

**L. S. LEONARD TRANSFERS TO WILMINGTON  
DURRETT AND TILLER NAMED IN STAFF CHANGES**



L. S.  
LEONARD

L. S. Leonard, Assistant Manager Catalytic Cracking, will transfer to Wilmington Refinery as Assistant Manager of the Distilling, Utilities, and Effluent Control Department, effective June 1, 1968, announced Refinery Manager Leonard T. Wilson.

L. R. Durrett, Assistant Manager Distilling, will become Assistant Manager Catalytic Cracking, replacing Leonard. M. A. Tiller, Engineer in the Aromatics Department, will become Assistant Manager Distilling, replacing Durrett.



TILLER



DURRETT

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**NEW SHELL AD CAMPAIGN BEGINS  
IN SEVERAL NATIONAL MAGAZINES**

A new Shell institutional advertising campaign, stressing corporate character rather than products, features 47 two-page spreads in national magazines and full-page newspaper ads in cities where the Company's major offices and plants are located.

The advertising agency of Kenyon & Eckhardt, Inc., designed the ad campaign for Shell that will run from mid-June through November in these magazines: Life, Look, Time, Sports Illustrated, Newsweek, U. S. News and World Report, Business Week, The Saturday Evening Post, Ebony and Scholastic.

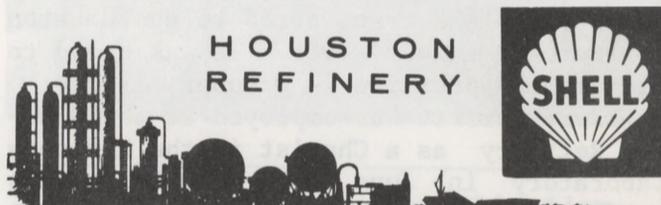
The campaign's general aims are to stress the advantages of a Shell service station dealership; point up the role of Shell men and women in the communities where they work and live; and emphasize the concern of Shell for the general welfare, touching upon such subjects as control of air and water pollution, proper use of pesticides, street and highway beautification and financial support for education.

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**MOST HANDSOME---**Danny Shultz, son of E. H. Shultz, Jr., Research, was selected as Most Handsome Boy in Deer Park High School this year, and is accompanied by Mary Beth Emmanuel. Danny is a senior student who is graduating this spring. He received a scholarship and plans to attend San Jacinto College and study music. One of his hobbies is surfing.

**SHELLEGRAPH**



No. 290

Friday, May 24, 1968



**LAUGH TIME---**L. A. Goldstein, former Manager Technological, at right, laughs about the small hour glass just presented to him by Process Superintendent J. B. Harkness. The occasion for the present was Goldstein's going-away party which was held in the Refinery Cafeteria last week. He was transferred to New York, and a story about his move appeared in a previous issue of the SHELLEGRAPH.

DEADLINE IS JUNE 3, 1968!!

If you want to recognize your son or daughter on the occasion of his graduation from high school or college, send a picture of your youngster (with his and your name on the back) together with the school he is graduating from, any honors, and his plans for the future, to the SHELLEGRAPH by June 3, 1968. A special issue of the paper will be published shortly thereafter in honor of the graduating sons and daughters of Houston Refinery employees. Don't wait. Submit your information now.

MAGAZINES - Continued from Page 1

Typical of the ads will be one featuring a Shell service station dealer who also is mayor of his city. A second type will illustrate Shell's policy of demolishing abandoned service stations rather than letting them become eyesores on the nation's roadways.

CHANGES - Continued from Page 1

Larry joined Shell at the Martinez Refinery in 1954, following his graduation from Oregon State with an M.S. degree in chemical engineering. After various technical assignments at the Martinez Refinery, the Houston Research Laboratory, Shell Development in Emeryville, and Head Office, he was transferred to the Houston Refinery in August, 1965. He was named to his present position in October, 1967.

Larry Durrett was employed at the Houston Refinery as a Chemist in the Refinery Laboratory in June, 1957, following his graduation from The University of Texas with a B.S. in chemistry. After assignments in the Research Laboratory, he was named to his present position of Assistant Manager Distilling in April, 1966.

Mike, who holds a B.S. in chemistry from Midwestern University, was employed at the Houston Refinery as a Chemist in the Refinery Laboratory in June, 1964. In February, 1967, he moved to the Technological Department as an Engineer, and on April 1 of this year he moved to the Aromatics Department.

DEPLETION DETAILS

Percentage depletion is completely consistent with the principle of the income tax law. It provides a means of excluding from taxation as income that portion of a mineral producer's output that represents the capital value of his mineral deposit in the ground. By according this equitable treatment to oil and other mineral producers, the tax law makes it economically feasible for them to keep up the search for new reserves to meet the nation's continually growing needs.

CHANGING TIMES

Few things remain static; changes generally come with time, but there are exceptions. It has been said, "A hundred years ago a wilderness was here.

A man, with powder in his horn, went forth to seek a deer.

But times have changed somewhat in this our native land,

Now a pretty little dear, with powder on her nose, goes forth to seek a man."

You see, with time even our pursuits are different, and with time many sweeping changes are made. Can you envision Grandma in the "Mother Hubbard" dress of her day as compared with her grand-daughter in her "Mini" of today? This is quite a contrast. On the other hand, the more aggressive male has made a complete revolution in his tonsorial taste. From the shoulder length tresses and handle-bar mustaches of a century ago, a transition was made to the clean shaven faces and the "Flat Tops" of a few years past, and now the "shaggy-dog" look is the rage again. In education, research, industry, arms, banking, and almost every segment of human experience changes have been made, and in most instances for the better. But it seems there is always the exception, and here is an immutable fact which defies challenge. Our attitude toward safety cannot be changed lest we become vulnerable targets of injury's attacks. The methods we use in creating a desired safety climate may be varied, but the attitude of the individual's responsibility in safety cannot be omitted, partially excluded, or experimented with. The philosophy that declares us our brother's keeper is accepted with ready hands, but our safety is a personal thing and we neither dare depend on someone else, however dedicated he may be, nor leave it to change or chance. Let me ask you: If safety is the better way, why change?

--I. C. White  
Sr. Fire & Safety Inspector

SHELLEGRAPH

Published by Shell Oil Company for its Houston Refinery and Houston Research employees at Deer Park, Texas, 77536.

P. H. FISCHER---Editor

Reprints allowed only by request. To submit news and photographs, call extension 541 or send material to Room 103, Old P & IR Building.

REFINERY PENSIONER R. D. JOHNSON DIES  
WAS AN OPERATOR IN THERMAL CRACKING



R. D.  
JOHNSON

R. D. Johnson, a Refinery Pensioner, died of a heart attack on May 9, 1968, in Baxter Springs, Kansas. Known as "Shorty" to his fellow workers, he retired from Houston Refinery in 1956 as an Operator No. 1 in the Thermal Cracking Department.

He was born in Topeka, Kansas, where he was graduated from high school. He attended business college there and served in the Armed Forces of the United States from 1917 until 1919. He had over 23 years of Company service at the time of his retirement.

He is survived by his wife, Mrs. Elred T. Johnson of P. O. Box 465, Baxter Springs, Kansas, 66713.



OLD TIMERS' GATHERING --- Members of the former Treating Department recently had their "annual convention". In the photo above are O. H. Boggs, left, and W. B. Gunn. These two men were instrumental in making the arrangements for the gathering. In the photo below are several of the "old treaters", who were among those who attended the party.



PERSONNEL CHANGES

E. T. Iley - From General Helper No. 1, Engineering Field, to Rackman, Dispatching.

**H706... Black 8" Flite Boot,  
Cream Leather Lining, Tufgum Sole**

Hy-Shine black leather plain toe 8" Flite boot; Tufgum Resist-Oil sole and heel; full leather lining; Dacron stitched; Hy-Ho last.



**H705... Brown Rowdy 8" Speed-Lace  
Boot, Tufgum Sole & Heel**

Brown rowdy oil finish leather moc-toe 8" boot; Tufgum Resist-Oil sole and heel, leather midsole; storm welt; leather lined vamp; Cookie Cushion insole; Dacron stitched; Director last.



**H334... Handsome Llama Finished  
Calf Slip-On, Full Leather Lining**

Black Llama finished calf leather moc-toe slip-on; full leather lining; oak leather Butyl-treated sole; Neoprene heel; Supervisor last.



SHOE TIME---There are still a few days left for you to purchase a pair of safety shoes on the easy payroll deduction method and have a chance to win one of several fine prizes at the same time. Safety Shoe Month is over the last day of May and the personnel at Warehouse No. 1 still have a wide selection of safety shoes available. Just three of the choices Refiners may have are shown above. Go by Warehouse No. 1 and pick out a pair of safety shoes--the toes you save may be your own.

CLASSIFIEDS

WANTED

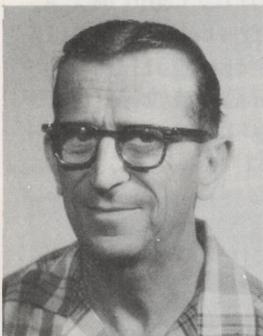
Used Exer-genie.  
Telephone - GR-3-1082

FOR SALE

Model 81 Remington Automatic in .300 Savage calibre. Excellent condition.  
\$75.00  
Telephone - GR-3-2268

Evette clarinet, like new, used only 4½ months, cost \$159.50 but will sell for \$100.00 - Music stand included.  
Telephone - GR-3-2268

AUTOMOTIVE DISPATCHER G. N. MOORE RETIRES AFTER MORE THAN 23 YEARS OF SHELL SERVICE



G. N. MOORE

G. N. Moore, Dispatcher in the Automotive Section of the Engineering Field Department, retired on May 1, 1968, after nearly 24 years of Company service.

He was born in Reagan, Texas, where he also attended school. Prior to his employment at Houston Refinery in 1944, he served in the United States Army. He was associated with the Automotive Section nearly his entire Shell career and held several positions of increasing responsibility. He was named Dispatcher in 1954.



"Could you move your chair or will it interfere with your retirement plan?"

FOR SALE

New motorcycle windshield - 18" x 22"  
\$10.00  
Telephone - 944-1681

1961 Falcon - 4-Door.  
\$325.00  
Telephone - GR-9-3646

Two 16 pound bowling balls and bags; one ball and bag practically new.  
\$25.00  
Telephone - 946-3220

36" Magic Chef gas range. Good condition, \$50; 5-piece Virtue chrome set, pearl gray, with extra leaf, \$35.  
Telephone - MI-5-1462

Two window air-conditioner units; 1 - 12,000BTU and 1 - 14,000BTU.  
\$75.00 Ea.  
Telephone - GR-2-0440

1960 Volkswagen Van (panel). 40,000 miles. New tires. Excellent condition.  
\$495.00  
Telephone - 424-7698

Craftsman 18" Reel Lawnmower. Practically new. Cost \$40 - Will take \$20.  
Telephone - GR-2-5988

Goodyear battery - 36 Mos. - 12 volts - Used 3 Mos. Original cost - \$20; will take \$10.  
Telephone - GR-2-5988

Zenith Console T.V., twin tufted headboards, Kenmore washing machine, conventional chair, desk chair and bookcase.  
Telephone - 487-2566

Two doors with glass (2' 8" x 6' 8").  
Telephone - GR-3-0707

Used commercial awning. 6' long by 80' wide. All supporting materials included. Name your price and come get it.  
Telephone - GR-2-0018

Sangamo electric watt hour meters. Original cost \$30 each. Name your price.  
Telephone - GR-2-0018

1957 Plymouth V-8 nine passenger station wagon.  
\$90.00  
Telephone - 477-3093

1965 Mustang. 6 cylinder, radio, heater, standard transmission. Good clean car and in excellent condition. 34,000 miles. Owner leaving for Vietnam.  
Telephone - OR-3-5429

G. E. Electric Range. In very good condition. Make offer.  
Telephone - 946-0355

1967 El Camino. Like new. Very good price.  
Telephone - GR-9-1325