

## Shallcross first woman to celebrate 40th at DPMC

Not long ago, realizing her 40th service anniversary was approaching, Betty Shallcross, operator of the DPMC telephones, asked Claims Manager Jimmy Hallmark, since retired, if she was about to set a record.

As Betty recalls the exchange, it went this way:

Hallmark: "Betty, you're the oldest woman out here."

Shallcross: "Jimmy, for a personnel man, surely you can find a better way to say that."

Hallmark: "I mean you've been here longer than any other woman."

Shallcross: "Now that sounds much better."

It was January of 1943, the middle of World War II, when Betty "arrived at Shell in a borrowed Model A and my pigtails, after surviving the hazards of the Harrisburg Tunnel." She was "lost in a sea of cars" when she reached the refinery, and remembers feeling extremely grateful when Torres, a member of the janitorial staff, accompanied her to the employment office instead of just telling her how to get there.

Betty started out working nights in the shipping department, handling the paper work for railroad tank cars. "I was supposed to get off at midnight, but we were filling government contracts and often worked far into the morning," Betty recalls. "There was no air conditioning then, and the ceiling fans blew our papers all over the place. Also we had to brush the bugs off the papers. When the job was done, sometimes not until daylight, we would ride with a Shell driver to the railroad stations to deliver the bills of lading so the tank cars could roll, and then we'd be dropped off at home.

"I didn't mind the long hours," Betty insists. "I knew our guys needed that fuel for the war effort. I was used to being busy and I liked to help."

In fact, Betty managed to take a nurse's aid course and volunteer in a Houston hospital many mornings. "I hardly ever slept." She received assistance with nursing skills from Evelyn Leamons, now administrator at the Complex hospital, who is just a year and a half behind Betty in length of service.

About 18 months after she came to work here — Betty doesn't like to be held to dates — the government required that the telephone switchboard be operated around the clock. Betty was called on to relieve on the switchboard, which she was delighted to do, even though she was nervous about it at first.

Not long after that, the regular operator left to join her husband

Betty models headset in front of old Refinery Administration Building.



and I would show him how to add two and two on the machine. The father, 'Buster' Dorrell was manager of Dispatching, and Shell recently named a boat after him.

"We had a great time, and I felt so special helping all the staff, who were so friendly, it really wasn't like work; it was almost like personal life."

"One day Ima Dorrell and I decided to organize a dance class for Staff Row children. She went to Clyde Abshire, head of the Deer Park School, and obtained space there. I was the teacher and our first piano player was Mary Master-son, whose husband 'Bo' has since retired from the Pipe Shop. Later, Ima took over at the piano, and could she ever play those barrelhouse blues!

"Everyone was enthusiastic about the children learning grace, poise and dancing. One night we had a recital at the school, and everybody was so proud of the kids, including me!"

Not long after World War II ended, night-time operation of the switchboard was terminated and Betty reluctantly moved into daytime work. One result was she saw the Duke of Windsor and other celebrities who visited the refinery.

Working nights gave Betty an opportunity to get to know the people who lived on "Staff Row," which consisted of about 15 houses provided for operations managers and their families on refinery property along the Ship Channel. "I enjoyed my visits to Staff Row," Betty reminisces. "We would watch the ships come up the channel and enjoy the surroundings, which included a tennis court and swimming pool."

The Staff Row children paid return visits to Betty every chance they had. "They loved to sit on my lap and call their homes from the switchboard and practice their arithmetic on the calculator," says Betty with a smile. "I think my greatest fan was Jerry Carpenter, brother of Bill Carpenter, Jr., who now is in charge of Shell's Saudi venture. Jerry would pretend he hurt his knee while bike riding, come to the refinery hospital to get his knee checked, and then sneak over to see me."

"The Dorrell children and I were also very close. Their boy Bob could hardly say 'Betty'

In those days she fielded every call that came in, and she was especially busy during times of emergency. She enjoyed the fast pace, but did not care for the equipment. "The old head piece hung around my neck," she recalls

Continued reverse side

Betty at switchboard in 1958.



## Welders achieve 10 safe years

Welders from Maintenance North have been honored for 10 years without a lost-time injury. Representing the group are (from left) D.E. Wallace, L.M. Bennett, L.D. Alexander, D.J. Hornburg, F.L. Gilbert, M.B. Perti, L.A. Fagg, D.E. Kornele, J.D. Milder, K.W. Fountain, F. D. Hopkins, E.D. Moore (hidden), R.A. Northcutt, J.J. Palermo, W.E. Hallum, and R. E. Bennett. Not pictured are R.M. Pierce, G. W. Flora and Joe Hernandez.

Photo by Doyle Hale

## Shell performs well in retail gasoline wars

Competition continues to heat up in the retail gasoline marketplace.

"Demand is off. Supply is available in abundance. Every major competitor is attempting to protect its share of the market, and you are finding a multitude of programs."

Those are the words of Jack Gleeson, Shell's project manager for retail gasoline. He is quoted in a Chicago *Sun-Times* article written by Kathleen Behoff.

Shell is in the thick of this scene, which is "as competitive as it's been in the past 10 years," according to Gleeson. The Company's recent campaigns to generate new credit card customers have resulted in more than two million new accounts — twice as many as expected.

W.J. Bittles, Jr., Shell's vice president of retail sales, says the program was a success "because consumers like the safety and convenience of credit cards, but perhaps more importantly, because prices for credit sales at Shell stations have generally been the same as competitive discount-for-cash prices."

The consumer response to Shell's campaigns was so great that at one point, more than 400 temporary employees were added to Shell's Tulsa Credit Card Center regular staff of 580 persons. They processed more than 4.5 million responses. Shell now has approximately eight million active credit card accounts.

In her *Sun-Times* article, Behoff reports on the sales promotion programs of various major oil companies, Amoco, she notes, has mailed credit card applications to 10 million drivers considered eligible for automatic approval. Free gasoline and a chance to win a luxury car are included in the promotion, said to be Amoco's largest ever.

With this move, Amoco appears to be heading in the direction taken by Shell in bucking a trend away from credit cards. Arco led the anti-credit card effort by eliminating its credit cards last April and lowering prices 2.8 cents a gallon. When Arco experienced a dramatic improvement in sales, other companies, including Amoco, Exxon and Mobil, responded by charging dealers for credit transactions

and promoting discounts for cash sales.

Arco currently is experimenting with pumps that accept \$1 and \$5 bills. In addition, the company has opened convenience food stores at 700 service stations and placed automatic bank teller machines at some stations.

Behoff also reports Texaco has remodeled its stations and plans to open convenience stores at 3,000 of them.

Meanwhile, Shell is not resting on its laurels despite a highly successful credit card program. This company is looking into a number of additional innovations, and also is launching its first large-scale product advertising campaign since 1972-73. It includes a series of television ads demonstrating customer satisfaction through testimonials. The ads will run in 32 major cities east of the Rocky Mountains from January 30 through March 27, and in eight major cities west of the Rockies from February 28 through April 24.

## COMPLEX SAFETY, 1983

through January, 27

OSHA Recordable Rate Year to Date:

2.71

Hours Worked Since Last Lost-Time Injury:  
623,000.

## Shallcross celebrates 40th

Continued from front page

with discomfort, " and if I moved, I had to move the headset as well. I thought I would have to spend my life at the chiropractor's."

Transportation also presented a problem for Betty. "I spent four hours a day coming and going, riding six busses," she laments. Shell provided bus service, but Betty took two city busses to get to the Shell bus. Nevertheless, she found the Shell bus drivers very cheerful and friendly, and she used the travel time to catch up on some sleep while others headed for the "big poker game in the back of the bus."

Looking back over her 40 years at the Complex, Betty says she can't believe it's been that long. And she adds, "The progress I've seen here, from a place that barely had a fence, is incredible.

"I'm proud to be the first woman to work here 40 years. I'm proud to work for Shell, and proud of all the friends."

Betty considers herself an introvert. "I like people but not crowds." She was hesitant about attending parties honoring her 40th anniversary, but says she thoroughly enjoyed them once she got herself there.

"It made me feel 21 again, and you can't beat that!"

## Classifieds

### FOR SALE

**1981 Chevrolet Scotsdale one-half-ton pick-up.** Air, stereo. \$6,200. Telephone 479-4580.

**1980 Chevette.** Four-door, four cylindr., automatic, air, AM/FM, beige, looks good, runs good. \$2,850. Telephone 479-2425.

**1979 Chevrolet Blazer.** Two-wheel drive, power steering and brakes, automatic, AM/FM/8 track. Telephone 353-2579.

**1979 Chevrolet sport pick-up.** 4 x 4 automatic, power steering and brakes, air, AM/FM stereo, 14 x 34 tires and spoke wheels. \$5,500. **1976 Fiat station wagon.** Five-speed, radio, air. \$1,000. **1976 Cadillac Coupe DeVille.** Loaded, new tires. \$2,500. **1973**

**Impala.** Two-door, new tire, new paint, automatic, power steering and brakes, air, 42,000 miles. \$1,200. Telephone 479-6957.

**1979 Honda CR250.** Works performance shocks, Boyesen Reeds, like new, ridden only 10 hours. \$895. Telephone 424-8357 or 328-2060.

**1978 Thunderbird.** White, two-door, 302 engine, 57,000 miles. \$2,600. Telephone 473-6797.

**1977 Corvette.** Four-speed, air, PC, tilt telescopic wheel, factory mags, new tires, quad stereo, low mileage, extra clean, custom paint. \$8,500. Telephone 351-7507.

**1976 Mercury Marquis.** Blue, four-door, loaded with power, new tires, good family car. \$1,800. Telephone 455-0805 after 4 p.m.

**1976 Chevrolet SWB.** Four-wheel drive, excellent condition. \$2,795. Telephone 479-4333.

**1976 Dodge window van.** Automatic, air. \$3,200. Telephone 424-3911.

**1975 Ford Gran Torino Squire.** S/W, V-8, air, power steering, luggage rack, third seat, AM/FM, one-owner. \$1,250. Telephone 482-6003.

**1971 MG Midget.** \$1,500. Or, will trade for such items as welding machine, cement mixer, small outboard, row boat, etc. Telephone 334-3175 after 5 p.m. or weekends.

**1969 VW bug.** Complete restoration, new paint, interior, brakes, race-balanced engine, AM/FM stereo, cassette. \$2,000. Telephone 472-5988.

**Redman mobile home.** Three months old, 14 x 60, two BR, one bath, garden tub, cathedral ceiling with ceiling fan, carpet throughout, almond appliances, washer/dryer, central air and heat. Small equity and assume payments of \$276/month. Telephone 424-4160 before 2 p.m.

**Beautiful waterfront lot** on Caney Creek at Sargent. Telephone 489-0745.

**Simmons hida-a-bed sofa.** Queen size, good condition. \$150. Call 944-4765.

**Catalina refrigerator/freezer.** Gold, works fine. \$100. **Frigidare side-by-side refrigerator/freezer.** Gold, works fine. \$125. Call 426-7608.

**Peterson gas logs.** Three months old. Call 479-7243.

**Early American couch.** Good condition. \$75. Call 479-0222 after 4:30 p.m.

**13 aluminum screens, two aluminum screen doors.** Very reasonable. Call 643-3801.

**Commercial gas dryer.** Good condition. \$60. Call 481-5663.

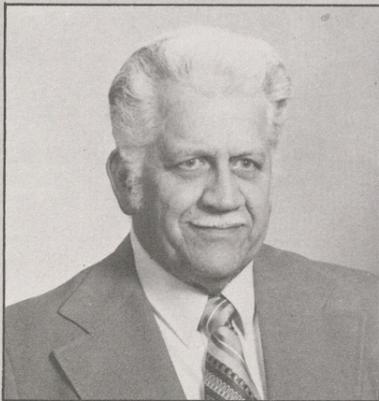
### SWAP

Four Crager SS mags, 2 W/G 70-14, 2 W/L 60-14 tires. Swap for standard rims and tires to fit '65 Chevrolet. Call 477-0328

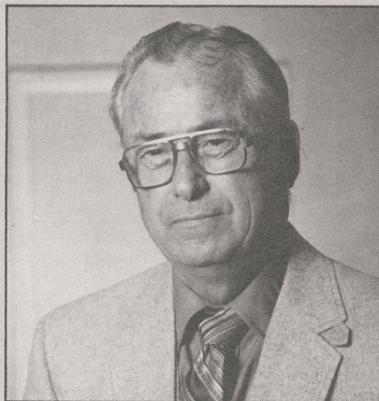
### RETIREMENT PARTY

**G.G. Marshall,** tester, Refinery Lab. Party on March 11. For information call Pat Denman, Ext. 6808.

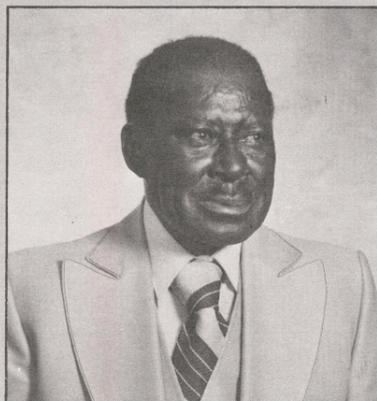
## Anniversaries



H.H. Reat, Jr.  
Refinery Lab  
40 years



W.T. Bratton  
Maintenance North  
35 years



E.C. Fowler  
Maintenance North  
35 years



D.R. Stewart  
Engineering Support  
30 years



## Shellegram

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