



# Shellegraph

Houston Refinery

Vol. 37, No. 31

Friday, August 11, 1972



A tree grows in... Would anyone like to guess what this interesting picture is about? Call the Shellegraph office with your guess.

## UNITED FUND CAMPAIGN LEADERS MAKING PLANS FOR REFINERY DRIVE

The Refinery United Fund committee is firming up plans for the solicitation to be held here Monday, Tuesday and Wednesday, September 11, 12 and 13.

J. W. Sheehan, Vice President, Manufacturing and MTM Research, will coordinate the 1972 United Fund campaign for the Shell complex in Harris County.

The United Fund of Houston and Harris County campaign is a once-a-year community activity enabling 43 participating agencies to provide much-needed service for the people of this area. The drive for the entire area will be conducted September 6 through 15.

At a forthcoming meeting the Refinery United Fund committee will set this year's goal, finalize the solicitors list and make plans for visiting an agency to get first hand information on how money collected is appropriated.

Ed Watson, president of OCAW Local No. 4-367 and an operator no. 1, Lube A, is serving as chairman of the labor participation committee for the general United Fund drive.

**Thanks to you  
It's working**

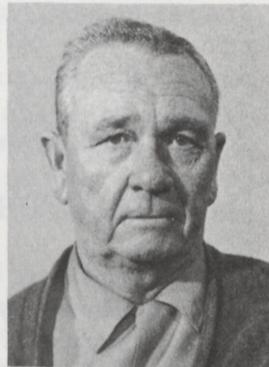


**United  
Fund**

## PENSIONER BEGINS OWN BUSINESS BUT STILL HAS SOME LEISURE TIME

Seven years after his retirement and after several years of traveling to foreign places as a startup operator, J. H. Leach has begun his own business.

Leach, who retired in 1965 as a Shift Foreman, Aromatics, started his own carport and patio business about three months ago in Pasadena.



"I only work on the business about three days a week. Business is sometimes slow, but I spend most of my time running around getting the contract, buying materials and scheduling the job," he said. His wife helps by answering the telephone. He says it does not take long to put up the carports so that he has some free time left to watch his two granddaughters grow.

For a while after his retirement, Leach worked on different refinery projects around the world. He went to Peru for 10 months, then moved on to Columbia. He later went to Iraq and was on a project for Standard of Ohio in East Germany.

About this assignment, he said, "The people there were lovely, they treated us as nice as pie."

Most recently he has worked for a chemical company until deciding to go into business for himself.

"I think that I might travel on some assignments like before if there were any that I liked," he interjected.

## BEHIND SCENES DETAILS ON SHELL'S SUPER REGULAR DECISION TOLD

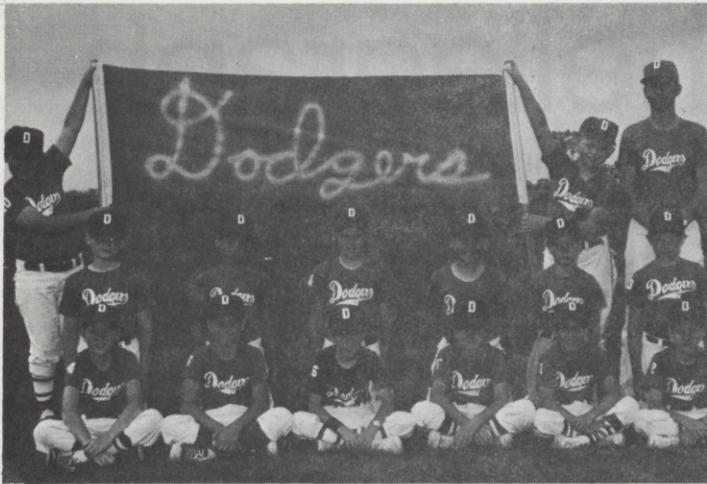
(Editor's Note: In an interview for The Shellegraph and other Shell newspapers, J. C. Sealey, General Manager, Retail Marketing, Head Office, provides some insight into the decisions behind Shell's new gasoline and what they will mean in months to come.

Q. Prior to its introduction, Super Regular was referred to in the company by the code-brand "Project 828." What's behind the name and why was it used?

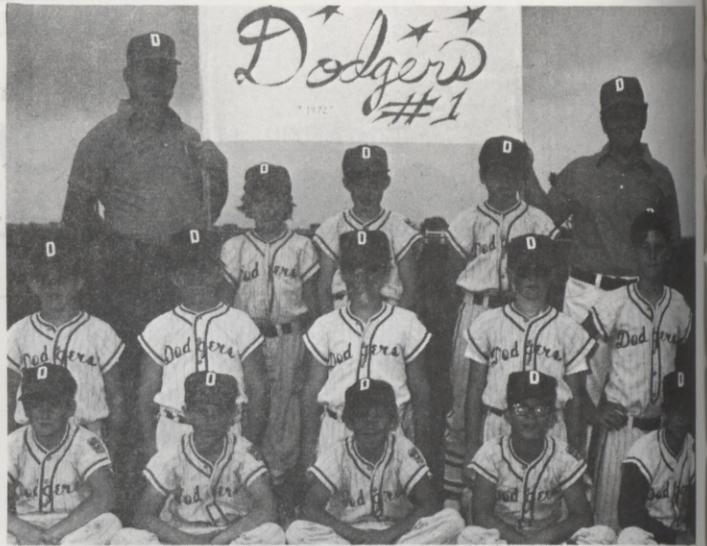
A. We used the code name "828" because the "kickoff" date was August 28. We didn't want to tip our hand to competitors that we were coming out with a new gasoline.

Q. What about timing? How long did it take to finalize plans after the new product

(Continued on Page 2.)



Shell sponsored teams in the Deer Park Little League presented the company pictures of the members. In the minor league Dodgers were front, 1-r, Kelly Martin, Garth Jacob, Steven Lawson, son of T. H. Lawson, Aromatics, Kenny Marsh, Floyd Stewart, Jr., and Randy Roland. Second row are Bobby Tyler, Richard Brashear, Brian Griffin, Tommy Tyler, James Speight, Kurt Crawford.



Holding flag are Kim Karl and Joey Stanton. Floyd Stewart is the manager. In the major league Dodgers are front, 1-r, Mark Clore, Curtis Cash, Jerry Biehl, Jeff Woodard, Darrell Drake; second row, Keith Brown, Steve Wood, Russell Wood, Gary Nix, Byron Moake; top row, Manager Don Nix, Scott Long, son of Earl Long, Eng. Services; Lee Nix, Randy Dickey and George Brown, coach.

### MANUFACTURING TURNS OUT FIRST BATCH ON TIGHT SCHEDULE-- (Continued from Page 1.)

was approved by the Board of Directors?

A. It went before the Board June 29. You appreciate the fact that we couldn't tell Manufacturing to go ahead until after the Board's approval. By the 10th of July Manufacturing had turned out the first batch of Super Regular. That's really a unique circumstance and they did an excellent job. In fact, everyone involved has produced on an extremely tight schedule to meet the deadline.

We selected August 28 as the nationwide introduction date because we will get the advantage of introducing the new product shortly before the Labor Day weekend. This works out well because September is a good gasoline month.

Q. What other organizations were involved?

A. We worked very closely with T&S. They had to get Super Regular through our distribution system, which can be a very complex problem when a new product is being introduced.

Q. Were there any related problems?

A. Yes, there were literally thousands of pieces that had to be brought together in a logical sequence. Here's just one example: Because of the limited time available, we had decal manufacturers working seven days a week.

Q. Why is the new product called Super Regular?

A. We chose the designation Super Regular because it instantly tells the customer in terms which he commonly uses, just what the new product is all about. The public knows what regular is and what super is,

so Super Regular says something.

Q. Why would a motorist choose Super Regular?

A. The advantage over the regular grade is that it has anti-knock performance and we've built significantly better driveability into this gasoline, which should make the newer model cars run better. And, of course, it contains very little lead compared to fully leaded regulars.

Q. How do you think dealers and jobbers are going to react to Super Regular?

A. I think they're going to be enthusiastic. I think everybody in the industry as a whole has been disappointed in the response to low octane, nonleaded gasolines. Super Regular will satisfy the needs of many more cars.

Q. What are your advertising plans?

A. The advertising campaign starts August 28 and runs into December. It will be one of the heaviest we've had for a comparable period of time. We'll have color ads in all major newspapers on the 28th, a combination of network and spot television commercials, and we'll be very heavy in radio, which will add additional impact.

Q. The nonleaded product was dispensed from a blue pump and Super Regular will use a red one. How are you going to handle the transition at the pump?

A. We're going to paint the blue pump red and then cover it up until August 28. At the same time, we will remove Shell of the Future from service station tanks and pump in the new product. Over the newly painted pumps we will put a plastic envelope-like wrap that says a new product is coming soon. Then, on August 28, after all our station point-of-sale material is in place and our advertising gets going, we uncover the new red pumps. That's when we're off and running with Super Regular.

**DEADLINE FOR ADS**

**WEDNESDAY AT 9 A. M.**



While her mother works, paint pots and plenty of paper spell heaven to a little girl at a Neighborhood Center.

#### UF'S NEW SOCIAL SERVICE PROGRAM PROVIDES ASSISTANCE TO FAMILIES

One of the newest and most innovative programs within the Houston United Fund and in the nation is the Comprehensive Social Service Program.

Under the leadership of the Neighborhood Centers/Day Care Association, fifteen United Fund agencies have formed a partnership sponsored by the United Fund of Houston and Harris County.

The Julia C. Hester House, located in the fifth ward of Houston, serves some 6,000 people each year. As a neighborhood center it provides for social affairs, food stamp distribution, athletics, supervised recreation, adult education, neighborhood forums, sewing classes, Junior Achievement, film making and many other activities.

The Houston United Fund allocates seed money to its agencies in order to generate matching Federal funds on a three to one ratio. These funds in turn purchase from local agencies a full range of services to families with children in this low income area.

Local UF agencies participating in the Comprehensive Social Services Program in addition to Neighborhood Centers, include the American Red Cross, Big Brothers, Catholic Community Services, Cerebral Palsy Treatment Center, Florence Crittenton, Harris County Center for the Retarded, Boy Scouts, YMCA, YWCA and Lighthouse for the Blind. The six neighborhood centers received about \$1 million for their operating expenses in 1971 from the United Fund.

SHELLEGRAPH

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

Mrs. Josie Ochoa--Editor

#### IF YOUR CHILD IS REACHING AGE 19, SIGN UP FOR MORE HSM COVERAGE

If your child's nineteenth birthday is coming up, don't forget to drop by the Employee Relations office (to see Glenn Boatright) and sign up for continued coverage for him or her under the hospital surgical medical program.

Regular dependent coverage stops at age 19. But a slight increase in your monthly payroll deduction for insurance premium payment can make your child a sponsored member of the HSM program--provided the child isn't married and doesn't have a full-time job.

The best time to sign up is during the month your son or daughter turns 19. There's about a one-month grace period for enrollment after a dependent's birthday, but waiting too long can mean a lapse in coverage and extra paperwork.

When your child who is a sponsored member gets married, starts a full-time job, or reaches the age of 25, you should pay another visit to the Employee Relations office to stop the increase in your insurance premium. Otherwise you'll be paying for coverage you aren't getting. A sponsored member who does not qualify as a dependent isn't covered under the HSM program even though insurance premiums are still being paid.

Additional details on the HSM program can be found in the benefits booklet.

#### TIFFANY CENTRO GROUND BROKEN FOR BANK AT KANSAS CITY AIRPORT

Ground was broken recently for the Tiffany Centro Bank Building, first of several structures scheduled to rise at Tiffany Centro, the 80-acre planned business community near Kansas City's International Airport.

The building's 2.5-acre plot will feature a landscaped plaza with pool and fountain, and a landscaped parking area for 75 cars. This structure is the first stage of a 600,000 square-foot office complex and 40,000-square-foot retail plaza proposed in the Master Plan for 18 of Tiffany Centro's total 80 acres. Tiffany Centro is a project of Plaza del Oro Corporation, a wholly owned subsidiary of Shell Oil Company.

#### MONTANA ADDS DRIVING FILMSTRIP TO STATEWIDE LIBRARY PROGRAM

Montana has joined five other states in making extensive use of Shell's perception of Driving Hazards filmstrip, which was updated following an additional year of research by The Center for Safety, New York University.

At the request of the Traffic and Safety Education section of the Office of the Superintendent of Public Instruction, 160 copies of the filmstrip and accompanying guidebook were furnished free by Shell for use in the film library of every high school in the state.

## CLASSIFIEDS

FOR SALE

Used boy's bicycle, 20", \$10. Used wash basin and commode, \$5. Hardwood floors. Telephone: 472-8445

1967 VW bug, very good condition, \$650 cash. Telephone: 946-1604

4 lots in Big Thicket Lake Estates, equity. Telephone: 472-8445

Red VW dune buggy. Telephone: 665-0321

1971 BMW motorcycle R-75, 750 CC, fairing, buddy box, custom paint. Excellent condition. \$1850. Telephone: 479-3788

'62 Chevrolet pickup, small V8, automatic transmission, air conditioner, radio, clean, \$525. See at 2313 Pickerton, Deer Park. Telephone: 479-2929

1967 Chrysler New Yorker--Power and air. \$795. Telephone: 481-3939

1971 Honda 350, 16,000 miles, good condition. Telephone: 649-3273

Pipe rack for long wheelbase, step-side, ½-ton pickup truck. \$35. Telephone: GR 2-3018

'62 Corvair motor complete with clutch and starter. \$30. Telephone: 921-0943 or 923-7595

'69 Malibu, 6 cyl., standard, air, hitch, excellent. \$1450. Telephone: 334-1742

1961 Chevrolet pickup, 6 cyl., SWB, \$200. Telephone: GR 3-4219

Olds tenor sax, with stand and case; ideal for school band work, \$150. Telephone: 644-0133

Boy's regular 24" bike and 3-speed 26"-both for \$25. Telephone: 644-0133

Antique green double bed, dresser and mirror, spring & mattress. \$100. Wheat mahogany dining room table, 4 green upholstered chairs, \$125. Portable sewing machine, \$20. Gold hanging lamp, \$10. Voice of Music hi-fi and records, \$100. Telephone: 645-1462

16 ft. Keen Craft--wood mahogany, excellent condition, 75 hp Evinrude, with electric start, tack, speedometer, galvanized big wheel tilt trailer, two extra props, extra 16 gal. gas tank, new battery, good boat for all around use in lake or bay. Total

\$795.

Telephone: 472-6396

Dune buggy. 40 hp Volks. Hardtop and doors, oversized tires. \$895. Telephone: 479-2263

WANT TO BUY

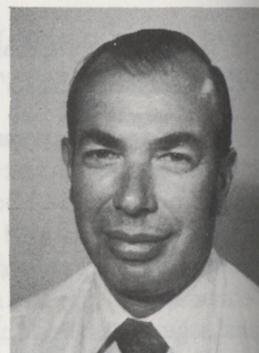
Console TV cabinet, Mediterranean walnut or pecan style. Cabinet must be in good condition, but TV working optional. Telephone: 472-6186

PERSONAL

I want to thank all of my good friends that I had the privilege to know and work with during my years at Shell. Your gifts were thoughtful and much appreciated. I will long remember our nice relationships. My thanks to all of you. Joe Parker

**ADAMS, KNOWLES JOIN RESEARCH AS PART OF CONSOLIDATION PLAN**

Adams



Knowles

C. R. "Charlie" Adams and W. D. "Bill" Knowles are the latest arrivals from Emeryville as part of the Research consolidation.

Charlie is a native of Mount Vernon, Texas, who received his Ph.D. in chemistry from Rice University. He has worked for Shell at Emeryville and was on a foreign assignment for two years in Germany. He will be assigned to the petroleum chemistry and catalysis department here.

Charlie, and his wife, Marie-Claude, have four children.

Bill was born and reared in Seattle, Washington, and received his B.S. in chemical engineering from the University of Washington. He has worked for Shell at Martinez and Emeryville.

He and his wife, Anita, have two children.

**SHELL INSTALLS FIRST PERMANENT UNDERWATER WELLHEAD CHAMBER**

The world's first permanent underwater wellhead chamber has been installed on a working oil well in the Gulf of Mexico.

Installation of the 30-foot high, 10-foot-diameter steel chamber was made in 375 feet of water off the coast of Louisiana by Shell and Lockheed Petroleum Services Ltd. of Vancouver, Canada.

The chamber was positioned atop a well recently completed by Shell.