



# shelletter

## HOUSTON REFINERY

"It Strikes Us This Way"

No. 103

Monday, April 15, 1963

TO ALL STAFF EMPLOYEES

### OPERATIONS

Weekending in a Refinery.....and it included: Bringing up the platformer 2 unit in Aromatics Department early Friday morning following the completion of last week's catalyst regeneration job - only to have to shut 'er down a couple of times over the weekend to repair a leak in the product condenser and an ailing overspeed trip. By Saturday afternoon these jobs were all wrapped up and the unit returned to service... The Dubbs 6 shutdown ended early Saturday morning as that unit was brought back on line. It's getting an "OK" operationally from the folks watching the dials...A leak in the reactor vapor line at the cat. cracker made it necessary to cut feed from the big unit Saturday night. The repairs were completed by last evening and the unit started back up. Now, activity at the cat. cracker centers around the preliminary work necessary to steam-air decoke the furnace later this week.....And in Utilities, maintenance work continues on boiler No. 8

### NEGOTIATIONS

After meetings last Thursday and Friday, the Companies and Union are in recess today and tomorrow, with negotiations scheduled to resume on Wednesday, April 17. Two letters to Supervisors - one dated last Friday, April 12, and the other due out today - detail the events of the two days of meetings.

### "BUY SHELL PRODUCTS" CARDS AVAILABLE TO EMPLOYEES

Those of us who work here, and make those better-than-ever Shell products, know that our products are the best you can buy. Believing it unkindly to keep good things to ourselves, we've ordered a supply of "Buy Shell Product" business cards - enough for every staff employee to have and distribute as he sees fit. But here, let the boss tell you about it:

"If you are like me, there are many times when we feel like doing a little advertising for Shell - to let our friends and business associates know that we are proud of our Company and the products we manufacture. These cards offer us a chance to talk Shell in conversations with friends and in correspondence almost daily. For instance, when paying routine household bills, just drop one of these signed cards in the envelope with the check. First, you compliment the other party with the opening statement, 'I like the way you do business.....' Then, you follow up with the suggestion that your company makes quality products, too.. and you ask that he think of 'Shell' the next time he buys. We believe that if he tries our Shell products - he'll soon be a confirmed customer."

/s/ Leonard Wilson

We have an ample supply of these cards for all our staff employees.....So drop by Room 132 in the Main Office Building today and pick up some for your friends and business associates. There's a signature line on each card for you to sign as Shell's personal representative among your acquaintances. Let them hear from you.

### FROM OUR SOUTHERN NEIGHBORS

...Folks at the Chemical Plant took an over-the-shoulder glance at what happened on their side of the fence during March and came up with some interesting info... Such as the fact that March brought a new record in the production of crude Allyl Chloride, topping the previous mark set in March 1960. And for the second consecutive month, records were set in crude and finished Allyl Alcohol.....From here, we say:, "Nice goin'!"

(Over)

SAFETY

Now that we are already one week deep in the 1963 National League baseball season, this is a good time to remind Junior that this is his (or her) month in the Silver Dollar Safety Slogan Contest. The winner this month receives not only the family portrait but their "night" at Colt Stadium - when they'll have exclusive use of the Shell box back of first base. That means eight seats for the family and friends, and coming in second best will be worth something this month, too...as two seats in the Shell box to some future Colt .45 game will be made available to the son or daughter submitting the second best entry. Either mail the slogans directly to: SHELLETTER EDITOR, SHELL OIL COMPANY, P. O. BOX 100, DEER PARK, TEXAS; or drop the entry in the slogan contest box in the Hash House; OR mail the entry via the Refinery mail. Deadline is May 1....Don't get caught "off base" without an entry. And for now, don't forget this month's slogan, 'cause....SAFETY IS GOOD FOR LIFE.

SHELL OIL COMPANY 1962 ANNUAL REPORTS

We still have a few copies of Shell's 1962 Annual Report....available for the askin' in Room 132, Main Office Building.

NEW PRODUCT ADVERTISING FOR TV

Television screens are carrying Shell's sales message to viewers across the country in a new, enlarged series of commercials. The Company's 1963 television product advertising campaign was launched in mid-March. Before the year is over, some 60,000 one-minute spot commercials will be broadcast.

The schedule calls for "blanket" coverage by showing the commercials with all types of television programming. Viewers of sports, mystery, movie, national and locally-sponsored shows will be exposed to the commercials, which will be seen from 6 p.m. to after midnight.

Most of the commercials will open with a motorist driving up to a Shell pump island and asking the dealer: "What's so super about Super Shell?" The answers will stress a smooth-running motor, power when it's needed, good mileage, and a clean carburetor. Each commercial will be built around one of these answers. The commercials will also stress the nine ingredients that go into Super Shell.

The Company believes that its Accelerated Basic Merchandising Plan, now a year old, and the Sentinel Car Service Program, are serving to help give motorists the best possible service. Its sponsorship of the Young People's Concerts and Shell's Wonderful World of Golf on television continue to build an already well-established reputation. The TV spot commercials aim to emphasize the quality of Super Shell Gasoline. The blanket coverage is aimed at delivering this message to the widest range of viewers.

ODDS & ENDSBIRTHDAY BELLES & BEAUS:

April 15 - Ken Marr, Dale Phoenix

April 16 - Robert Johnston

April 17 - Roger Stephens, Charles "Red" Walker, T. L. "Foots" Wilson

'NOTHER PARKIN' PEEVE: Someone noted the "parking peeve" mentioned in the last SHELLETTER, and not to be outdone...called in their's. "Why don't you say something about driving the car all the way up to the parking rail....and not leave the rear end half-hanging out in the driving area!" And once again your obedient SHELLETTER has printed it...

BOXES...BOXES: The Hash House is sending our another plea...PLEASE hang onto those carry out lunch boxes....so the delivery boy can pick up the empty box the next time he delivers your lunches to the unit.

