone: 479-3755

GRIFFEY RETIREMENT PARTY HELD



J. H. Griffey shows D. O. Chrismer one of his many gifts received upon his retirement.

Retirement lot in Tanglewood Manor on New Caney Creek. 100'x674' - 414' on creek. \$3,900.

Telephone: 479-6124

3/4-ton, 230-volt air conditioner. Used less than five months.

Telephone: 668-1075

3-1 1/2-2 brick house in Deer Park with formal living room, paneled den, new carpet, patio, 6' cedar fence. \$25,500.

Telephone: 479-3524

Two wooded lots on Lake Livingston, paved streets, water, electricity, 500' from boat launch. \$3,200 each or both for \$5,500.

Telephone: 479-3524

FOR RENT

Cabin near Canyon Lake. Quiet, scenic, swimming, hiking, riding, fishing, boat ramp, access to lake. \$15/day.

Telephone: 346-1341

WANTED

Ride to refinery from Bayshore Hospital/Old Galveston Road area. Working hours are 7:30 am to 4:00 pm. Will negotiate cost with driver.

Telephone: 487-0361 after 5

BEEES! BEEES! EVERYWHERE BEEES!

If fear of getting stung is one of your phobias, then you wouldn't have wanted to be anywhere near this tank car coupling a few weeks ago. As you can see, the bees were swarming everywhere and finally decided upon a home with wheels as the place fit for their queen.



SHELLEGRAPH

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

Mrs. Dotti West - Editor

TEXAS DEER HUNTERS BRING HOME THE BACON

Hunters in Texas brought home more than \$16.5 million worth of venison during the 1973-74 hunting season, according to statistics from the Texas Parks and Wildlife Department.

Hunters killed 10,260 mule deer and 366,033 white-tailed deer. The average mule deer weighed 90 pounds when it was field dressed and produced an estimated 45 pounds of boneless meat.

Based on the price of ground chuck beef (\$1.20 per pound) at the time of the hunting season, the mule deer meat



was worth \$554,040 and the white-tailed deer meat was worth \$16,013,738.

The department estimates there were 50,000 bow hunters and 560,000 firearm hunters during the last deer season. The estimated mule and white-tailed deer population during the hunt was 3,622,000.