

SHELLEGRAPH

HOUSTON
REFINERY



"Your Information HOT LINE"

No. 35

Tuesday, December 10, 1963

TO ALL EMPLOYEES

SHELL'S WINTER GASOLINE BLENDS "TAILORED TO THE TEMPERATURE"

This winter, Shell will again offer special winter gasoline blends carefully tailored to the temperature and weather conditions found in every part of the United States.

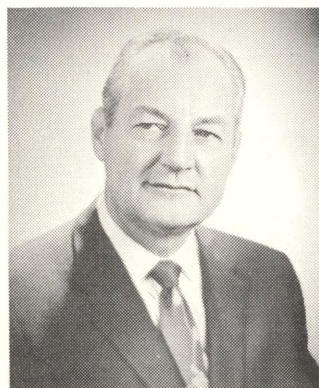
To insure the best blend for each area, Shell divides the country into 20 different climatic zones, 11 east of the Rockies and nine on the West Coast. The temperature and humidity records for each area are carefully analyzed, and an exact winter gasoline mixture is developed for each zone.

The changeover from a summer to a winter gasoline is carried out progressively over a three-month period beginning in September. The completely winterized gasoline is at terminals by November.

Shell's winter gasoline blends contain adjusted amounts of these two important ingredients— butane for quick starts and pentane mix for smooth running when the engine is cold. In addition, an anti-icer ingredient is added to fight critical ice buildup in carburetors.



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V. J. MC COY



R. H. STINE

V. J. MC COY ANNOUNCES RETIREMENT; REPLACED BY R. H. STINE

V. J. McCoy, for the past 11 years the Public Relations Manager of Shell's Houston Office, has announced his plans to take an early retirement effective January 1, 1964. His replacement will be R. H. Stine, whose present assignment is Manager, Public Relations, Cleveland, Ohio.

McCoy is a graduate of the University of Southern California, and joined Shell here at the Houston Refinery in October, 1943, as Training Supervisor. In 1944, he was named Assistant Manager of Industrial Relations here, and later that same year moved to Head Office as Manager of the Training Division. McCoy returned to Houston in 1947 and assumed his present position in 1952.

Through the years McCoy has been active in numerous civic and community endeavors. He has held several important positions in United Fund drives, the Southwest YMCA, the Texas Safety Association, and the Sam Houston Area Council of the Boy Scouts of America.

McCoy is credited with originating the annual Petroleum Workshop, held each year at the University of Houston in cooperation with the Oil Information Committee of Texas.

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MC COY ANNOUNCES RETIREMENT (Cont'd.)

Well-known for his public speaking throughout the Southwest, McCoy plans to continue his speaking activities on a professional basis. The McCoy's will continue their residence at 38 Huntley Drive in Houston.

Bob Stine received his B.A. degree in 1939 from the University of Michigan, and following a tour of duty with the Navy, joined Shell's Detroit Marketing Services Division as a Clerk. He held various assignments in sales development and public relations activities before his promotion to District Sales Supervisor in 1950. He assumed his present position in January, 1955.

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OIL FACTS

New York—Since 1953 the price of gasoline--not counting taxes--decreased by 4.3 per cent. During the same 10 years the prices of all goods and services on the Bureau of Labor Statistics' Consumer Price Index rose by 13.1 per cent. Taxes on gasoline now average more than 10 cents a gallon.

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CHRISTMAS SEALS

Respiratory diseases - TB, asthma, hay fever, bronchitis, chronic sinusitis, are the chief cause of loss of time from work and school, and cause one U. S. death out of 10. Christmas Seals finance research against them....Use Christmas Seals on all your holiday mail.

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C L A S S I F I E D S

FOR SALE: 258-acre farm near Hallettsville; spring-fed creek; three water wells; REA electricity; butane tank; two houses; two barns. All minerals to buyer. \$55,000. E. K. Pagel, UN-4-4809.

FOR SALE: One acre of land, off Pasadena Blvd. in Deer Park; E. K. Pagel, UN-4-4809.

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